

**EAST RIDING**

# **ECONOMIC STRATEGY ACTION PLAN**

2018 - 2022



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# DOCUMENT HISTORY

Revision	Purpose Description	Amendments Log	Authorised	Date
1.0	Consultation draft	Draft action plan produced.	Paul Bell	22.01.18
2.0	Cabinet version	Revisions to Priorities 1, 2 & 3. Additional actions (Priorities 2 & 3).	Paul Bell	09.05.18
3.0	First edition	Revisions to Priority 3. Additional actions (Priorities 2 & 3).	Paul Bell	05.06.18
4.0	2019/2020 review	Review of actions within all priorities	Paul Bell	31.07.19



## PRIORITY 1: BUSINESS GROWTH

KEY	Short-term (up to March 2020)
	Medium-term (up to December 2022)
	Long-term (2023 onwards)

### 1.1 FACILITATE SECTOR GROWTH

DELIVERY STRAND	ACTION	MAIN ACTIVITY LEAD (plus other partners)	TIMESCALE
1.1.1 Support growth sectors to create jobs and raise productivity	Support completion of sub-regional industrial strategies.	Humber LEP; YNYER LEP	Short-term
	Develop delivery models to provide business support which build on the approach successfully implemented by the Green Port Growth Programme.	ERYC (Economic Development)	Short-term
	Ensure that investors and indigenous companies are supported to invest and expand in the East Riding.	ERYC (Economic Development)	Medium-term

### 1.2 DEVELOP A PIPELINE OF EMPLOYMENT SITES FOR GROWTH

DELIVERY STRAND	ACTION	MAIN ACTIVITY LEAD (plus other partners)	TIMESCALE
1.2.1 Support the development of key employment sites	Develop Council business centre portfolio and maximise occupancy within existing facilities.	ERYC (Economic Development)	Medium-term
	Provide new and improve existing economic infrastructure required to support business growth and raise productivity.	ERYC (Economic Development)	Medium-term
	Work with relevant landowners, developers and Council teams to deliver Enterprise Zone sites and ensure that the East Riding has a strong supply of employment land to meet the needs of the market.	ERYC (Economic Development)	Medium-term

### 1.3 ENHANCE BUSINESS ENGAGEMENT

DELIVERY STRAND	ACTION	MAIN ACTIVITY LEAD (plus other partners)	TIMESCALE
1.3.1 Business support based on local needs	Promote support services to start-ups and existing small and medium-sized businesses.	ERYC (Economic Development)	Short-term
	Maintain relationships with indigenous businesses through Key Account Management (KAM).	ERYC (Economic Development)	Long-term
	Deliver the 'Love Your High Street' Fund.	ERYC (Economic Development)	Medium-term



## PRIORITY 2: LIFELONG LEARNING

KEY		Short-term (up to March 2019)
		Medium-term (up to December 2022)
		Long-term (2023 onwards)

### 2.1 SUPPORT PATHWAYS TO PROGRESSION

DELIVERY STRAND	ACTION	MAIN ACTIVITY LEAD (plus other partners)	TIMESCALE
2.1.1 Deliver impartial Careers Education, Information, Advice and Guidance (CEIAG)	Develop support for the continuous professional development of staff in partner organisations to enhance the quality of the curriculum and careers education.	East Riding Education & Skills Partnership	
	Provide relevant information to enable individuals to make informed decisions on learning, training and work opportunities.	East Riding Education & Skills Partnership	
	Engage employers with education and training providers to develop employability skills, understanding of the workplace and knowledge of future options.	East Riding Education & Skills Partnership	
	Provide labour market information to relevant parties to influence future career decisions and progression.	East Riding Education & Skills Partnership	
	Support schools to meet statutory requirements associated with the Gatsby benchmarks to deliver good Careers Education, Information, Advice and Guidance (CEIAG).	East Riding Education & Skills Partnership	
	Continue to facilitate education and skills partners (14-19), collaborating on the development, planning and delivery of quality CEIAG that meets the needs of young people and the local economy.	Strategy Group; CEIAG Practitioners Network; STEM Forum; Pupil Premium Transition to Level 3 Network	
2.1.2 Broaden participation in STEM subjects	Develop and deliver collaborative approaches, to improve underperformance in STEM subjects, increasing their take-up across all levels of education and addressing gender stereotyping.	East Riding Education & Skills Partnership	
	Organise and contribute to events that raise the awareness of the STEM pathways available to young people, enhancing the take-up of apprenticeships (including Higher and Degree level) and Tech Levels.	East Riding Education & Skills Partnership	
2.1.3 Deliver sector-specific events	Deliver a range of targeted sector events and supporting materials highlighting career opportunities in local industries.	ERYC (Economic Development)	
	Collaborate to develop and deliver activities, to raise the aspirations of pupil premium learners and support their transition to achieving Level 3 qualifications by age 19.	East Riding Education & Skills Partnership	

## 2.2 IMPROVE LEARNING AND EMPLOYMENT OUTCOMES

DELIVERY STRAND	ACTION	MAIN ACTIVITY LEAD (plus other partners)	TIMESCALE
2.2.1 Improve access to learning and employment opportunities	Upgrade the 'log on I move on' website, contributing to the Humber LEP's vision for 'Bridging the Gap' careers portal.	ERYC (Children, Family & Adult Services)	
	Work with Children, Family and Adult Services (CFAS) to ensure that the Troubled Families Programme is aligned with funding opportunities.	ERYC (Children, Family & Adult Services)	
	Increase availability of online and blended learning to support employees and citizens to extend their learning beyond the classroom in a safe way.	ERYC (Economic Development); FE colleges	
	Deliver an adult learning service that is responsive to local challenges, priorities and opportunities.	ERYC (Economic Development); FE colleges	
	Increase, through group learning and/or one-to-one support sessions, the number of learners who progress into further education, training or employment.	ERYC (Economic Development); FE colleges	
	Engage those least likely to participate in learning due to rurality, low income, low skills or other barriers to learning.	ERYC (Economic Development); FE colleges	
	Improve physical access to transport by sustainable modes.	ERYC (Housing, Transportation & Public Protection; Economic Development)	
2.2.2 Deliver functional skills	Improve skills by providing a range of nationally recognised qualifications from Entry Level to Level 2, supporting learners to follow relevant progression routes further learning or employment.	ERYC (Economic Development); FE colleges	

2.2.3 Maximise the impact of community learning	Hold consultation events with residents and community groups to determine local learning offer to ensure that this is well matched to local needs.	ERYC (Economic Development); FE colleges	
	Use effective local partnerships to bring together key providers and relevant local agencies and services to deliver differentiated and relevant learning at the right time and in the right place to support local needs.	ERYC (Economic Development); FE colleges	
	Promote and support increased volunteering, civic engagement and start-up of self-organising learning groups that can continue learning beyond the classroom and into their local communities.	ERYC (Economic Development); FE colleges	
2.2.4 Improve the local offer for supported internships	Broaden range of SEND and high needs provision available through colleges, both in terms of available courses and also the number of supported internship opportunities.	ERYC (Children & Young People); FE colleges	
	Enhance communication and engagement with employers regarding SEND opportunities.	ERYC (Children & Young People); East Riding Special schools; Humber LEP; FE colleges	

## 2.3 DELIVER A SKILLED AND PRODUCTIVE WORKFORCE

DELIVERY STRAND	ACTION	MAIN ACTIVITY LEAD (plus other partners)	TIMESCALE
2.3.1 Promotion and delivery of vocational qualifications	Maximise the opportunities presented by the apprenticeship levy in LEP priority sectors.	FE colleges; LEPS	
	Seek additional employers for apprenticeships and work placements.	FE colleges	
	Preparation for the introduction of T-Levels and implement necessary curriculum to meet the needs of employers.	FE colleges and training providers	

2.3.2 Understand workforce needs in key sectors	Support the development and implementation of LEP skills Advisory Panels	East Riding Education & Skills Partnership; ERYC (Economic Development); LEPs	
	Provide higher education opportunities to meet the needs of learners and employers.	FE Colleges	
	Continue exploration of the skills deficit in LEP priority sectors.	East Riding Education & Skills Partnership; ERYC (Economic Development); LEPs	
	Work with businesses to identify local skills shortages/requirements.	East Riding Education & Skills Partnership; ERYC (Economic Development); LEPs	







## PRIORITY 3: QUALITY LOCATIONS

KEY	Short-term (up to March 2019)
	Medium-term (up to December 2022)
	Long-term (2023 onwards)

### 3.1 IMPROVE CONNECTIVITY

DELIVERY STRAND	ACTION	MAIN ACTIVITY LEAD (plus other partners)	TIMESCALE
3.1.1 Enhance key local linkages	Increased frequency of services between Bridlington and Scarborough linking to the TransPennine rail services from Scarborough to York and onwards.	Transport Services; Northern Rail; Respective Franchise	Short-term
	Complete development of Brough Relief Road.	ERYC (Asset Strategy)	Short-term
	Improvements along the A1079 (Hull-York) Corridor: <ul style="list-style-type: none"> <li>Killingwoldgraves Roundabout (completed early 2018)</li> <li>Shiptonthorpe Roundabout</li> <li>Potential dualling.</li> </ul>	ERYC (Asset Strategy)	Long-term
	Improvements along the A164 (Beverley - Humber Bridge) Corridor <ul style="list-style-type: none"> <li>A164 and Jock's Lodge Improvements</li> <li>A164/Great Gutter Lane/Riplingham Road Roundabout</li> <li>A164 Swanland Roundabout.</li> </ul>	ERYC (Asset Strategy)	Long-term
	Work with the A64 Growth Partnership to improve regional connectivity.	ERYC (Asset Strategy)	Long-term
	Castle Street upgrade to deliver enhanced Enterprise Zone site connectivity via M62/A63/A1033.	ERYC (Asset Strategy; Economic Development)	Long-term
	Promote and assist appropriate infrastructure projects (including Goole Intermodal Terminal and Melton Interchange) e.g. applying for LEP funding.	ERYC (Asset Strategy; Economic Development)	Long-term
	Build upon the findings of the East-West connectivity study.	ERYC (Asset Strategy)	Long-term
	Improve the condition and road safety of our highway network.	ERYC (Asset Strategy)	Long-term
	Enhance the sustainable transport infrastructure.	ERYC (Asset Strategy)	Long-term



3.1.2 Transport services	Support the provision of local bus services linking housing and employment.	ERYC (Housing, Transportation & Public Protection); Local bus operators	
	Complete signalling improvements between Gilberdyke and Hull.	Network Rail	
	Continued lobbying for the electrification of Hull to Selby line, as part of Northern Powerhouse.	Network Rail; Local MPs; Transport for the North; Humber LEP	
	Complete gauge clearance and enhancements from East Coast main line to Hull (Hull docks branch).	Network Rail	
	Continue working with transport for the North.	ERYC (Asset Strategy)	
	Work in partnership to maximise the economic potential of our waterways through the development of strategic and catchment-level projects.	Local Catchment Partnerships or a combination of their constituent members	
3.1.3 Continue to support rollout of superfast broadband and 4G mobile and communications	Continue to seek funding to expand broadband coverage.	ERYC; DEFRA; BDUK; BT; DCMS	
	Deliver Better Broadband Subsidy Scheme for homes and businesses not receiving 2 Mbps.	ERYC; BDUK; BT; broadband providers	
	Continue to work with broadband providers to plug gaps in provision, especially in rural areas.	ERYC; broadband providers	
	Secure collaborative approach to bidding to ERDF and EAFRD to enhance access to superfast broadband and business growth opportunities.	ERYC	

### 3.2 DEVELOP RESILIENT PLACES THAT CREATE THE CONDITIONS FOR GROWTH

DELIVERY STRAND	ACTION	MAIN ACTIVITY LEAD (plus other partners)	TIMESCALE
3.2.1 Housing delivery that supports economic growth	Target the delivery of new affordable housing to areas with need, including community-led housing developments.	ERYC (Forward Planning & Housing Strategy); VCS	
	Maintain a 5-year supply of land for housing.	ERYC (Forward Planning & Housing Strategy)	
	Encourage housing developers to come forward on stalled sites.	ERYC (Forward Planning & Housing Strategy) ; housing developers	
	Bring empty homes back into use.	ERYC (Forward Planning & Housing Strategy)	

3.2.2 Deliver clear place-based growth strategies	Work in partnership to promote community safety and contribute to a reduction in crime so that all people in the East Riding of Yorkshire 'feel safe and are safe'.	East Riding of Yorkshire Community Safety Partnership	
	Support Coastal Community Teams and deliver against Coastal Economic Plans for: <ul style="list-style-type: none"> <li>• Bridlington</li> <li>• Goole</li> <li>• Hornsea</li> <li>• Withernsea.</li> </ul>	ERYC (Economic Development); Local Growth Partnerships	
	Deliver recommended actions from the East Riding town centre retail study.	ERYC (Forward Planning and Housing Strategy)	
	Progress the delivery of the Bridlington Area Action Plan (AAP): <ul style="list-style-type: none"> <li>• Integrated Transport Plan (ITP) 2</li> <li>• Burlington Parade Delivery Strategy</li> <li>• Hotel development</li> <li>• Town centre and seafront improvements</li> <li>• Gypsy Race Park.</li> </ul>	ERYC (Economic Development); Harbour Commissioners; Network Rail	
	Deliver Townscape Heritage scheme for improvements to heritage buildings in Bridlington town centre.	ERYC (Economic Development)	
	Deliver next phase of Bridlington Regeneration Strategy through partnership approaches including : <ul style="list-style-type: none"> <li>• Town centre revitalisation</li> <li>• Tourism product development</li> <li>• Business collaboration</li> <li>• Community initiatives.</li> </ul>	ERYC (Economic Development)	





3.2.2 Deliver clear place-based growth strategies (cont.)	Deliver and evaluate the impact of the High Street Fund and develop town centre vitality programme based on Future High Streets Forum best practice.	ERYC (Economic Development); Town and Parish Councils	
	Actively encourage development on town centre brownfield sites, such as the Drifffield Cattle Market, to drive regeneration.	ERYC (Forward Planning & Housing Strategy; Economic Development); Town and Parish Councils	
3.2.3 Support sustainable growth in rural communities	Deliver the 2014-2020 LEADER Programme to support the creation of jobs and businesses in rural areas.	ERYC (Economic Development)	
	Deliver the Holderness FLAG Fisheries Programme to facilitate a more sustainable fishing industry on the Holderness Coast.	ERYC (Economic Development)	
	Identify priorities for enhancing rural business parks and improving connectivity to sustain local employment.	ERYC (Economic Development)	
	Maintain the rural business advice network.	East Riding Rural Partnership	
	Support the VCS sector through community funds linked to energy related developments.	East Riding Rural Partnership	
3.2.4 Increase capture of spend in the local economy	Continue to review existing YORbuild framework to maximise opportunities to increase skills and local supply chains.	ERYC (Infrastructure & Facilities; Economic Development)	
	Support the development of the local food sector and the opportunities presented by locally based customers for tourism and leisure products.	East Riding Rural Partnership	
3.2.5 Support voluntary and community sector (VCS) organisations	Develop governance, membership and performance management framework for Local Growth Partnerships.	ERYC (Economic Development)	
	Promote the East Riding 4 Community funding advice platform.	ERYC (Economic Development)	
	Deliver Yorkshire Coast CLLD Programme to improve capacity of VCS to engage, innovate and inspire communities and individuals through social inclusion and economic potential.	ERYC (Economic Development); Scarborough Borough Council; VCS	
	Optimise opportunities available through offshore renewable energy, e.g. East Coast Community Fund.	ERYC (Economic Development; Planning & Development Management)	
	Raise the capacity of Town and Parish Councils to secure funding.	ERYC (Economic Development); Town and Parish Councils	
	Support development of VCS infrastructure and local organisations through VCS contract.	ERYC (Economic Development); VCS	
	Provide support for funded programmes targeted on disadvantaged communities e.g. Withernsea Big Local.	ERYC (Economic Development); VCS	
	Equip communities to bid for funding and work with ERYC to enable communities to successfully bid to take over/manage local assets.	ERYC (Asset Strategy; Economic Development); VCS	

3.2.6 Sustain availability of local services	Address potential identified deficits of childcare places.	ERYC (Children & Young People)	
	Deliver Sport England Active Lifestyles programme in Withernsea seeking new methods of delivery for sport and activity to build healthier and more active communities.	ERYC (Culture & Customer Services; Public Health)	
	Monitor provision in areas with significant housing growth and inward investment to aid prospective childcare providers.	ERYC (Children & Young People)	
	Conduct annual assessment of local childcare market including demand for specific types of providers over a 3-5 year period in localities across the East Riding.	ERYC (Children & Young People)	

### 3.3 PROMOTE THE EAST RIDING

DELIVERY STRAND	ACTION	MAIN ACTIVITY LEAD (plus other partners)	TIMESCALE
3.3.1 Sustainable approach to destination management	Promote and support applications to the EAFRD Tourism Infrastructure programme.	ERYC (Economic Development)	
	Deliver the CWWW Leader Programme priorities of 'boosting rural tourism' and 'providing cultural and heritage activities'.	ERYC (Economic Development)	
	Continue to deliver a programme of successful events and festivals.	ERYC (Economic Development)	
	Support the visitor economy through targeted business support and product development.	ERYC (Economic Development)	
	Increase and diversify the conference and corporate events trade on an annual basis.	ERYC (Economic Development)	
	Develop a programme of tourism infrastructure improvements.	VHEY; ERYC (Economic Development)	
	Promote the East Riding as a tourism and investment destination.	VHEY; ERYC (Economic Development); Bondholders	
3.3.2 Market the East Riding	Actively market employment sites on the A0179 corridor.	ERYC (Economic Development); developers	
	Encourage investment in high-quality tourist accommodation, especially in Beverley, Bridlington and across the Wolds.	ERYC (Economic Development); private sector	
	Deliver actions from the VHEY Tourism Strategy 2019-2024.	VHEY; ERYC (Economic Development)	



## PRIORITY 4: SUSTAINABLE ECONOMY

KEY	Short-term (up to March 2020)
	Medium-term (up to December 2022)
	Long-term (2023 onwards)

### 4.1 IMPROVE ENERGY EFFICIENCY AND SUSTAINABLE MOBILITY

DELIVERY STRAND	ACTION	MAIN ACTIVITY LEAD (plus other partners)	TIMESCALE
4.1.1 Business tariff switching and energy efficiency	Promote energy advice services both online and through the ERYC team of business advisors.	ERYC (Economic Development)	
4.1.2 Support for innovation, commercialisation and sustainable mobility	Knowledge and technology exchange from projects such as the ERGO centre that will provide specialist managed workspace targeting business and professional services to support the development of the renewables and low carbon industries.	ERYC (Economic Development); University of Hull	
	Investigate opportunities for district heat networks that are commercially viable and lower heating costs.	ERYC (Economic Development; Asset Strategy)	
	Promote sustainable modes of travel such as walking and cycling and surface access to key destinations.	ERYC (Asset Strategy; Housing, Transportation & Public Protection; Economic Development)	

### 4.2 BUSINESS RESILIENCE AND WORKFORCE WELLBEING

DELIVERY STRAND	ACTION	MAIN ACTIVITY LEAD (plus other partners)	TIMESCALE
4.2.1 Sustainable businesses	Continue to support Fairtrade in the East Riding through work with FERN.	ERYC (Economic Development)	
	Work in partnership and support businesses in developing sound environmental management plans and help them improve their environmental performance.	ERYC (Economic Development)	



4.2.2 Promote business continuity services	Increase the number of local businesses benefitting from business continuity services.	ERYC (Economic Development); HEPS	
	Increase awareness of and the uptake of actions to strengthen cyber resilience.	ERYC (Economic Development); HEPS	
	Engage with coastal businesses to support them to adapt to the impacts of coastal change.	ERYC (Economic Development)	
4.2.3 Maximise economic opportunities in a changing climate	Complete current programme of Flood Alleviation Schemes: <ul style="list-style-type: none"> <li>• Anlaby and East Ella</li> <li>• Cottingham and Orchard Park</li> <li>• Pocklington.</li> </ul>	ERYC (Asset Strategy; Infrastructure & Facilities)	
	Minimise and reduce the risks of climate change through appropriate mitigation and adaptation measures.	ERYC (Economic Development)	
	Pursue funding opportunities for sustainable growth in coastal communities, including through the Coastal Communities Fund and offshore development community funding schemes.	ERYC (Economic Development)	
	Work with LEPs to develop a long-term Energy Strategy for the region supported by robust baseline data, including a circular economy approach at a local level.	YNYER LEP; Humber LEP; ERYC (Economic Development); University of Hull	
4.2.4 Develop a health and wellbeing offer to local businesses	Provide an integrated range of initiatives to promote healthy lifestyles and address health and wellbeing issues.	ERYC (Public Health)	
	Offer workplace health checks to businesses.	ERYC (Public Health)	

<b>4.3 REALISE THE POTENTIAL OF THE NATURAL ENVIRONMENT</b>			
<b>DELIVERY STRAND</b>	<b>ACTION</b>	<b>MAIN ACTIVITY LEAD</b> (plus other partners)	<b>TIMESCALE</b>
4.3.1 Value our natural environment	Develop a regional natural capital investment framework to identify how the natural environment can support economic growth.	Hull and East Yorkshire Local Nature Partnership	
	Continue to work in partnership to encourage responsible use and awareness of the East Riding's unique natural environment.	ERYC (Economic Development); Humber Nature Partnership; Flamborough Head European Marine Site Management Scheme	
	Work in partnership to maximise the potential economic opportunities of the Northern Forest in the East Riding.	HEYwoods	
4.3.2 The natural environment as a catalyst for growth	Use the natural environment to develop, manage and maximise sustainable tourism, heritage and recreational opportunities that support the local economy.	ERYC (Economic Development); Humber Nature Partnership; Flamborough Head European Marine Site Management Scheme; RSPB; Yorkshire Wildlife Trust	
	Work in partnership to identify and pursue appropriate landscape-scale projects that deliver economic, social and environmental benefits.	Local Catchment Partnerships Hull and East Yorkshire Local Nature Partnership	
4.3.3 Value and develop our waterways	Support and contribute to initiatives that protect and improve the management of our regional waterways, such as 'Sullied Sediments'.	ERYC (Economic Development); East and North Yorkshire Waterways Partnership; Local Catchment Partnerships; University of Hull; Environment Agency; Yorkshire Water	





Produced by  
**East Riding of Yorkshire Council**



**EAST RIDING**  
 OF YORKSHIRE COUNCIL

Economic Development  
 County Hall, Cross Street,  
 Beverley, East Yorkshire HU17 9BA  
 (01482) 393939  
[economic.development@eastriding.gov.uk](mailto:economic.development@eastriding.gov.uk)

