

# LEP Board

Paper C – Appendix 1, 16<sup>th</sup> June 2021  
T Chalmers, COO

## Draft Vision – HEY LEP Growth and Well-being Strategy

The LEP is committed to improving the prosperity, opportunities and life chances of all residents in the Hull and East Yorkshire region, drawing on our unique geographical characteristics and assets and recognising the significant opportunity that the economic make up of our area can drive.

By 2026 we will be delivering this vision by ensuring the following have been achieved:

- Significant expansion of the Growth Hub Service leading to growth in numbers of new business start-ups including micro businesses; this will include sustainable long term growth in key sector areas including green energy, manufacturing, digital, cultural and rural/agricultural diversity.
- Further inward investment from national and global private sector organisations that recognise the region's access to space, a suitable and qualified workforce and as a centre of innovation to drive business success.
- Higher qualification profile of residents including employees illustrated by a strong employer ethos of co-development of curriculum, investment in training and improved access routes from entry level to Masters Degrees.
- Fewer people receiving employment support with wrap-around mechanisms to enable residents to enter or re-enter employment in a timely manner as a result of work/life changes; this will include our positive and celebrated relationships with the voluntary and community sector who demonstrate good outputs for all engaged.
- A fairer, more equal and equitable society with a focus on early support and intervention for those potentially left behind.
- Improved connectivity for digital throughout the region with measurable improvement in digital confidence and competence in individuals and business.
- Clearer alignment with our rural, coastal and town communities, with efficient transport links; demonstrated by the completion of electrification of all east to west rail services and improvements in bus and cycle transport routes.
- Hull being recognised in its place as the city of East Yorkshire, rather than the Humber.

- Wealth sharing actively demonstrated via benefits across the whole region, maximising opportunity of Hull's industrial growth to reach the heart of all population centres in the region and beyond.
- Noteworthy increase in export, led by the Humber Freeport which has seen further expansion since its launch in 2021.
- Celebration of the outcome of the Humber Industrial Cluster Plan project with additional government and private investment in delivering the plan across the Humber with partners from wider geographies creating new pathways for decarbonisation.
- Fewer people leaving our region for work, recognising career opportunities within 30 minutes of travel time.
- Improved careers guidance for all ages, impartial, high quality and accessible, linking jobs and careers to drive aspirations.
- The region being recognised for its significant national assets such as the ports, off shore wind energy cluster, a leader of Net Zero and a tourist destination to its market and coastal towns.
- Further collaborative work being delivered across Yorkshire and the north of England, driving new opportunities for the HEY region.
- Politicians and the private sector working together in a demonstrable united approach.
- A minimum of three transformation projects commenced e.g. the Lagoon, Hull/Beverley/York rail link, the development of Brough Parkway Station and Hull and the wider region recognised for its cultural events, assets and future ambitions.