A plan to deliver economic growth
2017
Vision:

A place with a strong economy and a commitment to sustainable growth that enables everyone to fulfil their ambitions and aspirations.
Foreword

Welcome to North Yorkshire County Council’s new Plan for Economic Growth, a document which outlines the role of the County Council in supporting the economy of North Yorkshire over the next five years and beyond.

North Yorkshire is a vibrant and economically successful County which is home to a wide range of businesses and industrial sectors that would not be out of place in a major city let alone in England’s largest rural county. That is not to say that the rural and coastal nature of our county does not present challenges, however many businesses in North Yorkshire have been successful in developing and growing world class manufacturing and service industries and in doing so have created international trading enterprises that engage in the global as well as the local economy. Successful businesses, both large and small, are the result of the innovation and commitment of those people who own and run them and also reflect the dedication and skills of the local workforces upon which they rely.

The aim of this plan is to support innovation and growth through a number of key enablers including technology and maintaining a high quality environment. On top of this the County Council has a role helping the people of North Yorkshire to be healthy, happy and safe with high quality housing and attractive places to live.

At North Yorkshire County Council we understand that all of these elements combine to create a high value economy and a high quality of life for our residents. We also appreciate that this is not something that is achieved in isolation and this plan recognises that the County Council plays an essential supporting role for a wide range of partners including the Local Enterprise Partnership and District Councils as well as local businesses, education providers and neighbouring local authorities.

Over the coming years we will endeavour to deliver this plan and to support the ambitions of our partners in creating a vibrant, sustainable local economy with equal opportunities for all of the County’s residents.

Introduction

This document outlines the County Council’s vision for economic growth and identifies its role in supporting this aspiration. Economic growth can lead to better quality of life for all of the County’s citizens by increasing average wages, improving long term health outcomes, addressing economic inequality and creating greater levels of choice and fulfilment for those people wishing to live and work in North Yorkshire.

In developing a plan for economic growth North Yorkshire County Council is seeking to emphasise its role in supporting the aspirations of the County’s District Councils, YNYER Local Enterprise Partnership and City of York, to deliver shared aspirations and outcomes which benefit the citizens of North Yorkshire.
Vision and aims

Vision
A place with a strong economy and a commitment to sustainable growth that enables everyone to fulfil their ambitions and aspirations.

Aims (what we aspire to achieve)

<table>
<thead>
<tr>
<th>1</th>
<th>2</th>
<th>3</th>
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</thead>
<tbody>
<tr>
<td>A larger business base and increased numbers of good quality jobs.</td>
<td>People across the County have equal access to economic opportunity.</td>
<td>Increase the overall median average wage.</td>
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</tbody>
</table>

North Yorkshire will be a modern economy characterised by high quality, efficient transport and communications, higher levels of entrepreneurialism and opportunities for younger people to access good quality employment and affordable housing opportunities.

Alongside this an attractive and active quality of life, high quality affordable housing provision and access to cultural experiences will be important in attracting and retaining skills and knowledge as well as ensuring a healthy and happy workforce.
Enablers (what we will do to achieve our aims):

1. Create high quality places and increased housing provision and green infrastructure.
   In partnership with District Councils, National Parks, Local Enterprise Partnership and Local Nature Partnership, NYCC will support the development and delivery of strategic housing and employment sites, and the regeneration of town centres in order to provide high quality housing provision, education and health care for everyone.

2. Deliver a modern integrated transport network.
   Delivering the Council’s Strategic Transport Prospectus, improving strategic road and rail links between the east and west sides of North Yorkshire to improve access to markets, skills and supply chains within the County and the rest of the UK.

3. Increase skills levels and ensure that the workforce meets the needs of the County.
   Ensure a clear pathway for young people from education to training and employment. Undertake measures to support the development of the workforce that meet the social and economic needs of the County. NYCC will develop a skills and training Plan for North Yorkshire which seeks to ensure that further education meets the needs of North Yorkshire businesses and supports the aspirations of all the people of North Yorkshire.

4. Keeping the workforce healthy and happy.
   Through supporting initiatives, including adult health, social care and road safety, that promote and maintain good mental and physical health in people of all ages.

5. Creating the right conditions for business growth and investment.
   By promoting the County as a vibrant, high value location with high quality provision of education and skills and distinctive local places with an excellent quality of life offer and a high quality transport and communications network. NYCC will seek to support investment projects by working closely with partners to facilitate business growth, inward investment and development. Through its Trading Standards and licensing functions NYCC will continue to support legitimate businesses to trade successfully and to expand.

6. Enhancing the environment and developing tourism and the green economy.
   By promoting and improving the County’s environment, ecology and heritage to deliver a high quality natural and built environment, and by supporting low carbon energy generation and the development of economically, socially and environmentally sustainable local communities. NYCC will build on the work of developing Allerton Energy from Waste Park and will seek to develop opportunities to generate economic growth using the County’s natural, ecological and heritage assets.

7. Deliver a modern communications network.
   Through the Council’s ownership of NYNET we will continue working to support the roll out of latest broadband and mobile communications technology to 100% of the County’s residents. NYCC will also seek to engage with mobile phone providers to deliver latest generation connectivity across the whole of North Yorkshire.
The Plan for Economic Growth supports the aims of the York, North Yorkshire and East Riding, Strategic Economic Plan and the aspirations of the County’s District Councils and National Park Authorities.

**Strategic Economic Plan**
- Profitable and successful businesses
- A global leader in agri-food and biorenewables
- Inspired People
- Successful and distinctive places
- A well connected economy

**NYCC – A Plan for Economic Growth**
- A larger business base and increase numbers of good quality jobs
- People across the County have equal access to economic opportunity
- Increase the overall mean average wage

**Strategic Transport Prospectus**

**NYCC Skills and Learning Plan**

**District Council and National Parks economic growth aspirations**
North Yorkshire is a highly productive County, generating over £13.5bn of GVA per annum. The York and North Yorkshire sub-region generates £23,023 GVA per head of population which is higher than the Greater Manchester and West Yorkshire sub-regions.

### Employment Sectors North Yorkshire

- Primary services (mining and agriculture)
- Energy and water
- Manufacturing
- Construction
- Wholesale, retail
- Transport and Storage
- Accommodation and Food Services
- Information and Communications
- Financial and business services
- Public admin, education and health
- Other

### Annual GVA per head of population of York and North Yorkshire 2015 – compared with Northern Powerhouse core City sub-regions

<table>
<thead>
<tr>
<th>Region</th>
<th>£</th>
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<tbody>
<tr>
<td>York and North Yorkshire</td>
<td>23,023</td>
</tr>
<tr>
<td>Greater Manchester</td>
<td>21,626</td>
</tr>
<tr>
<td>West Yorkshire</td>
<td>21,457</td>
</tr>
<tr>
<td>Northumberland Tyne and Wear</td>
<td>20,173</td>
</tr>
<tr>
<td>Merseyside</td>
<td>19,319</td>
</tr>
<tr>
<td>East Yorkshire and the Humber</td>
<td>19,243</td>
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<tr>
<td>South Yorkshire</td>
<td>17,688</td>
</tr>
</tbody>
</table>
• The Population of North Yorkshire is 604,900.
• 310,800 people are economically active.
• 9,100 or 2.9% of all economically active are unemployed.
• 301,700 are in employment of which 57,400 are self employed.
• Average earnings are £489 per week which is 92% of the GB average.

What is most notable about the North Yorkshire economy is not so much the differences but the similarities with the economy of Great Britain as a whole. Economic activity in the County is generally in good health with local economies not divided between rural and urban but with economic activity more evenly spread across different populations and geographies.

North Yorkshire has lower levels of medium and large enterprises than the national average and a slightly higher proportion of micro enterprises.

### Key Sectors in the North Yorkshire economy:

<table>
<thead>
<tr>
<th>Core sectors with high levels of productivity</th>
<th>Service industries with higher than average numbers of jobs</th>
<th>Future growth sectors in emerging industries</th>
</tr>
</thead>
<tbody>
<tr>
<td>• high value manufacturing</td>
<td>• business services</td>
<td>• creative, digital and media industries</td>
</tr>
<tr>
<td>• food manufacturing</td>
<td>• financial services</td>
<td>• financial technology</td>
</tr>
<tr>
<td>• distribution and logistics</td>
<td>• food and accommodation</td>
<td>• agritech and biorenewables</td>
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<tr>
<td>• energy</td>
<td>• visitor economy</td>
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<tr>
<td>• visitor economy</td>
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</tbody>
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### GVA by industrial sectors

**Proportion of GVA by industrial sectors 2012 in North Yorkshire and GB**

- Agriculture, forestry and fishing
- Production
- Construction
- Distribution, transport, accommodation and food
- Information and communication
- Financial and insurance activities
- Real estate activities
- Business service activities
- Public administration, education, health
- Other services and household activities

GVA by industry 2012 – source: Office for National Statistics
The success of this plan will be measured by the following primary indicators. The indicators reflect an overall picture of the North Yorkshire Economy and will be monitored over time.

<table>
<thead>
<tr>
<th>Indicator</th>
<th>2016 baseline</th>
<th>Target - 2020</th>
<th>Source</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>The total number of full time equivalent jobs in North Yorkshire</td>
<td>253,900</td>
<td>275,000</td>
</tr>
<tr>
<td>2</td>
<td>The median average weekly wage based on residence</td>
<td>£487.70</td>
<td>Increase at or above RPI rate of inflation.</td>
</tr>
<tr>
<td>3</td>
<td>The number of LSOAs within the 20% most deprived nationally*</td>
<td>17</td>
<td>13</td>
</tr>
<tr>
<td>4</td>
<td>GVA per head of population</td>
<td>£21,801 pa</td>
<td>£24,000</td>
</tr>
<tr>
<td>7</td>
<td>100% superfast broadband and 4g mobile phone connectivity.</td>
<td>95%</td>
<td>100% coverage of high speed and/or latest generation mobile</td>
</tr>
</tbody>
</table>

* Local Super Output Areas