

TOWARDS AN ECONOMIC STRATEGY FOR YORK & NORTH YORKSHIRE

This paper sets out some of the key ideas that have been developed to date to provide the basis for an economic strategy for the sub-region. It considers the

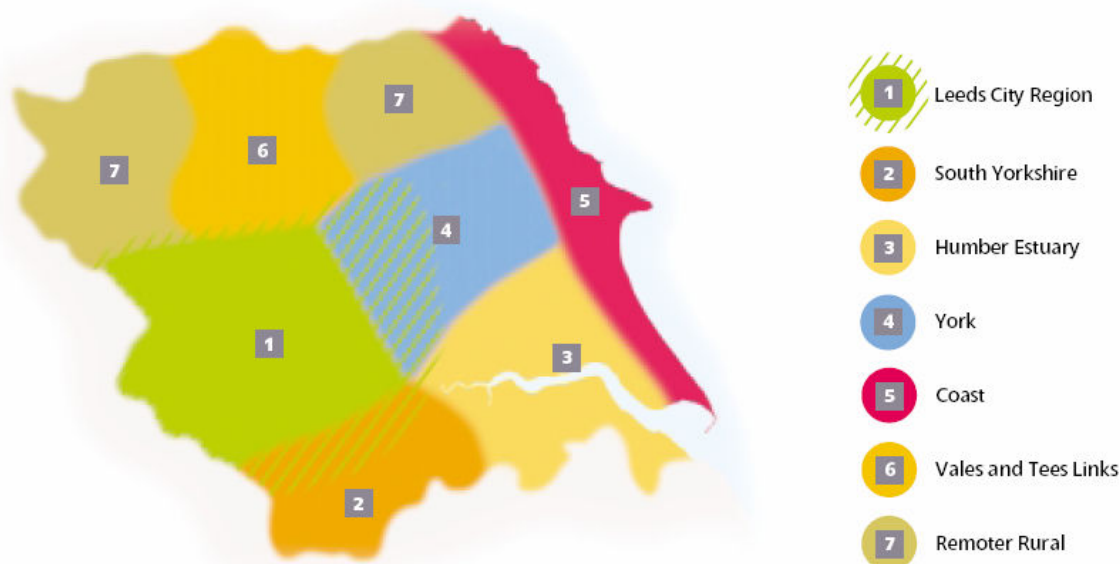
- Context for the Strategy
- An Aspirational Vision
- A Strategic Framework

Context

The strategy would need to clearly accord to the principles of sustainable development and show how it would implement the following regional strategies.

The Regional Economic Strategy – which emphasises support in business start-ups, fostering competitive businesses, developing skills and connecting people to jobs, importance of transport and infrastructure and finally, places and stronger communities.

The Regional Spatial Strategy – which has its own particular economic objectives for the five sub-areas relevant to our sub region, namely, Leeds City Region, the York, the Coast, Vales and Tees links and Remote Rural.



The strategy would also need to address the key issues identified in the Strategic Economic Assessment which the initial draft suggests are:

- To improve overall economic performance – closing the productivity gap between the North and the South of the country.
- To address the problems of remoteness and peripherality within the sub-region causing a higher market failure in achieving investment.
- To bring the sub region's overall levels of skills and knowledge to a position that matches the levels of educational attainment.
- To address the challenges in our demographic structure, making the sub-region an attractive area in which young people wish to start their career.

Vision

To achieve these changes in the sub-region will require transformational interventions working within an overall vision. The vision should seek to change attitudes and aspirations so that the sub-region is:

- More outward looking and open to the world
- Dynamic and ambitious
- Contemporary and cosmopolitan
- Enterprising, innovative and creative

A Strategic Framework

A framework is required to draw together transformational interventions ensuring a prioritised approach. Current work has suggested four statements which could become objectives:

- Place – investing in our cultural and environmental offer
- People – Developing knowledge and skills enabling us to foster enterprise and creativity
- Products - developing quality and high value added products whether grown, manufactured or a service.
- Promotion – Developing our brands and securing significant investment in our underlying connectivity and utilities infrastructure.

And to acknowledge what makes these four statements or objectives special for our sub-region would be to develop them for key spatial objectives namely:

- Securing the growth potential for the York sub-area within the Leeds City Region,
- Significantly raising the economic performance in Scarborough town
- Ensuring a sustainable economy for remoter rural areas
- Building local business Competitiveness where the sub region is part of the city regions of Leeds and the Tees valley.

If there is a general agreement for this approach, the next steps will be to revise the text and establish measurable outcomes making each statement a clear objective.

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