

# EAST RIDING ECONOMIC STRATEGY

## 2023-2025



EAST RIDING  
OF YORKSHIRE COUNCIL



# CONTENTS

FOREWORD	2
INTRODUCTION	3
EAST RIDING ECONOMY	5
COST OF LIVING CRISIS	7
A GREEN ECONOMY	8
LEVELLING UP	9
HEALTH AND THE ECONOMY	11
AN INCLUSIVE ECONOMY	12
INVESTING IN THE EAST RIDING	13
GROWING OUR ECONOMY	15
PRIORITY 1: BUSINESS GROWTH	17
PRIORITY 2: LIFELONG LEARNING	19
PRIORITY 3: QUALITY LOCATIONS	21
PRIORITY 4: SUSTAINABLE ECONOMY	23
STRATEGY DELIVERY	25
REFERENCES	26



## **PRIORITY 1: BUSINESS GROWTH**

Support sector growth, provide high quality business support services and maintain and further develop an attractive portfolio of employment sites in the area.



## **PRIORITY 2: LIFELONG LEARNING**

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.



## **PRIORITY 3: QUALITY LOCATIONS**

Develop a place-based approach to meet the housing, infrastructure, employment and local service needs to create sustainable and inclusive communities.



## **PRIORITY 4: SUSTAINABLE ECONOMY**

Ensure greater cohesion and integration between our natural and economic assets to contribute towards a more sustainable, low carbon economy.

# FOREWORD

The Covid-19 pandemic severely impacted the UK economy, creating and entrenching a range of social and economic issues across the East Riding. Despite this extraordinary challenge and the cost-of-living crisis that has followed, the East Riding's economy is rebounding and continues to be resilient.

Support measures including the Coronavirus Job Retention Scheme and Self-Employment Income Support Scheme, helped businesses of all sizes to survive during the pandemic. Similarly, grant schemes such as Welcome Back, Love Your High Street and Do It For East Yorkshire enabled businesses, town and parish councils and third sector organisations to deliver projects that have enlivened our town centres and helped communities to recover.

Since the pandemic, the UK economy has experienced uncertainty and instability arising from the conflict in Ukraine amongst other complex factors. In late 2022, inflation peaked at its highest rate in over 40 years. With the fall in real wage growth, the Office for Budget Responsibility stated that the UK was experiencing “the biggest squeeze on living standards on record”, resulting in the current cost-of-living crisis. The impact of this squeeze is seen locally in the number of households living in fuel poverty and a higher house price to income ratio which has increased to 6.4 in 2022 from 6.0 in 2020.

East Riding of Yorkshire Council is working in genuine partnership with our local business community, our vibrant voluntary and community sector and with our residents to tackle all these economic and social challenges. ‘Levelling up’ – the government’s “moral, social and economic programme” designed to “spread opportunity more equally across the UK” – provides many opportunities to help us through these difficult times.

The East Riding has been allocated £13.7m from the UK Shared Prosperity Fund, which incorporates the Rural England Prosperity Fund and Multiply programme, for the period 2022 to 2025. This funding is being used to boost local growth; encourage innovation and private sector investment; improve skills; enhance access to culture; and build pride in place.

Through Levelling Up, the government has set out three levels of devolution. Level 3, the mayoral combined authority, offers the utmost opportunity for devolved powers and increased funding. It also gives local residents the power to set the direction by electing a mayor and offering the region and its residents the greatest say in their own future. A devolution deal would bring significant financial investment to the area and huge benefits for the people of the East Riding and Hull. Working with Hull City Council, we are determined to secure the best deal possible.

Against this complicated backdrop, this document – an extension of the Economic Strategy 2018-2022 - sets out how the East Riding can continue to raise productivity by helping businesses to create better quality jobs and increase the earning power of people with investment in skills, industries and infrastructure through to 2025.



**Cllr Anne Handley**  
Leader of East Riding of Yorkshire Council and portfolio holder with responsibility for prosperity and devolution

## EAST RIDING ECONOMIC VISION:

***TO BE A COMPETITIVE AND RESILIENT LOW CARBON ECONOMY  
THAT SUPPORTS SUSTAINABLE AND INCLUSIVE GROWTH***



# INTRODUCTION

The East Riding of Yorkshire covers an area of approximately 240,768 hectares (or 930 square miles) with a coastline that stretches 53 miles from Bempton Cliffs to Spurn Point. In 2021, the population was estimated at 343,143. This is predicted to rise to 360,033 by 2043, which is 4.1% lower than the national growth rate (9.6%). Currently, 26.5% of our local population are aged 65 and above. This figure is expected to increase to 34.2% by 2040, which would mean a contraction in the working age population by 4.7%. One of the challenges faced in the East Riding is preventing the out-migration of young people. This underscores the importance of ensuring we have a diverse, appropriately skilled workforce to meet the needs of locally based businesses and creating employment opportunities that enable us to retain and develop talent.

With its complex geography, the East Riding's rural and coastal characteristics present both opportunities and challenges. The East Riding is classified as approximately 93% rural by area and 44% rural by population with a population density of approximately 368 people per square mile, compared to 1,124 people per square mile nationally. Rural communities have much to contribute to local economic, social, and environmental wellbeing with their productive landscapes, abundance of history and heritage, and attractive towns and villages.

Ensuring that our rural communities are vibrant and healthy is the purview of the East Riding of Yorkshire Rural Partnership, whose work is underpinned by the East Riding of Yorkshire Rural Strategy 2022-2027. This strategy provides a blueprint for maximising opportunities in agriculture, farm diversification, food production, new green and digital technologies, and leisure and tourism. An example of the innovation and leadership within the Rural Partnership is Bishop Burton College, which delivers courses on precision agriculture and robotics and works with farm businesses to help them adapt to new ways of working that support the food and farming sector.

In June 2023, the government published a policy statement entitled Unleashing Rural Opportunity. This statement identifies how rural communities and businesses are being supported with £3.2 billion in funding dispersed across a range of new and existing programmes including the Farming in Protected Landscapes and Future Farming Resilience Funds, Project Gigabit and the Platinum Jubilee Village Hall Fund. The ultimate aim of Unleashing Rural Opportunity is to stimulate investment into the rural economy that removes barriers to enterprise; builds connections through better digital and transport connectivity; delivers affordable housing and sustainable energy schemes; and supports thriving local communities.



One manifestation of support from Unleashing Rural Opportunity is the £1.8m that has been allocated to the East Riding through the Rural England Prosperity Fund (REPF), covering the period April 2023 to March 2025. REPF is a top up to the UK Shared Prosperity Fund (UKSPF) and addresses the particular challenges rural areas face. As the managing authority, the council is working with the Rural Partnership and other stakeholders to ensure this capital funding helps rural communities and businesses to boost productivity rates; enhance connectivity; and improve access to key services.



The East Riding's coast has one of the highest rates of erosion in England, up to 4m per year. Around 67,000 people, or 20% of the East Riding's population, live in coastal areas. 32% of these residents are aged 65 or above, which is 7% more than the average for non-coastal areas of the East Riding. On average, the East Riding's coastal communities are more deprived than non-coastal areas, which follows the national trend for coastal local authorities. The highest levels of deprivation are recorded in employment, income, education, skills and training.

There are higher numbers of people relocating to the coast in their retirement, many of whom are from outside the area. This migration of over-65s places more demand on health care and other social services and reduces the employment rate, which can affect inward investment and prosperity in these locations.

The attractiveness of the coast not only brings new residents but also visitors who are drawn by the traditional seaside towns of Bridlington, Hornsea and Withernsea, quiet rural beaches and world-class wildlife. For example, South Cliff Holiday Park attracts over 500,000 visitors per year, generating over £16m for the local economy. Not surprisingly, the number of people employed in seasonal jobs, especially those within the visitor economy, is higher in our coastal communities than in other areas, again following the national trend.

The average travel times to access services in coastal areas are greater due to poorer transport connectivity, which can mean that residents face higher commuting costs, making it more challenging to access employment and education opportunities, and health and social care, which are already in high demand.

The Levelling Up agenda has the potential to help transform coastal communities and increase their contribution to the local economy, but the framework would benefit from adjustments to better reflect the specific issues coastal communities face.

More investment into the physical, human and natural capital along England's coast would greatly benefit business and residents, and support them in making the most of current and future opportunities for growth and managing coastal change.

Significantly, the council, along with North Norfolk District Council, has been selected to deliver the Coastal Transition Accelerator Programme (CTAP). Part of the government's £200m Flood and Coast Resilience Innovation Programme, CTAP has been established to explore innovative actions to improve the resilience of communities to flood and coastal erosion risks across England. It is also intended to act as a catalyst for new, adaptive approaches to support vulnerable coastal communities. The councils' involvement in CTAP acknowledges their commitment to delivering coastal change adaptation to support communities over the past 10 years.

This strategy extension reflects how the disruption and difficulties of the past few years have been addressed in order to maintain, if not boost, local economic performance. The timeframe for this document is intended to align with the first phase of the UK Shared Prosperity Fund programme, which ends in March 2025, and with the forging of a devolution deal. The four priorities from the 2018-2022 strategy – business growth, lifelong learning, quality locations, and sustainable economy – have been retained as they remain relevant as we work on promoting resilience and growth in our local economy and negotiate the devolution deal that best serves our residents and businesses.



# EAST RIDING ECONOMY

## 1. POPULATION <sup>1</sup>

**343,143 PEOPLE**

198,080 WORKING AGE  
POPULATION

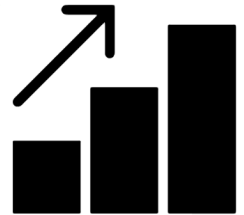


2021	0-15	16-64	65+
EAST RIDING	16%	58%	27%
YORKSHIRE & HUMBER	20%	65%	15%
ENGLAND	19%	63%	19%

## 2. ECONOMIC PERFORMANCE <sup>2</sup>

**£8.6BN ECONOMY**

7.3% GDP GROWTH  
(2018-2021)



GDP PER HEAD (2021)

**£25,071 EAST RIDING**

**£27,692 YORKSHIRE & HUMBER**

**£34,690 ENGLAND**

## 3. ENTERPRISE <sup>3,4</sup>

**13,395 BUSINESSES (2018)**

**14,145 BUSINESSES (2022)**

**+5.6%**



## 4. PLACE <sup>4,6</sup>



MEDIAN HOUSE PRICE (2022) **£210,000**

**YORKSHIRE & HUMBER £190,000**

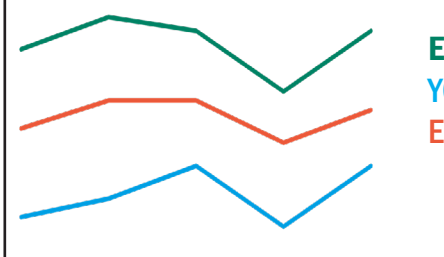
**ENGLAND £286,000**

ABOVE ENGLAND 1-YEAR SURVIVAL RATE (2020)

**94.9% vs 92.9%**

## 5. EMPLOYMENT <sup>7,8</sup>

EMPLOYMENT RATE  
2018-2022



**3,000 NET INCREASE IN  
JOBS (2018-2021)**

**EAST RIDING 77.4%**

**YORKSHIRE & HUMBER 75.7%**

**ENGLAND 74.5%**

**0.62 JOBS**

PER WORKING AGE PERSON (2021)

vs **0.64** IN ENGLAND



## 6. EARNINGS <sup>9</sup>

ANNUAL MEDIAN GROSS FULL-TIME EARNINGS (2022)

EAST RIDING RESIDENTS

**£32,577**



PEOPLE WORKING IN THE EAST RIDING

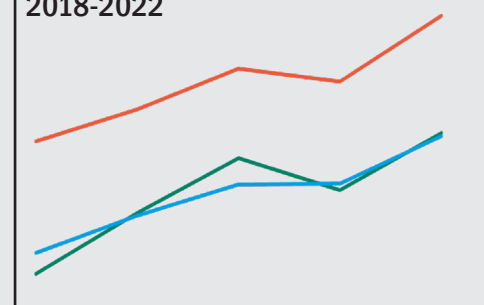
**£30,076**

VS

**£30,000 YORKSHIRE & HUMBER**

**£33,197 ENGLAND**

MEDIAN FULL-TIME EARNINGS  
2018-2022

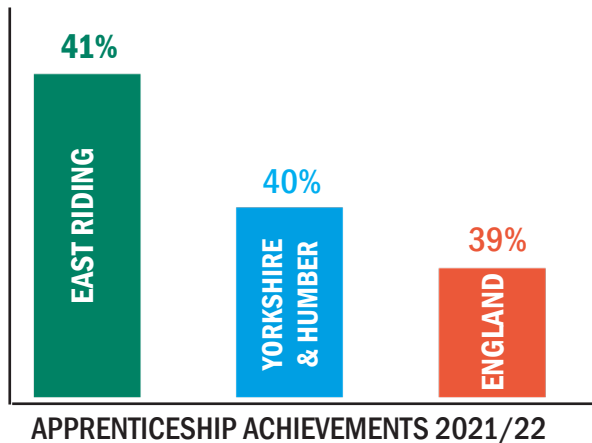


<sup>1</sup>APS, 2022 <sup>2</sup>ONS, 2023 <sup>3</sup>ONS, 2022 <sup>4</sup>IDBR, 2022 <sup>5</sup>ONS, 2022 <sup>6</sup>DLUHC, 2023 <sup>7</sup>APS, 2023 <sup>8</sup>BRES, 2022 <sup>9</sup>ASHE, 2022

<sup>10</sup>ESFA, 2022 <sup>11</sup>APS, 2023 <sup>12, 13</sup>Lightcast, 2023 <sup>14</sup>DfT, 2022 <sup>15</sup>APS, 2022 <sup>16</sup>DESNZ, 2023



## 7. EDUCATION & SKILLS <sup>10, 11, 12</sup>



**40.2%**

PEOPLE EDUCATED TO  
LEVEL 4+ (2022)

**+6.3%**

INCREASE SINCE 2018 vs

**+4.8%** IN YORKSHIRE & HUMBER

**+4.3%** IN ENGLAND



NO.1 DEMANDED GREEN SKILL (2023)

**ENVIRONMENT HEALTH AND SAFETY**



## 8. ENVIRONMENT <sup>13, 14</sup>

GREEN JOBS (2018-2023)

**+200%**



ULTRA LOW EMISSIONS VEHICLES (2022)

**807** VEHICLES PER 100,000 PEOPLE

**1,344** YORKSHIRE & HUMBER

**1,591** ENGLAND

## 9. QUALITY OF LIFE <sup>15, 16</sup>

**7.7/10**

LIFE SATISFACTION RATING

vs **7.6** IN ENGLAND



**14.4%**

HOUSEHOLDS LIVING IN FUEL POVERTY (2022)

THIS IS ABOVE THE ENGLAND AVERAGE OF **13.1%**

REGIONAL AVERAGE **16.5%**

## 10. CONNECTIVITY <sup>17, 18, 19, 20</sup>

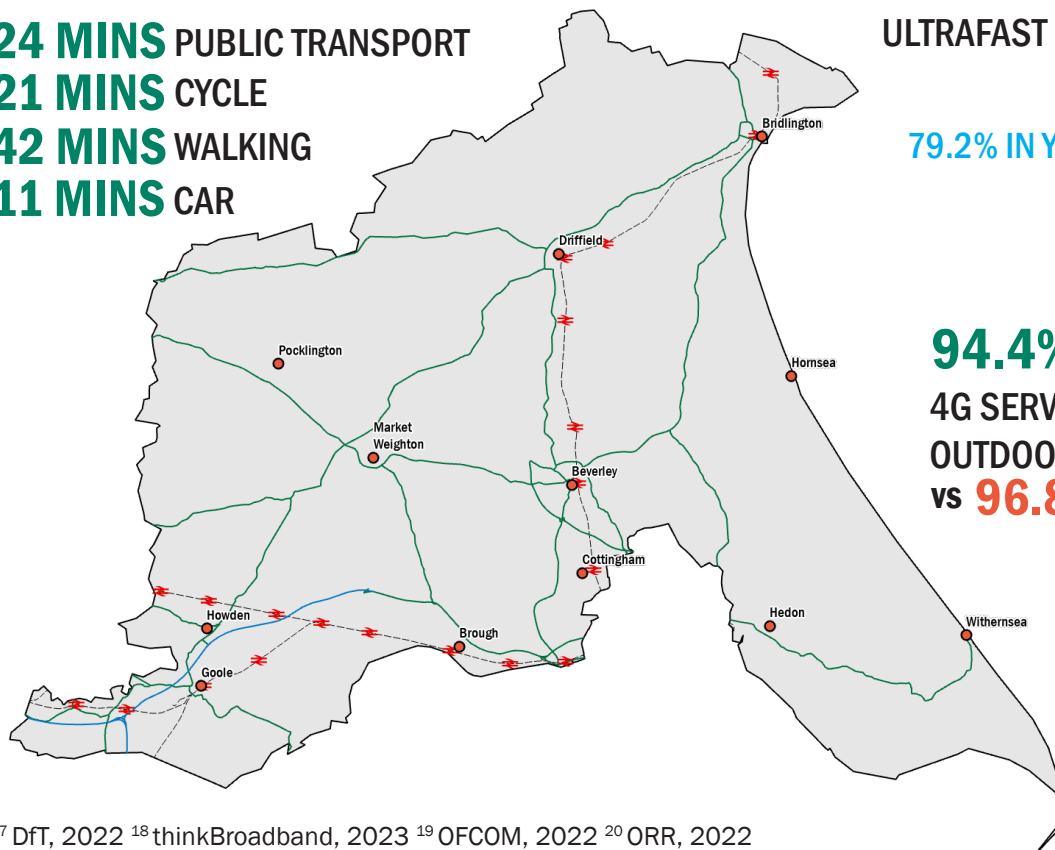
AVERAGE TRAVEL TIME TO KEY SERVICES\*

**24 MINS** PUBLIC TRANSPORT

**21 MINS** CYCLE

**42 MINS** WALKING

**11 MINS** CAR



HOUSEHOLDS WITH ACCESS TO  
ULTRAFAST BROADBAND (2023)



**81.6%**

**79.2%** IN YORKSHIRE & HUMBER

**77.2%** IN ENGLAND

**94.4%**

4G SERVICE COVERAGE

OUTDOORS (2022)

vs **96.8%** IN ENGLAND



**2.2m**

TOTAL RAILWAY STATION  
ENTRIES & EXITS (21/22)



<sup>17</sup> DfT, 2022 <sup>18</sup> thinkBroadband, 2023 <sup>19</sup> OFCOM, 2022 <sup>20</sup> ORR, 2022

\*Employment centres, primary schools, secondary schools, further education, GPs, hospitals, food stores and town centres 2019

# COST OF LIVING CRISIS

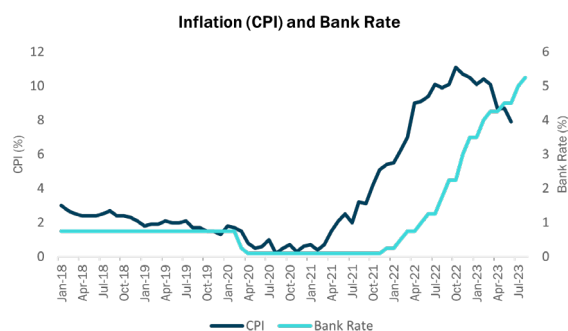
During the pandemic, the global economy suffered massive disruption in supply chains due to international restrictions on movement on people and goods. This upheaval was accompanied by a significant decline in demand for some goods and services, resulting in a reduction of capacity and decreased supply.

The easing of Covid-19 restrictions stimulated the economy, leading to a surge in aggregate demand which contributed to rising prices due to supply shortages. These conditions were exacerbated by the conflict in Ukraine, which caused further global supply chain disruption. Average petrol and diesel prices have increased by 50% since 2016, peaking at an 89% increase in June 2020. Wholesale gas prices have increased by 40% since the conflict began, with prices of essential goods rising at their fastest rate in over 45 years. As wages were not increasing in line with inflation and rising costs, consumers have, therefore, experienced a fall in real disposable income.

Energy efficiency and consumption are key factors in the increased cost of living and doing business, especially in rural areas. The average energy efficiency rating of households in the East Riding is 62, compared to 67 in England. Many residents also rely on private vehicles for transportation within and beyond the local area. Because of this, it is more expensive for them to run their homes and businesses and to travel to work and education and to access services. Indeed, 14.7% of households were living in fuel poverty in 2020. This figure is expected to rise substantially in 2023-24 even though energy prices have since plateaued. Acknowledging this, affordable housing in the East Riding is incorporating energy efficiency measures that will help reduce carbon emissions along with reducing household energy bills.

Since 2021, the Bank of England has gradually increased the interest rate from 0.1% (Dec 2021) to 5.25% (October 2023) to help stabilise inflation, which remains significantly higher than their 2% target. Contractionary monetary policy is not a 'quick fix' for inflation and it takes time for the economy to equilibrate.

Only since early 2023 have we observed a fall in the inflation rate from 11.1% in October 2022 to 6.8% in August 2023.



The government has introduced several financial schemes to assist people with the high cost of living, including the Household Support Fund (administered locally by the council) and the Energy Price Guarantee. The council has also launched local initiatives, including:

- Targeted funding programmes such as the Do It for East Yorkshire Community Fund, East Riding Emergency Assistance Grant for Food and Essential Supplies, and the White Goods Fund administered by East Riding Voluntary Action Services
- Formation of the East Riding Food Poverty Alliance which supports local food banks
- Debt and money advice through the Your Money team and Business Support team

In addition, the council is assisting voluntary and community sector (VCS) support organisations, including the Two Ridings Community Foundation, HEY SMILE Foundation and Humber and Wolds Rural Action, in their efforts to support VCS groups who are helping residents experiencing financial hardship.

For businesses, in addition to the Energy Bills Relief Scheme and subsequent Energy Bills Discount Scheme, the council's Help for Business package includes resources to help improve energy efficiency, promote decarbonisation projects and small business rate relief. The council's business support team also offers a range of services including tailored 1-2-1 support, workshops, access to financial assistance and networking opportunities.



# A GREEN ECONOMY

The UN Environment Programme defines a green economy as “one that results in improved human well-being and social equity, while significantly reducing environmental risks and ecological scarcities”.

As stated in the East Riding Climate Change Strategy 2022-2030, the East Riding is facing “a climate and ecological emergency”, having already witnessed the impacts of climate change on communities, with flooding events, the damaging effects of coastal erosion, and the increasing frequency of heatwave events. Climate change poses major risks to all aspects of life, including the East Riding’s economic prosperity.

The East Riding relies on a rich natural asset base to support the local economy, from the wildlife that draws visitors to the area to the raw materials required by the agri-food industry. Unpredictable and changing weather can have a damaging effect on these assets and sectors, particularly in rural and coastal areas.



Sustainable development is key to promoting a green economy and responding to the challenges of climate change and ecological/biodiversity loss. The Environment Act 2021 brought in a new system of spatial strategies to support nature recovery across England. The council is the ‘responsible authority’ for developing the Local Nature Recovery Strategy (LNRS) for Hull and East Yorkshire, working with Natural England and Hull City Council as well as through the well-established Hull and East Yorkshire Local Nature Partnership and Yorkshire Marine Nature Partnership. The LNRS will be used to steer private investment into nature restoration alongside public funding mechanisms, which include biodiversity net gain and environmental land management subsidies introduced through the Agriculture Act.

## TRANSITION TO NET ZERO

Growing the economy through support for innovation, research and development, and green-skilled occupations is integral to achieving the transition to net zero by 2050. Green jobs are those that directly contribute to, or indirectly support, the achievement of the UK’s net zero emissions target and helps mitigate climate risks. Despite the 271% increase in demand for green jobs since 2018-19, the overall number of green job postings in the East Riding in the 12 months to July 2023 was 11% lower per head of the population than 11 other local authorities with similar characteristics, such as Shropshire and Cornwall.

**+200%**  
**EAST RIDING  
GREEN JOB  
POSTINGS**



Green skills are those that are required to tackle the environmental challenges we face, unlock new opportunities for growth, and support a sustainable and resource-efficient society. In the East Riding, there is a shortage of workers who have the necessary green skills to fulfil the jobs available. Without an appropriately skilled workforce, it will be increasingly difficult to achieve our net zero ambitions.

To address the green skills gap, a local ENTHUSE Partnership has been established to improve young people’s attainment and engagement in STEM subjects and develop understanding of STEM careers. Through this partnership, STEM Learning, the council and Dogger Bank Wind Farm, are upskilling early years and primary school teachers to encourage young people into STEM jobs and make them more aware of climate change and sustainability issues.



The largest skills gap identified is in environment health and safety skills, followed closely by occupational safety and health skills.

# LEVELLING UP

The Levelling Up and Regeneration Bill (2022) includes substantial planning reforms, sets out the framework for the 10 levelling up missions and introduces a range of devolution measures – all of which are intended to drive local growth by empowering local leaders and communities.

## UK SHARED PROSPERITY FUND (UKSPF)

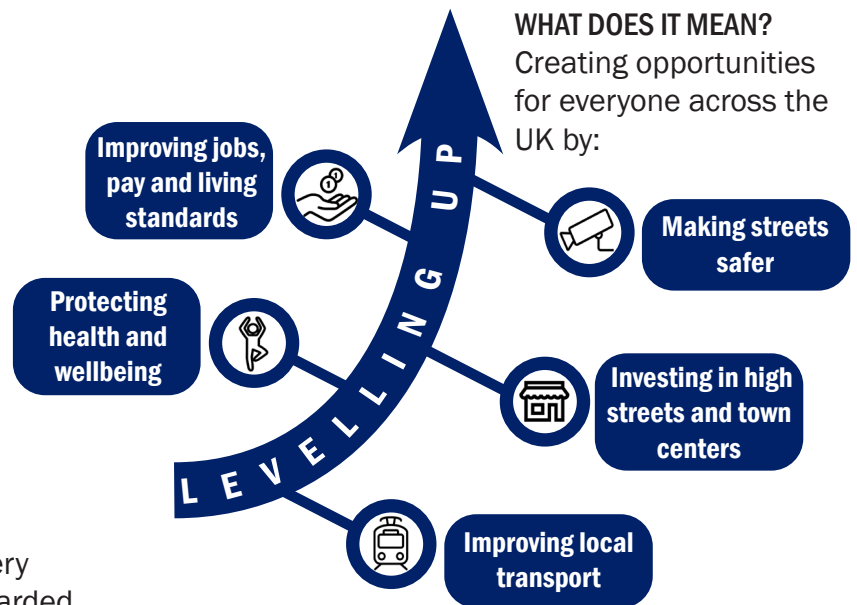
The UKSPF is a central pillar of the government's Levelling Up agenda and is considered to be the replacement for funding awarded through the European Structural and Investment Funds (ESIF). The UKSPF aims to boost productivity, pay, jobs and living standards by growing the private sector; spread opportunities and improve public services; restore a sense of community, local pride and belonging; and empower local leaders and communities.

The UKSPF is not a competitive fund. Every local or combined authority has been awarded a three-year allocation from April 2022, with the government setting out three investment priorities that the fund is intended to support: Community and Place, Supporting Local Business, and People and Skills.

The East Riding has been allocated £10.4m for the three years. The council – as the lead local authority – is responsible for disbursing the funding through a combination of comprehensive grant schemes, commissioning and in-house delivery which is informed by an underlying investment plan.

The council has also been allocated £1.8m from the Rural England Prosperity Fund (REPF) as a top up to the UKSPF to support the challenges that particularly affect rural areas. The aims of REPF are to:

- Support new and existing rural businesses to develop new products and facilities that will be of wider benefit to the local economy. This includes farm businesses looking to diversify income streams.
- Support new and improved community infrastructure, providing essential community services and assets for local people and businesses to benefit the local economy.



## MULTIPLY PROGRAMME

Multiply is also part the UKSPF. This programme seeks to improve adult numeracy skills, therefore supporting the Levelling Up mission to ensure that the number of people successfully completing high quality skills training will have significantly increased in every area of the UK by 2030. The East Riding has been allocated £1.5m from Multiply. The innovative Mobile Adult Learning Centre is an example of how Multiply is being delivered in the East Riding. Due to the size and rurality of the East Riding, many learners are not able to attend one of the council's adult learning centres to access provision. To address this, the council launched this mobile learning unit – a first of its kind – to bring Multiply numeracy sessions and adult learning courses direct to residents' doorsteps.



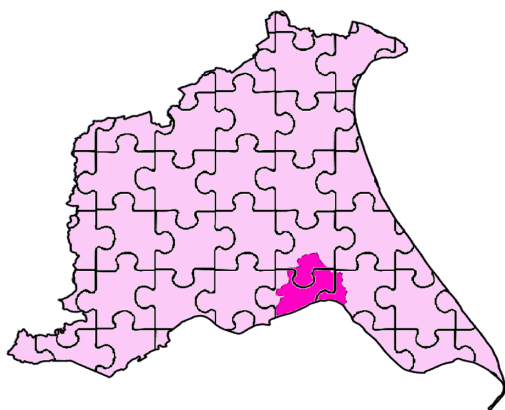


## DEVOLUTION

The Levelling Up White Paper (2022) announced its intention to explore a potential devolution deal with Hull and East Riding, one of only nine areas identified at the time.

A Level 3 devolution deal in Hull and East Yorkshire offers the greatest devolution of powers available to the area, through the creation of a single institution with a directly elected mayor. Under a Level 3 devolution deal, the power and functions available to the combined authority could include:

- A long-term investment fund
- Integrated transport settlement
- Priority for new rail partnerships
- A strategic role in delivering services locally
- Local control of transport functions
- Devolution of the Adult Education Budget
- Input into Local Skills Improvement Plans
- Homes England compulsory purchase powers
- Ability to introduce mayoral precepts
- Ability to add supplements to business rates
- Specific funding to tackle local problems.



Any devolution deal agreed with the government would be subject to a mandatory public consultation. Ultimately, the passing of a Hull and East Riding devolution deal by both councils would result in the creation of a new, legally constituted combined authority that would enable both councils to take decisions across boundaries on issues which extend beyond the interests of each individual local authority area. Each council would be a member of the combined authority, whilst retaining the responsibility to deliver statutory duties within their own boundaries.

A successful combined authority proposal needs to show it will...

*“...likely improve the economic, social and environmental well-being of some or all of the people who live or work in the area”*

*“...reflect the identities and interests of local communities.”*

## LOCAL ENTERPRISE PARTNERSHIPS

Recent guidance issued by the Departments for Levelling Up, Housing and Communities, and Business and Trade detailed plans to end their sponsorship and core funding of Local Enterprise Partnerships (LEPs). The LEP network will be supported through 2024- 25 so that the transfer of LEP core functions to combined and local authorities can be managed as smoothly as possible. Local arrangements for the transfer of these functions are in development with Hull City Council, the LEP’s accountable body.

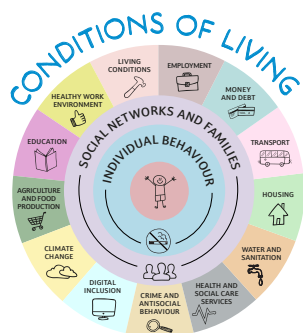
## GOOLE TOWN DEAL

The Goole Town Deal Board has received approval from the Department for Levelling Up, Housing and Communities on all its eight business cases, securing £25m of levelling up funding to boost economic growth in Goole town centre. Opportunity Goole, launched in April 2023, helps local people to gain the knowledge and skills they need to secure employment and ensure that employers can recruit local people with the skillsets that they are looking for. In addition, the Property Activation Fund is set to make the town centre a more attractive and appealing place to invest in and do business by restoring, refurbishing and reinventing buildings that are empty, under utilised or in a poor state of repair.

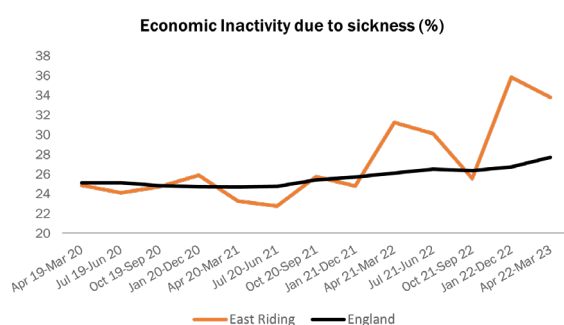


# HEALTH AND THE ECONOMY

Around 80% of factors that influence our health and wellbeing come from outside of health and care services and are largely beyond an individual's control. Health inequalities can arise due to conditions of living, such as employment and education. These inequalities create real disadvantage and can limit an individual's chances to live a longer, healthier life.



People are more likely to experience poor health and wellbeing in deprived areas due to reduced conditions of living. In the East Riding, the gap in life expectancy between those living in the most and least deprived areas is expanding, and the impact of the pandemic and the cost-of-living crisis is making it more difficult for people to improve their health and wellbeing, especially for those already experiencing hardship.



Post-pandemic, economic inactivity due to sickness is significantly higher in the East Riding compared to the national average, peaking at 36% between January and December 2022. Females are more likely to be economically inactive due to sickness compared to males, which contradicts the national trend. The self-reported health of the East Riding population indicates that most residents rate themselves as in 'Very Good Health' or 'Good Health'. This conflicting data highlights how complex the local health and wellbeing picture is. Given that the Institute for Public Policy Research has described long-term sickness absence as a "serious fiscal threat", it will be critical to keep monitoring this issue.

A strong and resilient economy is one that supports the health and wellbeing of its people, provides good quality jobs and skills development; and creates places that support active and healthy lifestyles. Employers can play a substantial role in providing healthy, inclusive, and safe workplaces that encourage social integration. By helping employees to achieve or maintain good health, including social health and wellbeing, employers can facilitate a range of positive outcomes:

- Increased morale
- Lower sickness rates
- Increased staff retention
- Improved recruitment
- Increased productivity.



The Humber and North Yorkshire Integrated Care Board and the East Riding Health and Wellbeing Board are responsible for the Joint Health and Wellbeing Strategy, whose vision is:

*An East Riding where all residents are supported to enjoy their maximum potential for health, wellbeing and participation, throughout their lives*

The strategy commits to a 'life course' approach by ensuring residents enjoy good health and wellbeing during every stage of their life.

There are programmes and initiatives in the East Riding such as Working Well, which helps businesses to set up and implement employee wellbeing in the workplace. At the 2023 Humber Business Day, the Humber and North Yorkshire Health and Care Partnership highlighted the importance of workforce health and wellbeing to business leaders, promoting Working Voices which gives local businesses a direct NHS contact who can help support employee health and wellbeing.

By strengthening the economy through initiatives that improve the conditions of living, we are improving health and wellbeing to help communities be more resilient, ultimately reducing health inequalities.



# AN INCLUSIVE ECONOMY

The Organisation for Economic Co-operation and Development (OECD) defines inclusive growth as “economic growth that is distributed fairly across society and creates opportunity for all”. The Inclusive Growth Index analyses a country’s ability to achieve such growth.

## INCLUSIVE GROWTH INDEX: FOUR PILLARS



## INCLUSIVE GROWTH: KEY CHARACTERISTICS

- Employment generation
- Agriculture development
- Poverty reduction
- Equal distribution of income
- Social sector development
- Reducing regional disparities
- Industrial development
- Environment protection.

Inclusive growth can only be achieved with local government, policy makers, business and the community and voluntary sector working in tandem with residents on a shared understanding of what is needed to promote prosperity and fairness in the local area. Community wealth building (CWB) is one of the mechanisms for realising inclusive growth because it aims to increase the flow of wealth back into local economies and give more control to local people and businesses.

## BANKING HUBS

Community banking hubs are an example of CWB in action. Bank closures have significantly impacted local high streets, with no physical banking provision now in most town centres. In response, banking hubs, which are partnerships between banks and the Post Office, have opened. Cottingham is one of four pilot locations nationally, with Hornsea and Withernsea due to open. Small businesses and consumers can access traditional banking services locally at banking hubs, as not everybody is able to go digital.



## PUBLIC SECTOR

The council recognises that public sector procurement can promote CWB and is aiming to be the ‘customer of choice’ for local small and medium enterprises (SMEs) and micro-businesses, allowing wealth to circulate around the local economy. The council works with the local procurement pipeline to assess gaps in the market and identify areas where few tenders are being received with a view to presenting them as entrepreneurial opportunities. This analysis is also helping to identify where skills development is needed.

## SOCIAL VALUE

Social value is the quantification of the relative importance that people place on the changes they experience in their lives, such as the value of having stable employment or being able to access a new service. Social value is expressed as a ratio that states how much social value in monetary terms is created for every £1 invested. This methodology is commonly used to measure the impact of inclusive growth interventions. The council’s draft Social Value Policy states that the organisation “should consider and, where possible, explicitly evaluate social value through strategic and service planning and delivery as well as in evaluation throughout the commissioning lifecycle”.

## COMMUNITY LED LOCAL DEVELOPMENT (CLLD)

CLLD was a locally managed funding programme that targeted selected areas in Bridlington and Scarborough. Through CLLD, local organisations and groups were encouraged to suggest, design and deliver projects that contributed to increased employment, developed businesses, and improved opportunities to enhance local economies and communities. The Advantage Coast CLLD programme achieved £2.93 of social value for every £1 invested across the 53 projects, delivering 229 new jobs, 444 participants in training and 2,238 participants into employment support. A total of £31,826,500 of social value was achieved from a total investment of £12 million.

# INVESTING IN THE EAST RIDING

The complexity surrounding government policy requirements, community interests, land ownership and transport infrastructure needs, amongst other factors, makes delivering the Local Plan and securing the necessary investment increasingly difficult. Despite this, the examples of recent investment illustrated below show that the East Riding is attractive to investors.

## ADULT LEARNING

The £1.5m adult education budget supports adults aged 19 and over to gain confidence, learn new skills, achieve qualifications, develop independent study skills, and narrate how their holistic life skills transfer to the labour market.

## HUMBER ENTERPRISE ZONES

Humber Enterprise Zones are designated areas which have been established across the East Riding, including Melton Business Park. They provide tax breaks and business support, incentivising business investment to accelerate local growth.

## GREEN HEAT NETWORK

A £12m grant has been secured to help fund a new green energy centre in Goole, enabling businesses and homes to access cheaper and cleaner energy.

## GOOLE TOWN DEAL

All eight business cases have been approved by the Department for Levelling Up, Housing and Communities, securing £25m of levelling up funding to boost economic growth in Goole town centre.

## METSÄ TISSUE

This landmark investment of hundreds of millions of pounds will deliver the largest mill in the country and create more than 400 jobs at the facility, as well as thousands more across the supply chain and the local economy. This investment will also significantly reduce the quantity of tissue products imported into the UK and Ireland each year.

## SIEMENS MOBILITY

This £200m investment in a rail manufacturing site is expected to create around 700 direct jobs and a further 1,700 indirect jobs through the supply chain.

## RaisE PHASE 2

The University of Birmingham, working with the University of Huddersfield and support by Siemens Mobility, has been awarded £15m from the UK Research Partnership Investment Fund (UKRPIF) to establish a new world-leading railway research and innovation centre in Goole.

## SMITH AND NEPHEW MELTON SITE

A £94m investment has been approved that will see their new home built on the Melton West Business Park.

## DELIVERY CENTRE

A 125,000 sq ft Amazon last mile delivery centre is planned for the Melton West business park.





#### **WIND FARMS**

Through the Wind Farm Community Funds in 2022-23, 149 community benefit grants were awarded to local organisations and initiatives totalling £465k.

#### **UK SHARED PROSPERITY FUND (UKSPF)**

The Council's funding allocations were confirmed as: £10.4m UKSPF (revenue and capital), £1.5m Multiply (revenue only) and £1.8m REPF (capital only) to cover the period from April 2022 to March 2025.

#### **COASTAL TRANSITION ACCELERATOR PROGRAMME (CTAP)**

The East Riding is part of the CTAP which is intended to act as a catalyst for innovative adaptive approaches to support vulnerable coastal communities. The council was provided with £1.4m in 2022/23, with a further £12.6m available until 2027.

#### **DO IT FOR EAST YORKSHIRE (DIFEY) COMMUNITY GRANTS**

Since July 2021, £539k has been distributed through 177 grants. This includes 46 Welcome Place applications totalling £131k. An evaluation of the scheme in September 2022 has shown that it generated £12.69 per £1 spent in social value.

#### **LOVE YOUR HIGH STREET FUND**

Since October 2019, 282 grants valued at more than £1.6m have been awarded to businesses to revitalise local high streets and rural service businesses.

#### **MELD ENERGY - SALTEND**

A £180m green hydrogen facility is being used to provide energy on-site at Saltend, helping to transition from more carbon-intensive fuels and chemical feedstock to emissions-free green hydrogen.

#### **JOCKS LODGE JUNCTION**

This £87m improvement scheme is critical to reducing journey times, improving journey time reliability and potentially supporting new development in Beverley and the surrounding areas.

#### **NETWORK NORTH**

£3bn total government funding to upgrade and electrify rail lines between Hull and Leeds to reduce travel times.

#### **HUMBER FREEPORT**

With freeport status, the ports of Goole, Grimsby, Hull, and Immingham aim to encourage more businesses to use the Humber as their dedicated logistics port for customs processing, with the incentives of paying reduced VAT, employment tax, discounted business rates, and a reduction in stamp duty.

#### **A63 IMPROVEMENT SCHEME**

Safety and environmental improvements on this highway are 100% funded by developers and will allow the remaining new housing at the Brough south site to come forward.

# GROWING OUR ECONOMY

In 2021, productivity in the East Riding was significantly lower than in the rest of England with the gross value added per hour worked amounting to £35.35, compared to the national figure of £38.91.

The Yorkshire and the Humber and North East Productivity Challenge Briefing Paper (2023) states that the factors contributing to lower productivity in our region include the prevalence of low-productivity firms; under-investment in research, development and skills; inadequate regional connectivity; poorer access to venture capital and angel investment; and less investment in infrastructure. The lack of interregional connectivity, as well as major transport modes to the rest of the country, is also a significant challenge for the region.

The Productivity Institute states the East Riding has several sectors that have the potential to significantly boost productivity, innovation, and create higher-skilled jobs. Although growth in these sectors has been limited by the Covid-19 pandemic, and the economic uncertainty that has followed, it will be important to develop these sectors to increase competitiveness and productivity.

## AGRI-FOOD

The fishing industry along the East Riding coast includes catch sites at Bridlington, Hornsea and Withernsea. Bridlington is the UK's biggest shellfish port and known as the 'lobster capital of Europe'.

Agriculture is also key to the East Riding's growth, with a total farming area of 204,191 hectares. The agricultural sector provides an asset base and raw materials that underpin a number of key clusters that can strengthen the area's economic performance including:

- Food and drink
- Ports and logistics
- Environmental industries
- Cultural industries/tourism.



Innovation and farm diversification will be key to maximising growth in this sector, especially for the benefit of our rural communities.

## PORTS AND LOGISTICS

The Humber is the UK's busiest trading estuary with £75bn of trade and 23% of all goods handled by English ports travelling through its four main ports of Grimsby, Immingham, Hull and Goole annually. It also supports around 35,000 jobs in the region.

The Humber's Freeport status provides the opportunity to catalyse major economic benefits for the local area, including investment in

key sectors such as green energy, chemicals, logistics, advanced manufacturing and technology; job growth; regeneration; decarbonisation; and innovation. Its location also supports the logistics sector with its excellent road, rail, sea, and air links.



## MANUFACTURING AND ENGINEERING

This largest employment sector in the East Riding, with almost a third of all employment including 'advanced manufacturing', is associated with more innovative technological processes, higher skilled jobs and higher earnings. Development of the Siemens Mobility train manufacturing plant in Goole is expected to create around 700 skilled jobs in the sector. This site will be complemented by the RaisE Business Centre and Innovation Hub, which is adjacent on the Goole 36 Enterprise Zone.

The East Riding's chemical and pharmaceutical industry is already well established.

Croda, which played a key role in developing Pfizer's Covid-19 vaccine, has established a new multi-million-pound hub in Goole. INEOS Acetyls – the largest producer of acetic acid, acetic anhydride and ethyl acetate in Europe – is located at the Saltend Chemicals Park. Opportunities to bring other businesses like these to the area will need to be pursued to build on this strong base.



In addition to these industries, it is worth noting that 90% of the UK's static caravan and lodge manufacturing is undertaken in the area, which is home to Swift, the UK's largest manufacturer of motorhomes, and a number of other providers.



## CONSTRUCTION

Construction accounts for 5% of employment in the East Riding, with 7,000 people employed in the sector. The occupations that are in the most demand are support workers, labourers and bricklayers, with highest demand for employment in Goole and Bridlington. Pathways to employment in construction have traditionally been supported by apprenticeships to offer learners hands-on training under the guidance of experienced professionals. The new T-levels now offer another route.

## CREATIVE AND DIGITAL

Adzuna and Dealroom data shows that Hull and East Yorkshire's digital sector is expanding at 8% per year, one of the fastest in the UK. Despite not being typically associated with rural economies, this sector presents opportunities for the East Riding to emerge as a digital and creative hub. Digital technology is revolutionising business performance, with high demand for roles such as programmers, software developers and support technicians. In the East Riding, creative and digital companies are most likely to belong to the 14,115 strong SME community. This sector depends on reliable broadband so it is essential for new technology to be deployed to enhance digital connectivity across the East Riding, for example through initiatives such as Smart County and Project GigaBit.



## HEALTH AND SOCIAL CARE

Care workers and home carers were the most in demand occupations based on job postings in the East Riding in the 12 months to July 2023, significantly ahead of all other occupations. The highest number of job postings were in the Cottingham area, home to Castle Hill Hospital, followed by Beverley and Goole, which also have key healthcare sites and residential care homes. The East Riding's ageing population places significant pressure on healthcare infrastructure and resources. Innovative solutions in this sector to address the complex challenges of the local population have the potential to further boost productivity.

## TOURISM

Tourism is worth £963m to the local economy, with around 20% of employment in the distribution, hotels and restaurant sector. The contribution of tourism to the local economy is increasing through efforts to extend the tourist season. For example, Bridlington Spa hosted over 1,000 events year-round in 2022-23, attracting 187,222 visitors to the area. Similarly, museums and heritage sites such as Burton Agnes Hall, Flamborough Head Lighthouse and the eclectic range of independent museums hosted over 200,000 visitors last year, contributing approx. £4.5m to the local economy in 2022-23.



In April 2023, Visit Hull and East Yorkshire became one of 12 Visit England nationally accredited Local Visitor Economy Partnerships (LVEP), which has been described as a "great boost for the region". The new LVEP will provide strong local leadership and governance. It also aims to transform the visitor economy landscape, working collaboratively on shared priorities and targets to enable the visitor economy to thrive, and to represent our area as a destination at regional, national and international level.

## ENERGY

The North, which produces over half of England's green energy supply, is asset-rich in ways that could drive the net zero transition, as highlighted in the State of the North Report. The East Riding is home to multiple renewable energy sites, including Dogger Bank, soon to be the world's largest offshore windfarm. Industries and investors recognise the benefits of transitioning towards sustainable energy sources, not only in terms of the environmental benefits of carbon reduction, but also the long-term economic opportunities. Further diversification of energy sources is vital in driving growth and job creation. Meld Energy's investment into a green hydrogen facility in Saltend Chemicals Park, and those alike, have the potential to enhance energy security and stimulate further innovation in the East Riding.





## PRIORITY 1: BUSINESS GROWTH

Support sector growth, provide high quality business support services, and maintain and further develop an attractive portfolio of employment sites in the area.

### KEY ACHIEVEMENTS 2021-23

- The Humber Freeport was approved, securing major economic benefits for the area
- £301,870 awarded through the Reopening High Streets Safely Fund in 2020/21
- Love Your High Street awarded more than £1.6m in grants to high street and rural service businesses
- New, full-service business centres, including RaisE and Beverley Enterprise Centre, opened
- Overall business centre occupancy reached 87% post-pandemic
- Siemens Mobility £200m investment in the rail village in Goole secured
- The University of Birmingham, supported by Siemens Mobility, was awarded £15 million by the UK Research Partnership Investment Fund (UKRPIF) to establish a new world-leading railway research and innovation centre in Goole
- HEY LEP's £13.4m Get Building Fund delivered, with £3.5m focused on business support
- 15 Growing Places Fund grants valued at £336,000 were approved in 2022
- All European-funded business support programmes were delivered, resulting in 2,500 East Riding businesses being supported
- The £2m European Regional Development Fund (ERDF) Supply Chain Network project was completed, resulting in £9.8m of contracts having been won and giving a 368% return
- Invest East Yorkshire website launched
- New Business and IP Centres (BIPCs) were introduced to libraries in Bridlington, Beverley and Goole



### BUSINESS SUPPORT CASE STUDY

The council's Invest East Yorkshire team offer a range of services relevant to the needs of start-ups, established businesses, and inward investors.

For example, the business support team assisted the owners of Highfield House, a Victorian manor house hotel and wedding venue, showing what help was available to allow them to achieve their objectives.

The team worked with the owners on a 1-2-1 basis to support their financial and business plans, and guide them through grant application processes enabling them to successfully acquire a tourism grant.

Following this support, Highfield House was able to make the major changes they had planned, including accommodation for larger parties and a new kitchen.

*"There's so much these guys can do for you"* - Andy Lampard, Highfield House



## STRATEGIC AIMS

- Facilitate sector growth
- Deliver a pipeline of employment sites for growth
- Enhance business engagement

## MEASURING OUR PROGRESS

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

## KEY CHALLENGES

- Uncertainty surrounding the Hull and East Riding devolution deal
- Concerning levels of economic inactivity due to long-term sickness
- Out-migration of talent and an ageing workforce
- Resilience of SMEs
- Supply chain issues
- Seasonality of employment, especially in the visitor economy
- Maximising the benefits of the Freeport and Enterprise Zones

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## PRIORITY ACTIONS TO 2025

- Maximise the potential of renewable and low-carbon technologies
- Seek to maximise investment in our allocated Enterprise Zone and Freeport sites
- Ensure sites and the appropriate infrastructure are in place to support growth sectors
- Work with stakeholders to embed the Humber Freeport into the Invest East Yorkshire offer
- Encourage and enable innovation and diversification in the East Riding's agriculture sector
- Encourage and consolidate local food and drink supply chains and networks
- Ensure that investors and indigenous companies are supported to invest and expand in the East Riding
- Engage with industry groups and stakeholders to identify opportunities and barriers to growth
- Work to develop RaisE Phase 2 and increase investment within the wider Goole site
- Support the smooth transition of the LEP functions to the local authorities including continuation of the Growth Hub
- Provide ongoing business support for SMEs with energy efficiency services and signposting to relevant funding, especially through the UKSPF and REPF
- Continue to promote and expand the Supply Chain Network to create business opportunities and support commercial collaboration and partnerships
- Promote and enhance the council business centre portfolio as part of the Invest East Yorkshire offer







## PRIORITY 2: LIFELONG LEARNING

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.

Strengthening links between business and education to support children and young people's aspirations by providing the skills and career advice needed to reach their goals.

### KEY ACHIEVEMENTS 2021-23

- Approval of the Hull and East Yorkshire Local Skills Improvement Plan (HEY LSIP) in line with the approval criteria set out in the Skills and Post-16 Education Act 2022 in 2023
- Continued to successfully deliver the Kickstart Scheme (Wheels to Work), supporting people of all ages to access work or further learning opportunities
- Successfully reintroduced classroom-based learning across all learning centres for Adult Learning and Employability sessions post-pandemic
- Launch of T-Levels in Education and Early Years, Health and Management and Administration, Digital, Engineering and Manufacturing, Education and Construction
- Launch of the Mobile Adult Learning centre with support from the UKSPF to support community engagement and the delivery of multiply
- Launch of partnership approach, led by Humber Learning Consortium, to support VSCE organisations previously in receipt of EU funding with UKSPF People and Skills support



### APPRENTICESHIP CASE STUDY

Milly Johnston is a Level 3 Rail Technician Apprentice at the Siemens Mobility facility in Goole, East Yorkshire. Her decision to join Siemens in 2020 was fuelled by the company's plans to construct a factory in her hometown, Goole, where they will be producing the new trains for the Piccadilly line.

*"My apprenticeship has helped me to come out of my shell. The people I work with are all amazing. Everyone is supportive and for such a big company, it's a really tight-knit, family environment. I'd love to encourage more women to get into engineering. I'm really passionate about my job and I want to see more people like me in this industry."*



## STRATEGIC AIMS

- Provide opportunities for second chance learning
- Engage those least likely to participate in learning
- Support pathways to progression
- Improve learning and employment outcomes
- Develop a skilled and productive workforce

## KEY CHALLENGES

- Ageing workforce
- Skills shortages
- Access to learning due to rurality and lack of public transport
- Improved digital connectivity required
- Complex skills partnership landscape
- Uncertainty around the devolution deal
- Low apprenticeship completion rates

## MEASURING OUR PROGRESS

- % increase of enrolments from the top 10-20% most deprived wards in our region
- % increase in enrolments to qualifications at Level 1 and 2 that lead to improved employment outcomes
- % of progressions from entry level qualifications to Further or Higher education or into employment and/or volunteering
- % of working age population qualified to Level 3
- Average attainment 8 score per pupil
- Annual change in apprenticeship starts
- Annual change in the number of graduates retained locally six months after graduation

## PRIORITY ACTIONS TO 2025

- Advocate for devolution of the Adult Education Budget to the combined local authority
- Work with relevant partners to address skills and labour market challenges in key sectors (e.g., retraining, reskilling)
- Support the implementation and delivery of the Local Skills Improvement Plan
- Complete delivery of the Multiply programme and UKSPF People and Skills investment priority by 2025
- Maximise how the apprenticeship levy is utilised in the East Riding
- Support the delivery of high quality and impartial careers education, information, advice and guidance for people of all ages
- Encourage young people into STEM jobs and make them more aware of the career prospects in the green economy
- Deliver employability and worklessness programmes to improve access to learning and employment opportunities
- Broaden range of SEND and high needs provision and enhance engagement with local employers to increase the number of local opportunities
- Seek innovation funding to enable providers to bridge the vocational and academic divide between apprenticeships and T-levels







## PRIORITY 3: QUALITY LOCATIONS

Develop a place-based approach to meet the housing, infrastructure, employment, and local service needs to create sustainable and growing communities.

### KEY ACHIEVEMENTS 2021-23

- All eight business cases in the Goole Town Deal approved
- Successful drawing down of the allocations for the UKSPF including REPF and Multiply funding
- Completed the Advantage Coast Community Led Local Development programme
- £539,000 of DIFEY funding was distributed through 177 grants
- 282 grants totalling over £1.6m awarded through Love Your High Street
- £301,870 from the national Reopening High Streets Safely Fund was awarded in 2020-21
- £401,870 from the government's Welcome Back Fund supported 22 projects
- East Riding recognised nationally as an early promoter of community banking hubs
- £800,000 Bridlington Quay Townscape Heritage scheme successfully delivered
- Gypsy Race Park Phase Two in Bridlington was completed in 2022
- LVEP status secured for Visit Hull and East Yorkshire
- HEY! Volunteering' was shortlisted for the 2023 Local Government Chronicle award in the community involvement category
- The council's library service became a National Portfolio Organisation in April 2023 providing a significant investment from Arts Council England in cultural activities in the East Riding
- Launch of the Rural Strategy
- 1,910 new dwellings completed in 2022-23



### UMBRELLA PLAZA CASE STUDY

To increase participation from younger people and harder to reach groups, the council has taken an innovative digital approach to engagement over issues within our local communities.

For example, new outdoor street furniture and an umbrella installation were introduced to create the Market Place Umbrella Plaza in Driffield during the summer to improve the town centre environment and create more resting places. Through a combined approach of digital and in-person engagement, the council found that 94% of respondents gave positive feedback on the installation, with the majority suggesting that food and drink stalls and music events would encourage them to visit the Plaza.

Based on this feedback, the Market Place has been used for free activities during the summer for the last two years and will host family friendly entertainment during the Michealmas Celebration, a pilot event featuring street food stalls, live music, comedy and local crafts.

This proactive engagement is putting residents' views at the forefront of improving the public realm.



## STRATEGIC AIMS

- Improve connectivity
- Restore pride of place
- Develop resilient places to encourage growth
- Promote the East Riding
- Grow the visitor economy

## MEASURING OUR PROGRESS

- Public transport usage
- Number of new homes and affordable homes delivered
- Homes built on brownfield sites
- Average town centre vacancy rates
- Ultrafast broadband coverage

## KEY CHALLENGES

- Uncertainty around how the government will fund local economic regeneration and growth initiatives
- Lack of capital funding and bidding opportunities from the government for infrastructure improvements that support economic growth and development
- Decrease in housing affordability
- Maximising the LVEP status
- Inequalities in coastal and rural locations
- High average distance to employment and other key services (e.g., GP and healthcare)

## PRIORITY ACTIONS TO 2025

- Secure an ambitious devolution deal for the East Riding
- Complete delivery of the UKSPF Communities and Place investment priority including the Rural England Prosperity Fund
- Continue to deliver the Goole Town Deal through to 2026
- Implement a robust framework to ensure the Enterprise Zone retained business rates are deployed to support local regeneration
- Complete delivery and evaluation of the ESF StepChange programme funded by the European Social Fund
- Launch and implement the Coastal Investment Plan
- Support delivery of the Local Plan to encourage growth in our principal settlements
- Continue to deliver against the town centre action plans
- Support the strategic development of the tourism sector through the new LVEP and emerging destination management plan
- Complete delivery of 1,000 new affordable homes by 2025-26 in line with the Local Plan
- Encourage developers to come forward on stalled sites and bring empty properties back into use
- Continue to develop local transport infrastructure and source external funding for planned schemes
- Support delivery of the East Riding's Smart County initiative, Project Gigabit and Wireless Infrastructure Deployment Framework to improve connectivity







## PRIORITY 4: SUSTAINABLE ECONOMY

Ensure greater cohesion and integration between our natural and economic assets to contribute towards a more sustainable, low carbon economy, conserving natural resources to support future generations.

### KEY ACHIEVEMENTS 2021-23

- Formal adoption of the East Riding Climate Change Strategy 2022-2030
- £14m secured to deliver the Changing Coast East Riding project up to March 2027
- £15m of capital funding secured for major capital flood risk schemes in Hornsea, Thorngumbald, Preston, Hedon, and Burton Pidsea
- Opening of the Aura Innovation Centre
- Funding secured by the Yorkshire Marine Nature Partnership (YMNP) to explore nature recovery in the marine environment
- Launch of new business support services, focusing on energy efficiency and carbon reduction through the UKSPF



### CIRCULAR ECONOMY

A circular economy is another crucial component of the transition to a more sustainable and net-zero future. This model of production and consumption involves sharing, leasing, reusing, repairing, refurbishing, and recycling existing materials and products for as long as possible, thereby extending the life cycle of products and reducing waste.

The East Riding's Saltend Chemicals Park provides a good example of circular economy as it brings together world-class companies in a progressive and collaborative environment. This park is an interconnected network of chemical producers and industrial manufacturers, allowing partners on-site to prosper from the integration of feedstock products and utilities, creating multiple considerable advantages and mutual benefits. This means that by-product waste streams created by one sector can be utilised as feedstocks in another, providing economic or environmental benefits.



## STRATEGIC AIMS

- Improve energy efficiency and sustainable mobility
- Realise the potential of the natural environment

## KEY CHALLENGES

- Climate change emergency
- Coastal change management
- Biodiversity loss
- Implementing new statutory obligations for the environment including biodiversity net gain and biodiversity duty
- Navigating the funding landscape for agriculture and the natural environment
- Green skills gap
- Rural nature of the East Riding

## MEASURING OUR PROGRESS

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

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## PRIORITY ACTIONS TO 2025

- Develop the East Riding Climate Change Strategy 2022-2030 Action Plan
- Work through the Yorkshire and Humber Climate Commission to develop a coordinated and effective response to climate change
- Support communities and businesses to transition away from coastal erosion risk through the delivery of the CTAP
- Development and implementation of the Hull and East Yorkshire Local Nature Recovery Strategy
- Support implementation of the new biodiversity duty and biodiversity net gain
- Support businesses and organisations to take advantage of environmental land management subsidies
- Support innovation, diversification and commercialisation in the energy sector in part to promote energy security
- Promote business continuity services to encourage businesses to mitigate risks
- Increase engagement and collaboration on broader environmental issues including the circular economy
- Support delivery of the Goole Energy Network into the existing Goole 36 EZ site and new Freeport site
- Support a switch towards alternative fuelled vehicles and greater use of public transport





# STRATEGY DELIVERY

Similar to the 2018-2022 Strategy and its mid-term review completed in 2021, the political and funding context behind this strategy extension is complicated and uncertain. At the national level, a general election is anticipated during the second half of 2024, meaning the future of current landmark government policies could come under scrutiny depending on the outcome. Key principles such as 'levelling up' and 'green growth' are likely to endure; however, how they will be implemented, funded and evaluated is unclear.

At the local level, negotiations on a devolution deal to establish a combined mayoral authority with Hull are moving at pace. The proposals being explored for this deal have been considered in the development of this document and reflected in some of the actions that accompany the four strategic priorities: business growth, lifelong learning, quality locations and sustainable economy.

The timeframe for this document has been set to align with the first phase of the UK Shared Prosperity Fund programme, which ends in March 2025, and with the forging of a devolution deal. Delivery and resourcing of the strategy will rely on a long-term commitment from the council and key partners to the vision of the East Riding as 'a competitive and resilient low carbon economy that supports sustainable and inclusive growth'.



The council's regeneration and funding team is responsible for coordinating the Strategy. By the end of 2023-24, a final report on the Economic Strategy 2018-22 and its action plan will be published alongside an update of the local economic assessment and a new East Riding Towns Dashboard, which is an online interactive tool showcasing the latest socio-demographic data in major local towns. The Inclusive Growth Monitor (IGM) will also be updated. Developed by the Joseph Rowntree Foundation, the IGM has been adapted to collectively measure headline performance in relation to inclusion and prosperity in the local economy. In 2019 when the IGM was introduced locally, the East Riding ranked moderately for overall inclusive growth at 61 out of 149 unitary and county councils nationally with stronger performance in economic inclusion.

The IGM will be used again to evaluate the East Riding's economic prosperity and inclusivity relative to other local authority areas. The aim will be to provide a better understanding of our economic position as we move beyond the post-Covid recovery and cost of living crisis into a period of potential further political and financial change. Where possible, a deep dive into locations that have similar characteristics to the East Riding and have better prosperity or inclusivity outcomes will be conducted to identify opportunities for improvement.

Similarly, key performance measures have been provided under each strategic priority to reflect how progress will be monitored. Six-monthly assessments of these measures will help interrogate economic performance and identify issues that may require a specific policy response or action at an East Riding or sub-regional level in the next strategy period.



# REFERENCES

A number of policies, plans and reports informed the development of this extension document. Those that had the greatest impact and influence are outlined here.

## **AGRICULTURE ACT**

Department for Environment, Food and Rural Affairs (2020)

## **COASTAL TRANSITION ACCELERATOR PROGRAMME (CTAP)**

Environment Agency (2022)

## **COMMUNITIES ON THE EDGE - LEVELLING UP ENGLAND'S COASTAL COMMUNITIES, A REPORT FOR CCA AND PARTNERS FROM PRAGMATIX ADVISORY**

Coastal Communities Alliance (2023)

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Centre for Local Economic Studies (2021)

## **EAST RIDING CLIMATE CHANGE STRATEGY 2022-2030**

East Riding of Yorkshire Council (2022)

## **EAST RIDING COUNCIL BUSINESS PLAN 2020-2025**

East Riding of Yorkshire Council (2020)

## **EAST RIDING HEALTH AND WELLBEING STRATEGY**

East Riding of Yorkshire Council (2023)

## **EAST RIDING LOCAL PLAN**

East Riding of Yorkshire Council (2016)

## **EAST RIDING LOCAL TRANSPORT PLAN 2021-2039**

East Riding of Yorkshire Council (2021)

## **EAST RIDING RURAL STRATEGY 2022-2027**

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## **HEY LEP EMPLOYMENT AND SKILLS STRATEGY**

Hull and East Yorkshire Local Enterprise Partnership (2023)

## **HULL AND EAST RIDING LOCAL SKILLS IMPROVEMENT PLAN (LSIP)**

Hull and Humber Chamber of Commerce (2023)

## **ENVIRONMENT ACT**

Department for Environment, Food and Rural Affairs (2021)

## **HEALTH IN ALL POLICIES (HIAP)**

East Riding of Yorkshire Council (2023)

## **INCLUSIVE WELLBEING ECONOMIES**

ADPH Yorkshire and Humber (2023)

## **LEVELLING UP THE UNITED KINGDOM**

Department for Levelling Up, Housing and Communities (2022)

## **LIFETIME SKILLS GUARANTEE**

Department for Education (2021)

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## **STATE OF THE NORTH REPORT**

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