

Hull and East Yorkshire LEP Board

HEY Economic Growth and Wellbeing Strategy

Report to the Board, 25th November 2021

Report from Laura Barley and Teresa Chalmers

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1. Summary

- 1.1. LEP officers have continued to work on the full strategy whilst the strategy consultation has been open. The consultation closed on Sunday 14th November with 34 individual and representative responses received representing well over 500 HEY residents and regional stakeholders.
- 1.2. Responses included a diversity of organisations such as three of the four Local Authorities in the Humber, the Chamber of Commerce, FEO, CIPD, the ERY Rural Partnership and welcomed responses from the Health, Voluntary and Community and Education Sectors.
- 1.3. The advanced draft presented to the Board today includes the completed evidence base from which priorities were developed, and inclusion of a significant number of consultation responses where appropriate and well evidenced. Please note that due to the extensive responses, some of which are detailed, lengthy and require additional work, the draft will be further developed to ensure due recognition of every response prior to completion.

2. Recommendations

- 2.1. The Board to review the advanced strategy draft and delegate final responsibility for sign off to the Chair and Deputy Chair to enable publication in December/January 2022.
- 2.2. The Board to consider the LEP Review outcome and whether the strategy remains a 'version one' document or an 'advanced draft' on publication. Rationale for this consideration is the ongoing LEP Review which may change overall LEP responsibilities.
- 2.3. The Board to discuss use of the existing marketing budget to fund a professional final published document in line with other LEPs and the LAs strategies.

3. Report

- 3.1. The HEY Economic Growth and Wellbeing Strategy encompasses a range of strategic priorities, as previously discussed and agreed at this Board. Each is well evidenced with data either drawn from public documents or commissioned by the LEP, agencies, stakeholders or Local Authority partners.
- 3.2. The strategy is required to provide the clarity of message to HEY residents, the business, education and voluntary and community sectors and will be used to negotiate/bid for additional resources where appropriate. Messaging around this will be important as, for example, some stakeholders have challenged why each LA has its own economic strategy and therefore further confusion may occur in terms of the

LEP approach. However the strategy clearly explains that the intention is to add value, illustrate the private/public sector partnerships and provide government with clarity on the LEP's focus and priorities.

- 3.3. Given the current situation with the LEP Review, the outcome of which has not yet been published, it is important to note, as stated within the document, that any material changes to the way the government want LEPs to operate will result in a further review of the strategy. Therefore it could be considered pertinent to continue to publish as either a version one with an explanatory note in publicity activity or as an advanced draft.
- 3.4. The completed document will contain an Executive Summary which will also be available as a separate document that can be downloaded from the LEP website, for ease of access.
- 3.5. As the LEP is supporting a Humber LEP legacy event to be held on 1st December it is hoped that the soon to be launched strategy can be promoted in the introductory piece on the HEY LEP that James Newman will give at the event. In addition the strategy launch will be fully promoted by a detailed communications campaign.
- 3.6. Ideally, the final version would be produced in conjunction with a marketing agency to include suitable imagery and graphic images; the LEP's current marketing budget has resource to enable this if the board agree this is a good use of resources.
- 3.7. Recognising that the strategy remains in draft form, LEP officers will of course review matters of syntax and amend any typographical errors in the final copy editing and proofing stages. We will also ensure any infographics are checked from an inclusivity and accessibility perspective.

4. Financial and resource implications

- 4.1. Potential publication and type setting costs – circa £4k.