

## County Durham Economic Partnership – a message from the Chair

January 2023

### Fellow Business Leaders and Owners

The beginning of a new year is a really appropriate time to tell you about some very exciting developments which have taken place in the County recently, which have culminated in the adoption by Durham County Council Cabinet of the County's Inclusive Economic Strategy.

I know that very many of you have been involved in its development through the Big E-Conversation over the last year, and I hope that you, like me, will be really pleased that what has emerged from that is this bold, ambitious new strategy, which sets a clear, long-term vision for the area and its economy up to 2035, with its overarching aim to create more and better jobs in an inclusive, green economy.

Successful delivery of this will drive County Durham's economy over the next decade.

The Strategy is built on five key areas:

- **People** - supporting people into education, training and jobs and enabling them to excel in their careers and in business.
- **Productivity** - supporting business innovation, growth and higher levels of productivity.
- **Places** - improving places and planning infrastructure so that people and businesses can access opportunities.
- **Promotion** - promoting the county, its assets and opportunities to businesses, investors, visitors, developers and residents.
- **Planet** - investing in people, technologies, research, development and businesses in order to help achieve net zero emissions in County Durham by 2045.

It will be formally launched soon, so please do drop me a line if you would like a copy and I will make sure that you get one.

Whilst I am delighted with the Strategy we have produced, it is of course meaningless unless it is delivered, and our next task as a Partnership is

to work together to do just that. The role of you, the private sector, is crucially important in this - from SMEs to large companies with investments in the area, everyone needs to play their part in ensuring it achieves its aims. Without the involvement of County Durham businesses then the opportunities it presents to us all will never be achieved. We are starting to work now on the Delivery Plan to turn this strategy into reality, and I would love to hear from you with any thoughts you have about how this can be achieved.

I am also very keen that we have ways of measuring this so that we – the business community of County Durham – can judge its success or otherwise. My initial thoughts are that I would expect to see the strategy creating conditions which result in improvements in business cash flow, opening up new market places for our businesses, and producing a skilled workforce which meets your needs, not just in the immediate term but also in the future.

I would love to hear from you with any thoughts on this, or just to have a general chat. I can be contacted through:  
[countydurhampartnership@durham.gov.uk](mailto:countydurhampartnership@durham.gov.uk)



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Chair, County Durham Economic Partnership