

DARLINGTON LOCAL STRATEGIC PARTNERSHIP
DELIVERING 'ONE DARLINGTON : PERFECTLY PLACED'

PROSPEROUS DARLINGTON THEME GROUP
DELIVERY PLAN 2008 – 2011

PROSPEROUS DARLINGTON

Introduction

Chair: Mike Airey, Barclays Bank
Contact details:

Vice Chair:
Contact details:

Lead Officer: Gwenda Lyn Jones, Darlington Borough Council
Contact details: gwenda.lyn.jones@darlington.gov.uk

Overview

This Delivery Theme is about ensuring that Darlington continues to develop so that it remains competitive in the changing economy of the world. In so doing prosperity will also be measured by the Quality of Life enjoyed within the borough, including an increase in art and cultural activities, thus contributing to the well-being of all who live, work and visit here.

The unique character of Darlington that makes it Perfectly Placed as a place to develop business and employment opportunities will be exploited in the context of a wider approach to the development of Tees Valley. The accessibility to the rest of the world and a growing skills base amongst the workforce will ensure that Darlington remains competitive.

PROSPEROUS DARLINGTON

PERFORMANCE AGAINST TARGETS

The following tables show performance against targets set for the short to long term. The table allows quarterly reporting although some indicators are only recorded annually. Many of the indicators are also new and therefore in some cases data is not available for 2007/08. This table shows:

- Progress achieved to long-term (SCS - 2021) targets using P+ rating
- Progress achieved against short/medium-term (LAA-2011) targets using P+ rating
- Direct linkage between performance and delivery plan interventions described in detail later
- An indication of achievability

PROSPEROUS DARLINGTON

SUSTAINABLE COMMUNITY STRATEGY INDICATORS

Performance Indicators [Those from National indicator set shown with a *]	2021 Target	Baseline (2006/07) Unless indicated otherwise	LAA Improvement Targets [All in this table are designated]			Partners signed up to targets: Members of Children's Trust LSP Theme Group: [Lead Partner shown with a *]
			2008/09	2009/10	2010/11	
NI 151* Overall employment rate		75.1%	76.1%	76.2%	76.3%	Darlington BC (Assistant Chief Executive – Regeneration)*
NI 153* Working age people claiming out of work benefits in the worst performing neighbourhoods		33.2%	33.0%	32.8%	32.7%	Job Centre Plus*
NI 166* Average earnings of employees in the area		£383.30 (2006) (£402.90 2006/07 – Regional)	£415.00	£427.00	£446.00	Darlington BC (Assistant Chief Executive – Regeneration)*

PROSPEROUS DARLINGTON

LOCAL AREA AGREEMENT INDICATORS

Priority	Performance Indicators [Those from National indicator set shown with a *]	Baseline (2006/07) Unless indicated otherwise	LAA Improvement Targets [All in this table are designated]			Partners signed up to targets: Members of Prosperous Darlington LSP Theme Group: [Lead Partner shown with a *]
			2008/09	2009/10	2010/11	
Prosperous Darlington (1)	NI 164* Working age population qualified to at least Level 3 or higher	46.4%	50.1%	50.3%	50.5%	Learning and Skills Council*
	NI 166* Average earnings of employees in the area	£383.30 (2006) (£402.90 2006/07 – Regional)	£415.00	£427.00	£446.00	Darlington BC (Assistant Chief Executive – Regeneration)*
	NI 153* Working age people claiming out of work benefits in the worst performing neighbourhoods	33.2%	33.0%	32.8%	32.7%	Job Centre Plus*
	NI 151* Overall employment rate	75.1%	76.1%	76.2%	76.3%	Darlington BC (Assistant Chief Executive – Regeneration)*
	NI 154* Net additional homes provided	448	475	500	550	Darlington BC (Assistant Chief Executive – Regeneration)*
	NI 007* Environment for a thriving third sector	New PI (2)	Baseline to be set in 2008	----	A statistical significant improvement on baseline	Third Sector organisations led by 'Evolution Darlington'*
	NI 011* Engagement in the arts	New PI (3)	Baseline to be set in 2008/09	Baseline plus 1%	Baseline plus 3.2%	Darlington BC (Cultural Services)*

- (1) Darlington Partnership is committed to the Business Support Simplification Programme (BSSP) in the region and in doing so will ensure that the Local Area Agreement and partner involvement provides a focus for the process.
- (2) Baseline measurement during autumn 2008 and a follow up in autumn 2010. Local data available in Feb 2009 in order to set a target for 2010/11.
- (3) Questions on engagement with the arts will be asked from April 2008 as part of the Sport England annual Active People Survey.

PROSPEROUS DARLINGTON

PRIORITIES AND WORK STRANDS

Short to Medium Term Work Strands

Work Strand 1: Quality of Life

Work Strand 2: Employment Opportunities

Work Strand 3: Accessible Darlington

Work Strand 4: Growing Skills

Work Strand 5: Sharing Prosperity

Work Strand 6: Diversity of Opportunity

Work Strand 7: Distinctive Darlington

WORK STRAND

1. Quality of life

Ref	Objective	Action	Lead	Timescale	Cost	National Indicator	Link to other Theme Group or Work Strand
1a	Create an attractive Town Centre environment for businesses to locate	Support the development of the Feethams and Beaumont Street Development Brief	DBC ACE(R) Tim Crawshaw	Planning application submitted by June 2009. Build out by 2012.	£2.5m estimated in TVIP		2 - 7
1b	Develop a strategic framework for the next phase of the Darlington Gateway spatial sites	Support the development of the wider TCF Masterplan, securing funding and wider support to actions / outcomes	DBC ACE(R) Graham Farr / John Simpson	Sept 08-Mar 09	£350k estimated in TVIP		2, 3, 4, 5
1c	Bring forward the next phase of Darlington Gateway spatial sites	Secure ONE funding for Car Park on Arriva Bus Depot site, during Masterplanning period	DBC ACE(R) John Simpson	Start on site January 09	£2m approved		2, 4, 5
		Develop Single Programme projects to focus on early site assembly	DBC ACE(R) John Simpson	Oct 08-Mar 09	£1m estimated in TVIP		2, 6 ,7
1d	Increase the net number of additional homes provided	Regular review of the 'Demonstrating a 5 Year Supply of Deliverable Sites' document	DBC ACE(R) Steve Petch / Valerie Adams	Every 6 months. Update due to be published by end March 2009	All within existing resources	154	2, 3, 7
		Undertake and complete a Strategic Housing Land Availability Assessment		By end of March 2009			

WORK STRAND

1. Quality of life (continued)

Ref	Objective	Action	Lead	Timescale	Cost	National Indicator	Link to other Theme Group or Work Strand
1d cont'd	Increase the net number of additional homes provided	Continue to progress work on the Darlington Local Development Framework.		To the agreed timetable set out in the revised Local Development Scheme. Revised LDS reported to DBC Cabinet by end April 2009.			
		Provide planning policy input into Housing Growth Point work.		Consultations on LDF Core Strategy Preferred Options Oct-Dec 2008. Further consultations to be undertaken in late 2009.	£6.2M awarded to TV Housing Growth POINT Bid in Dec 2008.		
		Provide planning policy input into the Council's housing response to the credit crunch.		To meet the deadlines set by the process	All within existing resources		
		Determining planning applications		To meet the deadlines set by the process	All within existing resources		

WORK STRAND

1. Quality of life (continued)

Ref	Objective	Action	Lead	Timescale	Cost	National Indicator	Link to other Theme Group or Work Strand
1e	Ensure that economic growth is matched with and supports sustainable housing growth with corresponding investment and infrastructure	Develop and implement Darlington's package of projects within the Tees Valley Housing Growth Point Programme	DBC ACE(R) John Simpson	Jan 2009 – March 2013	£1.5m within approved TV allocation		
1f	Encourage the development of new opportunities for involvement in cultural and creative industries	Work with Humantics on developing an independent cultural offer	DBC ACE(R) John Simpson	Jan 2009- March 2013	£1.5m (estimate) Bid to be prepared to Future Builders England	011	2-7
1g	Increase engagement in the arts	Develop a free events programme	DBC Cultural Services Lynda Winstanley	Embed Events Panel within LSP by April 2009	Within existing resources	011	3, 6, 7
		Provide people with pathways to engage in events		Communication and promotional Action Plan to be developed by May 2009	Within existing resources and with support from ACE (TBC by May 2009)		
		Develop the Maximise Initiative		Action Plan developed for 1009/10 by April 2009	Within existing resources		
		Develop the Openart Studio		Jan 09-Dec 10	£60K funding from PCT		

WORK STRAND

2. Employment opportunities

Ref	Objective	Action	Lead	Timescale	Cost	National Indicator	Link to other Theme Group or Work Strand
2a	Increase the overall employment rate	All actions below	DBC ACE(R)			151	2, 4, 5
2b	Ensure a good supply of quality office and other business premises	Promote the Feethams/Beaumont Street Development Brief and develop proposals for the Town Centre Fringe Phase 1	DBC ACE(R) John Anderson	2009-13	£2.5m estimated in TVIP (As 1 above)		1, 3, 7
		Develop proposals for the Town Centre Fringe Phase 2 (Park Place to Borough Road)	DBC ACE(R) John Anderson	2009-16	£8.5m estimated in TVIP		1, 3, 4, 7
2c	Improve skills training and employment prospects for residents	Include clauses on targeted training and recruitment in development briefs, contracts and other public procurement opportunities	DBC ACE(R) Suzanne Clark	As and when Capital projects come on line.	Within existing resources		4, 5, 6 Aspiring
		Work with construction companies and their sub-contractors to implement targeted training and recruitment clauses attached to public sector capital contracts.	DBC ACE(R) Suzanne Clark	As and when Capital projects come on line.	Within existing resources		4, 5, 6 Aspiring
		Work with Strategy Planning Section to develop targeted training and recruitment within the Darlington Supplementary Planning Guidance	DBC ACE(R) Suzanne Clark	Include S106 clause in SPG by October 2009	Within existing resources		4, 5, 6 Aspiring

WORK STRAND

2. Employment opportunities (continued)

Ref	Objective	Action	Lead	Timescale	Cost	National Indicator	Link to other Theme Group or Work Strand
2c cont'd	Improve skills training and employment prospects for residents	Work with developer to investigate feasibility of 120ha Faverdale Site as a major logistics and distribution park	DBC ACE(R) John Anderson	2009-15	£6m estimated in TVIP		1, 3, 7 Greener
		Work in accordance with the Business Engagement Strategy – fitting in with the SAM Programme and understanding, identifying and supporting growth and investment opportunities	DBC ACE(R) Nik Grewer TVR - John Leer	Partner meetings held quarterly. Individual SAM company meetings held at a minimum annually.	Sub – regional allocation		1, 3, 5, 7
		Promote the pre-start offer from BENE – range of packages available up to £10k (lifestyle) and £15k (high growth)	Business Link Mike Lakinski	Quarterly monitoring of performance	Within Regional Budget		1, 3, 5, 7
		Provide opportunities for volunteers, to gain skills and experience, for those looking to go into work or a change in career, or to enter FE training	eVOLution Karen Grundy	Ongoing	Within existing resources	006 / 007	5, 6 Aspiring

WORK STRAND

3. Accessible Darlington

Ref	Objective	Action	Lead	Timescale	Cost	National Indicator	Link to other Theme Group or Work Strand
3a	Enhance Darlington's accessibility by rail, air and road	Deliver actions to tackle traffic congestion with respect to Darlington's Transport Strategy, including preparation of business case for upgrading the A66.	DBC ACE (R) Simon Houldsworth				
		Deliver the Local Transport Plan 2006-2011	DBC ACE(R) Sue Dobson	2009-2011	£5.9m	NI175 / NI198	Greener / Healthier
		Continue to deliver proven Local Motion actions, implement the Cycling Demonstration Town Programme and Interreg Project	DBC ACE(R) Owen Wilson	2008-2011	£1.45m	NI175 / NI198	Greener / Healthier
		Deliver a study to review Darlington's approach to tackling congestion. Consider required travel links between development sites and contribute to the LDF.	DBC ACE(R) Sue Dobson	2008-2009	£0.2m	NI175 / NI198	1, 2, 5, 6 Greener / Aspiring
		Implement Tees Valley Bus Network improvements	DBC ACE(R) Simon Houldsworth	2008-2011	£7.9m (NOT CONFIRMED)	NI175 / NI198	Greener / Aspiring

WORK STRAND

3. Accessible Darlington (continued)

Ref	Objective	Action	Lead	Timescale	Cost	National Indicator	Link to other Theme Group or Work Strand
3b	Promote the use of ICT to support SMEs and the Third Sector.	Deliver affordable support and equipment to Third Sector organisations.	eVOLution Mike Durkin	Survey on ICT needs to be returned by end March 2009	Part income generated Part £30k (to find)		5, 6
		Develop use of video conferencing facilities for easier communication.					
		Promote ICT support to SMEs, when appropriate, available through Business Link and NE England Investment Centre	Business Link - Broker Teams via Mike Lakinski	Progress to be reported quarterly	From existing regional resource		2, 5, 6
		Assessing ICT needs of Third Sector organisations in terms of software and skills.	eVOLution Joanne Jones	Up to March 2009	Within existing resources		5, 6
		Provision of ICT training to Third Sector organisations	eVOLution Joanne Jones	Ongoing	Within existing resources		4, 5, 6
3c	Ensure that transport networks support sustainable economic growth and regeneration by tackling congestion, improving accessibility for all and promoting alternative modes of transport to reduce vehicle use and emissions.	Contribute to and influence development of Third Local Transport Plan to incorporate and reflect Greener Darlington objectives	DBC ACE(R) Steve Petch	To met deadlines set by the process	Within existing resources		1, 2, 5 Greener
3d	To attract new routes into DTV airport by providing better intelligence	Undertake relevant research to enable DTV Airport to identify existing and anticipated international trade routes for major companies within TV, which will be used by them in discussions with airline operators to attract new routes.	TVR John Leer	March 2009	Within existing Single Programme resources		1, 2, 5, 7

WORK STRAND

4. Growing Skills

Ref	Objective	Action	Lead	Timescale	Cost	National Indicator	Link to other Theme Group or Work Strand
4a	Increase the proportion of working age population to at least Level 3 or above	Increase awareness of and deliver all LSC programmes: <ul style="list-style-type: none"> • Train 2 Gain • Apprenticeships • Other provision in 6th forms and colleges 	LSC Paul Richardson	Awareness raising ongoing with relevant organisations and providers.	Within existing budget allocations	164	2, 5, 6 Aspiring
		Support the 14-19 Trust in developing the new work-related curriculum, including Diplomas	DBC ACE(R) Gwenda Lyn Jones	Ongoing		Aspiring	
4b	Raise the average level of earnings of employees in the area	Promote the Tees Valley (and Darlington) as an ideal location for inward investment	TVR John Leer	2009-11	£300k Submitting appn to ONE	166	1, 2, 5, 7
4c	Support skills training to assist the growth of higher value companies	Highlight and promote the skills, including the higher skills, agenda and follow up all expressed interest.	Business Link brokers	Ongoing	Within existing budget allocations		1, 2, 5, 6 Aspiring
4d	Promote business improvement through staff development	Engage businesses to sign up to and take forward the Skills Pledge	LSC Albert Leaf and Brian Johnson BENE – via Mike Lakinski	Targets are not set at LA level. LSC and BENE will co-ordinate monitoring of progress	Within existing budget allocations		1, 2, 5, 6 Aspiring

WORK STRAND

4. Growing Skills (continued)

Ref	Objective	Action	Lead	Timescale	Cost	National Indicator	Link to other Theme Group or Work Strand
4e	To develop higher level skills and promote accessibility	To develop a Darlington hub to link with the University of Teesside's Innovation Connector activities on Digital City	Mark Elliott (Digital City)	Sept 2009 approx	ERDF £1m (estimated future bid) Plus HEFCE and ONE		1, 2, 5, 6
		To develop the University Centre at Central Park	DBC ACE(R) John Anderson				Aspiring
		Work with the Engineering Sector in Darlington to develop a project that encourages young people to consider engineering as a career.	DBC ACE(R) Gwenda Lyn Jones / Nik Grewer	Develop a new project by June 2009	BAT Legacy Fund £163k		1, 2, 5, 6 Aspiring

WORK STRAND

5. Sharing Prosperity

Ref	Objective	Action	Lead	Timescale	Cost	National Indicator	Link to other Theme Group or Work Strand
1a	Raise the average level of earnings of employees in the area	As Section 4 above					
1b	Reduce Child Poverty by piloting a holistic multi sector locality based approach to supporting families	Develop pilot measures to address child poverty within Locality B (North Road, Northgate, Central and Harrowgate Hill)	Children's Centre Lynne Henderson	2009-11	£980k Bid submitted.	116	Aspiring / Healthy
1c	Narrow the gap between the % people in employment and the national % rate	Increase employer commitment to LEP in particular in relation to recruitment of residents from disadvantaged wards	JCP Trevor Mortlock	Targets are not set at LA level. JCP is working towards converting 80% of vacancies into LEPS over an indefinite period.	Within existing budget allocations	151, 153	2, 3, 6
		Provision of free legal advice including welfare rights and benefits advice etc	CAB / Age Concern / DBC Mike Hill	Jan 2009 - 2012	£480k secured		2, 6
		Support the development of a town wide credit union	DBC ACE(R) John Simpson	2009 onwards	£100k (estimated future bids)		2, 6

WORK STRAND

6. Diversity of Opportunity

Ref	Objective	Action	Lead	Timescale	Cost	National Indicator	Link to other Theme Group and Work Strand
6a	Create the environment for a thriving Third Sector	Build and sustain capacity within eVOLution to support Third Sector organisations within Darlington	eVOLution	Ongoing	£75K p.a. % increase per funding cycle	007	1-7
		Build capacity within local Third Sector organisations through increased funding from grants and contracts (minimum of 3 years)		Ongoing	? % increase		
		Commitment to the Compact		Ongoing	Within existing resources		
		Develop robust partnership and collaborative working agreements		Ongoing	Within existing resources		
6b	Reduce the number of working age people claiming out of work benefits in the worst performing wards	Deliver the Tees Valley Employability Framework with partners	JCP/JSU Sue Hannan	2009-12	TVJSU bid to ONE	153	2, 4, 5 Aspiring / Healthy
		Develop the Darlington Employability Framework which will include addressing lower and higher skills	JCP / LSC / DBC / JSU Trevor Mortlock	2009-12	Share of any successful TV bid		
		Seek to maximise the availability of County Durham Foundation funding to assist the out-of-work and disadvantaged	eVOLution				

WORK STRAND**7. Distinctive Darlington**

Ref	Objective	Action	Lead	Timescale	Cost	National Indicator	Link to other Theme Group and Work Strand
7a	Develop a new brand / identity for Darlington	Co-ordinate a working group of relevant interested parties to develop this work further	DBC ACE(R) Gwenda Lyn Jones	2009-12	£36k available		1-6
7b	Use regeneration to promote the arts, leisure and cultural developments	See above – Actions relating to Town Centre Fringe (Phase 2) which includes the Borough Road / Civic Theatre area.				011	