



# Emerging Priorities

Showcase of the emerging  
regional priorities



# Good Growth in Distinctive Places

## The aim of our Local Industrial Strategy is to:

Deliver an ambitious vision for York and North Yorkshire, which uses our distinctive assets to drive productivity improvements whilst transforming to a competitive, carbon-neutral circular economy that benefits businesses, society and the planet.

Our Local Industrial Strategy has **3 priorities**, which articulate how we will use our distinctive assets to drive productivity growth in Distinctive Places and transform our area's economy.

- Invest in places, communities and culture to drive productivity.
- Unlock constrained growth in productive sectors and realise productivity potential in low pay sectors.
- Drive new productive growth by leading the transformation to a carbon neutral circular economy.

Alongside these, we have **3 principles**, which explain how we will ensure the public purse is supporting Good Growth, which is beneficial to businesses, society and the planet.

- Realise inclusive growth where prosperity is shared and social mobility is unlocked.
- Transform to a 'Smart region' where digital technology enables productive, clean and inclusive growth.
- Minimise the impact of climate change through adaptation and mitigation.



# Good Growth





# Good Growth Principles

When we put our priorities into practice, we will test interventions against these three principles, to ensure that everything we do is supporting Good Growth.



**REALISE INCLUSIVE GROWTH WHERE PROSPERITY IS SHARED AND SOCIAL MOBILITY IS UNLOCKED**

**GG1**

It is essential that economic growth benefits the people and places upon which it is founded. In an area with almost full employment, and yet pervasive social issues, we need all of our priorities to provide benefits for people and communities creating new ways for people to access good jobs and the social mobility they afford, and addressing in work poverty.



**TRANSFORM TO A 'SMART REGION' WHERE DIGITAL TECHNOLOGY ENABLES PRODUCTIVE, CLEAN AND INCLUSIVE GROWTH**

**GG2**

Technology is a fundamental driver of change in our economy and society, and a cost effective means of enabling improvements in productivity, clean growth and social inclusion. Therefore, the use of digital technology to achieve the scale, impact and efficiency required to transform our area is a core principle across our priorities.



**MINIMISE THE IMPACT OF CLIMATE CHANGE THROUGH ADAPTATION AND MITIGATION**

**GG3**

Whilst the clean growth agenda provides a significant economic opportunity, we must adapt to minimise the impact of extreme weather events and other environmental change such as to crops, wildlife migration and sea level rises. Transforming to a high productivity carbon neutral resource efficient economy also demands that the negative environmental impacts of economic growth and activity are minimised and mitigated.



# Distinctive places





# DP1 – Invest in places, communities and culture to drive productivity

## ENHANCE THE BUILT ENVIRONMENT AND INFRASTRUCTURE TO POSITION THE CITY OF YORK AND MARKET TOWNS AS ECONOMIC HUBS AND DRIVERS OF FUTURE GROWTH

The scale and concentration of activity in towns and cities mean that growth and productivity rates are higher and that it is much more efficient to provide the infrastructure required for transformation. We therefore need to capitalise on these economic hubs to drive future growth, by ensuring their built environment and infrastructure enhances their distinctive role and function in the modern global world.

## ENHANCE OUR SENSE OF COMMUNITY AND GLOBAL BRAND RECOGNITION BY INVESTING IN HERITAGE AND CULTURE AND SUPPORTING HIGH VALUE TOURISM

Surveys have rated both Harrogate and Skipton as the happiest places in England, York the best place to live, and Scarborough receives more visitors than anywhere in the UK outside London. By enhancing what makes us special and distinctive, we can enable communities to realise their potential and tackle their challenges, whilst creating better jobs and promoting our area to boost investment and exports.



# 33%

growth in 5 years makes accommodation and food services our fastest growing sector demonstrating the attractiveness of our area.



# 30.2

mbit/second is North Yorkshire's average download speed, just two thirds of the national average of 45 mbit per second.

## INVEST IN DIGITAL INFRASTRUCTURE TO REALISE THE POTENTIAL OF SMART CITY YORK, ENSURE OUR TOWNS ARE AS CONNECTED AS CITIES AND THAT RURAL AREAS BENEFIT FROM 100% CONNECTIVITY.

High speed internet is an essential utility for a competitive and productive economy, a prosperous society and to enable clean growth. As an enabling technology, digital infrastructure investment is essential to allow our cities and rural communities to realise their potential in the connected global world, by overcoming the constraints of geography.

## CREATE HEALTHY AND INCLUSIVE COMMUNITIES WITH ACCESSIBLE ROUTES TO OPPORTUNITY

There is a fundamental relationship between the health of the local economy and the health of the communities it is founded upon. This reciprocal relationship can be both cause and effect: better businesses, good working practices and better pay provide social benefits, whilst improved skills, quality of life and health provide productivity improvements for businesses. Interventions are possible, desirable and beneficial from both directions.

## ENABLE ANCHOR INSTITUTIONS TO COLLABORATE AND LEAD THE GOOD GROWTH AGENDA

Organisations like the MOD, schools, councils, colleges, universities, utilities, hospitals, housing providers and large businesses employ lots of people, have significant supply chains and major land and infrastructure assets. With a shared vision and an approach that maximises their contribution to good growth locally, they could make a major impact on the prosperity and wellbeing of the people, places and businesses they influence.

## INVEST IN INFRASTRUCTURE THAT ENHANCES RESILIENCE FROM CLIMATE CHANGE

We are experiencing wetter winters, hotter summers, and more frequent and extreme weather events. We must reduce impacts on businesses and communities by adapting existing infrastructure, preparing for changes in agriculture and the natural environment, and planning new development that prevents and is resilient to flooding and can cope with extreme heat.

# DP2 – Unlock constrained growth in productive sectors and address low pay sectors

## IMPROVE SKILLS PATHWAYS TO FILL 4,000 VACANCIES IN MANUFACTURING, CONSTRUCTION AND UTILITIES

These higher productivity sectors are growing and could grow more, but are constrained by a lack of people with the right skills, qualifications and experience, as demonstrated by 4000 vacancies due to skills gaps. We need a long term solution that tackles this issue, in order to realise the higher wages and high productivity growth our area needs.

## INVEST IN EMPLOYMENT INFRASTRUCTURE INCLUDING TRANSPORT IN GROWTH CORRIDORS

Some of the most accessible parts of our region have been designed as growth corridors, providing opportunities for growth in higher productivity sectors. However this is constrained by the lack of suitable sites, premises, access infrastructure and utilities. We will prioritise infrastructure investments which provide the greatest transformation of our economy.

## BOOST PRODUCTIVITY GROWTH THROUGH GOOD WORKING PRACTICES AND INCLUSIVE WORKPLACES

People thrive when they work in happy, healthy, fair jobs, with employers who recognise their contribution, provide opportunities to develop and progress, manage effectively, and do their best to provide secure contracts. Harnessing this can boost staff recruitment, retention and motivation, which means that business productivity thrives too.

## UNLOCK PRODUCTIVITY IMPROVEMENTS FROM AUTOMATION & DATA DRIVEN BUSINESSES

The digital and tech sector is growing rapidly, demonstrating the demand for it's services from all other sectors. The opportunity to improve productivity by utilising digital, tech, data and Artificial Intelligence in businesses across York and North Yorkshire requires many more businesses to capitalise on the benefits it can provide, and increased digital skills to realise it's potential.

## INNOVATE IN AGRICULTURE AND FOOD MANUFACTURING TO INCREASE PRODUCTIVITY AND IMPROVE HEALTH OUTCOMES.

Food & drink dominates North Yorkshire manufacturing. With agriculture it is three times more concentrated here than nationally and supports 45,000 jobs. But pay can be low and energy use high. Process and product innovation, automation, waste valorisation, energy efficiency, branding, exporting and good work practices and can all drive productivity growth, reduce waste and carbon impacts and support health improvements.

## PROMOTE ENTERPRISE AND AMBITION

People's behaviour, whether in business or as a worker, student or parent, is fundamental to everything, as their individual actions accumulate to create trends and shape economies and societies. We need to be better at influencing behaviour which leads to beneficial outcomes. How effective we are at this will be fundamental to the scale of transformation that happens in our economy and society.



1/2

The proportion of businesses in the LEP area adopting high performance working practices is just half the national average.



42%

of North Yorkshire manufacturing is food and drink.

# DP3 – Drive new productive growth by leading the transformation to a carbon neutral circular economy.

## CREATE MARKET OPPORTUNITIES THAT ESTABLISH NEW JOBS IN CLEAN AND CONNECTED CONSTRUCTION

Energy efficient digitally connected housing is a significant driver of new growth, and one we can influence locally to support increasing housing stock, improving affordability and reducing fuel bills. Enabling £1.4bn of investment in domestic energy efficiency would create over 20,000 'job years'. To do this we must develop new investment mechanisms, stronger policy drivers and new construction skills.

## DEVELOP AND DELIVER £5.9BN INVESTABLE PROJECTS THAT ENABLE OUR AREA TO BECOME CARBON NEUTRAL

A carbon neutral economy twins responsibility with opportunity. £5.9bn of investment in small-scale renewables, energy efficiency and clean transport would create thousands of productive new jobs (32,000 'job years'), cut carbon emissions by 39% and energy bills by 41%, and pay for itself within 6 years. Opportunities include high impact, low carbon technologies such as electric vehicles, anaerobic digestion, heat pumps and biomass.

## CREATE, GROW, ATTRACT AND ADAPT BUSINESSES BASED ON CARBON NEUTRAL CIRCULAR TECHNOLOGIES THAT WE'RE STRONG IN

A circular economy creates business opportunity by designing business systems and processes so that resource value is maintained, materials recirculate and waste is eradicated. Our most significant opportunities to do this are in sectors such as agri-tech, food and the bioeconomy, construction, manufacturing and utilities. This will create new growth opportunities, whilst enabling existing businesses to be economically sustainable in the long term.

## REGENERATE AND MANAGE NATURAL RESOURCES TO REALISE THE POTENTIAL OF RURAL AND COASTAL ASSETS AND CREATE NEW INCOME OPPORTUNITIES FOR LAND AND RESOURCE BASED BUSINESSES

Natural systems and resources such as soils, landscapes, crops, livestock, woodland, wildlife and the sea have shaped and sustain our communities and economy. But they can easily be degraded. We must sustain and regenerate these assets in new ways to create new jobs and economic value, reduce flood risks, and conserve the natural assets that make our area special.



# £5.9bn

of investment in low carbon technology and infrastructure will pay back within 6 years creating 32,000 job years and a 40% cut in carbon emissions.



# 4x

Clean growth sectors are growing four times faster than other sectors.