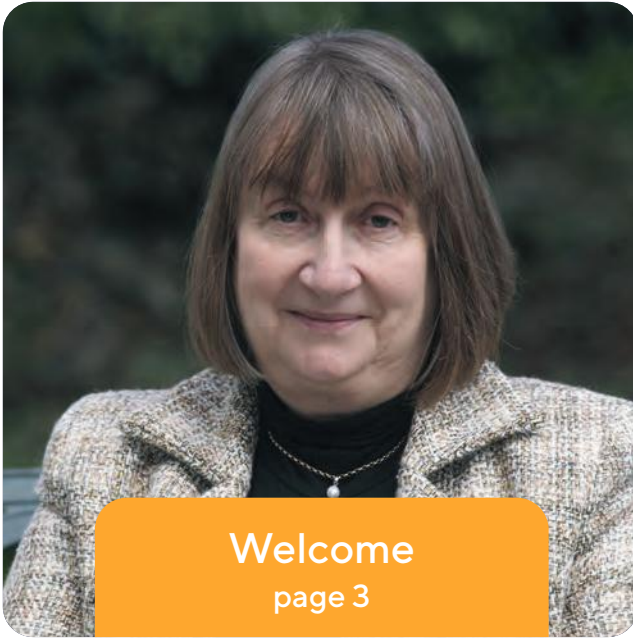




York & North Yorkshire **LOCAL ENTERPRISE PARTNERSHIP**

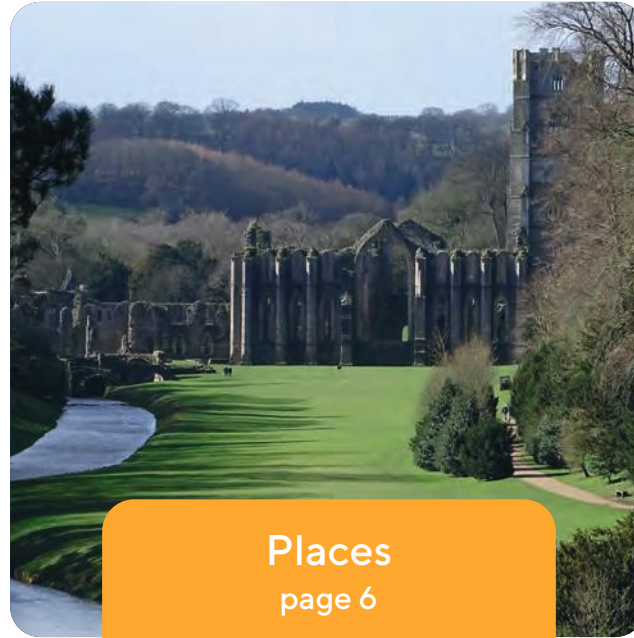
Annual Report

2020 – 2021



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Welcome

After one of the most challenging years in history, as incoming Chair, I have been pleased to see the strong cross sector partnerships that have delivered outstanding results across York and North Yorkshire.

In the last year, our Growth Hub has supported over 22,000 businesses.

Successful completion of our £127m five-year Local Growth Fund deal has delivered 52 major infrastructure projects.

As competition for funding increases, and as a rural area, we have a compelling story to tell of the contribution we can make as we continue to deliver on our promises. York and North Yorkshire thrives on challenge and we are ready for the future.

In response to COVID, our 'Reshaping the Economy' plan builds on our Local Industrial Strategy, providing a clear route to recovery. Working together, these plans will enable York and North Yorkshire to not only recover but to

prosper as a Greener, Fairer, and Stronger region.

Our businesses and communities have shown great resilience, unity, and incredible spirit to come through the past year. Together with our partners, we can attract and deliver investments across the region, ensuring that all of our places – rural, towns, coastal, and the City of York – can take advantage of the positive opportunities that arise through challenging change.

Now it is time to be bold and deliver a clear message.

Invest in York and North Yorkshire. We have ambition, plans and the pipeline of investments that will deliver on the levelling up agenda and on UK climate goals, by becoming England's first carbon negative region.

Together, we can drive good growth and a greener, fairer and stronger region for all.



A handwritten signature in black ink, which appears to read 'J. M. Smyth', is displayed on a white background.

Funding & Strategy

Reshaping the Economy

Our Plan for a Greener, Fairer, and Stronger Economy

2020/21

Respond

- Immediate actions
- Getting the York and North Yorkshire economy moving again



2021/22

Reshaping

Our plan to reshape the economy

- Short term response
- Economic stimulus
- Future foundations



2022/23

Recover and Grow

Our local industrial strategy

- Post Covid-19
- Medium to long term investment
- Economic growth



2025+

Greener Fairer Stronger Economy

England's first carbon negative region.

A carbon negative, circular economy that increases productivity and provides higher paid jobs.



Local Growth Fund

	Total awarded	Total Spend (April 2021)
Business Growth	£6.1m	£6.1m
Flood Management	£6.4m	£6.4m
Housing & Employment	£32.7m	£32.7m
Skills capital	£10.4m	£10.4m
Transport and connectivity	£89m	£89m
Local Growth Fund Total	£144.6m	£144.6m

Growth Hub Interventions

	BEIS Target	Actual
Low	7,500	20,514
Medium	800	2,069
High	175	320
Total	8,745	22,903

European Agricultural Fund for Rural Development

	Total awarded
Food Processing	£6,898,914
Business Development	£851,648
Tourism Infrastructure	£5,642,252
European Agricultural Fund for Rural Development Total	£13,392,815

European Regional Development Fund

	Total Allocated (ends 2023)	Total awarded (April 2021)
Research and Innovation	£12,113,498	£11,125,605
Enhancing access to, and use and quality of ICT	£1,158,078	£1,000,000
Enhancing the competitiveness of SMEs	£14,937,792	£14,883,282
Supporting the shift to a low carbon economy	£7,642,283	£6,458,189
Promoting climate change adaptation, risk prevention and management	£5,433,958	£5,223,567
Preserving and protecting the environment and resource efficiency	£3,341,010	£3,132,215
Promoting Social Inclusion and Combatting Poverty and Discrimination	£2,980,919	£2,732,253
European Regional Development Fund Total	£47,607,539	£44,555,111

European Social Fund

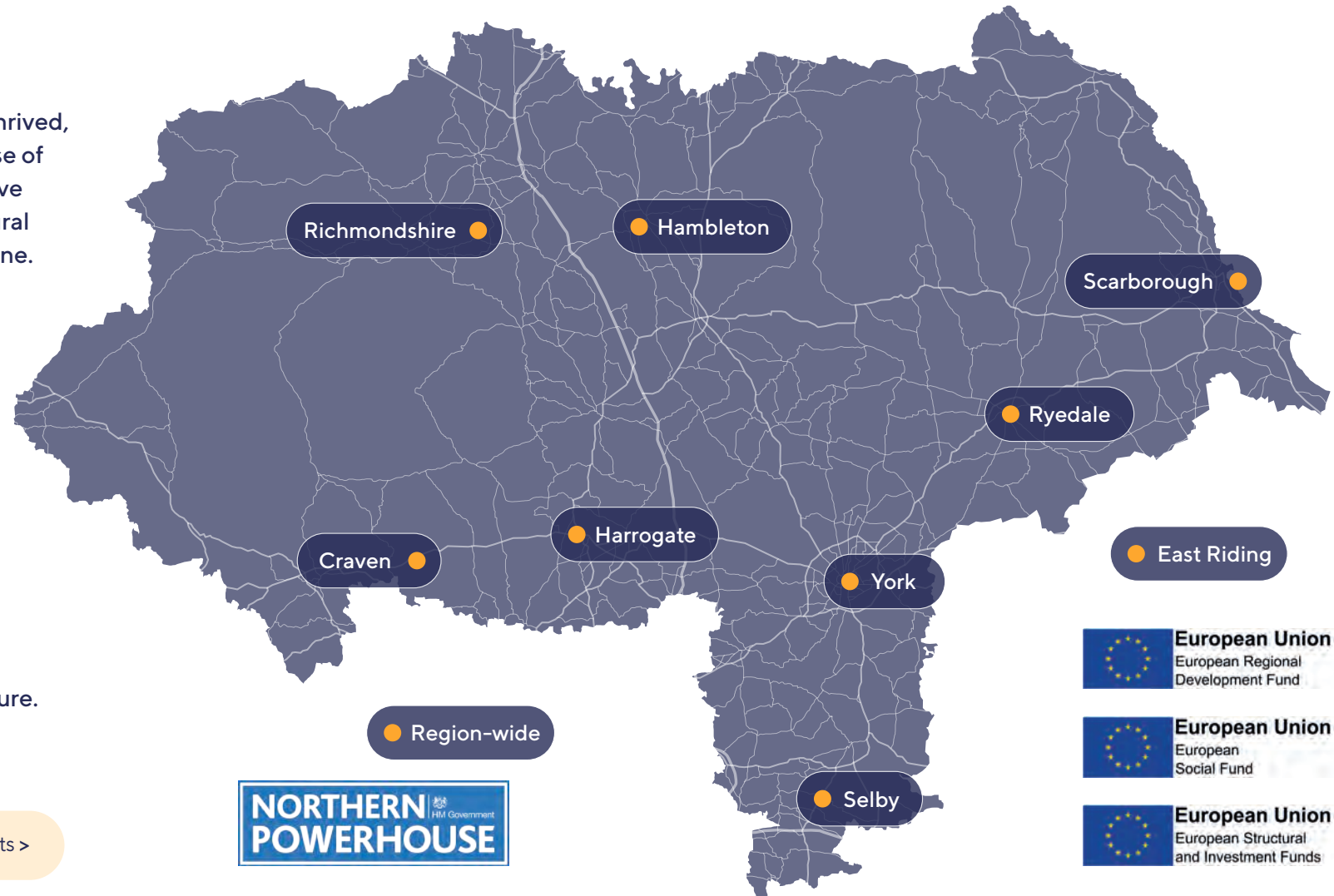
	Total Allocated	Total Awarded (April 2021)
Social Inclusion	£17,200,000	£17,200,000
Workforce	£19,300,000	£19,300,000
Young People	£1,500,000	£1,500,000
Careers Hub	£640,000	£640,000
European Social Fund Total	£38,000,000	£38,000,000
Businesses supported	2,823	
Individuals supported	25,958	

Places

York and North Yorkshire has thrived, and will thrive in future, because of the high quality of our distinctive places: towns and cities, vast rural hinterland and northern coastline.

Working together with all of our partners, we will continue to capitalise on the unique opportunities to reshape and revitalise our great places for a greener, fairer and stronger future.

[View page 12 for all our investments >](#)



A19 Chapel Haddlesey

Storm Dennis wreaked havoc in early 2020, including significant damage to a major North Yorkshire road.

A section of the A19 between Chapel Haddlesey and Eggborough had to close as a result, causing huge disruption for residents and businesses.



York & North Yorkshire Local Enterprise Partnership allocated £6m from the Getting Building Fund to support repairs. Work, led by North Yorkshire County Council, was completed in June 2021.

The finished scheme provides resilience from future flooding; ensuring an important route in our region remains open.



C4DI Northallerton

The brand new Treadmills development, also home to C4DI Northallerton, is soon to benefit from a micro university focusing on digital learning opportunities.

C4DI Northallerton is an exciting new campus, helping tech companies grow and traditional businesses innovate within the agriculture and food processing sectors.

The new eCampus will be situated in the former Staff Tenement Block opposite C4DI and will serve as an enhancement to the Digital Hub.

It's one of 10 projects enjoying some of the £15.4 million funding from the Government's Getting Building Fund, secured by York & North Yorkshire Local Enterprise Partnership (LEP).



[View page 12 for all our investments >](#)

Catterick feasibility studies

Catterick could get a new 'town centre' to link the expanding garrison with the existing community.

Feasibility studies are concluding with potential options identified which would look to provide a mix of community, recreation and leisure facilities as well as retail, medical and residential accommodation. All brought together with sustainable transport links.

York & North Yorkshire Local Enterprise Partnership allocated Local Growth Fund money towards the feasibility studies. Richmondshire District Council and the MOD also provided funding.



Circular Malton & Norton

With increasing pressure on local highstreets, the circular economy is a vehicle that towns and businesses communities within them can use to drive collaboration, increase operational efficiencies and become future-proof.

This is what has been happening in Circular Malton & Norton (CMN).

- In a recent study, over 75% of residents who responded were in favour of a community anaerobic digester (AD) to help power the town and provide green energy. Using funding from the Rural Community Energy Fund, a plan is now ready for approval in order to install an AD in 2022. This will be ready to operate from 2023 – at the same time as law changes to require collection of food waste from every household.

- As well as community initiatives, CMN hosted a business webinar, supported by the York & North Yorkshire LEP, BDC, University of York with local businesses sharing their stories on how they have created a thriving business and reduced carbon through circular ways of working.
- With almost 9 in 10 residents supporting the goal to become the UK's first circular market town, the group has now formed as Community Interest Company (CIC) – opening up opportunities to progress faster and with greater support.

Looking ahead, the CIC wants to collaborate and activate projects that capture people's hearts and minds with ideas such as a social enterprise business start up to a zero-waste major food festival.

The members give their time to share their approach so other community groups, counties and towns across the UK can benefit from lived experiences.



[View page 12 for all our investments >](#)

Scarborough and Whitby Town Deals

In March, £37.3 million was awarded to Scarborough and Whitby. It was described as a “spectacular opportunity” and “a massive shot in the arm” to boost the towns’ economic and cultural growth.

As part of the government’s Towns Fund announcement, Scarborough was awarded £20.2 million and Whitby secured £17.1 million.



[View page 12 for all our investments >](#)



Nine projects for each town, which aim to improve and bring new opportunities for skills and enterprise, cultural activities, the environment, connectivity, well-being and sustainability, were proposed as part of the funding bids. Since then, stakeholder and public consultation has taken place to decide which projects to progress to the delivery stage.

The original bids were developed by Scarborough and Whitby Town Deal boards and Scarborough Borough Council, working with Whitby Town Council and other local partners. Feedback from public consultation also helped to shape the bids

Harrogate to York

A £9.8 million rail project will allow more trains to run between York and Harrogate.



The project, completed in December, has effectively removed a bottleneck on the route by changing track layout and modernising a signalling system. Work was carried out by Network Rail and funded by North Yorkshire County Council and York & North Yorkshire Local Enterprise Partnership supported by Government funding from the Local Growth Fund.

New safety measures have also been introduced at some level crossings on the route while the alterations to tracks at Cattal railway station will allow two trains to enter the station at the same time.

Skipton Flood Alleviation Scheme

The £17.8m Skipton Flood Alleviation Scheme helps to protect 378 homes and 165 businesses in the town centre from flooding from Eller Beck and Waller Hill Beck, which rise very quickly after heavy rain.

The project is designed to provide the town with protection over the course of the next 100 years. This improved flood resilience has enhanced economic growth in the area and has enabled the development of the South Skipton Employment Zone, a major industrial development of the edge of Skipton.

Led by the Environment Agency, the scheme was backed with £1.2m from the LEP's Local Growth Fund allocation.



York Central

York Central is one of the largest, city centre brownfield regeneration sites in England, and will drive significant growth in York and the wider region. Located adjacent to York Station, the site can leverage opportunity from York's unique position on the rail network, which provides direct connectivity to 1/3 of the UK population.

This 45-hectare mixed-use site has secured both Housing Zone and Enterprise Zone status, making it one of the most commercially attractive sites in England. The site will deliver 1.2 million sq. ft. of commercial development including 80% Grade A offices alongside a £55m expansion of the National Railway Museum. In total York Central will create 6,500 jobs.

The York Central Partnership is over-seeing delivery of the site. The partnership includes Network Rail, Homes England, National Railway Museum, and City of York Council.



Homes England and Network Rail have supported development of the site through land acquisition and master planning and will now oversee the infrastructure projects. This infrastructure work is part of a wider £155m funding pot secured by the York Central Partnership to deliver the infrastructure that can open up the site for development.

This £155m funding pot includes:

£77.1m funding from the Ministry of Housing, Communities and Local Government.

£23.5m from the West Yorkshire-plus Transport Fund

On top of a £6m Local Growth Fund contribution from the York and North Yorkshire LEP, a further £35m secured from the York Central Enterprise Zone in lieu of retained business rates.

[View page 12 for all our investments >](#)

Our Strategy for Place

21st Century Towns

The 21st Century Towns report provides an ambitious but realistic package of recommendations for towns in York, North Yorkshire and East Riding. It looks at opportunities and challenges facing towns over the long term (up to 2040) and considers how these towns can respond to major trends to achieve the economic transformation envisaged by our emerging Local Industrial Strategy.

It can be used as a blueprint to help towns maximise the opportunities of the 21st century economy – opportunities which have been accentuated by the Covid-19 pandemic. Find more information on our website.

Historic Environments

Our latest report is the first of its kind in the North of England. It can be used as a blueprint – both locally and beyond – for levelling-up heritage, creating a better understanding and appreciation of the region's historic environment, attracting investment and ensuring that heritage priorities are reflected in stakeholders' plans and delivery actions.

Commissioned with Historic England, the report will be live in the coming weeks on our website.

NP11 Placemaking

NP11 is the business-led voice for the North that brings together the 11 Local Enterprise Partnerships (LEPs) from across the North of England, including our York & North Yorkshire LEP.

Its aim is to play a leading role in realising the vision for an economically thriving Northern Powerhouse that drives economic prosperity, international competitiveness and inclusive growth for the benefit of everyone across our great towns, cities and rural communities.

One of its 6 priorities is Placemaking – ensuring that people recognise and value the great places that exist in the north of England and how they offer outstanding quality of life which attracts investors, businesses and visitors from around the world.

In July 2020 and February 2021 NP11 ran two social media campaigns, as the country re-opened #NorthMeansBusiness demonstrated the strong business resilience in the North, and #PoweredByPlaces to highlight how Northern culture & heritage are key to supporting the 'levelling up' agenda.

We took huge pride in show-casing our region throughout both these campaigns. Our former Chair, David Kerfoot MBE DL, joined the campaign with his video on the importance of place.

David said: "In the York & North Yorkshire area, we are building on the shared values and collective efforts that have brought us together during the pandemic. Out of the challenges we recognise the opportunity we have before us, and are working with the grain of our place to grow our economy as greener, fairer and stronger – one that includes everyone in opportunities for innovation and change – and transforms how we live, learn, work and play. I fully support the #PoweredByPlaces campaign, which quite rightly shines a light on the North as an area rich in culture, heritage and opportunity."



Investments

Our Investments in Selby

- Tadcaster Flood Protection Scheme
- Selby College – Equipment
- Selby College – Trailblazers
- Newlands Bridge, Drax M62
- Tadcaster Bridge

Our Investments in Hambleton

- Sowerby Environmental Space Project
- The North York Moors National Park Blue Corridor Project
- Northallerton Environmental Enhancements
- Dalton Bridge near Thirsk
- Housing and employment at Northallerton
- Central Northallerton – road improvements
- The Skell Valley Flood Resilience Project
- Harrogate College – refurb and new build
- A1/A59 Jct 47 improvements

Our Investments in Richmondshire

- Growth at Catterick Garrison

Our Investments in Ryedale

- Malton and Norton Flood Protection Scheme
- Malton Agri Business Park
- Yorkshire Arboretum Tree Health Centre

Our Investments in Scarborough

- Whitby Piers Coast Protection Scheme
- Whitby Church Street Flood Protection
- Housing Growth at Middledeepdale, Scarborough
- Scarborough housing and employment – Plaxton Park
- Scarborough Construction Skills Village
- Grimsby Institute Scarborough – ELITE skills
- Scarborough housing and employment – junction improvements

Our Investments in Harrogate

- The Skell Valley Flood Resilience Project
- Harrogate College – refurb and new build
- A1/A59 Jct 47 improvements

Our Investments in Craven

- Langcliffe Quarry Enterprise Centre
- Decarbonising Skipton: Green Future for Public Buildings and the Greatwood Estate
- Skipton Employment and Housing Growth
- Craven College – Animal Management Centre
- Craven College – Electronic and Computing Lab

Our Investments in York

- Project and Process Innovation (PAPI)
- The Biovale Project
- Bioeconomy Growth Programme

- HYPER Hubs – Creating a network of ultra-low carbon transport refuelling hubs across York
- Bio-Business Park
- Scarborough Bridge Project
- Askham Bryan College – Agricultural Skills Centre
- Askham Bryan College – Engineering
- Askham Bryan – future farm Skills
- York College – Internet of Things
- A1079 Junction Improvements Shiptonthorpe Roundabout
- A1079 Junction Improvements Killingwoldgraves Roundabout
- York Cycleway
- York EV Charging Project

Our Investments in the Region

- Humber & North Yorkshire Innovation Voucher Scheme
- Humber & North Yorkshire Grants for R&D Scheme
- Stimulating Innovation in the Agri-Food Sector (SIAFS) in York, North Yorkshire & East
- Riding & Leeds City Region
- Superfast North Yorkshire
- Digital Advantage
- Northern Powerhouse Investment Fund
- Manufacturing Growth Programme (MGP)
- Northern Powerhouse Internationalisation Fund

- Manufacturing Growth Programme II
- Humber & North Yorkshire Low Carbon Grants for R&D Scheme
- The Anaerobic Digestion and Circular Economy Yorkshire (ADCEY) project
- Resource Efficient Business (REBiz)
- Lets Grow Business Grants

Our Investments in East Riding

- Social Care Innovation Programme
- Sustainable Supply Chain
- ENTERPRISE
- Housing and Public Building Carbon Reduction Programme
- Beverley Energy Network
- Hessle Foreshore Tidal Defence Scheme
- Gypsey Race Park and Avenue – Phase 2
- Yorkshire Coast Communities
- Pocklington Flood Alleviation
- Bridlington Town Centre Improvements
- Bridlington Harbour & Marina Surveys
- Bridlington Housing – Roundabout
- Bishop Burton College – Digital Upgrade
- East Riding College – Mechatronics at Bridlington
- East Riding College – Digital Workplace
- Beverley Grovehill Road Widening

Stories

Whether working in a business, in a college or training environment, in a local authority or in a community project everyone, everywhere has stories to tell about the last year. Here we have collated some of the inspiring stories of adaptation, innovation and resilience from across the region, from our team, from our partners and from some of our regions great SMEs.

COVID RESPONSE

Covid-19 and the accompanying lockdown has changed the way that we work, learn and live. Many people were, and still are, juggling childcare duties, working and studying from home and in makeshift offices and struggling through uncertain times. Our LEP and Growth Hub teams have had to adapt and look for new ways to deliver support and help strengthen our businesses and communities.

Over **1,500** webinar attendees

80 start-ups supported through workshops



Over **200** businesses engaged due to the ShopAppy initiative

Adapting to a digital world

When the COVID crisis hit, skills and community inclusion programmes were severely impacted and had to quickly adapt their delivery to digital.

Your Consortium Adaptability, resilience, hope

At the start 2020, Your Consortium had been anticipating the delivery of two large ESF-co-financed programmes: Action Towards Inclusion (ATI) and Community Grants, through traditional face to face delivery.

As a lifeline to many of the most vulnerable in our communities, the programme delivery had to be adapted to digital and to meet the new and ever changing challenges faced by participants. Despite the pandemic, 51 ATI participants were able to secure work and 66 have progressed to further learning or training.

Growth Hub digital support

As the pandemic took hold in 2020, the need for business support accelerated and it was increasingly vital that the York & North Yorkshire Growth Hub could continue to deliver its services in spite of the restrictions imposed. In the same way that many businesses had to adapt at pace to a digital-led delivery, so did the Growth Hub. The resultant support schemes included:

- **Webinar programme:** Hosted in partnership with local experts, over 70 free online events and workshops were delivered covering important issues arising from Covid and Brexit, as well as on topics such as marketing, wellbeing, leadership, the visitor economy and business development.
- **Start-up schools:** Identifying a rising trend in business starts, the Growth Hub offered fledgling business owners and entrepreneurs free places on a series of online start-



up workshops to help get them up and running. In fact, 18% of Pop Up Business School attendees achieved their first sale during the course.

- **ShopAppy and digital support:** With high street businesses under threat from forced closures, the Growth Hub funded memberships to get businesses online through ShopAppy.com. As well as building connections with communities, local authorities, business networks and BIDs, the scheme also identified gaps in digital knowledge. In response, the Growth Hub offered extended digital skills training to businesses engage in the scheme.

"The workshop was particularly helpful in getting my new business off the ground. It has enabled me to feel confident in my approach and build a clear marketing plan. Using this has helped me to stay on track with my day-to-day activities, which in turn is yielding new clients." Mandy Hildred, nutrition and health coach, workshop attendee

Working in partnership

Partnership working is core to our success, every year, but particularly through 2020. Whether it be responding to the crisis, delivering business support locally or moving progressing our shared ambition to become the UK's first carbon negative region, working in partnership is key. Hear from three of our LEP team as they share what working in partnership looks like to them:

David – working in partnership for COVID and Brexit response

We worked in partnership with Leeds City region on our SME grant-funding programme, working with a delivery partner, UMI, to deliver a collective ERDF fund of £1.8m across West and North Yorkshire. This was to support SME businesses with a grant of £1-3k to fund business support or capital equipment to help them adapt to the effects of the COVID-19 crisis. Across York and North Yorkshire we received 1782 applications. We were able to top up our share of the pot with Local Growth Fund and deliver grants to over 300 businesses.

Having worked so well together on that piece of work, we joined forces again when government asked us to deliver a Brexit outreach service. Through this programme we were able to reach 4732 businesses and make specialist referrals against the issues that the businesses were facing.

Patrick – from LCR

“The spirit of our working relationship was just right and it genuinely felt two-way. As much as the partnership has been about sharing capacity, it has also been about sharing knowledge about the different business sector in our respective regions. As such, we feel that businesses have received a better service and product as a result of tapping in to each other's expertise.”

Jos – working in partnership to develop a climate action plan

The York & North Yorkshire region has ambitious goals to become carbon-neutral by 2034 and carbon-negative by 2040. Most Local Authorities in the region have publicly declared ‘climate emergencies’ and so are actively building their plans and projects to realise these ambitious goals. To support this important work, I joined the YNY LEP in 2020 as Local Authorities Climate Action Co-ordinator.

All local authority services, from waste collections, to street lighting to planning and public transport have impact on the environment. Within the LEP's Strategic Team for Low Carbon and Environment, an enormous amount of research has been done to understand ‘what’ needs to change and ‘how’ to achieve our environmental ambitions for the region. The Carbon Abatement Pathways work has been especially helpful and enabled me to prioritise activities to support Y&NY Local Authorities' Directors of Development and their teams. Working together we're developing and putting into actions plans that range from staff training, to help build carbon reduction and circular economy thinking into strategy plans, to sustainable procurement across all local authority services, from school dinners to building materials.

There's a lot of work to do for all organisations in the region to deliver the carbon negative ambitions. Local Authorities will be reducing their carbon footprint and supporting their local residents, businesses and communities to do likewise. We all need to make big changes and the only way that this will happen successfully is if we collaborate and support each other so our region can become greener, fairer and stronger.

Simon – working in partnership to deliver business support

With many businesses on Yorkshire's coast reliant on the hospitality sector, the region has been hit hard by the Covid-19 pandemic. In order to help the area recover, the York & North Yorkshire Growth Hub teamed up with Scarborough Borough Council to offer dedicated

support for businesses to help them access much needed information, guidance and financial help.

I took up this post in November 2020 to be the bridge between businesses locally and the wider regional picture. Combining resources, we get the best local insights and access to regional and national data, intelligence, and policy. This helps us to design and deliver programmes that are tailored to needs, and can provide real impact for local businesses. Sitting across both teams at the council and the Growth Hub, I can join the dots between the support initiatives that the two organisations offer and empower employers and the community to access opportunities that were previously unknown to them.

Alex – Scarborough Borough Council

“Business owners for the first time in a long while have someone that they can pick up the phone to. During the pandemic, companies have been so worried and not known who to turn to. We knock on their door, they explain their situation and we refer them straight to Simon. All of a sudden they have a phone number and a solution, which works brilliantly and has already been a lifeline for many.”

“Simon has a really great understanding of the local politics and priorities through the Covid pandemic. It has proved critical to have someone who understands this, but can then translate it back to regional and national policy, and can access much required funding as a result. I know that this partnership approach will benefit so many individuals across the borough and our tourism industry as a whole.”

Making a difference

Throughout the pandemic, businesses across the region have found solutions to the challenges faced by engaging with skills programmes, building their teams through apprenticeships, kick-start and T-Level placements. Here are just a few examples:

Apprenticeships

Purple Creative, a rurally based digital agency near Richmond, found themselves with staff shortages, just as the pandemic started and they were transitioning to remote working. They took the decision to recruit an Apprentice in July of 2020, strengthening the team through account management and content production skills developed through the Apprentify digital specialist apprenticeship. The rural location of Purple Creative Studio has historically posed a challenge when recruiting talent with the technical skills required and apprenticeships have proven to be dependable route to developing these skills. Purple Creative Studio benefited from the apprentice incentive payment of £2,000 as well as local funding from Richmondshire District Council through the apprentice wage subsidy scheme that provided a grant of a further £2,000.

Maisy – Apprentice at Purple Creative –

“Since joining the Purple team I have not stopped learning, the apprenticeship experience has exceeded all of my expectations. I continue to absorb the knowledge that surrounds me daily from the entire team and that of my development coaches at Apprentify too.

Kickstarter

Techbuyer Europe, global specialists in the buying, refurbishing and selling of enterprise IT equipment, founded in Harrogate, 2005. Having previously benefitted from employing local young people through apprenticeships, Techbuyer saw the huge opportunity in Kickstarter. They recruited 4 kickstarters to Techbuyer and their sister company Orital.

Although previously, the candidates CVs would have been unlikely to get them an interview, the schemes enabled the business to take a risk, and it’s a risk that is paying off. The young people, who are now gaining valuable digital, technical and office skills and adding huge value to the business. So much so that for one kickstarter, their hours have been supplemented to create a full-time role, and all four kickstarters are being considered for permanent roles at the end of their placements. That’s four good jobs created that didn’t exist before Kickstart.

Our communications

LEP Business Intermediary Update

In the last year, there has been an unprecedented amount of changes for our businesses. Whether it be closures, social distancing measures, funding packages, trade restrictions or furlough, the pace of change has been like nothing we have ever seen before.

In order to keep the region’s business support offer up to date both internally and externally to the LEP, in March 2020 we began sending twice weekly updates to our business intermediary contacts, those who are helping businesses on the front line.

Since then, our updates have been viewed nearly 10,000 times, delivering the all the latest local and national updates direct to the people that need it.

Mark Bates, Senior Business Advisor Ryedale District Council

“I find the newsletters useful. At times, I use the content to input into our own business newsletters to cascade information further amongst the local and regional business scene. The really useful information recently has been on EU Exit and Apprenticeships. They are also helpful to me for keeping myself informed on what other local authorities are doing to support businesses then, where possible, tailoring something similar for Ryedale businesses.”

Social Media

In the last year we launched our new LEP LinkedIn page, focusing on raising the profile of the LEP boards and their members and demonstrating the leadership of the LEP on our key agendas. This work culminated in the positive reception to the launch of our new chair and board members in March 2021.

Across our channels we have sought to provide information, advice, training and support to businesses and provide support for industries most impacted by Covid-19 including campaigns for our webinar programme, reshaping the economy strategy and DIT internationalisation fund. As a result, we have had over one million views of our content across Twitter, LinkedIn and Facebook.

BUSINESS JOURNEYS

Businesses across the region have worked hard to adapt to the challenges of Covid-19 and come back greener, fairer and stronger. We have seen inspiring examples of businesses adopting new business models and better working practices that increase productivity and sustainability. Here are a few from those we have supported across York and North Yorkshire.



Hetty & Betty

Hetty & Betty is a family owned cafe and restaurant, serving Whitby fish and chips since 1928. The business also specialises in more creative offerings, such as its fish and chips afternoon tea. Like many businesses in the town, the Covid-19 pandemic has meant that Hetty & Betty have been forced to close in line with government guidelines.

To make productive use of the lockdowns, owner Lois Mee wanted to refresh her marketing knowledge. Having been referred to the Growth Hub through Discover Yorkshire Coast, she was put in contact with Business Relationship Manager Simon Middleton. Simon highlighted the range of support available through the Growth Hub's webinar programme and Lois signed up to attend a three-part workshop on creating a joined up marketing plan delivered by Intandem Communications.

"I was not expecting more than confirmation of what I was already doing and a few good pointers," admits Lois. "However, within the first few minutes, I soon discovered that there were many more ways in which I could improve my marketing and PR in order to attract new customers, engage existing ones and create a much more joined up approach

"During the training, there were lots of key pieces of advice that we have implemented in our marketing plan. As a result, we have already started to see an increase in table reservations as we prepare to reopen on 17 May."

Inspired by the advice, Lois also entered Hetty and Betty in to Small Business Britain's "Best High Street Small Business" award. "I am excited to announce that we have been shortlisted!" exclaims Lois. "We are extremely proud of this achievement and are looking forward to the winners being announced on 13 May. We have successfully used this good news story in our marketing and PR, and have been featured in a number of publications as a result."

Realising the value of the training, Lois has identified an opportunity to use the knowledge gained in her customer service training for her employees too. In particular, by defining her customer personas, she believes that it will enable her staff to look for key traits and adapt their customer service approach to meet specific needs.

"This could be used to up-sell and create future custom from them when dealing with them face to face," explains Lois. "While we remain closed, we have yet to see the result of this, but I firmly believe, based on the engagement from our staff, that this will positively impact on the level of service offered to our customers.

"Overall, the quality of the training provided has proved to be an invaluable resource. I am very pleased that I signed up for the workshop, and would certainly sign up again should this be offered".

IPS Group

IPS Group have over 30 years' experience in the roofing industry. Over this time it has continuously evolved as a company to accommodate ever changing industry standards and products.

To this end, IPS Group has been heavily involved in the development of environmentally friendly roofing systems and solar PV thin film that incorporates the latest technologies.

Having relocated from Leyburn to Brompton on Swale, IPS Group has used its knowledge and expertise on its own building, completely refurbishing it using the very products the company have helped to develop.



Over the past few years, IPS Group has had some success supplying products to Europe, Australia, Canada, South Korea, Abu Dhabi and New Zealand. Its systems have also been supplied and installed worldwide via another UK manufacturer who uses its roofing membrane.

While proud of its exporting success, IPS felt that there was much more that it could achieve both across Europe and the rest of the world. Recognising that it could benefit from additional help with expanding operations, as well as with the associated training and recruitment needs, IPS turned to the York & North Yorkshire Growth Hub for support.

Peter Bowers, Managing Director of IPS Group was introduced by Richmondshire District Council to Nick White, a business relationship manager for the Growth Hub. The main objectives of the relationship was to assist with making important connections to drive the business forward and gain the right advice for the new challenges arising from Brexit.

"IPS is one of our district's quiet success stories," explains Nick. "They have achieved excellent growth and innovation despite the numerous periods of uncertainty that the construction sector has experienced through the last three decades."

"I met with Peter, and took the time to understand the business, his ambitions and the challenges he was facing. I immediately identified sources of funding that they could be eligible for. This included a scheme that could help them further develop their environmental credentials, which has continually been an important focus for IPS in relation to its products and services.

"In addition, I put Peter in touch with a key contact at the Department for International Trade. This gave him someone who could walk him through the new Brexit legislation, and enable the business to overcome the obstacles that it had been facing and find new routes forward."

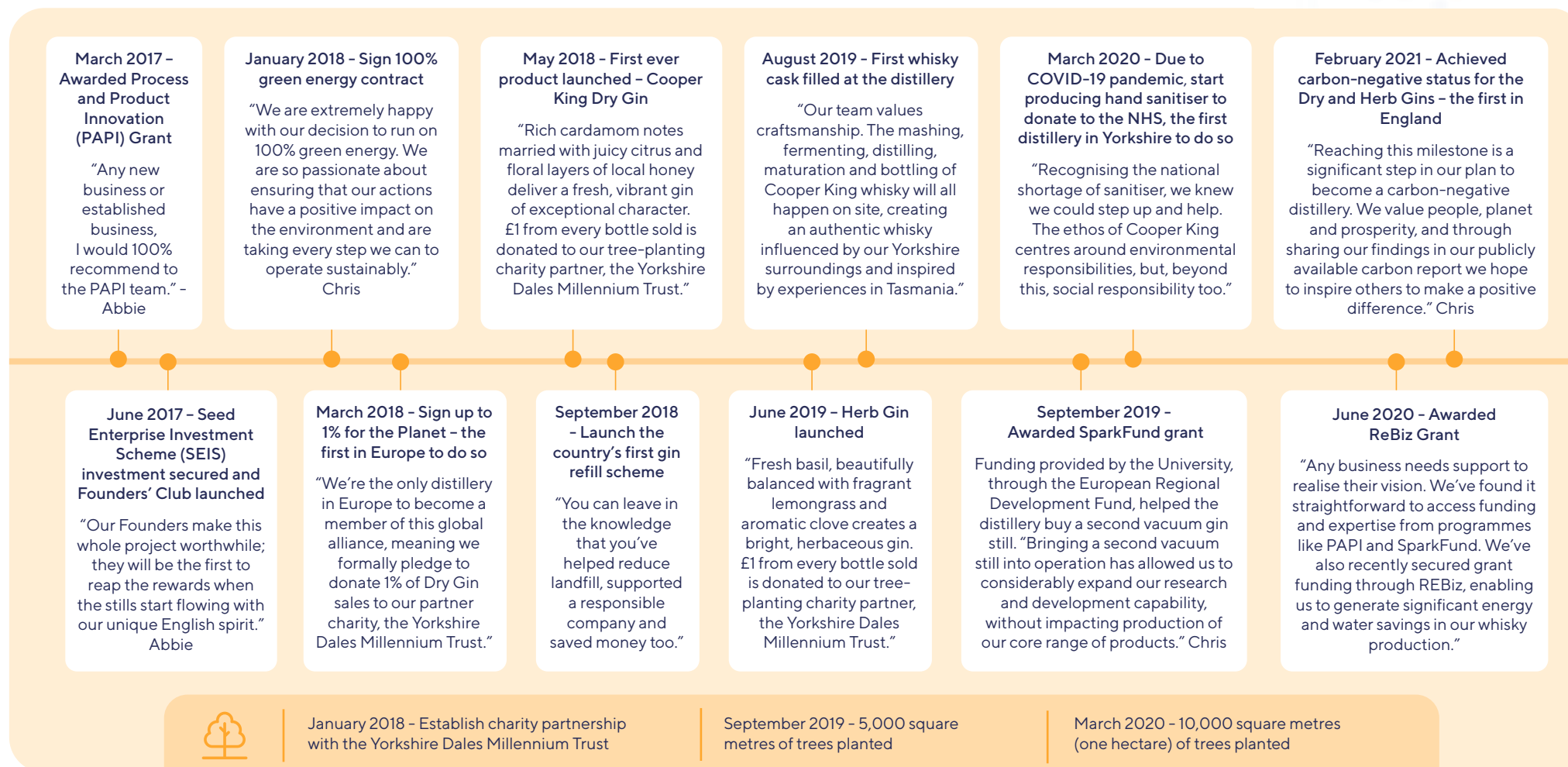
With the ongoing support of the York & North Yorkshire Growth Hub, IPS are planning on extending its operations both in the UK and overseas. "Nick has not only put us in touch with the right people to access funding," says Peter. "He has also brought a wealth of knowledge that will help us to expand our operation overseas, navigate the red tape surrounding exporting post-Brexit and has recently introduced us to the Supply Chain Network programme.

"Most importantly though, Nick has been a valued sounding board for our thoughts and ideas during the few years that we've been involved with Growth Hub. This has been an invaluable contribution to our recent success."

Cooper King Distillery

Cooper King Distillery, founded by Chris Jaume and Abbie Neilson in 2016, have worked with the York & North Yorkshire LEP for a few years, as part of the Circular Yorkshire campaign which brings partners together from across Yorkshire to accelerate our region's transition to a circular economy and to help us achieve our carbon-negative ambition.

Cooper King's journey is inspiring and their story has been shared with many other businesses to encourage them to become circular and reap the benefits. As well as having great products and being lovely people, it just goes to show how being a sustainable ethos is good for business.



ROUTEMAP TO CARBON NEGATIVE

Fundamental to our vision for a greener, fairer, stronger economy in York and North Yorkshire, is our shared ambition to be carbon-neutral by 2034 and carbon-negative by 2040. Working together with our key stakeholders and partners, we will capitalise on our high quality landscape and green spaces to support our ambition to be a greener, fairer and stronger economy.



Whilst the study highlights the immense scale of change required to get to carbon-neutral, for the first time it provides us with a clear pathway to achieve our climate goals.

Carbon Abatement Pathways

In York and North Yorkshire, we have a collective ambition to be carbon-neutral by 2034 and carbon-negative by 2040. This ambition sits at the core of our vision for a greener, fairer, stronger economy and drives the thinking behind our core strategies, including our Local Energy Strategy, Circular Economy Strategy and COVID Reshaping Plan.

At the end of 2019 in partnership with West Yorkshire Combined Authority, York and North Yorkshire LEP commissioned a major study to answer some fundamental questions. What do we need to do in our region to achieve our carbon-reduction targets? How and in what sectors? When does this change need to happen? The LEP wanted a strong evidence-base to inform and answer those questions to enable informed decision-making.

The Carbon Abatement Pathways Study provided that evidence base. Crucially, it allowed us to 'play' with the model so that we could explore different scenarios, their impact and inter-relationships. As a tool, it has and is really helping us to inspire and promote action.

We have now identified technically robust pathways to carbon neutral and beyond across an integrated model of the five most carbon-intensive sectors in York & North Yorkshire— buildings, transport, industry, power, and land use and agriculture.

From here, we have worked with partners to sense check the data and conclusions as well as to identify key milestones, decision points, policies and interventions to deliver these outcomes. With the final report published in March, the focus now is to hold a series of Roundtable events to co-create an evidence-based and stakeholder-led 'Routemap Towards Carbon Negative'.

Watch out for an update on this in July.

Hemp Supply Chain

Grow Yorkshire is a York & North Yorkshire Local Enterprise Partnership-led initiative, working with partners to help the region's farming and food production businesses to build resilience.

In March, a major study was unveiled, examining the opportunities of the hemp industry in Yorkshire. Commissioned by Grow Yorkshire, research examined the current supply chain to see how the region could potentially play a bigger part in an industry estimated to be worth more than £3bn globally.

Hemp has a range of uses, including building materials, biofuel and clothing. In Yorkshire, around 1,600 tonnes of hemp is produced annually, which is approximately 35-40% of the current UK output.

Hemp is a relatively niche crop at present but there's growing demand and interest thanks to the environmental benefits hemp offers and the diverse range of uses it has commercially.

The report points to a short term goal of collaborative working among hemp supply chain stakeholders, to help share expertise and mirror similar approaches abroad where clusters have formed to pool resources.

The Supply Chain Network has also contributed to the production of the report, written by consultancy firm Promar International.

Emma Gough, Senior Consultant at Promar International, said: "Our research has shown that the hemp sector in Yorkshire plays a significant role in the UK hemp industry. There are a large number of passionate and pro-active stakeholders that have the opportunity to collaborate and strengthen the existing supply chain going forward. We hope that this research can be a star

Circular Yorkshire

Circular Yorkshire is a campaign that brings together stakeholders and partners from across Yorkshire. Through the application of the circular economy, we can create a greener, fairer, stronger economy that allows everyone to thrive and develop resilience to future challenges. Going circular will enable us to realise our ambitious regional goal of becoming the UK's first carbon-negative region by 2040. Throughout 2020 and early in 2021, we have been working together with partners to deliver activity for our Circular Yorkshire campaign.



'6 Benefits to Business' E-Guides

To mark our 2020 Circular Yorkshire month in November 2020, the York & North Yorkshire Growth Hub launched a series of Circular Economy '6 Benefits to Business' E-guides, in collaboration with the CBI, FSB and North & West Yorkshire Chamber of Commerce.

Over 1,300 people engaged with us through our programme of 20 webinars.

Grow Greener

The Growth Hub also funded the Grow Greener programme targeting 20 businesses in a consultancy led programme to reduce energy costs and consumption and lower their carbon footprint. Alongside this programme and in partnership with the West Yorkshire Combined Authority, the ERDF funded ReBiz programme has delivered consultancy and capital funds to 40 businesses in the region, again focussed on reducing energy usage and cut down on waste. Businesses were also engaged by the Growth Hub and Too Good to Go collaboration. The app, offered free to 50 businesses in the region for a year, helps to reduce food waste.

What do donuts have to do with the economy?

In March 2021, we were thrilled to co-host a Donut Economics webinar with Steve Mason from Environmental Smart and internationally-acclaimed economist and author Kate Raworth. The economic model helps cities and regions understand how they can thrive and prosper in a circular economy.

The event attracted over 220 attendees from all across the UK and as far away as Australia and Dubai.

So, what for 2021?

Whilst globally, there is a lot of work already in action to develop Circular Cities, Circular Yorkshire is on a mission to ensure no town or community is left behind as we prosper together in a circular economy. That is why we're developing a Circular Towns toolkit to be published in 2021.

Our hope is to share our work at the global COP26 event in November in the host city of Glasgow and inspire towns everywhere to get started on their circular journeys.

Electric Vehicle Training

A skills gap in emerging electric vehicle technologies is being addressed at two colleges in the region.

York College and Scarborough TEC are progressing with EV projects, having received funding via the York & North Yorkshire Local Enterprise Partnership.



York College received £150,000 to increase technical skills capabilities in electric vehicle technologies. This project will support low carbon electric vehicle skills development through an extension to existing workshop space and state-of-the-art technologies at the college.

When funding was agreed in October, Louise Doswell, Deputy Chief Executive and Principal (Partnerships and Development) at York College, said: "York College is committed to training and upskilling motor vehicle technicians to increase capacity to meet the demand for green transport options and contribute to the government net zero carbon target by 2050.

"This investment will enable small and medium sized (SME) independent garages who experience the most difficulties in meeting technological advancement needs to access local training opportunities. These developments will also enable access to emerging technological training for new entrants (16 to 19 -year olds) that will enable young people to enter the jobs market with advanced skills and improve employment opportunities."

Meeting environmental needs

Scarborough TEC received £92,620 investment for their electric and green skills project. This will support the purchase of electric vehicle / training equipment to enable low carbon motor vehicle maintenance courses and charging bays will be installed in the college's existing Automotive, Construction and Engineering Centre.

This was also part-funded with money secured by the York & North Yorkshire Local Enterprise Partnership and opened in June 2019, to promote green transport education and training and employability. In addition, the project will provide new engineering technologies, to introduce hybrid/ electric transport courses.

Ann Hardy, Principal of Scarborough TEC, said: "The electric vehicles will be a fantastic addition to the resources at Scarborough TEC. The vehicles will provide the latest in electric vehicle technology to help us train the future professionals of the industry in preparation for changes in the motor industry to meet environmental needs."

Funding for both schemes has been allocated from the government's Getting Building Fund.

Future focus

We will work with the UK government and local stakeholders to ensure that York and North Yorkshire is benefitting from the Build Back Better policies to reach our full potential as a Greener, Fairer and Stronger economy for all. Underpinning our ambitions is the vision to become England's first carbon negative region, capitalising on our unique capabilities within our natural capital, innovation assets and major industrial investment.

We have worked closely with local partners to develop the devolution proposals for York and North Yorkshire and have invested heavily in feasibility studies to ensure we retain a strong pipeline of proposals.

Alongside this, we have collaborated to develop ambitious future plans directly delivering on the UK government strategic objectives.

In 2021-22 we hope to meet and converse with as many of our partners as we can through our 'Festival of Engagement', from September through to Christmas. Together we will turn our Plan for Growth into action and impact and build a Greener, Fairer, Stronger York and North Yorkshire.

Becoming a science superpower	BioYorkshire – a strategic collaboration with University of York, FERA Science Ltd and Askham Bryan College to create a globally significant bioeconomy innovation cluster.
Delivering Net Zero	Our Carbon Abatement Pathway sets out an evidence base to guide the region in making investments to achieve carbon negativity
Levelling Up	Our 21st Century Towns work provides a clear framework for our towns to not just recover from the impact of Covid-19 but also to use it as a catalyst for positive change. Complimenting this work, Our Historic Environment Report developed in partnership with Historic England, provides a strategic approach to leveraging the economic value of our heritage assets, recognising the importance of places in driving the economy.
Global Britain	Working with Department for International Trade we have developed an internationalisation strategy, identifying key opportunities for York and North Yorkshire to capitalise following the UK Exit from the EU.

Assurance

York, North Yorkshire & East Riding LEP 2020/21 Income & Expenditure Statement

INCOME	£000's
BEIS Contribution	£500.0
Government Grant/Other Contributions	£1,608.5
Staff Recharges	£233.2
Bank Interest	£94.0
Balance Sheet Reserves Utilised	£1,539.9
Carried Forward Earmarked Reserves Utilised	£33.8
Total Income	£4,009.3

EXPENDITURE	£000's
Staffing (Salary + on-costs)	£1,718.6
Secondments	£178.8
Other Hired & Contracted Services	£410.0
Staff Travel	£2.5
Staff Recharges	£233.2
Training	£7.7
Rent	£27.5
Venue/Room Hire	£13.1
Entertainments & Refreshments	£0.5
Subscriptions/Sponsorships	£52.4
IT	£35.0
Marketing	£156.9
Pool Car Charges	£0.0
External Audit Fees	£1.0
Other General Expenses	£0.9
Professional Fees	£352.5
Grants Paid	£818.9
Total Expenditure	£4,009.3

Total Funds Within The YNYER LEP's Direction or Control
at the Start and End of the 2020/21 Financial Year

FUNDS	Op. Balance £000's	Movement £000's	Cl. Balance £000's
Earmarked Reserves	£310.3	£-33.8	£276.5
Core	£1,083.7	£-164.1	£919.6
LGF Revenue	£1,375.8	£-1,375.8	£0.0
Capital LGF Income Advance	£9,028.3	£-9,028.3	£0.0
Growing Places	£3,815.3	£246.8	£4,062.1
Total Funds	£15,613.4	£ 10,355.2	£5,258.2

Total Funds Committed by YNYER LEP to External Organisations
Through Grants and Risk Finance 2020/21 Financial Year

FUNDS	£000's
Revenue Grants	£19.4
Local Growth Fund Capital	£9,028.3
Growing Places Fund	£203.3
Total Funds	£9,251.0

Total Funds Committed by YNYER LEP to Suppliers
to Purchase Goods, Works or Services 2020/21 Financial Year

FUNDS	£000's
Goods, Works & Services	£1,042.6
Total Funds	£1,042.6

Total Funds Committed by YNYER LEP in Operating Costs
2020/21 Financial Year

FUNDS	£000's
Operating costs	£1,927.3
Total Funds	£1,927.3

Board Membership and Structure

Main LEP Board Members:

Sam Alexander	Stephen Siddons (Cllr)
Keith Aspden (Cllr)	Helen Simpson
Helen Boaden	Public Sector
Private Sector	Private Sector
Mark Crane (Cllr)	Jan Thornton
Angie Dale (Cllr)	Kiran Trehan
David Dickson (Deputy Chair)	Jonathan Wurr
Peter Emery (Deputy Chair)	Named Substitutions:
Jan Garrill	Cllr Andy D’Agorne (for Cllr Aspden)
Jane, Lady Gibson	
Bruce Heppenstall	
Clare Hutchison	
Sue Jefferson	
Carl Les (Cllr)	

