

EAST RIDING **ECONOMIC STRATEGY** 2018 - 2022



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EAST RIDING ECONOMIC VISION:

*To be a
competitive and
resilient low
carbon economy
that supports
sustainable and
inclusive growth*



PRIORITY 1:
BUSINESS GROWTH



PRIORITY 2:
LIFELONG LEARNING



PRIORITY 3:
QUALITY LOCATIONS



PRIORITY 4:
SUSTAINABLE ECONOMY

INTRODUCTION

During the period of the last strategy from 2012 to 2016, the East Riding reported sustained economic growth and has responded well to the challenges posed by the economic downturn of the previous decade. A diverse business base, skilled workforce and a wealth of economic assets have helped to deliver considerable growth in business start-ups and over 10,000 additional jobs in the private sector, which was amongst the highest in the Yorkshire and Humber region.

Nonetheless, the global economy is currently experiencing a period of unprecedented low growth and many of the economic challenges that were present in the immediate aftermath of the recession remain, including reduced consumer spending and wages lagging behind inflation. The diversity within our local economy, however, gives the East Riding some degree of resilience against the uncertainty posed by the departure of the UK from the European Union.

This strategy will build on the approach previously established, setting out a long-term vision and strategic framework to achieve a competitive and resilient low-carbon economy that supports sustainable and inclusive growth and meets the ambitions set out in the Government's Industrial Strategy. Four priorities have been identified: Business Growth; Lifelong Learning; Quality Locations; and Sustainable Economy. We will build on the aforementioned strengths and continue to address longstanding challenges in productivity, innovation, business growth, skills demand and existing pockets of deprivation in urban, rural and coastal areas.

The interconnected nature of the East Riding economy is reflected in East Riding of Yorkshire Council's membership of two Local Enterprise Partnerships (LEPs); the Humber LEP and the York, North Yorkshire and East Riding (YNYER) LEP, which allows it to contribute to, and subsequently benefit from, two sets of ambitions and priorities. The Council will continue to work through the LEPs to identify the need for infrastructure improvements, target public investment to remove barriers or market failures and improve local conditions for business growth. Collectively, we will build on our natural specialisms in food, manufacturing and the renewables sector, not only on a regional scale but across the north of England.

It is important that Council and LEP ambitions remain aligned to maximise economic opportunities and the success of funding programmes; the Council will continue to contribute to the development of the new LEP Local Industrial Strategies as they progress in 2018. This strategy has been prepared in consultation with key partners and is intended as a guide for both the public and private sectors to work towards achieving

the vision for the East Riding of Yorkshire. Only by combining efforts with our partners will we build on the successes of the previous strategy period; this approach is already enabling the area to make the most of EU and national programmes.

Local government has a place in supporting growth and East Riding of Yorkshire Council will continue to seek devolution and local control over policy, programmes and funding to fully capitalise on the opportunities presented by the Northern Powerhouse initiative.

As this strategy has been prepared during a period of intense economic uncertainty for the UK economy, a mid-term review will be undertaken during 2020 to ensure it reflects any changes to the economic climate arising from the departure of the UK from the European Union.



Cllr Stephen Parnaby OBE

Leader,
East Riding of
Yorkshire Council;
Humber LEP
Board Member

Cllr Jonathan Owen

Deputy Leader,
East Riding of
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Board Member



Cllr Andy Burton

Portfolio Holder for
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and Planning Delivery

EAST RIDING ECONOMY

OUR ECONOMY REPORTED POSITIVE ECONOMIC GROWTH DURING THE PERIOD OF THE LAST STRATEGY (2012 TO 2016)

1. POPULATION



337,700 PEOPLE

**198,100 WORKING
AGE POPULATION (2016)**

	Ages 0-15	16-64	65+
EAST RIDING	16%	59%	25%
ENGLAND	19%	63%	18%

2. ECONOMIC PERFORMANCE



£6 BN ECONOMY

**+£498m GVA GROWTH
(2012-2016)**

Economic value produced per working age person

EAST RIDING £30,584

Lowest
£23,985

YORKSHIRE AND THE HUMBER

Highest
£42,861

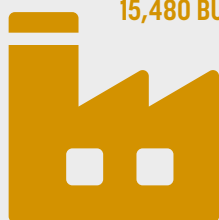
3. BUSINESS



+10%

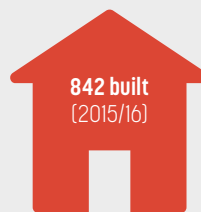
14,090 BUSINESSES (2012)

15,480 BUSINESSES (2016)

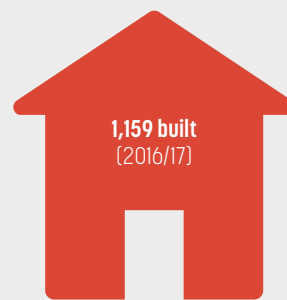


Above national average 5-year survival **45%**

4. PLACE



**842 built
(2015/16)**



**1,159 built
(2016/17)**

Median house price paid (2016)

EAST RIDING £163,000

ENGLAND £224,000

5. EMPLOYMENT

**14,000 NET INCREASE
IN JOBS (2012-2016)**



0.72 JOBS

PER WORKING AGE PERSON

vs 0.85 IN ENGLAND (2016)

Median gross full time earnings (2016)

Earnings for East Riding residents **£26,972 per annum**

Earnings for people who work in the East Riding **£24,626 per annum**
vs England **£28,500 per annum**

6. EDUCATION AND SKILLS



5,100

**APPRENTICESHIP STARTS
IN 2015/16**

**115,600
PEOPLE EDUCATED
TO LEVEL 3 (2016)**

**+12%
INCREASE SINCE
2012**

7. QUALITY OF LIFE



10.2%

OF HOUSEHOLDS LIVING IN FUEL POVERTY (2015)

This is below the regional and national averages of 12.4% and 11% respectively

Personal well-being index (2015/2016)

East Riding life satisfaction

7.79 out of 10

England average

7.64

ECONOMIC CONTEXT

This strategy sets out a long-term vision for the East Riding to become a more competitive yet sustainable economy that creates opportunities for all. The East Riding makes a significant contribution to the Yorkshire and Humber economy and has reported a return to growth from 2012 to 2016 with a considerable increase in business start-ups and private sector employment.

Figure 1 below links the four priorities outlined in the introduction to a range of issues identified in the Local Economic Assessment (LEA) and proposes an anticipated strategic response to tackle these opportunities and challenges. The decline in the working age population is particularly concerning, whilst also seeking to raise productivity, innovation and investment to attract higher skilled employment to the East Riding.

FIGURE 1: STRATEGIC ISSUES IN THE EAST RIDING ECONOMY

PRIORITY	LEA ISSUE	EVIDENCE	STRATEGY RESPONSE
PRIORITY 1: BUSINESS GROWTH	Low productivity	Longstanding underperformance in productivity. Gross Value Added (GVA) is increasing at a slower rate than regional and national average.	Identified strategic aims are aligned with the 'prime' and 'enabling' capabilities identified across the Northern Powerhouse in its Independent Economic Review. Attract and support investment in 'growth' sectors to drive productivity, business growth and higher level skills. Maintain and promote a portfolio of Enterprise Zone (EZ) and other employment sites that continue to attract inward investment and better quality jobs. Further develop links with Higher Education to promote innovation, particularly low carbon technologies and agri-food. Target support for start-ups and existing businesses through Growth Hubs. Maintain facilitated business networks such as the East Yorkshire Local Food Network.
	Small business growth	Large business base and above national average 5-year survival rate, but below average small business growth.	
	Supporting growth industries	Significant sector growth in manufacturing, business services, wholesale and logistics.	
	Below average earnings	Resident earnings remain above workplace earnings. Four years for average wages to return to 2010 levels. Significant employment growth in Level 3 occupations within the East Riding, in contrast to the national trend.	
PRIORITY 2: LIFELONG LEARNING	Skill shortages in some sectors	Above average proportion of the workforce with higher level skills (Level 3+) and improvement at all levels, with above average rate of apprenticeships starts. Pockets of skills deprivation in some urban and coastal areas.	Coordinate provision and access at all levels through the LEPs and promote local career opportunities within schools and colleges. Promote the area to attract higher skilled workers and address skills shortages. Support implementation of technical education reforms.
	Creating high-quality employment and tackling long-term unemployment	Record employment rate, youth unemployment falling and claimant count consistently below 2% since summer 2014. A shrinking working-age population is a significant ongoing issue, in addition to below average graduate retention, underemployment and low job density in some local areas. Employment Support Allowance (ESA) claimant rate has remained constant since 2012.	Focus on employability issues, skills needs and workforce demand within specific sectors. Support employment growth through LEP sector deals. The Department for Work and Pensions (DWP) 'Work and Health Programme' to support ESA claimants into work. Community-Led Local Development (CLLD) Programme to target support for business growth and those furthest from the labour market in the 20% most deprived areas in Bridlington. Address transport costs for apprentices.
PRIORITY 3: QUALITY LOCATIONS	Resilient places	A need to protect and enhance diverse natural built and historic assets. Develop commercial, retail, leisure and cultural offer to support residents, businesses and the visitor economy. Property values are relatively low restricting investment. Loss of local services in rural areas.	Focus regeneration activity on key brownfield sites, heritage assets and opportunities arising from public sector rationalisation. Promote business collaborations to strengthen town centre offers and adapt to changing retail patterns.
	Investment in infrastructure and public transport services	Road congestion on sections of the A63 (managed by Highways England), A164 and A1079 corridors at peak times. Rail electrification upgrade plans for Hull to Selby line shelved by Government in Autumn 2016. Poor broadband and mobile connectivity for some rural communities and businesses. Lack of sustainable transport access to key employment locations.	Local Transport Plan in place from 2015-2029. YNER SEP Priority 5 targets improvements to east-west connectivity and rail infrastructure. Improve local sustainable transport connectivity and access to main employment sites. Phase 2 superfast broadband programme to target additional 4,500 homes in rural areas.
	Housing delivery	Significant housing growth in Beverley, Brough, Haltemprice and Pocklington. Challenges remain within weaker housing market areas and low take-up of allocated sites.	Local Plan adopted in 2016 with provision for 1,400 homes per annum until 2029. Work with landowners and developers to address constraints to development.
PRIORITY 4: SUSTAINABLE ECONOMY	Low-carbon energy production	Cost of energy and resilience is major factor in business viability. CO ₂ emissions are high for some sectors.	Identify and deliver local energy networks and reduce costs to businesses.
	Reduce environmental impact	Environmental challenges becoming acute due to climate change, increasing the risk of floods and coastal erosion. Congestion on major transport corridors leading to air quality issues.	Continued investment and innovation in low-carbon technologies. Deliver flood alleviation and coastal protection schemes identified in Flood Risk Management Strategy.

POLICY CONTEXT

Economic development policy at a national level has experienced rapid changes in recent years and fundamental policies that will have the greatest impact on this strategy are summarised here.

National: The **Industrial Strategy** lays the foundations for increased productivity in the UK economy. Five foundations are identified as part of its framework: Ideas; People; Infrastructure; Business Environment; and Places. Four Grand Challenges have also been recognised to put the UK at the forefront of industries in the future: Artificial Intelligence & Data Economy; Clean Growth; Future of Mobility; and Ageing Society. Sector deals will also be struck to help sectors grow and equip businesses for future opportunities, with the first to be announced including construction, artificial intelligence (AI), automotive and life sciences.

The **Careers Strategy** sets out future careers guidance and development, advocating the Gatsby Benchmarks to deliver and develop careers education that is successful and available in one place through the National Careers Service. The strategy recognises the important role of employers in allowing understanding and inspiration to guide the careers choices of individuals, better preparing them for a career in the future.

The **Cities and Local Government Act (2016)** provides a framework for the devolution of prescribed governance and functions to cities and regions. The Government has a preference for city region propositions characterised by the election of six metro mayors in May 2017; however a model for rural areas is proving more challenging. East Riding of Yorkshire Council has played a leading role in forging a Yorkshire-wide proposition.

The **UK Clean Growth Strategy** aims to help and protect the environment and decarbonise all sectors of the UK economy. It explains how the country can benefit from low carbon opportunities, while meeting national and international commitments to tackle climate change.

The **UK Air Quality Plan** aims to improve the air quality in the UK by addressing nitrogen dioxide levels in our towns and cities. This includes ceasing the sale of petrol and diesel cars by 2040. This poses both challenges and opportunities for our national power infrastructure, as well as the infrastructure required for alternative fuels and smart charging technologies.

The **25 Year Plan to Improve the Environment** sits alongside both the Industrial and Clean Growth Strategies and sets out the government's ambition to help the natural environment regain good health. Goals identified include cleaner air and water, reduced risk from environmental hazards, using resources more sustainably and minimising waste.

The **Digital Economy Act (2017)** aims to make the UK a world

leader in digital provision by: building a better infrastructure fit for the digital future; enabling better public services using digital technologies; and providing better connectivity so that everyone has access to broadband wherever they live.

Regional: The government's ambition for the **Northern Powerhouse** is to rebalance and grow the economy by closing the huge productivity gap between the north and the south. The realisation of this aim will require the delivery of a sustained investment programme across the north in building infrastructure, strengthening skills and encouraging innovation.

The LEPs coordinate Strategic Economic Plans (SEPs) which have established overarching priorities for the Humber and YNYER LEP areas. The LEPs have also developed Structural Investment Fund Strategies outlining how the allocation of the 2014-2020 EU funds will support these ambitions.

The **Humber SEP** sets out three key priorities: thriving, successful businesses; an infrastructure that supports growth; and a skilled and productive workforce. The 2016 update of the **YNYER SEP** identifies five ambitions: profitable and successful businesses; a global leader in agri-food and biorenewables; inspired people; successful and distinctive places; and a well-connected economy. SEPs will be aligned to national priorities through the development of local industrial strategies.

As an element of the Humber SEP, the **Hull and Humber City Deal** maximises opportunities linked to the growth in the offshore wind and green energy sectors by equipping local people and businesses to take advantage of these opportunities.

Transport for the North (TfN) became England's first sub-national transport body in April 2018. The TfN **Strategic Transport Plan** and **Long Term Rail Strategy** documents will both impact on the accessibility of development sites and overall connectivity.

The **Road Investment Strategy (RIS2)** produced by Highways England will be delivered between 2020 and 2025 and could be crucial with the potential to upgrade the A63 to 'Expressway', increasing capacity and improving resilience.

The **Yorkshire Coast Growth Plan 2016** provides a more detailed context for the economy of the Yorkshire Coast and identifies significant projects that will support local economic growth. Maritime fishing, offshore wind, town centre development, housing growth, transport infrastructure, business support and learning and skills are all recognised as priorities.

The **Humber Coast and Vale Sustainability and Transformation Plan (STP)** covers both LEP areas and outlines the move towards place-based provision of care and services; it focuses on the wider determinants of health and how public services will work together to support everyone to take more responsibility for their own health.

Local: The **East Riding of Yorkshire Community Plan 2016-2021** provides a 'sense of place' and includes partners' commitments to a shared ambition for the area. Two of its five ambitions are particularly relevant to this strategy: 'regeneration transforms deprived areas and reduces health and other inequalities' and 'the built and natural environment is protected through sustainable development and economic growth'.

The **East Riding Local Plan 2012-2029** was formally adopted in 2016 and sets out a long-term strategy to help guide new development across the East Riding until 2029. This includes the allocation of sites that will provide new housing and employment opportunities, alongside the delivery of supporting infrastructure.

The **Local Transport Plan 2015-2029** assesses East Riding's transport needs and challenges and sets out its transport aspirations over the 2015-2029 period: improve the maintenance and management of existing transport networks; support sustainable economic growth and regeneration; reduce carbon emissions; improve road safety; support and encourage healthy lifestyles and improve access to key services.

The **Housing Strategy 2017-2021** aims to facilitate the delivery of more new homes, and to ensure that the quality, type and size of all housing meets the needs of the area's communities. The Affordable Housing Supplementary Planning Document requires provision of affordable homes on developments of ten or more dwellings.

Local Partnerships have developed a series of area based Regeneration Plans to improve the economy in a way that is socially inclusive and environmentally sustainable: **Beverley Town Plan; Bridlington Renaissance Plan; Driffield Partnership Plan; Goole Renaissance Plan; Hornsea Masterplan; and Withernsea Renaissance Plan.**

The **Bridlington Area Action Plan (AAP) 2011-2021** provides the planning policies needed to deliver the developments and infrastructure to regenerate Bridlington town centre; this includes progressing options in the short term for the working harbour and development of a leisure marina within the existing footprint.

The **Visit Hull and East Yorkshire (VHEY) Tourism Strategy 2015-2018** outlines ten priorities including: developing the visitor economy; raising the quality of the visitor offer; supporting businesses to develop new products and packages to stimulate additional visits; and promoting a positive image of the area.

The **Local Flood Risk Management Strategy** is a statutory document which sets out what the Council intends to do to fulfil our duties as a Lead Local Flood Authority, working with organisations, businesses and communities to manage the risk of flooding in the East Riding of Yorkshire up to 2027 and beyond.

The **Waterways Strategy 2012-2020** sets out a long-term strategic approach to the development of inland waterways for the benefit of everyone, adding to the quality of life in the local area.

The **Shoreline Management Plan (SMP)** sets out the policy for managing the coastline and responding to coastal erosion and flood risks over the next 100 years.

The **Biodiversity Action Plan (ERYBAP) Strategy** establishes what is special about the biodiversity of the East Riding and sets out what actions will be taken to conserve Priority Species and conserve, enhance, restore and re-create Priority Habitats.

The **Environmental Policy** sets out the Council's objectives for managing and improving environmental performance including commitments to reducing the impacts of operations and service delivery upon the natural environment. By encouraging and supporting other organisations to do the same, the aim is to improve the environment for the benefit of residents, employees, businesses and visitors.

The **East Riding Rural Strategy 2016-2020** aims to support sustainable rural development by tackling the problems faced by rural businesses, the farming sector and rural communities in respect of accessing services. It seeks to develop and promote opportunities presented by the East Riding's landscape, heritage and local food, especially in the tourism sector.

The **Health and Wellbeing Strategy 2016-2019** recognises that a healthy and productive workforce is important for economic wellbeing. It acknowledges that individuals who experience long-term unemployment or an inability to work due to ill health or disability face significant disadvantage which can contribute to further physical and mental health problems.

The emerging **East Riding Voluntary and Community Sector Strategy 2018-2021** will set out a partnership approach to working with the voluntary and community sector, focusing on support and communications to allow the VCS to work in the most efficient and effective way possible.



ACHIEVING OUR GROWTH POTENTIAL

Raising economic productivity and delivering growth are fundamental factors in improving living standards. The previous strategy period (2012-2016) reported a return to growth across the East Riding with record levels of employment and private sector investment.

However, significant variations remain especially in household incomes and access to opportunities. Despite employment rates growing faster than anticipated both locally and nationally since 2008, weak productivity growth and flexible labour markets have resulted in wages falling in real terms. Median earnings for East Riding residents, for example, took four years to surpass the 2010 average.

The government remains steadfast in its commitment to reducing public spending and the budget deficit, but there are mounting pressures on funding for public services to meet the needs of both a growing and ageing population.

It is, therefore, essential that the local economy is supported to deliver greater financial sustainability and address a series of economic challenges if inclusive growth is to be achieved.

Challenges to be met:

- ◆ support indigenous business growth
- ◆ attract investors
- ◆ boost innovation and supply chain agility
- ◆ deliver support to create better employment and career progression opportunities
- ◆ provide skills provision that meets the needs of the local labour market
- ◆ improve connectivity
- ◆ deliver good quality affordable homes
- ◆ develop strong and vibrant communities
- ◆ improve energy and resource efficiency
- ◆ reduce environmental impact by promoting the transition to a low-carbon economy.

BASELINE GROWTH FORECASTS

Baseline estimates produced by the Regional Econometric Model (REM)⁴, a tool which provides consistent forecasts and a valuable benchmark for key economic variables, are listed in **Figure 2**. The REM predicts that Gross Value Added (GVA) in the East Riding will rise by £472 million (+7.6%), whilst reporting relatively modest employment growth of 2,600 jobs (+2.2%) over the 2018-2022 strategy period. This is marginally lower than the region and UK estimates.

FIGURE 2: GVA AND EMPLOYMENT BASELINE FORECASTS, 2018-2022⁵

	GVA	Employment
East Riding	+7.6%	+2.2%
Yorks & Humber	+7.9%	+2.5%
UK	+8.9%	+3.0%

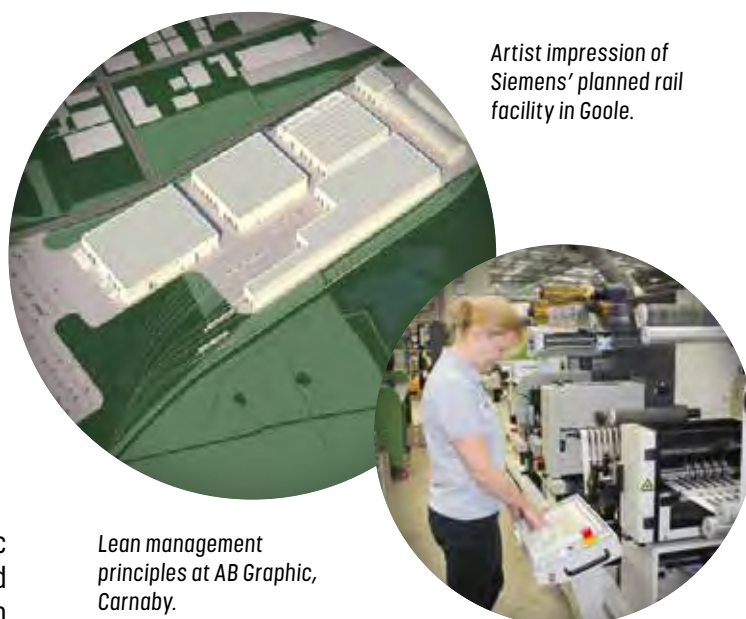
Nevertheless, these figures are based on historical conditions and do not reflect local interventions, changing economic trends and the, as yet known, impact of the UK leaving the European Union.

NARROWING THE PRODUCTIVITY GAP

The long-term aspiration for the East Riding is to close the performance gap on the Yorkshire and Humber region. **Figure 3** below shows how current performance measures up, highlighting the level of GVA (in £ per working age person) and the number of jobs the East Riding needs to create to equal regional and national (less London) rates.

FIGURE 3: PRODUCTIVITY GAP IN THE EAST RIDING⁶

	East Riding	Yorks & Humber	England (less London)
GVA per working age person (2016)	£30,584	-£2,342	-£7,124
Jobs (2016)	143,000	-14,810	-20,220



Artist impression of Siemens' planned rail facility in Goole.

Lean management principles at AB Graphic, Carnaby.

⁴ Regional Econometric Model is developed and maintained by Leeds City Council and Experian for the Yorkshire and Humber region

⁵ Regional Econometric Model, Experian, 2018

⁶ Office for National Statistics (ONS), 2018

GROWTH SECTORS

This map illustrates the industrial sectors across the East Riding with the greatest potential to contribute to economic competitiveness, promote innovation and generate higher skilled employment.

Research undertaken as part of the Northern Powerhouse Independent Economic Review identified a series of key capabilities to assist the north in competing on a national and international stage and close the productivity gap with the rest of England. The East Riding LEA evidence base recognises local strengths at both a regional and national scale, which are closely aligned to the priority sectors identified in the Humber and YNYER LEP Strategic Economic Plans.

The diverse nature of the East Riding business base means that many sectors are an important source of employment in the local economy and their specific needs are addressed through the priorities outlined in this strategy. Building capacity in 'enabling' sectors that contribute to the growth potential of the East Riding have also been included in the action plan. These sectors include health, social care and construction (Priority 2), and place-based interventions to support retail and the visitor economy (Priority 3). Reversing skills shortages and a shrinking working age population can only be achieved by delivering the right mix of education, training and career progression opportunities to attract and retain younger households.

AGRI-FOOD & BIORENEWABLES

16,300 jobs⁷

Crop production, livestock, fishing, fertilisers, agricultural machinery, biotechnology research and development.

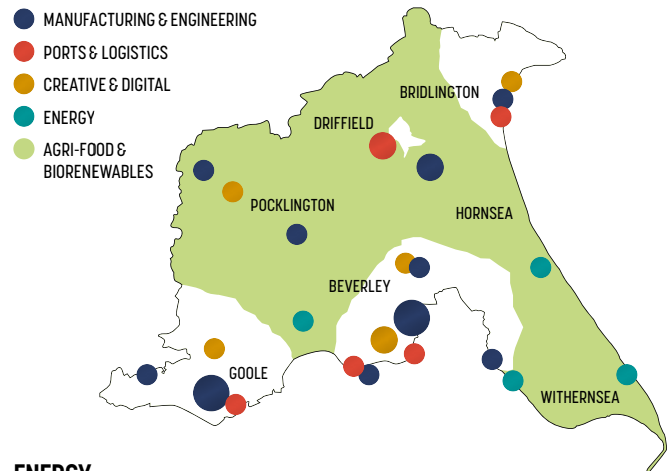
Agriculture is a major sector and is recognised as a key priority for the YNYER LEP. A number of major research and development centres are located in close proximity to the East Riding that complement existing facilities. This includes the Centre for Agricultural Innovation at Bishop Burton College as technological advances continue to have a significant impact on the industry. Future challenges could arise regarding the supply of migrant labour; conversely opportunities may emerge for domestic food production. The Holderness Coast Fishing Industry Group will also continue to support the fishing industry.

PORTS & LOGISTICS

8,000 jobs⁷

Freight road & water transport, cargo handling.

The Humber is the largest port complex in the UK and has been identified by the Humber LEP as integral to facilitating growth in renewable energy and chemicals. Logistics remains an important sector across many rural employment sites serving local, regional and national markets. The portfolio of available strategic sites along the A63/M62 corridor continues to appeal to this sector, in addition to the potential for an Intermodal Terminal at Goole to connect road, rail and the waterways.



ENERGY

1,800 jobs⁷

Extraction of natural gas, distribution of mains gas and associated support activities.

The Humber has established a merited reputation as the UK's Energy Estuary and the East Riding plays an important role in this sector. Holderness is home to Easington Gas Terminal, one of six main terminals in the UK and lands 21% of the national demand for gas. Gas storage facilities also exist near Hornsea and Aldbrough. The East Riding has the highest onshore wind energy production in England, generating over 500GWh in 2016, whilst also showing great potential in biomass heat and geothermal energy production. Manufacturing capability at Green Port Hull and offshore wind developments at Hornsea and Dogger Bank also offer further growth opportunities in the sector.

MANUFACTURING & ENGINEERING

15,500 jobs; 5,000 jobs in 'advanced manufacturing'⁷

Food and drink processing, chemicals, pharmaceuticals, machinery, furniture, caravans & transport equipment.

Manufacturing has traditionally been a significant employer in the East Riding and has reported major growth over the 2012 to 2016 period. Almost a third of all employment in this industry is classified as 'Advanced Manufacturing', which is associated with more innovative technological processes, higher skilled employment and improved earnings. A significant number of jobs have been created in the chemicals, furniture and construction materials sectors; the caravan sector has also recovered well since the economic downturn and further opportunities exist for expansion into the development of modular buildings. Siemens also unveiled plans in March 2018 for a £200m factory at Goole36 to manufacture trains primarily for the domestic market.

CREATIVE & DIGITAL

4,300 jobs⁷

Software development, architectural & technical consultancy, advertising & news agencies, performing arts.

Increasing demand for software, data collection and analysis products from a range of industries is contributing to growth in this locally underrepresented sector. Computer programming clusters exist in Pocklington, Beverley and Haltemprice, in addition to the Press Association in Howden. GSP Studios, near Bubwith, also specialise in film production and visual effects. Continued broadband rollout, added demand for digital services and links to the growing cultural and tourism offer present further opportunities to maximise its economic contribution.

⁷ Existing job figures drawn from Business Register and Employment Survey (BRES), 2017

A WORLD-LEADING RENEWABLE ENERGY SECTOR

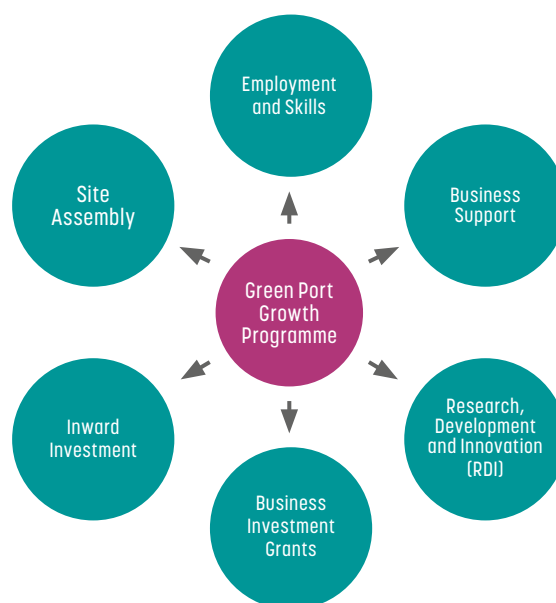
The Green Port Growth Programme (GPGP) is a beacon example of how the pillars identified in the national Industrial Strategy can be successfully implemented to support an emerging sector and drive inclusive growth in an area that traditionally lags behind regional and national averages.

RENEWABLE ENERGY IN THE HUMBER

The Green Port Hull vision is to establish Hull and the East Riding of Yorkshire as a world-class centre for renewable energy, generating wealth and employment for the region. This vision aims to capitalise on the £310 million joint investment from Siemens and Associated British Ports (ABP) in production, installation and servicing facilities at Alexandra Dock, Hull.

Progress has been buoyed by substantial public sector support, explicitly the designation of key sites across the Humber to form the largest Enterprise Zone in England, in addition to a £25.7 million investment from Regional Growth Funding Round 2 (RGF) secured in March 2012.

FIGURE 4: GREEN PORT GROWTH PROGRAMME STRANDS



The holistic approach to the delivery of activities through a public/private sector partnership and six clearly defined 'strands' (illustrated in **Figure 4**) has been critical to the success of the programme so far in developing all aspects of the renewables industry.

The Programme continues to grow in momentum and has adapted to meet the changing demands of the supply chain and labour market since its inception. In addition to offshore wind, there are major opportunities growing in other areas of the renewables sector, including: biofuels, carbon capture and storage, waste to energy, wave and tidal power generation, solar and energy storage.

East Riding of Yorkshire Council, Hull City Council and the University of Hull will continue to work in partnership beyond the scheduled programme end date of March 2019 to support sustained growth in the area, expansion into new technologies and work to ensure a lasting legacy on an international scale.

For further information including successes, case studies and a rolling programme of events please visit:

greenporthull.co.uk

GREEN PORT GROWTH PROGRAMME OUTCOMES

- ◆ Contributed £300 million to the local economy
- ◆ Directly created over 1,300 local jobs
- ◆ Upskilled and trained up to 1,900 local people
- ◆ Developed over 160 hectares of land



A CONNECTED ECONOMY

Local economies do not adhere to administrative boundaries, and identifying Functional Economic Areas (FEAs) improves our understanding of key economic centres, drivers of economic activity, and the growth opportunities and challenges which need to be addressed.

Diversification and smart specialisation of activity in line with the opportunities presented by our geographical position and natural asset base will be critical if the vision for the East Riding economy is to be achieved.

The supply of food, energy and other natural resources to meet the demands of a growing population is an increasingly high profile national issue, but one in which the East Riding has natural specialisms. Maximising the economic potential of the area will be achieved by developing the necessary infrastructure and skills base to drive sustainable productivity and jobs growth.

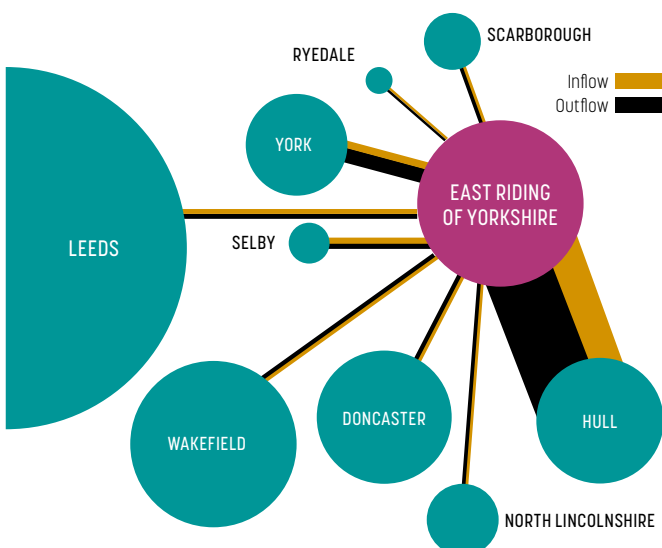
Essential to delivering an integrated, place-based approach to economic development is an attractive portfolio of employment sites, with the East Riding offering over 150 hectares of strategic development Enterprise Zones along the A63/M62 transport corridor at Paull, Brough, Melton and Goole. This will need to be supported by an increasingly skilled and mobile workforce, investment in infrastructure and passenger transport services, coordinated housing delivery guided by the Local Plan, and careful management of the environment and natural resources.

FIGURE 5: A CONNECTED ECONOMY

54,300 East Riding residents work outside of the authority area

30,100 residents commute into the East Riding for work

(Graphic represents a flow of at least 1,000 residents in one direction)



Source: Census 2011

Circles represent respective populations aged 16-74 (ONS 2016)



FIGURE 5 illustrates the complex economic interplay that exists between the East Riding and its neighbouring authorities across the region; only Leeds, Kirklees and Bradford reported a higher outflow of workers from their respective local authority areas for work than the East Riding (Census 2011).

FEAs help to form a robust evidence base to underpin strategic planning, investment decisions and delivery plans. The four identified FEAs listed below are depicted in the map on page 10 (see overleaf):

- ◆ Bridlington & Wolds
- ◆ Goole & Selby
- ◆ Hull
- ◆ York (East)

FUNCTIONAL ECONOMIC AREAS: OPPORTUNITIES FOR GROWTH

The diverse nature of the East Riding offers a range of economic opportunities to contribute to the vision of achieving a competitive and resilient low carbon economy, as illustrated in the Functional Economic Area map below. This strategy seeks to make an impact across the whole of the East Riding and a range of key deliverable actions are identified by location within each priority.

YORK (EAST)

Business Growth

- Development of York Central site
- Ensure attractive portfolio of employment sites available along A1079 corridor
- Promote strategic employment land at Pocklington and Full Sutton
- Forge closer links with agricultural research agencies such as FERA and the Biorenewables Development Centre
- Nurture supply chain links between the bioeconomy, agriculture and the chemicals sector

Lifelong Learning

- Address rural isolation issues in further education
- Establish closer working relationship with both York and North Yorkshire Adult Learning provision

Quality Locations

- Pocklington Flood Alleviation scheme
- Review access and infrastructure at Holme-on-Spalding Moor rural industrial estates
- Joint working with York to promote the visitor economy
- Shiptonthorpe roundabout improvement scheme
- Grimston Bar improvements

Sustainable Economy

- Pocklington Canal restoration project
- Wolds Landscape Partnership

BRIDLINGTON AND WOLDS

Business Growth

- LEADER programme funding for rural diversification, job creation and increased productivity
- FLAG programme support for the local fishing industry and coastal communities
- Links to agri-food, bioeconomy, modular building and York Potash Project

Lifelong Learning

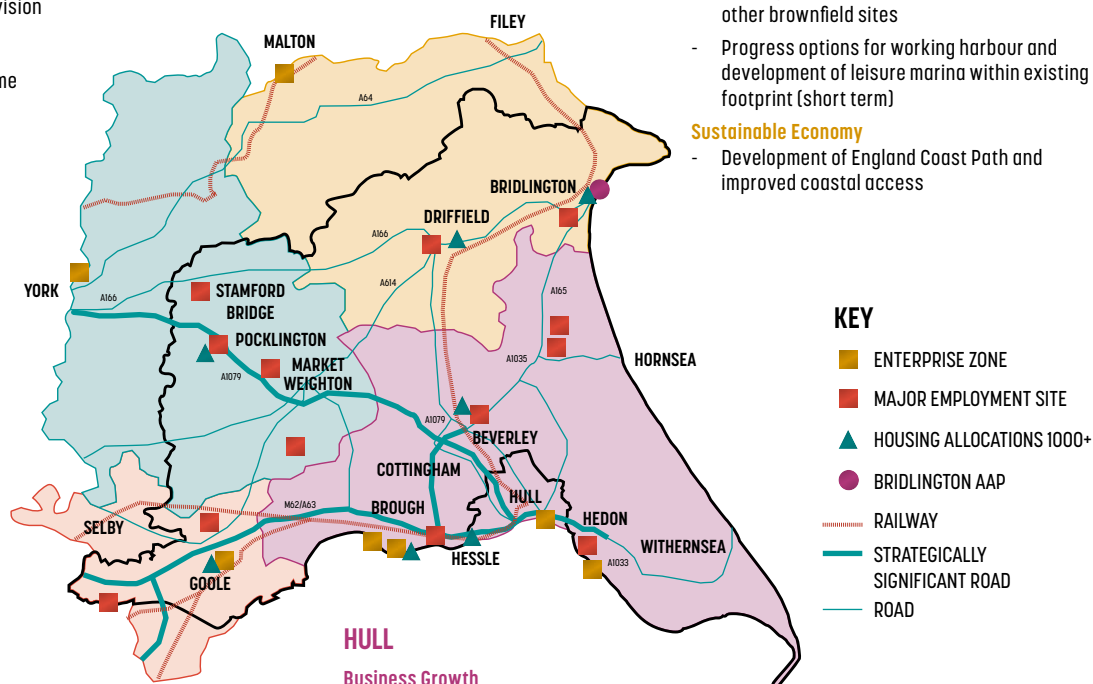
- Yorkshire Coast Community-Led Local Development (CLLD) Programme for Bridlington and Scarborough
- New Health and Wellbeing Training Academy in Bridlington

Quality Locations

- Ongoing delivery of Bridlington Area Action Plan
- Development of Driffield Cattle Market and other brownfield sites
- Progress options for working harbour and development of leisure marina within existing footprint (short term)

Sustainable Economy

- Development of England Coast Path and improved coastal access



GOOLE AND SELBY

Business Growth

- Development of M62/A63 employment sites including Pollington and Kellingley
- Progress plans for Goole Intermodal Terminal
- Siemens to invest £200m in train manufacturing plant at Goole36

Lifelong Learning

- Area Based Review of Post-16 FE institutions recommended a strategic review to protect provision at Goole College

Quality Locations

- Achieve 'Heritage Action Zone' status from Historic England for Aire Street Triangle area
- Goole town centre development plan
- Development of Olympia Park, Selby

Sustainable Economy

- Continue to develop Strategic Flood Risk Assessment for Goole (Level 2)

HULL

Business Growth

- Improved motorway access to Brough EZ site
- Investigate rail assets at Melton and required infrastructure at Paull EZ sites
- Bring forward development at Grovehill Industrial Estate, Beverley
- Delivery of ERGO centre at Bridgehead
- Encourage business growth in Halderness and links to Green Port Hull

Lifelong Learning

- Dedicated delivery of scientific, technical and digital subjects at Ron Dearing University Technical College

Quality Locations

- A1079 and A164 (Jocks Lodge Interchange) improvements
- West Hull and Haltemprice flood alleviation schemes

- A63/Castle Street upgrade, Hull
- Deliver Humber Bridge Country Park Experience
- Beverley 'Two Churches' project
- Progress Seafront Improvement Plan in Withernsea and maximise opportunities through Big Local programme
- Redevelopment of Hornsea Central and South promenade
- City of Culture legacy

Sustainable Economy

- New visitor centre at Spurn
- Beverley Local Energy Network and Transport Hub
- Project Aura - World leading offshore wind research, talent and innovation hub

STRATEGIC PLAN 2018-2022

EAST RIDING ECONOMIC VISION:

To be a competitive and resilient low carbon economy that supports sustainable and inclusive growth



PRIORITY 1: BUSINESS GROWTH

STRATEGIC AIMS

- | | |
|--|---|
| <ul style="list-style-type: none"> 1.1 Facilitate sector growth 1.2 Deliver a pipeline of employment sites for growth 1.3 Enhance business engagement | <p>Support sector growth and bring forward and maintain an attractive portfolio of employment sites in combination with high quality business support services.</p> |
|--|---|

MEASURING OUR PROGRESS...

- P1a** Net change in growth sector jobs
- P1b** Net change in jobs created paying more than the national minimum income standard
- P1c** Employment land take-up on allocated sites
- P1d** Annual change in enterprise birth rate
- P1e** Annual change in enterprise death rate



PRIORITY 2: LIFELONG LEARNING

STRATEGIC AIMS

- | | |
|---|--|
| <ul style="list-style-type: none"> 2.1 Support pathways to progression 2.2 Improve learning and employment outcomes 2.3 Develop a skilled and productive workforce | <p>Equip people with the skills they need to progress in the labour market, engage those furthest from employment or education and deliver higher level skills to meet the demands of the local economy.</p> |
|---|--|

MEASURING OUR PROGRESS...

- P2a** % of working age people qualified to Level 3
- P2b** Average Attainment 8 score per pupil
- P2c** % of pupils who achieved a standard 9-4 pass in GCSE Maths and English
- P2d** Annual change in apprenticeship starts
- P2e** Annual change in the number of graduates retained locally six months after graduation



PRIORITY 3: QUALITY LOCATIONS

STRATEGIC AIMS

- | | |
|---|--|
| <ul style="list-style-type: none"> 3.1 Improve connectivity 3.2 Develop resilient places that create the conditions for growth 3.3 Promote the East Riding | <p>Develop a place-based approach to meet the housing, infrastructure, employment and local service needs to create sustainable and growing communities.</p> |
|---|--|

MEASURING OUR PROGRESS...

- P3a** Public transport usage
- P3b** Number of new homes and affordable homes delivered
- P3c** Homes built on brownfield sites
- P3d** Average town centre vacancy rates
- P3e** Superfast broadband coverage



PRIORITY 4: SUSTAINABLE ECONOMY

STRATEGIC AIMS

- | | |
|---|--|
| <ul style="list-style-type: none"> 4.1 Improve energy efficiency and sustainable mobility 4.2 Support business resilience and workforce wellbeing 4.3 Realise the potential of the natural environment | <p>Ensure greater cohesion and integration between our natural and economic asset base to contribute towards a more sustainable, low carbon economy.</p> |
|---|--|

MEASURING OUR PROGRESS...

- P4a** CO₂ emissions per head
- P4b** Generation of electricity from renewable sources
- P4c** Number of properties at reduced risk of flooding
- P4d** Number of households in fuel poverty
- P4e** Number of vulnerable businesses engaged with adaptive solutions to climate change



PRIORITY 1: BUSINESS GROWTH

East Riding of Yorkshire Council will adopt an integrated approach with identified partners to understand the unique characteristics and needs of growth sectors to help businesses achieve their potential. This will only be achieved by bringing forward and maintaining an attractive portfolio of employment sites, promoting innovation and providing high quality business support services.



STRATEGIC AIMS

1.1 FACILITATE SECTOR GROWTH

Outcome: Sectors supported to create good quality employment opportunities, strengthen local supply chains, encourage innovation and raise productivity.

1.2 DEVELOP A PIPELINE OF EMPLOYMENT SITES FOR GROWTH

Outcome: Local growth is not constrained by a lack of available development sites or land.

1.3 ENHANCE BUSINESS ENGAGEMENT

Outcome: Businesses supported to nurture growth and diversification, strengthen local supply chains and create employment.

LEAD PARTNERS

East Riding of Yorkshire Council
Humber LEP
YNYER LEP
Private sector
Department for Business, Energy & Industrial Strategy (BEIS)
Department for International Trade (DIT)
Homes England
Marine Management Organisation (MMO)
Landowners and developers

STRATEGIC LINKS

- ◆ **Humber Strategic Economic Plan:**
Priority 2: 'Thriving successful businesses'
- ◆ **YNYER Strategic Economic Plan:**
Priority 1: 'Profitable and ambitious small and micro businesses'

Priority 2: 'A global leader in food manufacturing, agri-tech and biorenewables'

MEASURING OUR PROGRESS...

- P1a Net change in growth sector jobs
- P1b Net change in jobs created paying more than the national minimum income standard
- P1c Employment land take-up on allocated sites
- P1d Annual change in enterprise birth rate
- P1e Annual change in enterprise death rate

WHAT WAS ACHIEVED IN THE LAST STRATEGY?

- ◆ £310 million Green Port joint investment from Siemens and Associated British Ports to build new wind turbine production, installation and servicing facilities in the Humber Enterprise Zone.
- ◆ Capitol Park link road connecting 40 hectares of development land in Goole to Junction 36 of the M62 motorway.
- ◆ £100 million development of Bridgehead Business Park in Hessle, offering over 600,000 square feet of business space.
- ◆ £6 million private sector investment in the Humber Enterprise Park in Brough.
- ◆ Designation of Enterprise Zone status for employment sites at Goole and Melton.
- ◆ Launch of the ENTERPRISE! programme providing pre-start and new start business support, funded by ERDF.

HOW WILL ECONOMIC GROWTH BE FACILITATED?

- ◆ Seek to maximise investment in our allocated Enterprise Zone sites.
- ◆ Support the development of LEP priority sectors, including chemicals and renewables across the Humber and the York Potash mine near Whitby.
- ◆ Maximise the potential of renewable and low-carbon technologies.
- ◆ Encourage and enable innovation and diversification in the East Riding agriculture sector.
- ◆ Encourage and consolidate local food and drink supply chains and networks.
- ◆ Ensure sites and necessary infrastructure is in place to support growth sectors, guided by strategic site allocations in the Local Plan.
- ◆ Bring forward development at Grovehill Industrial Estate in Beverley.
- ◆ Launch of the East Riding Growth & Opportunity (ERGO) centre at Bridgehead Business Park in partnership with the University of Hull as a specialised managed workspace to support the development of environmental technologies on both banks of the Humber.
- ◆ Progress site assembly and preparatory work at Paull Enterprise Zone site and Goole Intermodal Terminal.
- ◆ Work closely with the LEPs to strengthen and sustain business support through Growth Hubs.
- ◆ Support the Project Aura initiative led by the University of Hull to create a world leading offshore wind research, talent and innovation hub.



Businesses such as Roфин-Sinar, VictoriaPlum and IT@Spectrum have located at Wykeland's new generation Bridgehead Business Park



PRIORITY 2: LIFELONG LEARNING

The East Riding displays many attributes present in a high-skilled economy including a high employment rate and an above average proportion of working age people with Level 3 skills and above. However, there is an under representation of higher skilled employment opportunities locally and a skills shortage within some specialised sectors such as manufacturing, construction, health and social care. The labour pool is one of the East Riding's most important assets and the need to enhance educational attainment, address skills gaps and support those furthest from the labour market into employment is essential to drive inclusive growth.



STRATEGIC AIMS

2.1 SUPPORT PATHWAYS TO PROGRESSION

Outcome: Raise awareness of employment opportunities locally to meet current and future skills demand.

2.2 IMPROVE LEARNING AND EMPLOYMENT OUTCOMES

Outcome: Ensure residents of all ages have access to learning and promote employment opportunities to those either furthest from the labour market or experiencing underemployment.

2.3 DEVELOP A SKILLED AND PRODUCTIVE WORKFORCE

Outcome: Meet the existing and emerging skills needs of the local economy.

LEAD PARTNERS

East Riding of Yorkshire Council
Humber LEP
YNYER LEP
Further Education providers
Higher Education providers
Training providers
Education & Skills Funding Agency
Jobcentre Plus
Education & Skills Partnership (ESP)
Careers & Enterprise Company

STRATEGIC LINKS

- ◆ **Humber Strategic Economic Plan:**
Priority 2: 'A skilled and productive workforce'
- ◆ **YNYER Strategic Economic Plan:**
Priority 3: 'Inspired people'

MEASURING OUR PROGRESS...

- P2a** % of working age people qualified to Level 3
- P2b** Average Attainment 8 score per pupil
- P2c** % of pupils who achieved a standard 9-4 pass in GCSE in Maths and English
- P2d** Annual change in apprenticeship starts
- P2e** Annual change in the number of graduates retained locally six months after graduation

WHAT WAS ACHIEVED IN THE LAST STRATEGY?

- ◆ New East Riding College campus opened in Flemingate, Beverley in September 2015.
- ◆ £2 million STEM and Humber Energy Centre opened at Bishop Burton College in 2015 providing the latest virtual simulators and precision farming technology.
- ◆ Humber LEP Employment & Skills Strategy launched in 2014 that identifies the skills needed to support local growth and priority interventions to deliver them.
- ◆ Additional 8,400 working age people qualified to degree level and above, rising faster than the regional and national averages.
- ◆ 10,800 apprenticeship achievements between 2012/13 and 2015/16.
- ◆ Launch of the Council's new Employment, Education and Skills service offering improved adult learning provision and facilities.
- ◆ Completion of Area Based Review of Post-16 education and training provision across North and East Yorkshire.
- ◆ ESF Higher Level Skills in Care Sector project.

HOW WILL ECONOMIC GROWTH BE FACILITATED?

- ◆ Support the Humber Gold Standard and the delivery of high quality and impartial Careers, Education, Information, Advice and Guidance (CEIAG) for young people.
- ◆ Deliver sector specific careers events to connect students, jobseekers and employers.
- ◆ Broaden participation in Science, Technology, Engineering and Mathematics (STEM) and Modern Foreign Languages through the Education & Skills Partnership.
- ◆ Promote entry-level functional skills to progress learners through to Level 1 and 2 English, mathematics and ICT to help individuals progress into either further education or employment.
- ◆ Deliver employability and worklessness programmes to improve access to learning and employment opportunities.
- ◆ Develop supported internships for young people with Special Educational Needs and Disabilities.
- ◆ Continue to support the emerging renewables sector through the Green Port 'Employment & Skills' strand.
- ◆ Promotion and delivery of vocational qualifications to capitalise on the Apprenticeship Levy.
- ◆ Understand workforce needs in key sectors to develop a labour market responsive to current and future skills requirements.
- ◆ Work with LEPs and relevant partners to address skills and labour market challenges in manufacturing, construction, and health.
- ◆ Investigate potential for an internship programme to support students and graduates gain relevant skills and work experience.
- ◆ Maximise the impact of informal adult learning to improve skills development, health and wellbeing.





PRIORITY 3: QUALITY LOCATIONS

Economic competitiveness is increasingly being driven by the quality of physical and environmental assets and the East Riding must capitalise on these to positively contribute to sustainable economic growth.

The approach to place in this strategy is, therefore, to recognise that each location has individual opportunities and needs and to respond to these within an overall framework that meets the housing, infrastructure, employment and local service needs to create sustainable and growing communities. Collaboration to improve the public realm, encourage visits through festivals and events, and facilitate the development of derelict and brownfield sites will continue through local partnerships.

Leading on from events such as Hull UK City of Culture 2017, the East Riding is well placed to continue developing its image as a high quality destination to live, work, visit and invest in. This will be supported by a rich and diverse visitor offer, enhanced by the quality of our natural and cultural assets.

STRATEGIC AIMS

3.1 IMPROVE CONNECTIVITY

Outcome: Deliver the infrastructure required to better connect homes, businesses and services in order to support economic growth.

3.2 DEVELOP RESILIENT PLACES THAT CREATE THE CONDITIONS FOR GROWTH

Outcome: Deliver improvements to town centres, business parks and visitor destinations through a collaborative and coordinated place-based approach.

3.3 PROMOTE THE EAST RIDING

Outcome: Raise the profile of the East Riding and enhance its competitive offer in business excellence, visitor economy and residential potential.

LEAD PARTNERS

East Riding of Yorkshire Council
Humber LEP
YNYER LEP
Hull City Council
Department for Transport (DfT)
Visit Hull & East Yorkshire (VHEY)
Welcome to Yorkshire
Local Growth Partnerships
Town and Parish Councils
Rural Partnership
East and North Yorkshire Waterways Partnership
Hull and East Yorkshire Local Nature Partnership
Broadband UK (BDUK)
Private sector broadband and mobile providers

STRATEGIC LINKS

- ◆ **Humber Strategic Economic Plan:**
Priority 3: 'An infrastructure that supports growth'
- ◆ **YNYER Strategic Economic Plan:**
Priority 4: 'Successful and distinctive places'
Priority 5: 'A well connected economy'

MEASURING OUR PROGRESS...

- P3a** Public transport usage
- P3b** Number of new homes and affordable homes delivered
- P3c** Homes built on brownfield sites
- P3d** Average town centre vacancy rates
- P3e** Superfast broadband coverage

WHAT WAS ACHIEVED IN THE LAST STRATEGY?

- ◆ Completion of a number of major transport schemes, including:
 - ◇ A164 Beverley to Humber Bridge Corridor
 - ◇ £22 million Beverley Integrated Transport Plan
 - ◇ Improvements to Airmyn Road Roundabout to unlock development north of junction 36 (M62)
 - ◇ £3.3 million scheme to carry out essential maintenance to Newland Bridge on the A645, which connects Drax Power Station to Rawcliffe Roundabout near the M62
 - ◇ £3 million invested to improve traffic flow on the A1079 connecting Hull and York.
- ◆ East Riding Local Plan strategy document was adopted in July 2016 with provision for employment sites and 1,400 additional dwellings per annum up to 2029.
- ◆ Significant progress on delivery of Bridlington's regeneration, including:
 - ◇ New £25 million leisure centre redevelopment opened in Bridlington in May 2016
 - ◇ Adoption of Bridlington Area Action Plan in January 2013
 - ◇ Delivery of Bridlington Integrated Transport Plan (ITP) Phase 2
 - ◇ Gypsy Race Park public realm project in delivery and Phase 2 in planning
 - ◇ Property acquisition and site assembly to prepare development sites for Burlington Parade town centre development
 - ◇ Detailed preparatory work on the Yorkshire Harbour and Marina
 - ◇ 80 bedroom Premier Inn hotel in construction.
 - ◇ Completion of £2.6 million Sewerby Hall and Gardens restoration in 2014.
- ◆ The Flemingate development, a £120 million mixed-use regeneration scheme including an 80 bedroom hotel on a 16-acre site in Beverley, opened in November 2015.
- ◆ Completion of the £1.8 million 'Get Moving Goole' Local Sustainable Transport Fund programme in 2015.
- ◆ £1.7 million for the CWWW LEADER Rural Programme 2014-2020 secured.
- ◆ £960k redevelopment of Withernsea boat compound to increase the capacity of the local fishing sector.
- ◆ Completion of a £300k High Street Fund to help revitalise and sustain our high streets.
- ◆ Superfast Broadband delivered to over 42,000 homes.
- ◆ Successfully played host to Tour de Yorkshire.
- ◆ East Riding of Yorkshire Council named as a principal partner with Hull UK City of Culture 2017 events programme.

HOW WILL ECONOMIC GROWTH BE FACILITATED?

- ◆ Work with Homes England and local developers to secure occupation of Goole 36 and intermodal terminal.
- ◆ Support improvements to A63, including Castle Street in Hull, to unlock the economic potential of the Ports complex, the Paull EZ site and Holderness.
- ◆ Improve connectivity to local labour markets on key strategic roads including the A1079, A164 and A1033.
- ◆ Facilitate increased rail capacity for passengers and freight and continue to lobby for rail electrification of the Hull to Selby line.
- ◆ Support high quality and balanced residential offer across all local housing market areas.
- ◆ Continue broadband rollout in areas currently not receiving 10 Megabits per second (mbps).
- ◆ Progress delivery of the Local Plan and realise the vision statements for our main settlements across the East Riding, assisting the prioritisation of resources and support growth potential in our principal and coastal towns.
- ◆ Progress delivery of the Bridlington Area Action Plan including completion of Phase 2 Highway Improvements and marketing of Burlington Parade development sites.
- ◆ Support localised partnership approach to improving town centre resilience and heritage assets.
- ◆ Monitor and support the supply of high quality and affordable childcare places.
- ◆ Continued delivery of a programme of festivals and events as part of the Hull 2017 City of Culture Legacy programme.
- ◆ Promote the East Riding as a place to live, work, visit and invest through Humber Bondholders, Visit Hull & East Yorkshire (VHEY) and social media channels.





PRIORITY 4: SUSTAINABLE ECONOMY

This priority sets out a number of aims that can deliver economic opportunities and greater cohesion and integration of our natural and economic asset base to contribute towards being a more sustainable, low carbon economy and to realise the value and contribution of the natural environment.

In a smarter and more sustainable local economy, resources stay in use for as long as possible to extract their maximum value and promote economic security and environmental sustainability. This approach is at the heart of tackling a number of major global challenges relating to the provision of energy, food, water, healthcare and other natural resources.

The natural environment can offer a wide range of economic, social and environmental services and benefits in the East Riding, including flood risk mitigation and clean water, supporting the visitor economy and wider recreational opportunities. There is work to be done to better understand the value of these services and how their potential can be realised through partnership working so they have a visible and positive impact on our local communities.

STRATEGIC AIMS

4.1 IMPROVE ENERGY EFFICIENCY AND SUSTAINABLE MOBILITY

Outcome: The right conditions have been created to support investment in energy efficiency, low carbon technologies and sustainable forms of transport.

4.2 SUPPORT BUSINESS RESILIENCE AND WORKFORCE WELLBEING

Outcome: Our businesses have been supported to become more responsive and resilient to economic, social and environmental change.

4.3 REALISE THE VALUE OF THE NATURAL ENVIRONMENT

Outcome: Significant economic, social and environmental benefits are delivered through the East Riding's natural environment.

LEAD PARTNERS

East Riding of Yorkshire Council
Humber LEP
YNYER LEP
Department for Business, Energy and Industrial Strategy (BEIS)
Department for Environment, Food and Rural Affairs (DEFRA)
Department for International Trade (DIT)
Ministry of Housing, Communities and Local Government (MHCLG)
Environment Agency
Yorkshire Water
Hull and East Yorkshire Local Nature Partnership
Landowners, developers and businesses
East and North Yorkshire Waterways Partnership
Sullied Sediments Project Partnership
Hull and East Riding Catchment Partnership

STRATEGIC LINKS

- ◆ **Humber Strategic Economic Plan:**
Priority 2: 'Thriving and successful businesses'
Priority 3: 'An infrastructure that supports growth'
- ◆ **YNYER Strategic Economic Plan:**
Priority 4: 'Successful and distinctive places'

MEASURING OUR PROGRESS...

- P4a** CO₂ emissions per head
- P4b** Generation of electricity from renewable sources
- P4c** Number of properties at reduced risk of flooding
- P4d** Number of households in fuel poverty
- P4e** Number of vulnerable businesses engaged with adaptive solutions to climate change

WHAT WAS ACHIEVED IN THE LAST STRATEGY?

- ◆ Hull and East Yorkshire Local Nature Partnership achieved formal status from Government.
- ◆ Delivery of the £475k Coastal Opportunities Gateway Project, creating and safeguarding jobs, offering advice and training to coastal businesses and installing modest tourism and flooding infrastructure.
- ◆ Completion of the £14 million Willerby and Derringham Flood Alleviation Scheme to reduce the threat of flooding from surface water in the Derringham area of Hull and parts of Willerby in the East Riding.
- ◆ Heritage Lottery Fund awarded almost £500k to the Canal & River Trust for habitat and heritage conservation work for the Pocklington Canal.
- ◆ Natural England facilitated the development of England Coast Path along East Yorkshire coastline.
- ◆ Completion of the £5.2 million Hull and Holderness Tidal Flood Scheme, including construction of a 520-metre glass tidal wall at Paull.
- ◆ Adoption of the East Riding Local Plan strategy document in July 2016.

HOW WILL ECONOMIC GROWTH BE FACILITATED?

- ◆ Investigate the potential of energy services, to extract the full economic value of locally generated and traded energy.
- ◆ Provide ongoing business support for small and medium-sized enterprises with energy efficiency services and tariff switching.
- ◆ Support innovation and commercialisation in regional electricity generation to develop conditions for investment in energy efficiency measures and low carbon technologies.
- ◆ Promote business continuity services to encourage businesses to mitigate risks.
- ◆ Maximise economic opportunities in a changing climate, particularly along the coastline, focusing on maintaining business viability.
- ◆ Develop a health and wellbeing offer to local businesses and promote a healthy workforce.
- ◆ Identify where natural capital valuations can result in greater economic returns and investment interventions.
- ◆ Continue to develop and support nature tourism opportunities.
- ◆ Support increased use of our waterways for both leisure and commercial purposes.
- ◆ Investigate the potential for alternative heating networks and solutions to capitalise on the areas alternative energy potential.
- ◆ Support the Project Aura initiative led by the University of Hull to create a world leading offshore wind research, talent and innovation hub.
- ◆ Support a switch towards alternative fuelled vehicles and greater use of mass transit systems.



STRATEGY DELIVERY

Delivery and resourcing of the strategy will primarily rely on a long-term commitment from the Council and key partners. It will also underpin case-making for external funding opportunities by demonstrating strong leadership and governance of economic development delivery at the local level.

The strategy aims to both influence and align with the Humber and YNYER SEPs and their emerging local industrial strategies. The promotion of a prioritised investment approach with clear outcomes is particularly important in the current political context, given the emphasis on competitive funding and the role of LEPs in governing many of the funding streams for regeneration and economic development.

A range of related strategies and investment plans, such as the Local Plan, the Local Transport Plan and the Housing Strategy will also have a bearing on its successful delivery. The Council will seek to utilise its External Funding Strategy to respond effectively to any new funding opportunities arising during this period; the External Funding Strategy will be reviewed during 2019 to respond to for the UK's withdrawal from the EU's funding programmes.

MONITORING AND MEASURING PERFORMANCE

The Council's Regeneration and Funding team will take responsibility for the coordination of the strategy. Monitoring of the action plan will be conducted on a six-monthly basis and an annual progress report will be published on the Council's website during the first quarter of each calendar year. Progress will also be reported to the relevant Committees and Boards outlined in **Figure 6** on a regular basis.

The Inclusive Growth Monitor included in the supporting action plan will collectively measure the headline performance of the strategy in relation to inclusion and prosperity in the local economy; a series of specific Key Performance Indicators (KPIs) outlined within each Priority will also track progress within individual dimensions. Collectively these will provide a framework for monitoring and reporting on economic performance and support the identification of any strategic issues that may require a specific policy response.

Progress against the KPIs will be recorded within the Local Economic Assessment. A mid-term review will be undertaken during 2020 to ensure that the strategy addresses changes to the political and economic climate following the UK's exit from the EU.

FIGURE 6: MONITORING FRAMEWORK

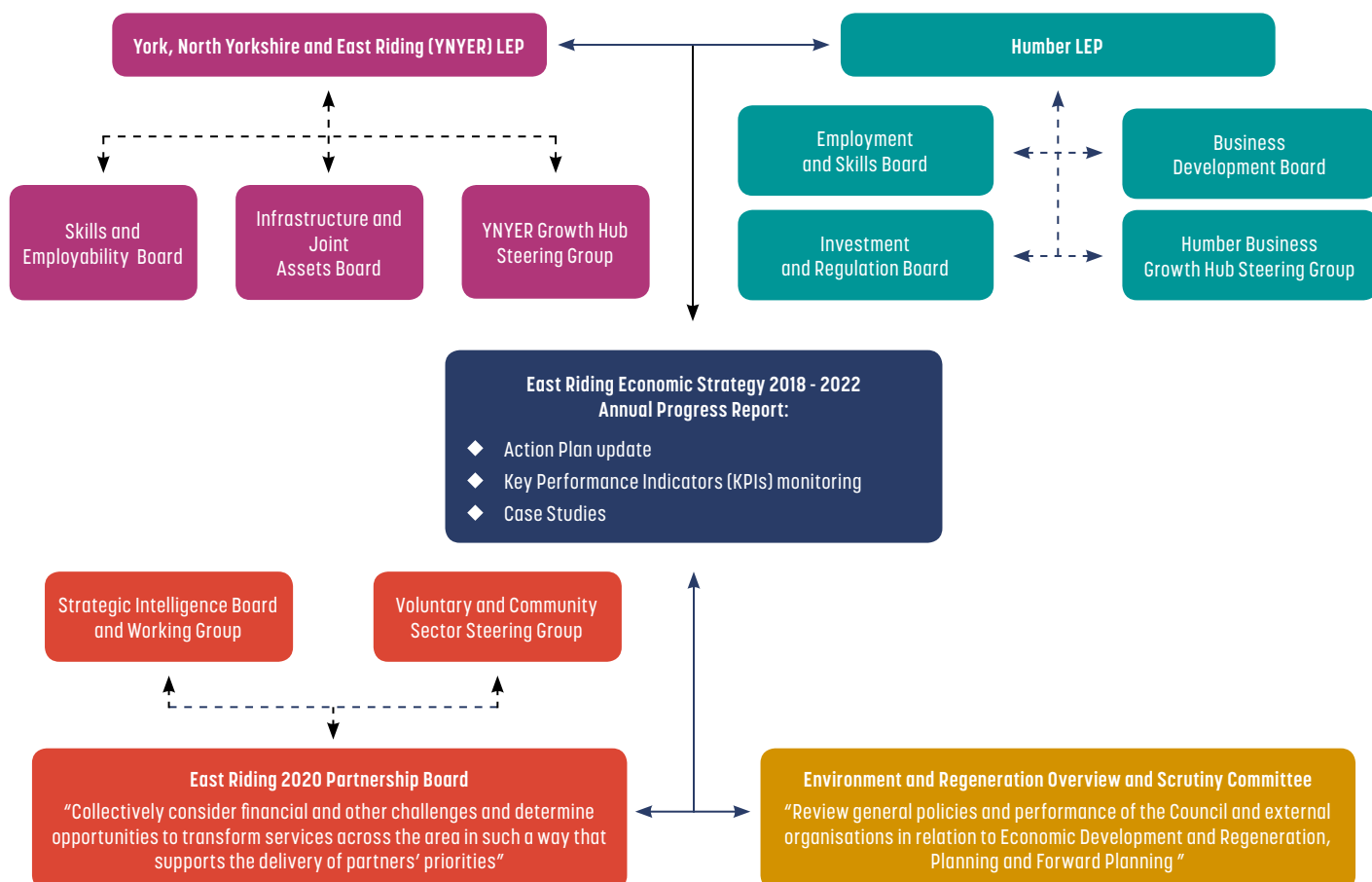


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The Harris Partnership

Visit Hull and East Yorkshire (VHEY)

Brian Brady

Matthew Hardcastle





To find out about what the area has to offer as a business location, what it is like to live and work in the area, what incentives and business premises are available, please visit our website <https://www.investeastriding.co.uk/> or email us at invest.eastriding@eastriding.gov.uk

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