

UK Shared Prosperity Fund

North Yorkshire

Investment Plan

Submission to Government

29th July 2022

(Subject to Government Approval)



**LEVELLING
UP**



North Yorkshire
County Council

North Yorkshire UK Shared Prosperity Fund Investment Plan

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North Yorkshire UK Shared Prosperity Fund Investment Plan



Section One:

Local Context

North Yorkshire's Challenges
and Opportunities.

1. North Yorkshire Overview

North Yorkshire covers approximately 805,220 hectares with a population of around 617,521 people and it is the largest county geographically in England. North Yorkshire brings together an extensive and predominantly rural area with close economic links with West Yorkshire and Humber economies to the South, and the Tees Valley to the North.

Key Challenges and Opportunities:

- **Rurality, Accessibility & Inequalities:** North Yorkshire is predominantly defined by its rural landscape. Although a beautiful backdrop for tourism and a strong USP for living on the patch (particularly for older demographics), it also creates deep-rooted challenges linked to accessibility, isolation and climate change. Alongside this, the rurality of the sub-region has resulted in widespread isolated pockets of poverty, whilst deprivation is concentrated on the coast.
- **Low Productivity:** Like most areas of the north of England, North Yorkshire faces a productivity deficit against the UK average, based on output per hour worked. The low productivity has partly been a result of low levels of export and inward investment and reliance on low-skilled jobs, resulting in an economy mostly defined by low wages. North Yorkshire includes areas where the proportion of people with no qualifications is double the English average.
- **Challenging & Changing Labour :** During the pandemic, forecasters expected a major increase to unemployment. However, the current labour market is shrinking, both at a local and national level, with people choosing to retire earlier, young

people staying in education for longer and the proportion of working-age people that are economically inactive increasing. This has serious implications for recruitment and retaining employees.

- **Climate Change:** With two national parks, three Areas of Outstanding Natural Beauty, over 70% of the geography being used for agriculture and unique marine and coastal assets, North Yorkshire is uniquely positioned to use its natural assets to capture and store carbon. As a leader in decarbonisation and world class innovation assets, North Yorkshire can harness the economic opportunities of the transition, creating jobs and attracting investment to the region.
- **Pride in Place:** Despite these challenges, North Yorkshire is an extremely attractive place to live for many, with current residents highly satisfied with their area and a strong sense of community. There is an opportunity to maximise on these strengths and level-up those towns that are lagging behind within the sub-region.



2. Contributing to Levelling Up

The challenges outlined in this Investment Plan link to the investment priorities of the UKSPF and the UK Government's Levelling-Up Missions.

	UKSPF themes			UK Government's Levelling-Up Missions						
	Communities and Places	Local Business Support	People & Skills	Mission 9: Pride in place	Mission 1: Pay, employment & productivity	Mission 2: Investment in R&D	Mission 6: High-level skills	Mission 7: Healthy Life Expectancy	Mission 8: Well-being	Mission 11: Crime
Rurality & Inequalities				✓				✓	✓	✓
Low Productivity				✓	✓	✓	✓			
Challenging & Changing Labour Market				✓	✓		✓		✓	
Climate Change				✓				✓	✓	
Pride in Place				✓				✓	✓	

3. Rurality, Accessibility & Inequalities

There were 77 residents per square kilometre in North Yorkshire in 2021, up from 74 per square kilometre in 2011. This is the equivalent of there being around two football pitches per resident. **This low population density creates challenges delivering key services (including employment, education and training). Across all modes of transport (public transport, walking, cycle, car), North Yorkshire has longer average journey times to 8 Key Services when compared to England's average times.**

Education and training opportunities are less accessible in North Yorkshire.

For example, statistics from the Department for Transport show that the travel time to the nearest FE college is much longer for North Yorkshire than for York. In fact, the travel time is more than twice as high for Ryedale (46 minutes) as for York (21 minutes).

Consequently, there is a **greater reliance on private car usage**. According to the Rural Commission, '[transport] is commonly cited as one of the major difficulties for rural life'. This has led to **transport being the largest emitting**

sector within North Yorkshire. Reducing emissions from this source and encouraging alternative modes of transport (public and active travel) will be integral to decarbonisation ambitions.

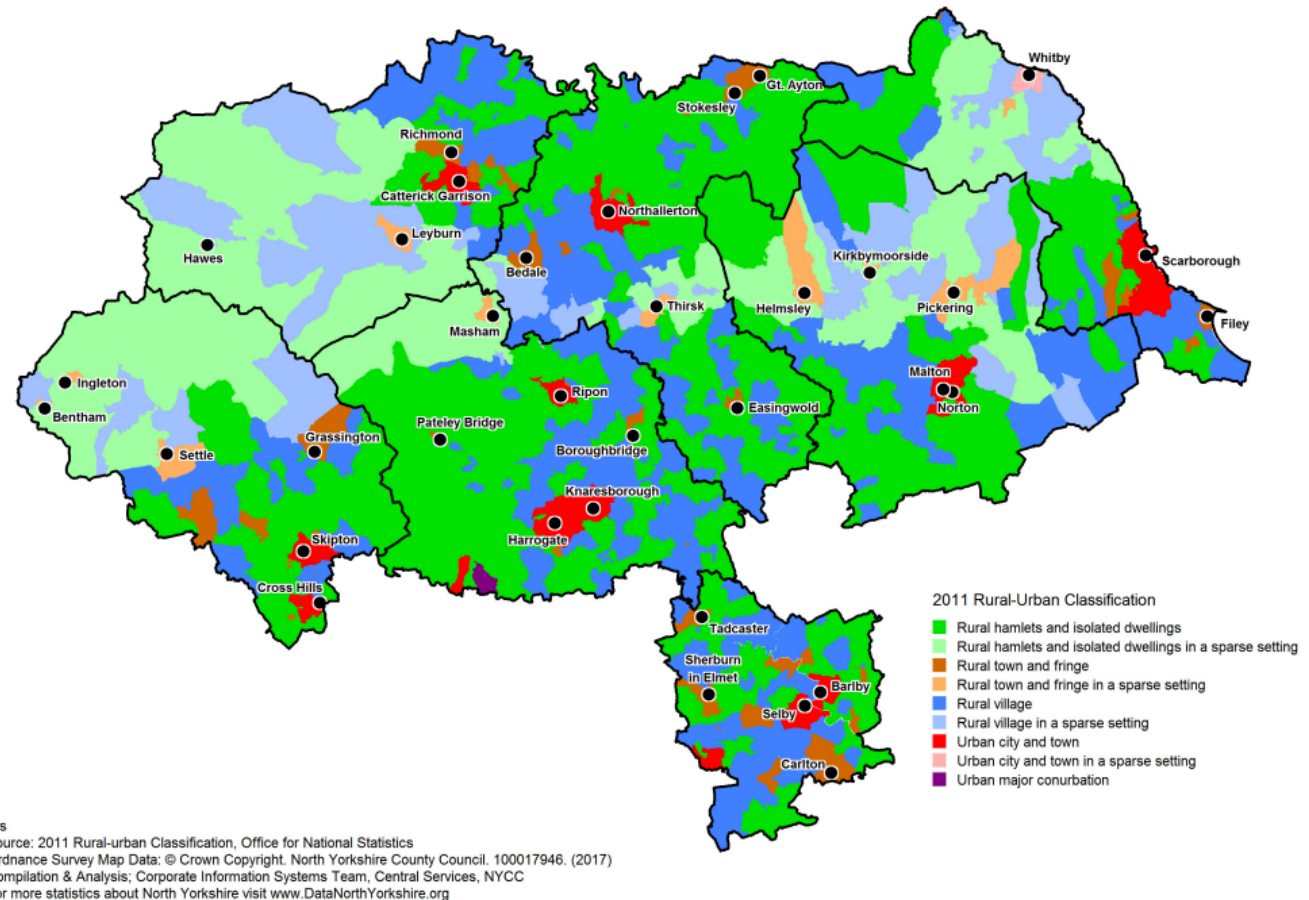
The lack of accessibility means delivering services at scale can be difficult and unaffordable.

Better digital engagement could alleviate this challenge, but **connectivity in parts of North Yorkshire is limited. More than one third of North Yorkshire (35%) has no mobile phone coverage** (Source: Rural Commission).

Not only do some residents lack digital infrastructure for connectivity, there are also challenges **around limited access to equipment and digital isolation**.

Particularly with an ageing population (50% of residents in North Yorkshire are 50+), there is a lack of skills and confidence with digital requirements. A greater shift to online essential services, such as GPs, could lead to some groups being excluded.

2011 Rural-Urban Classification of Output Areas



Footfall data from Google demonstrates that **public transport use has fallen considerably since prior to the pandemic**. This may lead to reduced viability of services and eventually reductions in the timetable, or services being cut altogether. This would be particularly challenging for poorer households in isolated rural areas. Stakeholders have also often cited transport limitations as a contributing factor to labour shortages.

Analysis of travel times to employment centres with at least 5,000 jobs further highlights the challenges associated with our rural area. Across England as a whole it takes 31 minutes via public transport to access an employment centre, but the equivalent figures for our Districts include:

- 88 minutes Ryedale;
- 86 minutes Scarborough; and,
- 68 minutes Richmondshire.

Across England as a whole it takes residents just 16 minutes to access an employment centre by car. In Scarborough it takes 66 minutes; Ryedale 39 minutes; and, Richmondshire 37 minutes.

Average Journey Time of 8 Key Services (2019, Minutes)

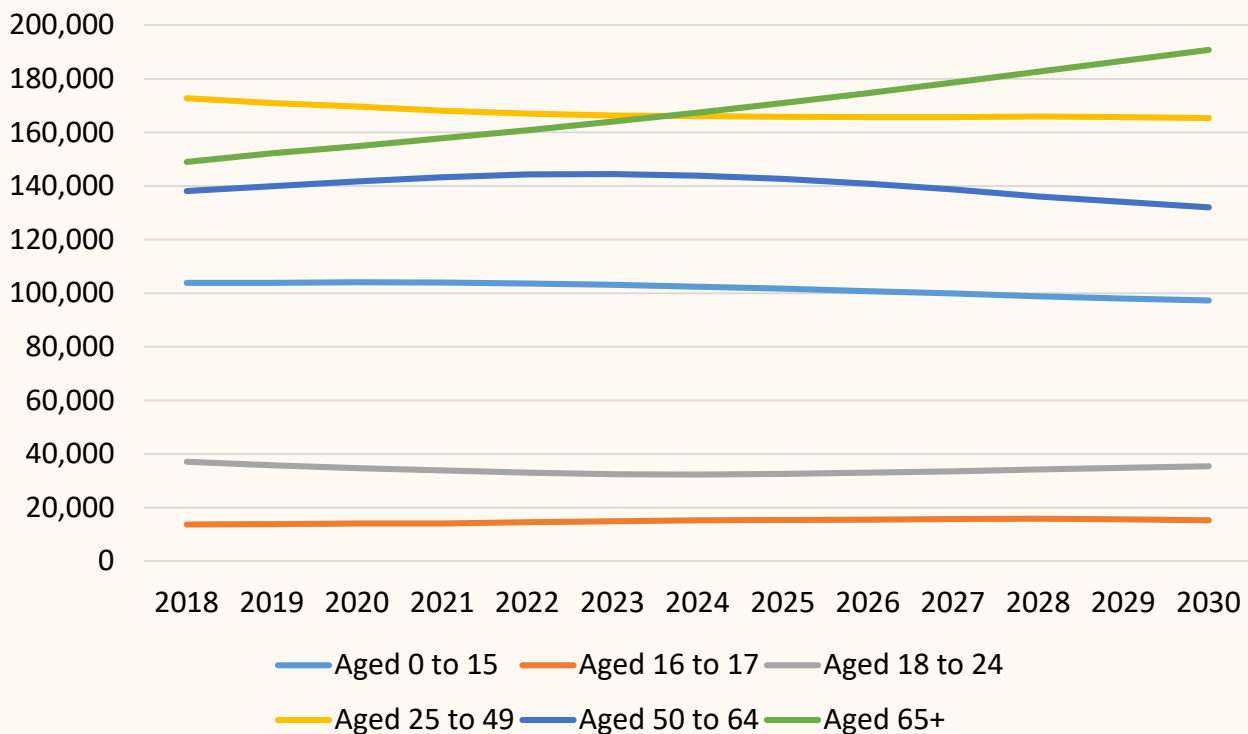
	Public transport or Walking	Cycle	Car	Walking Only
North Yorkshire	27.0	23.0	12.6	44.3
Craven	26.3	24.7	12.8	47.5
Hambleton	30.2	23.0	12.4	48.6
Harrogate	25.6	18.9	11.5	36.6
Richmondshire	29.6	30.0	15.8	54.6
Ryedale	40.0	33.0	15.5	58.6
Scarborough	20.6	18.4	11.0	32.1
Selby	25.2	24.7	12.9	52.1
England	18	16	10	28

Source: Department for Transport

*Red highlights journey times that are longer than England's averages

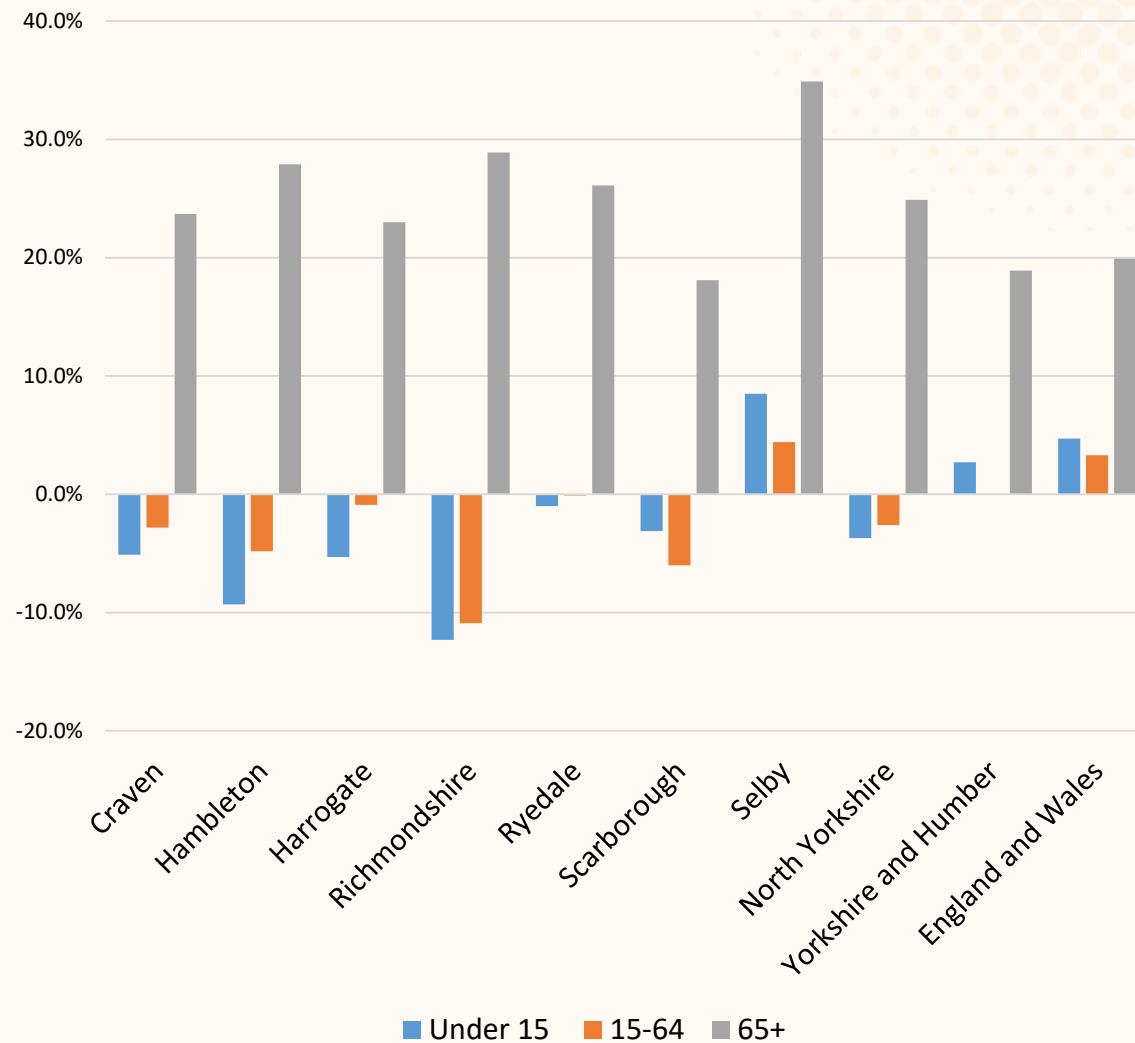
Linked to the rurality and inequalities challenges is an ageing population alongside a decline of young people within the patch. The population has grown at a slower rate (2.8%) than across England as a whole (6.6%). Between 2011 and 2021, everywhere across North Yorkshire (except Selby) saw a decrease in those aged 15-64, whilst those 65+ increased. The population aged 65+ has grown by 24.8%, resulting in 25% of the population of North Yorkshire being aged 65+. Within the 65+ broad age group, at North Yorkshire level the growth has been highest in the 70 to 74 age group with an increase of 44.9%. This becomes a challenge as those of a working age have decreased and the labour market has become tighter.

Population Projections (2018 – 2030)



Source: ONS

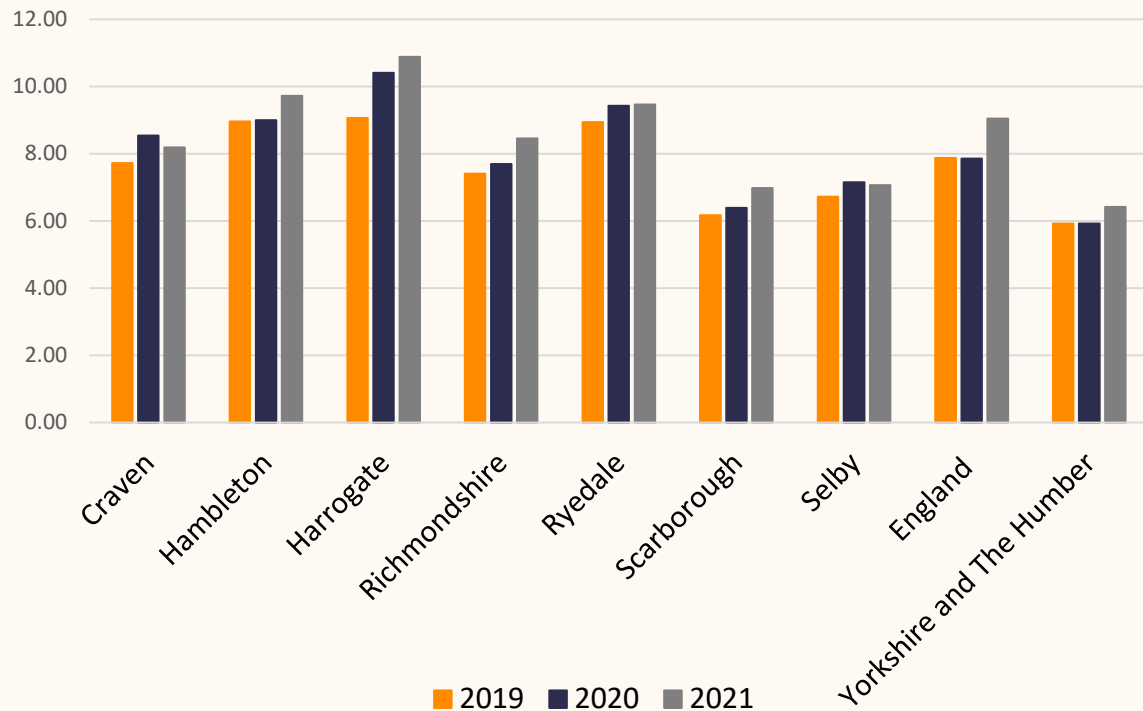
Age Profile Change from 2011 to 2021 (%)



Source: Census 2011 and 2021

To grow the labour market and reduce shortages, efforts are needed to increase the number of young people that can access work and afford to live in North Yorkshire. However, highly unaffordable housing often drives younger people away. Second home ownership, which is popular due to North Yorkshire's tourism assets, exacerbates the housing crisis. Action is also needed to encourage older residents to engage in volunteering opportunities, and part-time work where suitable.

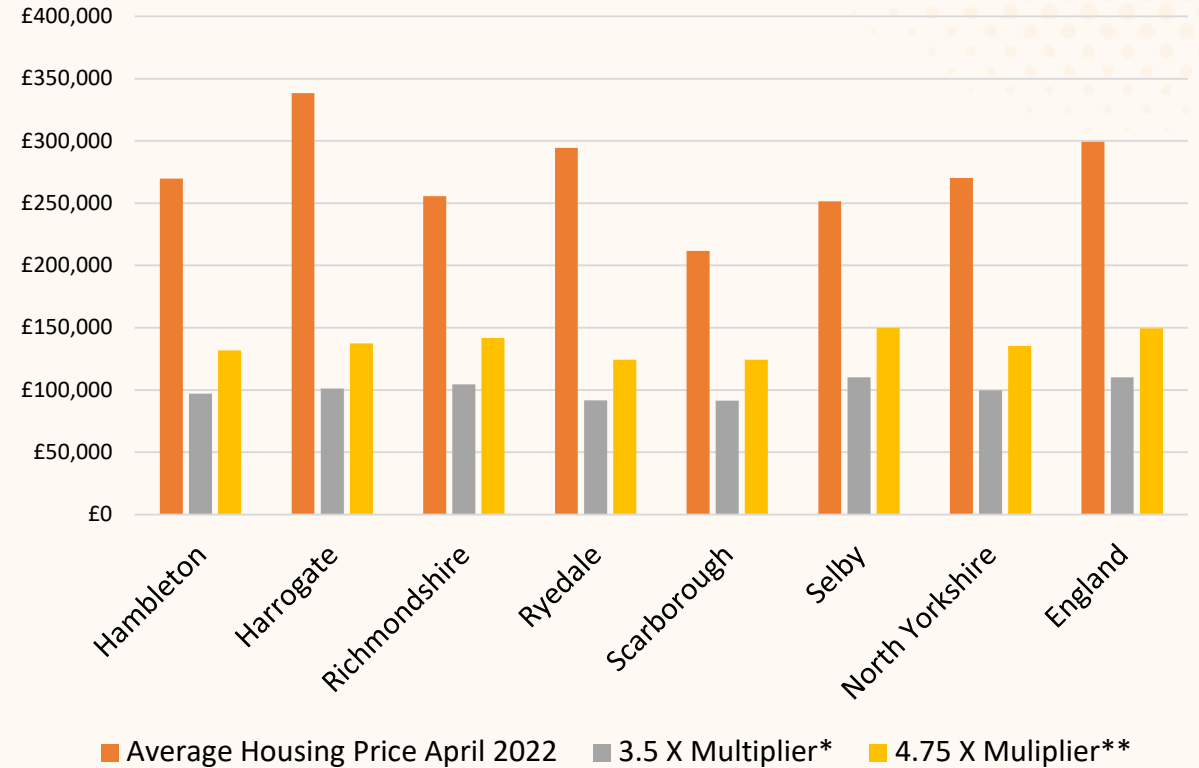
Median Affordability Ratio



Source: ONS

Note: a similar pattern can be seen with lower quartile affordability ratio data¹⁾

Average House Prices April 2022 Vs Affordable House Prices based on Gross Annual Pay 2021 (workplace based)



Source: ONS (Data was not available for Craven district)

*A household is assessed as able to afford to purchase a home if it costs 3.5 times the gross income of a single earner

**Current mortgage lending practices would suggest a 4.75 times single income could be considered

There is a perception that North Yorkshire is affluent and this can lead to significant inequalities being overlooked.

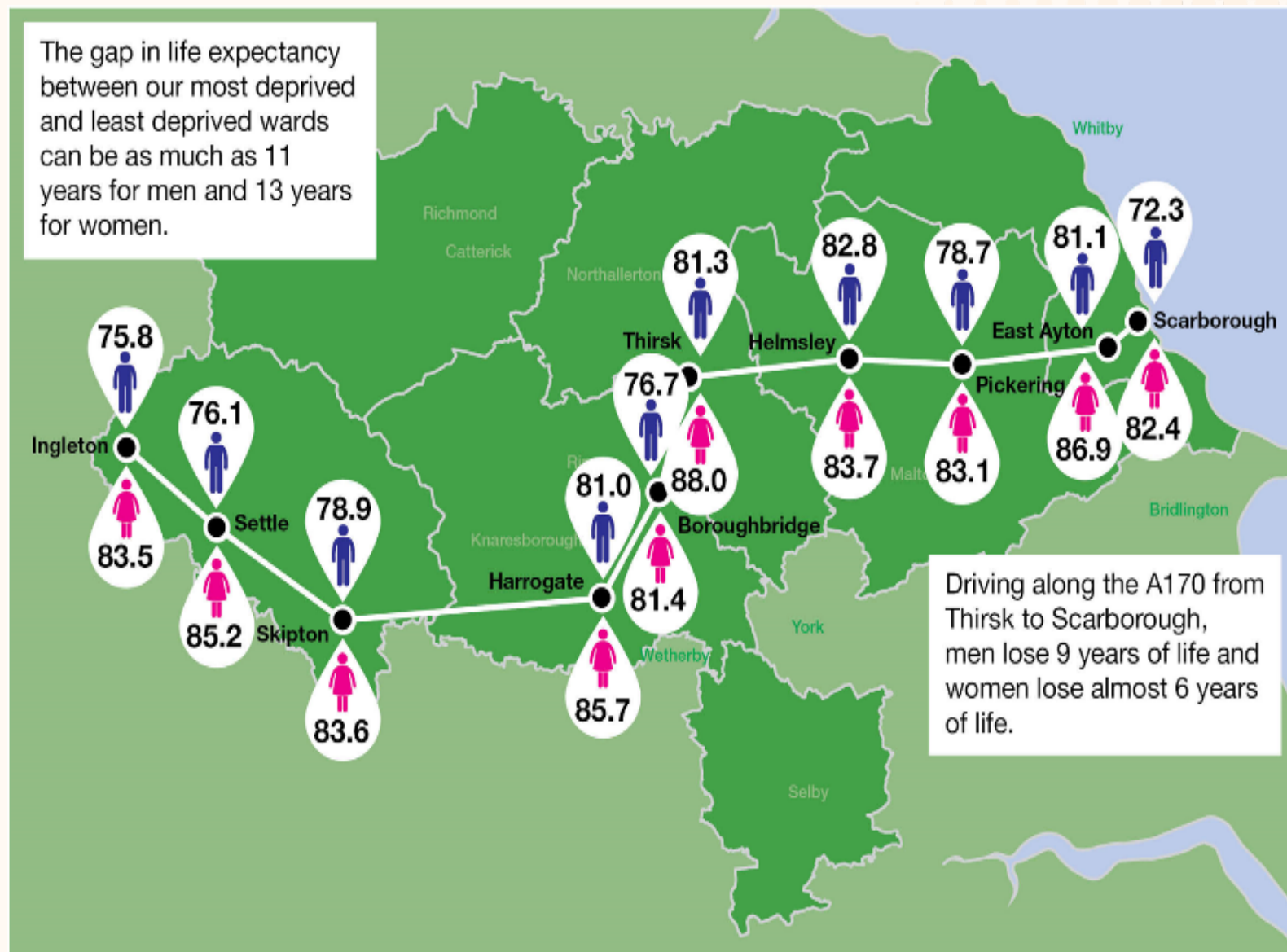
Between 2018 and 2020, healthy life expectancy was 67.3 years for men and 66.4 years for women in North Yorkshire, which is above the average for England (63.1 for men, 63.9 for women).

However, **historical data at ward level shows a stark difference across the patch in terms of health and wellbeing.**

Between 2009 and 2013*, when comparing healthy life expectancy for women between the worst ward (57.9 in Eastfield, Scarborough) and the best (75.9 Spofforth with Lower Wharfedale, Harrogate), there's a 18 years difference. For men, the worst ward (54.1 in Eastfield, Scarborough) and the best ward (73.8 in Rossett, Harrogate) had nearly a 20 year gap. Comparatively, the median HLE for England and Wales was 65.4 for women and 64.2 for men.

Our coastal communities face considerable deprivation. A similar trend can be seen when comparing life expectancy across the patch (as shown in the image to the right). However, **pockets of poverty do exist more widely across the patch**, for example Woodfield in Harrogate has a HLE of only 60.3 years (much lower than the best ward within Harrogate).

*This is based on Census 2011 data, so more up-to-date figures are not yet available.



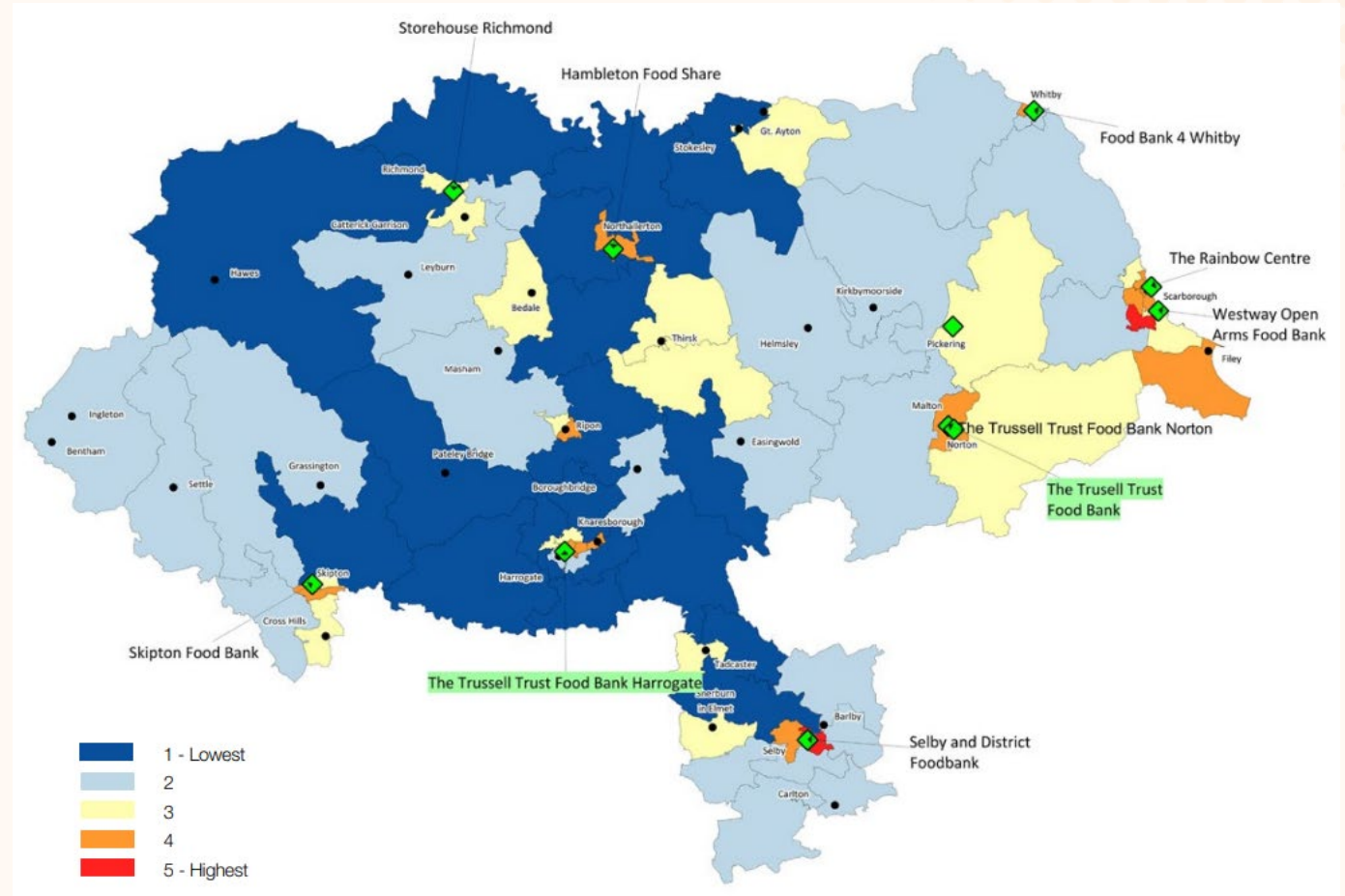
Current challenges around **inflation could further worsen these inequalities**, particularly as the 40 year high that was reached in April is expected to remain high throughout this year (with further increases expected in October). All households will feel a squeeze, but those lower-income households will be hit the hardest by this, as the majority of their wage is spent on utilities and food. As **North Yorkshire's economy is mostly defined by low wages**, this is a serious concern.

Workplace-based annual pay was £28,472 in North Yorkshire compared to England's average of £31,480 in 2021. Annual pay is even lower within Ryedale district (£26,175) and Scarborough (£26,152) and, particularly within the coast, this is linked to issues around seasonal work.

Considering the low wages, it is unsurprising that **fuel poverty is also prominent within the sub-region**. The latest figures for 2020 show the highest level of households that are experiencing fuel poverty are within Scarborough (18.7%) and Richmondshire (16.2%). Only Selby and Harrogate have lower levels than England's proportion. Linked to fuel poverty are challenges around housing stock. **66% of North Yorkshire's housing stock is rated worse than an EPC rating of C**, which has implications for rising energy costs and decarbonisation ambitions.

Inflation is also impacting the cost of food, so it is more than likely that **food poverty will increase**. In 2018/19, around 6,450 people in North Yorkshire received emergency food aid, which is 10.5 per 1,000 population (Source: Annual Report of the Director of Public Health for North Yorkshire, 2019).

Areas at greatest risk of food insecurity



Source: Annual Report of the Director of Public Health for North Yorkshire 2019

Overall, **North Yorkshire has 61 LSOAs that are in the 10% most deprived for 'Barriers to Housing and Services'**, which measures the physical and financial accessibility of housing and local services. This is particularly prevalent within Harrogate due to unaffordable housing and rural areas due to their distance from key services.

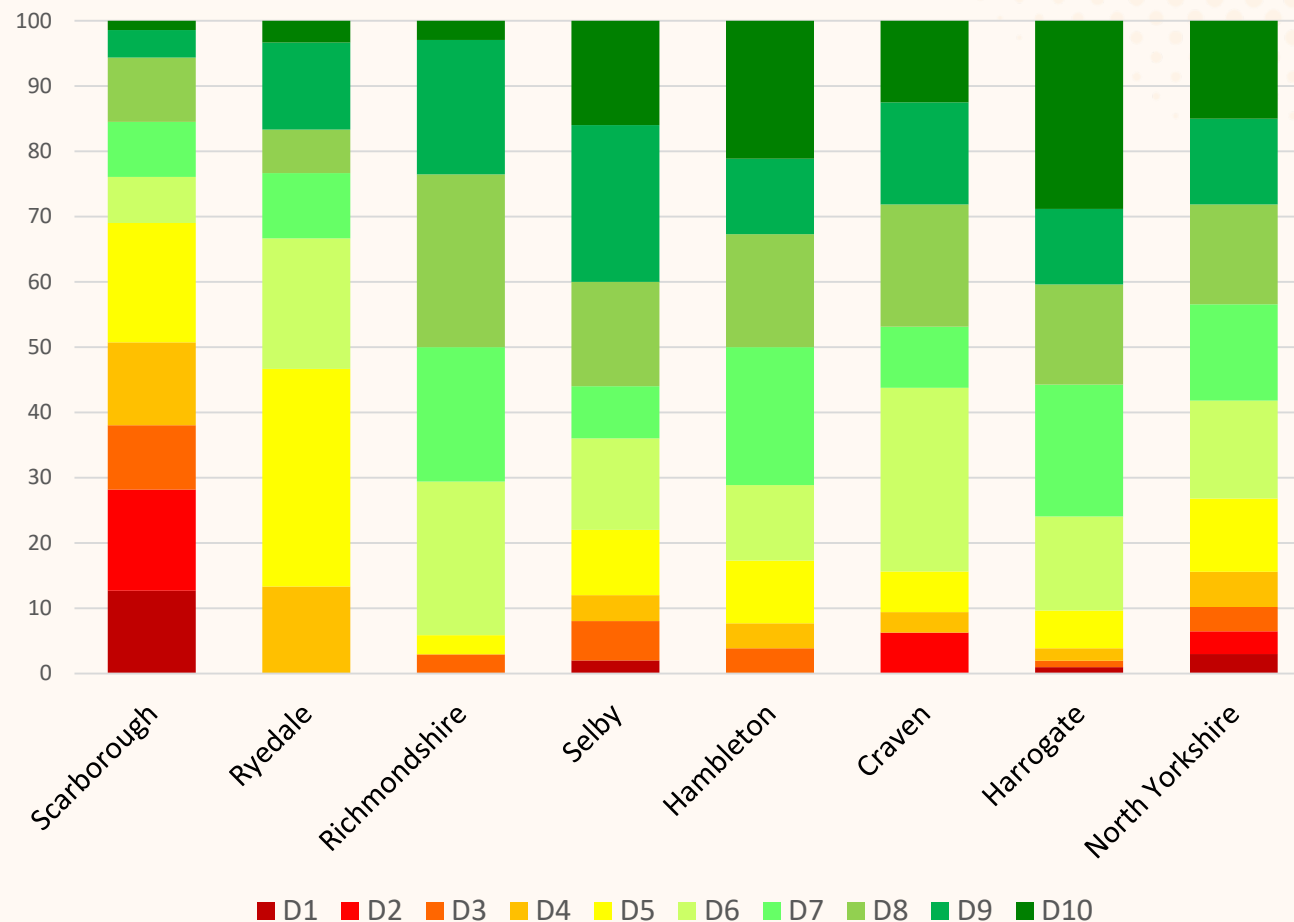
North Yorkshire also performs poorly in relation to 'Education, Skills and Training'. Although North Yorkshire generally has high skills attainment (43.8% of 16-64 year olds in 2021 have a NVQ4+), there are stark weaknesses within some areas. Scarborough (9.2%), Selby (10/1%) and Ryedale (13%) have higher levels of people with no qualifications than the UK average (6.4%).

Research by Two Ridings Community Foundation shows the **voluntary sector in North Yorkshire and Humber is smaller and 'less contract ready'**, whilst it is also the region with the

proportionally lowest level of funding in England and is ranked eighth lowest out of nine England regions when it comes to voluntary sector income. Whilst the 'hyper' local nature of the VCSE is largely a strength in terms of 'trusted reach' and meeting local needs, this is a real challenge when it comes to working at scale. The research also identified funding "cold spots" across the patch particularly in Selby and Scarborough.

There is clearly a divide across the patch and **there is a need for levelling-up at both a national and local level** and SPF investment must address the root causes. To tackle the systemic and current issues challenging people, it is essential that all the pillars of SPF investment work in unison, with coherence across the programmes and outcomes, to make the changes needed for the long term.

IMD 2019 proportion of LSOAs in each national decile

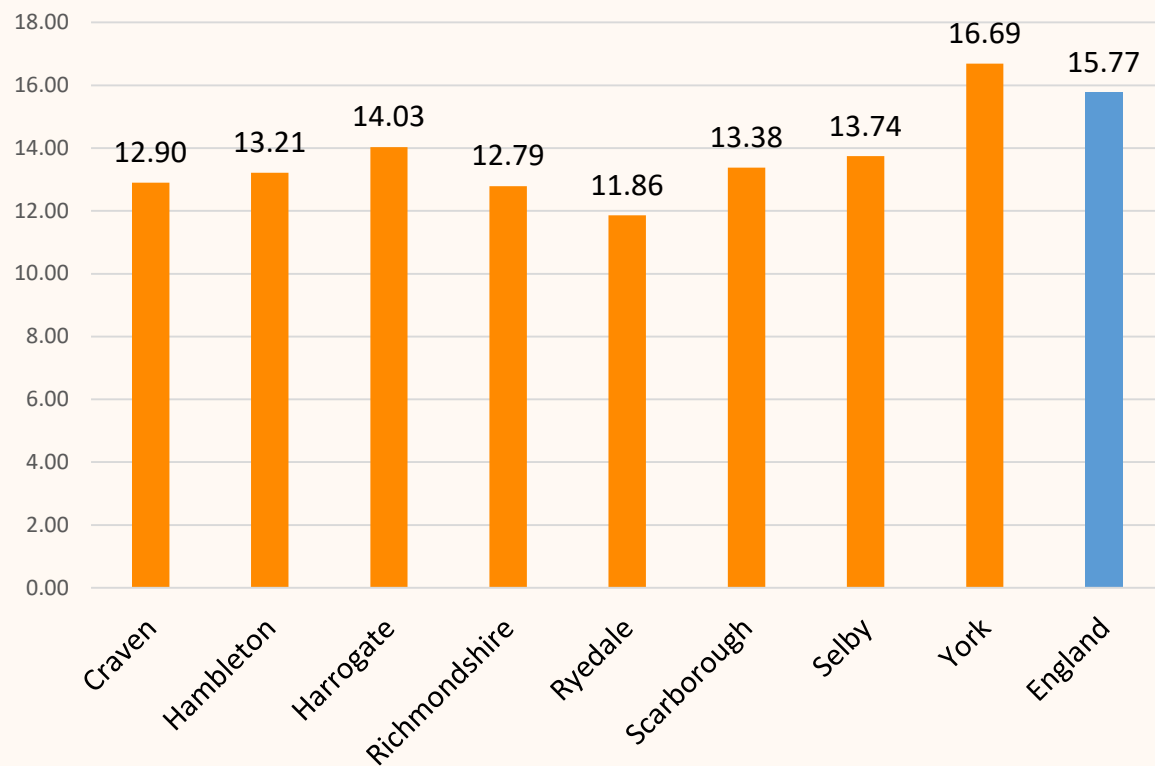


Source: Indices of Multiple Deprivation

4. Low Productivity

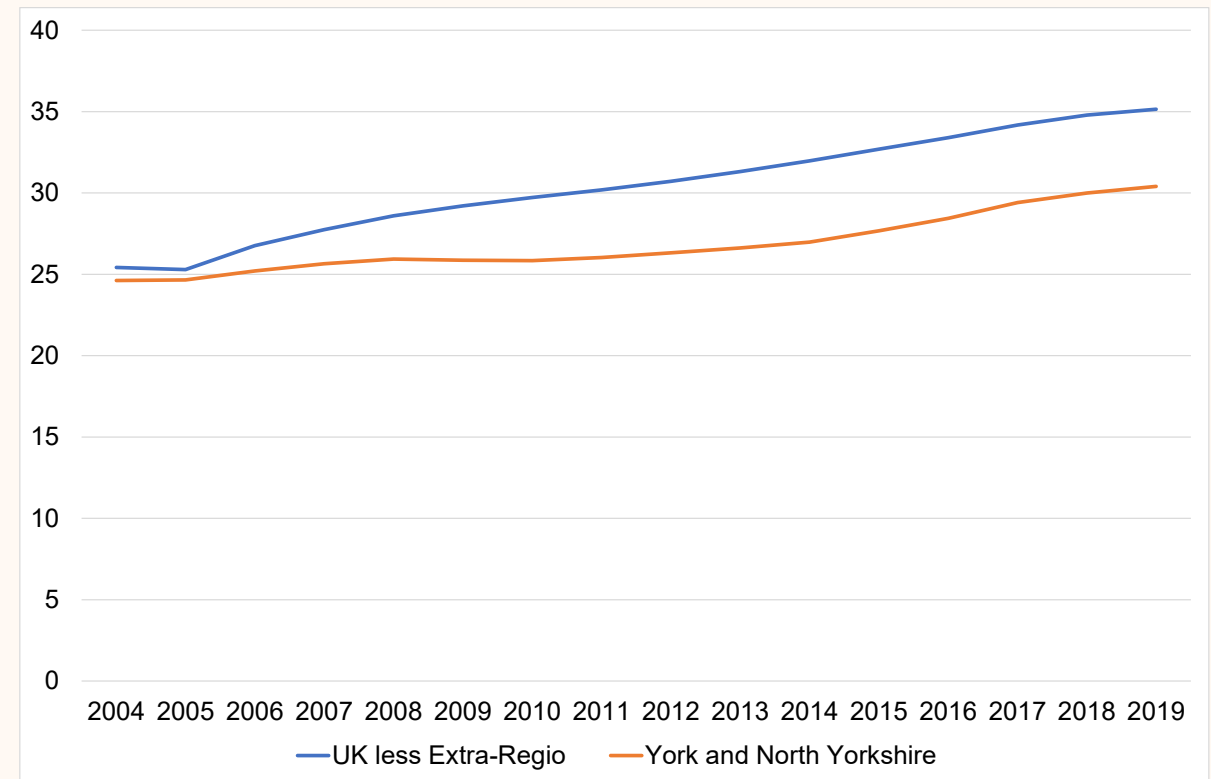
Like most areas of the north of England, **North Yorkshire faces a productivity deficit against the UK average**, based on output per hour worked. This gap has increased over the last fifteen years and could worsen further due to the 2020 pandemic. Linked closely to the productivity challenge is **low wages within North Yorkshire** - median gross hourly pay for full-time jobs is only 83% of the national average and more than a fifth of local jobs in York and North Yorkshire still pay below the Real Living Wage. The proportion of low-paid jobs based on this measure is particularly high in Ryedale (36%), Hambleton (32%), Scarborough (30%), and Selby (28%). However, **the pay deficit is actually driven by a pay gap for higher paid workers**. For example, the pay level for jobs at the 20th percentile in North Yorkshire is 93% of the equivalent national figure; however, at the 80th percentile it is only 82% of the national figure. This indicates that the higher paid jobs in the region are paid significantly less than the higher paid jobs nationally and this is the main source of the overall pay gap.

Median Gross Hourly Pay for Full-Time Jobs, 2021 (Workplace-Based)



Source: ONS

Nominal (smoothed) gross value-added (£) per hour worked



Source: ONS, Sub regional Productivity

Poor mental and physical health has a significant impact on productivity and a large annual cost to employers of between £33 billion and £42 billion (with over half of the cost coming from presenteeism – when individuals are less productive due to poor mental health in work) with additional costs from sickness absence and staff turnover. The Labour Force Survey via the Office of National Statistics (ONS) shows the percentage of working days lost due to sickness in the previous week for 2018-20. Whilst North Yorkshire is below the average for England of 1%, both Craven and Scarborough are above this at 1.6% and 1.2% respectively.

North Yorkshire also suffers from **low levels of export and inward investment** (something that has been exacerbated by the pandemic). Data from the Department for International Trade showed that an increasingly high proportion of inward investment projects (34%) went to London, and 61% in total went to other major cities. Rural economies are often left behind when compared to urban counterparts; although nationally export levels are still lagging behind pre-pandemic baselines.

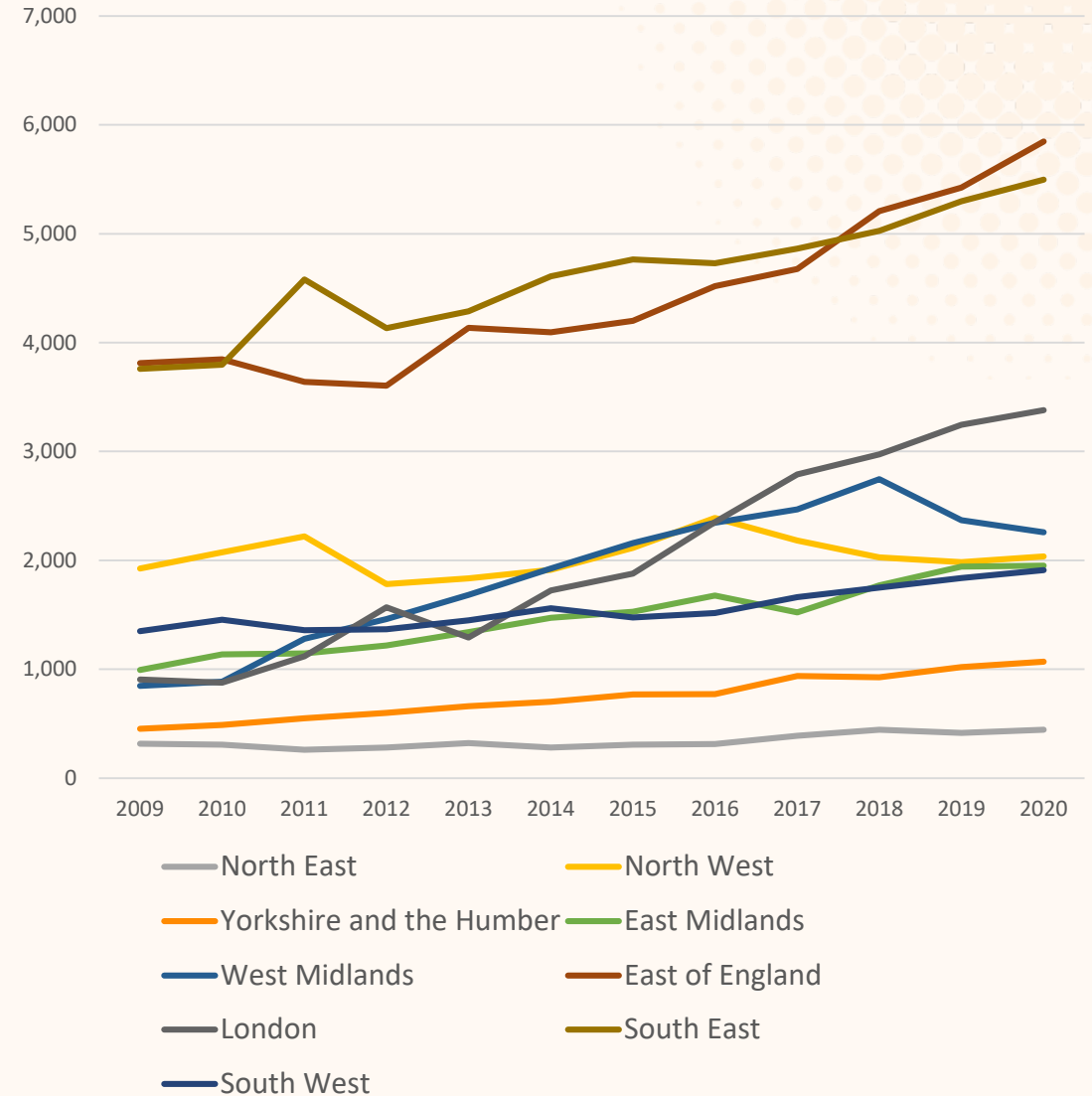
R&D investment has the potential to be turned into productivity gains. However, like export, **investment in R&D is limited in the North**. In 2020, the East of England spent £5,848m in R&D, whilst Yorkshire and the Humber was 82% lower at £1,070m (and the region has consistently been the second worst, after the North East, since 2009).

According to research from the YNY LEP, “the **poor quality of leadership and management skills in businesses prevents them from growing and prospering** as much as they might like”. Around two-thirds of employers have upskilling needs in York and North Yorkshire. Employers are most likely to say that managers need upskilling. Alongside this, **there are also skills gaps for ‘soft’ skills**, particularly for new and emerging sectors. 13% of businesses in YNY report skills gaps in workforce.

YNY also has a deficit of high skilled employment (46% of employees are in higher skilled roles locally, versus a national average of 50%) and a **disproportionate reliance on low-skilled jobs**.

All of these factors combined make a contribution to low productivity, which, if not addressed, will continue to worsen and the gap between North Yorkshire and the rest of the UK will widen. **It is estimated that the local economy would be around £4.2 billion larger, an increase of 20%, if York and North Yorkshire could raise productivity performance to match the UK average** (Source: YNY LEP Local Skills Report, 2022).

Research and Development Expenditure



Source: ONS

5. Challenging & Changing Labour Market

North Yorkshire has a shrinking labour market, primarily due to an ageing population and an increasing proportion of inactives not looking for work. This could be exacerbated by the threat of automation (particularly as North Yorkshire businesses have high exposure to those sectors that will be most affected by automation) and replacement demands – research suggests there will be 14 times as many job openings over the next decade.

The total number of economically inactive people aged 16-64 in York and North Yorkshire LEP area is 90,500, with students making up 36% of the total. A variety of other reasons are cited for the economic inactivity including: looking after family, temporary sick, long term sick and retired.

The trend over the last two years has been increasing numbers of those not wanting to work. This not only creates recruitment issues in the local labour market but also challenges around how to engage with this group and encourage participation in the labour market. Competition for employees is becoming a particular issue with businesses needing to raise wages substantially, in order to recruit and retain people.

The rate of employment for young people aged 18-24 has also fallen from 63% in March 2020 to 59% in December 2021 (Source DWP). Whilst the area's NEET figures have been reducing, evidence from the Careers Hub Network in North Yorkshire indicates an increasing 'pre NEET' group, with over 800 yr10 & 11s being identified as at risk of becoming NEET and an increasing number of 'unknowns' – disengaging from

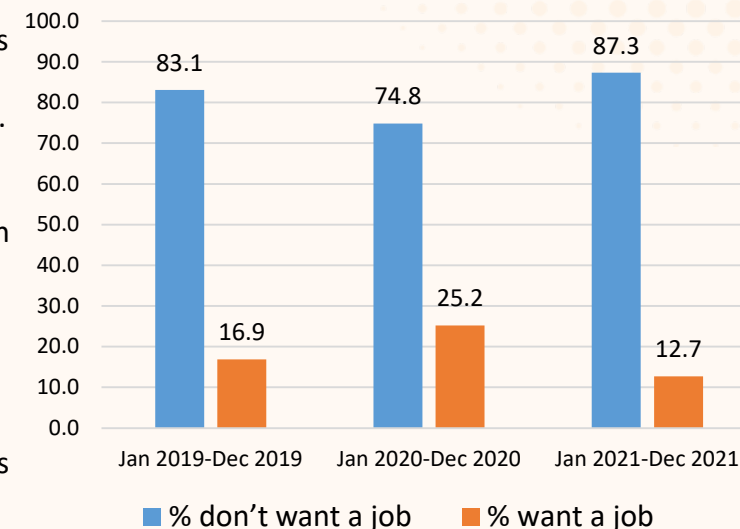
education and limiting future life chances. Apprenticeship rates (under-19) are also declining in line with national figures at 22% and slightly higher for 19-24 year olds at 20% versus 18% nationally (LMA 2021). 49% of graduates (who attend area institutions) leave Yorkshire and Humber area- higher than other LEP areas. This is primarily linked to the low wages and low skilled business based on the patch. Graduates leave to find better career prospects and wages outside of the area.

Evidence suggests that mental health is a key reason why young people are out of work. Out of 30,000 16-24yr olds on sickness related benefits in York, North Yorkshire and East Riding (2018 ONS), 45% report poor mental health as the key reason.

These shortages can be further exacerbated by 'exclusive' recruitment and employment practices that mean individuals can be overlooked in recruitment, leave the workplace or do not have access to the opportunities to progress. This is particularly relevant to those with disabilities and health and neurodiversity issues. The proportion of disabled people in employment is well below the rate for those who do not have a disability, at 56% and 82% respectively - a gap of 26 percentage points.

Recruitment is also restricted by poor terms and conditions offered for the post, perhaps reflecting the large number of lower-paid roles in YNY; and remote location / poor public transport, reflecting the rural nature of North Yorkshire.

% of economically inactive from 2019-2021



Source: ONS

North Yorkshire suffers from a skills mismatch.

Whilst North Yorkshire has a well-educated population with 67% qualified to level 3 or above (61.5% GB), **around a fifth of vacancies North Yorkshire relate to skill shortages**, and this a particularly acute issue for the following sectors: Construction; Manufacturing; and, Utilities. This is of concern as **construction and manufacturing provide nearly a fifth (19.2%) of employment in North Yorkshire.**

Workers are also experiencing **unequal access to job related training.** Workers who are already qualified to a high level (level 4+) are, by a significant margin, more likely to receive training than their less qualified colleagues are. Part time workers and disabled workers are also less likely to receive training (LMA 2021).

LEP research has also **highlighted a lack of effective Information, Advice and Guidance for adults.** The critical stage for this being the transition from one level to a higher one. The research also found that most provision focuses on 16-18 curriculum delivery that is not appropriate for adults. **Both employers and adults are looking for shorter, modular and bitesize courses.**

Low participation in adult education and training

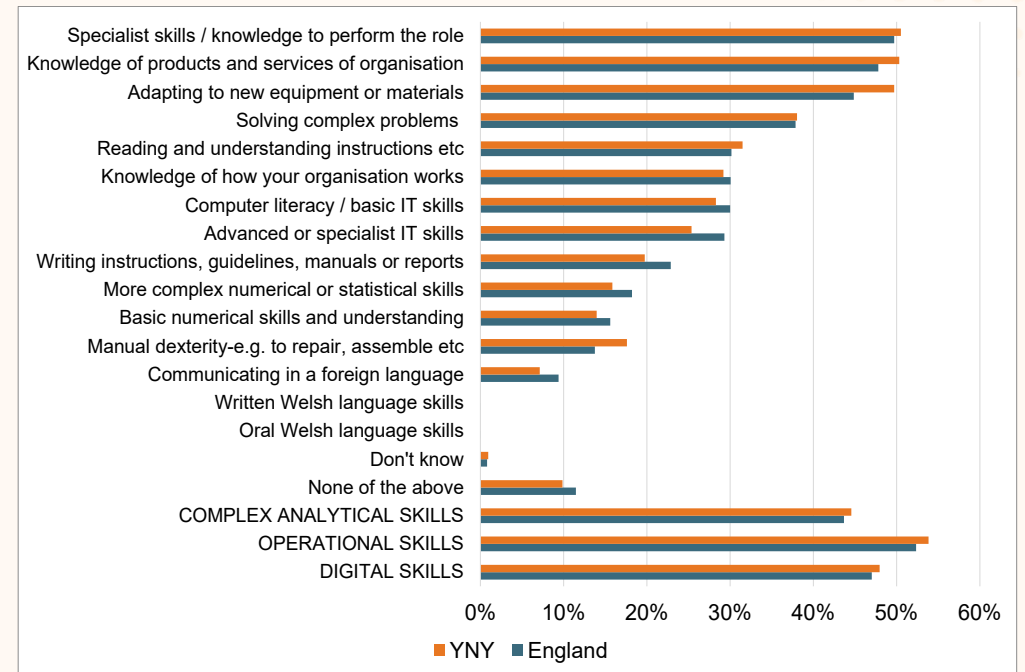
means declining numbers accessing adult education and low take up of free level 3 qualifications. Government data shows that only 110 free level 3 courses have been accessed in North Yorkshire since April 2021.

New and emerging skills, particularly in relation to low carbon, digital and technical skills linked to automation and 4th Industrial Revolution sectors, need a sufficient pipeline of provision to meet these needs.

All parts of the workforce need access to the basic digital skills needed to operate in the modern workplace; alongside a good level of literacy, numeracy and problem-solving skills in technology in rich environments is key for individuals to operate in the digital world.

This creates challenges with pipelines of workers from entry level to higher level skills and jobs.

Skills that will need developing among workforce, YNY in next 12 months, Employer Skills Survey 2019



Source: YNY LEP Labour Market Analysis

6. Climate Change Ambition to be Carbon Negative

Over the past 10 years, considerable progress has been made to drastically decrease carbon emissions within North Yorkshire.

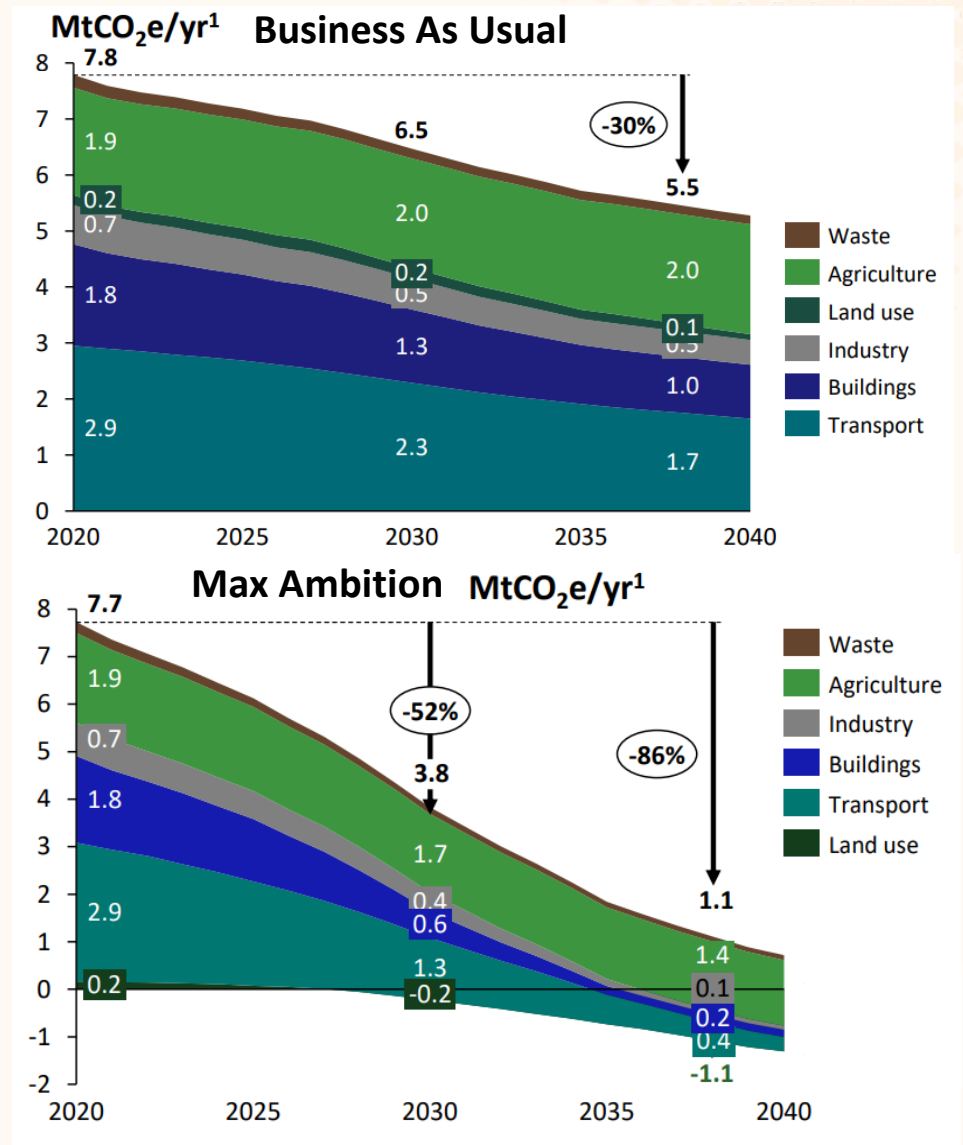
However, there is still a long journey ahead and **climate change is a very critical risk if businesses (and communities) don't adapt**. For example, **more extreme weather events will disrupt global supply chains, damage physical assets and increase costs of purchasing products and resources**. The Boxing Day 2015 floods in parts of North and West Yorkshire were illustrative of the type of extreme events that are expected to become more common. The extent and severity of flooding was unprecedented, with over 4,000 homes, almost 2,000 businesses and over 100km² of urban and farm land flooded and an economic cost of over half a billion pounds (Source: Leeds City Region Flood Review Report, West Yorkshire Combined Authority, 2016). **Taking action now will enable businesses to future-proof their operations and also be ready for new environmental and climate-related policy.**

The North & West Yorkshire Emissions Reduction Pathways research assessed the technologies, interventions and policies needed to drive reduction in scope 1 and 2 emissions across the region. It provides multiple scenarios based on interventions

and the likelihood of emissions reducing.

According to a **'Business As Usual' scenario, there will only be 30% reduction in emissions by 2038**, with 5.5 MtCO₂e/yr remaining in 2038. **It forecasts that all sectors see slow change due to lack of strong incentives for consumers and businesses to switch to low carbon heat, transport and other practices.**

Comparatively, a **'Max Ambition' scenario (where there is a highly ambitious roll out of electric vehicles, active travel, heat pumps and new forest planting which makes rapid progress), an 86% reduction in emissions by 2038 will occur**, with 1.1 MtCO₂e/yr remaining in 2038. When BECCS negative emissions from Drax are included, alongside carbon capture from North Yorkshire's natural capital, the region reaches net zero in 2034 and by 2038 is considerably net negative. All sectors see rapid change, requiring strong incentives for consumers and businesses to switch to low carbon heat, transport and other practices.



Source: North & West Yorkshire Emissions Reduction Pathways

7. Pride in our Towns and Place

North Yorkshire has a notable mix of urban, rural and coastal areas. The area's towns are similarly diverse in their geographic setting. Some towns in the area are close to city centres, like Leeds, York, and the Teesside conurbation, and function as quasi-suburbs. Others – including coastal towns - are isolated from urban centres and provide service and leisure offerings to significant rural catchment areas.

According to footfall data from Google Mobility Reports, **each District in North Yorkshire has seen a rise in footfall for retail and recreation** whereas the UK has seen a decline. Ryedale and Scarborough have seen the biggest rises against the baseline. **There has been a significant rise in the use of parks which may reflect the value attributed to greenspaces** during the pandemic lockdowns.

5 of the 7 Districts have seen a larger fall in workplace footfall than the UK average. This is challenging for towns that rely on workers to support retail, though this is offset by the evident rise in footfall for retail and recreation.

There is an **opportunity to build on these strengths and ensure North Yorkshire towns are brought into the 21st Century.** According to a report from the York and North Yorkshire LEP, **a 21st century town is one where the size, location, heritage, attractions, institutions, culture and community of the town are strengths and play an important role in the economy** – creating opportunity for residents and businesses alike. Investment recommendations in the report to enable this transition included:

- Putting **digital first**, ensuring that residents and businesses have the right digital skills and infrastructure;
- Ensure that towns are **open for business**, and create the conditions needed to support business growth locally;
- Providing **high quality places** and connections, making it easier to get to other places for business and leisure;
- Emphasise **identity and community** by maximising heritage and attractions and unlocking the power of local communities to improve places;
- **Promoting sustainability and resilience**, making sure that towns and homes benefit from the sustainability revolution and are resilient in the face of climate change.

Footfall

District	Retail & recreation	Parks	Public transport	Workplaces
Harrogate	+27%	+245%	+15%	-33%
Craven	+32%	+183%	-4%	-33%
Hambleton	+5%	+83%	-48%	-25%
Richmondshire	+20%	+195% *	+61%	-28%
Ryedale	+54%	+91%	+14% *	-29%
Scarborough	+51%	+243%	+73%	-18%
Selby	+5%	+38% *	-32%	-30%
UK	-6%	+69%	-23%	-27%

Source: Google's Mobility Report

*Estimated figures

Baseline = five week period from 3 January 2020 to 6 February 2020. This is before the first lockdown which came into force on 23 March 2020.

Actual data = over several weeks, and within past week. Actual date unknown.

Town residents increasingly view town centres and high streets as destinations for recreation and leisure, as opposed to purely retail. Some of the most successful town centre businesses are those that sell experiences. **Arts, heritage and entertainment venues bring vibrancy and a unique character to town centres, drawing visitors from beyond town boundaries while also encouraging residents to engage with one another as a community.**

Tourism is a major economic driver in North Yorkshire, particularly in terms of employment (approx. 40,000 employees when combining Accommodation & Food Services and Arts, Recreation & Entertainment).

Heritage is highly valued and economically important and is estimated to account for GVA of £2.1bn and 41,000 jobs across the wider region. However, this contribution could be much more significant (Source: Celebrating our Distinctive Heritage report). To improve these assets, the report's overarching recommendations are:

- Improve understanding of the area's historic environment and the value it adds;
- Build and secure the necessary partnerships to unlock the potential of heritage assets and historic places; and
- Deliver strategic interventions to steer investment, demonstrate leadership and build momentum.

However, **the high levels of tourism and hospitality also present challenges.** Coastal communities are dependent on highly seasonal tourism activity, which is often linked to low wage roles. This contributes to a range of social issues, including high unemployment and comparatively poor health in a regional and national context – a pattern mirrored in coastal resorts across the country. These issues also contribute to the **productivity challenge in North Yorkshire.**

Case Study : Woodend – creative re-use and cultural activation

What?

Woodend began its life as a fashionable 19th century 'marine villa', built in 1835 for civil engineer George Knowles. The house was purchased by Scarborough council in 1934 and was operated as the town's museum until 2006. Scarborough Borough Council invested £6 million into the conversion of the grade II*-listed building into Woodend Creative Workspace – a gallery, events venue, serviced offices, meeting space and business incubator. It is operated as a non-for-profit company and leases the building from the council.

Heritage assets and outputs involved?

As a grade II*-listed building, Woodend could be considered to be in the top 6% of designated buildings in England. Conversion into office, meeting and gallery space was therefore required to be sensitive to the special interest and historic character of the building (albeit one that had already been significantly altered to fulfil its previous role as a museum). The accommodation has been designed specifically to appeal to creative industries in the early stages of development – facilitating remote-working and providing a flexible range of spaces to cater to the diverse needs of tenants, ranging from visual artists and graphic designers through to e-commerce specialists and accountants. Extensive communal and meeting space is designed to enable collaboration between tenants, promote the sharing of ideas, partnership working and growth for all. Since its opening in 2008, Woodend has become one of the leading digital and creative workspaces in the north of England and currently has more than 100 tenants. It also caters to a wider market through events, exhibitions, performance space and meeting facilities used by local businesses.

Source: Celebrating our distinctive heritage report from York and North Yorkshire LEP and Historic England

8. Building on North Yorkshire's Assets

Academic Institutions

1. Craven College
2. Scarborough TEC
3. Selby College
4. Harrogate College
5. Henshaws College
6. Scarborough Campus of Coventry University
7. Campus @ Northallerton (partnership between University of Sunderland and York College)

R&D / Innovation

8. Stockbridge Technology Centre
9. Fera Science Ltd
10. C4DI Northallerton
11. Co-Lab Harrogate
12. Quorn R&D Lab
13. P3P Horticultural Technology Park

Culture / Heritage Assets

14. Fountains Abbey & Studley Royal
15. Castle Howard
16. Whitby Abbey
17. Nunnington Hall
18. Brimham Rocks
19. Rievaulx Abbey
20. RHS Garden Harlow Carr
21. Scarborough Cliff Railway

23. Historic Newby Hall
23. Skipton Castle

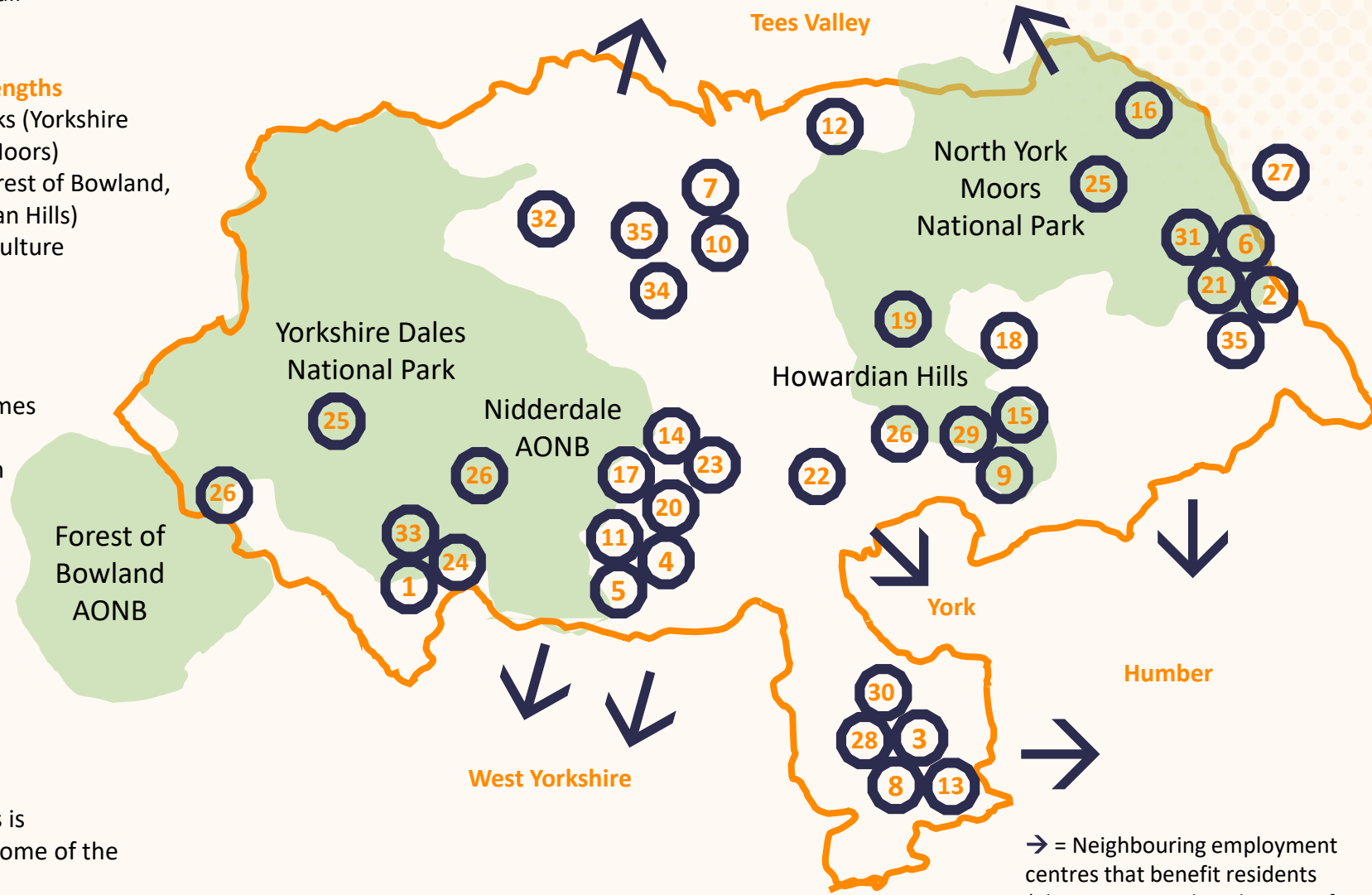
Decarbonisation Strengths

25. Two National Parks (Yorkshire Dales & North York Moors)
26. Three AONBS (Forest of Bowland, Nidderdale, Howardian Hills)
27. Coastline / Aquaculture
28. Drax
29. Circular Malton

Anchor Institutions

30. L&G Modular Homes
31. GCHQ
32. Catterick Garrison
33. Skipton Building Society
34. RAF Leeming
34. Cluster of food Manufacturing
35. Anglo American

(Note: this is not an exhaustive list – i.e. public sector anchors are not included. This is just an indication of some of the types of anchors.)



North Yorkshire UK Shared Prosperity Fund Investment Plan



Section Two:

North Yorkshire UKSPF
Programmes.

Addressing the challenges and
building on the opportunities –
a programme approach

North Yorkshire UKSPF Investment Plan PROGRAMME

Delivering the three UKSPF Investment Priorities of:

Communities and Place

Supporting Local Business

People and Skills

By addressing the local challenges and building on our opportunities in North Yorkshire through 12 Programmes:

1. Addressing Rurality and Accessibility	2. Tackling inequalities	3. Building Pride in Our Places	4. Boosting Productivity	5. Decarbonising our communities and economy	6. Enabling an active labour market
<ul style="list-style-type: none"> •1.1: Building Capacity within our places and people •1.2 Generating New Ideas for Community Regeneration 	<ul style="list-style-type: none"> •2.1: Promoting Healthy and Active Communities •2.2: Increasing levels of Digital Inclusion 	<ul style="list-style-type: none"> •3.1: Celebrating our Distinctive and Vibrant Places 	<ul style="list-style-type: none"> •4.1: Growing our Businesses •4.2: Promoting Innovation •4.3: Attracting new Investment through Strategic Sector Growth 	<ul style="list-style-type: none"> •5.1: Promoting Climate Resilience and Decarbonisation 	<ul style="list-style-type: none"> •6.1: Engaging and Inspiring People •6.2: Developing progression pathways within our workforce •6.3: Supporting our young and older people
Total SPF: £2.0m	Total SPF: £1.7m	Total SPF: £2.65m	Total SPF: £4.9m	Total SPF: £2m	Total SPF: £3.70m
2022-23 Capital £205,012 Revenue £1,845,105	2023-24 Capital £533,030 Revenue £3,567,201	2024-25 Capital £2,148,521 Revenue £8,594,084	TOTAL: Capital £2,886,563 Revenue £14,006,389	SPF Allocation: £16,892,952	

1. Addressing Rurality and Accessibility

Proposed Programme	Rationale:	Outline:	Outputs	Outcomes
<p>1.1: Building Capacity within Our People and Places</p> <p>SPF Value: £1,400,000 Capital: £0 Revenue: £1,400,000</p> <p><u>Lead SPF intervention:</u> E12: Community engagement schemes & local regeneration <u>Supports:</u> E9: Volunteering</p>	<p>We want to boost the capacity of communities to address locally identified priorities increasing the sense of community and pride in place.</p>	<p>This programme will increase community capacity and will be targeted in areas where the voluntary and community sector is well placed to deliver key projects and services but lacks experience and scale. Activities funded through this programme will include:</p> <ul style="list-style-type: none"> • Volunteer training and development. • Supporting the formation of new voluntary and community organisations and the development of existing organisations. • Piloting of participatory democracy initiatives to identify localised approaches to issues including fuel poverty, food poverty, digital poverty, climate change, and accessibility issues. 	<p>10 organisations receiving grants. 10 organisations receiving non financial support. 50 people attending training sessions. 10 local activities supported. 5 projects (identified as priorities and supported through programme). 3 facilities supported. 50 volunteering opportunities supported</p>	<p>Improved engagement numbers (% increase)</p> <p>Volunteering numbers.</p> <p>Number of new/improved community facilities</p>
<p>1.2: Developing New Ideas for Community Regeneration</p> <p>SPF Value: £400,000 Capital: £200,000 Revenue: £600,0000</p> <p><u>Lead SPF intervention:</u> E14: Feasibility studies</p>	<p>We want to support communities to deliver locally-identified priorities. This will increase the sense of community and pride in place.</p>	<p>This programme will support the implementation of priorities identified in the capacity building programme. The programme will:</p> <ul style="list-style-type: none"> • Support the cost of feasibility studies to explore how identified projects can be delivered. • Pilot a community wealth building programme to unlock and enable local expertise, knowledge, lived experience, assets, innovation to reduce inequalities and create opportunities. • Provide small-scale funding to support identified community priorities. 	<p>10 feasibility studies supported</p>	<p>Increased number of projects arising from funded feasibility studies (% increase)</p>

2. Tackling Inequalities

Proposed Programme	Rationale:	Outline:	Outputs	Outcomes
<p>2.1: Promoting Healthy and Active Communities</p> <p>SPF Value: £850,000 Capital: £350,000 Revenue: £500,000</p> <p><u>Lead SPF intervention:</u> E7 & E10: Active travel and sports</p>	<p>We want to increase Healthy Life Expectancy in our deprived communities.</p>	<p>This programme will invest in:</p> <ul style="list-style-type: none"> measures to improve access to green space. new and improved sports and leisure facilities. active travel measures. campaigns to promote healthy lifestyles. <p>Given the modest budget the programme will prioritise activities which take place in communities with the lowest healthy life expectancies.</p>	<p>100 m² of public realm improved 5 facilities supported 5 improved cycleways or pathways 100 m² of green or blue space created or improved</p>	<p>Increased use of facilities/amenities</p> <p>Increased use of cycleways or paths</p>
<p>2.2: Increasing levels of Digital Inclusion.</p> <p>SPF Value: £850,000 Capital: £500,000 Revenue: £350,000</p> <p><u>Lead SPF intervention:</u> E15: Investment support for digital infrastructure for local community facilities E36: Digital inclusion</p>	<p>We want to support individuals in our more remote communities to access services through digital means. This will improve life satisfaction and support rises in Healthy Life Expectancy.</p>	<p>This programme will support residents in targeted deprived communities who lack the skills, confidence or infrastructure to go online so they can benefit from the potential for digital tools and solutions to contribute to improving life outcomes.. The programme will support a range of activities which may include:</p> <ul style="list-style-type: none"> Provide digital training aimed at people with limited digital experience and limited mobility. Provide personal virtual assistants in target communities to support new digital users. Establish a pool of tablets for users in deprived communities to access. 	<p>5 organisations receiving financial support other than grants 5 organisations receiving grants 3 facilities supported 100 people supported 50 people completing a course</p>	<p>Number of improved community facilities</p> <p>Number of premises with improved digital connectivity</p> <p>No of people completing a course</p>

3. Building Pride in our Places

Proposed Programme	Rationale	Outline:	Outputs	Outcomes
<p>3.1: Celebrating our Distinctive and Vibrant Places</p> <p>SPF Value: £2,650,000 Capital: £1,040,000 Revenue:£1,610,000</p> <p><u>Lead SPF interventions:</u> E1: Improvements to town centres and high streets E6: Support for local arts, cultural, heritage and creative activities. E16: Town Centres</p>	<p>Our city and small towns perform a number of vital roles for our rural communities including offering employment, retail, leisure and training. Our city and towns have strong identities and are a source of local pride but we need to ensure that they can meet numerous challenges highlighted in our 21st Century Towns study.</p>	<p>This programme will support towns across North Yorkshire to take stock of the challenges and opportunities they face in meeting the needs of surrounding communities. Town plans will be developed based on extensive community and stakeholder engagement. The programme will support the cost of developing these plans and will release funding to implement priority projects. It is anticipated that the projects will reflect priorities identified in our 21st Century Towns study which include:</p> <ul style="list-style-type: none"> ▪ Putting digital first, ensuring that residents and businesses have the right digital skills and infrastructure. ▪ Ensuring towns are open for business, and create the conditions needed to support business growth locally; ▪ Providing high quality places and connections, making it easier to get to other places for business and leisure. ▪ Emphasise identity and community by maximising heritage and attractions and unlocking the power of local communities to improve places. ▪ Promoting sustainability and resilience, making sure that towns and homes benefit from the sustainability revolution and are resilient in the face of climate change. <p>It is anticipated that the programme will also support local arts, cultural, heritage and creative activities building pride in our places. The programme will also support the development and promotion of the visitor economy which is vital to many of our towns.</p>	<p>5 feasibility studies supported 5 decarbonisation plans developed 7 organisations receiving financial support other than grants 300 people reached (through campaign to encourage visits) 10 businesses receiving grants 100 m² of public realm created 250 m² of public realm improved 50 m² of space made wheelchair accessible 2 commercial buildings developed 15 tourism, culture or heritage assets improved 8 local events 3 low carbon infrastructure installed</p>	<p>Community-led arts, cultural, heritage and creative programmes</p> <p>Increased footfall</p> <p>Increased visitor numbers</p> <p>Improved accessibility</p> <p>Increased number of businesses supported</p> <p>Increased business sustainability</p> <p>Reduced vacancy rates</p> <p>Greenhouse gas reductions</p>

4. Boosting Productivity

Proposed Programme	Rationale:	Outline:	Outputs	Outcomes
<p>4.1: Growing Our businesses</p> <p>SPF Value: £2,900,000 Capital: £0 Revenue £2,900,000</p> <p><u>Lead SPF intervention:</u> E17: Visitor economy E23: Business support E26: Social economy E31: Feasibility Studies</p>	<p>Business confidence has declined across Yorkshire & Humber from a peak in Q3 2021. In 2020 only 24% of SME employers sought external information or advice. We want to support our businesses to increase their resilience, grow and create employment.</p>	<p>This programme will enhance the Growth Hub that serves businesses across North Yorkshire. Specifically the programme will:</p> <ul style="list-style-type: none"> Extend the size of the team that complete diagnostics with businesses, develop action plans and refer them to public and private sources of support. Employ additional business support navigators for areas in North Yorkshire with the lowest take-up of support. Establish a small grants and voucher programme for businesses that have clear growth opportunities that can be unlocked with funding. 	<p>500 businesses receiving non- financial support 40 potential entrepreneurs provided assistance to be business ready 50 businesses receiving grants 10 Feasibility Studies</p>	<p>New businesses created</p> <p>Increased business sustainability</p> <p>Businesses with improved productivity</p> <p>Increased amount of investment</p> <p>Jobs created & safeguarded</p>
<p>4.2: Promoting Innovation</p> <p>SPF Value: £1,000,000 Capital: £150,000 Revenue: £850,000</p> <p><u>Lead SPF intervention:</u> E19: Research and Development</p>	<p>Yorkshire & Humber is the second lowest region, behind the North East for the value of tax credit claims (2019/20). It is vital that we support businesses to innovate to grow our economy and transition to more productive sectors.</p>	<p>This programme will support businesses across North Yorkshire to undertake Research & Development (R&D) and create new products, services and processes. Specifically the programme will:</p> <ul style="list-style-type: none"> Support the creation and delivery of an innovation campaign across North Yorkshire. Create a team of Innovation Advisors that will provide information and advice to businesses on R&D and innovation. Support the creation and delivery of innovation workshops across North Yorkshire. Establish an innovation voucher scheme to support businesses with the costs of undertaking R&D. 	<p>50 businesses receiving financial support other than grants 15 businesses receiving grants 20 businesses adopting new to firm technologies and processes</p>	<p>Organisations engaged in new knowledge transfer activity</p> <p>Businesses introducing new products to the firm</p> <p>Increased amount of investment</p> <p>Jobs created & safeguarded</p>

4. Boosting Productivity

Proposed Programme	Rationale	Outline:	Outputs	Outcomes
<p>4.3: Attracting new Investment through Strategic Sector Growth</p> <p>SPF Value: £1,000,000 Capital: £250,000 Revenue £750,000</p> <p><u>Lead SPF intervention:</u> E22: Enterprise infrastructure E38: Technical Skills</p>	<p>The three largest sectors for employment in North Yorkshire are whole & retail trade (15.3%); manufacturing (13.3%); accommodation & food services (11%); and, health & social work (11%). Through research we have identified 6 sectors with considerable potential. Focusing, organising and supporting these sectors will increase our productivity, positively support the transition to a net zero economy and make our region more distinct and attractive to targeted sector investors.</p>	<p>This programme will establish a new Sector Growth service for North Yorkshire. Specifically, the programme will:</p> <ul style="list-style-type: none"> ▪ Create a new Sector Growth team to mobilise sector clusters, support businesses to grow and proactively drive sector inward investment into the region. ▪ Support a new Inward Investment service to increase the number of large businesses that relocate , or open new facilities in North Yorkshire. ▪ Create and deliver an inward investment campaign highlighting North Yorkshire’s sectoral strengths, and supporting efforts to boost inward investment. ▪ Proactively understand and communicate what skills support we will need for the future to grow each sector. ▪ Proactively understand, communicate and deliver the skills support we will need for the future to grow each sector. ▪ Proactively understand and communicate what strategic infrastructure we will need for the future to grow each sector. 	<p>150 businesses receiving non-financial support 10 businesses receiving financial support other than grants 100 individuals in training</p>	<p>Increased number of businesses supported</p> <p>Increased amount of investment</p> <p>Businesses increasing their export capability</p> <p>Economically active individuals engaged in mainstream skills education and training</p> <p>Jobs created & safeguarded</p>

5. Decarbonising our communities and economy

Proposed Programme	Rationale:	Outline:	Outputs	Outcomes
<p>5.1: Promoting Decarbonisation and Climate Resilience</p> <p>SPF Value: £2,000,000 Capital: £850,000 Revenue: £1,150,000</p> <p><u>Lead SPF interventions:</u> E29: Supporting decarbonisation whilst growing the local economy E13: Improve energy efficiency, and combat fuel poverty and climate change. E39 Green Skills</p>	<p>North Yorkshire has made strong in decreasing carbon emissions within North Yorkshire. However, there is still a long journey ahead and climate change is a very critical risk if businesses and communities don't adapt. According to a 'Business As Usual' scenario, there will only be 30% reduction in emissions by 2038. In comparison, in the 'Max Ambition' scenario we can deliver an 86% reduction in emissions by 2038. This would see North Yorkshire becoming net zero by 2034.</p>	<p>This programme has been designed to address priority actions outlined in the North Yorkshire Emissions Reduction Pathways Report, and the emerging Routemap to Carbon Negative strategy.</p> <p>Specifically the programme will:</p> <ul style="list-style-type: none"> ▪ Support local communities to improve their climate resilience, improving energy efficiency, combating fuel poverty and climate change. ▪ Support businesses to decarbonise, be more resilient, energy and resource efficient and circular. ▪ Support individuals with training to help them take up jobs in the green economy. ▪ Create a new grant fund to support communities and businesses take the actions outlined above. 	<p>25 households receiving support 40 businesses receiving non-financial support 25 decarbonisation plans developed 30 businesses receiving grants 15 low or zero carbon energy infrastructure installed 100 people attending training 75 people completing course 60 people receiving support to gain employment</p>	<p>People completing course</p> <p>Number of people in employment, including self-employment, following support</p> <p>Increased take up of energy efficiency measures</p> <p>Jobs created & safeguarded</p> <p>Greenhouse gas reductions</p>

6. Challenging Labour Market

Proposed Programme	Rationale:	Outline:	Outputs	Outcomes
<p>6.1: Engaging and inspiring People</p> <p>SPF Value: £2,500,000 Capital: £0 Revenue £2,500,000</p> <p><u>Lead SPF intervention:</u> E33: Employment support for economically inactive people</p>	<p>19.2% of working age residents in North Yorkshire are economically inactive, and 90.6% of these residents state that they do not want a job. Whilst North Yorkshire has a high proportion of residents qualified to NVQ levels 3 and 4, we also have areas with a high proportion of residents with no qualifications, this acts as a barrier to securing employment. We are committed to supporting economically inactive people to overcome barriers and be inspired to engage in activity that will support them to engage in the labour market.</p>	<p>Building on the learnings from working with inactives from the ESF and National Lottery Community Fund project - Action Towards Inclusion and the Community Led Local development programme, Advantage Coast, a range of community based provision will be delivered as part of this programme</p> <p>The programme will provide key worker support and interventions to support inactive individuals to engage in activities to address a range of barriers to progressing towards employment including:</p> <ul style="list-style-type: none"> • mental and physical health issues • financial well being • work based and employability skills • provide wrap around holistic information, advice and guidance. • Refer economically inactive individuals to partners to provide wider support including Multiply, Adult Education and VCSE provision 	<p>700 economically inactive people engaging with keyworker support services</p> <p>140 people supported to engage in job searching</p> <p>50 economically inactive people supported to engage with the benefits system</p> <p>50 socially excluded people accessing support</p> <p>80 people supported to access basic skills</p> <p>25 people accessing mental and physical health support leading to employment</p> <p>70 people receiving support to gain employment</p> <p>65 people receiving support to sustain employment</p> <p>Effective working between keyworkers and additional services</p>	<p>People reporting increased employability</p> <p>People engaging with mainstream healthcare services</p> <p>People sustaining engagement with key worker support</p> <p>People engaged in job searching</p> <p>People in employment, including self employment</p> <p>People sustaining employment</p>

6. Challenging Labour Market

Proposed Programme	Rationale:	Outline:	Outputs	Outcomes
<p>6.2: Enabling Progression in the Workforce</p> <p>SPF Value: £850,000 Capital: £0 Revenue £850,000</p> <p><u>Lead SPF intervention:</u> E37: Tailored support for the employed</p>	<p>The median gross hourly pay for full-time jobs in North Yorkshire is only 83% of the national average and more than a fifth of local jobs in York and North Yorkshire still pay below the Real Living Wage. We want to help our workforce develop new skills, or re-skill enable them to progress and thereby boost productivity rates.</p> <p>Low skilled workers – less likely to receive training than those who are already qualified to a high level (level 4+)</p> <p>The key to supporting individuals to progress is assistance at the critical transition stage from one level to a higher one.</p>	<p>This programme will provide holistic wrap around support for those in work to enable them to reskill and upskill. Key elements of the programme will include :</p> <ul style="list-style-type: none"> • Initial assessment to enable a comprehensive understanding of the needs of the participant or business. This assessment will then guide the support that is provided. • A range of support to assist with sustaining and progressing in employment including: <ul style="list-style-type: none"> ➤ Information Advice and guidance, including career adaptability ➤ Opportunities to reskill and upskill ➤ Issues relating to mental and physical health and wellbeing and neurodiversity ➤ Financial wellbeing. 	<p>200 people supported to participate in education</p> <p>100 people retraining</p> <p>50 people in employment engaging with the skills system</p>	<p>Number of people gaining qualifications, licences and skills</p>

6. Challenging Labour Market

Proposed Programme	Rationale:	Outline:	Outputs	Outcomes
<p>6.3: Supporting young and older people</p> <p>SPF Value: £350,000 Capital: £0 Revenue £350,000</p> <p><u>Lead SPF intervention:</u> E42 (Bespoke): Targeted and tailored support for young people aged 14 to 24 and for older people aged 50 plus</p>	<p>Businesses are finding it challenging to recruit and in order to extend the size of the labour pool we need to help young and older people into work.</p> <p>Between 2011 and 2021 North Yorkshire’s population aged 65 plus has grown by 24.8%, resulting in 25% of the population of North Yorkshire being aged over 65. Inactivity rates for those classed as retired in YNY has increased from 25% of inactives (excluding students) to 36% of inactives between Oct-Sept 2019-20 and Jan-Dec 2021 (NOMIS). Alongside this, the rate of employment for young people aged 18-24 has also fallen from 63% in March 2020 to 59% in December 2021 (Source DWP). The area’s NEET figures have been reducing, but evidence suggests an increasing ‘pre NEET’ group, with over 800 yr10 & 11s being identified as at risk of becoming NEET.</p>	<p>This programme will augment the Engage programme by providing additional intensive support to young people aged 14 to 24 years old, and people aged 50 plus. The targeted support will address the shrinking labour pool with tailored provision to support young people and older people to make informed choices and to access, sustain and progress in training & employment. The programme will focus on support for both those young people at risk of becoming NEET 14-16 years and those aged 16-24 that are NEET; as well as older people aged 50+.</p>	<p>80 people supported to engage in jobsearching 60 people receiving support to gain employment 30 pre-NEETs supported to stay in education or progress into further training 40 people supported to participate in education 30 people taking part in work experience programmes 30 people retraining</p>	<p>People in employment, including self-employment, following support</p> <p>People sustaining employment for 6 months</p> <p>Number of people engaged in jobsearching following support</p> <p>People familiarised with employers’ expectations,</p> <p>Number of people in education and training</p>