

HULL, EAST RIDING & SCARBOROUGH LOCAL ENTERPRISE PARTNERSHIP

OUTLINE PROPOSAL – EXECUTIVE SUMMARY

September 2010

Carl Minns,
Leader, Hull City Council

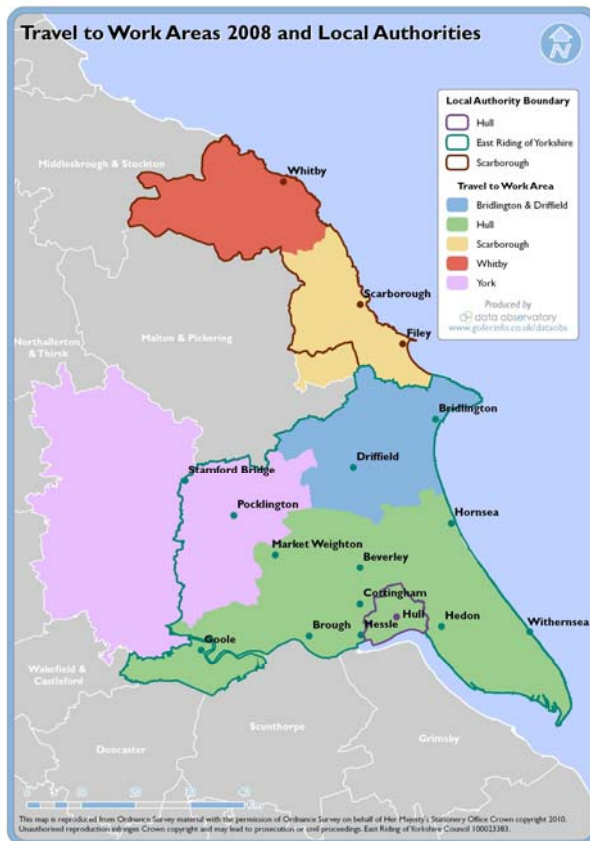
Stephen Parnaby,
Leader, East Riding of Yorkshire Council

Tom Fox,
Leader, Scarborough Borough Council

Richard Tuplin, Chair of One Hull's Earning
Partnership

Carolyn Burgess, Chairman, Language is
Everything, Howden, East Yorkshire

Tony Peers, Chair of Scarborough Renaissance
Partnership



We propose:

- A Local Enterprise Partnership (LEP) focused on the City of Hull, the East Riding of Yorkshire and Scarborough Borough Council - a coherent and natural economic area covering 3,296km², a population of 700,000, around 22,000 business units with a GVA of approximately £14,450 per head and a visitor spend in the order of £808m.
- Scarborough will also be part of the proposed York and North Yorkshire LEP and East Riding will work with this LEP, potentially as a full member, to develop areas of mutual interest such as rural development and tourism.
- On the issue of promoting pan-Humber interests, it is clear that LEPs on both sides of the estuary must work together. This LEP will be committed to such collaboration.
- For a limited number of issues that are beyond the spatial scope or expertise of individual LEPs, other forms of bi-lateral or pan-LEP organisational response are likely to be needed.
- Accountability to both the private and public sectors and the communities embraced by the LEP will be achieved through clear targets, transparent governance arrangements and formal links to Local Strategic Partnerships, Sustainable Community Plans and Council Business Plans.

Key vision

The LEP will stimulate and drive private sector growth by:

- Providing the leadership needed to make strategic decisions about the economic interests of the area;
- Identifying local economic development opportunities or barriers to growth and coordinating the responses across all tiers of government and the private sector;
- Coordinating and aligning private and public sector investments in the area.

Rationale

- The existing sub-regional structures have not served partners well in many respects. The proposed LEP reflects the functional economy of Yorkshire's large eastern fringe, with maritime and land-based sectors such as ports, logistics, food and drink and tourism; Hull's key role as a gateway and business, cultural and learning hub; the continued importance of manufacturing; and the role that area can and will play in delivering the low carbon economy.
- There are common barriers to growth such as limitations in the transport network and localised developer interests/land holdings; urban and rural deprivation, which is intense in places; a relatively low wage/low skill labour market; high levels of public sector employment; variable and fragmented housing markets; and a skewing of the population towards older people with a relatively weak community and voluntary sector, particularly in rural areas.
- The Councils have a long history of working together on issues such as tourism, housing market renewal, inward investment, the establishment of the University of Hull campus at Scarborough and the community rail partnership for the Hull to Scarborough line.
- Businesses want a responsive, flexible, local body that works. This LEP is of sufficient size to contribute to a strategic vision and its compactness will aid collaboration.
- The role of the LEP will focus on: strategic leadership and development, including a shared vision; research, development and intelligence; commissioning; programme and performance management and delivery.

Priorities

- Increasing private sector investment, business formation levels and employment within the private sector in existing and emerging sectors.
- Place shaping to continue the renaissance of Hull city centre and our main coastal and market town towns.
- Continual development of the North Humber growth zone along the established transport corridor between Hull and Goole on the M62/A63 corridor.

- A joined up approach to developing and promoting the area's tourism offer and further developing the Yorkshire Coast 'brand'.
- Ensuring planning, housing, transport and local asset management policies contribute to the Partnership's local economic priorities.
- Facilitating the transition to a low-carbon economy and the derived economic benefits.
- Reducing worklessness and unemployment with a particular focus upon urban, rural and coastal deprivation.
- Raising skill levels, innovation and knowledge transfer.
- Coordinating responses to business issues, including threatened large scale redundancies.

The types of activities which will be undertaken to realise these priorities include:

- Ensuring that the type of 'growth hub', networks and specialised support services required by businesses are in place and playing a commissioning role in relation to access and finance for business;
- A direct relationship with UKTI on all matters relative to Foreign Direct Investment and the development of international trade and supply-chains and providing a seamless local service for potential inward investors;
- Proactively marketing the area and its major businesses;
- Linking HE & FE knowledge to local value added;
- A formal consultation role in Planning, Transport and Housing policy and resource allocation and overhauling local authority 'business-facing' services to improve delivery;
- Lobbying of government over issues such as regulation and transport.
- Prioritising local capital programmes and applying for external funding for economic growth and regeneration.

Resources and Delivery

- Private sector growth will be the key measure of success and a small number of measurables will be used to monitor performance.
- We shall operate as 'LEP Lite' and do not envisage any additional staff or dedicated premises. We shall, however, develop a total operating budget to allow effective business planning and truly effective engagement. Over time we anticipate achieving operational efficiencies by merging functions such as investor support.
- We envisage that the three heads of economic development will run management and task and finish teams working directly with local businesses, making best use of e-communication and face to face relationships, both 'one to many' and 'one to one' where particularly intensive forms of support are needed.
- Hull is an Asset Pathfinder and can provide a lead in managing assets (and their associated funding) transferred from Yorkshire Forward, including the World Trade Centre licence and arrangements for appropriate cross-LEP asset sharing. Transfer of Business Link Yorkshire resources and programmes will enable us to provide a more responsive, localised and cost-effective service.
- We would move towards alignment of local authority and other relevant partners' capital programmes and revenue budgets in order to lever in the Regional Growth Fund and other government programmes. It is especially important that the LEP can optimise its access to European funding, including ERDF, RDPE and EFF.
- An early action will be to continue to develop a proposal for a Place Based Budget (PBB) around economic development functions delivered locally, assuming support from DCLG and BIS in progressing this as soon as possible.

Governance

- The LEP board will be made up of no more than 14 members with a private sector majority, capable of representing the area on the international business stage and listening and responding to the voice of SMEs.
- Both Leader and Chief Executive/Director will represent each local authority. Private sector board members will be apportioned between individual business people with a specific sector/geographic lead and representatives from the Institute of Directors (IoD), the Federation of Small Businesses and Chambers of Commerce. The nominees will be nominated by and accountable to their respective LSPs.
- The wider business community will be engaged through the Chambers, IoD and Federation of Small Businesses and as individual enterprises, potentially through a business council which will provide a two-way sounding board.
- The nature and level of Community and Voluntary Sector representation and the strategic and operational relationship with LSPs will be aligned, as will the delivery role of Gateway, the Housing Market Renewal Pathfinder, the Tourism Development Partnerships, LEADER Local Action Group, etc.
- The LEP will have the ability to incorporate a number of existing economic development bodies in the region, and the savings associated can be channelled into the LEP.
- Hull City Council will provide the LEP secretariat and East Riding of Yorkshire Council will be the Accountable Body.

Next Steps

We anticipate holding the first 'shadow' LEP Board meeting during the second week in October in order to maximise collaboration on Regional Growth Fund bidding and approval to the proposal is requested as quickly as possible.