



Growth & Wellbeing Strategy

Draft HEY LEP Vision/ Role/Objectives

Draft HEY LEP Vision

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 economy make up of our area can drive.

Draft HEY LEP Mission

To grow the economy of the HEY LEP and provide economic opportunities to all.

Draft HEY LEP Role

Influence decision makers to provide the setting and opportunities to grow the HEY LEP economy

Reflect the aspirations of the business community in developing the economy of the HEY LEP geography

Support businesses, residents and the workforce of the HEY LEP to meet their economic potential

Deliver projects and programmes to promote economic growth



What Our Evidence Base Tells us:

Strengths

- Entrepreneurial area with high levels of business ownership;
- High quality of life and affordable housing offer;
- Competitive employment land and commercial space values;
- Strong recent record of inward investment
- Highest full fibre broadband to premises coverage in the UK;
- Nationally recognised for expertise in low carbon, renewable technologies with locational assets in these technologies;

Weaknesses

- Productivity Gap compared to UK;
- Lower wage levels than England Average;
- Under representation of Level 4+ occupations in the area;
- Areas of deprivation esp in Education Skills Training, Income, Employment;
- Poor physical transport connections, broadband speeds and mobile coverage in some rural economies;
- Limited Investment in tourism infrastructure in some areas;

Opportunities

- Absolute and relative sector specialisms that have high-value growth potential;
- Potential to develop the Energy Estuary through increased local content and supply chain activity;
- Growing research capacity in renewable energy and rail;
- To decarbonise the economy through local programmes;
- Potential to further grow tourism sector;
- To value and develop Natural Capital and Social Value in the local economy;
- To provide better transport connectivity;

Threats

- Shrinking working age population;
- Key locations for economic growth in areas of flood risk;
- Low business birth rates (although death rates are also low);
- Transport system is dependent on carbon heavy modes;
- Skills shortages in key sectors;
- Historically poor levels of graduate retention;
- Unclear future funding landscape for some Government activities;
- Largely self contained economy.
- Long term impact of Covid 19 on Economy

HEY LEP Area Key Facts:

Key Sectors:

Manufacturing Engineering & Assembly;
Chemicals; Food Production & Agri Tech;
Medi Tech & Healthcare;
Logistics & Shipping;
Construction; Digital; Low Carbon Technologies;
Tourism

GVA;
£13.4bn
0.8% of UK
GVA
(2019)

Resident Wages:
£519.5 p/w;
England average
£590 p/W

Employment Rate:
74.3%
Eng – 75.7%
(Jan-Dec 2020)

HEY LEP is net exporter of labour but is 87% self contained

Area:
247,900
Ha
(957sq m)

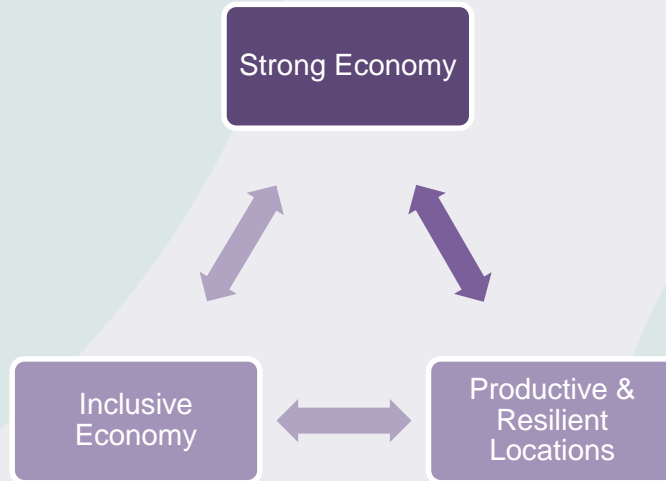
Population:
601,000
(60.6%
working age)

NVQ 4+ (Degree) Qualifications:
32% of HEY LEP Population
(England 40%)

10.3% of enterprises are 'small businesses', England 8.4%

Draft LEP Overarching Policy Objectives

- Work in partnership to deliver for the HEY LEP Geography:



Cross Cutting Themes – Collaboration & Joint Working, Delivery of Net Zero, Economic Adaption

Strong Economy - Emerging Strategic Themes

HEY Business

- Accelerating Clean Growth In the HEY LEP area;
 - Clean Energy Transition
- Supporting Key Sectors to Grow
 - Engineering, Manufacturing, Process Industries
 - Medi Tech
 - Ports & Logistics
 - Agri-Food
- Supporting Pre Start/ Micro/ SME Sector and driving entrepreneurial culture

HEY Innovation

- Supporting Business to Innovate (including R&D)

Strong Economy – Summary

AIM	To drive business growth, increased productivity and employment by developing the conditions in the HEY LEP area for business to start up, innovate, invest and trade.
KEY ACTION AREAS	PRIORITIES
Supporting Pre Start/ Micro/ SME Sector and driving entrepreneurial culture	<ul style="list-style-type: none">• To redesign the HEY LEP Growth Hub to provide the highest quality business support to SMEs and which reflects the key sectors in the new HEY LEP geography.• To develop a business support architecture in the HEY LEP area which provides support to pre-start, start up and early start businesses.• Provide focused support for businesses in key sectors.• Work with local business base to maximise opportunities in major supply chains.
Low Carbon Growth	<ul style="list-style-type: none">• Deliver Phase 2 of the Humber Industrial Cluster Plan and utilise the resultant roadmap to develop plans to realise opportunities for economic growth in the HEY LEP area (E.g. Offshore Wind, clean maritime, hydrogen technologies).
Supporting Key Sectors to Grow	<ul style="list-style-type: none">• <i>Engineering, Manufacturing & Process Industries</i> – Work in partnership with industry and academic partners to maximise the opportunity presented by the development of the Siemens Mobility rail manufacturing facility, seeking to establish the HEY LEP Area as a key location for rail sector innovation and supply chain growth• <i>Medi-Tech & Healthcare</i> – Work with public and private partners to grow the medi-health sector and build upon areas strength in developing and applying new pharmaceutical and healthcare technology.• <i>Ports & Logistics</i> – Strengthen the positioning of the HEY LEP ports to attract new value-added manufacturing activity and further grow the share of UK trade they handle via collaboration on Humber Freeport and other initiatives• <i>Agri Food</i> – Work in partnership with neighbouring York & North Yorkshire LEP and Greater Lincolnshire LEP to grow the food sector and enhance its productivity and innovative practices across the three LEP areas.

Strong Economy – Summary

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KEY ACTION AREAS	PRIORITIES
Innovation	<ul style="list-style-type: none">• In partnership develop business focused innovation and R&D services, linking across sectors.• Maximise the role of the Universities operating in the HEY LEP area to boost innovation and regional profile.• Raising the awareness of publicly funded support programmes and innovation organisations, including Innovate UK and the Catapults network, through the HEY LEP Business Growth Hub.
Trade & Investment	<ul style="list-style-type: none">• With Department of International Trade to build awareness of HEY LEPs industrial assets and stimulate Foreign Direct Investment.• Utilise trade networks to increase visibility and awareness of the area and its assets.• Deliver and implement HEY Export Plan through the Growth Hub.• Work in partnership to deliver Freeport.• Attract key operators within the supply chain of growth sectors to the area

Inclusive Economy- Emerging Strategic Themes

HEY Skills

- Upskilling Workforce
- Reskilling Workforce
- Embedding Digital Skills
- Retaining & Attracting Young People
- Supporting Labour Market Participation
- Matching out of work with sectors with labour need
- Delivering a Green Recovery through Skills Development

HEY Wellbeing

- Healthy Workforce
- Economic Inclusion
 - Engagement with VCS Sector

Inclusive Economy– Summary

AIM	To lead the transformation of the HEY LEP area skills profile, to deliver a highly skilled, motivated and productive workforce, reducing inequality and increasing life chances for our communities
KEY ACTION AREAS	PRIORITIES
Upskilling & Reskilling Workforce	<ul style="list-style-type: none">• Hull & East Yorkshire providers need more structured engagement with SMEs and priority growth sectors to identify and respond to their skill needs with flexible, affordable, and tailored support• More Hull & East Yorkshire businesses need to increase their training investment in skills at all levels• Impartial careers advice and guidance support for all ages is needed to raise awareness of how people can transfer their skills into new industries
Embedding Digital Skills	<ul style="list-style-type: none">• Providers need to be responsive to the rapidly changing demands and opportunities created by digital technology through appropriate provision• Digital skills need to be embedded throughout the curriculum at all levels• Businesses need to adopt digital technology and invest in upskilling employees to maximise efficiency and productivity
Retaining & Attracting Young People	<ul style="list-style-type: none">• Hull & East Yorkshire needs to inspire young people through a comprehensive careers advice and guidance offer which supports preparedness for work, facilitates aspirations to gain higher level skills, and informs individuals of the breadth of opportunity locally• More Hull & East Yorkshire employers need to offer meaningful work placements, support T levels, and invest in apprenticeships in growing sectors to support progression pathways from intermediate levels to level 3 and above• Higher Education providers need to work closely with employers to facilitate graduate progression into higher level jobs in Hull & East Yorkshire including graduate internships• Maximise and build on programmes such as Kickstart and the Humber ESF Graduate Internship to support graduate retention

Inclusive Economy– Summary

AIM	To lead the transformation of the HEY LEP area's skills profile, to deliver a highly skilled, motivated and productive workforce, reducing inequality and increasing life chances for our communities
KEY ACTION AREAS	PRIORITIES
Supporting Labour Market Participation	<ul style="list-style-type: none">• Hull & East Yorkshire needs to target areas of supply and demand and match individuals to opportunities through a partnership approach to labour market brokerage and skills development• Enhanced employability support will facilitate work readiness and progression pathways
Tailored Sector Skills Support	<ul style="list-style-type: none">• Ensure bespoke skills support is available for Health and Social care, Clean energy , Energy Intensive and Continuous Process industries, Ports and Manufacturing clusters, Digital Tech, Professional Services, Culture and Leisure, Agriculture and Rural Sectors, working with key partners.
Delivering a Green Recovery through Skills Development	<ul style="list-style-type: none">• Hull & East Yorkshire providers to collaboratively plan future provision around major investments and identified growth in the Green Economy
Delivering a healthy workforce	<ul style="list-style-type: none">• Work with partners to ensure that the workforce of the HEY LEP area is healthy and economic activity rates of the population are maximised.
Boosting economic inclusion	<ul style="list-style-type: none">• Work with a range of partners to address issues which provide a barriers to work (physical access/ digital access/ criminality/financial constraint) and ensure effective signposting to support which allows individuals meet their economic potential.• Work to matching out of work with sectors with labour need, post Covid.

Productive & Resilient Locations- Emerging Strategic Themes

HEY Location

- Location to Invest (Inward Investment)
- Location to Live (Skilled Workforce)
- Location to Visit (Visitor Economy)

HEY Climate Resilience

- Industrial Decarbonisation
- Climate Resilience

HEY Infrastructure

- Transport
- Digital
- Flooding
- Employment Sites
- Housing
- Natural Capital

Productive and Resilient Locations – Summary

AIM	Sensitively develop the regional locational assets, economic and natural, to maximise the contribution to the HEY LEP economy, whilst ensuring the area is resilient to risks such as climate change. This includes supporting regional infrastructure development to enhance the areas assets and mitigate risk.
KEY ACTION AREAS	PRIORITIES
Location To Invest	<ul style="list-style-type: none">• Work in partnership to ensure the HEY LEP Area has the physical infrastructure required to meet the needs of investors and to facilitate economic growth, including employment land, transport, digital, flood and natural capital and industrial decarbonisation.• Support private sector infrastructure projects which can progress the economy of the HEY LEP area.• Ensure locational and infrastructure assets of the HEY LEP area understood by potential investors.
Location To Live	<ul style="list-style-type: none">• Work in partnership to ensure the HEY LEP Area has the physical infrastructure required to meet the needs of the existing and potential future workforce (including housing, transport, digital, flood mitigation and natural capital) whilst developing quality of life strengths of the HEY LEP Area.• Support private sector infrastructure projects which can progress the economy of the HEY LEP area.• Ensure locational and infrastructure assets of the HEY LEP area understood by potential workforce.
Location To Visit	<ul style="list-style-type: none">• Work in partnership to ensure the HEY LEP Area has the physical infrastructure required to meet the needs of the visitor economy (including visitor accommodation, attractions, transport, digital, flood mitigation and natural capital).• Support private sector infrastructure projects which can progress the economy of the HEY LEP area.• Ensure locational and infrastructure assets of the HEY LEP area understood by potential tourism market.

Productive and Resilient Locations – Summary

AIM	Sensitively develop the regional locational assets, economic and natural, to maximise the contribution to the HEY LEP economy, whilst ensuring the area is resilient to risks such as climate change. This includes supporting regional infrastructure development to enhance the areas assets and mitigate risk.
KEY ACTION AREAS	PRIORITIES
Energy Transition & Industrial Decarbonisation	<ul style="list-style-type: none">• Work with business to adopt practices which reduce carbon emissions.• Deliver Phase 2 of the Humber Industrial Cluster Plan and utilise the resultant roadmap to develop workable plans to decarbonise industrial clusters in the HEY LEP area, as well as the outline the potential to provide cross economy decarbonisation of transport and gas supply.• Use Energy Hub approach to develop and deliver joint decarbonisation projects in areas such as transport and utilisation of industrial waste streams for community energy use.
Climate Resilience	<ul style="list-style-type: none">• Ensure the Humber 2100+ Flood strategy is developed with a clear understanding of the needs of the economy and is used as a tool to the enhance infrastructure of the area including natural capital.• Develop the HEY LEP area as a centre of expertise in flood and water management, building on University of Hull's and Yorkshire Water's expertise in flood resilience and innovation, whilst providing greater flood resilience for the area.

Cross Cutting Themes

HEY Collaborators

- Building global, national and regional connections
- Promoting the region through networks
- Innovation in delivery of public services to business (Devolution, Freeport)
- Creating a framework for collaboration within the HEY LEP area.

HEY Adaption

- Covid Recovery
- Post Brexit Economy

NET Zero

- Delivering a Net-Zero Carbon economy will be central to the future of the economy.

By 2026 we will have achieved:

Increased
GVA

Progressed
towards a
Net-Zero
Economy

Increased
business
start-ups

Supported a
range of
businesses to
recover from
the Covid
Pandemic

Progressed 3
transformational
projects in
partnership

Increased
Worker
Wellbeing

Increased
number of
people in
higher level
jobs

Increased the
number of people
with higher levels
skills and reduced
the number with
low or no
qualifications

Increased
investment
in R&D

Captured
new FDI
projects

Indicative milestones for Strategy Development

Milestone	Milestone date
Completion of 'skeleton' strategy (Main headings, structure, ambitions)	14 th July
Initial Evidence and Policy Base compiled	14 th July
Board Meeting	21 st July
Full Strategy complete (taking into account refreshed Devolution strategy)	12 th August
Board Sign Off	19 th August
Consultation (7 Weeks)	W/c 23 rd August – w/c 17 th Oct
Board sign off of final Strategy	W/c 24 th October
Publish on website	W/c 31 st October