

Economic Framework

March 2024



City region
Rural powerhouse

Version Control

Edit	Date
Economic Framework (approved by the Combined Authority)	18/3/24
Page 9, additional rail lines added to the map	21/3/24

City region
Rural powerhouse

Contents

Introduction

- [Economic Framework Model](#)

Part 1: York and North Yorkshire Economy

Part 2: Three Overarching Ambitions

- [Transition to Carbon Negative](#)
- [Deliver Good Economic Growth](#)
- [Opportunities for All](#)
- [How can Investment Support all Three Ambitions?](#)
- [Supporting Health and Wellbeing of Our Communities](#)
- [Our 8 Thematic Priorities](#)

Part 3: Thematic Priorities

- [Great Places for All](#)

- [Global Economy](#)
- [Productive & Innovative Economy](#)
- [Green Economy](#)
- [Thriving Workforce](#)
- [Strong Culture & Heritage](#)
- [Sustainable & Affordable Homes](#)
- [Well Connected Economy](#)

Part 4: Next Steps

City region
Rural powerhouse

Introduction

What is the Economic Framework?

This is the first Economic Framework for the York and North Yorkshire Combined Authority. The Combined Authority was established in December 2023 with the election of its first Mayor in May 2024.

A Framework built on strong collaboration and engagement with local stakeholders.

The Framework builds on the strategic economic plans and policies of its two constituent local authorities, the [City of York Council](#) and [North Yorkshire Council](#).

North Yorkshire Council's Economic Strategy

- Outward Looking Economy
- Innovative Economy
- Productive Economy
- Resilient Economy
- Carbon Negative Economy
- Inclusive Economy

City of York Council's Economic Strategy

- York as a global City
- Thriving businesses
- A thriving workforce
- A greener economy
- An economy driven by good business

This forms the basis of the Combined Authority's three overarching ambitions:

- **Transition to Carbon Negative** - A carbon negative, circular and more resilient economy.
- **Deliver Good Economic Growth** - A global, innovative, productive economy with strong and thriving businesses
- **Ensure Opportunities for All** - A thriving and inclusive economy.

Why is the Economic Framework needed?

The Framework has been developed to provide the following:

- An initial set of agreed priorities and direction for the new York and North Yorkshire Combined Authority
- An outline of the key challenges and opportunities for the economy of York and North Yorkshire, and
- Create a positive start from day one for the new Combined Authority.

Who does the Economic Framework apply to?

The Framework's priority is to support the work of the York and North Yorkshire Combined Authority. However, it recognises that its ambitions will require collaboration and partnership working.

This Framework provides the initial set of priorities for the new Combined Authority, but it is proposed that a full detailed Economic Strategy and Investment Plan will be produced following the election of the York and North Yorkshire Mayor in May 2024.



The Economic Framework

This diagram summarises the contents of the Economic Framework.

The Combined Authority's three overarching ambitions encapsulate any work that the Combined Authority undertakes. If investment is not directly contributing to all three ambitions, it should never lead to a detrimental impact on one – they are key determinants on where investment should be made.

The inner circles represent strategic thematic priorities, which set out how the CA will achieve its ambitions. These priorities should not be considered in isolation.



City region
Rural powerhouse

Key:

= Our Overarching Ambitions

= Health and wellbeing should be reflected through all priorities

= Thematic Priorities

Part 1:
York and North
Yorkshire Economy



An Overview of York and North Yorkshire

York and North Yorkshire covers approximately 846,367.54 hectares of land, which equates to 6% of England and is 5x the size of Greater London.

The geographical area is incredibly diverse. It is both highly connected and urban, with the city of York at its centre and distinct towns, but also deeply rural with many isolated communities.

A Vibrant City economy

The city of York is the largest urban area within the subregion – 20% of York and North Yorkshire's population is based here and the city drives much of the area's productivity and has some of our highest wage levels. Integrated with the York and West Yorkshire economies is Harrogate, the second largest population area (9%), closely followed by Scarborough (8%) on the coast. These key economic centres attract significant residents, visitors and businesses.

A High-Quality Rural Landscape

York and North Yorkshire includes high-quality landscapes with two national parks (North York Moors and the Yorkshire Dales) and three National Landscapes (Howardian Hills, Nidderdale and the Forest of Bowland).

A Strong Coastal Economy

York and North Yorkshire has an incredible coastline which draws both residents, businesses and visitors

alike, but also provides an environmental and economic opportunity. The coastal economy has a strong maritime history, a buoyant visitor economy, manufacturing base and emerging offshore renewables sector. Whitby and Scarborough are the largest coastal communities.

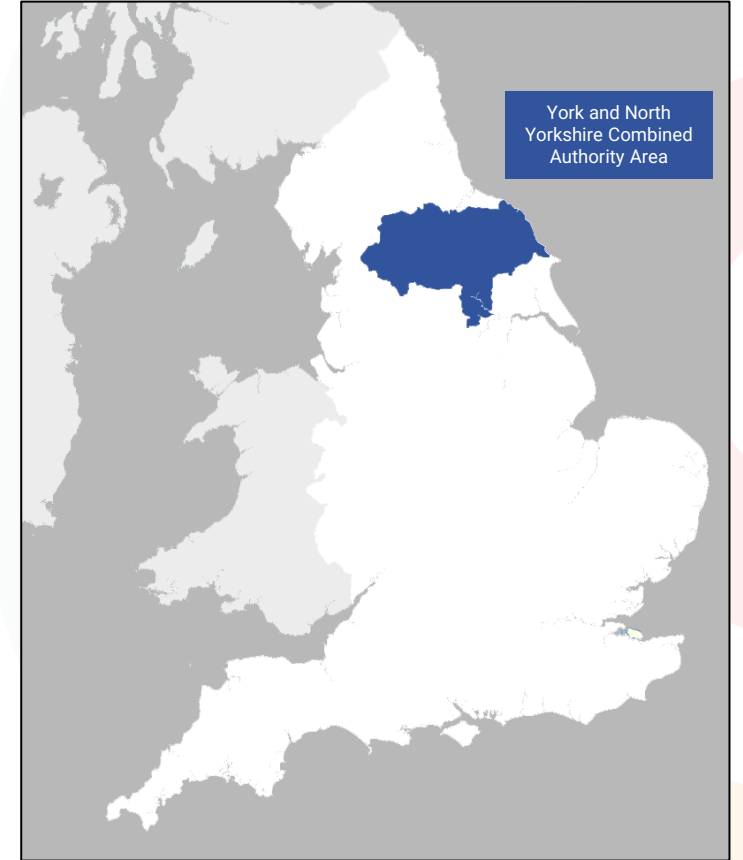
Distinctive Market Towns

The economy of York and North Yorkshire is dominated by a number of distinctive market towns, which play a significant role in community wellbeing and business growth within the subregion. For example: Knaresborough, Selby, Skipton, Malton, Northallerton and Richmond, to name a few.

Well Connected to Neighbouring Economies

The area also has close economic links with neighbouring regions - West Yorkshire and Humber economies to the South and Tees Valley to the North, providing strong access to ports, airports and key conurbations. Connectivity goes beyond neighbouring regions with many key urban centres easily reachable, particularly from York. York to London is less than 2 hours on the train with York sitting at the heart of UK rail.

Interconnectivity across the subregion is more limited and heavily reliant on private car usage. York and North Yorkshire has excellent north-south connectivity but east-west needs significant improvement.



A great place to live, work, learn and visit

According to a [recent survey](#) in 2023, Skipton, Harrogate and York ranked as the top three happiest places to live within Yorkshire and the Humber. Skipton was also featured in the top 10 happiest places within Great Britain. The creative and culture assets are one of the biggest drivers of the area's attractiveness. However, this leads to unaffordable housing and a high number of second homes for holiday lets. In some areas, housing and rent is much closer to Southern counterparts whilst wage levels remain much lower.

Driving opportunities for all is key

Some neighbourhoods in the subregion are among the 20% most deprived in England. Most of these are in Scarborough, but six are also within York, two in Craven and single neighbourhoods in Selby and Harrogate, signifying deprivation is not simply coastal-based. Although this only equates to 6% overall, we need to ensure that these people aren't left further behind.

Ageing population

York and North Yorkshire is home to 820,500 people, 61% of which are of working age. The population is primarily of an older demographic with 24% of residents aged 65 and over compared with a national average of 18%. The only exceptions to this trend are York, where there is a strong student base due to the presence of two universities, and Selby.

A highly qualified and educated workforce

The subregion has some of the strongest qualification levels in the North with over half of the working-age

population qualified to NVQ 4+ level and there are very low rates of people with no qualifications (5.4%). Unemployment levels are also low at 1.7%.

Home to significant research and innovation assets

York and North Yorkshire's asset base varies widely, including high-performing academic institutions (three universities are based here), research and development, innovation and sector specialisms (e.g. Stockbridge Technology Centre, York Biotech Campus, Network Rail's Training Centre, Green Chemistry Centre of Excellence). These assets can support our businesses to be more resilient, productive and innovative.

Strong presence of foundational sectors

The key employment sectors for residents include: Wholesale and Retail (14.8%), Health and Social Care (12.8%) and Accommodation and Food Service Activities (12%). Although a small employment sector overall, Agriculture is a specialism of the subregion with a much larger proportion of businesses than national levels. There is significant public sector employment, particularly in York and Northallerton for 'General public administration activities', whilst 'Defence Activities' are significant to the northern area of the patch due to the presence of Catterick Garrison.

A diverse economy dominated by micro and small businesses

The York and North Yorkshire economy does not rely on one singular industry, often resulting in ongoing stability for the economy, even during major shocks such as the Covid-19 pandemic.

It is primarily made up of micro businesses, reflecting

a similar picture to national levels, alongside high levels of entrepreneurship and start-ups. However, larger businesses still have a significant role to play in the economy, providing substantial employment and supply chain opportunities and acting as key anchor institutions.

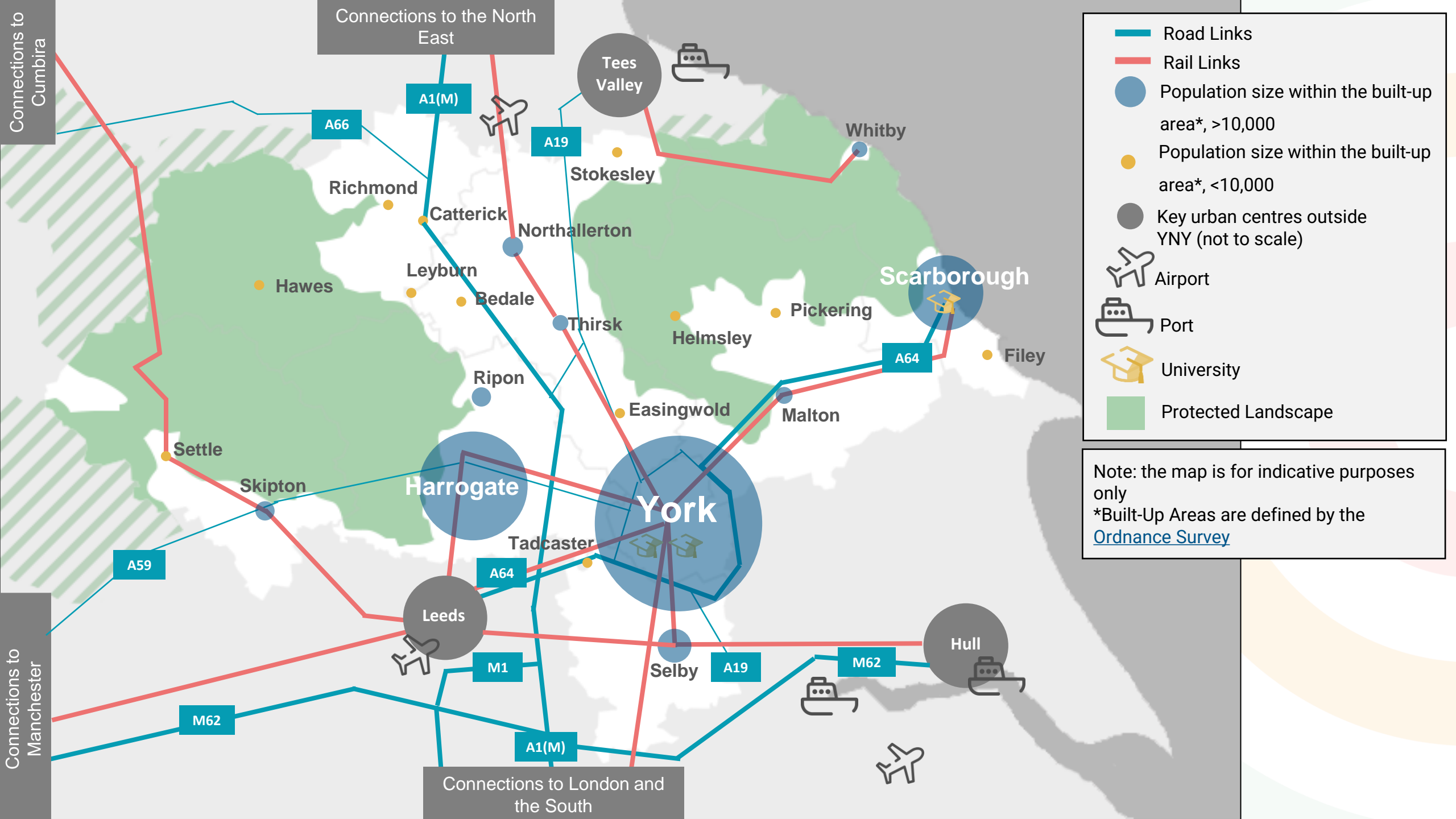
Global brand recognition

Manufacturing, particularly food, has a prominence in the subregion with many internationally-recognised brands based here (Nestle, McCains, Taylors of Harrogate, to name a few). Alongside our products, our places are also globally recognised, particularly the city of York, drawing in international students, domestic and international tourists and a range of inward investment opportunities.

High growth sector potential

York and North Yorkshire is forward-looking and has identified several sectors that have scope to develop now and into the future. These sectors can drive the three overarching ambitions identified in the Framework. For example, rail is a key sector, with strong links to manufacturing and supply chains, which can help to generate innovative, technology-focussed roles and make a significant contribution to productivity.

Supporting this sector growth is a strong presence of Business and Professional Services in the subregion, including notable organisations such as Aviva, TSYS, VocaLink and others. There's a large number of people employed in these sectors, undertaking high value work (particularly in York, Harrogate and Skipton).



- Road Links
- Rail Links
- Population size within the built-up area*, >10,000
- Population size within the built-up area*, <10,000
- Key urban centres outside YNY (not to scale)
- Airport
- Port
- University
- Protected Landscape

Note: the map is for indicative purposes only
 *Built-Up Areas are defined by the [Ordnance Survey](#)

Part 2
Three
Overarching
Ambitions



Transition to Carbon Negative

A carbon negative, circular and more resilient economy.

York and North Yorkshire is in a prime position to support national and global efforts to combat climate change, even going beyond net zero and becoming England's first carbon negative region. This opportunity is supported by both the area's natural assets and urban centres. For example:

- Natural carbon capture and sequestration supported by the two National Parks and three National Landscapes;
- Innovative pilot opportunities through our urban assets (including Retrofit One Stop Shop and Heat Network Zoning Pilots in York);
- Key sectors that support the agenda, e.g. electric bus manufacturers Alexander Dennis in Scarborough and Switch Mobility in Sherburn in Elmet, which are used on York's Park and Ride.

York and North Yorkshire is able to understand and pioneer the sustainability opportunities from both a rural and urban setting.

To date, significant progress has been made to reduce carbon emissions. However, there is still a long journey to achieve this ambition and tackle climate change. Without intervention or acceleration, there are massive economic risks, resulting from changes to our climate such as increased frequency and severity of flooding, increased temperatures, water shortages and rising sea levels. Businesses

could face disruptions on food production, damages to physical assets and destruction of ecosystems that underpin our key sectors (such as agriculture and tourism).

Pace and scale will be needed to reach this ambitious target.

What is the economic opportunity?

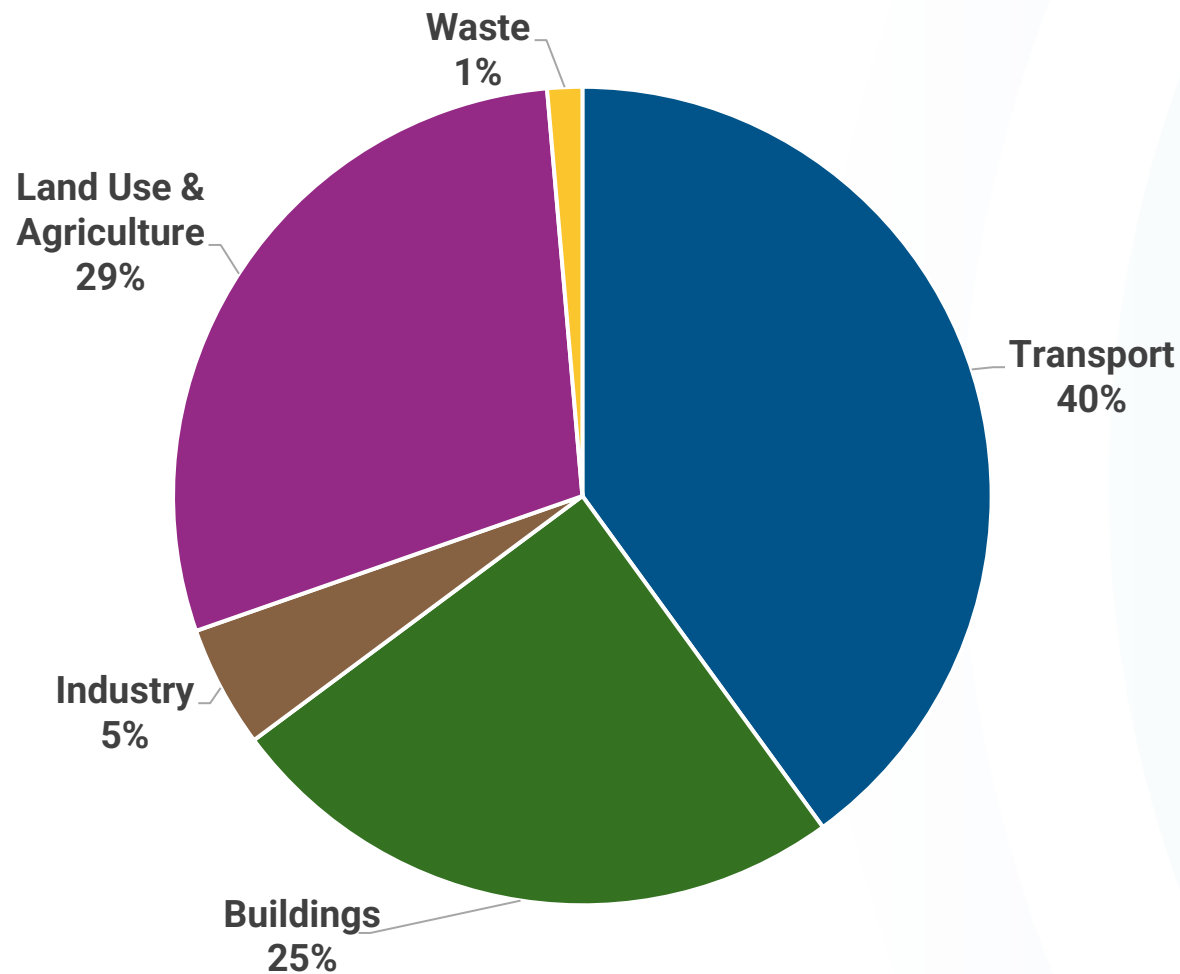
The transition to carbon negative is not just good for the environment, but can also support our businesses, people and communities:

- New jobs (e.g. growth within the renewable energy sector)
- Increased public and private sector investment
- New skills (e.g. retrofitting requirements for the construction sector)
- Resilience for key sectors – agriculture, food and drink manufacturing, and tourism – all of which are extremely vulnerable to impacts of climate change
- Health benefits leading to a stronger workforce (e.g. cleaner air, improved energy efficiency of homes)
- Cheaper, cleaner and more secure energy, a benefit for both businesses and residents



Net Zero by 2034 and carbon negative by 2040.

Figure 1: Graph showing that transport and land use and agriculture emissions are the largest contributor to the overall emissions across York and North Yorkshire.
(Current Emissions, %)



Source: [North & West Yorkshire Emissions Reduction Pathways, 2021](#)

In 2020, York and North Yorkshire produced 7.8 MtCO₂e/yr*. Due to the rural nature of much of York and North Yorkshire, there are large contributions from agriculture and transport to Greenhouse Gas (GHG) emissions. Land use, land use change and forestry (LULUCF) and agriculture emissions are high in the region, dominated by agricultural non-CO₂ emissions. North Yorkshire has the second highest levels of GHG emissions in England (only preceded by Devon).

There are limited emissions from heavy industry. This is mostly based in Selby, but also driven by food and drink and mineral sectors.

Much of the emissions from buildings and industry are due to heat generation, primarily using natural gas and some oil. Electricity related emissions will be addressed through decarbonisation of the power sector.

*CO₂e is CO₂ equivalent, considering other GHG produced by combustion of fuels and in agriculture.

Deliver Good Economic Growth

A global, innovative, productive economy with strong and thriving businesses

Compared to many Northern counterparts, York and North Yorkshire has a strong economy, particularly driven by York's performance. But there is an opportunity to strengthen it further, attracting new investment and driving our businesses to be more productive, innovative and resilient.

The York and North Yorkshire economy is valued at £22bn in 2021. This is comparable to similar geographies and areas across the UK. However, productivity shows a slightly different picture.

From 2011 to 2021, York and North Yorkshire's average output was 87.5% of the national average. The region faces a gap when compared to national and Southern counterparts. This is primarily driven by North Yorkshire, which lags behind at 84.1%. York was much closer to national levels at 97.4%.


Wage levels are also lagging when compared to the national average. Underperformance is mostly concentrated along the coast and in rural pockets. Resident pay is stronger than workplace measures across all areas of North Yorkshire (although noting this trend is not reflected in York), indicating that a proportion of residents commute out of the area for jobs that are better paid.

There are people sitting within low-waged and low-skilled roles with huge potential and transferable skills

to move into growing sectors. Around 12% of people are still paid below the Real Living Wage.

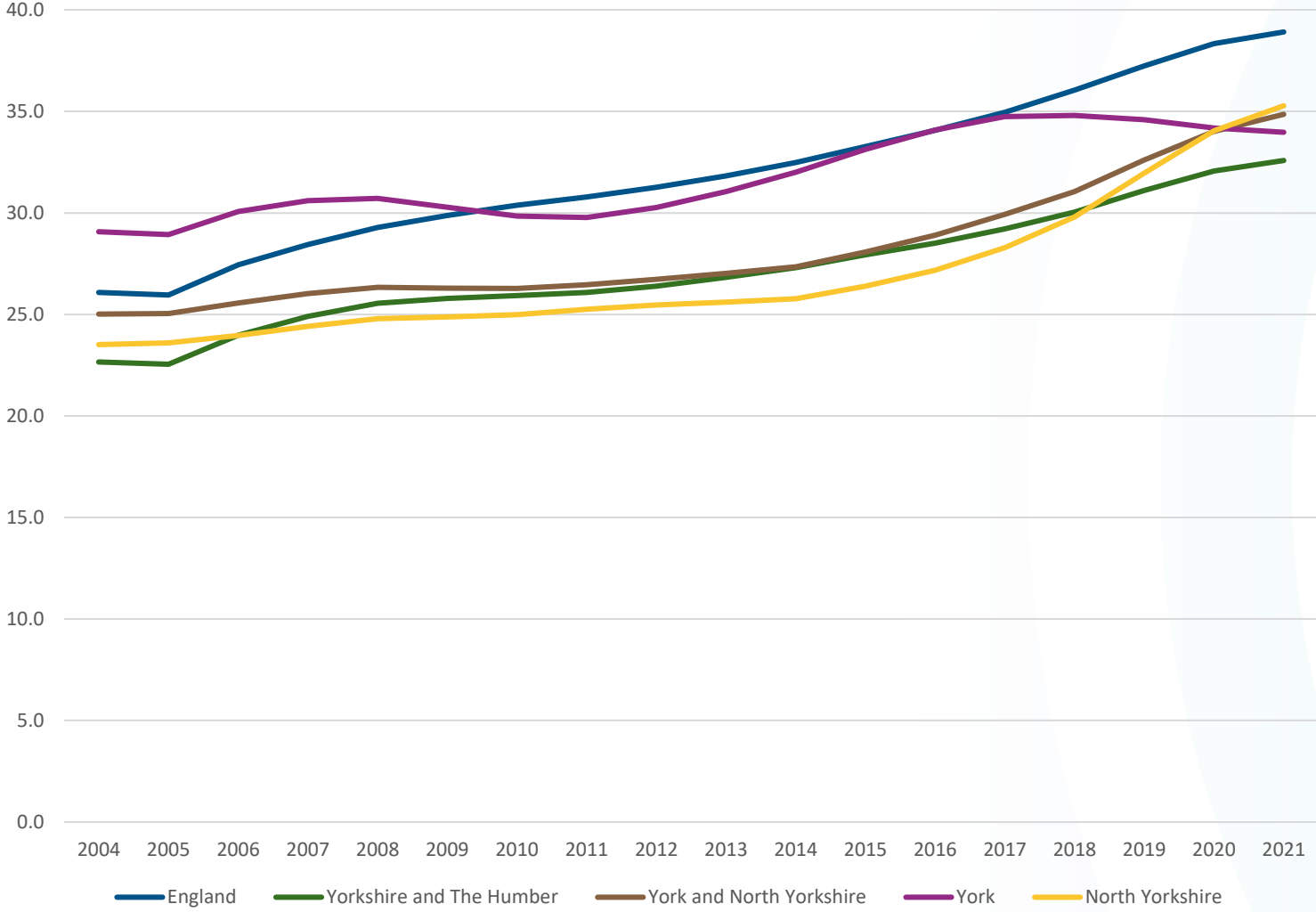
What is the economic opportunity?

- New investment and growth in the economy
- Increased productivity levels
- Higher quality and higher wage job opportunities
- Increasing skill levels
- Better quality of life for residents
- Greater business resilience and productivity



Increase the value of our economy in a way that benefits our people, places and environment.

Figure 2: GVA per hour worked (£) in current prices (smoothed)



Between 2004 and 2021, productivity (as measured by GVA per hour worked) for York and North Yorkshire has remained on a positive trajectory, except a minor decrease in 2009 likely driven by the 2008 financial crash. Productivity has significantly grown over this period (39%), but the average annual growth was 2% with some years being somewhat stagnant.

Source: [Office for National Statistics](https://www.ons.gov.uk)

Opportunities for All

A thriving and inclusive economy.

York and North Yorkshire has some of the most desirable places to live, work and visit. In 2023, Skipton, Harrogate and York were voted the top three happiest places to live in the region. However, this is not a consistent picture across the whole patch. The benefits of living and working within York and North Yorkshire are not always equitable.

Some of our communities are falling behind, and this is a result of varying factors primarily linked to accessibility – e.g. access to transport, housing, education and training, good employment etc.

13% of neighbourhoods within York and North Yorkshire rank in the 10% most deprived for 'Barriers to Housing and Services' according to the Indices of Multiple Deprivation. This assesses physical proximity of local services and 'wider barriers' which includes issues relating to access to housing such as affordability and homelessness.

Although this is partly driven by the rurality of the subregion and our isolated communities, these challenges also apply to our urban centres, particularly housing affordability.

York and North Yorkshire might have some of the best connectivity, particularly in our highly built-up areas and strong links to neighbouring geographies, but it also has some of the worst digital and transport connectivity. With technology ever-changing, there's a risk that residents could be disadvantaged if the infrastructure struggles to keep

pace. Connectivity also plays a key role in ensuring that people have access to employment, learning and key services.

Some of our well-paid workers are falling behind compared to national levels and there is a large proportion of underemployed people. The highest paid jobs in the region are paid significantly less than the highest paid jobs nationally and this is the main source of the overall pay gap in the subregion.

For York and North Yorkshire, levelling-up is less about regional and Northern comparators, it's bridging the gap with national performance and against Southern counterparts. There are also disparities between some of our communities, particularly along the coast, which need to be addressed.

What is the economic opportunity?

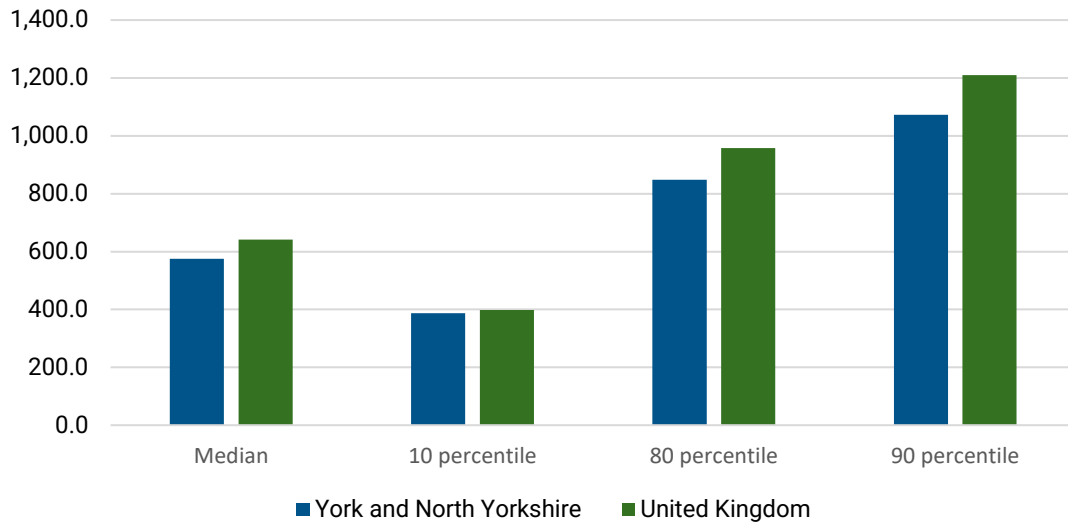
- Create a stronger, healthier and more resilient workforce
- Improve quality of life for residents
- Encourage more people back into the labour market and reduce labour shortages
- Higher quality, higher paid jobs



All residents should benefit from economic growth and have equal access to opportunities.

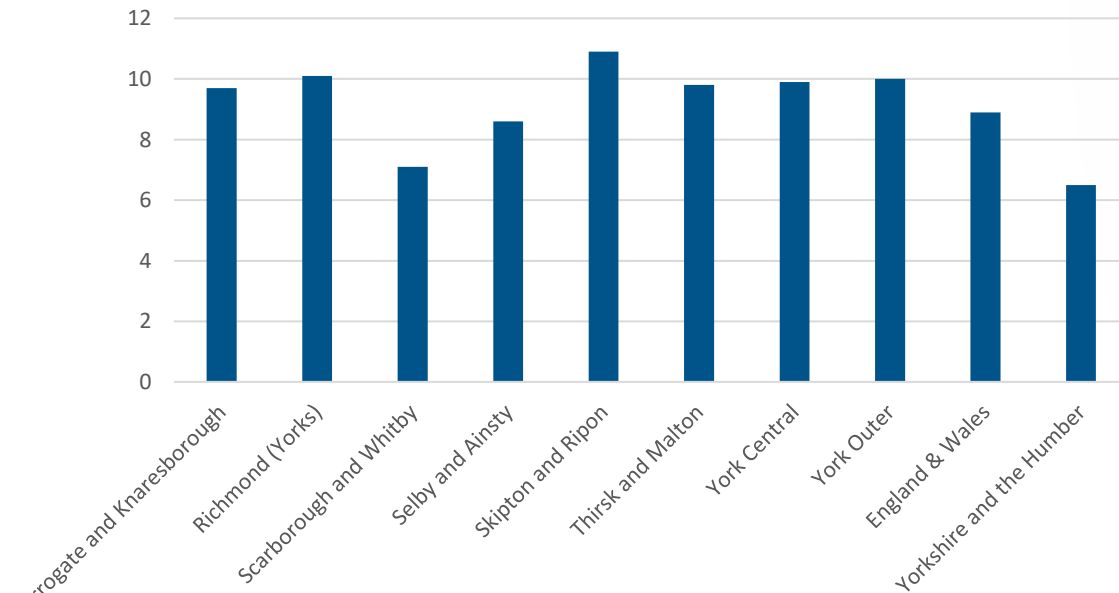
Growth Hub Programme Event,
'Strive Live'

Figure 3: Gross Weekly Pay, 2022



Source: Office for National Statistics

Figure 4: Housing Affordability Ratio



Source: [House of Commons Library](#)

Figure 5: Average Minimum Travel Time to Reach the Nearest Key Services*, 2019 (Minutes)

Local Authority	Public Transport / Walking	Cycle	Car	Walking
York	16.4	13.6	10	25.1
North Yorkshire	27	23	12.6	44.3
Yorkshire and the Humber	18	15.4	10.2	28.9
England	17.9	15.6	10.3	28

Source: [Department for Transport](#)

Key Services includes: Centre of Employment, Primary School, Secondary School, Further Education, GP/Hospital, Food Stores and Town Centres

The rurality of North Yorkshire can cause limitations around active travel and accessibility. Some areas have an average time of nearly an hour's walk to the nearest key services, twice as long as England's average time. This is particularly apparent in some of the most isolated communities, whereas our built-up areas are much closer to national levels.

How can investment support all three ambitions?

Case Study – ‘Your Sustainable Future – Experiences of the workplace’

The York and North Yorkshire Careers Hub is one of 7 Hubs nationally leading on a pilot that aims to work collaboratively with the Net Zero sector and Green Industry representatives to increase experiences of the workplace opportunities across the area.

The fully funded pilot offers experiences of the workplace to students in year 9 at nine selected schools in North Yorkshire, helping to reduce the barriers between business and education.

This is one example of how activity can contribute to all three overarching ambitions.



Supporting health, wellbeing and access for all our communities

Currently, good health is not evenly distributed across the sub-region. There is a 13-year gap between the lowest area and highest area for life expectancy levels of men in the sub-region, similarly there is a 12-year gap between women in the lowest and highest areas.

By supporting our three overarching ambitions, there is also an opportunity to create healthier and happier communities, as they link to the wider determinants of health.

The wider determinants of health are a diverse range of social, economic and environmental factors which influence people's mental and physical health. As set out by [Public Health England](#), this can include:

- The quality of the built and natural environment, e.g. air quality, the quality of green spaces and housing quality
- Educational attainment
- Income, wealth
- Access to employment, including the quality of work and health benefits
- Access to culture and leisure opportunities
- Crime rates

Local authorities have a responsibility to improve health and wellbeing and tackle inequalities. The CA will not duplicate the work undertaken by the City of York and North Yorkshire Councils but support the agenda through these wider determinants of health and work collaboratively with the two Local Authorities and the NHS, where appropriate.

The success of an economy should not just be measured alone by how fast or how aggressively it grows, but also by how well wealth is created and shared. The CA's three overarching ambitions demonstrate the focus on businesses and productivity, but also the environment, our people and communities. Ultimately, helping to support health and wellbeing agendas.



Our 8 Thematic Priorities

The below summarises the focus areas of the CA, which will help to achieve the three overarching ambitions:

- **Great Places for All** sits at the heart of the Framework, as our communities are a key driver to delivering our ambitions and can act as the link between the seven other thematic priorities.
- **A Global Economy** will develop the inward investment and trade potential of the region and prioritise our high growth sectors.
- **A Productive & Innovative Economy** will drive the performance of established businesses and our core sectors, increasing productivity, innovation and R&D.
- **A Green Economy** reflects the value of our natural capital and economic potential of a sustainable energy sector
- **A Thriving Workforce** will develop clear opportunities and skills pathways for all, ensuring all our communities can progress in training and work.
- **Strong Culture & Heritage** reflects the world leading status of our assets and will seek to strengthen and increase investment into both sectors.
- **Sustainable & Affordable Homes** prioritises delivery of the right homes in the right places, whilst supporting decarbonisation needs.
- **A Well-Connected Economy** reflects the importance of transport and digital in connecting businesses and people to opportunities.

City region
Rural powerhouse

Part 3
Thematic Priorities

Thematic Priority: Great Places for All

Great Places sits at the heart of the Framework, as our communities are a key driver to delivering our ambitions and can act as the link between the seven other thematic priorities.



Thematic Priority: Great Places for All

Our focus will be to...

- Maximise the opportunities for people and businesses from place based regeneration
- Support good place making at strategic investment sites
- Identify new place based strategic economic opportunities

Our places will be the conduits to deliver multiple thematic priorities.

An Economic Framework shaped by a place-based approach.

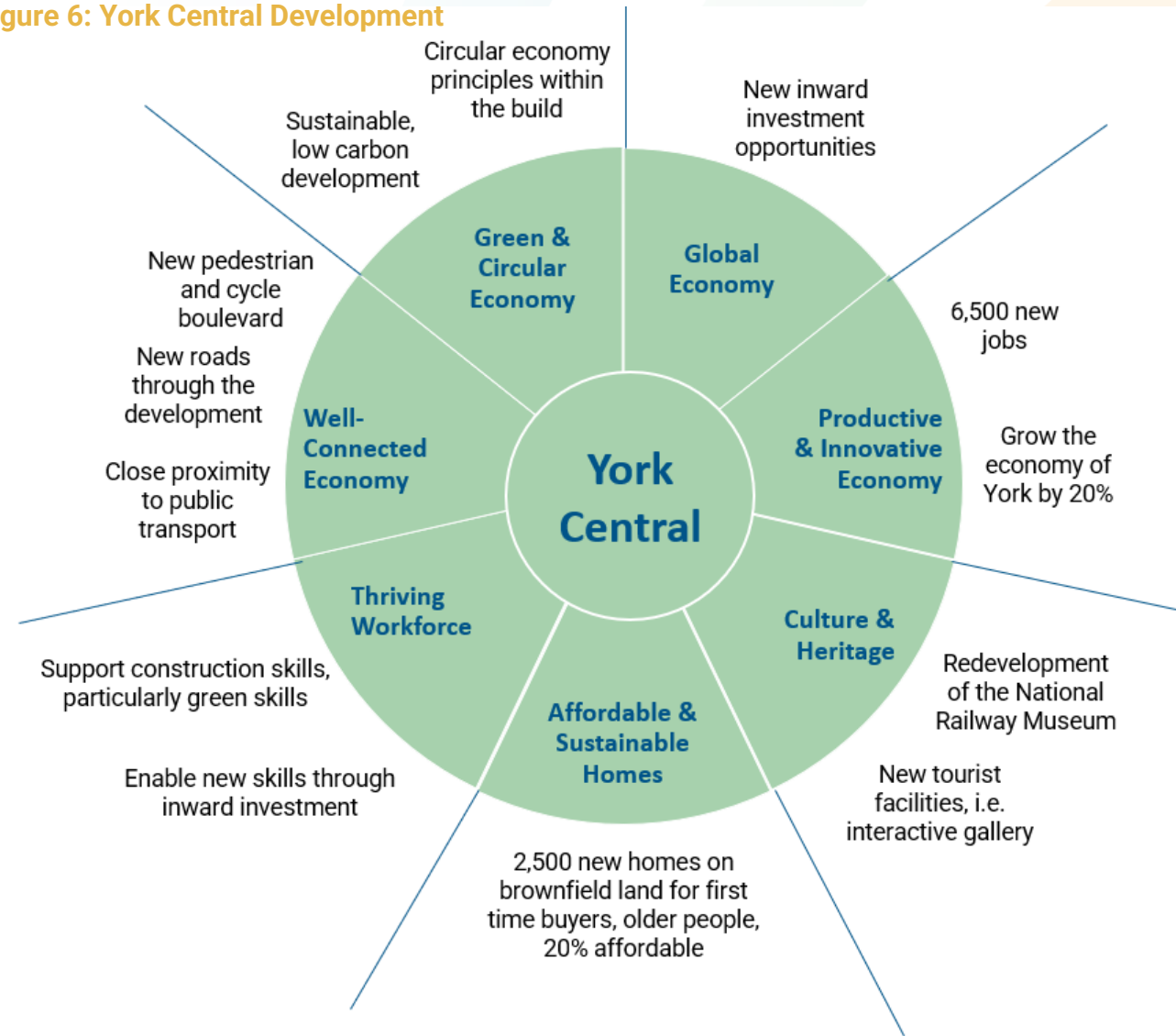
York and North Yorkshire has a diverse geography, covering rural, coastal and urban. The subregion's urban centres are different from each other in many ways – location, size, purpose and history all differ, as does economic performance.

By taking a place-based approach, the Framework recognises that there are common opportunities and challenges across York and North Yorkshire, but these often need to be addressed in different ways, depending on the local context. A balance needs to be struck between achieving economies of scale, whilst recognising the nuances between our places and uniqueness to our communities.

Places aren't always defined by town or city boundaries; it can also be a redevelopment area that brings forth multiple opportunities and strengthens the wider community. York Central is a prime example of a collaborative long-term approach to building a thriving community, covering a range of thematic priorities (as show on Fig6).

Following a place-based approach will ensure the right interventions are delivered in the right places.

Figure 6: York Central Development



Great Places for All in Action

What are we doing to support this thematic priority?

There are many examples within York and North Yorkshire where a place-based approach is being delivered and working well:

- [Whitby and Scarborough Town Deals](#): the coastal towns were identified as two of 101 towns in England that would have the opportunity to create a Town Investment Plan and bid for a share of the Government's £3.6bn Towns Fund. The Plan's priority was to deliver long term economic growth, covering a range of investment areas such as skills and enterprise, cultural activities, the environment, connectivity, well-being and sustainability. On the 3 March 2021, Government announced that Scarborough had been successful in securing £20.2m of Town Deal funding, and Whitby £17.1m of Town Deal funding.
- [Catterick Town Centre](#): £19m of Levelling Up funding from Government has been allocated to Catterick town centre. This funding will be used for a range of activity including: provide more community facilities and space, improve pedestrian access, deliver extra retail and commercial premises, and drive further investment into the area.



Thematic Priority: Global Economy

A Global Economy will develop the inward investment and trade potential of the region and prioritise our high growth sectors.



Thematic Priority: Global Economy

Our focus will be to...

- Develop our high growth potential sectors
- Utilise our research strengths to support our growing sectors
- Increase the export capabilities of our businesses
- Attract new businesses and sectors through our development sites

Measures of Success...

- New high-quality jobs created
- £m of new investment into YNY
- Export increases
- £ growth in the local economy

Create good economic growth through development of our high potential growth sectors, whilst establishing York and North Yorkshire as a global leader.

Growth should be encouraged in sectors that will create better paid, more sustainable, future focussed jobs and opportunities for our residents. By driving innovation within these sectors, the subregion also has an opportunity to operate on a global stage, going beyond expectations of how people perceive York and North Yorkshire,

The high potential growth sectors includes:

- **Industrial Biotechnology** with subsector expertise and focus areas to include: high value bio-renewables/low value, high volume bio-renewables; biorefining, waste valorisation.
- **Manufacturing specialisms** in food and drink, bus and transport innovation, engineering, future materials and processes.
- **AgriTech** includes any science-based, technology-based, or practice used to improve productivity and sustainability of agriculture, horticulture, aquaculture, and forestry.
- **Creative and Digital specialisms** within: creative innovation & research (e.g. heritage tech); digital transformation; and AI and safe autonomy.
- **Healthy Ageing** is a focus due to our ageing population and the opportunity to be part of the whole

Northern Life Science and Health cluster.

- **Rail** subsector priorities include: digital rail/signaling; train operating companies; infrastructure maintenance; civil engineering consultancy; electrification; green rail technology.

Build on global recognition to increase investment and export capabilities of our businesses.

Inward investment, from foreign and indigenous businesses, can make a significant contribution to a local economy, from job creation and wages to productivity gains and encourage innovation and R&D. To increase this and build on the global brand recognition of our places and products, the subregion needs to be promoted as a destination for people to invest, do business, live, work, study and visit. Place branding and recognition also plays an important role in developing export opportunities and trust in our products and services.

Maximise the opportunities from major site development.

York and North Yorkshire is a world-class place to live and work, so major developments and the creation of high-quality workspace in the subregion often bring new exciting businesses and sectors to the area. This is one of the main drivers for investments such as York Central and along the A1 corridor and in Selby.

- University of York was ranked no.4 in England for its Bioscience Research
- 80% of the Top 10 manufacturers in the region are global and industry recognised food & drink brands (e.g. Nestle, McCains, Taylors of Harrogate)
- Askham Bryan is 1 of only 9 colleges in the UK that can offer Degree level study, and it is the only land-based college in the UK to offer degree level study
- Creative clusters are within York, Harrogate, Scarborough, Northallerton and Skipton
- 14% of the UK's rail industry is within York
- UNESCO designation as a city of media arts

Global Economy in Action

What are we doing to support this thematic priority?

The York and North Yorkshire Local Enterprise Partnership undertook extensive research, commercial testing and stakeholder engagement to identify key growth potential sectors, particularly those that would equally support our businesses, people and communities, and environment. Ultimately, delivering the overarching ambitions of the CA. The research identified the following sectors: Industrial Biotechnology; Manufacturing; Agritech; Creative and Digital; Healthy Ageing; and Rail.

Strategies and plans have now been developed around each sector in order to maximise sector opportunities and encourage long-term economic growth, strategic job creation and social improvements.

One of the identified sectors includes Agritech, which has earned York and North Yorkshire a High Potential Opportunity (HPO) for Controlled Environment, Agriculture and Horticulture businesses, designated by the Department of Business and Trade due to our strong academic and agriculture and horticulture assets, expertise, site availability and accessibility.

Like the other identified sectors, Agritech strongly aligns with the three overarching ambitions for many reasons: little to no use of pesticides and fertilisers, protecting UK biodiversity, limiting GHG emissions, reduced supply chains, reduced packaging, longer shelf life, reduced carbon footprint, 90% of water continuously recycled and sustainable healthier food, naming just a few of the benefits.

Partners across York and North Yorkshire, including the Local Enterprise Partnership and City of York and North Yorkshire Councils, attended the UK's Real Estate Investment & Infrastructure Forum (UKREiiF) in 2023. UKREiiF connects people, places and businesses in the real estate and infrastructure sectors to encourage greater investment in the UK. Attending provided York and North Yorkshire the opportunity to put the region on the map.

Initial discussions are taking place with the Department for Business and Trade around international trade and a potential Export Strategy, strengthening York and North Yorkshire's position on a global map.

Invest in
YORK & NORTH
YORKSHIRE

Invest in



"Invest in York and
North Yorkshire" stand
at UKREiiF, 2023

Thematic Priority: Productive & Innovative Economy

A Productive & Innovative Economy will drive the performance of established businesses and our core sectors, increasing productivity, innovation and R&D.



Thematic Priority: Productive & Innovative Economy

Our focus will be to...

- Support collaboration between our academic assets and enterprises
- Support our micro and SMEs to make innovative changes
- Improve productivity in our most prominent sectors, such as Agriculture and Tourism
- Future-proof our enterprises, particularly linked to climate change
- Ensure the available support is business-led, simplified and easy to access

Measures of Success...

- Increase in business turnover and productivity
- Increase in R&D spend
- Increase in business survival rates
- Number of businesses adapting to climate change and decarbonising

Drive innovation, efficiency and productivity within our strong micro business base

Innovation can take various shapes within a business. For York and North Yorkshire's micro businesses this is often small, incremental changes which lead to big impacts. This could include: implementing process improvements, technology adaptation to improve efficiencies and resilience, bringing new products to market or exploring a new market and customer demographic.

The subregion has many assets to help implement these changes in our businesses, covering research centres, incubator/R&D facilities and educational institutions. However, there is sometimes a gap between industry and these assets which needs to be bridged.

Improve the productivity of our most prominent sectors, such as Tourism and Agriculture

York and North Yorkshire has a number of sector strengths, but tourism and agriculture are most prominent, and this is partly driven by the geography (77% of the subregions land is farmed area) and our heritage and culture assets. Although employment levels are low, Agriculture, forestry and fishing is the largest sector by business numbers and has a much higher proportion than national levels. Tourism largely refers to

accommodation for visitors, food and beverage serving activities, travel agencies and other reservation activities, cultural, sports and recreation activities.

The subregion often ranks highly in top visitor attractions and has a significant employment base within Tourism, particularly accommodation and food service activities. There will also be opportunities to support and grow the sector via the Local Visitor Economy Partnership.

Build resilience in our businesses to mitigate climate change impacts and future trends

York and North Yorkshire currently has strong business survival rates. In 2017, 50.4% of new enterprises survived after 5 years, which was higher than England (39.4%) and the regional levels (43.5%). However, our business base faces a range of threats, particularly driven by climate change, which could lead to significant disruptions and costs.

To ensure longevity of businesses, they need to be adaptable. This could include integrating new models, such as circular economy practices.

Develop a collaborative and coordinated business support landscape

Accessing support can be challenging for many businesses and difficult to navigate, especially with multiple organisations available for this role. Collaboration and coordination of business support will be critical to ensure that all businesses, of any sector or size, are able to find the right support to suit their needs.

▪ 89% of businesses are micro

- 15.4% of all businesses in York and North Yorkshire operate within Agriculture
 - Employment proportions for Agriculture are 3x England's proportions
- 12% of employees are within Accommodation and food services
- Between April 2021 to March 2023, the subregion was in the top 5 for overnight trips, based on the annual average of total trips, at 3.6 million
- From 2017 to 2021, there was an average survival rate of new enterprises of 95% after 1 year

Productive & Innovative Economy in Action

What are we doing to support this thematic priority?

The [York and North Yorkshire Growth Hub](#), which transferred into the York and North Yorkshire Combined Authority, is one of 38 Growth Hubs set up by the former Department for Business, Energy and Industrial Strategy (now the Department for Business and Trade) to support local businesses.

Recognising the diversity of our businesses and their varying needs, the York and North Yorkshire Growth Hub covers a range of specialisms, such as skills, collaboration with local universities, pre-starts and start-ups, coastal businesses, environment and sustainability, tech support for the manufacturing sector, agriculture and farming.

The Growth Hub works in collaboration with the City of York and North Yorkshire Councils to pool resources and create the best business support environment for our businesses, recognising the landscape can often be complex and confusing.

Alongside the Growth Hub, there are a number of thematic initiatives that the Combined Authority is responsible for delivering:

- [Made Smarter](#): support to help manufacturing businesses adopt new technology, covering a range of bespoke advice on anything from skills and leadership to innovation strategies. The programme also runs roundtable events with leading industry figures to discuss key topics (e.g. skills, recruitment, government policy and support etc.) and works closely with the local universities to develop knowledge transfer partnerships.

- [Grow Yorkshire](#): support and resources to help farmers and food businesses across the region with a strategic remit across environment, innovation, skills and wellbeing.
- Enterprise Centre: based at York St John University, the Enterprise Centre provides office space, practical support and expert advice.
- [Support Programmes](#) : The Growth Hub delivers a range of support programmes, including many currently funded through North Yorkshire Council's Shared Prosperity Fund. For example, the Growth Hub has now successfully delivered 8 cohorts of the [Strive Live Start-Up Incubator](#) which provides training for ambitious start-up businesses to turn entrepreneurial dreams into reality through a blend of dynamic weekly live online training, personalised one-to-one advice, and on-demand online learning.

The two constituent authorities are also driving forward initiatives and working closely with local businesses. For example, the [Good Business Charter](#) has been implemented in York, the first city to sign up to the charter. The accreditation scheme measures an organisation's behaviour over 10 ethical business components, such as diversity and inclusion, environmental responsibility and employee wellbeing.



Thematic Priority: Green Economy

A Green Economy reflects the value of our natural capital and economic potential of a sustainable energy sector



Thematic Priority: Green Economy

Our focus will be to...

- Position York and North Yorkshire as a trailblazer for the UK's Net Zero ambitions
- Protect and enhance our biodiversity and natural capital to capture more carbon
- Support innovation and growth in the renewable energy sector

Measures of Success...

- Increase renewable energy production and consumption
- Restoration of our natural capital
- Increase carbon capture and sequestration
- Job creation in the energy sector

Pioneer York and North Yorkshire's USPs within the Green Economy

The Transition to Carbon Negative is an overarching ambition of the CA and should be threaded throughout all our thematic priorities. This section draws out York and North Yorkshire's major assets and key USPs linked to the agenda and how the area could be a trailblazer for the UK.

Maximize carbon storage and biodiversity improvement opportunities from our high potential natural capital assets

Land and marine are critical natural assets. They sequester and store carbon so are essential resources to mitigate climate change. With two National Parks, three National Landscapes, 77% of the land used for agriculture and significant marine and coastal habitats, there is an abundance of natural capital that could be maximised to secure investment and support our economy to thrive.

The sub-region also includes the UK's largest area of energy crops and our uplands are home to 5% of the world's blanket bog, offering an opportunity to secure over 38my of carbon.

If we fail to increase investment in our natural capital, we risk continued degradation of our natural capital –

resulting in a loss in the sector's GVA, and an increase in greenhouse gas (GHG) emissions, owing to our region's high proportion of degraded peatlands, which will continue to emit carbon unless they are restored.

Local and national carbon emissions targets will drive growth in the renewable energy sector

Renewable energy produced in York and North Yorkshire is mostly based within Selby, which is the largest contributor to the UK's renewable electricity (~8% in 2022). This is mostly driven by plant biomass with Selby contributing nearly 50% of the UK's production.

Outside of Selby, the renewable capacity in the sub-region is modest and must expand rapidly to meet our net zero target. Disproportionately low solar and onshore wind assets represent the lack of distributed generation in York and North Yorkshire. Despite having 3.4% of UK land and 1.24% of UK population, solar and onshore wind capacities are only ~0.8% and ~0.4% of the UK total, respectively.

The development of York and North Yorkshire's Local Area Energy Plans has shown that the sub-region has sufficient land to install renewables to be energy self-sufficient. There are also strong coastal opportunities linked to energy, such as off-shore industries in Whitby.

Growing the renewable energy sector provides a potential opportunity for skills transfers, particularly for those employed in carbon intensive sectors that could see a decline. For example, movement could take place for those in fishing to green offshore energy or seaweed farming.

- Distinct coastline, two National Parks (North York Moors and Yorkshire Dales) and three National Landscapes (Forest of Bowland, Howardian Hills and Nidderdale)
- Natural capital directly supports 11% of our GVA
- 8.6% of York and North Yorkshire is classified as woodland area
- 27% of England's blanket bog is in North Yorkshire.
- Selby is the largest contributor to the UK's renewable electricity

Green Economy in Action

What are we doing to support this thematic priority?

[Local Area Energy Plans](#) (LAEPs) identify the right technologies and approaches to transition to net zero energy systems quickly and efficiently. Using funding from the Community Renewal Fund and City of York Council, LAEPs were created for York and North Yorkshire, detailing 'what, where, when and by whom'. This information will help us ensure a coordinated approach to decarbonising the energy systems across the subregion.

The subregion is rich in natural capital, thanks to world-renowned landscapes, rivers, coastline and urban green spaces. The [Local Investment in Natural Capital Programme](#) (LINC) will help us to understand how we can attract investment into natural capital that can restore and sustain the natural environment, whilst unlocking significant economic value.

The [Routemap to Carbon Negative](#), originally led by the York and North Yorkshire Local Enterprise Partnership in collaboration with key stakeholders, sets out strategic direction and a coordinated approach to decarbonisation. The document also sets out the economic opportunities of net zero and positioning York and North Yorkshire at the forefront of national climate action.



Thematic Priority: Thriving Workforce

A Thriving Workforce will develop clear opportunities and skills pathways for all, ensuring all our communities can progress in training and work.



Thematic Priority: Thriving Workforce

Our focus will be to...

- Ensure strong career pathways for all our residents through Information, Advice and Guidance (IAG)
- Ensure that skills and training is business-led and adaptable to emerging opportunities
- Support all our communities to access skills opportunities, particularly targeting hard-to-reach residents and those furthest from the labour market
- Create a an integrated, responsive and flexible local skills system

Measures of Success...

- Increased level of people undertaking training
- Reduction in skills gaps, underutilisation and labour shortages
- Decrease underrepresentation in the labour market
- Employment in growth sectors

Create a skill system that is business-led and responsive to emerging opportunities in core sectors, such as Green Skills

The subregion performs strongly in terms of its qualification profile, with York having the highest skills levels of any city in the North of England. But these skills don't always address the needs of industry and changing trends mean upskilling and reskilling is needed.

For training and education to be meaningful, it needs to be employer-led and accessible. Employers are most likely to say that managers need upskilling. They also prefer micro accreditation and quick, bitesize courses. Training need to be adapted to suit these requirements.

Skills also need to ensure that businesses are resilient to changing trends. There will be growing demand for skills linked to decarbonisation and sustainability. For example, housing retrofit will require new skills in the construction sector, and declining carbon-intensive sectors could result in people being displaced and the need for new and transferable skills into growing sustainable sectors.

Ensure all our residents have a clear career pathway,

no matter their age or the stage they are at in their career

Over the last 5 years or so, York and North Yorkshire has had a consistently low unemployment rate, but the sub-region faces labour shortages and a tightening labour market. This has been partly a result of an ageing population and decline in young people (with exceptions for York and Selby). There is a missing generation of people in some of our most rural communities

To fill this gap, clear career pathways will be critical for all, ensuring the next generation of employees for key growth sectors, helping our older workforce to remain within the labour market, reducing employment gaps (particularly linked to gender, disability and age) and supporting transferable skills for those at risk of displacement.

Communities are empowered to fully participate and progress in learning and work

Education, training and skills deprivation is a more significant issue than other forms of deprivation within York and North Yorkshire, particularly on the coast – 17% of neighbourhoods in Scarborough are among the 10% most deprived. Community based learning could

help to address barriers to learning and work. Supporting our residents with skills and training could help to reduce isolation, improve health and wellbeing and enable progression in learning and work.

Health is also a strong predictor of inactivity of workers. Addressing labour shortages could also be achieved through creating healthy workplaces and supporting our business communities to do this.

- Unemployment rate of 1.7% in 2022 (compared to the UK's rate of 3.6%)
- The sub-region has an ageing population with 24% of the population aged 65 and over compared with a national average of 18%
- Only 1 in 20 of York and North Yorkshire's working age population lack formal qualifications
- Around two-thirds of employers have upskilling needs
 - Around 6% of neighbourhoods in York and North Yorkshire are among the 10% most deprived for Education, Training and Skills.

Thriving Workforce in Action

What are we doing to support this thematic priority?

The [York and North Yorkshire Careers Hub](#) is one of 44 operating across England. The Hub supports the subregion's 77 secondary, post-16, further education colleges and special education needs and alternative learning institutes. The offer to schools and colleges includes one-to-one support, targeted projects, signposting and knowledge sharing and funded Careers Leader training.

[Skills Bootcamps](#) offer a wide range of courses in areas such as digital marketing, construction, and green energy – reflecting the diverse needs of the modern economy. Skills Bootcamps are free, flexible courses of up to 16 weeks for adults aged 19 or over. They give people the opportunity to build up valuable sector-specific skills based on local employer demand and provide a direct path to a job on completion.

Skills and training must be shaped by our businesses to be impactful. To support this need, the [Growth Hub](#) (as referenced in the Productive and Innovative Economy section) includes a dedicated Skills Business Relationship Manager. They help to simplify the skills landscape for businesses and ensure their training needs are being met.

The Shared Prosperity Fund has supported [Better Connect](#) to deliver RISE (Reducing Inequalities, Supporting Employment), a support programme for adults in York and North Yorkshire who are currently out of work and have barriers to engaging with

employment and/or training. The support is designed to improve people's health, confidence, skills and help them back into employment.



Thematic Priority: Strong Culture & Heritage

Strong Culture & Heritage reflects the world leading status of our assets and will seek to strengthen and increase investment into both sectors.



Thematic Priority: Strong Culture & Heritage

Our focus will be to...

- Further understand and maximise the social, cultural and economic opportunity from our world leading assets
- Drive the economic opportunity from decarbonising our heritage assets whilst maintaining their quality and value
- Develop the skills opportunity from our high value cultural and heritage assets, particularly linked to decarbonisation

Measures of Success...

- Underutilised heritage assets repurposed
- Number of historical buildings retrofitted
- Reduction in carbon emissions
- Increase the value of the sector

Restoration and regeneration of heritage assets creates a strong sense of place, provides new economic opportunities and supports health and wellbeing

York and North Yorkshire has an abundance of heritage assets, ranging from the prehistoric, Roman, Viking and medieval, which includes archaeological remains, historic field patterns in our agricultural landscape, and historical buildings (including some of the oldest housing stock in the country).

The diversity and distinctiveness that has developed over centuries combines to create an unmistakable sense of place and community identity. It has also become an important product and attraction for tourists.

Our heritage assets can be a catalyst for further opportunities, such as economic growth and regeneration in an area; driving tourism; inspiring new and imaginative developments; minimising waste; and supporting health and wellbeing engagement within our communities. Ultimately, these assets are what makes York and North Yorkshire so unique and special.

Protect the unique qualities of historic buildings and

improve their energy and carbon performance

Building sustainability of our heritage assets (buildings of historical construction (pre 1919) including homes and non-domestic buildings) is critical, both for the transition to carbon negative and to future proof these assets. Done correctly, the economic impact could be monumental – research from [Historic England](#) suggests it could generate £35bn of outputs annually for the UK, alongside 290,000 jobs, more efficient homes that are less expensive to heat, and reduced fuel poverty.

Appropriate conservation will require specialist construction skills, such as stone masonry, providing an opportunity for the construction sector to scale up.

Maintain and enhance our cultural offer to ensure all of York and North Yorkshire is an attractive place to work, live, learn and invest

Culture can mean many things to different people and is difficult to define, often interlinked with an area's heritage, creative industries and tourism. It can range vastly, covering art, music, film, literature, architecture, museums, theatre and sport.

York and North Yorkshire already has a strong asset base to build upon and develop further. It ranges from

hyper-local and community-based activity to internationally known events, alongside many cultural partnerships in place to support the sector.

Culture is important for place-making and quality of life, employment and the economy, and the health and wellbeing of our residents.

- Within York, North Yorkshire and East Riding, heritage is estimated to account for GVA of £2.1bn
- Range of distinctive heritage assets - including UNESCO-recognised Studley Royal and Fountains Abbey, the York Minster, Whitby Abbey
- In York and North Yorkshire, the proportion of people employed in 'Libraries, archives, museums and other cultural activities' is nearly 3x England's levels
- York is the UK's first UNESCO Creative City of Media Arts
- Approximately 8% of the workforce is within creative employment

Culture & Heritage in Action

What are we doing to support this thematic priority?

In partnership with Historic England, the York and North Yorkshire Local Enterprise Partnership commissioned the report '[Celebrating our Distinctive Heritage](#)' which reviewed the area's historic assets and how people, places and our economy can benefit from a well-maintained historic environment. This was the first work of its kind in the North of England. The sub-region has an opportunity to pioneer this economic opportunity and continue to collaborate with key government agencies and wider stakeholders to drive positive change.

Current investment into our historical assets can be seen via the Heritage Action Zones, which included a range of activity such as transforming disused building into new homes, shops and community space, establishing cultural activities and festivals, and the development of heritage-based skills, primarily with the focus to retain more young people. Locations in York and North Yorkshire included:

- [Selby High Street](#)
- [Northallerton High Street](#)
- [Skipton High Street](#)

The [York Minster](#) is home to a Centre of Excellence for Heritage Craft Skills and Estate Management – the first of its kind, helping to secure the environmental, financial and heritage sustainability of York Minster. The project will support the continuing

of historical stonemasonry skills and encourage global learning.

York's Viking heritage has developed through Jorvik dig and visitor centre and demonstrates the economic potential of heritage. 50 years ago, Viking heritage was relatively unknown, but York is now a global centre for heritage tech and attracts visitors from across northern Europe.

Innovative regeneration of underutilised heritage buildings can be seen at the former prison site in Northallerton, which was transferred into a new C4DI campus (Centres for Digital Innovation). C4DI Northallerton is focussed on helping tech companies grow and traditional businesses innovate within all industries, with a special focus around agriculture and food processing sectors for the North Yorkshire region.



C4DI Northallerton (former prison site)

Thematic Priority: Sustainable & Affordable Homes

Sustainable & Affordable Homes prioritises delivery of the right homes in the right places, whilst supporting decarbonisation needs.



Thematic Priority: Sustainable & Affordable Homes

Our focus will be to...

- Ensure the right homes are delivered in the right places to support our current and future housing needs
- Ensure access to a strong labour base through our housing, particularly for rural communities
- Support the construction sector to retrofit and decarbonise our housing stock

Measures of Success...

- Delivery of new homes
- Increase number of new affordable homes
- Number of homes retrofitted

Deliver more affordable homes to attract and retain young people and working age households across the subregion

There is an affordability challenge for many areas of York and North Yorkshire. The affordability ratio, which is calculated by dividing house prices by gross annual workplace-based earnings, is high within both our urban and rural locations. Only Scarborough (6.67) and Selby (7.34) are lower than the affordability ratios for England and Wales (8.16).

The cost of rented accommodation in York (£875) and Harrogate (£825) was close to England's (£850) median monthly rental price between 1st October 2022 to 30 September 2023. However, wage levels are much lower in the subregion, meaning rental options are equally unaffordable for residents. They're also much higher than the regional level (£650).

Create the right homes in the right places, recognising the differing needs of our communities

Recognising the high numbers of older people across York and North Yorkshire (25% aged over 65 in North Yorkshire), it is important that new housing supply is both accessible and adaptable to enable people to stay living within their own homes at different life stages.

We also need to ensure that housing is available to

younger households so that they can stay living in the sub region. This is especially challenging within our rural communities where populations are ageing and in some cases declining due to a lack of affordable housing. The impact of second homes and holiday lets in our rural areas, which in some localities can make up as much as 25% of the housing stock, together with the high cost of delivering new affordable rural homes means that ensuring a supply of new homes is vital to the sustainability of our rural communities.

The scale of housing need across the sub region is acutely challenging; the rise in homelessness has led to a marked increase in the need for temporary accommodation at a time when the supply of private rented accommodation is under pressure. In addition, a shortage of specialist housing provision to meet specific needs, along with the housing requirements of displaced people, means that the picture of housing demand across YNY is complex.

Scale the construction sector through decarbonisation of our housing stock

There will be a large demand for retrofitting within York and North Yorkshire due to its current housing stock. The subregion contains a large proportion of homes that are very old (pre-1919) (24% relative to 19% nationally); typically these are less well insulated and

often more difficult to retrofit. As a result, York and North Yorkshire has a high proportion of homes with poor thermal efficiency – around 68% of homes have an EPC rating below C. Improving the efficiency of our homes creates an opportunity for the construction sector and means warmer homes and reduced costs for our residents. There is also new policies coming in around new homes with the Future Homes & Buildings Standard currently out for consultation.

- Over 10 years, housing prices have jumped dramatically (Dec-13 to Dec-23): York = 56% increase, North Yorkshire = 52% increase
- 23% of total carbon emissions are from buildings, with 2/3 of these from domestic building
- 15% of households were in fuel poverty in 2020
- 22.9% of occupied dwellings in YNY are classified as non-decent compared to England's proportion of 16.7%
- 13% of residents with second addresses use this as a holiday home

Sustainable & Affordable Housing in Action

What are we doing to support this thematic priority?

As part of the Devolution deal for York and North Yorkshire, the subregion was awarded funding to support the delivery of new homes, including:

- Brownfield Housing Fund: £12.7 million of capital funding to support the building of new homes on brownfield land. Priority was given to schemes that help to deliver affordable, accessible and low carbon housing, creating sustainable and high-quality places.
- Investment of £2.65 million on projects that support York and North Yorkshire's priority to deliver affordable, low carbon homes across the area.

York and North Yorkshire has an ambition to create a Retrofit One-Stop-Shop, a service to advise and support residents and businesses to retrofit buildings. Several funded programmes are working towards this overall goal:

- Innovate UK funded Retrofit One-Stop-Shop for York: £3.5m has been secured to create a Retrofit One-Stop-Shop in York. The findings from this pilot will be disseminated with stakeholders and provide a blueprint for other One-Stop-Shops.
- City of York Council & North Yorkshire Council Local Energy Advice Demonstrator projects: focus on testing approaches to delivering in-person advice. City of York's project will focus on harder to treat/solid walled homes in designated

conservation areas and homes on traveller sites. North Yorkshire's project will share resources to overcome a lack of confidence in retrofit and a lack of communication among installers.

[York and North Yorkshire Housing Partnership](#) demonstrates the importance of collaboration on strategic housing challenges facing the subregion. The partnership is focused on three key areas: building the right homes in the right place, the drive to net zero and boosting jobs and the local economy.



Thematic Priority: Well Connected Economy

A Well-Connected Economy reflects the importance of transport and digital in connecting businesses and people to opportunities.



Thematic Priority: Well Connected Economy

Our focus will be to...

- Ensure our economic centres are well connected to pan regional, national and international markets
- Meet the challenge of decarbonising our transport systems and increasing uptake of digital solutions
- Ensure our residents, learners and businesses have access to the right digital and transport connectivity
- Support the holistic requirements of connectivity, not just the infrastructure requirements (e.g. skills and literacy, future-proofing)

Measures of Success...

- Reduced journey times
- Enhanced accessibility to employment, learning and other key services
- CO2 savings
- Increased public transport and active travel
- Increase in premises with access to connectivity infrastructure

Ensure our economic centres are well connected to pan regional, national and international markets

Our region is well located to take advantage of key transport connections to other major economic centres and markets. York is directly connected by rail to 150 cities, towns and villages across the UK and is within a 2-hour journey to London. We have excellent North-South connections by both road and rail and on the Transpennine route across to Leeds and Manchester. Our region is also close to 3 international airports at Manchester, Leeds/Bradford and Tees Valley.

Ensure the transport and digital connectivity network is available and accessible to all, meaning both urban and rural areas perform equally well

York and North Yorkshire has strong connectivity in places, providing access within the sub-region and wider afield (regionally, nationally and internationally). However, this isn't the current landscape for everyone. Connectivity varies greatly and can be very localised, both in terms of transport and digital connectivity. Improved accessibility can open-up a number of economic opportunities, including access to training and education.

Everyone within York and North Yorkshire should have

the opportunity to go about their business in the most convenient and affordable way, wherever they are in the area.

Meeting the challenge of decarbonisation of our transport systems and greater digital access

There is no route to a Carbon Negative economy without a zero emissions transport network. Transport is the biggest contributor to carbon emissions, largely driven by the rural geography and residents and tourists' reliance on private car usage. Greater digital connectivity and transport innovation offers an opportunity to reduce transport emissions, alongside the development of sustainable transport solutions.

Provide residents and businesses with a range of choices for connectivity that suit their varying needs.

We need to understand consumer's needs for travel and digital infrastructure to ensure the right infrastructure is in place. Needs can differ greatly depending on the perspective (residents, businesses, learners). Data and technology could be used to inform the strategy and future interventions. Strengthening our connectivity will create greater choices and opportunities for our residents.

- York is directly connected by rail to 150 cities, towns and villages across the UK, providing direct access to 1/3 of the UK's population
- Only 16.6% of people across York & North Yorkshire commute via public transport or active travel, despite high levels within York
 - Transport is the biggest contributor to carbon emissions at 40%
- More than 99% of vehicles have conventional fossil fuel engines
- 73% of premises have 4G coverage from all operators
- 43% of premises have gigabit capable broadband, although this level differs widely across the patch

Well Connected Economy in Action

What are we doing to support this thematic priority?

The Transforming Cities Fund is a major programme of transport infrastructure investment, which supports a place-based approach and is helping to drive sustainable transport into towns, particularly through better connectivity for those choosing active travel. A number of locations within York and North Yorkshire have received investment including: Harrogate, Selby, Skipton and York.

The City of York Council received investment from the Department for Transport's Zero Emission Buses Regional Area (ZEBRA) scheme to become one of the first cities in the UK, outside of London, to run full electric bus fleets.

Through the Getting Building Fund, the North Yorkshire Digital Infrastructure Programme was awarded £3.6m to improve digital infrastructure across North Yorkshire helping to deliver new services for Health, Tourism, Agriculture, and Highways; enable new town centre services and help support businesses; and enable fibre connectivity to businesses on business parks.

The [City of York Council](#) has an ambition to make York the first truly 'gigabit city' and has made a number of investments linked to this.



City region
Rural powerhouse

Part 4
Next Steps

Next Steps

Engagement with the Mayor

The Economic Framework helps set the initial direction for the Combined Authority, identifying some of the biggest opportunities for the subregion. However, this will need to be explored with the Mayor once they have been elected in May 2024, ensuring alignment with their priorities. It is anticipated that the Mayor will require the Framework to be developed further into a full Strategy for the Combined Authority.

Delivery of the Framework

The Combined Authority is already delivering a number of activities, which support the overarching ambitions set out in the Framework. This includes:

- Historical activity that was originally delivered by the York and North Yorkshire Local Enterprise Partnership, which has now been integrated into the Combined Authority. For example, delivery of business support through the Growth Hub.
- Investment and opportunities that were announced as part of the Devolution Deal for York and North Yorkshire, including the Brownfield Housing Fund

and Net Zero Fund and preparing for the Mayoral Investment Fund and its evaluation requirements.

- Working closely with central government departments.
- Partnership-working with the two Local Authorities and other key stakeholders to recognise the ambitions.

Develop an Investment Plan

There are new actions that could be undertaken to build on the Framework and deliver the three overarching ambitions, but these will need to be shaped in collaboration with the Mayor.

Working with the Mayor, a clear Investment Plan will be developed.

Explore how the subregion can pilot new and innovative opportunities, working closely with central government departments

York and North Yorkshire is a perfect area to trial new ideas and government policies, particularly as one of

City region
Rural powerhouse

the first devolved areas that combines urban and rural. The CA will work closely with the two Local Authorities, Central Government and other stakeholders to identify these pilot opportunities.

Performance monitoring

To understand progress being made against the Framework, a number of indicators will be identified and regular reporting will be undertaken.