

Hartlepool Borough Council

Town Investment Plan

TOWN DEAL BOARD BASELINE DISCUSSION PAPER

June 2020

1. Aims of the Towns Fund

The Government's stated objective of the Towns Fund is 'to drive the **economic regeneration of towns to deliver long term economic and productivity growth**' through capital investment in:

- 1. urban regeneration, planning and land use:** increasing density – strengthening local economic assets – site acquisition, remediation and preparation
- 2. skills and enterprise infrastructure:** ensuring towns have the space to support skills and small business development
- 3. connectivity:** developing local transport schemes and improved digital connectivity

2. Headlines on Hartlepool's economy 2020

The following analysis gives a broad overview of key characteristics of Hartlepool's economy based on an initial baselining exercise using nationally published data sets. The full data analysis is presented in the data dashboard at the end of this section.

The analysis is intended to inform the Town Deal Board in answering the question of **why** intervention is required through the Town Investment Plan; providing the basis for the next step of plan development, exploring **how** and **where** intervention should happen.

Hartlepool's contribution to the Tees Valley Economy

- | | |
|-------------------------------------|-----------------------------------|
| • 14% population | • 13% of business enterprises |
| • 11% jobs | • 8% professional services jobs |
| • 15% advanced manufacturing jobs | • 11% of Gross Value Added |
| • 18% individual tourist day visits | • 9% of CO ₂ emissions |

Demographics, people and skills

- Hartlepool has **14% of Tees Valley population** (93,200 residents, 2018)
- The **population** of the Borough is in **relative decline**. The number of residents *is growing*, but not nearly as fast as the rest of the country (+2% growth between 2009 and 2018; compared to +7% across England. Hartlepool's population is also **older than average**. It has a smaller proportion of people under 35 and a higher proportion of older people (65+) than the national average.
- The **employability skills gap is narrowing** in Hartlepool. The proportion of working-age residents in Hartlepool who have achieved at least one formal qualification is now higher than

the Tees Valley average (89%) having been 4% behind the Combined Authority area in 2017 (APS, 2017-19)

- **Higher-level skills** are improving, but the **higher-value skills gap is persistent**. 27% of Hartlepool's workforce (16-64) now have a degree-level qualification or higher (NVQ 4+) compared to 24% in 2017. But, across the national workforce the level of people with a degree or higher is now 40%.

Working in Hartlepool

- The **economic value of work in Hartlepool is improving all the time**. Gross Value Added per job – the Government's measure of productivity – improved by 6% between 2016 and 2018; compared to 3% across the Tees Valley and 5% across England. The productivity per job gap with the Tees Valley narrowed by over £1,200.
- Overall productivity and economic wellbeing can still be improved **by increasing the proportion of all jobs which are in higher-value-added industries**. Professional services and ICT make up 17% of Hartlepool jobs compared to 25% across the Tees Valley and 32% across England.
- Economic recovery in Hartlepool will rely on private sector investment to return to the positive jobs growth seen between 2012 and 2015 (+2,500). The overall number of jobs declined by 1,000 between 2016-18. **Overall employment provision is a persistent structural legacy challenge** in Hartlepool – private sector activity does not sustain the number of jobs seen elsewhere. For every 100 working-age residents, there are 52 jobs in Hartlepool, 64 across the Tees Valley and 77 across England.
- **Levels of engagement in the labour market are improving** – particularly amongst young people. The unemployment rate amongst people 16-24 is now only 2% higher than the national average; having been as high as 8% in 2017/18.

Business and economic structure

- **Hartlepool continues to sustain a producing economy**. 3,500 jobs are in manufacturing; 12% of overall employment compared to 8% nationally. However, further investment is required to stabilise the strength of Hartlepool's higher-value advanced manufacturing jobs base which declined by over 20% between 2015 and 2018.
- **The number of business enterprises in Hartlepool is below average**. The number of businesses experienced strong growth in the post-downturn period from 2011 to 2017; but has now declined modestly in both 2017 and 2018. Business density – one of the key Growth Strategy indicators – has now fallen behind the Tees Valley average.
- **Efforts to support new business start up and resilience will be increasingly important** to economic stabilisation and recovery in Hartlepool. Between 2016 and 2018 the average annual start-up rate (new businesses as % of existing stock) was 13%, only marginally below Tees Valley and national averages. However, the five year survival rate of 2011 business births is noticeably lower at 38% compared to 42% nationally.

Wellbeing and environment

- The structural economic legacy challenges which the community and local authority are addressing continue to have a profound impact on overall levels of economic and social wellbeing in the town. Average earnings are £27,500, in line with the wider North East but almost £3,000 lower than the national average. Hartlepool Borough Council is ranked as the 10th most deprived local authority in England in the Index of Multiple Deprivation (2019).
- Poor health and disability is one of the key domains of deprivation; ranking 16th across all local authorities.

- Hartlepool's natural environment continues to be a key attractor of visitors to the area: overall visitor numbers were 4.2m in 2018, a 6% increase since 2016.
- There are no Government-declared Air Quality Management Areas in Hartlepool. CO₂ emissions have fallen by 28% since 2017; with CO₂ emissions per head of population 35% lower than the wider Tees Valley average – but still higher than the national average.

Hartlepool's economy 2020 – data dashboard

	Hartlepool	Tees Valley	England	vs Tees Valley	Direction of travel
Population					
TOTAL	93,200	674,300	55,977,200		
Hartlepool % Tees Valley	14%				
Working age population (16-64)	57,400	414,400	35,049,500		
% working age population (16-64)	61.6%	61%	63%	↓	↔
Under 35s	39,500	289,900	24,357,500		
% Under 35s	42.4%	43.0%	43.5%	↓	↔
Over 65	17,900	128,400	10,179,300		
% Over 65	19.2%	19.0%	18.2%	↑	↗
Population growth (2009-18)	1.9%	2.3%	7%	↓	↘
Business					
TOTAL	2,295	17,765	2,360,780		
Hartlepool % Tees Valley	13%				
<i>Business Density per 10,000</i>	246	263	422	↓	↘
<i>Micro businesses (0-9 employees)</i>	82%	88%	85%	↓	
<i>SMEs (0-249 employees)</i>	99.7%	99.5%	99.6%	↑	
<i>New biz as % of existing stock, 2016-2018 ave</i>	13.1%	13.8%	14.2%	↓	↘
<i>5 year survival rate (2013 businesses)</i>	38%	42%	42%	↓	↘
<i>Business stock growth (2011-2018)</i>	35%	37%	33%	↓	↗ ↘
Jobs					
TOTAL	30,000	263,500	26,841,500		
Hartlepool % Tees Valley	11%				
Jobs density per 100 working age residents	52	64	77	↓	↘
Jobs growth 2015-2018	-3.2%	-4.2%	4%	↑	↘
% of total jobs in managerial, professional, technical & assoc.	37%	36.0%	48.1%	↑	↗
Sectors					
Production / services jobs % split	22% : 78%	17% : 83%	15% : 85%	↑	↔
Public / private % split	24% : 76%	22% : 78%	16% : 84%		↔
Jobs in manufacturing	3,500	25,000	2,108,500		↘
<i>Manufacturing as % of total jobs</i>	12%	9%	8%	↑	↘
Jobs in retail, accomodation & food	6,875	56,500	6,123,500		
<i>Retail, accomodation, food as % of total jobs</i>	23%	21%	23%	↑	↗
Jobs in professional services and IT	5,125	66,500	8,479,000		
<i>Professional services as % of total jobs</i>	17%	25%	32%	↓	↗

	Hartlepool	Tees Valley	England	vs Tees Valley	Direction of travel
People and skills					
% residents in managerial, professional, technical and associated occupations	39%	36%	48%	↑	↗
% residents with a formal qualification (16-64)	89.1%	89.0%	93%	↑	↗
% residents with a NVQ4+ qualification (16-64)	27%	30%	40%	↓	↗
% working age population unemployed	8%	6%	4%	↑	↘
% 16-24 unemployed	14%	15%	12%	↓	↘
Environment and wellbeing					
Individual tourist day visits (2018, m)	3.7 m	19.9 m			↗
CO2 emissions (tons per head per annum)	6.6	10.2	5.0		↘
Air quality	2015	2019			
Health deprivation and disability (LA IMD rank)	18th	16th	(most deprived of 317)		↘
Overall deprivation (LA IMD rank)	18th	10th	(most deprived of 317)		↘

3. Hartlepool’s existing Economic Growth Strategy (2019)

The Government’s Towns Fund prospectus states that ‘Town Investment Plans should complement other pre-existing strategies that have been developed with local partners’. The 2019 *Hartlepool Economic Growth Strategy* provides a valuable foundation for the development of the *Town Investment Plan*.

The strategy explores the key themes important to businesses in Hartlepool:

- place identity
- workforce demography and skills
- strategic and local connections
- a successful local business community
- space for growth
- business leadership and networks.

The headline outcomes established by the strategy are to:

- Become a magnet town for visitors, creative learners, innovative businesses and investment partners;
- Widen Hartlepool’s economic footprint;
- Narrow jobs and skills value gaps;
- Maintain Local Plan growth trajectories; and
- Maximise Hartlepool’s contribution to the Tees Valley economy.

The key issues and opportunities for Hartlepool are summarised under three themes or ‘masts’ of the local economy:

Economic Growth Strategy 2019: key issues and opportunities

<p>Mast 1 Creative Hartlepool</p>	<p>Mast 2 Productive Hartlepool</p>	<p>Mast 3 Connected Hartlepool</p>
<p><i>Promoting an innovative and enterprising economy</i></p> <p>Room for growth to build on creative assets:</p> <ul style="list-style-type: none"> • Innovation and Skills Quarter • Northern School of Art • The BIS <p>Addressing the jobs value gap</p> <p>More higher-value jobs</p> <p>More business-to-business activity & grown on supply chains</p> <p><i>Magnet town:</i> Attract and retain creative and productive younger people</p> <p>Retain value of creative people and ideas in Hartlepool</p> <p>Quality of place</p>	<p><i>Addressing the UK productivity gap</i></p> <p><i>Meeting the Tees Valley Productivity Challenge</i></p> <p><i>Hartlepool’s new economy</i></p> <p>Modern marine economy</p> <p>High quality productive assets</p> <p>Facilitate private investment in more jobs and business</p> <ul style="list-style-type: none"> • Process • Engineering • Advanced manufacturing • Circular economy <p>More higher-value knowledge based services</p> <p>More business-to-business activity & grown on supply chains</p> <p>Planning for growth</p> <p>Ports growth</p> <p>Pathway of business growth accommodation</p> <p>Economic legacy challenges</p> <p>Skills and jobs value gap</p> <p>Engaging young people in the economy</p>	<p><i>Widening our economic footprint</i></p> <p><i>Looking outwards with a positive approach to economic networks</i></p> <p>Continued demand for port capacity</p> <p>Access to global markets</p> <p>Maritime heritage</p> <p>Continued development of network of high-quality leisure & cultural attractions</p> <p>180 degree catchment</p> <p>Self-contained role in Tees Valley economy</p> <p><i>Ease and efficiency of travel</i></p> <p>Improving road connections</p> <p>Need better local rail connection</p> <p>Networks to support start up and survival</p> <p>Improve engagement with Tees Valley business support organisations and networks.</p>

Economic growth strategy 2019: summary strategy at a glance

	Mast 1 <i>Creative Hartlepool</i>	Mast 2 <i>Productive Hartlepool</i>	Mast 3 <i>Connected Hartlepool</i>
Vision	Creative Hartlepool seeks to build on the growing profile and reputation of the town as a distinctive and dynamic economic centre and to support creative people and enterprise to choose to locate and grow in the local economy	Productive Hartlepool seeks to consolidate and strengthen the core foundations of Hartlepool's new economy in the areas where it has most potential to add value to the Tees Valley's priorities	Connected Hartlepool aims to widen the Borough's economic footprint with a positive outward-facing approach to economic networks through physical connectivity and economic collaboration.
Objectives	<p>C1 Build on Hartlepool's reputation as a creative town which supports creative people, ideas and enterprise</p> <p>C2 Develop the assets and skilled workforce to sustain a creative and inclusive local economy</p>	<p>P1 Enhance the productivity of local businesses and the local workforce</p> <p>P2 Improve the productivity and local economic contribution of key local assets</p>	<p>Cn 1 Improve external connectivity to strategic economic opportunities</p> <p>Cn 2 Enhance network of assets to increase Hartlepool's draw as a destination</p> <p>Cn 3 Develop and strengthen local supply chains for key sectors</p>
Programmes	<ul style="list-style-type: none"> • Innovation and Skills Quarter • Creative Hartlepool Plan • Creative Hartlepool Skills Compact 	<ul style="list-style-type: none"> • Business engagement and support programme • Productive Skills programme • Space for Growth Programme • Ports Growth programme • Future of Nuclear Hartlepool plan • Quality housing growth 	<ul style="list-style-type: none"> • Hartlepool Waterfront • Civic Quarter and Town Centre • Hartlepool destination and tourism marketing plan • Eastern Crossing of the Tees • Western Growth Corridor • Local rail enhancements
Measure	Jobs growth in cultural and creative activities in line with or better than the wider Tees Valley	Gross Value Added per job in line with or better than the wider Tees Valley	Continued growth in overall visitor numbers to Hartlepool, increasing penetration rate in regional visitor market

4. Progress and emerging issues following 2019 Economic Growth Strategy

The Economic Growth Strategy establishes a series of measures to monitor a) **Hartlepool's overall economic trajectory**; and b) **delivery of key outputs associated with the three masts of Hartlepool's economy**.

The following section revisits these measures and provides an update on progress and change. At the time of writing, just over a year since the strategy was published, it is important to consider that most of the trends will take a number of years to reflect the outcomes of the delivery of the strategy. Consideration of the potential impact of COVID-19 is ongoing at TVCA level, and a brief summary of work so far is also outlined below.

The table overleaf indicates progress against these key measures since the strategy was published. The data analysis is given at Annex 1.

Table a. Monitoring Hartlepool's overall economic trajectory

Issue	Measure	Target	2020
Economic engagement & structural legacy gap	Overall employment rate	Maintain an employment rate within 10% points of the national average	✓
		Close the gap with the overall Tees Valley employment rate	✓
1) Overall investment in job creation 2) Contribution to the Tees Valley economy	Employment jobs growth	Positive employment jobs growth in line with or better than the wider Tees Valley	✗
1) Overall investment in business creation 2) Contribution to the Tees Valley economy	Business density (number of businesses per 10,000 pop.)	Bring the number of businesses in line with or better than the wider Tees Valley	✗
Economic engagement of young people & structural legacy gap	Youth unemployment rate 16-24	Close the youth unemployment gap with the wider Tees Valley	✓
Basic work readiness of workforce	%16-64 with a formal qualification	Close the basic qualifications gap in line with the wider Tees Valley	✓

Table b. Monitoring trajectory towards Creative, Productive and Connected Hartlepool

Issue	Measure	Target	2020
<i>Effectiveness of investment and intervention in growing Hartlepool's cultural and creative economy</i>	Jobs growth in cultural and creative industries	Jobs growth in cultural and creative activities in line with or better than the wider Tees Valley	-
<i>Levels of productivity in line with or better than the wider Tees Valley</i>	Overall productivity	Close gap in GVA per job in line with or better than the wider Tees Valley	✓
<i>Enhancement in Hartlepool's visitor assets, catchment and physical connection</i>	Visitor numbers	Growth in overall visitor numbers	✓

The progress monitor indicates that positive steps are being made on economic engagement, basic work readiness, productivity and the visitor economy. However, **jobs provision and business start-up and development remain key persistent economic challenges** and will continue to require attention for Hartlepool's economic stabilisation and recovery. The evidence on the efforts to grow the cultural and creative industries, suggest that is too early to discern the impact of key measures – particularly the opening of The Biz and associated business support services.

Since the Economic Growth Strategy, the Council has also published its Consultation Draft Corporate Plan which outlines the following strategic priorities:

Our Strategic Priorities (HBC Draft Consultation Council Plan, 2020/21- 2022/23

- 1 Growing a diverse economy by supporting businesses, increasing jobs, attracting inward investment and improving skills and aspirations.
- 2 Creating a clean, green, and safe Hartlepool by protecting our environment and improving our neighbourhoods.
- 3 Create an attractive and connected Hartlepool by attracting investment to improve key buildings, derelict land and our transport network.
- 4 Developing a healthy Hartlepool by working with our communities to improve the health and wellbeing of our people.
- 5 Building better beginnings and better futures for our children and young people.
- 6 Improving outcomes for adults with health and social care needs and their carers.
- 7 Building and improving homes that people want to live in.
- 8 Shaping a well-led, safe, high performing and efficient council that is fit for the 21st Century.

Of these priorities, numbers 1, 2 and 3 are most closely aligned with the Government's objectives for the Towns Fund and expectations of Town Investment Plans.

The **COVID-19 pandemic is likely to have major global macro-economic impact**. Since these macro-economic-impacts are unknown and unpredictable, it is challenging to plan for what the effect will be on Hartlepool's economy. However, it is unlikely to alter the dynamics of the fundamental structural legacy challenges the town has in terms of jobs and business value and volume.

Initial analysis commissioned by Tees Valley Combined Authority has outlined some potential high-level trends which may be associated with the social, cultural and economic effects of the ongoing pandemic:

- supply chain security
- increased Government debt
- NHS as a 'strategic industry'
- reduced returns on investment (economic and financial)
- reduced economic output
- social isolation increasing mental health challenges and 'digital divide'
- increased value of 'circular economy' due to supply chain constraints
- diversification of intermediate goods into higher-value added markets
- compounding Brexit uncertainty

GENECON analysis of the sectors identified in the TVCA work, indicates the following headlines:

- The 6 sectors identified as being most affected in the immediate term account for **70% of Hartlepool's total employment**, compared to 63% across the Tees Valley and 57% nationally (retail; manufacturing; health; hospitality; education and construction)
- The occupations identified as being most affected in the immediate term account for 21% of Hartlepool's employed residents, compared to 20% across the Tees Valley and 16% nationally ('skilled trades' and 'process, plant and machine operatives')
- Health & social care already accounts for a larger proportion of jobs in Hartlepool than elsewhere (18% Hartlepool, 17% Tees Valley, 12% England)

- Employment in Hartlepool is underrepresented in the sectors expected to support (re)employment, including IT & professional services; and warehouse and logistics support.

5. Discussion framework for Town Investment Plan

The framework shown overleaf has been developed for initial discussion amongst Town Deal Board members. The vision, outcomes and objectives are based on what is known so far about Hartlepool's economic trajectory, the Government's objectives for Town Deals and the Council's strategic priorities. It is intended to be developed as a tool which will allow the identification and prioritisation of proposed investment opportunities in the next stages of plan development.

The framework is focused on economic issues and infrastructure investment requirements, in line with the Government's current advice – but is supported by cross-cutting themes of sustainability, health and wellbeing.

VISION

- **VISION:** *what kind of town is Hartlepool in 20 years?* [Economic Growth Strategy vision for discussion]
 - magnet town for visitors, creative learners, innovative businesses and investment partners
 - where people and businesses are inspired and enabled to work better, more creatively and more productively
 - which makes its mark over a wide economic footprint and punches its weight in the Tees Valley economy

- **OUTCOMES:** *what can we achieve in the next ten years by investing through the Towns Fund?*

OUTCOMES

URBAN REGENERATION, PLANNING AND LAND USE	SKILLS AND ENTERPRISE INFRASTRUCTURE	CONNECTIVITY
Improve the physical appearance of the town to make it more attractive to residents, visitors and investors	Provide more high-quality workspace for business growth to support growth and resilience of the town’s business community	Improve and make new physical connections to allow residents and businesses better access to strategic regional sites and markets
Maximise the productive use of land and buildings to improve appearance and perceptions	Close the skills gap to increase the volume and value of economic output	Develop the town’s marine economic assets to encourage further private sector investment
Promote and establish the reputation as a creative and enterprising town to retain graduates and secure investment	Secure direct inward investment to establish a local jobs market reflective of the town’s position in the Tees Valley economy	Improve the appearance, function and capacity of the town’s arrival points to make it more attractive and productive
Address private sector risk to secure new investment in high-value jobs, especially in professional services	Deliver business support to foster creative entrepreneurship	

- **OBJECTIVES:** *what can we deliver to achieve the outcomes and by when?*

OBJECTIVES

Deliver key elements (TBC) of the Town Centre Masterplan by 2025	Facilitate and/or deliver new managed workspace to address identified gaps in provision by 2025	Deliver key connectivity elements (TBC) of Town Centre Masterplan by 2025
Bring xha of previously developed land into productive or meanwhile use by 2025	Develop partnership co-investment of £xm in existing skills assets by 2025	Develop partnership co-investment of £xm in existing marine assets by 2025
Secure private sector development investment in x no. (TBC) sites/buildings by 20xx	Deliver targeted interventions to increase number of jobs in professional, creative and digital businesses by 100 by 2025	Facilitate [x improvements] to Hartlepool Railway station by 2025
Develop partnership co-investment of £xm in existing visitor economy assets by 2025	Improve business access to superfast broadband by xxx	
Deliver targeted interventions to increase number of jobs in professional, creative and digital businesses by 100 by 2025		

- **PRIORITY PROJECTS:** *which specific interventions should we prioritise to meet these objectives?*

PROJECTS

Project 1. - Cost - Funding - Delivery	Project 3. - Cost - Funding - Delivery	Project 5. - Cost - Funding - Delivery
Project 2. - Cost - Funding - Delivery	Project 4. - Cost - Funding - Delivery	Project 6. - Cost - Funding - Delivery

- **OUTPUTS:** *how do we measure progress and delivery?*

6. Summary consultation framework for discussion

The table below outlines the proposed consultation strategy for both the Town Investment Plan and the Town Centre Masterplan:

Stakeholder Group	Hartlepool Town Investment Plan	Hartlepool Town Centre Masterplan
Workstage 1: Immersion		
Town Deal Board	Virtual workshop	
Landowners, landlords and potential investors	One to one interviews	
Key stakeholders – retail, education, skills and training, community	One to one interviews	
Businesses – new and existing	Online business survey (responses from town centre businesses of particular relevance to Masterplan)	
Wider Hartlepool stakeholders – e.g. economic sectors, voluntary sector, public health organisations	One to one interviews	
Local residents / student population	Online survey / feedback via HBC website	
Current and future town centre users	Online survey / feedback via HBC website	
Workstage 2: Ideas		
Town Deal Board	Virtual workshop	
All other stakeholder groups	Virtual exhibition (via HBC website or alternative technology) Use of local press to combat digital exclusion issues	
Workstage 3: Implementation		
Town Deal Board	Workshop / presentation of findings and outputs	

7. Questions for Town Deal Board Members

1. Do you agree with the economic diagnosis (sections 2 and 4) for Hartlepool as the starting point of the Town Investment Plan? Are there other issues to consider in developing the Town Investment Plan?

2. Of the issues identified (or others) what do you think to be the top economic priorities for Hartlepool that should be the focus of capital investment through the Town Investment Plan?

3. What should be the geographic focus of Town Investment Plan interventions? Hartlepool's central area and waterfront or should it consider a wider area of the town?

4. Building on the 'Economic Growth Strategy' and the Town Deal prospectus, does the 'discussion framework' (vision, outcomes and objectives) framework provide an appropriate starting point in guiding project priorities – what's missing? Is the Growth Strategy vision still the right 'statement of intent' for the town?

5. How should the Town Investment Plan seek to reflect the post-COVID economic recovery agenda for Hartlepool?

Annex 1 - Economic Growth Strategy key indicators

Monitoring Hartlepool's overall economic trajectory

Issue	Measure	Target	2020	BASELINE					2020 UPDATE				
				Baseline employment rate 2017/18					Update 2020				
				H'pool	TV	Gap	ENG	Gap	H'pool	TV	Gap	ENG	Gap
<i>Economic engagement & structural legacy gap</i>	Overall employment rate	Maintain an employment rate within 10% points of the national average	✓	64%	68%	-4.9%	75%	-12%	68%	69%	-1%	76%	-8%
		Close the gap with the overall Tees Valley employment rate	✓										
1) Overall investment in job creation 2) Contribution to the Tees Valley economy	Employment jobs growth	Positive employment jobs growth in line with or better than the wider Tees Valley	✗	Baseline employment growth 2015-2017					Update 2016-18				
				H'pool	TV	Gap	ENG	Gap	H'pool	TV	Gap	ENG	Gap
				-2%	-2%	0.4%	3%	-5%	-3%	-0.4%	-3%	1.9%	5%
1) Overall investment in job creation 2) Contribution to the Tees Valley economy	Business density (number of businesses per 10,000 pop.)	Bring the number of businesses in line with or better than the wider Tees Valley	✗	Baseline business density 2017					Update 2019				
				H'pool	TV	Gap	ENG	Gap	H'pool	TV	Gap	ENG	Gap
				258 biz per 10,000	260 biz per 10,000	-115 biz	417 biz per 10,000	1576	246	263	-160 biz	422	-1,636 biz
<i>Economic engagement of young people & structural legacy gap</i>	Youth unemployment rate 16-24	Close the youth unemployment gap with the wider Tees Valley	✓	Baseline youth unemployment rate (2017/18)					Update 2019				
				H'pool	TV	Gap	ENG	Gap	H'pool	TV	Gap	ENG	Gap
				20%	15.0%	-5.2%	12%	-8.3%	14%	15%	1%	12%	-2%
<i>Basic work readiness of workforce</i>	%16-64 with a formal qualification	Close the basic qualifications gap in line with the wider Tees Valley	✓	Baseline basic qualifications 2017					Update 2019				
				H'pool	TV	Gap	ENG	Gap	H'pool	TV	Gap	ENG	Gap
				84.4%	87.9%	-3.5%	92.40%	-8.0%	89.1%	89.0%	0.1%	93%	-3.4%



Monitoring trajectory towards Creative, Productive and Connected Hartlepool

Effectiveness of investment and intervention in growing Hartlepool's cultural and creative economy

Jobs growth in cultural and creative industries

Jobs growth in cultural and creative activities in line with or better than the wider Tees Valley	-
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Creative and digital employment Hartlepool			
HPL 2017	HPL 2018	+/- net	+/- (%)
120	115	-5	-4%

Creative and digital employment Tees Valley			
HPL 2017	TV 2018	+/- net	+/- (%)
2135	2035	-100	-5%

Levels of productivity in line with or better than the wider Tees Valley

Overall productivity

Close gap in GVA per job in line with or better than the wider Tees Valley	✓
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Baseline GVA per job 2016				
HPL	TV	Gap	Eng	Gap
45,548	£50,495	-£4,947	£58,262	-£12,714

GVA per job 2018				
HPL	TV	Gap	Eng	Gap
£48,400	£52,129	-£3,729	#####	-£12,821

Enhancement in Hartlepool's visitor assets, catchment And physical connection

Visitor numbers

Growth in overall visitor numbers	✓
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2016	2018	% growth
3.986	4.223	6%