



Feedback from the Mission, Vision and Values discussion paper: The HEY LEP Team supported the development of the Mission, Vision and Values statement through a consultation process, including team meetings and written feedback to a MVV discussion paper. This document highlights the priorities of the Team, setting out not just Mission, Vision and Values, but also the USPs of our region, how we'd like the HEY LEP to be perceived by the outside world and other considerations to think about when developing our comms strategy.

Values most highlighted by the team:

- **Partnership** and **collaboration** is at the heart of what we do
- We are **proud of our services** and support for business and investment, working collaboratively to add value
- We will portray the region as a great place to **live, work and do business** and we will always highlight its **unique and positive aspects**
- We are working to **improve our residents' life chances and wellbeing**, e.g. access to good quality work, good education, improved health outcomes, career opportunities - which is driven by our dedication to social/economic inclusion
- Our region is **well-placed for inward investment**, and we have many advantages as a business location compared to many other places in the UK
- We are **dedicated to supporting the region to achieve net-zero**
- We want our **young people** to grow and develop, to be the best they can
- As an organisation we proactively seek to promote the growth of the economy of the HEY LEP area. As such we strive to embody the values of **effectiveness, innovation, efficiency and responsiveness** shared by our partners.
- We will continue to **support pan-Humber activities** recognising that these add considerable weight to both the HEY and Greater Lincolnshire LEPs' focus

Draft vision, as suggested by the team:

- To accelerate business-led economic growth
- To support businesses to sustain and grow, become more productive and innovative
- To develop the skills of our workforce, focused specifically on: upskilling & reskilling the workforce, embedding digital skills, delivering a green recovery through skills development, retaining and attracting people, supporting labour market participation
- To consistently create new jobs and apprenticeships
- To facilitate infrastructure projects that promote growth opportunities; Employment sites; Housing; Flood Resilience; Transport; Digital; Energy.
- To help decarbonise businesses, protecting industry while making our region more environmentally friendly
- To promote sustainability not just through big business, but through SMEs, the public sector, and in peoples own home environments
- Actively attract new investment that aligns with our strengths and ambitions
- Resilient in terms of economic shocks – supportive whatever the circumstances

Preferred mission statement, as voted for by the team:

“We are a catalyst for economic growth in Hull and East Yorkshire, building a better quality of life for everyone through successful business-led initiatives and partnership working.”

Feedback on how we wish to be perceived and our region’s USPs

Updated perceptions:

- The LEP as a focused, agile, effective, business-led organisation
- The LEP as a convener and broker, able to get the right people around a table
- A LEP that punches above its weight
- A well-informed and trusted organisation, by peers, public, government and business etc.
- A representative, trusted voice of the region’s stakeholders

Updated USPs for the Hull and East Yorkshire region:

- A varied economy – with some aspects we excel and have specific expertise in
- Space for businesses to grow
- An attractive place to live, with good leisure opportunities – we are home to a unique mix of urban, rural & coastal communities.
- A place that is transforming through new developments and innovation
- Good infrastructure links to the rest of UK, Europe and beyond
- Fast broadband - for urban areas with plans to further roll out to more rural and coastal communities

Additional feedback from the team and suggestions we could incorporate into our forthcoming comms strategy

- Proactively seeking funding and investment
- Encouraging and facilitating the region to “speak with one voice”, to add value where it matters.
- Ensuring the region’s influence is maintained to business, communities and Government
- Championing social value
- Access to good value land
- To be recognised as an international destination of choice for low carbon manufacturing
- An organisation that accelerates sustainable economic and social change for the benefit of its communities