



# HEY Strategy Consolidated Evidence Base (DRAFT)

01/07/21



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# **Hull & East Yorkshire Local Economic Assessment**

# 1

## **Hull & East Yorkshire Place: An overview of our area**

## 1.1 Functional Economic Geography

East Yorkshire is the easternmost of the historic three ridings of Yorkshire and encompasses the administrative unitary authorities of Kingston upon Hull and the East Riding of Yorkshire. Close geographic ties and a tradition of collaboration between the two local authorities has nurtured a strong economic interdependence. Understanding economic activity across geographic areas is increasingly challenging; however, it is widely acknowledged that this analysis is best conducted at the spatial level at which the market operates in order to identify economic linkages. Markets and economic areas do not adhere to the artificial boundaries of local authorities, often functioning across a number of administrative boundaries and demonstrating flexibility to change with time. Functional Economic Areas (FEAs) share a number of similar economic factors with boundaries that ideally reflect the drivers of the local economy.

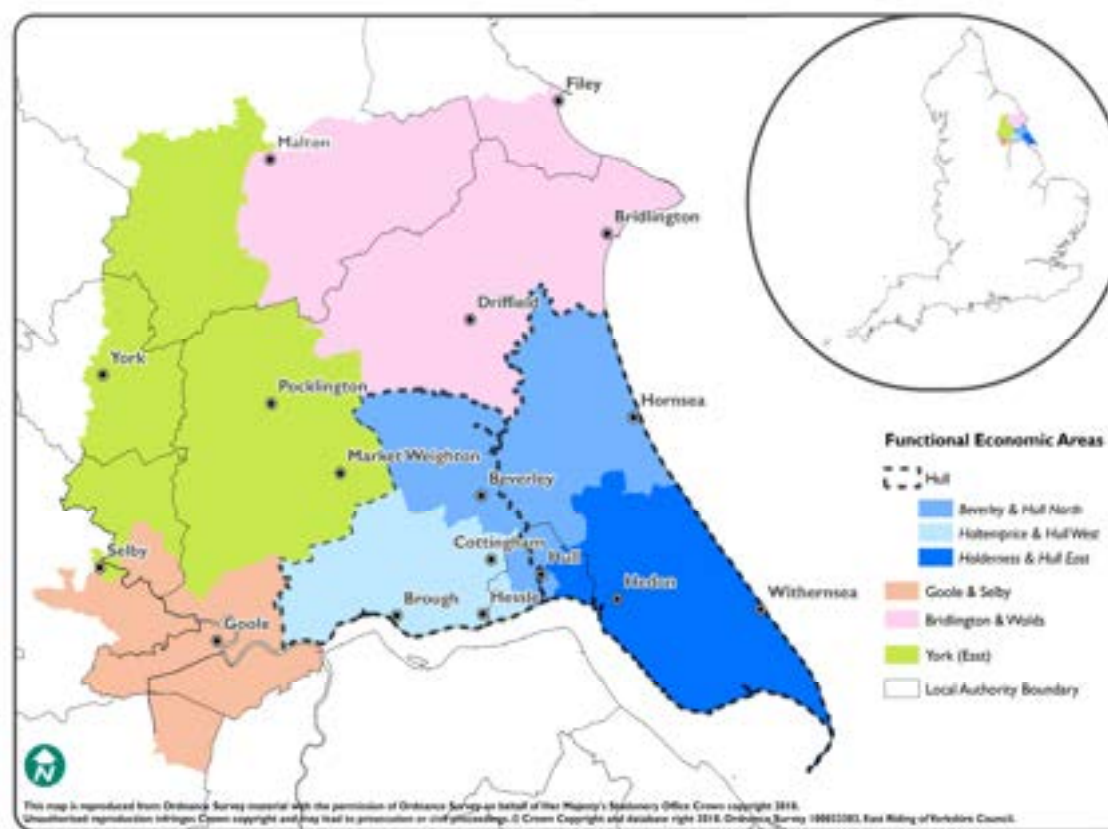
There is no single, universal approach to defining FEAs. Establishing and understanding the FEAs of Hull & East Yorkshire enables the creation and enactment of policy that better meets the needs of specific areas, enhances the potential for partnership working and improves strategic decision making in the context of economic development. Four Functional Economics Areas have been identified in Hull & East Yorkshire as illustrated in figure 1:

- Bridlington & Wolds
- Goole & Selby
- Hull
- York (East)

A set of indicators, which are outlined below, have been taken into consideration during the development of these FEAs:

- Travel-to-work flows
- Housing Market Areas
- Travel-to-learn flows
- Sectoral clusters
- Transport networks.

Figure 1: Functional Economic Areas across Hull & East Yorkshire



## 1.2 Population

In 2019 the total population of Hull & East Yorkshire was estimated to be 601,000 people. This would be the smallest Combined Authority area based on population compared to existing Combined Authorities in England in 2020.

Hull & East Yorkshire also has a lower working age population (60.6%) than any other existing Combined Authority, which is driven by an older demographic in the East Riding.

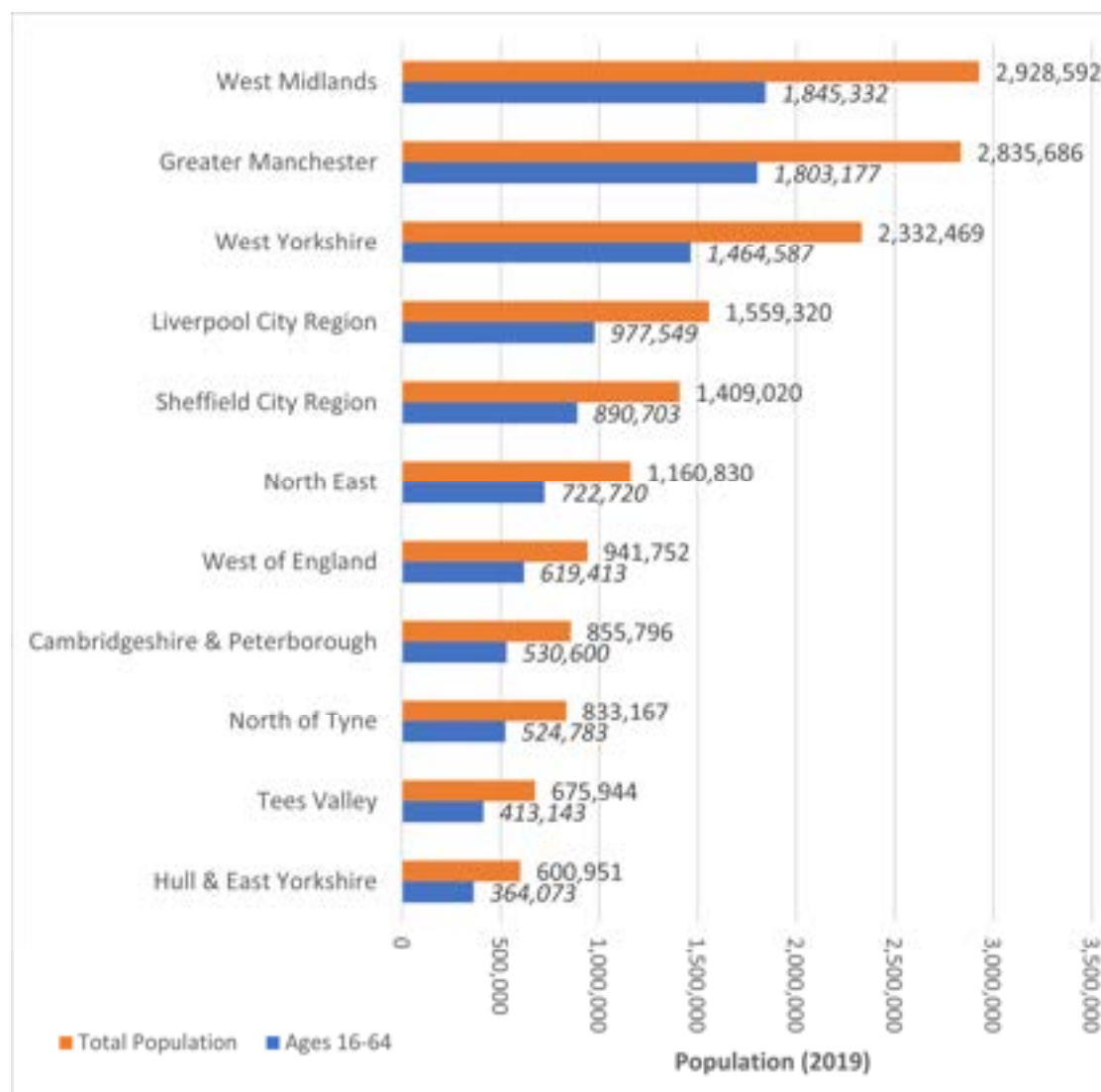
Total population growth over the period 2009-2019 was just 2.1% and the working age population shrunk by 4.2%. By comparison, the West of England reported growth of rates of 10.5% and 8.9% respectively.

Figure 2: Age breakdown by broad age group, 2019

		0-15	16-64	65+
<b>Hull &amp; East Yorkshire</b>	<b>Figure</b>	<b>108,209</b>	<b>364,073</b>	<b>128,669</b>
	<b>%</b>	<b>18.0</b>	<b>60.6</b>	<b>21.4</b>
<b>Hull</b>	<b>Figure</b>	<b>52,239</b>	<b>168,216</b>	<b>38,313</b>
	<b>%</b>	<b>20.1</b>	<b>64.8</b>	<b>15.1</b>
<b>East Riding</b>	<b>Figure</b>	<b>55,970</b>	<b>195,857</b>	<b>89,346</b>
	<b>%</b>	<b>16.4</b>	<b>57.4</b>	<b>26.2</b>
<b>Yorks &amp; Humber</b>	<b>%</b>	<b>19.1</b>	<b>62.1</b>	<b>18.8</b>
<b>England</b>	<b>%</b>	<b>19.2</b>	<b>62.4</b>	<b>18.4</b>

Source: Office for National Statistics, 2020

Figure 3: Total and working age population by Combined Authority, 2019

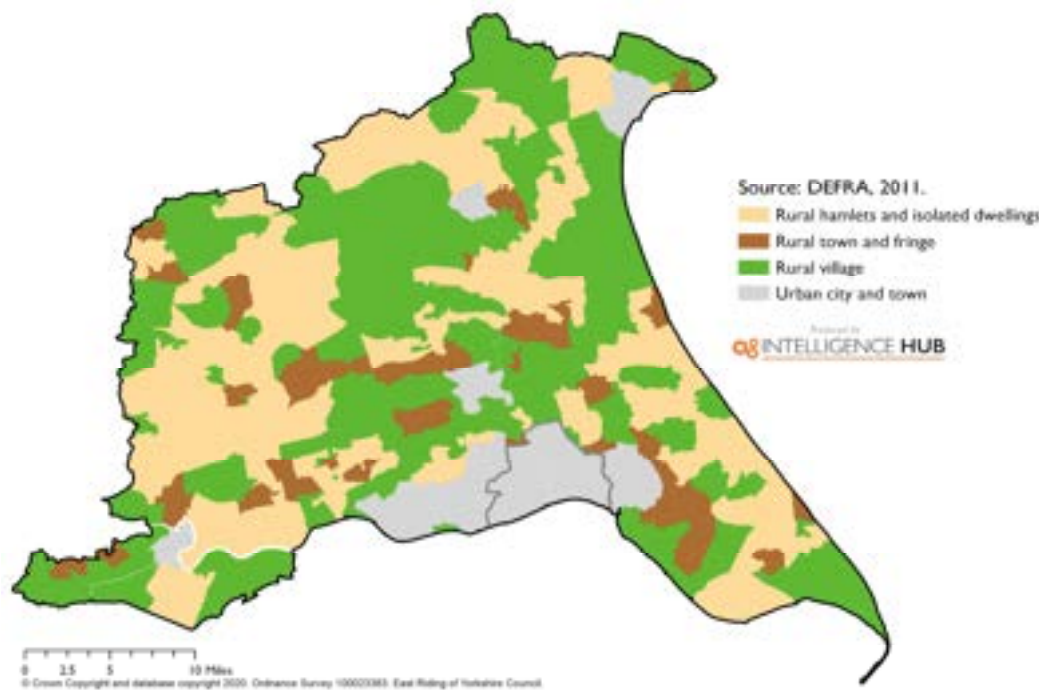


Source: Office for National Statistics, 2020

1.3 Rural Urban Classification

The Rural Urban Classification 2011 is an official statistic derived from the 2011 Census that categorises a range of statistical and administrative units on the basis of physical settlement and related characteristics. An area is defined as ‘urban’ if it is contained within a settlement of more than 10,000 resident population. Figure 4 illustrates the rural-urban characteristics of Hull & East Yorkshire, which is classified as 91% rural based on physical geography.

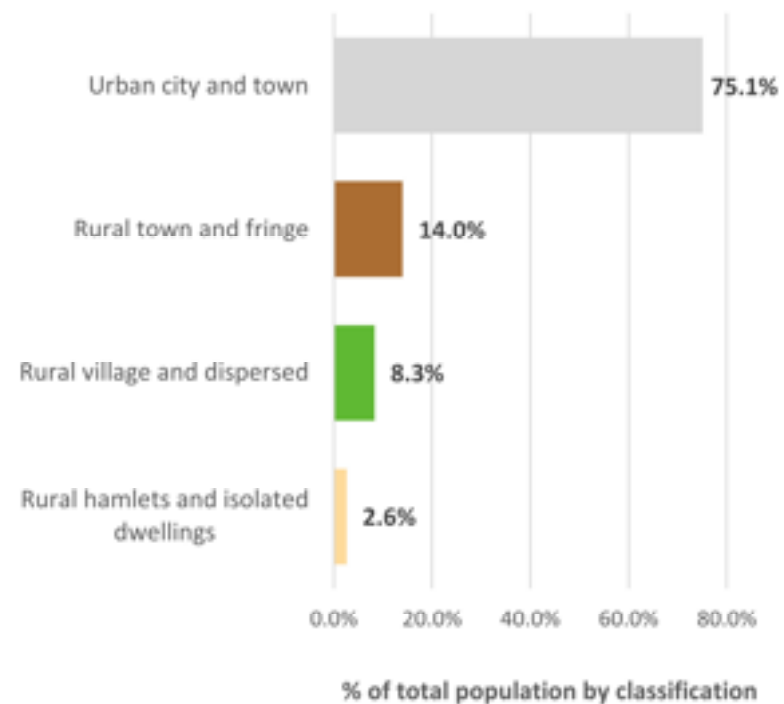
Figure 4: Hull & East Yorkshire Rural Urban Classification, 2011



Source: Office for National Statistics, 2011 Census

However, despite the rural nature of Hull & East Yorkshire, the city of Hull is in the 20<sup>th</sup> percentile outside in England (excluding London) for density of population with an average of 36.4 people per hectare. This is particularly striking given the largely traditional housing mix and lower proportion of flats, apartments and high-rise living. Figure 5 shows that 75.2% (451,500 people) of the total population live in areas classified as urban.

Figure 5: % of population by Rural Urban Classification, 2020



Source: Office for National Statistics, 2020

1.4 Economic overview

Hull & East Yorkshire covers an area of 247,900 hectares (or 957 square miles) and is comprised of two unitary authorities, Kingston upon Hull (259,000 people) and the East Riding of Yorkshire (341,200 people).

The city of Hull lies on the River Hull at its confluence with the Humber Estuary and is the fourth largest city in the region. The city is surrounded by the East Riding of Yorkshire, a predominantly rural area with over 300 settlements and a number of suburbs flanking the city including Hessle, Anlaby and Cottingham on the western boundary. The population of key settlements in Hull & East Yorkshire are listed in figure 6 below.

Figure 6: Population of key settlements in Hull & East Yorkshire, 2019

Retail Centre	Population
Kingston upon Hull	259,800
Bridlington	35,500
Beverley	30,900
Goole	22,500
Driffield	13,700

Source: Office for National Statistics, 2020

The surrounding rural landscape consists of fertile low-lying plains and the rolling chalk hills of the Yorkshire Wolds. The East Riding also has an 85km long coastline, of which 48km is actively eroding at a rate of up to 4m per year. Individual cliff losses of over 20m have been historically recorded.

The M62 motorway is the local link to the major road network, the east-west transpennine route that connects Hull to Liverpool to via Leeds and Manchester. The A63 provides the eastward continuation of this route.

Figure 7: Hull & East Yorkshire geography



Key employment sites are located close to the ports at Hull and Goole, and along the A63/M62 and A1079 strategic corridors, in addition to a number of large rural sites on former airfield sites including Carnaby, Holme-on-Spalding Moor and Kelleythorpe. Hull & East Yorkshire also benefits from a number of Enterprise Zones at Goole, Melton, Brough and Paull in the East Riding and adjacent to the ports on the A1033 in Hull. These sites offer incentives for business to invest or expand and have been the focal point for growth.

## 1.5 Retail & leisure: Kingston upon Hull

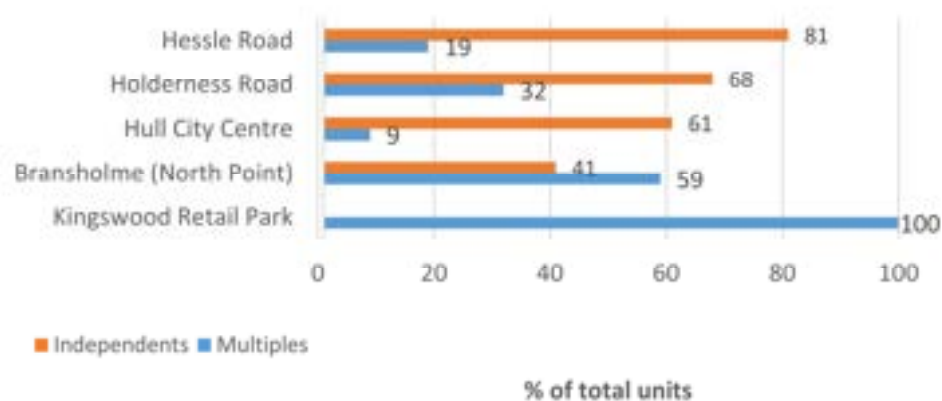
Statistics included here compare the performance of key retail localities in the city of Hull and are drawn from the retail location platform, the Local Data Company.

Figure 8: Retail and leisure statistics, 2021

Retail Centre	Units	Retail	Leisure	Vacant
Hull City Centre	805	559	246	182
Bransholme (North Point)	72	66	6	10
Hessle Road	81	67	14	14
Holderness Road	99	78	21	11
Kingswood Retail Park	21	18	3	1

Source: Local Data Company, 2021

Figure 9: Independent and multiple mix in Hull retail localities, 2021



GB average: 65% independent: 35% multiple

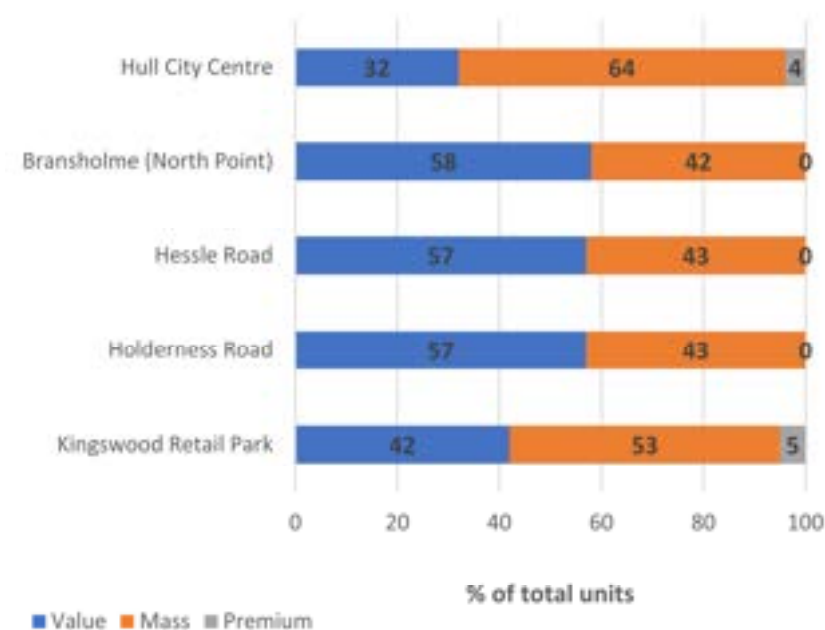
Source: Local Data Company, 2021

Figure 10: Vacancy rates in Hull retail localities, 2021

Retail Centre	Vacancy rate (%)	GB average (%)
Hull City Centre	22.6%	14.3%
Bransholme (North Point)	13.9%	
Hessle Road	17.3%	
Holderness Road	11.1%	
Kingswood Retail Park	4.8%	

Source: Local Data Company, 2021

Figure 11: Quality of offer in Hull retail localities, 2021



Source: Local Data Company, 2021

Retail & leisure: East Riding of Yorkshire

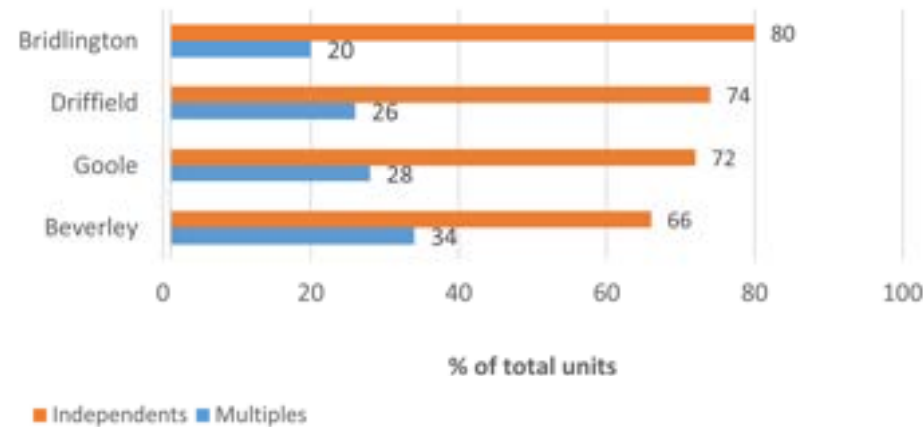
Statistics are not available for all towns in the East Riding from the Local Data Company and so just principal towns as identified in the Local Plan have been included here. Performance is mixed with both Beverley and Driffield generally faring better than the national average.

Figure 12: Retail and leisure statistics for East Riding principle towns, 2021

Retail Centre	Units	Retail	Leisure	Vacant
Beverley	347	268	79	36
Bridlington	398	260	138	61
Driffield	185	146	39	13
Goole	232	196	36	40

Source: Local Data Company, 2021

Figure 13: Independent and multiple mix in East Riding principal towns, 2021



GB average: 65% independent; 35% multiple

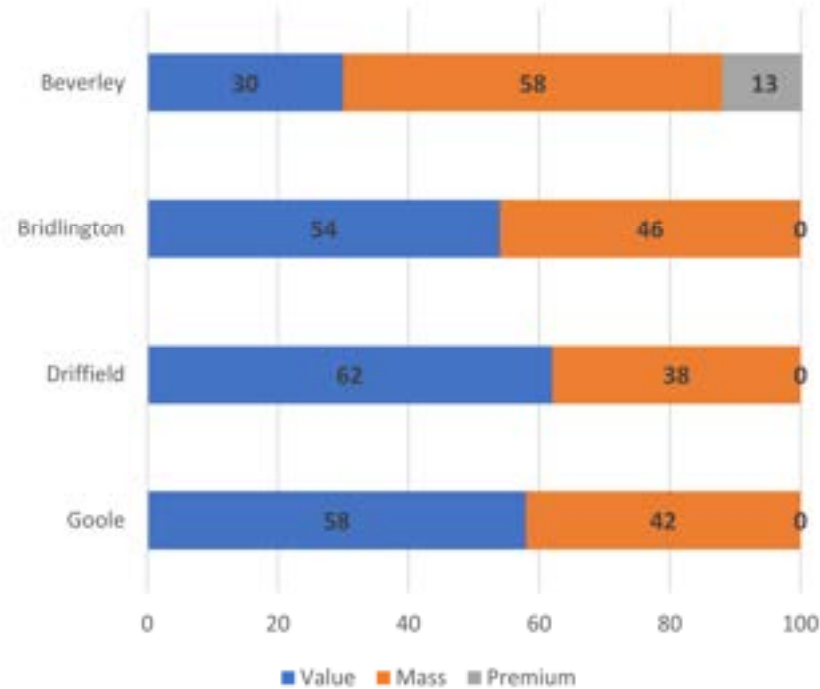
Source: Local Data Company, 2021

Figure 14: Vacancy rates in East Riding principal towns, 2021

Retail Centre	Vacancy rate (%)	GB average (%)
Beverley	10.4%	14.3%
Bridlington	15.3%	
Driffield	7.0%	
Goole	17.2%	

Source: Local Data Company, 2021

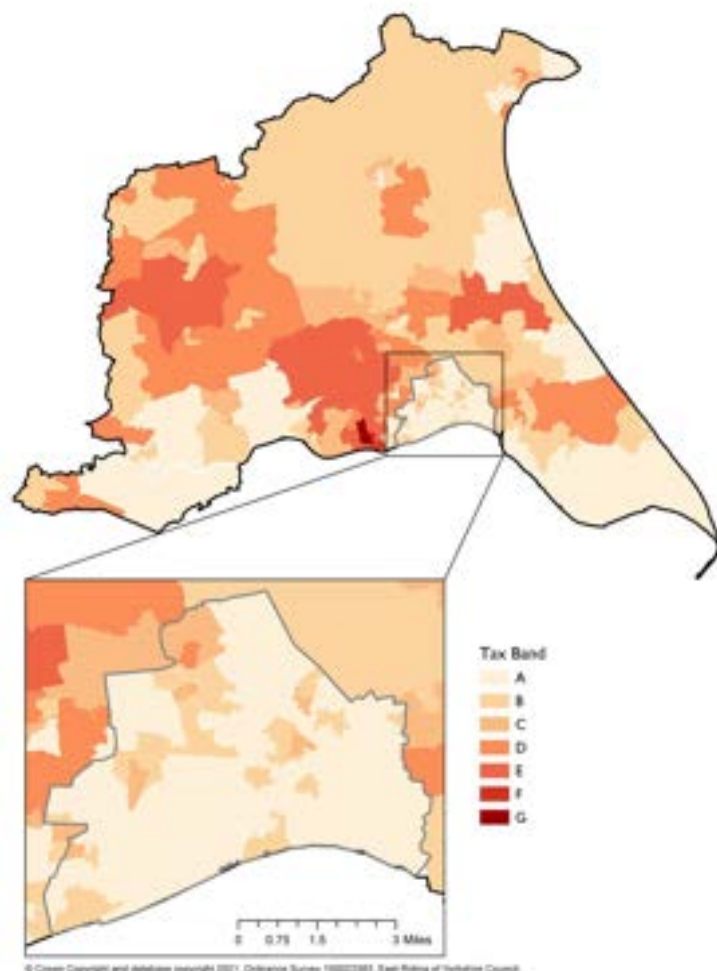
Figure 15: Quality of offer in East Riding principal towns, 2021



Source: Local Data Company, 2021

## 1.6 Housing stock

Figure 16: Housing stock council tax band by MSOA, 2020



Source: Valuation Office Agency, 2020

## Housing Stock by Council Tax Band

Figure 17: Properties by Council Tax Band, 2020

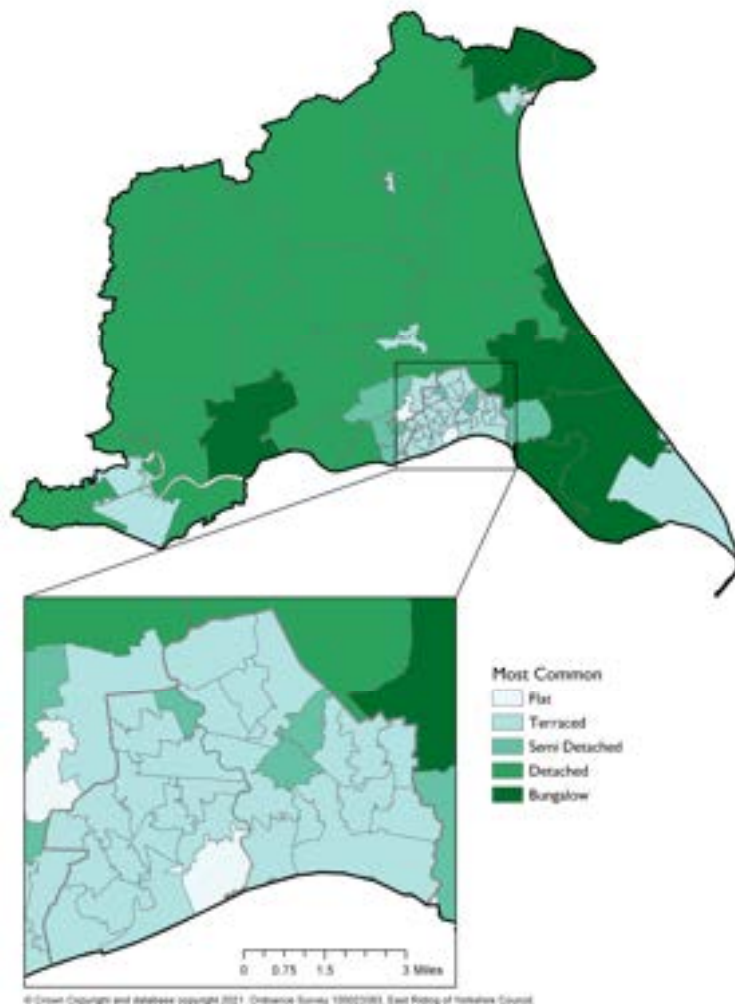
	<b>Hull</b> <b>121,710</b>		<b>East Riding</b> <b>156,280</b>		<b>Yorkshire &amp; Humber</b>	<b>England</b>
<b>Band A</b>	81940	66.9%	39870	25.3%	42.9%	24.2%
<b>Band B</b>	23670	19.3%	36520	23.1%	20.2%	19.6%
<b>Band C</b>	10740	8.8%	30900	19.6%	16.7%	21.8%
<b>Band D</b>	4450	3.6%	24120	15.3%	9.6%	15.5%
<b>Band E</b>	1360	1.1%	15660	9.9%	6.0%	9.6%
<b>Band F</b>	320	0.3%	7170	4.5%	2.9%	5.1%
<b>Band G</b>	60	0.0%	3260	2.1%	1.6%	3.5%
<b>Band H</b>	40	0.0%	280	0.2%	0.1%	0.6%

Source: Valuation Office Agency, 2020

- There are a total of 280,270 residential properties across Hull & East Yorkshire. These are split roughly equally between properties in Hull (122,510; 44%) and properties in the East Riding (157,760; 56%).
- In Hull, the significant majority of properties are in council tax band A (67%); a much higher percentage than both regionally and nationally.
- The notable exceptions are the Bricknell East / University / Haworth Park area, Bransholme West and Sutton South where the predominant council tax band is band B.
- In the East Riding, the mix of properties by Council Tax Band is much more similar to nationally.
- Band A properties are focussed around Goole and the surrounding area, Bridlington, Hornsea and Withernsea East / Patrington.
- Higher council tax band properties (Band C and higher) typically

## Housing stock by property type

Figure 18: Housing stock property type by MSOA, 2020



Source: Valuation Office Agency, 2020

Figure 19: Housing stock by property type, 2020

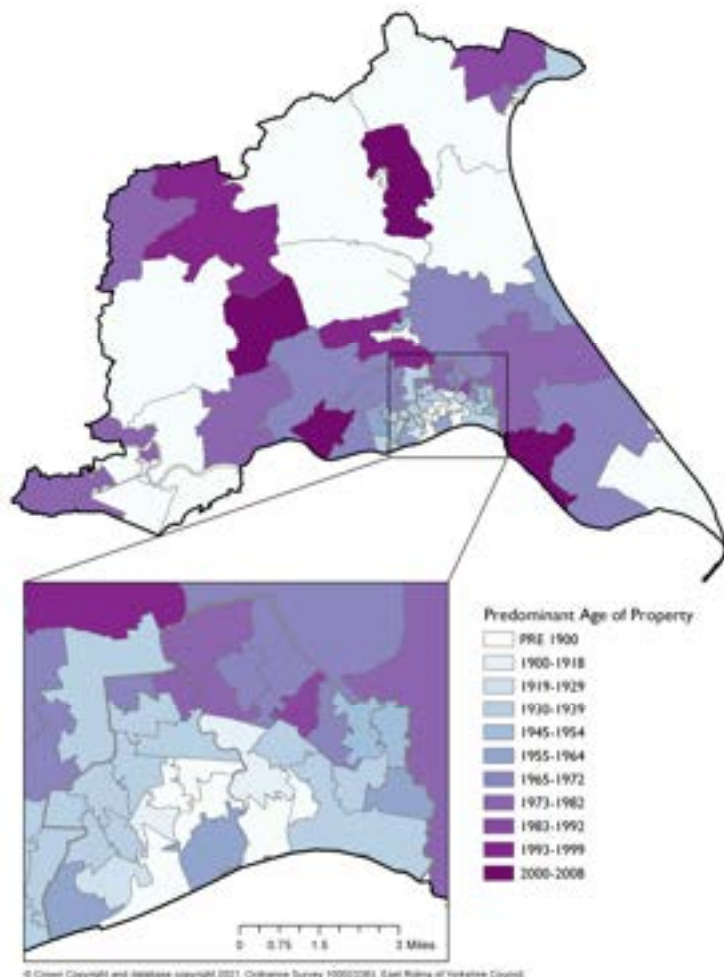
	<b>Hull</b> <b>121,710</b>		<b>East Riding</b> <b>156,280</b>		<b>Yorkshire</b> <b>&amp; Humber</b>	<b>England</b>
<b>Bungalow</b>	8090	7%	31760	20%	11%	9%
<b>Flat / Maisonette</b>	20920	17%	15330	10%	15%	24%
<b>Terraced</b>	65160	53%	32890	21%	29%	26%
<b>Semi-detached</b>	22340	18%	39890	25%	29%	24%
<b>Detached</b>	5840	5%	36440	23%	14%	16%
<b>Annexe</b>	10	0%	230	0%	0%	0%
<b>Other</b>	70	0%	390	0%	0%	0%
<b>Unknown</b>	140	0%	860	1%	1%	1%

Source: Valuation Office Agency, 2020

- In Hull, the predominant housing type is terraced housing (53%); which makes up a significantly larger proportion of the housing stock than regionally or nationally. There is a relatively low proportion of semi-detached (18%) and detached housing (5%).
- Exceptions include the city centre, which is mostly flats and maisonettes, and Haworth Park and Sutton South / Sutton North where housing is mostly semi-detached.
- In the East Riding, housing stock is much more mixed. Compared to nationally there is a relatively high proportion of bungalows (20%) and detached properties (23%); and a relatively low proportion of flats and maisonettes (10%).
- Bungalows are the predominant housing type for much of the area east of Hull, the Gilberdyke / North Cave area and the Bridlington area.
- For much of the rest of the East Riding the predominant housing type is detached properties; or semi-detached properties in the villages bordering the west of Hull.

## Housing stock by age

Figure 20: Housing stock age by MSOA, 2020



Source: Valuation Office Agency, 2020

Figure 21: Properties by age, 2020

	<b>Hull</b> <b>121,710</b>		<b>East Riding</b> <b>156,280</b>		<b>Yorkshire</b> <b>&amp; Humber</b>	<b>England</b>
<b>Pre 1900</b>	16050	13%	23630	15%	16%	16%
<b>1900 – 1918</b>	8670	7%	5170	3%	5%	5%
<b>1919 – 1929</b>	7010	6%	4830	3%	6%	5%
<b>1930 – 1939</b>	21580	18%	14930	9%	11%	11%
<b>1945 – 1954</b>	6430	5%	9570	6%	7%	7%
<b>1955 – 1964</b>	9920	8%	15900	10%	11%	10%
<b>1965 – 1972</b>	11680	10%	15700	10%	10%	10%
<b>1973 – 1982</b>	13210	11%	16690	11%	9%	9%
<b>1983 – 1992</b>	7660	6%	14950	9%	6%	7%
<b>1993 – 1999</b>	6830	6%	13360	8%	5%	5%
<b>2000 – 2011</b>	6800	4%	14210	8%	8%	8%
<b>2012 – 2020</b>	6650	5%	7750	5%	7%	8%
<b>Unknown</b>	180	0%	1080	1%	1%	1%

Source: Valuation Office Agency, 2020

- In Hull, 44% of housing is pre-war; with the largest proportion having been built between 1930 and 1939 (18%).
- 10% of housing was built in the last 20 years; and new housing is the predominant housing type in both the city centre and Gipsyville areas.
- In the East Riding, pre-war housing makes up 31% of the housing stock; although a large proportion is pre-1900 (15%).
- 13% of housing was built in the last 20 years. Areas of predominantly modern housing focus on Howden South / Goole North, Market Weighton, Brough, Burstwick & Thorngumbald, and Driffield East & Nafferton.

## 1.7 Land use

Natural capital can be defined as the stock of natural assets such as soil, geology, water, air and living organisms that help to support human life on Earth. The natural capital and land use purposes within a geographic area can often shape patterns or economic activity and the structure and function of a local economy. Figure x compares the land use types in Hull & East Yorkshire with the North, West and East Yorkshire average.

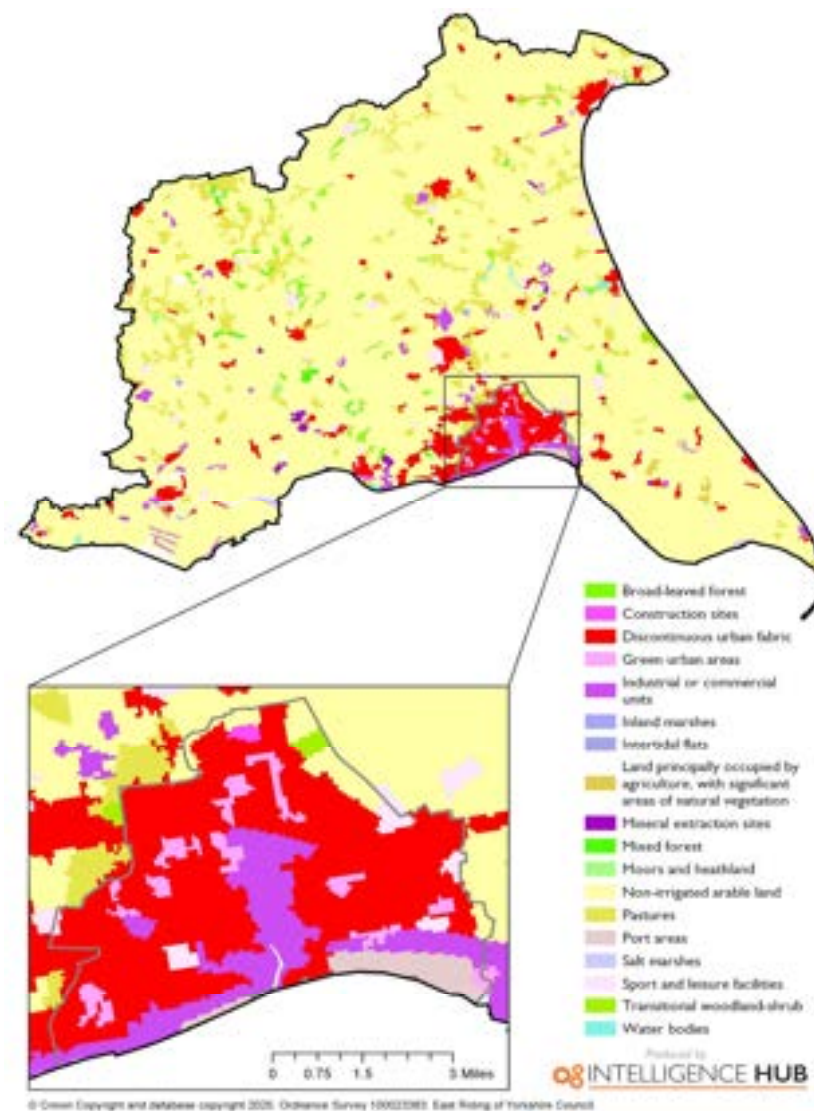
Figure 22: Land cover types in Hull & East Yorkshire, 2019

	Hull & East Yorkshire		Yorkshire (N,W & E)
	Hectares	%	%
<b>Arable</b>	202,850	79	42
<b>Pasture/Grassland</b>	14,712	6	26
<b>Woodland</b>	5,323	2	7
<b>Mineral Sites</b>	571	< 1	< 1
<b>Moorland &amp; Heath</b>	145	< 1	5
<b>Peat Bogs</b>	391	< 1	9
<b>Freshwater</b>	1,004	< 1	< 1
<b>Coastal</b>	9,865	4	< 1
<b>Sparse/rock/other</b>	-	-	< 1
<b>Urban (including GI)</b>	22,802	9	9
<b>Total</b>	<b>257,661</b>	<b>100.0</b>	<b>100</b>

Source: CORINE land mapping, 2019

Hull & East Yorkshire is 79% arable and represents 18.1% of total farmed land in Yorkshire and The Humber according to the 2016 DEFRA Agricultural Census, growing approximately 30% of the cereal and arable crop and almost 60% of fruit & vegetable output in the region. Consequently, agriculture and food manufacturing are highly significant for the local economy.

Figure 23: Land cover types in Hull & East Yorkshire, 2019



Source: CORINE land mapping, 2018

## 1.8 Flooding

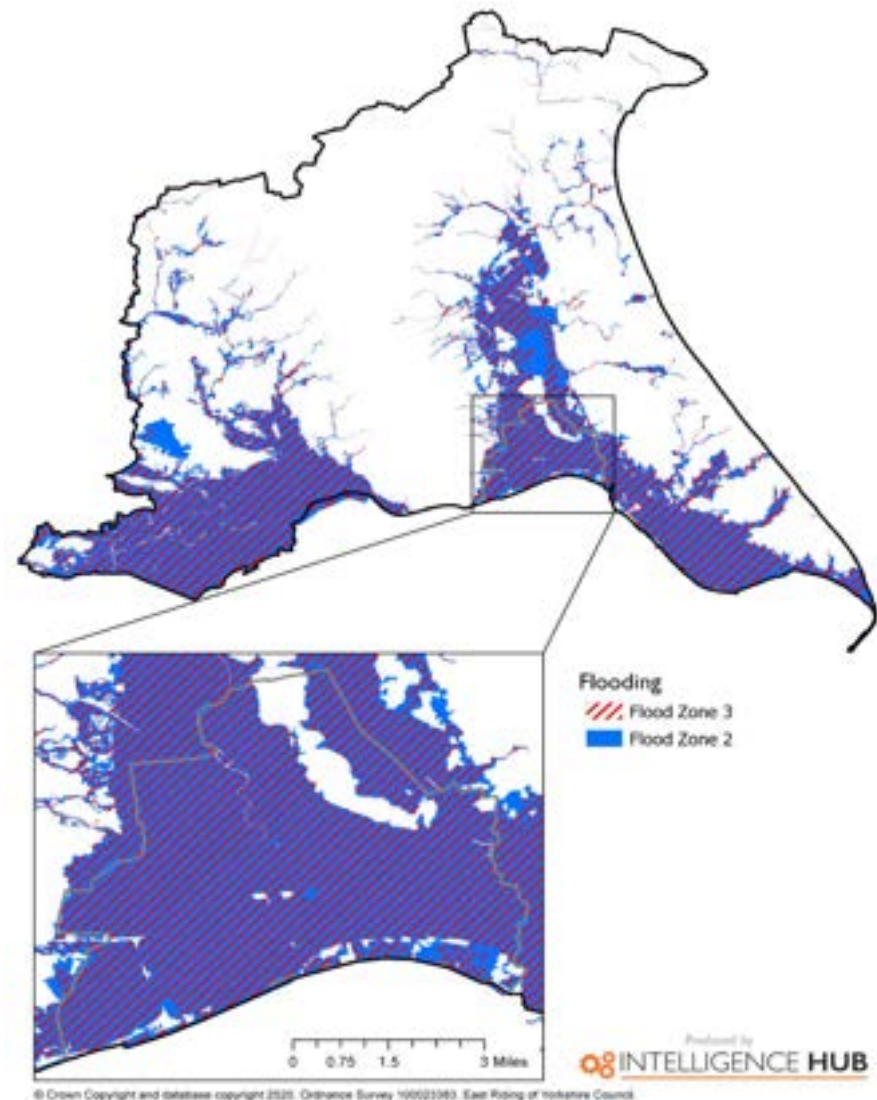
The environmental resilience of each of Hull & East Yorkshire can be seen in figure 24. Flood Zone 2 illustrates the areas that are vulnerable to a 0.1% chance of flooding every year, not accounting for existing flood defences. Similarly, the hatched zones on the map are Flood Zone 3 and show the areas at a high risk of flooding - more than 1% chance per year.

The maps for Hull show that most areas of the city are at a low risk of flooding with a potential impact on businesses, homes and services. However, the majority of the city is covered to some extent by flood defences. Areas most vulnerable to flooding are along the banks of the Humber Estuary, which are primary commercial and industrial locations.

The East Riding of Yorkshire has three key areas to consider for environmental resilience. The chalk areas of the Wolds provide excellent drainage. The North Sea Coast of the East Riding is at notably low risk of flooding, however, while water levels are not a major issue in this area, coastal erosion is a significant pressure. Should this erosion continue at current rates, approximately 234 residential properties and 500 caravans would be lost to coastal erosion by 2105. This does not take into account climate change, which is expected to increase rates of coastal erosion locally.

The areas of historic wetland at the Humberhead Levels around Goole and the Holderness coast on the Humber Estuary are large areas at significant risk of flooding, being the natural flood plains for the Estuary and its tributaries. The area of the River Hull corridor is also a risk for flooding, and shows the risks of flooding in lowland areas. Furthermore, it is important to consider that these areas benefit from flood defences and mitigates the risk to homes, businesses and employment sites.

Figure 24: Likelihood of flooding by risk level in Hull & East Yorkshire, 2020

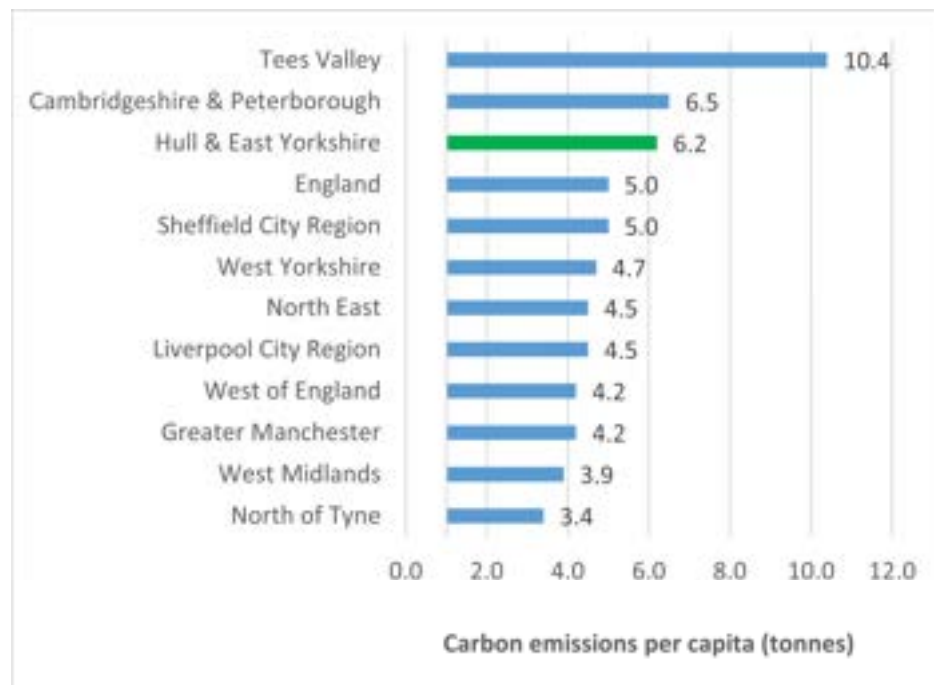


Source: Environment Agency, 2020

## 1.9 Carbon emissions

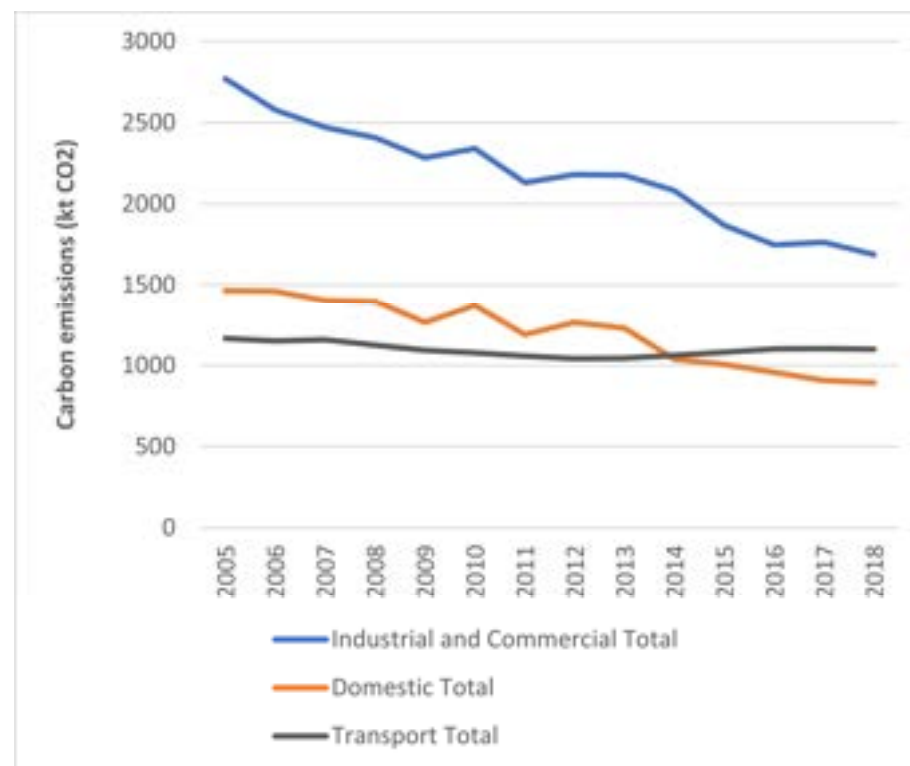
Figure 25 shows carbon emissions (CO<sup>2</sup>) per person and highlights that Hull & East Yorkshire is one of three Combined Authorities above the England average of 5.0 tonnes per capita. Large industrial installations are responsible for the majority of emissions in Tees Valley (69.7%) and Hull & East Yorkshire (45.7%); however transport (44.7%) is the biggest cause of emissions in Cambridgeshire & Peterborough due to rurality and a less industrial economy.

Figure 25: Carbon emissions (CO<sup>2</sup>) per capita by Combined Authority, 2018



Source: Business, Energy and Industrial Strategy, 2020

Figure 26: Carbon emissions by sector in Hull & East Yorkshire, 2018



Source: Business, Energy and Industrial Strategy, 2020

Industrial and domestic emissions fell by almost 40% over the period 2005 – 2018 in Hull & East Yorkshire compared to just a 5.7% decrease reduction in transport emissions. Transport now accounts for almost 30% of total emissions, up from 21.3% in 2005. Figure 26 illustrates this challenge locally, which is a significant issue places that are home to a high number of people or 'end-users' that produce emissions either from their homes or through the use of transport.

# 2

## Connectivity

## 2.1 National connectivity



## 2.2 Travel flows

Origin destination data from the 2011 Census measures the location of residents and their workplaces at the time to be able to establish work flow patterns. Overall, self-containment within Hull & East Yorkshire was very high with 87.9% of residents in employment both living and working the area. However, overall there is a net deficit commuter outflow of -10,046 people, which means that more Hull & East Yorkshire residents work outside of the area than those from incoming neighbouring local authorities.

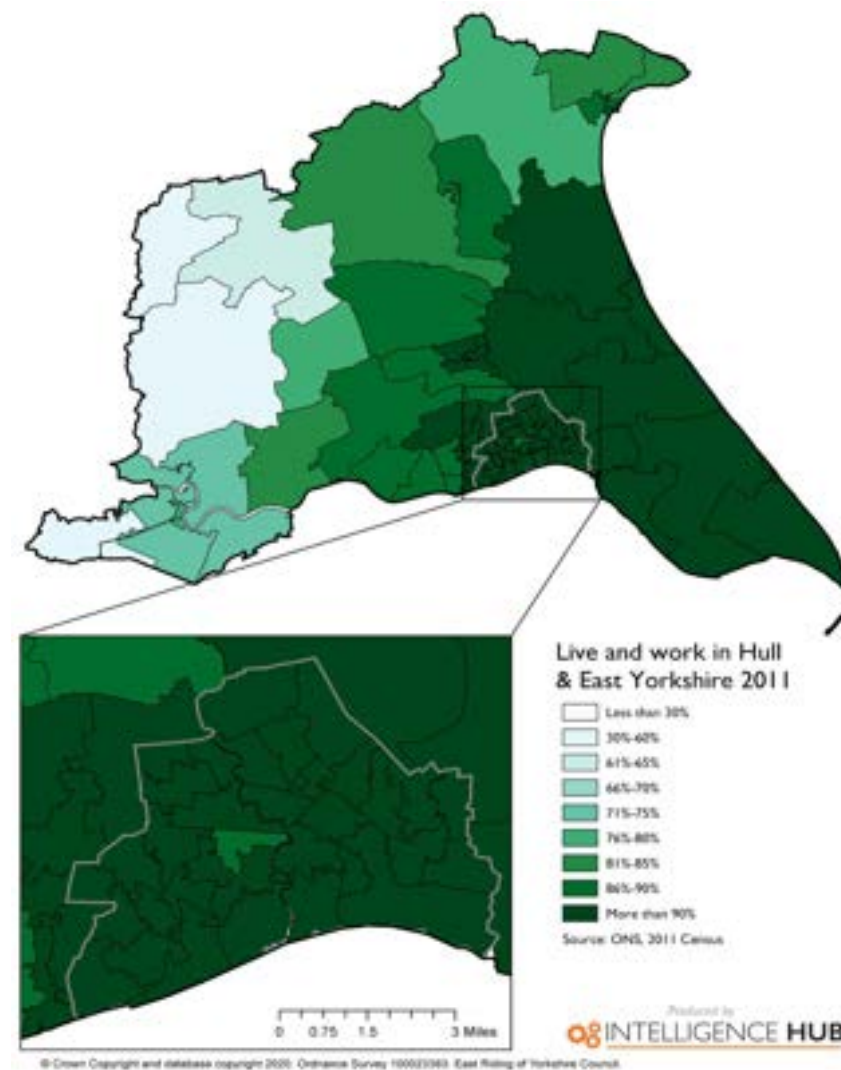
Figure 27: Hull & East Yorkshire daily travel flows, Census 2011

Location	Inflow	Location	Outflow
North Lincolnshire	2,498	York	5,752
York	2,280	Selby	2,654
Doncaster	1,886	Leeds	2,251
Selby	1,812	Scarborough	1,737
North East Lincolnshire	1,015	North Lincolnshire	1,720
Scarborough	1,008	Ryedale	1,292
Leeds	862	Wakefield	1,262
Wakefield	556	North East Lincolnshire	1,252
Ryedale	539	Doncaster	1,140
Sheffield	243	Hambleton	428

Source: Office for National Statistics, 2011 Census

Figure 28 illustrates the percentage of working age residents that live and work in Hull & East Yorkshire and reinforces the Functional Economic Areas outlined earlier in this report. The relationship between the two local authorities is strongest within the city of Hull and to the east along the Holderness coast. This naturally starts to weaken in rural localities bordering neighbouring local authority areas.

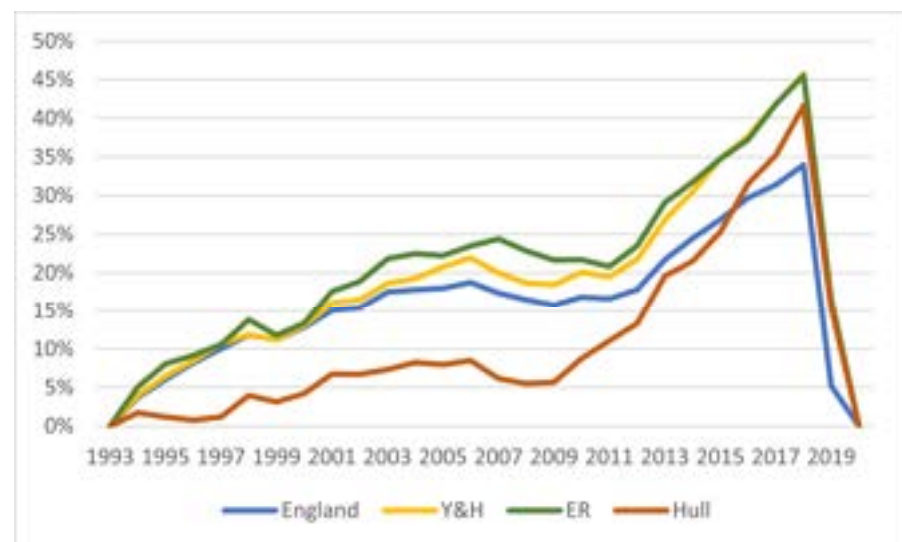
Figure 28: % of working age residents that live and work in Hull & East Yorkshire, Census 2011



## 2.3 Road network

Road traffic volume statistics published by the Department for Transport indicate that there were an estimated 3.0 billion vehicle movements recorded in Hull & East Yorkshire in 2018, up 46% on 1993 despite a fall during the economic downturn (2008-2011).

Figure 29: % cumulative growth in all motor vehicle traffic, 1993-2020



Source: DfT, 2020

Average speed, delay and reliability of travel time statistics show that Hull has the slowest average speeds in the region and delays that are 82% higher than the national average.

Figure 30: Average speed on local 'A' roads (miles per hour), 2020

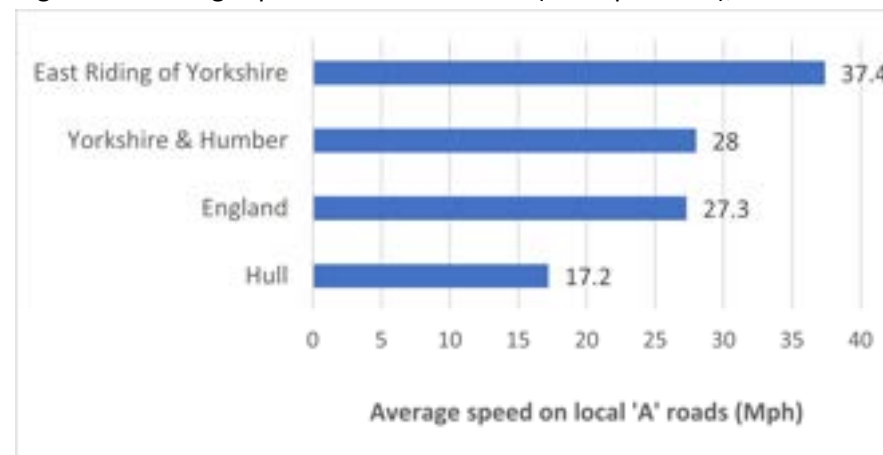
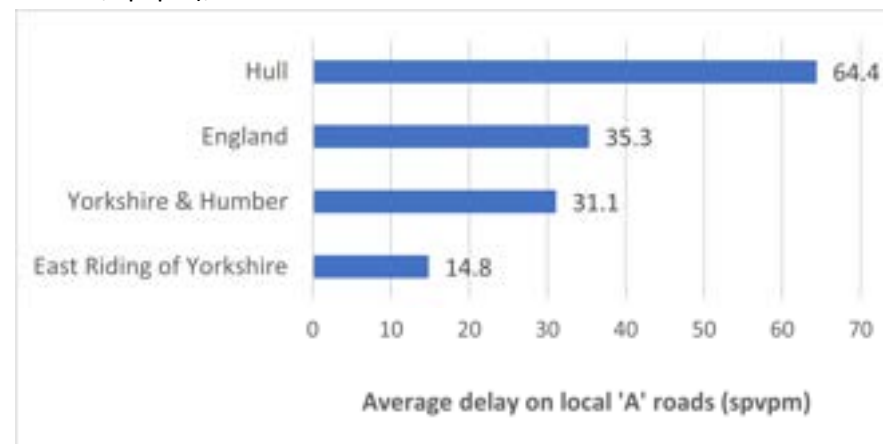


Figure 31: Average delay on local 'A' roads (seconds per vehicle per minute, spvpm), 2020

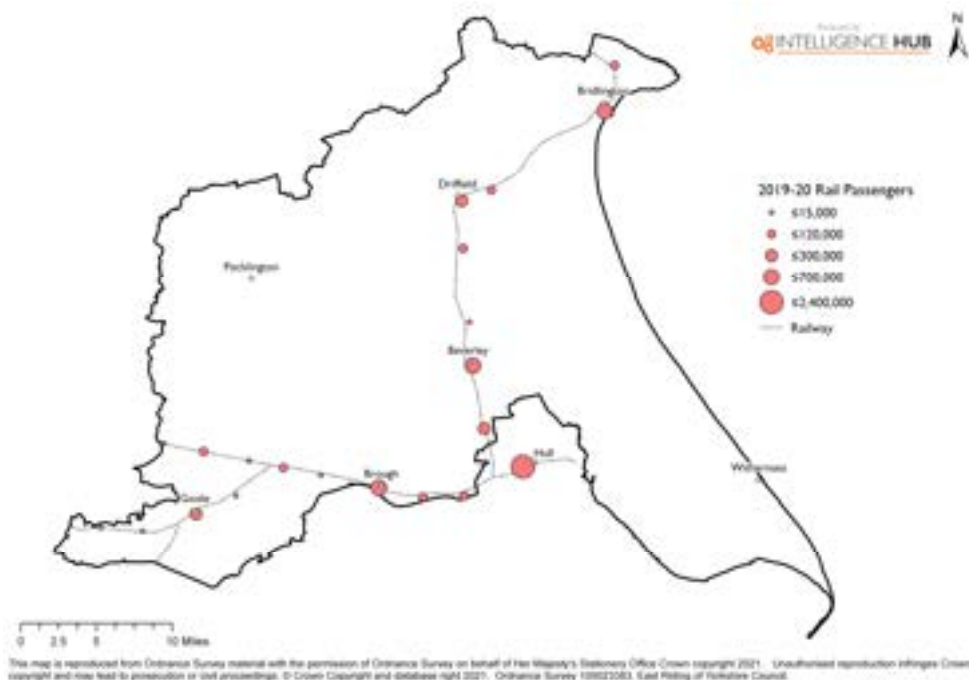


Source: Department for Transport, 2021

## 2.4 Rail usage

Railway station usage data published by the Office for Road & Rail shows that over 5 million people used stations in Hull & East Yorkshire illustrated in figure 32. Hull recorded over 2.3 million entries and exists in 2019/20 and was the 8<sup>th</sup> busiest railway station in the region. Method of travel to work statistics from the 2011 Census showed that just 1.1% of people in employment used the train as their primary mode of transport to work in Hull & East Yorkshire, which is considerably lower than regional and national averages of 2.3% and 5.2% respectively.

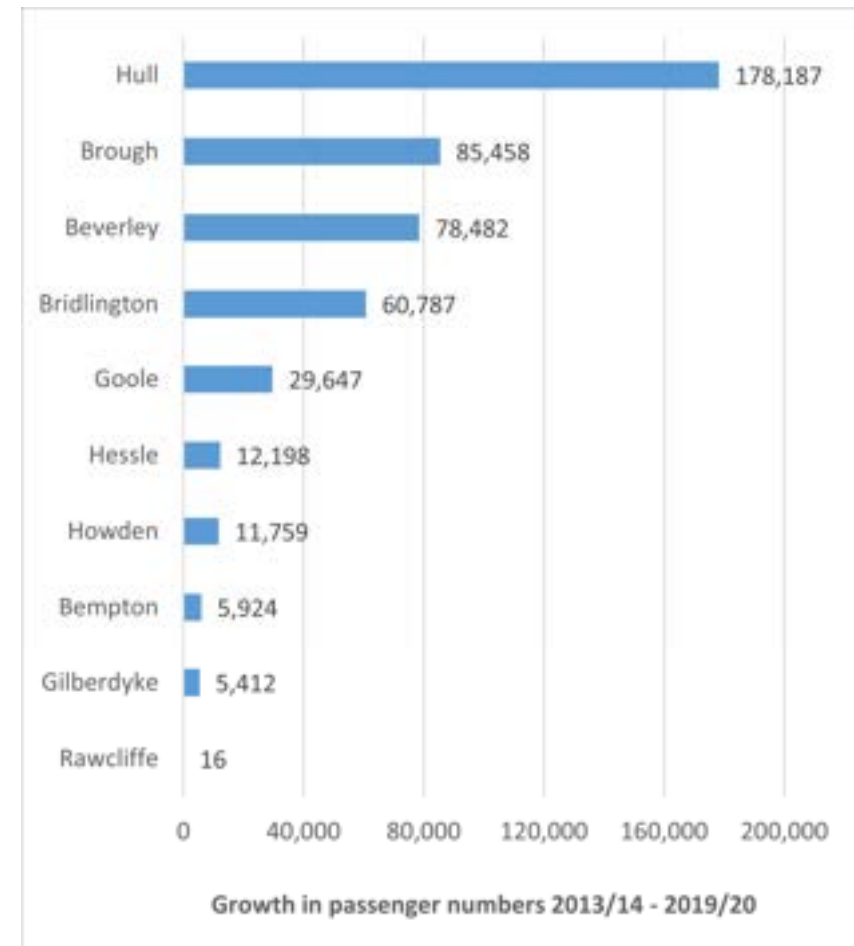
Figure 32: Station entries and exits at railway stations in Hull & East Yorkshire, 2019/20



Source: Office for Road & Rail, 2021

Station usage overall in Hull & East Yorkshire has grown by 10.1% over the six year period from 2013/14 to 2019/20.

Figure 33: Top 10 stations for passenger growth, 2013-2020

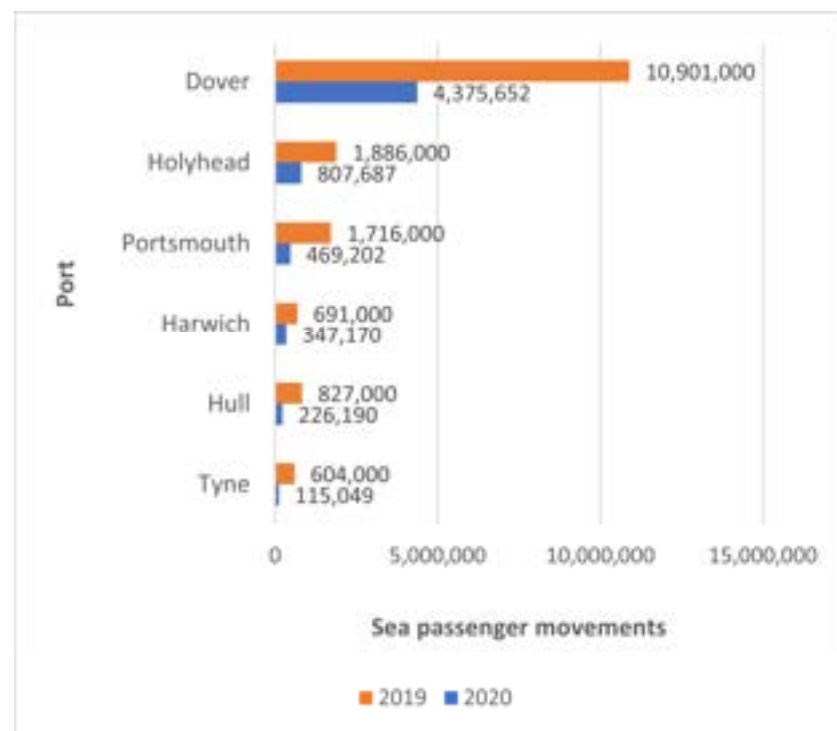


Source: Office for Road & Rail, 2021

## 2.5 Ports & freight traffic

The Port of Hull reported 827,000 sea passenger movements in 2019 and was the 4th busiest port for sea passengers in Great Britain behind Dover, Holyhead and Portsmouth. This figure drastically reduced in 2020 to 226,190 with the effect of the Covid-19 pandemic. In total, 28% of sea passengers from Great Britain to the Netherlands travelled via Hull in 2020, behind Harwich (36%) and Newcastle (31%).

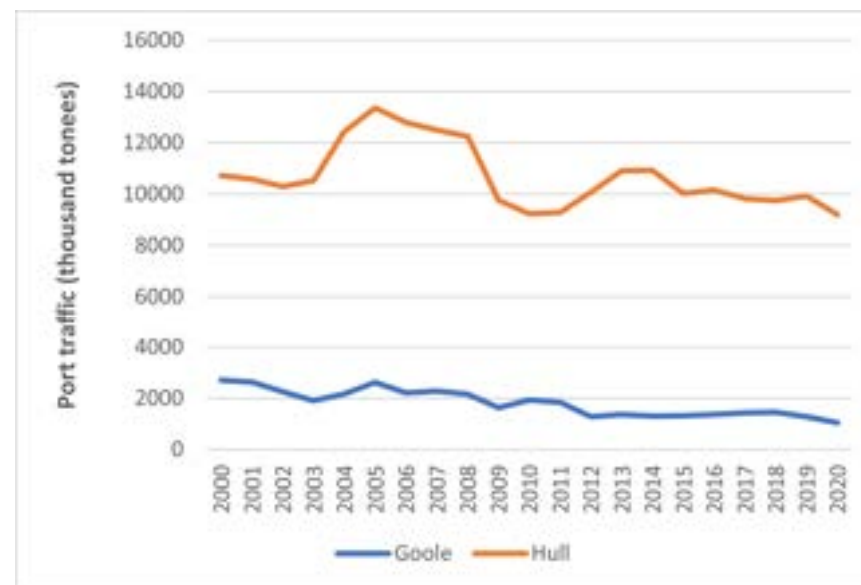
Figure 34: International passenger movements by port, 2020



Source: Department for Transport, 2021

Figure 35 shows the change in port traffic by tonnage over the period 2000-2020 at the Ports of Hull and Goole. In 2019, 10.3 million tonnes of cargo were handled by these two ports, a 20.5% decrease on 2000. Grimsby & Immingham is the busiest port complex in the UK by tonnage and the Humber collectively handled over 66.4 million tonnes of cargo in 2019. However, the Ports of Hull and Goole accounted for just 16% of this total, 9.2 million tonnes in Hull and 1.0 million tonnes in Goole.

Figure 35: Port freight traffic (thousand tonnes), 2000 – 2020



Source: Department for Transport, Maritime & Shipping, 2021

Inward freight accounts for 72.8% of tonnage in Hull and 95.0% of tonnage in Goole. Outward freight traffic decreased by 27.5% and 91.6% at the Ports of Hull and Goole respectively since 2000.

## 2.6 Bus statistics

Passenger journeys per head of population are typically higher in urban authorities and the Hull & East Yorkshire average of 42.8 per person is significantly lower than the national average of 72.3 in 2019/20. However, this figure rises to 80.2 when Hull is considered separately and just 14.3 in the East Riding of Yorkshire.

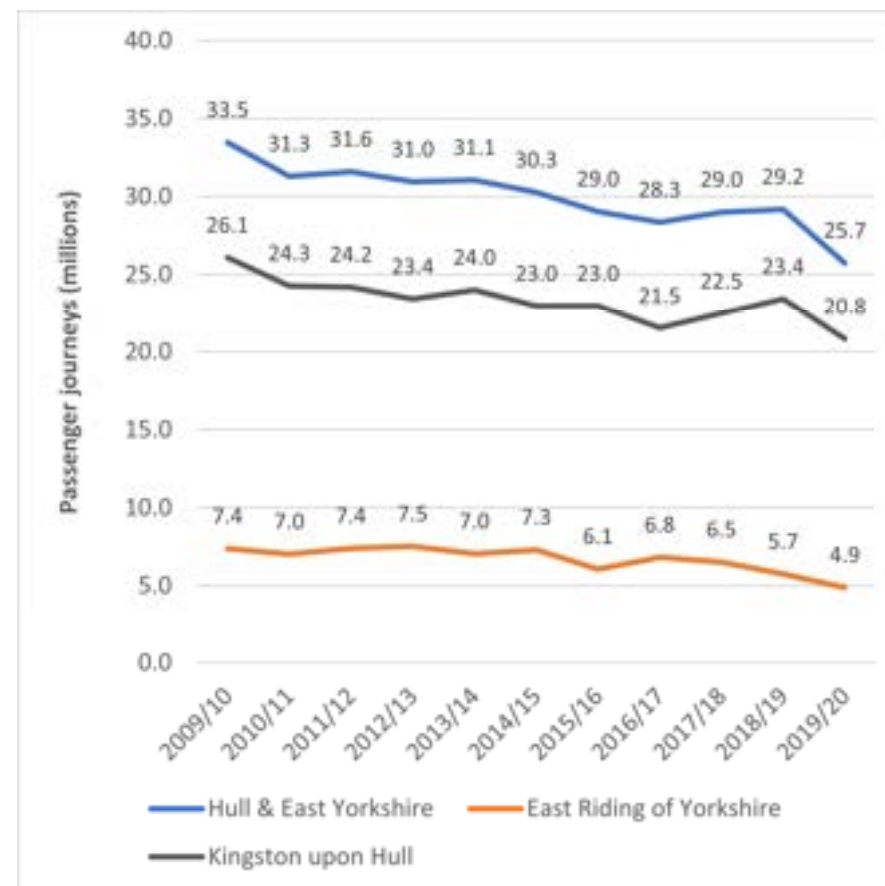
Figure 36: Passenger journeys per head of population, 2019/20



Source: Department for Transport, 2021

There were an estimated 25.7 million passenger journeys in Hull & East Yorkshire in 2019/20 and overall has decreased by 23% during the previous decade. Hull accounted for an increasing 80.9% share of total passenger journeys in Hull & East Yorkshire in 2019/20.

Figure 37: Passenger journeys on local bus services (millions), 2009/10 – 2019/20



Source: Office for National Statistics, 2021

## 2.7 Ultra-low emission vehicles

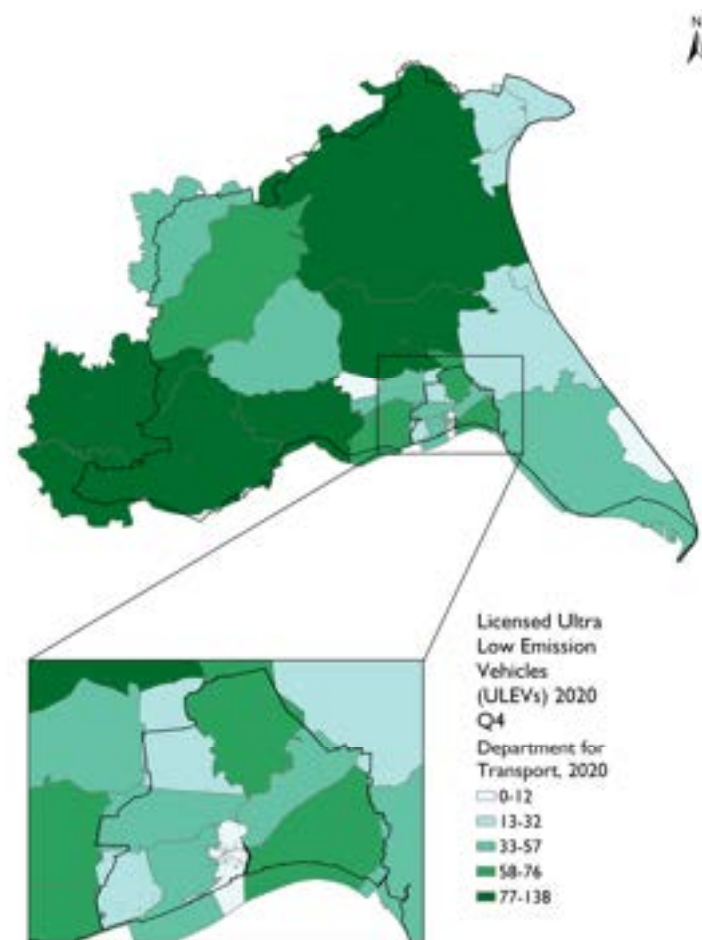
The electric vehicle market in the UK is growing rapidly with many electrified models introduced in recent years in order to satisfy growing demand. Ultra-Low Emission Vehicles (ULEVs) are primarily considered as being comprised of two vehicle types: Plug-in Hybrids (PHEVs) and Battery Electric Vehicles (BEVs). Figure 39 illustrates licensed ULEV ownership by postcode district in Hull & East Yorkshire in Q4 2020, which is up by 49.0% on Q4 2019 to over 1,300 vehicles and highlights the higher level of ownership the HU15 (Brough), HU17 (Beverley), YO25 (Driffield and rural) and DN14 (Goole and Howden) postcode areas. However, figure 38 below shows charging devices per 100,000 population and highlights the significant underrepresentation of charging infrastructure in Hull & East Yorkshire to continue to meet growing demand in the area.

Figure 38: Electric vehicle charging infrastructure, April 2021

Combined Authority (sorted by rate per 100,000 population)	Total public charging devices	Total rapid public charging devices	Charging devices by 100,000 population
Tyne & Wear	400	88	35
North East	854	183	32
Tees Valley	180	27	26.6
Cambridgeshire & Peterborough	193	51	22.5
Greater Manchester	411	76	14.5
West Yorkshire	479	165	20.5
West Midlands	1379	384	22.2
Merseyside	231	32	16.2
Hull & East Yorkshire	91	15	31.8

Source: Department for Transport, April 2021

Figure 39: Licensed Ultra Low Emission Vehicles by postcode district, Q4 2020



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Source: Department for Transport, April 2021

## 2.8 Cycling

Statistics and data about walking and cycling are based on the National Travel Survey and Active Lives Survey, which is household survey of personal travel by residents of England. Cycling rates, particularly for leisure, are notably higher in Hull & East Yorkshire than regional and national averages. Cycling for travel on a more frequent basis per week slips below the comparator areas in the East Riding of Yorkshire and is likely linked to the rurality of the geography.

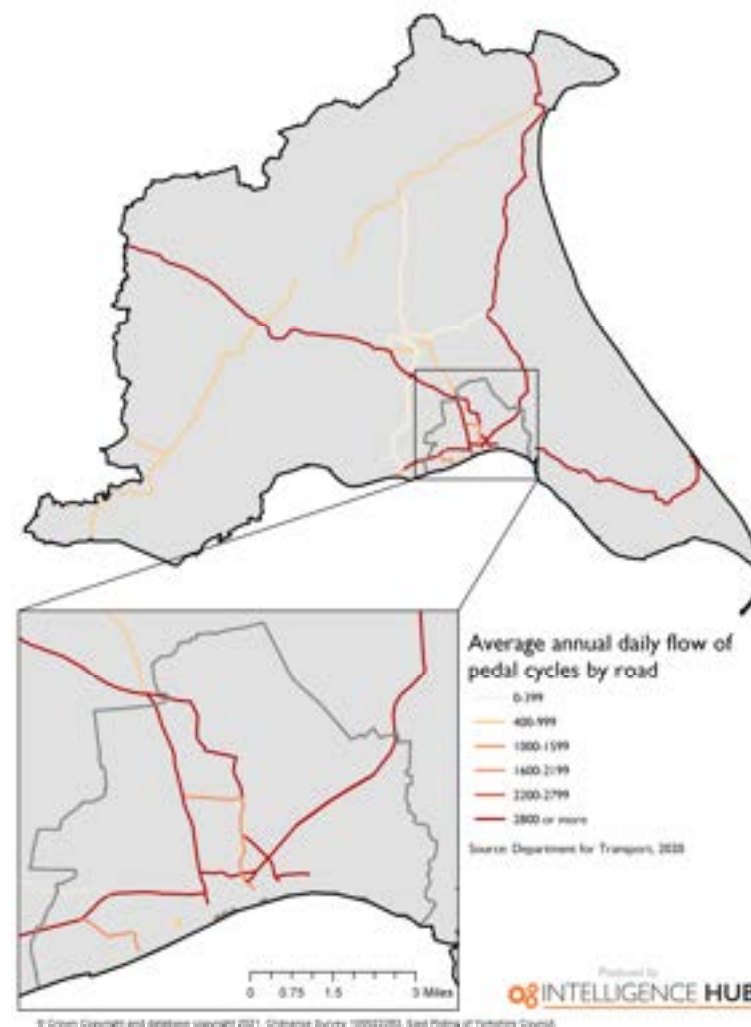
Figure 40: Proportion of adults that cycle by frequency and purpose, 2018/19

% of adults that cycle	Hull	East Riding	Yorks & Humber	England
<b>Any cycling</b>				
Once per week	13.7	12.4	9.7	11.2
Three times per week	7.8	6.3	4.5	5.3
Five times per week	3.5	1.9	2.5	3.2
<b>Cycling for leisure</b>				
Once per week	8.7	9.2	7.0	7.6
Three times per week	3.9	3.4	2.1	2.1
Five times per week	0.4	1.2	1.0	1.0
<b>Cycling for travel</b>				
Once per week	7.5	4.8	4.4	5.9
Three times per week	4.7	1.7	2.1	3.1
Five times per week	1.5	0.7	1.3	1.9

Source: Department for Transport, 2020

Method of travel to work data drawn from the 2011 Census also shows that 5.5% of people in employment in Hull & East Yorkshire cycled to work compared to 2.5% in the region and 2.9% nationally. Figure 41 is an indicative illustration of the busiest roads in the area, namely the A165, A1079, A1105 and the A1033.

Figure 41: Average annual daily cycling flow heat map, 2020



Source: Department for Transport, 2021

## 2.9 Broadband & mobile connectivity

Hull is the leading local authority area nationally for next generation access with 99.0% coverage to ultrafast broadband and full-fibre connectivity for premises in June 2021, which is due to the commitment of local provider KCOM to full-fibre network. Settlements neighbouring the city boundary including Beverley, Cottingham and most recently Driffield have also benefitted from investment. Figure 44 illustrates premises with superfast connectivity at Output Area level and highlights the variable nature of superfast broadband coverage in rural areas.

Figure 42: Superfast and fibre coverage, June 2021

Location	Hull	East Riding	Yorks & Humber	England
<b>Superfast (&gt; =30Mbps)</b>	99.1%	95.7%	97.6%	97.4%
<b>Ultrafast (&gt; 100Mbps)</b>	99.0%	58.9%	69.0%	68.4%
<b>Below 10 Mbps</b>	0.7%	2.1%	1.0%	0.9%
<b>Full fibre (FTTP or FTTH)</b>	99.0%	57.8%	28.5%	22.3%

Source: Think Broadband, June 2021

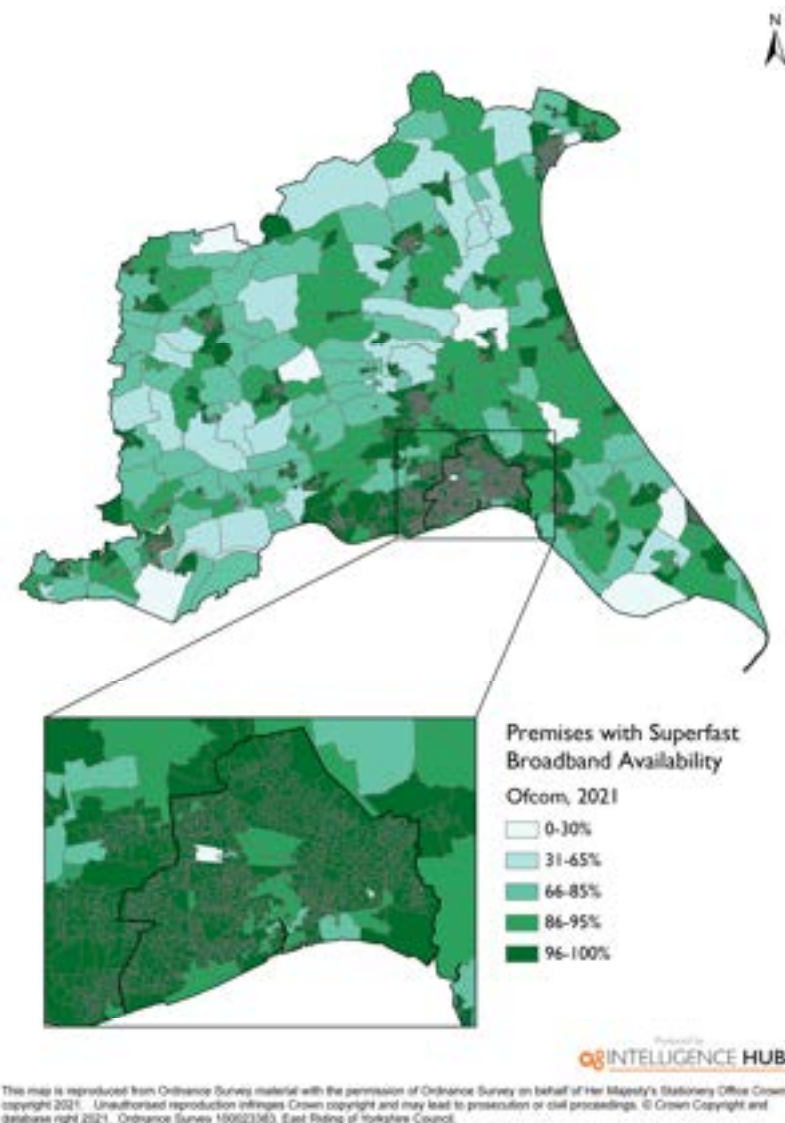
Mobile connectivity is generally very good in Hull across all operators but much more variable, particularly indoors, in the East Riding of Yorkshire.

Figure 43: Mobile connectivity availability (all providers), 2021

% signal from all operators	Hull	East Riding
<b>3G services, premises (indoor)</b>	96.7%	73.3%
<b>3G services, geographic (outdoor)</b>	100.0%	94.9%
<b>4G services, premises (indoor)</b>	98.4%	70.3%
<b>4G services, geographic (outdoor)</b>	100%	94.3%

Source: Ofcom, 2021

Figure 44: Broadband availability in Hull & East Yorkshire, 2021



Source: Ofcom, 2021

3

**Productivity**

### 3.1 Productivity

The Organisation for Economic Cooperation and Development (OECD) define productivity as ‘a ratio of a volume measure of output to a volume measure of output use’ (OECD Productivity Manual, 2001). Productivity matters because increasing productivity is critical to increasing economic growth in the long-run. This follows from the fact that economic output can only be increased by either increasing the amount of inputs or by raising productivity.

The UK Industrial Strategy launched in 2017 aims to boost productivity with investment in skills, industries and infrastructure. The strategy identifies five foundations to support a transformed economy: Ideas, People, Infrastructure, Business Environment, and Places. Each of these foundations are considered within this report.

The UK Competitiveness Index (UKCI) 2019 benchmarks the competitiveness of UK localities including City Regions, Local Enterprise Partnerships and Local Authority areas. The UKCI has been designed to be an integrated measure that considers both the development and sustainability of businesses and economic welfare of individuals. In summary, the index provides a guide as to the capability of an economy to attract business investment and either maintain or increase economic activity and standards of living.

Figure 45 illustrates the UKCI in rank order for local authorities in the Yorkshire and The Humber region. Overall, Kingston upon Hull and the East Riding of Yorkshire are ranked as the 350<sup>th</sup> and 225<sup>th</sup> most competitive local authorities respectively in the UK out of a total of 379 and both localities have become more competitive over the previous four years since the last publication in 2015.

Figure 45: UKCI in regional rank order (Yorkshire and The Humber), 2019

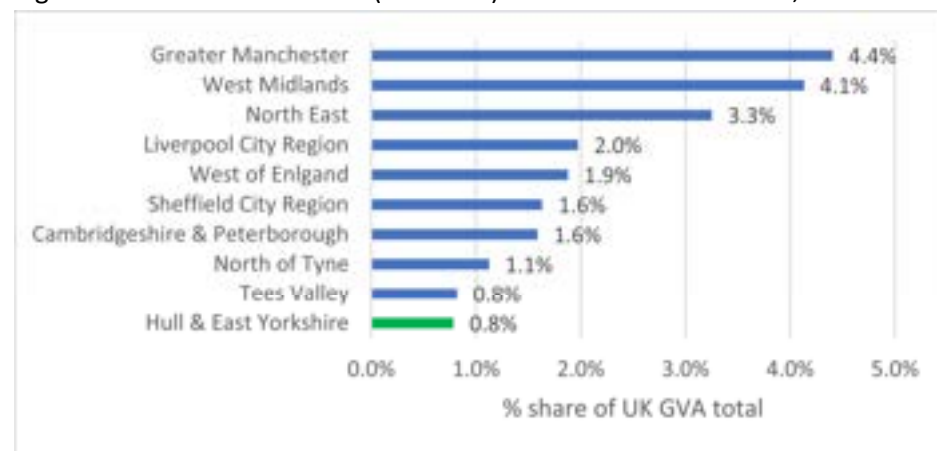


Source: UK Competitiveness Index, 2019

## 3.2 Economic performance

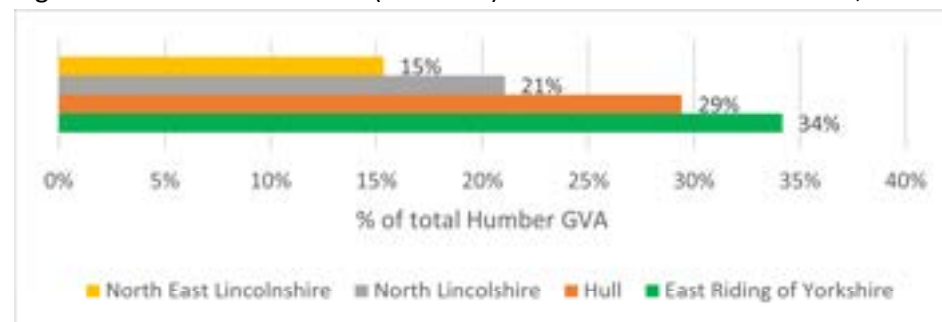
Gross Value Added (GVA) is the principal measure of the total value of goods and services produced by a local economy. In 2019 the Hull & East Yorkshire economy was worth £13.4bn and represented 0.8% of total UK GVA & 63% of the Humber total GVA.

Figure 46: Gross Value Added (Balanced) % share of total UK GVA, 2019



Source: Office for National Statistics, 2021

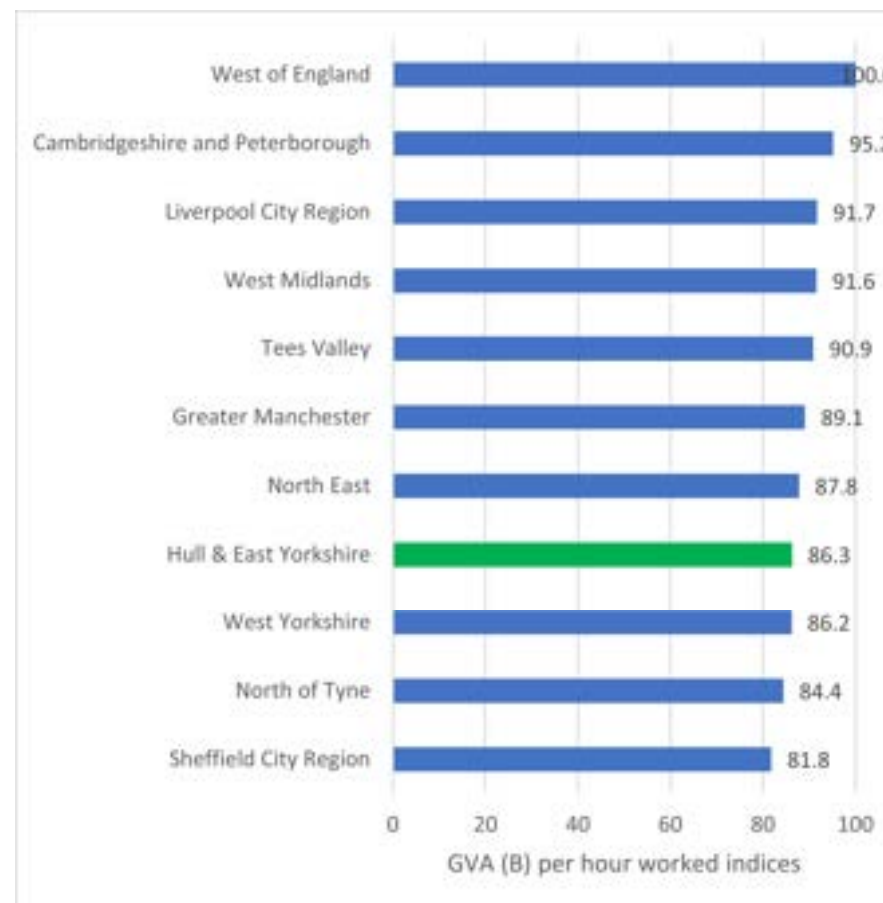
Figure 47: Gross Value Added (Balanced) % share of total Humber GVA, 2019



Source: Office for National Statistics, 2021

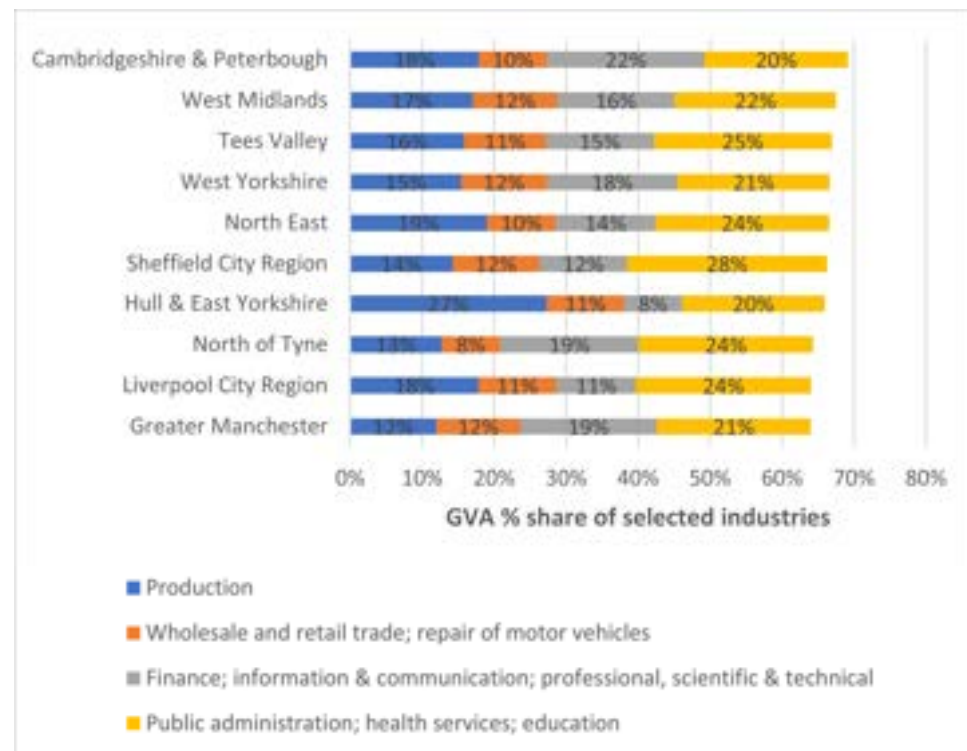
GVA per hour worked is considered a more reliable measure of labour productivity in a specific geographical area as it focuses on the quantity of goods and services produced per unit of labour input. Using this measure, Hull & East Yorkshire reports a level of productivity in line with West Yorkshire and greater than Sheffield City Region.

Figure 48: GVA (Balanced) per hour worked indices (UK = 100), 2018



Source: Office for National Statistics, 2020

Figure 49: GVA (Balanced) share by selected industry, 2019



Source: Office for National Statistics, 2021

Industrial structure is one of the factors that can have a major influence on productivity for an area. Figure 49 illustrates the GVA share of selected industries and highlights the significance of *production* (which includes agriculture, energy, mining and manufacturing) for Hull & East Yorkshire accounting for almost 30% of the value of the local economy.

Manufacturing contributes over 20% of the value of the Hull & East Yorkshire economy compared to an average of just 9.7% in the UK.

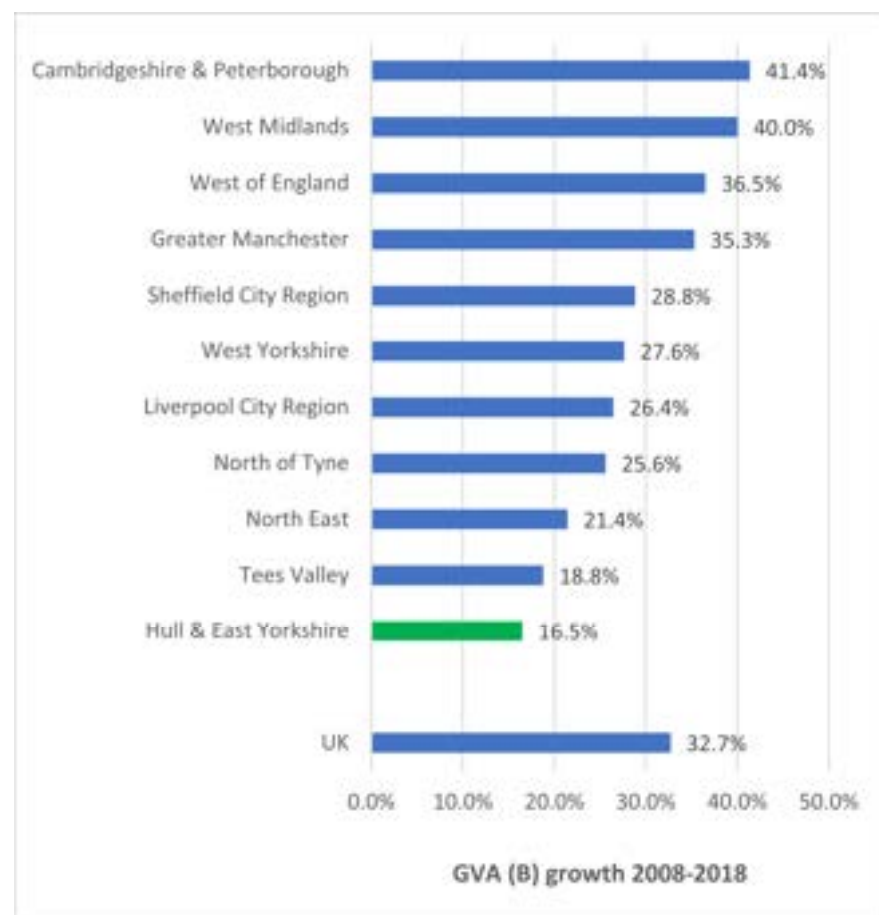
Figure 50: GVA (Balanced) by broad industrial group, 2019

Industry	Hull & East Yorks		UK
	£million	%	%
Agriculture, mining, electricity, gas, water and waste	889	6.7%	4.3%
Manufacturing	2,752	20.6%	9.7%
Construction	775	5.8%	10.4%
Wholesale and retail trade; repair of motor vehicles	1439	10.8%	6.6%
Transportation and storage	584	4.4%	4.1%
Accommodation and food service activities	349	2.6%	3.0%
Information and communication	343	2.6%	6.9%
Financial and insurance activities	151	1.1%	6.4%
Real estate activities	1630	12.2%	13.4%
Professional, scientific and technical activities	577	4.3%	7.7%
Administrative and support service activities	890	6.7%	5.3%
Public administration and defence	790	5.9%	5.0%
Education	744	5.6%	5.9%
Human health and social work activities	1121	8.4%	7.5%
Arts, entertainment and recreation	139	1.0%	1.6%
Other service activities	166	1.2%	1.7%
Activities of households	18	0.1%	0.3%
All	13355		

Source: Office for National Statistics, 2021

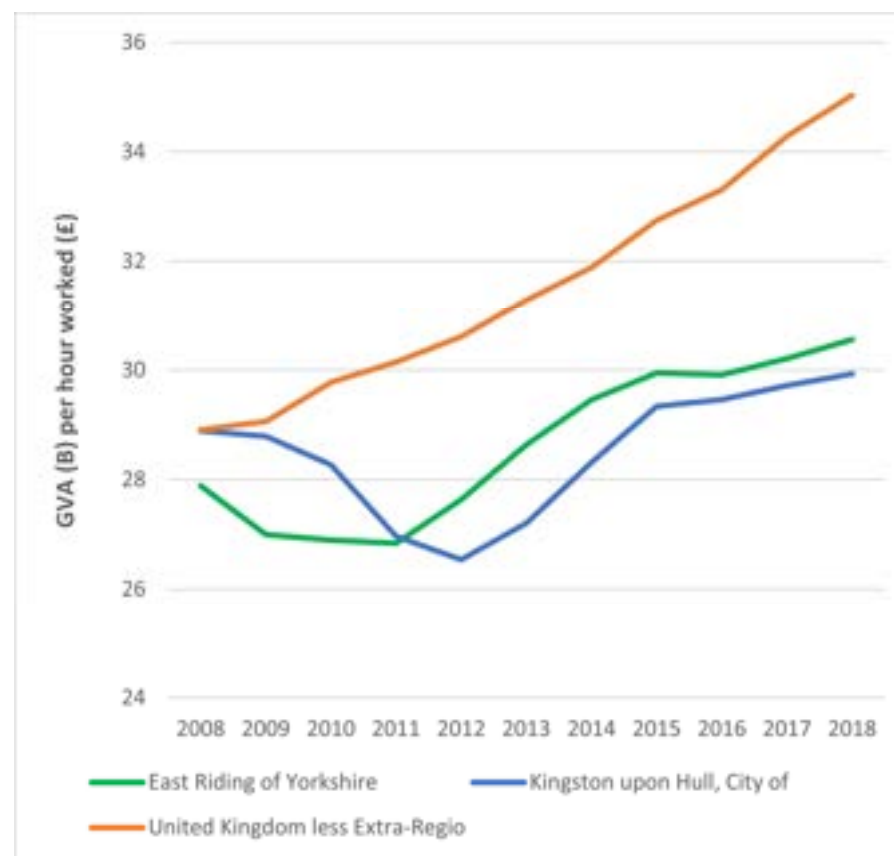
Figure 51 shows GVA growth from 2008-2018 for Combined Authorities compared to the UK average. Hull & East Yorkshire reported the lowest growth at just 16.5%. Administration & support services, manufacturing, wholesale & retail trade and transport & storage were the best performing industries locally during this period.

Figure 51: GVA (B) growth at current price estimates, 2008-2018



Source: Office for National Statistics, 2020

Figure 52: GVA (B) per hour worked (£), 2008-2018



Source: Office for National Statistics, 2020

Figure 52 highlights how productivity per hour worked has improved at a fraction of the rate locally compared to the UK average, taking three years to return to growth in 2012 after the global recession. GVA per hour worked was £35.0 per hour in the UK in 2018, up 21.1% since 2008 compared to increases of 9.6% and 3.6% in the East Riding and Hull respectively.

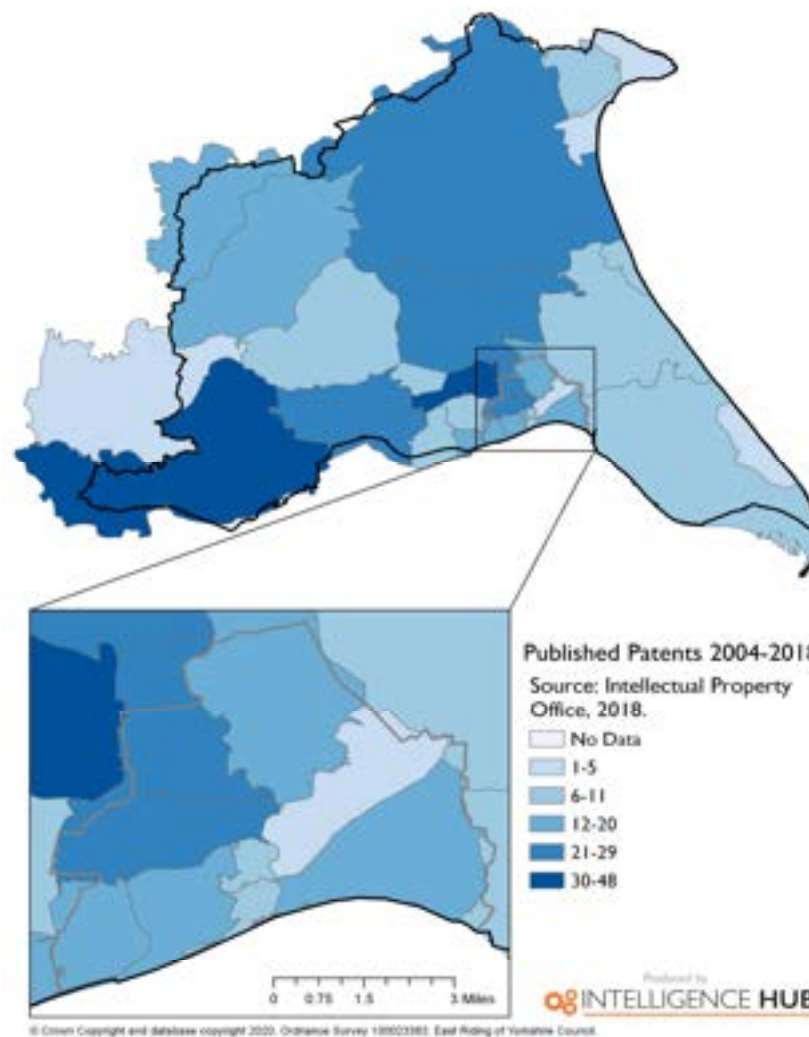
### 3.3 Innovation

The UK Industrial Strategy sets out a vision to make the UK the world's most innovative economy and pledges to raise total research and development (R&D) investment to 2.4% of GDP by 2027. Product and process innovation has long been linked to boosting greater economic growth in an area and analysis of economic performance across the UK would suggest that this is the case.

The UK Competitiveness Index (UKCI) uses a range of input, output and outcome factors in order to generate a repeatable index for localities across the UK. Input factors include economic activity rates, business base and start-ups, working age population and proportion of knowledge-based businesses. Output factors as a consequence of these input factors are GVA, output per hour worked and employment rates. Collectively these produce the outcome factors of gross weekly pay and unemployment rates. Analysis of these themes in this report show that Hull & East Yorkshire generally reports below-average performance in most of these measures against the national average, which contributes to the area having the traits of a less competitive economy. The East Riding of Yorkshire ranked 225<sup>th</sup> and Hull 350<sup>th</sup> in the 2019 UKCI rankings out of 379 localities, though minor improvement in the rankings was reported compared to the 2015 UKCI. Hull and Stoke-on-Trent are the lowest ranked cities, swapping places since the previous iteration of the UKCI report.

Published patents as a method of protecting Intellectual Property is an indicator of business investment and activity in innovation. Figure 53 illustrates geographically the number of published patents from 2004 to 2018 by postcode district across Hull & East Yorkshire. During this period patent activity has been concentrated in the Goole catchment area (DN14), primarily driven by Croda PLC and Tunstall Healthcare, the Swift Group in Cottingham (HU16) and the University of Hull (HU6) and Ideal Boilers/Ideal Standard in Hull (HU5).

Figure 53: Published patents by postcode district, 2004-2018



Source: Intellectual Property Office, 2019

A Northern Powerhouse Independent Economic Review published in 2016 analysed local evidence and innovation assets across the North to identify a common set of capabilities as a combined offer. Four ‘prime’ capabilities emerged, specifically Advanced Manufacturing, Energy, Health Innovation and Digital. Three ‘enabling’ capabilities were also identified, namely Financial & Professional Services, Logistics and Education, each of which play a critical role in supporting the development of prime capabilities.

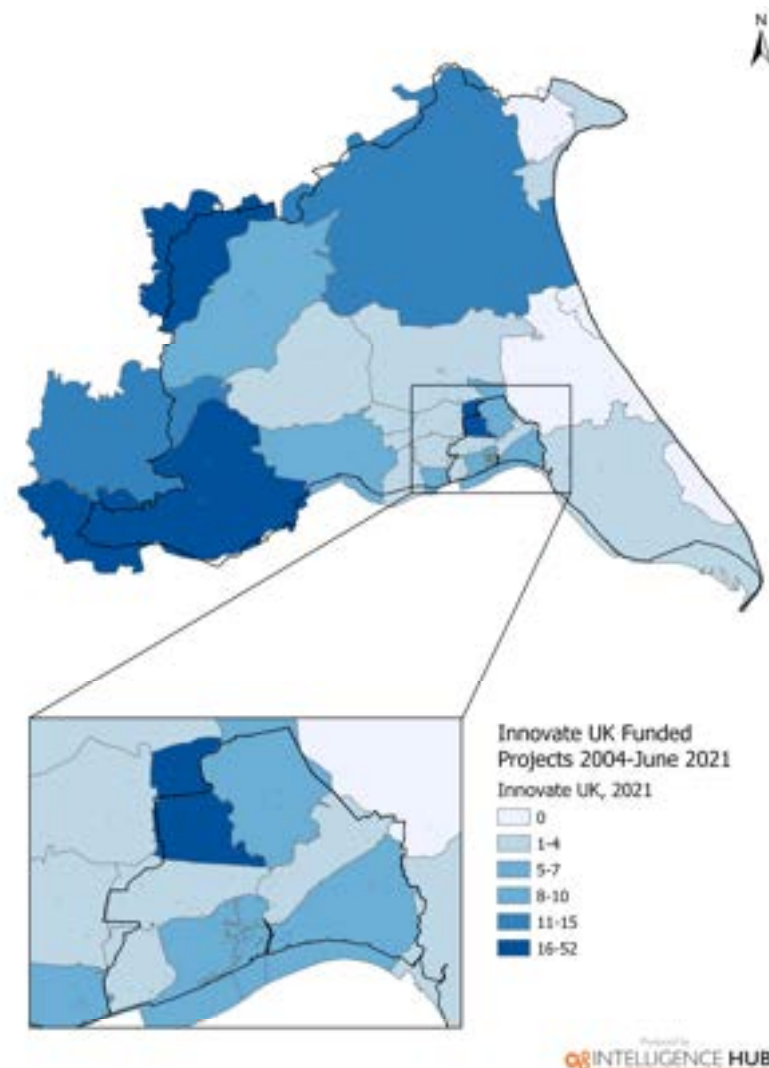
Innovate UK data from 2004 to 2020 allows analysis of public sector investment in innovation. Yorkshire & the Humber has been awarded just 6.1% of the total £11.5 billion funding awarded through Innovate UK since 2004. However, the £17.5 million awarded to companies in Hull & East Yorkshire during this period is a meagre 2.5% of the total regional award. Figure 54 illustrates the number of projects funded locally and highlights the concentration at the University of Hull and in the larger postcode district surrounding Goole. Examination of funded schemes shows that 21% of projects were in ‘ageing society, nutrition & health’, 22% in ‘manufacturing’ and 11.9% in ‘clean growth’, which aligns with capabilities identified in the Northern Powerhouse review.

Figure 54: Innovate UK funding comparison, 2004- June 2021

Location	Total value of projects awarded (£)	Number of projects awarded	Average project value (£)
Hull & East Yorkshire	£17,449,497	180	£96,942
Yorks & Humber	£702,954,107	2,755	£255,156
UK	£11,485,667,201	22,572	£452,177

Source: Innovate UK, 2021

Figure 55: Innovate UK funded projects by postcode district, 2004-2021



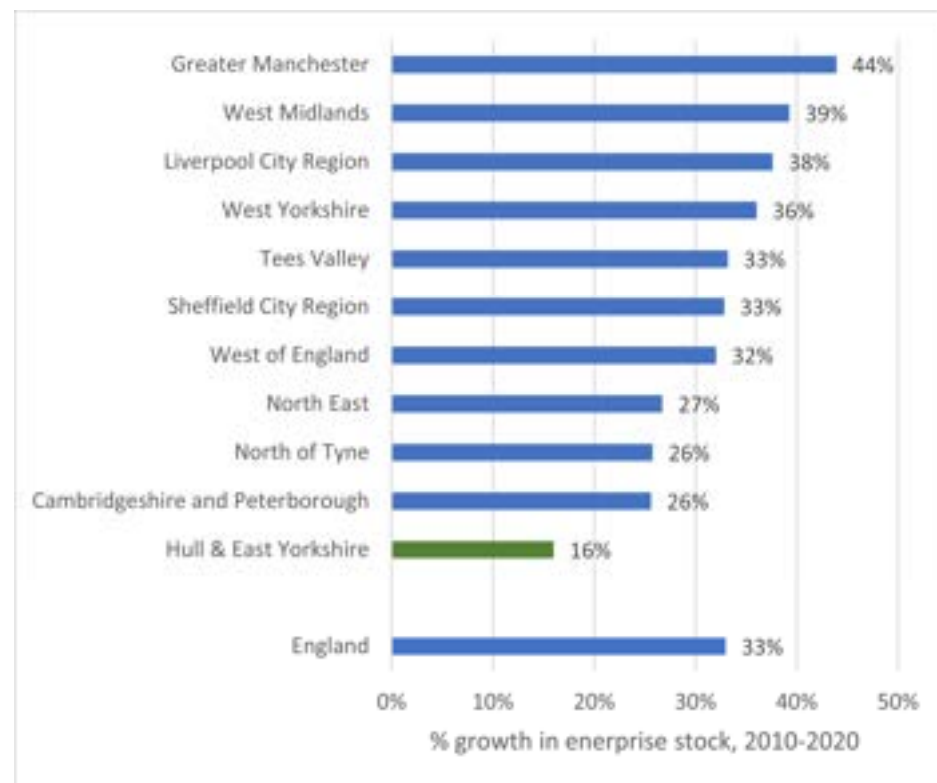
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Source: Innovate UK, 2021

### 3.4 Enterprise

The total number of enterprises in Hull & East Yorkshire increased by 16% from 17,335 in 2010 to 20,075 in 2020. This was the lowest growth rate across the comparator areas by a considerable margin and was driven by comparatively modest growth in the East Riding (+14%) and a growth of 20% in Hull. The Cambridgeshire and Peterborough Combined Authority reported the next lowest growth rate of 26.0%.

Figure 56: Total growth in enterprise stock (local units), 2010-2020



Source: Inter-Departmental Business Register, 2020

Figure 57 shows the structure of the business base in Hull & East Yorkshire compared to the regional and national averages. There is a slightly lower proportion of micro businesses in Hull & East Yorkshire (87.5%), which is a reflection of an above average representation of medium-sized and large businesses in the city of Hull.

Hull & East Yorkshire recorded just 13% growth in the number of micro businesses over the period 2010-2020 and is the cause of the low overall growth rate in total business stock. The national average by comparison reported 34% growth in the micro sector.

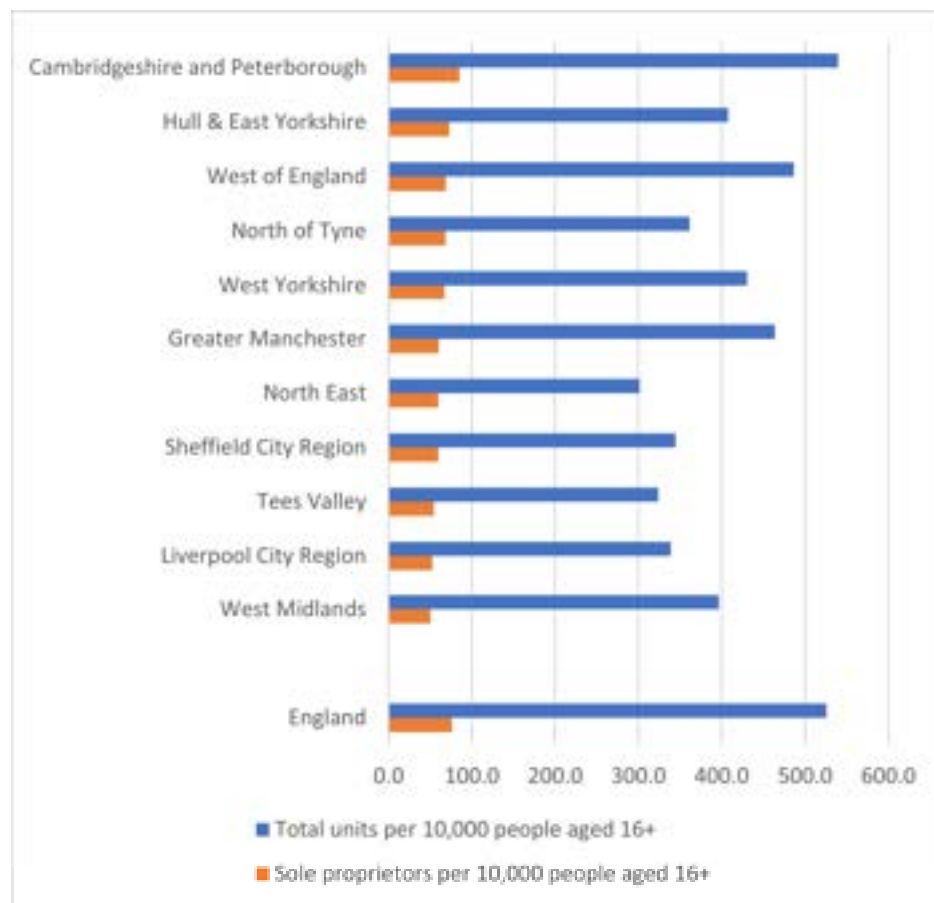
Figure 57: Enterprises (local units) by size band, 2020

Employment Size band	Hull & East Yorks		Y&H	England
	Figure	%	%	%
<b>Micro (0-9 employees)</b>	17,560	87.5	88.3	89.7
- Sole proprietor (micro)	3,475	19.8%	19.0%	15.7%
		of micro sized businesses		
<b>Small (10-49 employees)</b>	2,075	10.3	9.5	8.4
- Sole proprietor (small)	120	5.8%	4.6%	4.3%
		of small sized businesses		
<b>Medium-sized (50-249 employees)</b>	360	1.8	1.7	1.5
<b>Large (250+ employees)</b>	80	0.4	0.4	0.4
<b>Total</b>	20,075	-	-	-

Source: Inter-Departmental Business Register, 2020

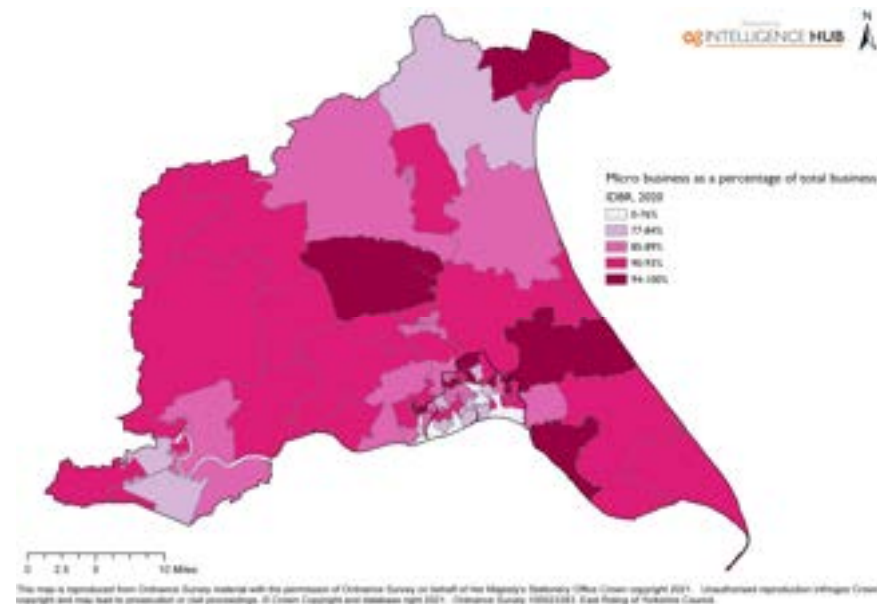
- Figure 58 shows that Hull & East Yorkshire has a higher proportion of enterprises per 10,000 people aged 16+ than most comparator Combined Authorities in the north with the exception of Greater Manchester and West Yorkshire. Furthermore, Hull & East Yorkshire has the second highest rate of sole proprietorships.

Figure 58: Total units and sole proprietors per 10,000 people aged 16+, 2020



Source: Inter-Departmental Business Register, 2020 & ONS, 2019

Figure 59: Micro businesses as a % of total business stock by MSOA, 2020



Source: Inter-Departmental Business Register, 2020

Figure 59 illustrates the geographical spread of micro businesses (0-9 employees) across Hull & East Yorkshire and emphasises the strong representation of this size of enterprise, self-employment and sole proprietorships in rural areas.

Over 90% of businesses based in well-connected rural locations such as in the north of Beverley and to the east of Hull.

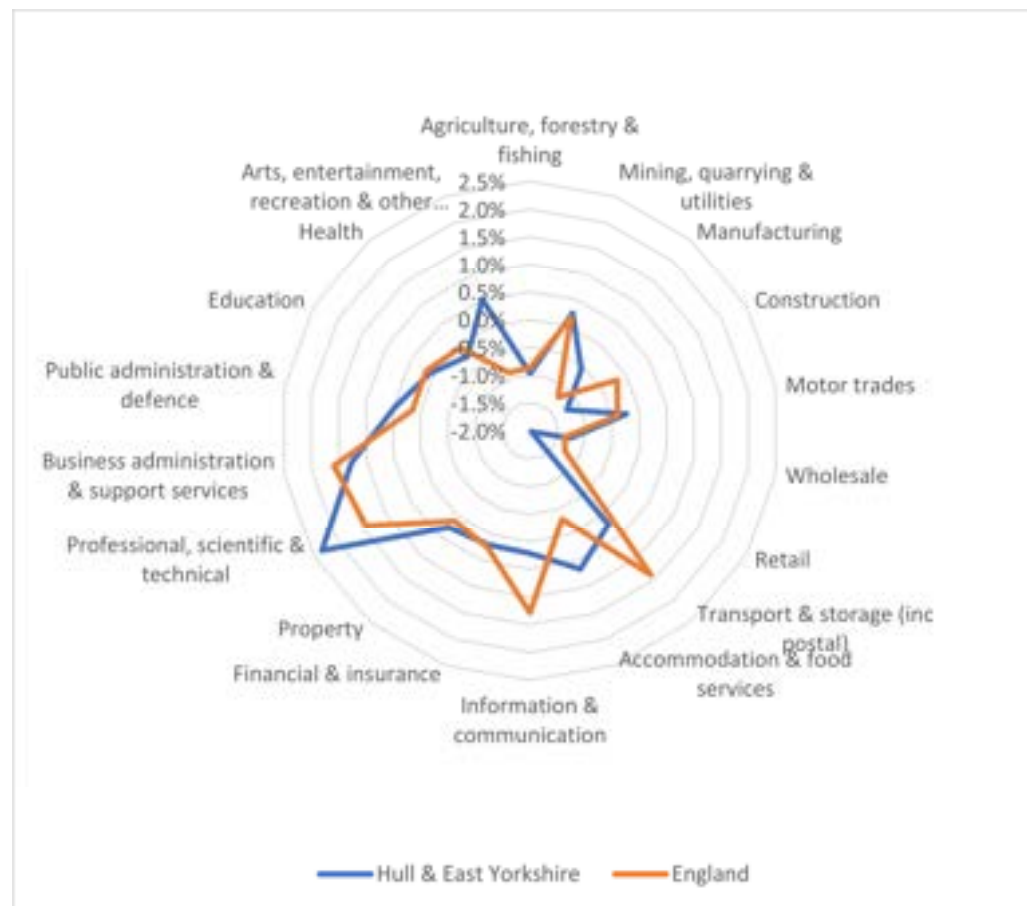
Collectively, 'Construction', 'Professional, scientific & technical', 'Retail' and 'Agriculture' account for 47% of all micro businesses in Hull & East Yorkshire and is above the national average of 44%.

Figure 60: Enterprises by broad industrial group, 2020

Industry	Hull & East Yorkshire		England
	Businesses	%	
Agriculture & fishing	1,895	11%	4%
Mining & utilities	130	1%	0%
Manufacturing	1,055	6%	4%
Construction	2,530	14%	14%
Motor trades	630	4%	3%
Wholesale	595	3%	3%
Retail	1,360	8%	8%
Transport & storage	825	5%	5%
Accommodation & food	1,220	7%	5%
Information & comms	660	4%	9%
Financial & insurance	325	2%	2%
Property	635	4%	4%
Professional, scientific & technical	2,385	14%	18%
Business administration & support services	1,260	7%	9%
Public administration	120	1%	0%
Education	230	1%	1%
Health	485	3%	3%
Arts & entertainment	1,205	7%	6%
All Industries	17,545	100	100

Source: Inter-Departmental Business Register, 2020

Figure 61: % change in business stock by broad industrial group, 2010-2020



Source: Inter-Departmental Business Register, 2020

Figure 61 shows the percentage change in business stock by industrial group over the period 2010-2020 in Hull & East Yorkshire and England. The chart highlights growth in 'Professional, scientific & technical' (+2.3%) and 'Business administration & support services' (+1.3%) in Hull & East Yorkshire.

Figure 62 shows the Gross Value Added per enterprise to indicate the most productive sectors of the economy. Hull & East Yorkshire outperforms the national average in 'Agriculture', 'Manufacturing', and 'Business administration'.

Figure 62: Gross Value Added per VAT-registered enterprise by broad industrial group, 2018

Industry	Hull & East Yorks	England
	£ GVA per business	£ GVA per business
<b>Agriculture &amp; fishing; mining &amp; utilities</b>	377,489	280,393
<b>Manufacturing</b>	1,799,377	1,240,000
<b>Construction</b>	243,604	327,383
<b>Wholesale &amp; retail trade</b>	305,204	397,166
<b>Transport &amp; storage</b>	564,651	618,305
<b>Accommodation &amp; food</b>	183,862	265,402
<b>Information &amp; comms</b>	400,000	574,673
<b>Financial &amp; insurance</b>	380,645	1,772,990
<b>Property</b>	2,037,908	2,207,252
<b>Professional, scientific &amp; technical</b>	189,963	307,897
<b>Business administration</b>	535,329	385,526
<b>Public administration</b>	2,019,718	3,859,160
<b>Education</b>	1,252,174	1,505,181
<b>Health</b>	770,242	876,494
<b>Arts, entertainment &amp; recreation</b>	206,962	338,378
<b>Average (All Industries)</b>	<b>537,969</b>	<b>592,995</b>

Source: Inter-Departmental Business Register, 2019 & ONS 2018

Figure 63: Enterprise birth and death rates as a % of active enterprises, 2015-2019



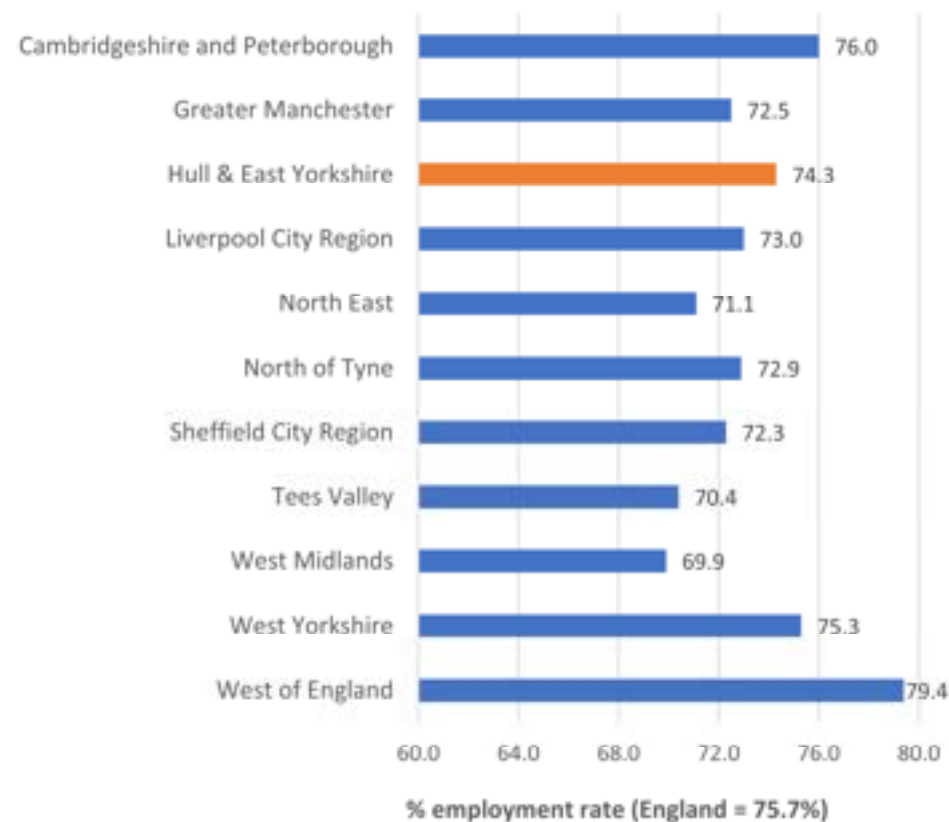
Source: Inter-Departmental Business Register, 2020

Enterprise birth rates have traditionally lagged behind the national average in Hull & East Yorkshire though the gap narrowed in the twelve months to 2019. Enterprise death rates have historically been more closely aligned and despite an increase in the rate in 2017, performance remains better than the national average.

### 3.5 Labour market

The employment rate for Hull & East Yorkshire in the period January to December 2020 was 74.3% and only marginally below the national average of 75.7%. However, this is the fourth highest employment rate behind Cambridgeshire & Peterborough, West Yorkshire and the West of England.

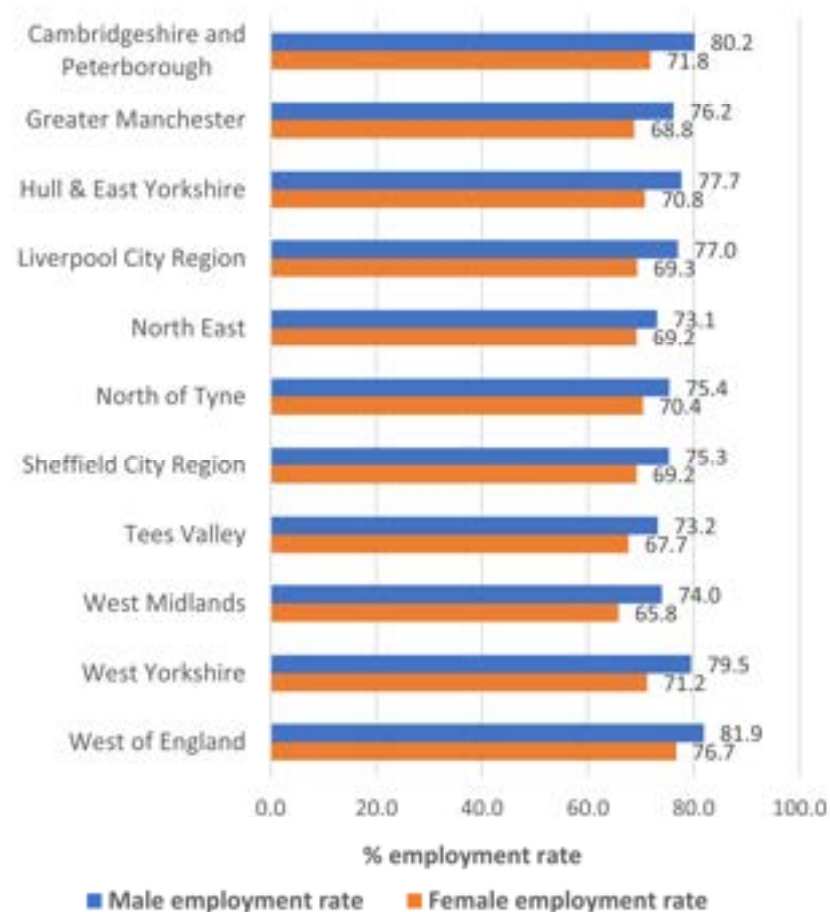
Figure 64: Employment rate (ages 16-64), Jan-Dec 2020



Source: Annual Population Survey, 2021

The employment rate in Hull & East Yorkshire is boosted by a higher level of female employment than most comparator areas as shown in figure 65. Male and female employment rates in Hull & East Yorkshire are higher than all other Combined Authorities in the north of England.

Figure 65: Male and female employment rate (ages 16-64), Jan-Dec 2020



Source: Annual Population Survey, 2021

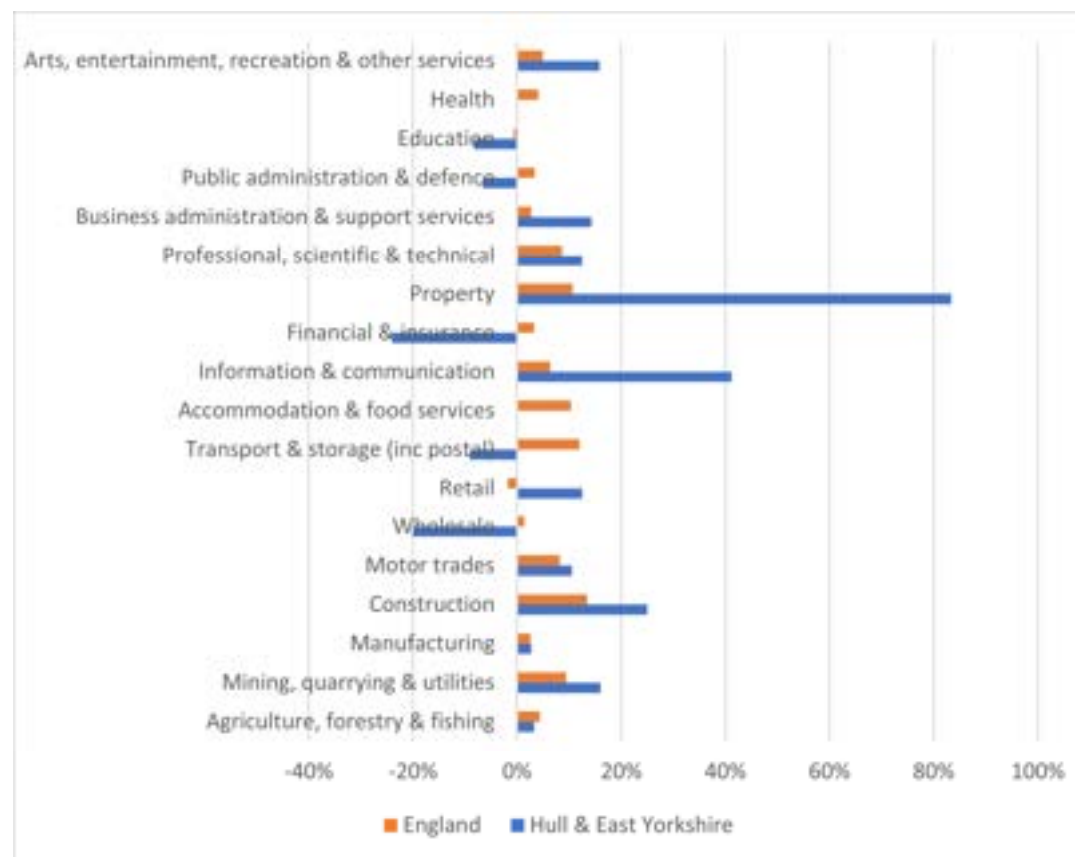
The employment composition of the Hull & East Yorkshire economy is dominated by 'Manufacturing', 'Health' and 'Retail', which collectively account for 38.3% of total employment.

Figure 66: Employment by broad industrial group, 2019

Industry	Hull & East Yorkshire		Eng
	Jobs	%	%
Agriculture & fishing	6,200	2.3	1.3
Mining & utilities	2,900	1.1	1.1
Manufacturing	38,000	14.6	7.8
Construction	15,000	5.8	5.0
Motor trades	5,250	2.0	1.9
Wholesale	8,000	3.1	3.9
Retail	27,000	10.4	9.2
Transport & storage	10,000	3.9	5.0
Accommodation & food	16,000	6.1	7.5
Information & comms	6,000	2.3	4.4
Financial & insurance	1,900	0.8	3.5
Property	5,500	2.1	2.0
Professional, scientific & technical	13,500	5.2	9.2
Business administration	24,000	9.3	8.9
Public administration	14,000	5.4	3.9
Education	22,000	8.4	8.4
Health	35,000	13.5	12.4
Arts & entertainment	11,000	4.2	4.6
All Industries	261,000	100.0	100.0

Source: Business Register & Employment Survey, 2021

Figure 67: % growth in employment by broad industrial group, 2015-2019



Source: Business Register & Employment Survey, 2021

Figure 67 shows the percentage change in employment by industrial group over the period 2010-2019 in Hull & East Yorkshire and England. The chart highlights significant growth in: 'Property' (+83.0%), 'Information & communication' (+41.0%) and 'Construction' (+25.0%). The largest employment sector, 'Manufacturing', has also grown by a further 3% compared to 3.2% growth reported nationally.

Figure 68 compares the occupational mix of Hull & East Yorkshire and England with labour market activity over the last three years to January 2020. Overall, Hull & East Yorkshire has a lower-skilled occupational base than the national average with ‘Professional’ and ‘Managers, directors & senior officials’ occupations being lower than the national average. Hull & East Riding’s occupational mix is generally more evenly spread than England. However, recent labour market trends would suggest progress is being made in Hull & East Yorkshire with over 40% of advertised vacancies over the last three years being in ‘Professional’, ‘Associate professional & technical’ or ‘Managers, directors & senior officials’ occupations.

Figure 68: % in employment by occupational group, July - June 2020 & job openings, 2020-2021

Occupational group	Occupational mix (2020)		% Job openings (2020-2021)		
	Hull & East Yorks		England	Hull & East Yorks	England
	Jobs	%	Jobs	%	%
1. <b>Managers, directors &amp; senior officials</b>	28,100	9.8	11.9	10.3	11.3
2. <b>Professional occupations</b>	51,300	17.9	22.0	16.7	19.9
3. <b>Associate professional &amp; technical occupations</b>	38,900	13.6	15.1	12.0	14.0
4. <b>Administrative &amp; secretarial occupations</b>	26,800	9.3	9.8	9.7	11.3
5. <b>Skilled trades</b>	37,400	13.0	9.6	8.7	6.9
6. <b>Caring, leisure &amp; other service occupations</b>	26,700	9.3	9.0	10.7	9.8
7. <b>Sales &amp; customer service occupations</b>	20,100	7.0	6.8	8.6	7.5
8. <b>Process, plant &amp; machine operatives</b>	20,300	7.1	5.8	7.3	5.9
9. <b>Elementary occupations</b>	36,600	12.8	9.8	16.0	13.4
<b>All occupations</b>	<b>286,900</b>	-	-	-	-

Figure 69: Median salary of job openings, May 2020 – May 2021

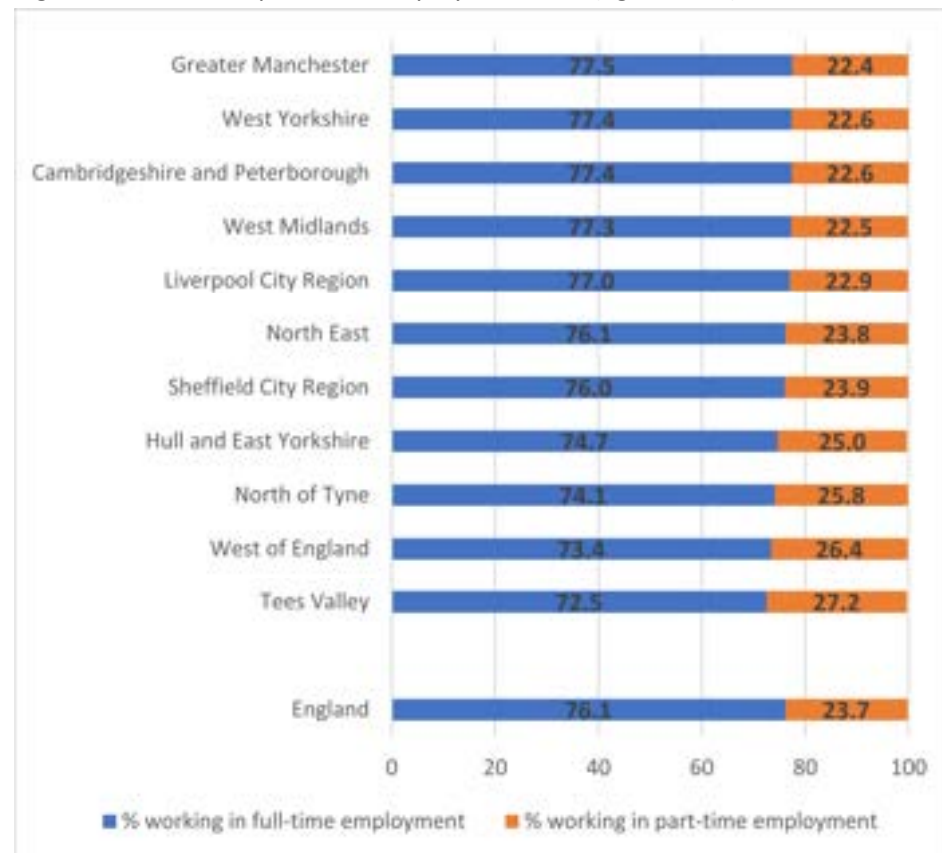


Source: EMSI, 2021

Figure 69 illustrates the median salaries of advertised job openings captured by EMSI Analytics and highlights a common issue of lower salaries in the north of England, which is often linked to a lower skilled occupational base and reduced labour market competition. Median salaries for job openings in Hull & East Yorkshire were 80% of the national average from May 2020 – May 2021.

The full-time/part-time employment ratio in Hull & East Yorkshire in 2020 was 74.7/25% and has remained relatively consistent since 2010. This is primarily a consequence of a higher proportion of part-time employment in the 'Accommodation & food' and 'Education' sectors.

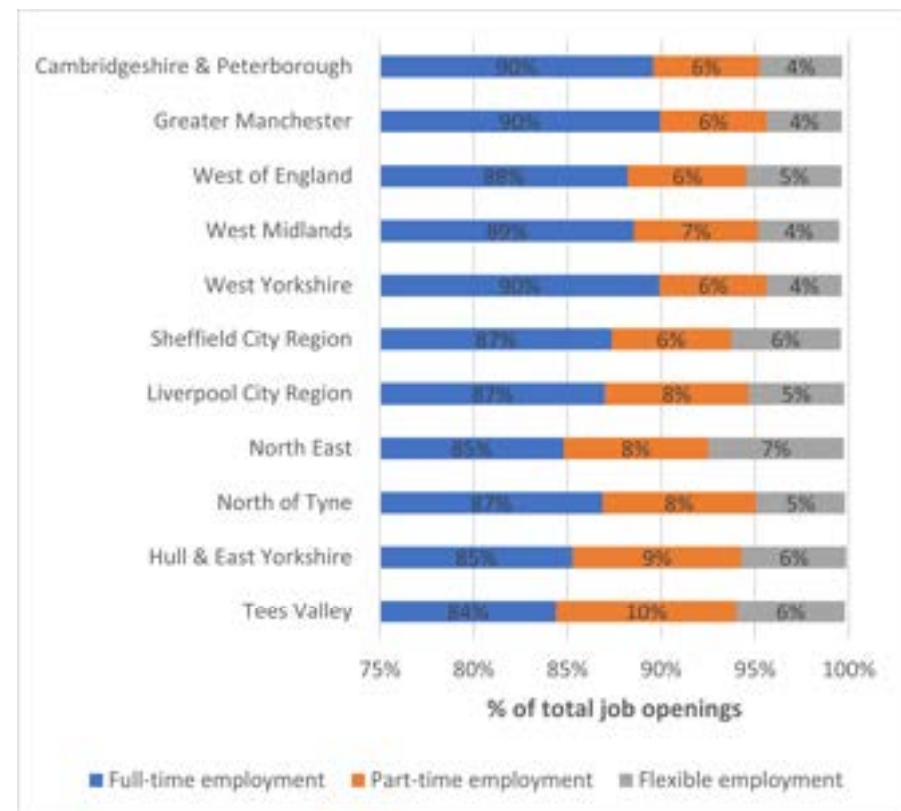
Figure 70: Full-time/part-time employment rate (ages 16-64), 2020



\*Figures may not sum due to rounding

Source: Annual Population Survey, 2021

Figure 71: Full-time/part-time/flexible job openings, May 2020-2021



Source: EMSI Labour Market Analytics, 2021

Figure 71 shows the employment status of advertised job openings from EMSI Analytics by Combined Authority over the period May 2020 – May 2021. Hull & East Yorkshire reported 85% of all advertised openings as full-time opportunities and closely matches the Tees Valley and North East Combined Authorities, each of which share a similar geographic profile and industrial base.

## 3.6 Sectors

A series of strategically significant sectors have been identified for the Hull & East Yorkshire combined authority area.

Growth sectors:

- Chemicals
- Construction
- Food Production & Manufacture
- Healthcare
- Logistics & Shipping
- Manufacturing, Engineering & Assembly

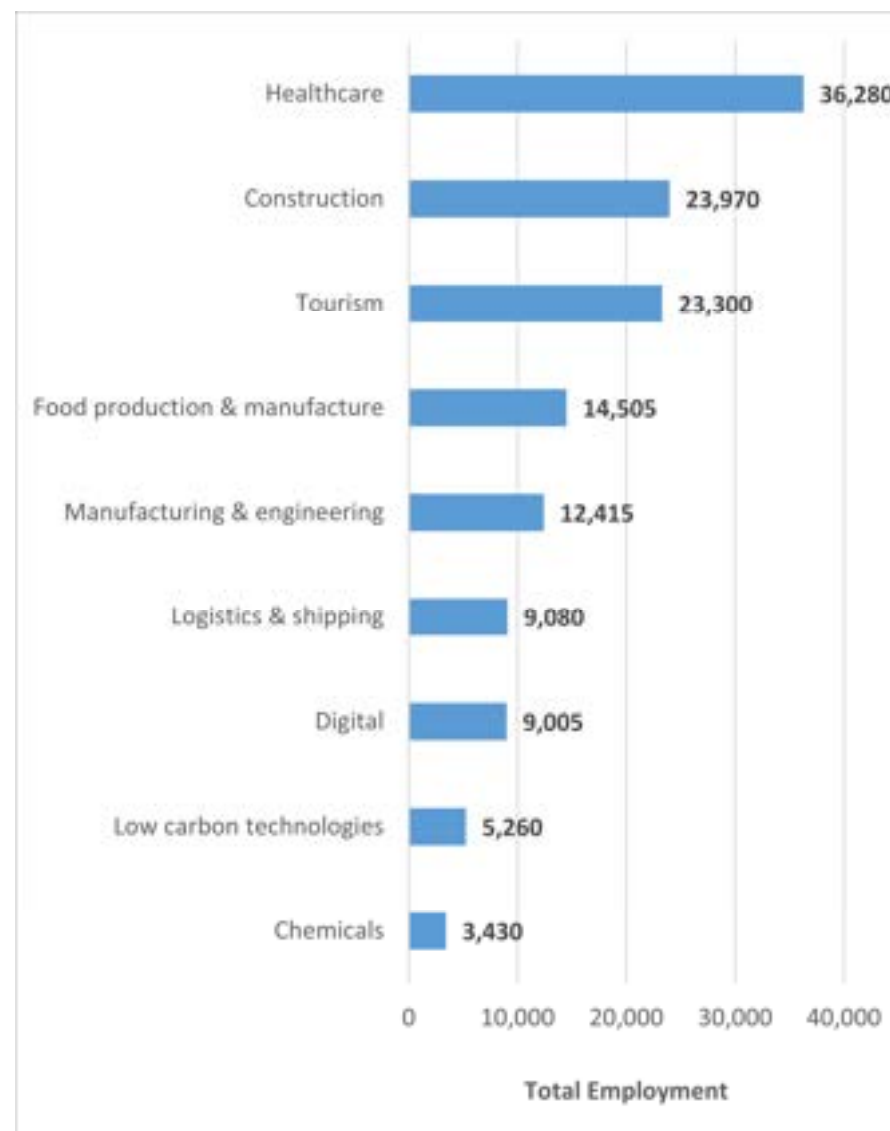
Emerging sectors:

- Digital
- Low Carbon Technologies
- Tourism

Location Quotients (abbreviated to LQ) are used in this sector analysis as a measure of concentration for specific industries. England is assigned an LQ of 1.0 and each Combined Authority is compared to this constant. An LQ of <1.0 for an industry within the local economy signifies an underrepresentation and >1.0 means a high concentration. An LQ of <0.75 commonly implies a weakness within a local economy and an LQ of >1.25 indicates a strength.

Collectively these sectors account for 137,245 jobs in Hull & East Yorkshire, which is 52.7% of the total employment base compared to 47.7% in England. Figure 72 shows the level of employment in each identified sector and highlights the dominance of health, construction and tourism, which collectively represent almost a third of employment.

Figure 72: Total employment by strategically significant sector, 2019

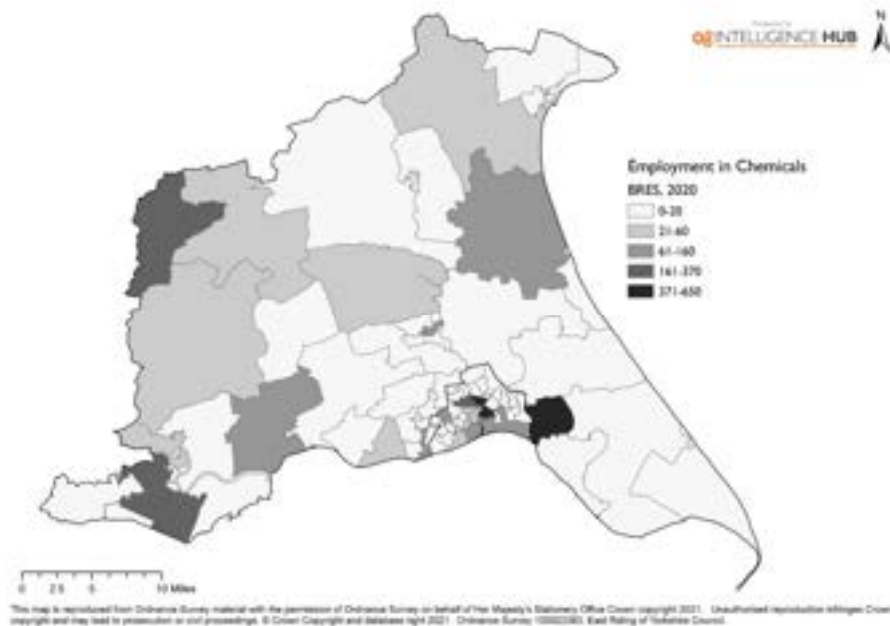


Source: Business Register & Employment Survey, 2020

## Chemicals

The chemicals sector comprises of the manufacture of industrial chemicals and conversion of raw materials into different chemicals products. The sector overlaps with the production of plastics and is very important to Hull & East Yorkshire as the area is home to a number of large employers.

Figure 73: Chemicals sector employment concentrations by MSOA, 2019

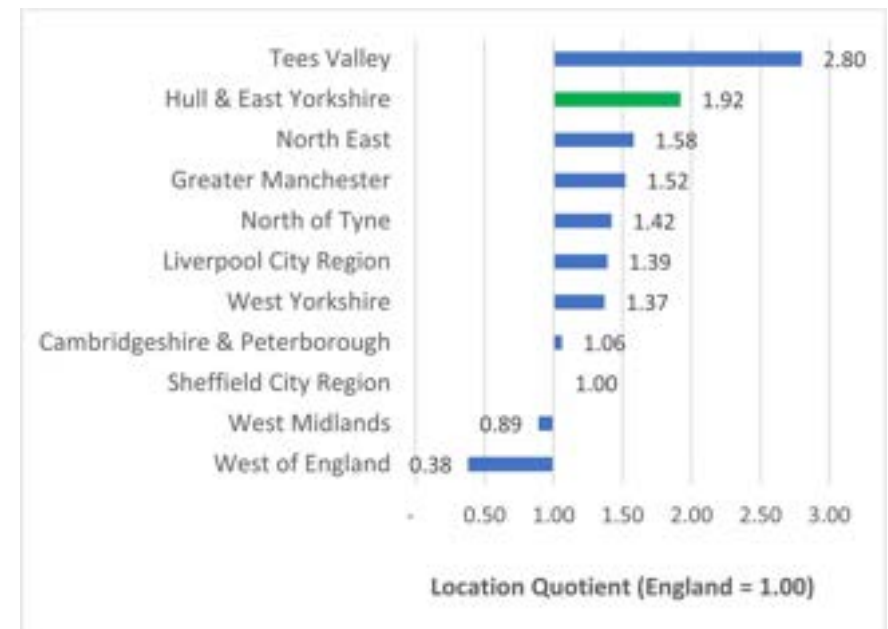


Source: Office for National Statistics, 2020

Figure 73 illustrates the concentration of employment within the chemicals sector across Hull & East Yorkshire. Key locations for employers are along the A63 and A1033 corridors within the city and at Saltend Chemicals Park on the eastern edge of the city boundary, in addition to outliers close to Goole and York.

Hull & East Yorkshire demonstrates significant overall strength in the chemicals sector based on employment base, which accounts for 3,400 jobs locally.

Figure 74: Comparative strengths in chemicals, 2019



Source: Office for National Statistics, 2020

Sector strengths locally include the manufacture of organic basic chemicals, paints & coatings, plastic products and packing goods.

Employment growth over the period 2010-2019 in Hull & East Yorkshire was minimal at just 0.1%, with increases in cleaning preparations and plastics manufacture but a decline in perfumes, toiletries and paints. Many urban Combined Authorities have reported strong growth in sectors already well represented locally including basic chemicals, plastics and plastic packaging.

Figure 75: Chemicals sector employment growth, 2010-2019



Source: Office for National Statistics, 2020

The chemicals sector in Hull & East Yorkshire accounts for 76 businesses, which is just 0.4% of the total business base.

Figure 76: VAT-registered business base by size band (%), 2020

Business size band	Chemicals	Hull & East Yorkshire average
0-9 employees	43%	87.5%
10-49 employees	43%	10.3%
50+ employees	14%	2.2%
Total businesses	65 (0.6% of total business stock)	

Source: Inter-Departmental Business Register, 2020

Below is a list of the top registered employers in Hull & East Yorkshire that operate in the chemicals sector.

#### Major local employers with registered office address

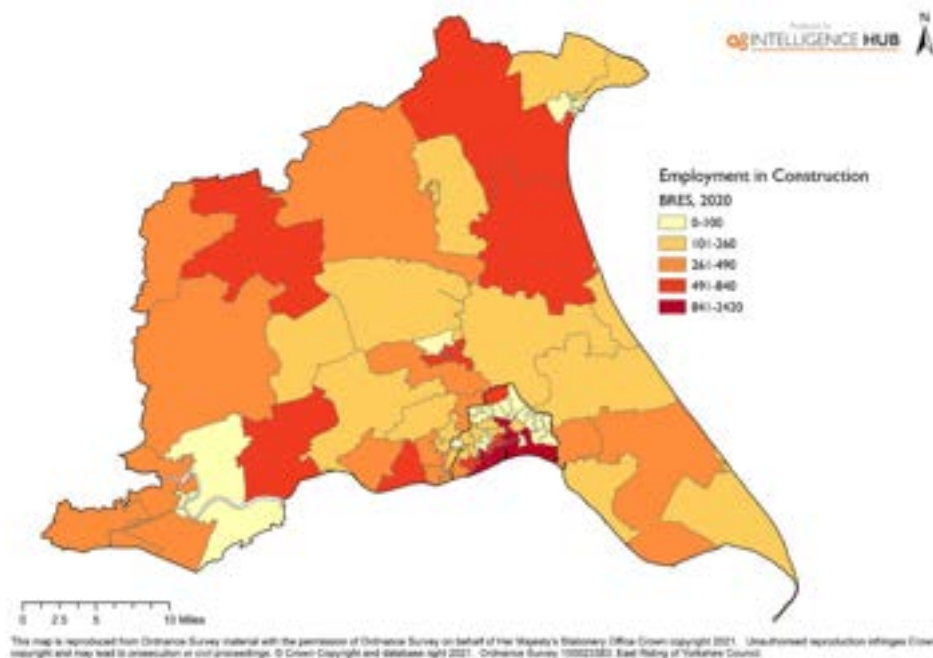
Croda PLC	Rawcliffe
Smith and Nephew Ltd	Hull
BP Chemicals	Saltend
Armitage Shanks Ltd	Hull
Xander Automotive Ltd	Stamford Bridge
Omya UK Ltd	Melton
Pluss-Staufer Ltd	North Ferriby
Bericap UK Ltd	Hull
Thames Card Technology Ltd	Hull
Bridgewood UK Ltd	Hessle
Nippon Gohsei UK Ltd	Hull/Saltend
Plasticon UK Ltd	Hull

Source: FAME, 2020

## Construction

The construction industry can be defined in three subsectors, each of which require different skills and companies will often specialise in one subsector. These are 'contracting' (construction of buildings), 'products' (manufacture of construction related products and materials), and 'services' (provision of construction related professional services).

Figure 77: Construction sector employment concentrations by MSOA, 2019

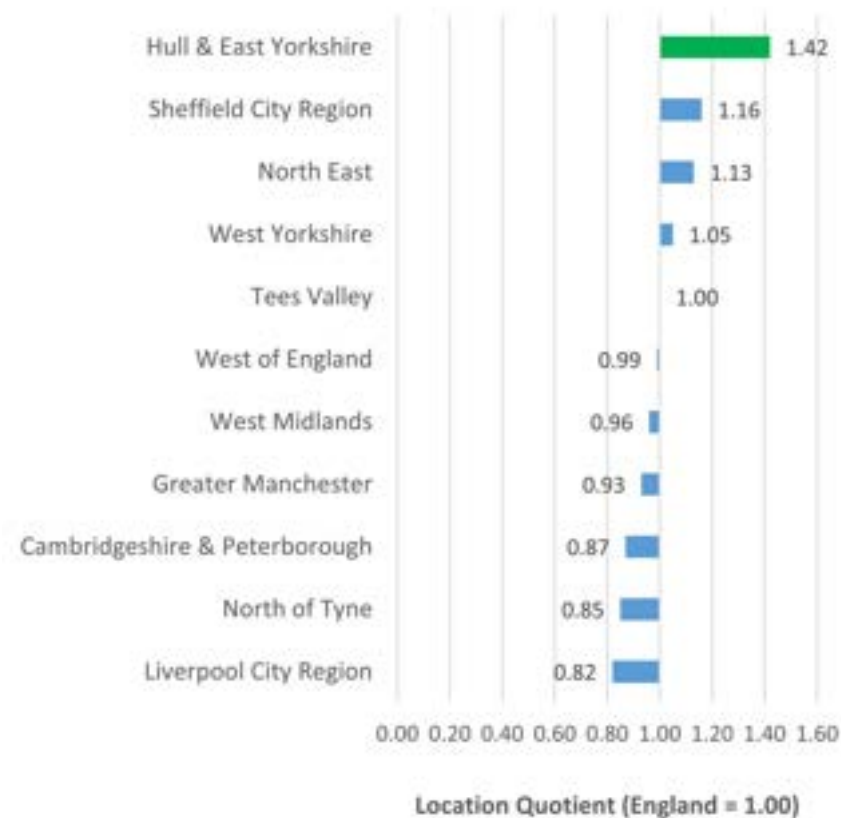


Source: Office for National Statistics, 2020

Figure 77 illustrates the concentration of employment within the construction sector, which is generally well-represented across Hull & East Yorkshire due to a high percentage of self-employment and micro-businesses.

Hull & East Yorkshire demonstrates significant overall strength in the construction sector based on employment base, which accounts for 26,760 jobs locally.

Figure 78: Comparative strengths in construction, 2019

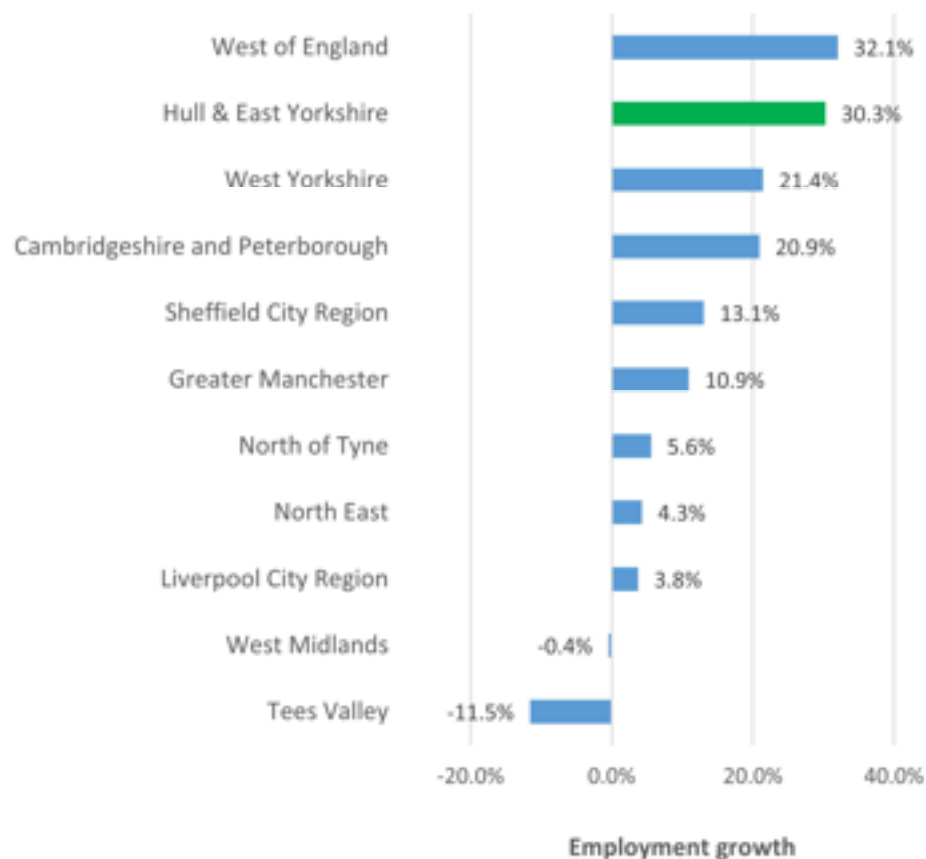


Source: Office for National Statistics, 2020

Sector strengths locally include the manufacture of metal structures, joinery installations and the wholesale of timber products.

Employment growth over the period 2010-2019 in Hull & East Yorkshire was 16.9% and compares well with other existing Combined Authorities. This growth has primarily been driven by construction products, particularly the manufacture of timber products for carpentry, plastics for builders' ware, concrete products and the manufacture of metal structures.

Figure 79: Construction sector employment growth, 2010-2019



Source: Office for National Statistics, 2020

The construction sector in Hull & East Yorkshire accounts for 3,360 businesses, which is approximately 29.5% of the total business base.

Figure 80: VAT-registered business base by size band (%), 2020

Business size band	Construction	Hull & East Yorkshire average
0-9 employees	90.7%	87.5%
10-49 employees	8.2%	1.03%
50+ employees	1.1%	2.2%
Total businesses	3,360 (29.5% of total business stock)	

Source: Inter-Departmental Business Register, 2020

Below is a list of the top registered employers in Hull & East Yorkshire that operate in the construction sector.

#### Major local employers with registered office address

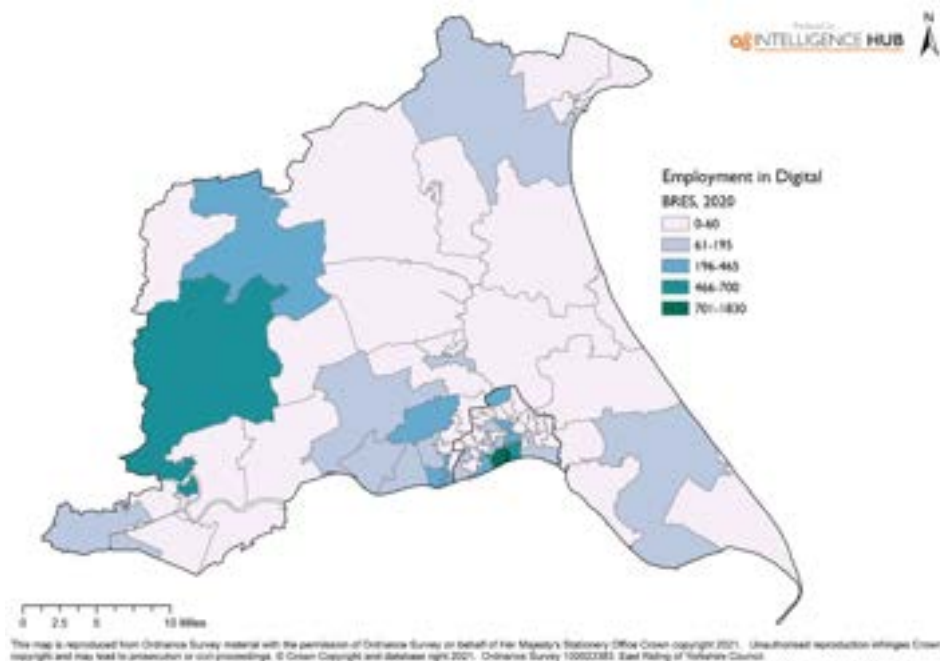
MKM Building Supplies Ltd	Hull
Ideal Boilers Ltd	Hull
Armitage Shanks Ltd	Hull
Walker Modular Ltd	Hull
EYG Holdings Ltd	Hull
Ideal Standard (UK) Ltd	Hull
Spencer Engineering group Ltd	Hull
Guardian Industries	Goole
Wienerberger Ltd	Broomfleet
Ashcourt Group	Hull; Pocklington
Burton Roofing Merchants Ltd	Hull
Kingspan Access Floors Ltd	Hull

Source: FAME, 2020

## Digital

Digital technologies are embedded within all sectors of the economy and have a significant impact on industries, companies and workers every day. The definition of the sector used in this analysis is comprised of 'e-commerce', such as the trading of goods or services over computer networks, and 'supporting infrastructure', such as hardware, software and telecommunications.

Figure 81: Digital sector employment concentrations by MSOA, 2019

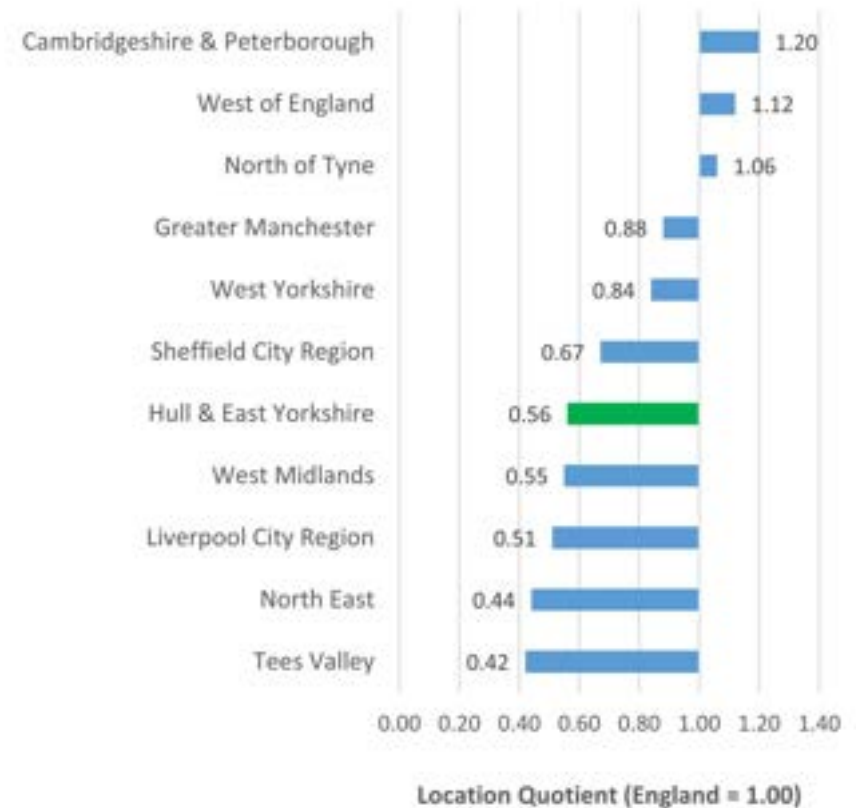


Source: Office for National Statistics, 2020

Figure 81 illustrates the concentration of employment within the digital sector. Key locations include Hull City Centre led by the C4DI technology incubator, software development near Pocklington and the Press Association at Howden.

Hull & East Yorkshire has a significant underrepresentation for employment in the digital sector when compared to the national average despite accounting for 8,715 jobs locally.

Figure 82: Comparative strengths in digital, 2019

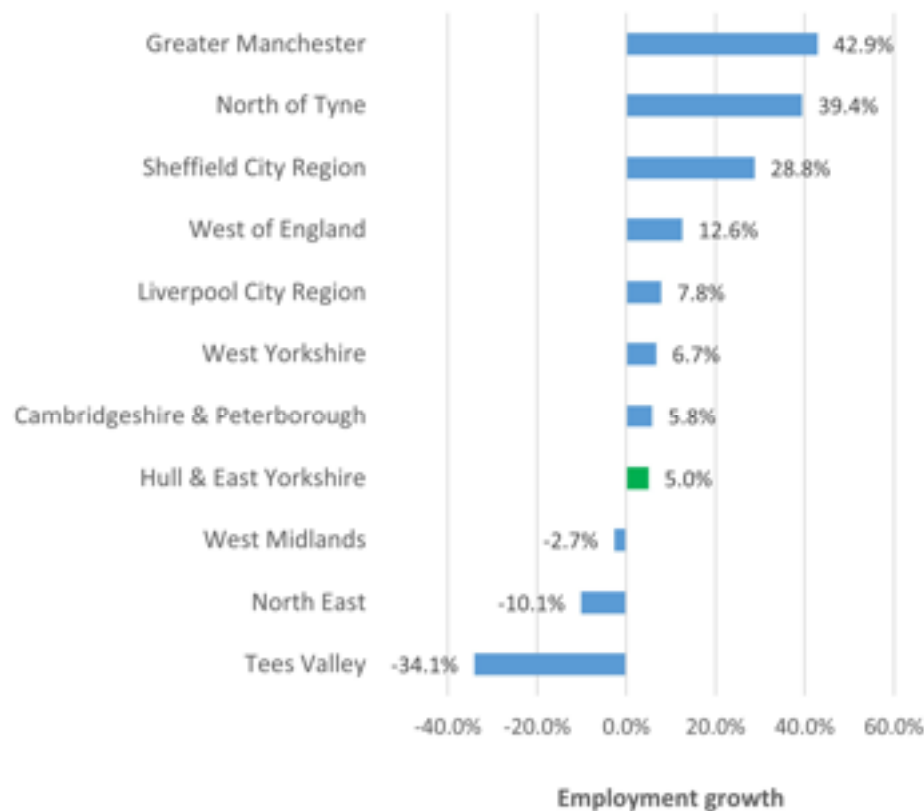


Source: Office for National Statistics, 2020

Sector strengths locally include the manufacture of organic basic chemicals, paints & coatings, plastic products and packing goods.

Employment growth over the period 2010-2019 in Hull & East Yorkshire was a modest 5%, though is higher than similar economic geographies in the North East and Tees Valley. Technological improvements and the demand for digital services has driven employment growth in software development, computer consultancy services and advertising agencies, whilst reducing employment in printing, local media and the wholesale of computer equipment.

Figure 83: Digital sector employment growth, 2010-2019



Source: Office for National Statistics, 2020

The digital sector in Hull & East Yorkshire accounts for 1,075 businesses, which is 9.4% of the total business base.

Figure 84: VAT-registered business base by size band (%), 2020

Business size band	Digital	Hull & East Yorkshire average
0-9 employees	93.8%	87.5%
10-49 employees	5.7%	10.3%
50+ employees	0.5%	2.2%
Total businesses	1,160 (9.4% of total business stock)	

Source: Inter-Departmental Business Register, 2020

Below is a list of the top registered employers in Hull & East Yorkshire that operate in the digital sector.

#### Major local employers with registered office address

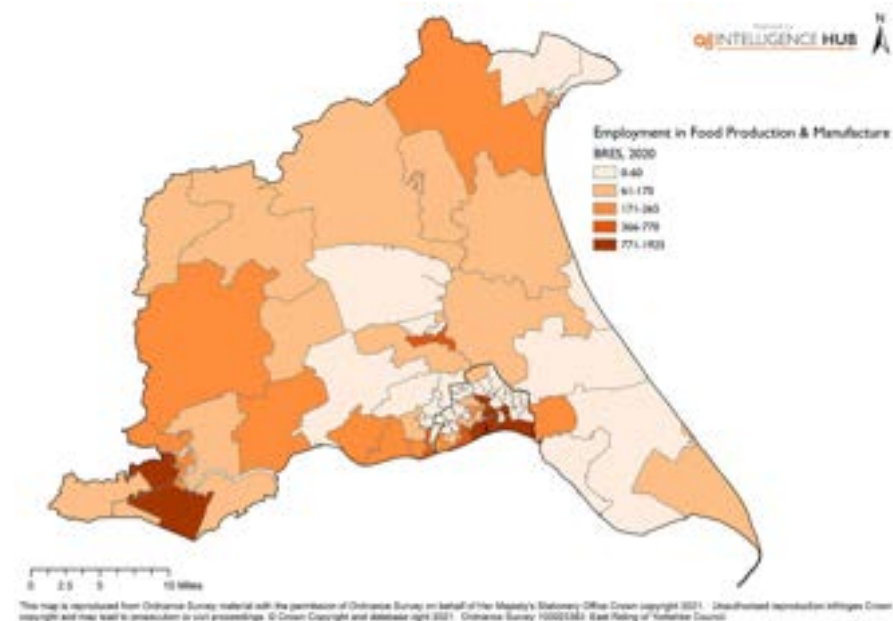
KCOM	Hull
ESP Systex Ltd	Hull
Press Association	Howden
Image Data Group	Howden, Willerby
Advanced Ltd	Willerby
Rockar Ltd	Newbald
Springfield Solutions Ltd	Hull
Apttus Emea Ltd	Snaith
Giacom World Networks Ltd	Hessle
Reflex Data Systems Ltd	Hull
Wyke Printers Ltd	Hull
Venridge Ltd	Beverley

Source: FAME, 2020

## Food production & manufacture

The food production & manufacture sector comprises of the growing of crops, raising of animals, fishing, the manufacture and processing of food and drink products, and manufacture of fertilisers, pesticides and machinery that support agricultural activities in the food production supply chain.

Figure 85: Food production employment concentrations by MSOA, 2019

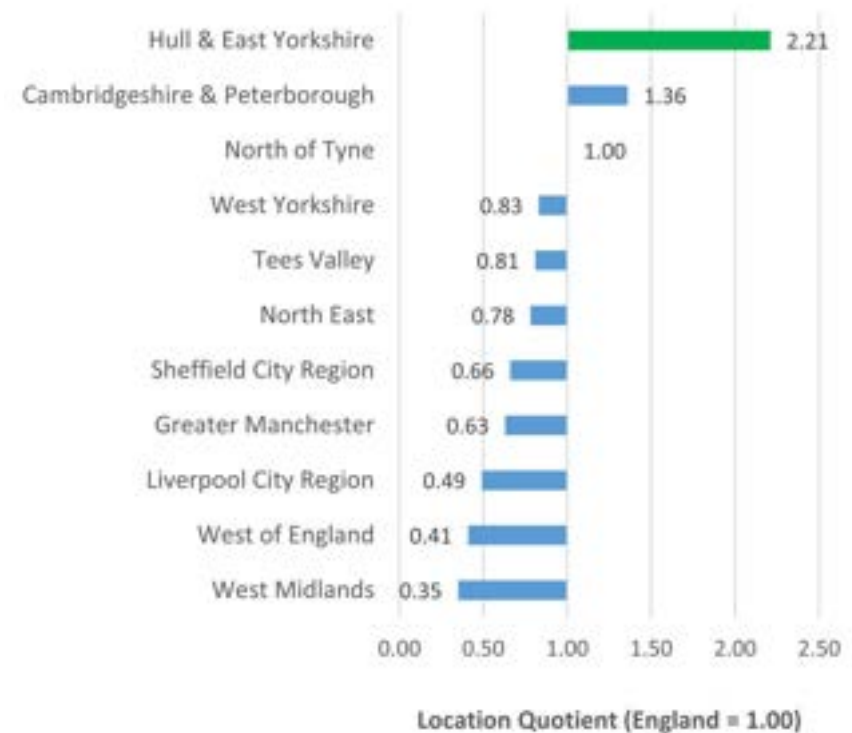


Source: Office for National Statistics, 2020

Figure 84 illustrates the concentration of employment within food production & manufacture across Hull & East Yorkshire. Arable farming and the raising of pigs and poultry is primarily focused to the north of the East Riding, with significant food production facilities at Carnaby (potatoes, pork), Holderness (pork), and the manufacture of bread and processing of meat, fish, fruit and vegetables in Hull.

Hull & East Yorkshire demonstrates significant overall strength in the food production & manufacture sector based on employment base and accounts for 15,435 jobs locally.

Figure 86: Comparative advantage in food production, 2019

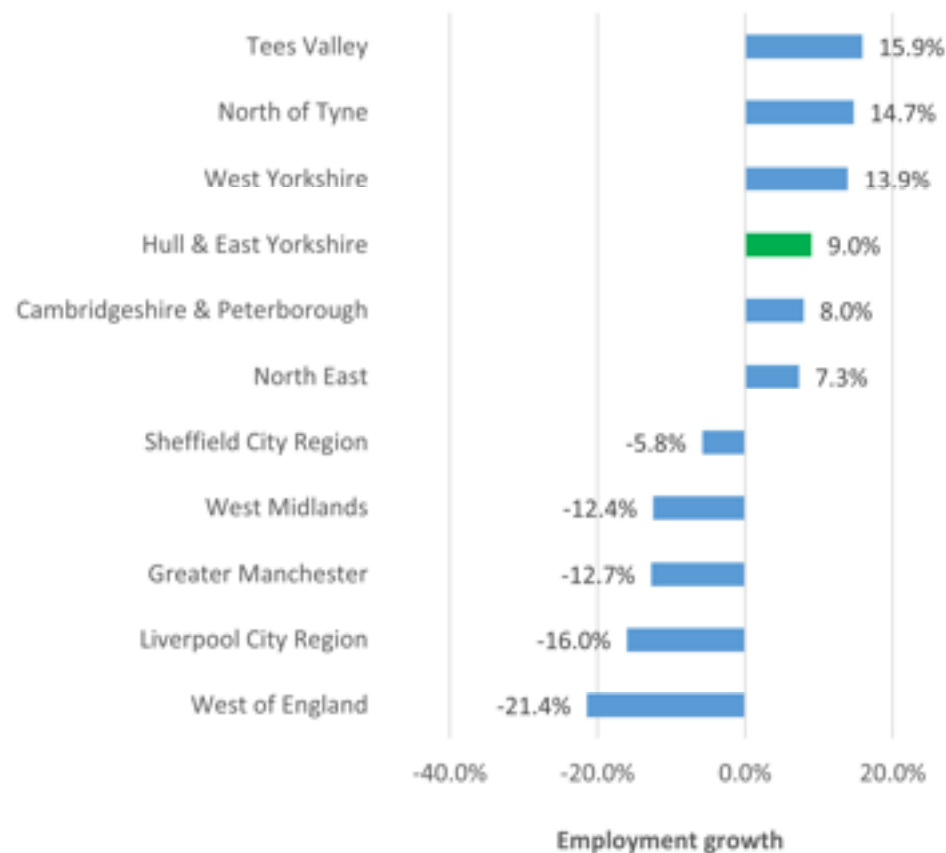


Source: Office for National Statistics, 2020

Sector strengths locally include the production and processing of meat, fish, potatoes, fruit & vegetables and the manufacture of bread, oils & fats, prepared animal feeds and fertilisers.

Employment growth over the period 2010-2019 in Hull & East Yorkshire was a healthy 16.0% (+2,130 jobs) for a sector that is already well represented in the area. This was primarily driven by growth in employment in the processing and preserving of meats, fruit & vegetables and the manufacture of bread, cakes and fertilisers.

Figure 87: Food production sector employment growth, 2010-2019



Source: Office for National Statistics, 2020

Food production & manufacture in Hull & East Yorkshire accounts for 2,070 businesses, which is 18.2% of the total business base.

Figure 88: VAT-registered business base by size band (%), 2020

Business size band	Food production	Hull & East Yorkshire average
0-9 employees	91.4%	87.5%
10-49 employees	6.2%	10.3%
50+ employees	2.4%	2.2%
Total businesses	2,070 (18.2% of total business stock)	

Source: Inter-Departmental Business Register, 2020

Below is a list of the top registered employers in Hull & East Yorkshire that operate in the food production & manufacture sector.

#### Major local employers with registered office address

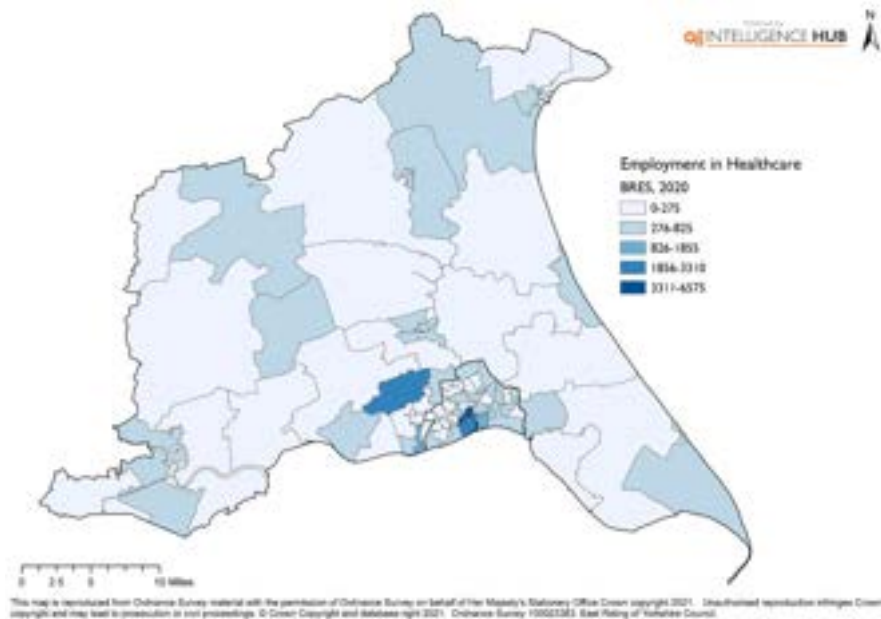
Cranswick Country Foods PLC	Hessle; Hull
William Jackson Food Group Ltd	Hessle; Hull
Bright Blue Foods Ltd	Hull
Croda Europe Ltd	Snaith; Hull
AAK (UK) Ltd	Hull
Andrew Marr International Ltd	Hessle
Humdinger Ltd	Hull
Bannister Arable Products Ltd	Carnaby
Farmhouse Potato Bakers Ltd	Carnaby
F Smales & Son (Fish Merchants) Ltd	Hull
Dunbia UK	Carnaby
Coletta Holdings Ltd	Woodmansey

Source: FAME, 2020

## Healthcare

The healthcare sector comprises of all health related activities ranging from the manufacture of pharmaceutical products and medical instruments & supplies to hospital activities, residential care and social work.

Figure 89: Healthcare sector employment concentrations by MSOA, 2019

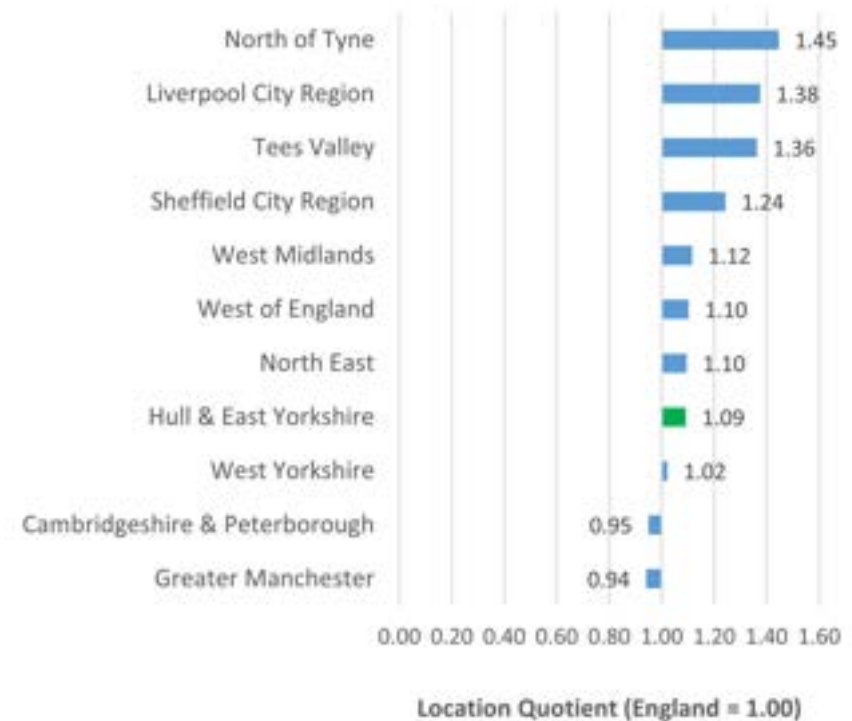


Source: Office for National Statistics, 2020

Figure 89 illustrates the geographical spread of employment within the health sector, which is typically concentrated in urban areas and principal towns. Hull Royal Infirmary and Castle Hill Hospital in Cottingham are the two major hospitals in the area, supported by district hospitals in Bridlington and Goole. Hull is also home to Reckitt Benckiser and Smith & Nephew, two major manufacturers of medical equipment and pharmaceuticals.

The representation of employment in healthcare in Hull & East Yorkshire is only marginally higher than the national average and accounts for 36,300 jobs locally.

Figure 90: Comparative advantage in healthcare, 2019

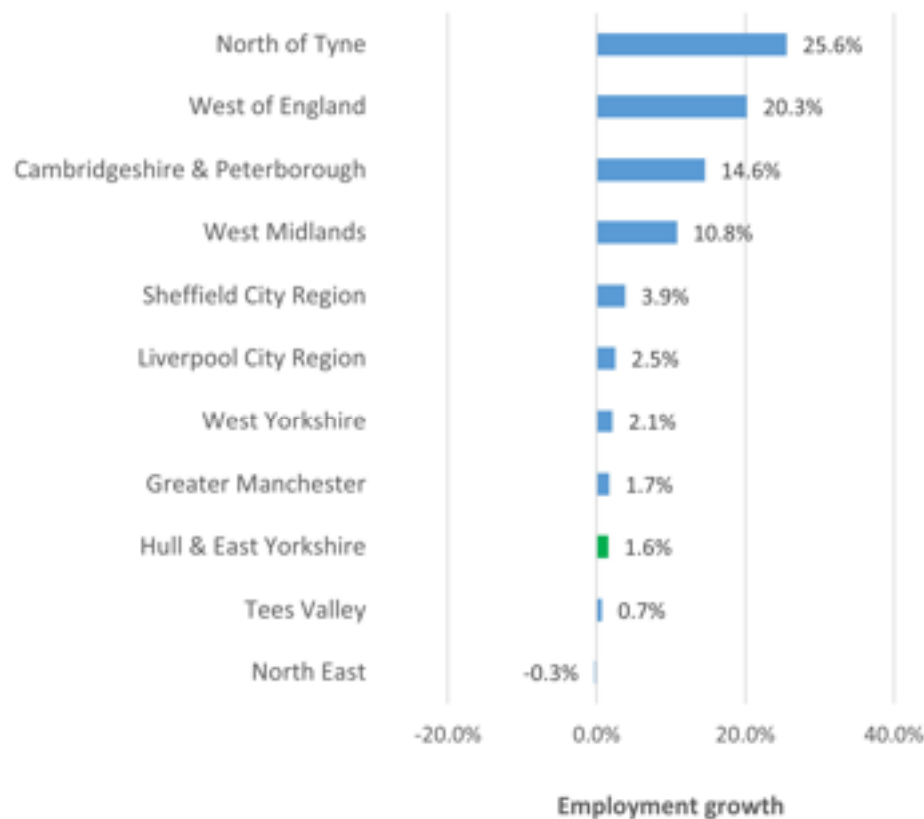


Source: Office for National Statistics, 2020

Hospital activities, social work, other health activities not performed in hospitals and the manufacture of pharmaceutical preparations are all significant sources of local employment.

Employment growth over the period 2010-2018 in Hull & East Yorkshire was low at just 1.8% and one of the lowest compared to other Combined Authorities. Subsectors that have reported notable increases locally include other health activities not performed in hospitals e.g. physiotherapy, occupational therapy, residential nursing care activities, child day-care activities and the manufacture of pharmaceutical preparations. Subsectors

Figure 91: Healthcare sector employment growth, 2010-2019



Source: Office for National Statistics, 2020

The healthcare sector in Hull & East Yorkshire accounts for 770 businesses, which is 6.1% of the total business base.

Figure 92: VAT-registered business base by size band (%), 2020

Business size band	Healthcare	Hull & East Yorkshire average
0-9 employees	66.2%	87.5%
10-49 employees	27.8%	10.3%
50+ employees	6.0%	2.2%
Total businesses	770 (6.8% of total business stock)	

Source: Inter-Departmental Business Register, 2020

Below is a list of the top registered employers in Hull & East Yorkshire that operate in the healthcare sector.

#### Major local employers with registered office address

Hull & East Yorkshire Hospital NHS Trust	Hull; East Riding
Royal Hull Hospitals NHS Trust	Hull
City Healthcare Partnership	Hull
Bridlington Hospital	Bridlington
Burlington Care Holdings	Bridlington
Hull City Council Adoption Service	Hull
Yorkare Homes Ltd	Beverley
Goole & District Hospital	Goole
East Riding Lifeline	East Riding of Yorkshire
East Riding of Yorkshire CCG	Willerby
Avocet Trust	Hull
Dove House Hospice Ltd	Hull

Source: FAME, 2020

## Logistics & shipping

The logistics & shipping sector comprises of all modes of freight transport, cargo handling, operation of warehousing, passenger facilities and the repair of ships, boats and aircraft.

Figure 93: Logistics & shipping sector employment concentrations by MSOA, 2019

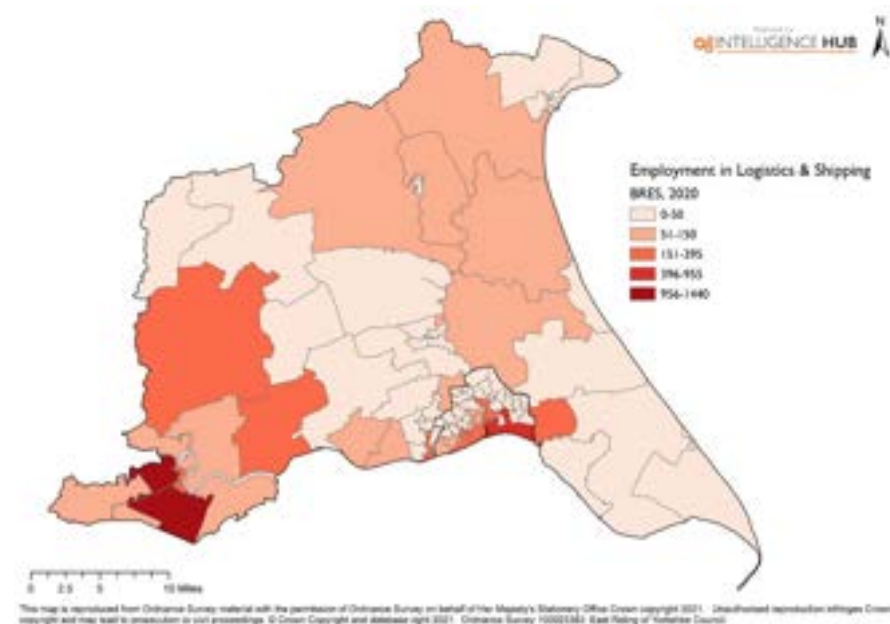
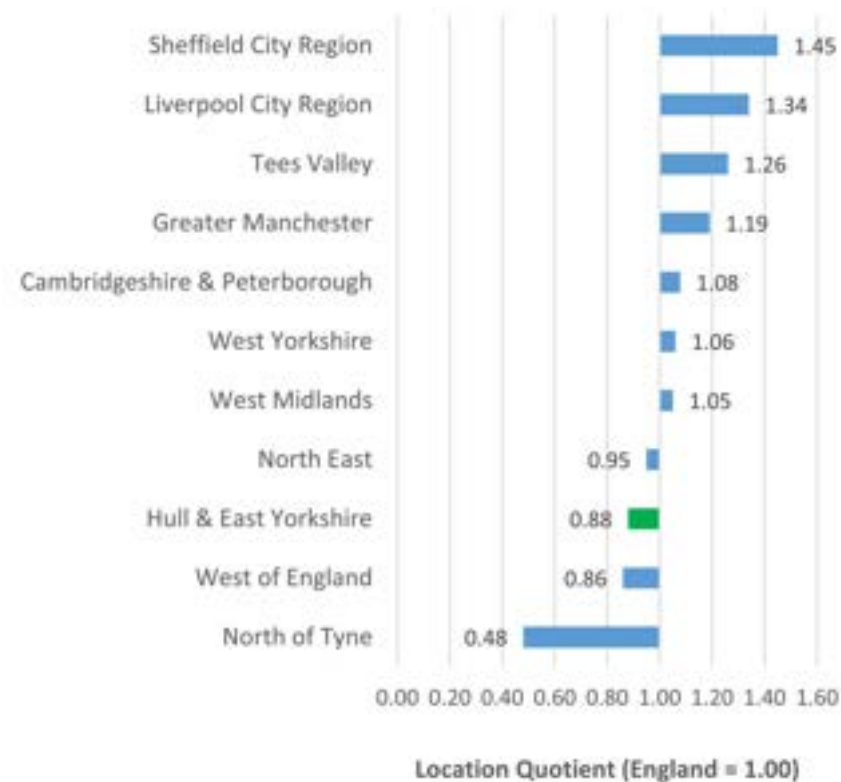


Figure 93 illustrates the concentration of employment within the logistics & shipping sector across Hull & East Yorkshire. Key locations for employers are clustered around the Ports of Hull and Goole as hubs for import and export activities, rippling out with representation from supporting industries along the A63 and A1033 corridors. Additional concentrations are located on traditional

Hull & East Yorkshire demonstrates moderate strength in the logistics & shipping sector based on employment base, which accounts for 6,935 jobs locally.

Figure 94: Comparative advantage in logistics & shipping, 2019

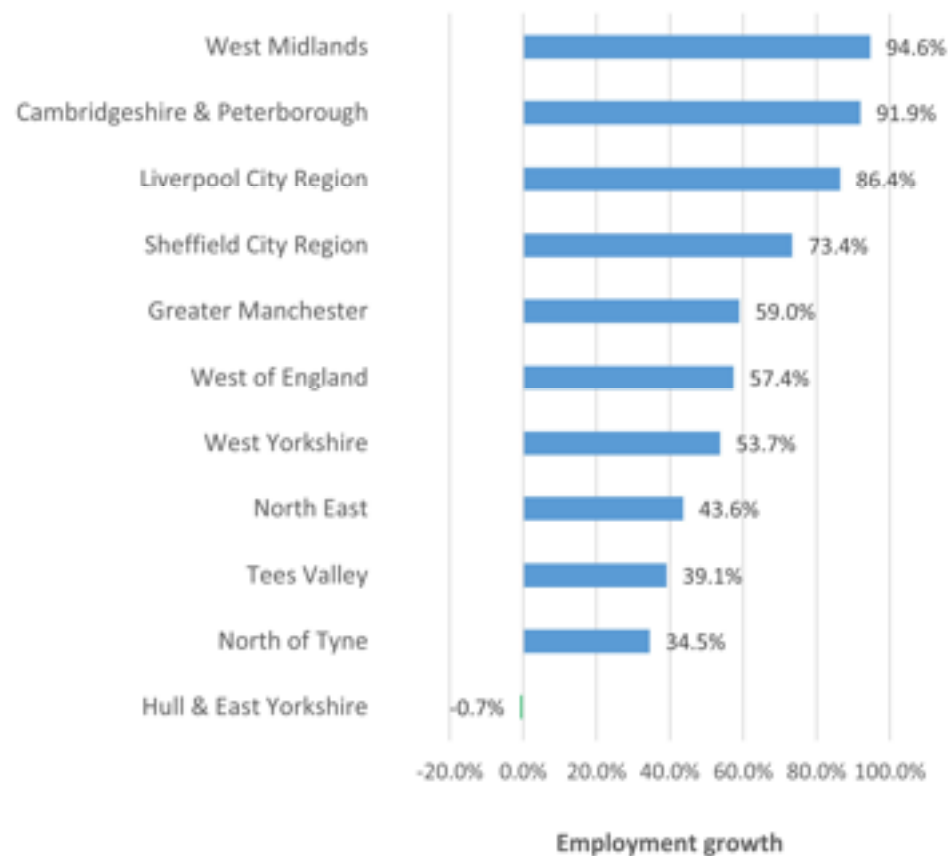


Source: Office for National Statistics, 2020

Sector strengths locally include freight transportation by road, the operation of warehousing & storage facilities and service activities to water transportation.

Employment growth over the period 2010-2019 in Hull & East Yorkshire was a healthy 30.0%, though this represented the lowest growth rate when compared with Combined Authorities over the period. However, significant employment growth has primarily been delivered in two subsectors, freight transport by road, operation of warehousing & storage facilities for land transport.

Figure 95: Logistics & shipping sector employment growth, 2010-2019



Source: Office for National Statistics, 2020

The logistics & shipping sector in Hull & East Yorkshire accounts for 825 businesses, which is 7.2% of the total business base.

Figure 96: VAT-registered business base by size band (%), 2020

Business size band	Logistics & Shipping	Hull & East Yorkshire average
0-9 employees	89.1%	87.5%
10-49 employees	9.6%	10.3%
50+ employees	1.3%	2.2%
Total businesses	910 (7.2% of total business stock)	

Source: Inter-Departmental Business Register, 2020

Below is a list of the top registered employers in Hull & East Yorkshire that operate in the logistics & shipping sector.

#### Major local employers with registered office address

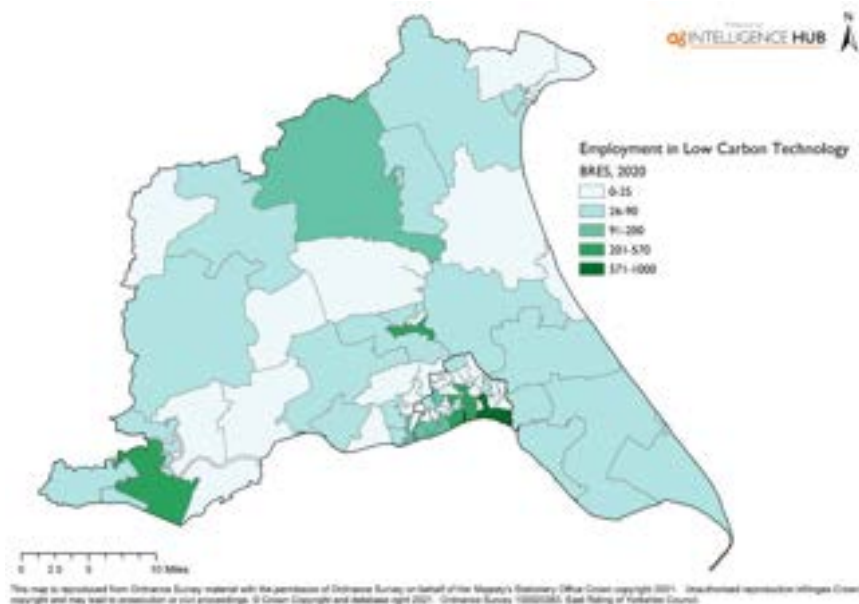
Associated British Ports	Hull; Goole
RMS Group Holdings Ltd	Goole
Simon Gibson Transport Ltd	Goole
H & P Freightways Ltd	Hull
Neill & Brown Global Logistics Group	Hessle
Den Hartagh Dry Bulk Logistics Ltd	Hull
Martin Williams (Hull) Ltd	Hull
SMS Towage Ltd	Hull
Trans-European Port Services (GB) Ltd	Hull
D & P Haulage Ltd	Saltend
Middlegate Europe Ltd	Hull
Hanson European Caravan Transport Ltd	Gilberdyke

Source: FAME, 2020

## Low carbon technologies

Low carbon technologies is the collective term given to technologies that either contribute directly to or support a reduction in the emission of carbon. This sector cuts across a wide range of traditional industries and as a consequence is not neatly defined by the 2010 Standard Industrial Classifications. The definition used in this analysis incorporates sectors that contribute to the generation and transmission of low carbon or renewable energy, in addition to the manufacture of technology and equipment that support these activities.

Figure 97: Low carbon technology employment concentrations by MSOA, 2019

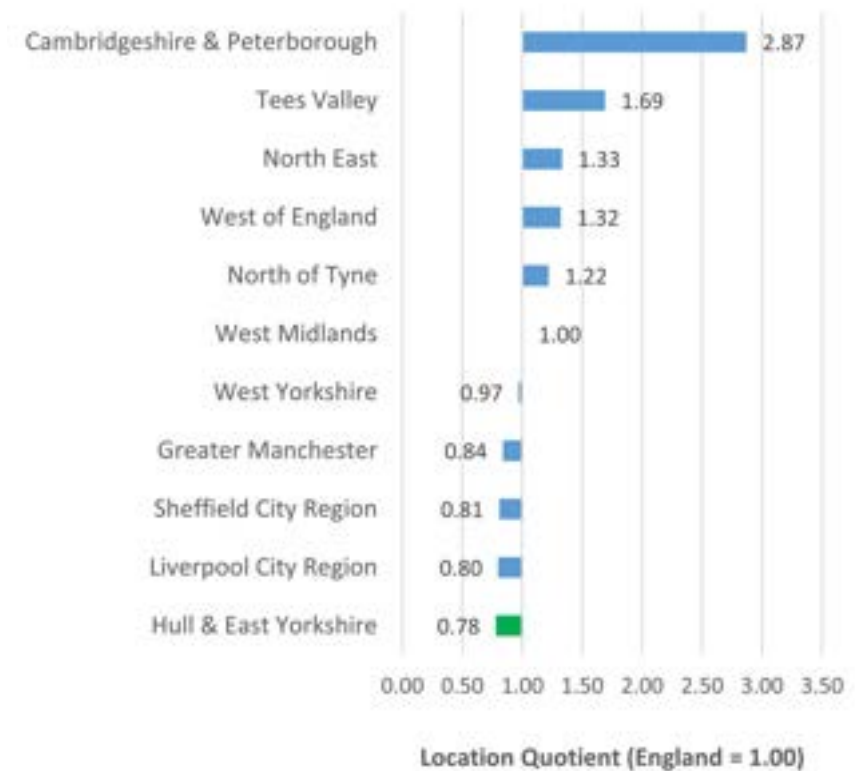


Source: Office for National Statistics, 2020

Figure 97 illustrates the concentration of employment within low carbon technologies and the significant impact of the Siemens blade factory in Hull.

Hull & East Yorkshire demonstrates the underrepresentation of low carbon technologies based on employment base, which accounts for 5,650 jobs locally.

Figure 98: Comparative advantage in low carbon technologies, 2019

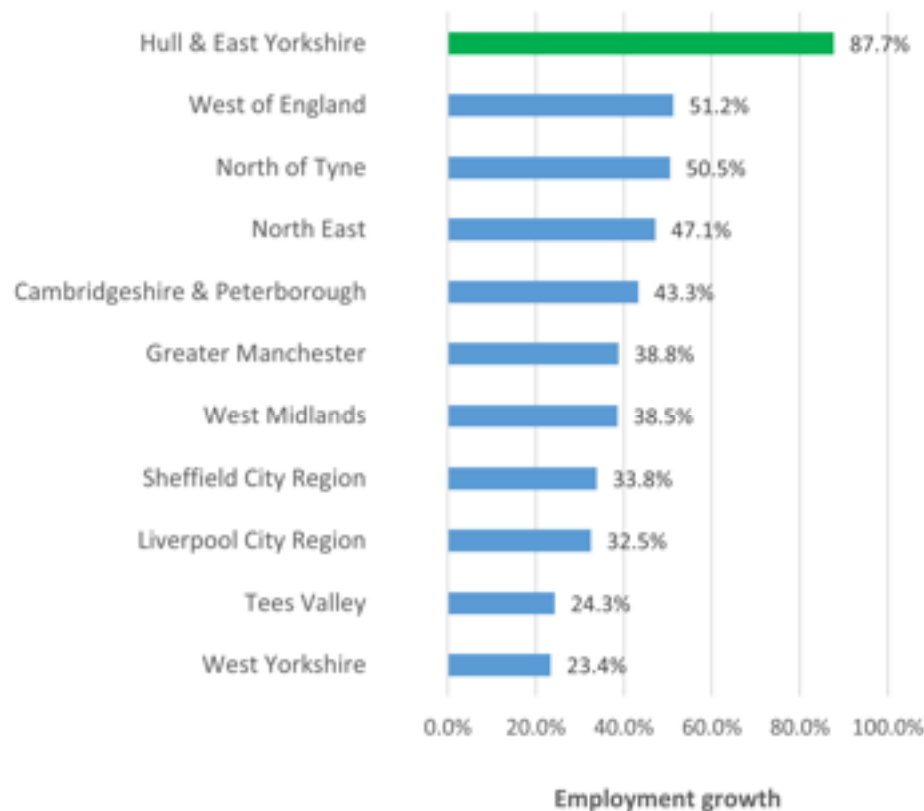


Source: Office for National Statistics, 2020

Sector strengths locally include the manufacture of engines & turbines, engineering related scientific & technical activities and the treatment of non-hazardous waste.

Employment growth over the period 2010-2019 in Hull & East Yorkshire was strong with an increase of 74.8%, the highest of any comparator Combined Authority areas. This growth has been delivered through the aforementioned subsectors, the manufacture of engines & turbines (Siemens Gamesa), engineering related scientific & technical activities and the treatment of non-hazardous waste.

Figure 99: Low carbon technologies sector employment growth, 2010-2019



Source: Office for National Statistics, 2020

The low carbon technologies sector in Hull & East Yorkshire accounts for 740 businesses, which is 6.5% of the total business base.

Figure 100: VAT-registered business base by size band (%), 2020

Business size band	Low Carbon Technologies	Hull & East Yorkshire average
0-9 employees	94.4%	81.9%
10-49 employees	4.9%	14.5%
50+ employees	0.7%	3.6%
Total businesses	740 (6.5% of total business stock)	

Source: Inter-Departmental Business Register, 2020

Below is a list of the top registered employers in Hull & East Yorkshire that operate in the low carbon technologies sector.

#### Major local employers with registered office address

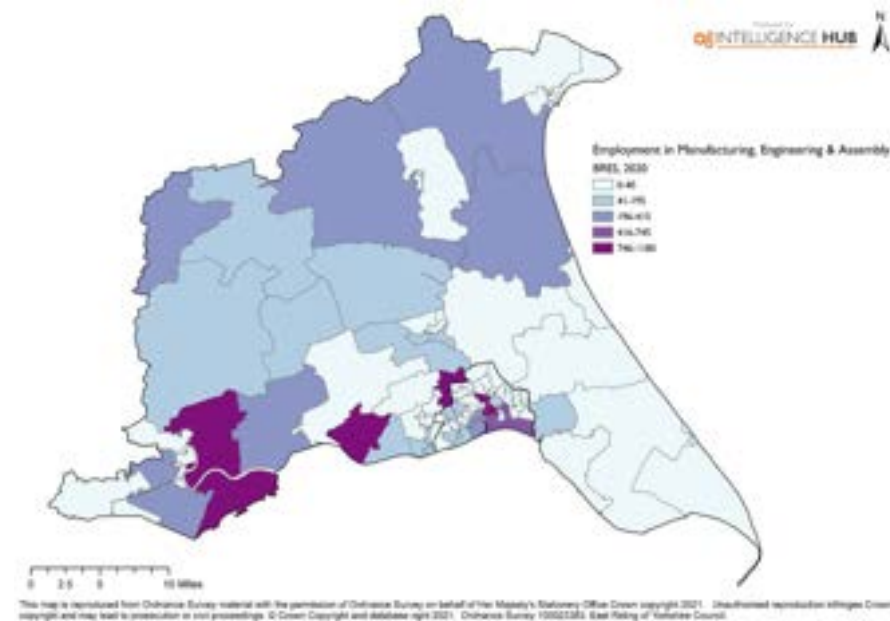
Allam Marine Ltd	Melton
Dhoot Transmission (UK) Ltd	Hull
Bankside Patterson Ltd	Brandesburton
Sargent Electrical Services Ltd	Woodmansey
BW Industries Ltd	Carnaby
Neville Tucker (Group) Ltd	Hull
Bureau-UK Recruitment Ltd	Hessle
Alan Wood & Partners Ltd	Hull
Wärtsilä	Brough
CF Struthers (Holdings) Ltd	Hull
Broady Flow Control Ltd	Hull
Alsim System Building Ltd	Hull

Source: FAME, 2020

## Manufacturing & engineering

Engineering refers to the branch of science and technology primarily concerned with the design, manufacture and use of components, machines and structures. The manufacture of wood, furniture, metal products, electrical equipment, machinery and transport equipment are included within this classification.

Figure 101: Manufacturing & engineering sector employment concentrations by MSOA, 2019

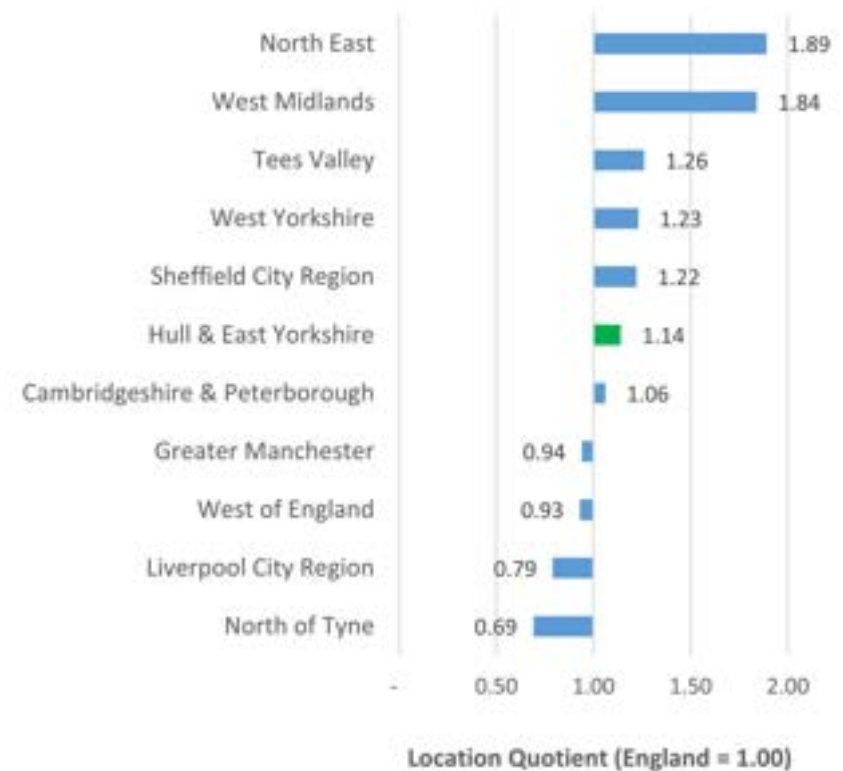


Source: Office for National Statistics, 2020

Figure 101 illustrates the concentration of employment within the manufacturing & engineering sector across Hull & East Yorkshire. Key locations for major employers include Hedon Road (Hull), Carnaby Industrial Estate, Cottingham, Brough and Howdendyke.

Hull & East Yorkshire demonstrates significant overall strength in the manufacturing & engineering sector based on employment base, which accounts for 10,600 jobs locally.

Figure 102: Comparative advantage in manufacturing & engineering, 2019

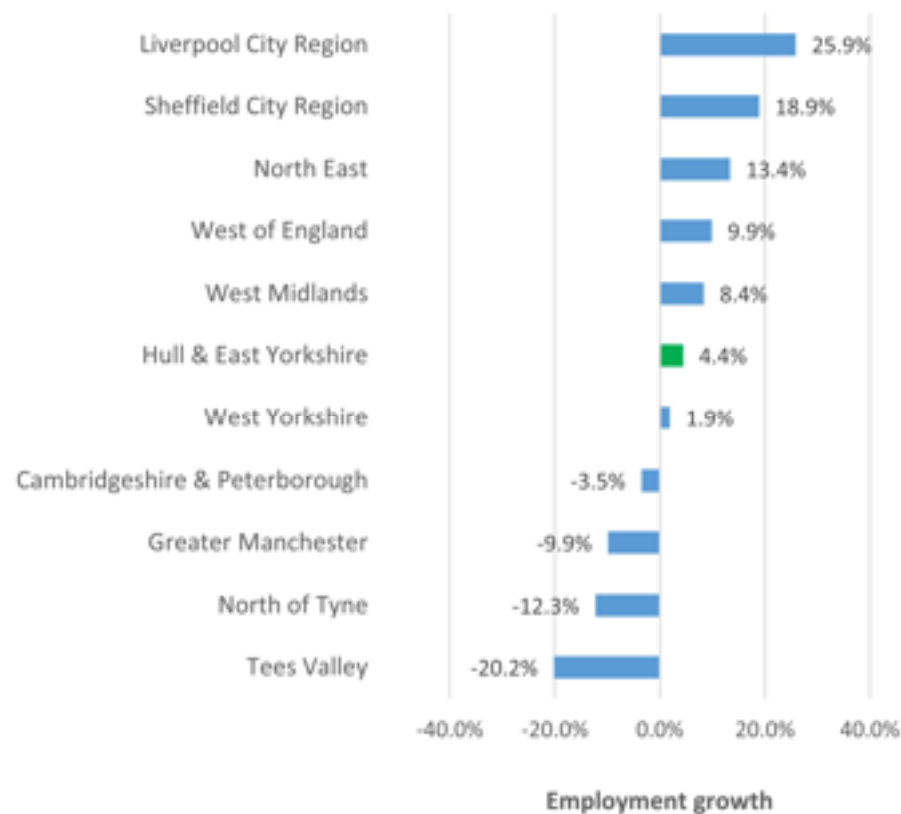


Source: Office for National Statistics, 2020

Sector strengths locally include the manufacture of caravans, trailers & semi-trailers, kitchen furniture, air & spacecraft and machining.

Employment growth over the period 2010-2019 in Hull & East Yorkshire was at 4.4% and represented an increase of 450 jobs. Subsectors within manufacturing & engineering that have significant increases in employment include the manufacture of kitchens, office & shop furniture, paper & paperboard, aluminium production and machining.

Figure 103: Manufacturing & engineering sector employment growth, 2010-2019



Source: Office for National Statistics, 2020

The manufacturing & engineering sector in Hull & East Yorkshire accounts for 600 businesses, which is 5.3% of the total business base.

Figure 104: VAT-registered business base by size band (%), 2020

Business size band	Manufacturing & Engineering	Hull & East Yorkshire average
0-9 employees	85.8%	87.5%
10-49 employees	13.2%	10.3%
50+ employees	0.9%	2.2%
Total businesses	600 (5.3% of total business stock)	

Source: Inter-Departmental Business Register, 2020

Below is a list of the top registered employers in Hull & East Yorkshire that operate in the manufacturing & engineering sector.

#### Major local employers with registered office address

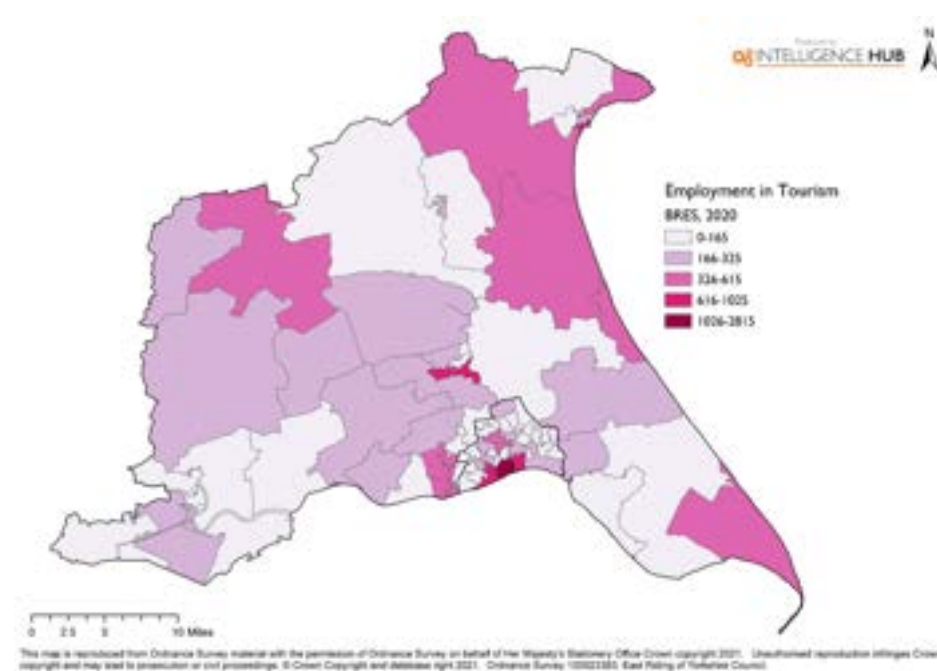
Swift Group Ltd	Cottingham
Willerby Ltd	Hull
ABI (UK) Ltd	Beverley
JZ Flowers Ltd	Newport
Paneltex Ltd	Hull
Donaldson Filter Components Ltd	Hull
McBride	Hull
Atlas Leisure Homes UK	Hull
Premier Modular Ltd	Catfoss
GF Smith & Son (London) Ltd	Hull
Coachman Caravan Company Ltd	Hull
Victory Leisure Homes Ltd	Hull

Source: FAME, 2020

## Tourism

The tourism sector in its broadest definition is the provision of goods and services to facilitate leisure, social and business activities primarily linked to the travel of people either domestically or internationally. The sector is most closely associated with the accommodation, hospitality, leisure and entertainment industries.

Figure 105: Tourism sector employment concentrations by MSOA, 2019

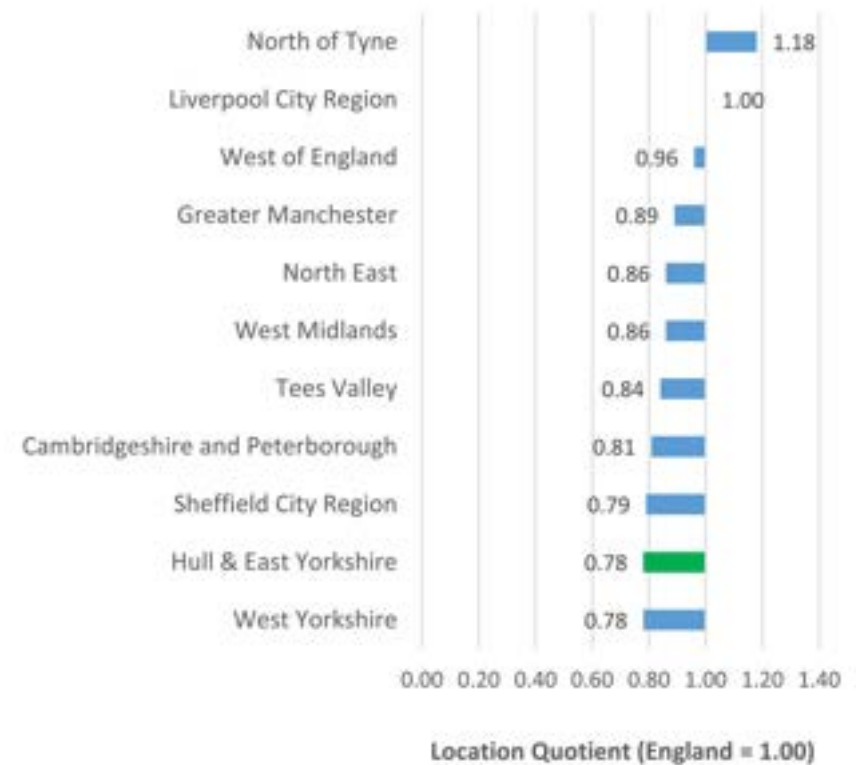


Source: Office for National Statistics, 2020

Figure 105 illustrates the concentration of employment within the tourism sector across Hull & East Yorkshire. Key locations for employers are within Hull city centre, Beverley, Bridlington and along the Holderness coast.

Hull & East Yorkshire demonstrates strength in the tourism sector based on employment base compared to other Combined Authorities, which accounts for 23,290 jobs locally.

Figure 106: Comparative advantage in tourism, 2019

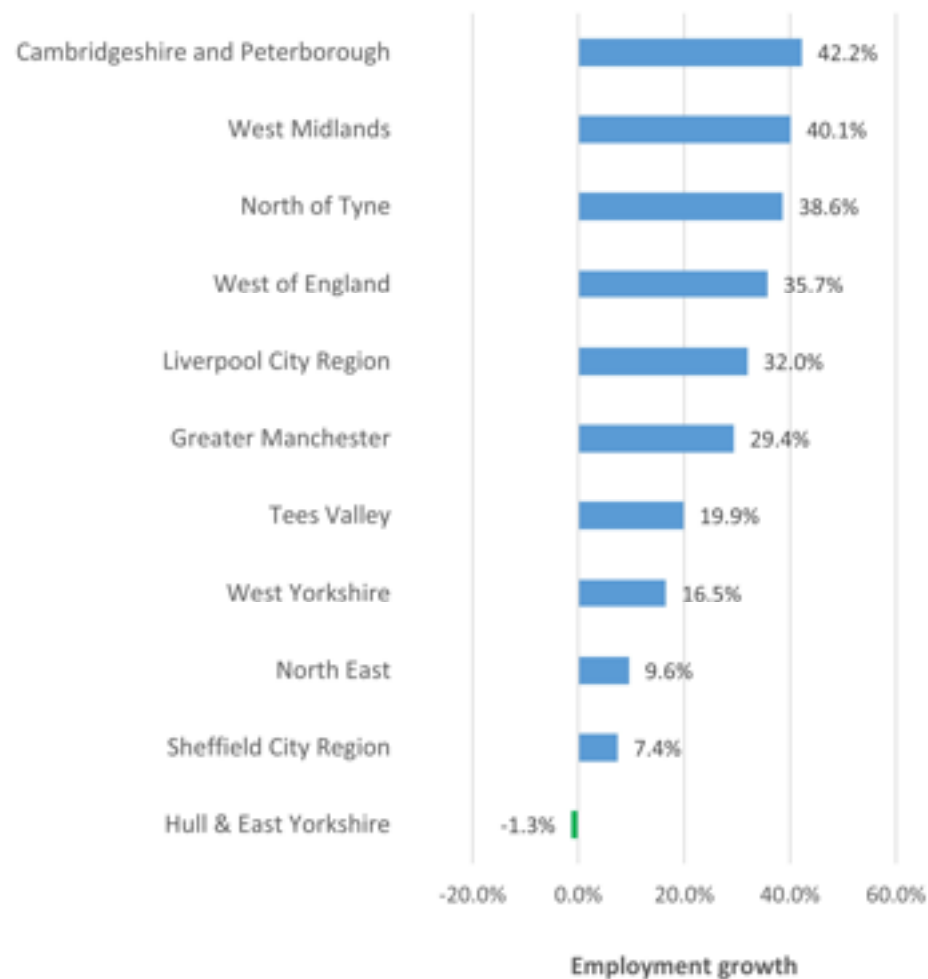


Source: Office for National Statistics, 2020

Sector strengths locally include licensed restaurants and cafés, the operation of sport facilities, hotels & similar accommodation and camping ground.

Employment in tourism over the period 2010-2019 in Hull & East Yorkshire has reduced by 1.3% (-260 jobs), the only combined area to see a reduction.

Figure 107: Tourism sector employment growth, 2010-2019



Source: Office for National Statistics, 2020

The tourism sector in Hull & East Yorkshire accounts for 1,895 businesses, which is 16.6% of the total business base.

Figure 108: VAT-registered business base by size band (%), 2020

Business size band	Tourism	Hull & East Yorkshire average
0-9 employees	81.4%	81.9%
10-49 employees	18.3%	14.5%
50+ employees	0.3%	3.6%
<b>Total businesses</b>	1,895 (16.6% of total business stock)	

Source: Inter-Departmental Business Register, 2020

Below is a list of the top registered employers in Hull & East Yorkshire that operate in the tourism sector.

#### Major local employers with registered office address

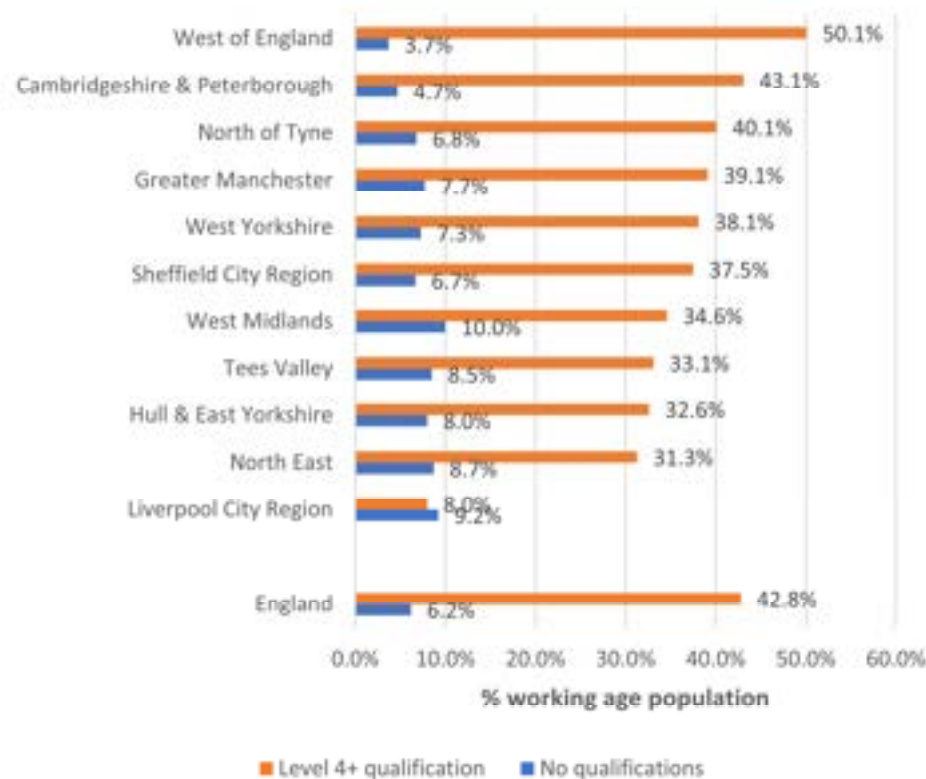
Premium Restaurants Ltd (McDonald's)	Goole
Kingston Restaurants Ltd (McDonald's)	Hull
Hull Culture & Leisure Ltd	Hull
Curtain Management Holdings Ltd	Hull
GHG London Management Ltd	Hull
Hull City Tigers Limited	Hull
Langlands Nurseries Ltd	Shiptonthorpe
Running Deep Ltd/EMIH Ltd	Hull
Village Urban Resort Hull	Hull
Cave Castle Hotel & Country Club	South Cave
Mercure Hull West	Hull
Bridlington Spa	Bridlington

Source: FAME, 2020

### 3.7 Education & skills

Hull & East Yorkshire has a lower share of residents with Level 4+ (degree level) qualifications as a proportion of the working age population compared to the England average. The area also has a higher proportion of residents without any qualifications, however the figure is lower than the comparative combined authorities in the north.

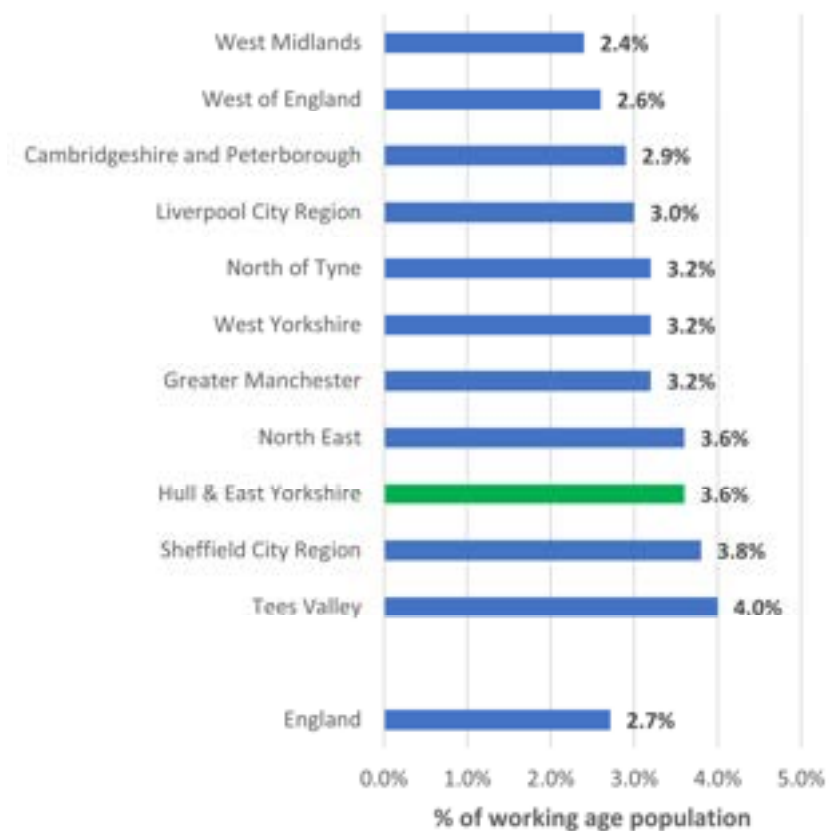
Figure 109: % of population aged 16-64 by qualification, 2020



Source: Annual Population Survey, 2021

Hull & East Yorkshire is second only to the North East Combined Authority for proportion of working age residents with a trade apprenticeship and is likely a reflection of their industrial base. Overall, 59.4% of working age residents in Hull & East Yorkshire are educated to either Level 1 or Level 2, which is higher than any other Combined Authority.

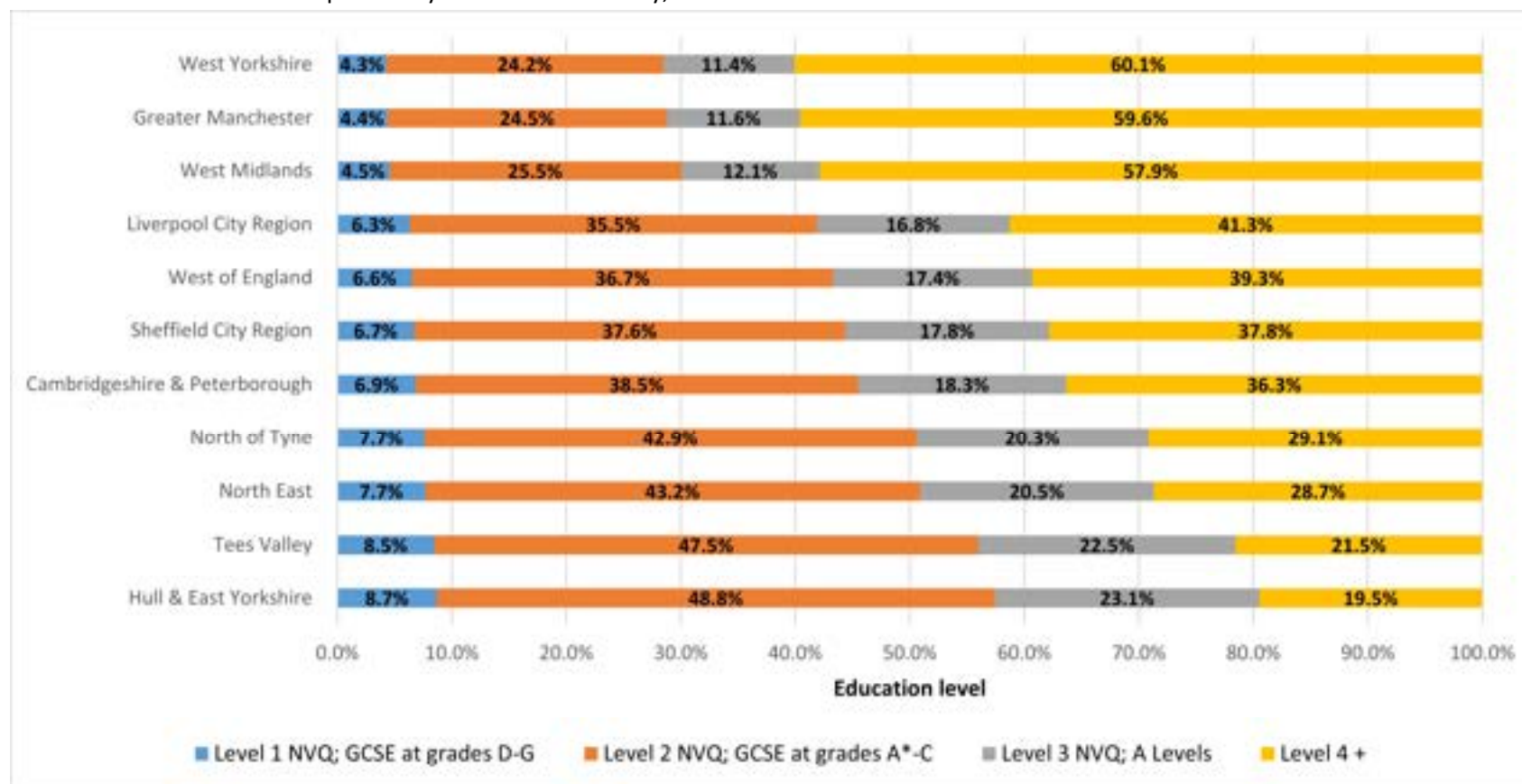
Figure 110: % of population aged 16-64 with an apprenticeship, 2020



Source: Annual Population Survey, 2021

## Education level of all occupations

Figure 111: Education level of all occupations by Combined Authority, 2020



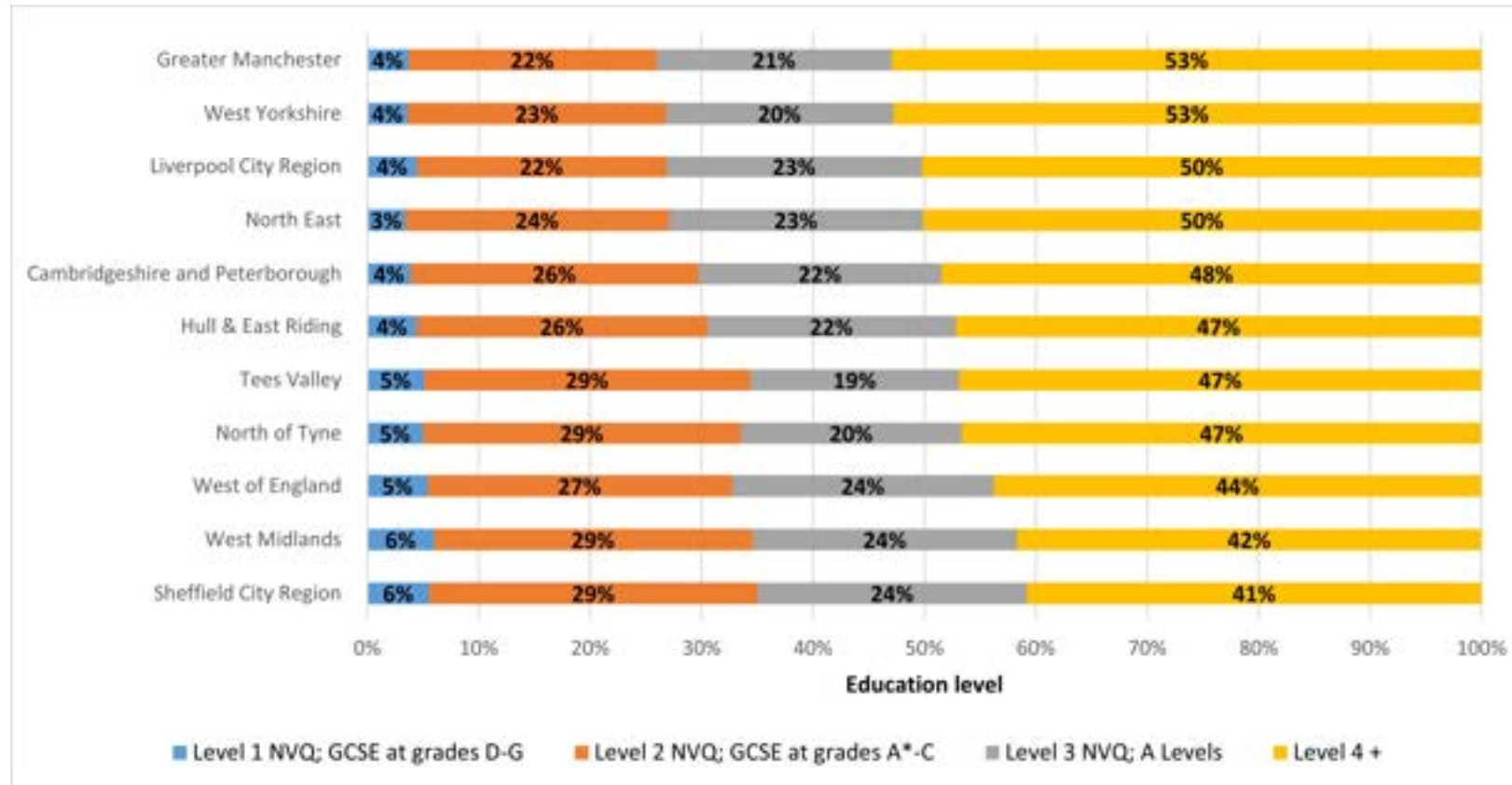
\*Sorted by Level 4+ jobs

Source: EMSI Labour Market Analytics, 2021

- Figure 111 illustrates the education level of all occupations in each Combined Authority according to EMSI Analytics. Overall, Hull & East Yorkshire has 208,536 jobs with the highest proportion of occupations requiring Level 1 and Level 2 skills (57.5%).
- There is a significant underrepresentation of Level 4+ occupations within Hull & East Yorkshire.

## Education level of advertised job openings

Figure 112: Education level of advertised job openings by Combined Authority May 2020 – May 2021



\*Sorted by % of Level 4+ job openings

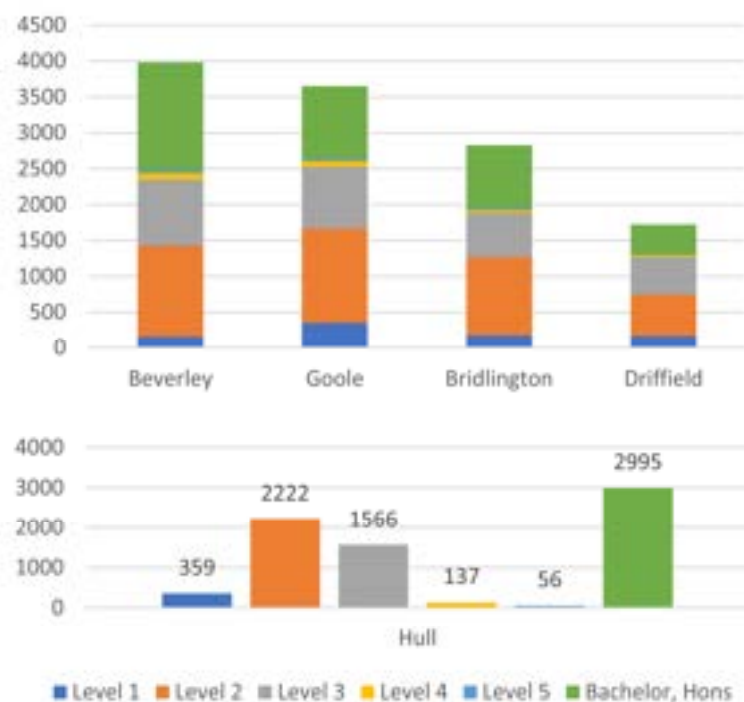
Source: EMSI Labour Market Analytics, 2021

- Figure 112 illustrates the education level of advertised job openings in each Combined Authority according to EMSI Analytics. Overall, Hull & East Yorkshire skills reported 4% fewer openings compared to the average for the other combined authorities at (10%).
- Level 1 and 2 occupations made up 30% of all advertised openings. Progress has been made with stronger performance in the number of Level 3 and 4+ openings as a proportion of total occupations.

## Employment opportunities

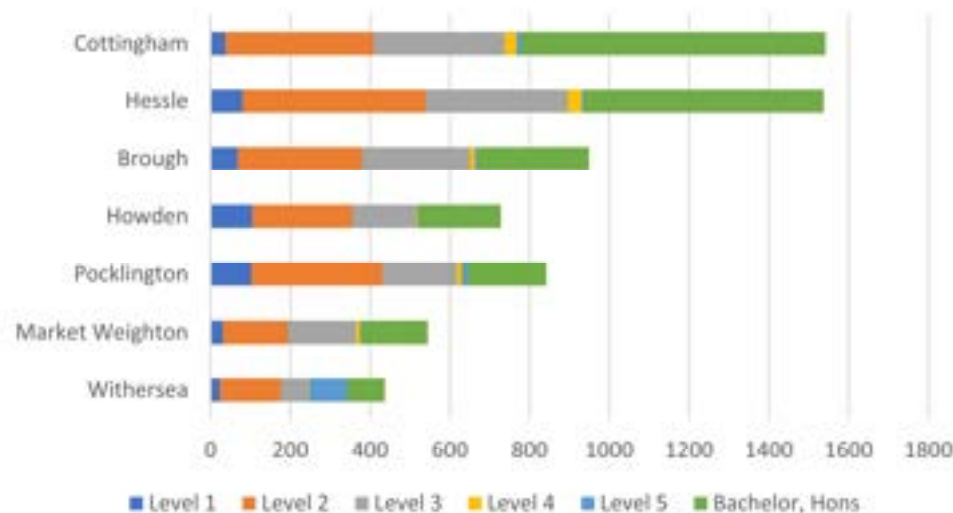
- Figure 113 and 114 show the diversity of employment opportunities in towns within the East Riding and the city of Hull.
- The volume of postings throughout the towns varied greatly, from over 3,981 in Beverley to just 245 in Withernsea and over 30,000 in Hull.

Figure 113: May 2020-May 2021 Job postings, East Riding principal towns



Source: EMSI Labour Market Analytics, 2021

Figure 114: May 2020-May 2021 Job postings by education level



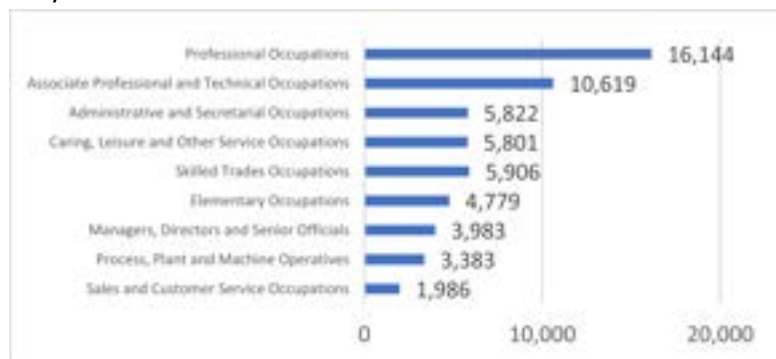
\*Sorted by Bachelors, Hons postings

Source: EMSI Labour Market Analytics, 2021

- Level 4 & 5 occupations are greatly underrepresented in job postings in Hull & East Yorkshire settlements. This coincides with low apprenticeship achievement figures for higher level apprenticeships, which are equivalent to the same level and are 5% of all achievements for the 2019/20 academic year.
- 35% of all postings, in these selected settlements were for Bachelor Hons degree level occupations. Hull had the greatest representation at this level accounting for 33% of postings.
- 51% of postings in Pocklington were at level 1 and 2.
- Withernsea has the lowest postings for Bachelor Hons degree level occupations at 22%.

## Job postings by occupation

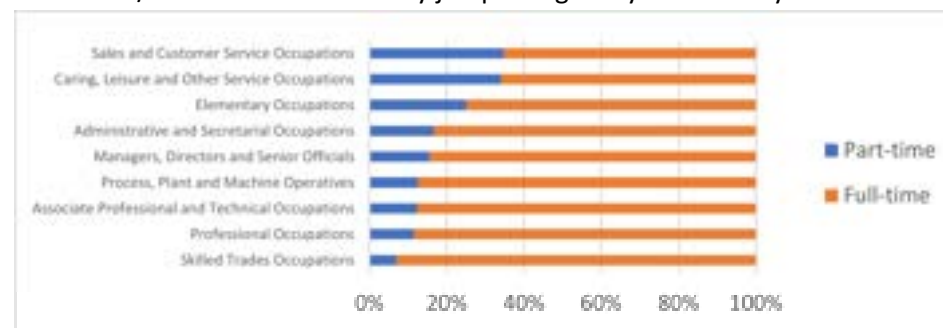
Figure 115: Hull & EY Job postings by occupations May 2020 – May 2021



Source: EMSI Labour Market Analytics, 2021

- There were 58,423 (EMSI) job postings in Hull & East Yorkshire over the two year period from May 2020 – May 2021. Of these 28% (25,382) were in the 'Professional Occupations' category.
- The proportion of 'Caring, Leisure and Other Service occupations' was 10% (5,801) which is slightly higher than the regional equivalent of 8.3%.
- The top 5 advertised job titles within the 'Professional Occupations' in Hull & East Yorkshire include Registered Nurses, Staff Nurses, Social Workers and Quantity Surveyors
- Of the overall postings only 2% (1,434) were apprenticeship opportunities, a third (34.5%) of these were in 'Administrative and Secretarial Occupations' and 21% of them were for 'Associate Professional and Technical Occupations'. The median salary for apprenticeships postings in Hull & East Yorkshire was £14.6.

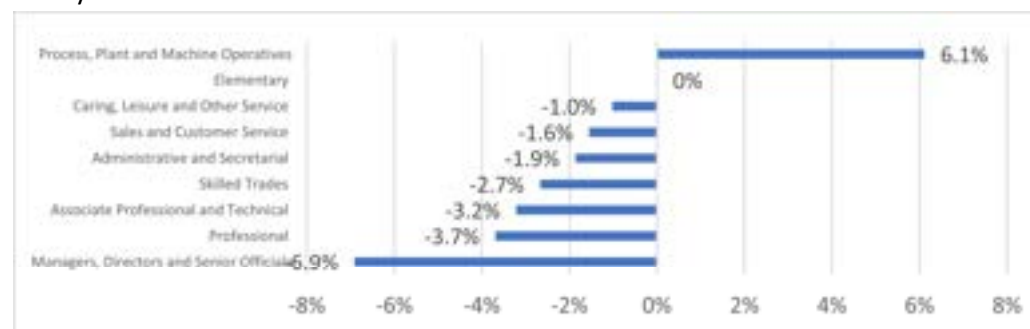
Figure 116: Part/Full time breakdown by job postings May 2020 – May 2021



Source: EMSI Labour Market Analytics, 2021

- 84% of job postings were for full-time posts and only 6% were for flexible contracts, suggesting that employment opportunities in Hull & East Yorkshire offer secure hours and therefore a guaranteed income for workers.
- Figure 116 shows us the breakdown of part/full time employment across the different occupations. The greatest volume of postings were in 'Professional Occupations' which offers the second highest percentage of full-time employment opportunities.
- Figure 117 shows that the largest difference in salary is in higher skilled occupations, however Hull & East Yorkshire offers a higher salary within 'Process, Plant and Machine Operatives'.

Figure 117: Median salary compared to regional median by job postings May 2020 – May 2021



Source: EMSI Labour Market Analytics, 2021



# Hull & East Yorkshire Local Skills Report Annexes – Core Indicators and Additional Data (Excerpt) May 2021

## Skills supply

- In the most recent academic year 2019/20, the Humber had 22,617 Further Education achievements, 3,840 apprenticeship achievements and 5,010 Higher Education qualifiers. This demonstrates that Further Education is the predominant basis of provision of skills within the Humber, followed by Higher Education.

The main challenges in the skills pipeline for Hull & East Yorkshire are:

- Fewer residents with degree-level qualifications in Hull & East Yorkshire than England
- A concentration of FE and apprenticeship achievements in health, public services and social care, retail and commercial enterprise and business, administration, and law
- Fewer apprenticeships occur at higher levels of qualification
- Students leaving Key Stage 5 after 16-18 education are less likely to enter sustained education than at the national level

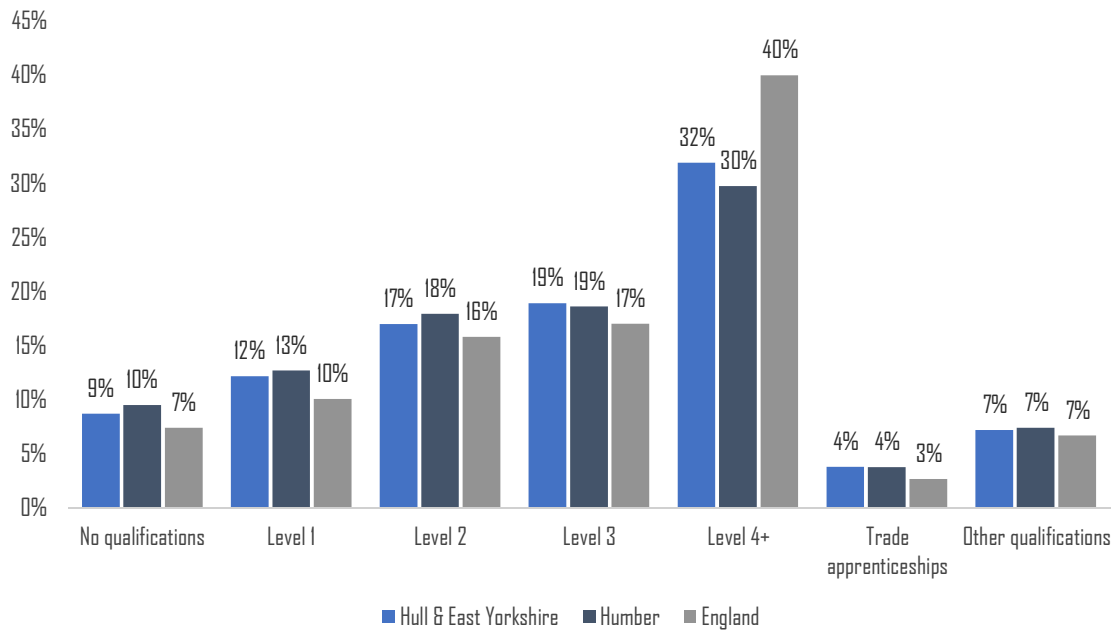
The main opportunities in the skills pipeline for Hull & East Yorkshire are:

- Apprenticeship uptake in Hull & East Yorkshire aligns with key employment sectors such as health and retail
- A high rate of graduate retention within Yorkshire & the Humber

### *Qualification levels*

- A.55 Hull & East Yorkshire has a smaller proportion (32%) of people with degree-level or equivalent (NVQ4+) qualifications than England (40%) but level NVQ4+ remains the most common qualification within Hull & East Yorkshire. This compares to a slightly lower 30% of people in the Humber with NVQ4+ qualifications. Both Hull & East Yorkshire and the Humber has a higher proportion of people with all other levels of qualification, including a higher proportion of people with no qualifications in Hull & East Yorkshire (9%) and the Humber (10%) than nationally (7%).
- A.56 The qualifications profile at the local authority level demonstrates significant variation in the skills levels across the Humber. The proportion of the population with Level NVQ4+ ranges from 36% in East Riding of Yorkshire to only 23% in North East Lincolnshire. The East Riding of Yorkshire skills profile most closely resembles the national picture, whilst North Lincolnshire, North East Lincolnshire and the City of Kingston upon Hull have greater proportions of their population with qualifications at Levels 1 to 3, in addition to higher levels of other qualifications than is seen nationally.

Figure A.12 Qualifications in Hull & East Yorkshire, the Humber and England, 2019

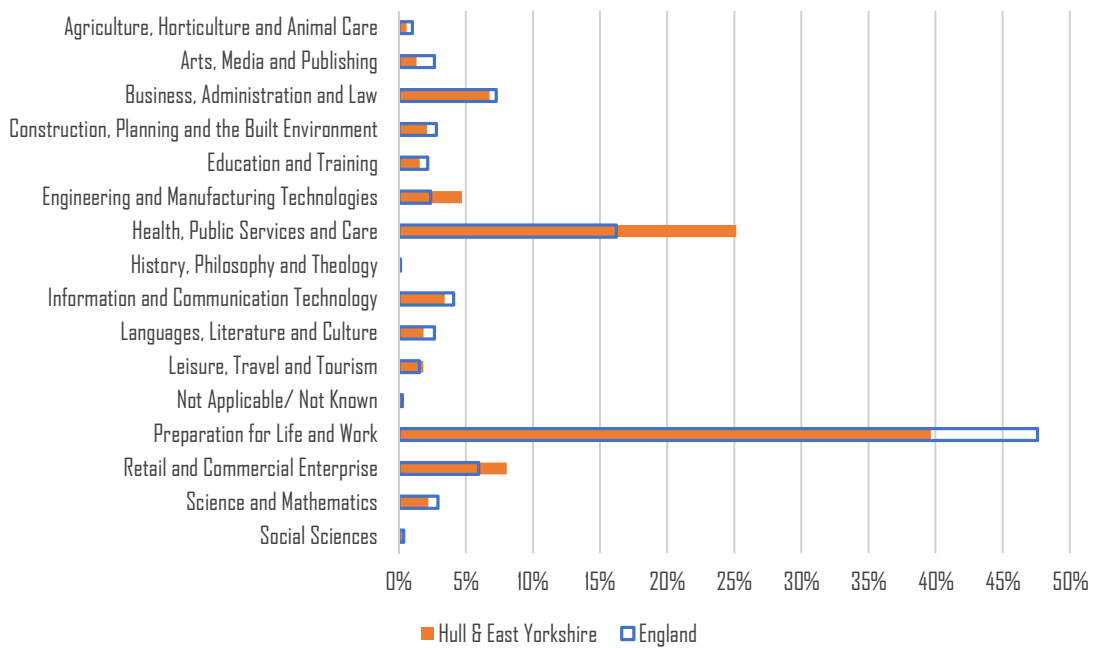


Source: Annual Population Survey, January 2019 – December 2020, 2020 SAP boundaries

#### FE education and training achievements

- A.57 The FE achievements profile in Hull & East Yorkshire demonstrates a concentration in achievements in preparation for life and work (40% of all achievements) and health, public services and care (24%). Subject areas which are particularly specialised compared to the levels seen nationally include health, public services and care (25% vs 16% nationally), retail and commercial enterprise (8% vs 6% nationally) and business, administration and law (7% vs 7% nationally).
- A.58 Within the Humber, specialisms in subject areas such as engineering and manufacturing technologies are concentrated in the City of Kingston upon Hull (5% vs 2% nationally) and thus reflected in achievements in this subject at the Hull & East Yorkshire level (5%). Similarly, health, public services and care achievements are further concentrated in East Riding of Yorkshire (30% vs 16% nationally) and account for 25% of all FE achievements for Hull & East Yorkshire. Some subject areas are also more concentrated in North Lincolnshire than at the Humber and national level, including business, administration and law (10% vs 7% nationally) and construction, planning and the built environment (5% vs 3% nationally). The Humber colleges brochure (Humber Principals' Group, FE Colleges in the Humber Brochure (see annex B) contains more detailed information on the specialisms of colleges across the Humber.
- A.59 As one of the fastest growing sectors in the UK, jobs in health and social care are projected to continue to grow as the nation grapples with an ageing population and shocks such as the COVID-19 pandemic. Health represents the third largest employment sector within Hull & East Yorkshire and accounts for around 35,000 jobs in the area. High levels of achievement in health, public services and care reflect the high proportion of jobs within this sector in Hull & East Yorkshire. Similarly, high levels of FE achievements in retail and commercial enterprise strongly aligns with the employment profile of Hull & East Yorkshire, with 41,000 jobs in the retail sector within Hull & East Yorkshire.
- A.60 Whilst the share of FE achievements in the engineering and manufacturing technologies is relatively low compared to health and retail, achievements within this sector account for 5% of all FE achievements compared to only 2% nationally. This strongly aligns to the Humber's strategic sectors in energy and engineering and assembly, in addition to the strength Hull & East Yorkshire's existing manufacturing base which employs around 38,000 people within the immediate area.

Figure A.13 FE achievements by subject sector area in the Humber and England, 2019/20



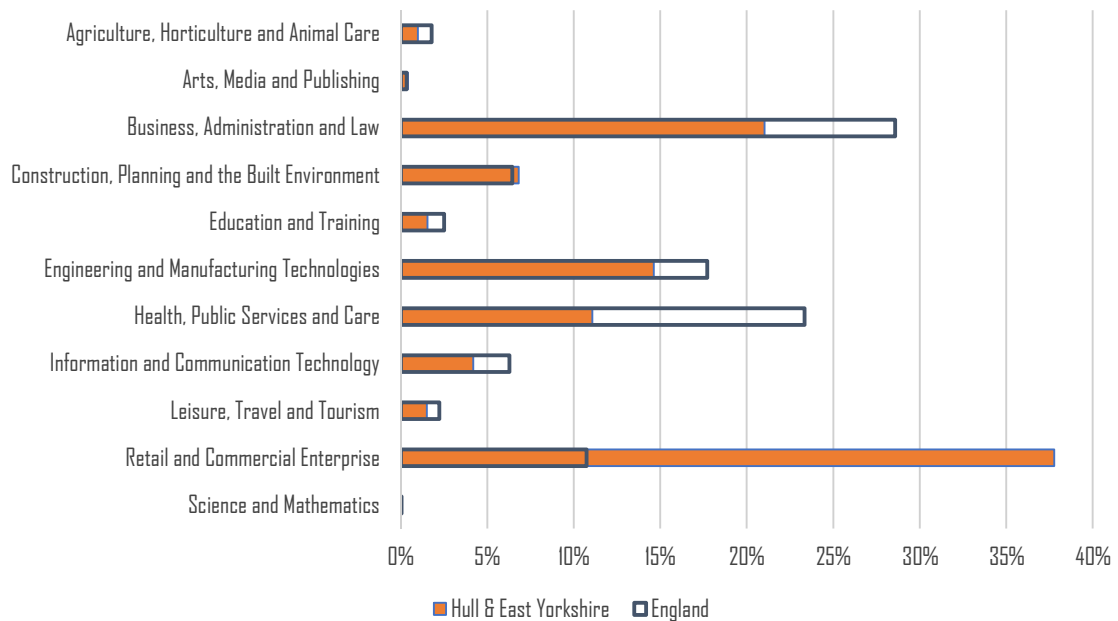
Source: Further Education & Skills data, DfE, (published 2020), 2020 SAP boundaries

#### *Apprenticeship achievements*

- A.61 Apprenticeship achievements in Hull & East Yorkshire are concentrated in retail and commercial enterprise (38% of all achievements), business, administration and law (21%) and engineering and manufacturing technologies (15%) subject areas. Sectors in which apprenticeship achievements are more specialised in Hull & East Yorkshire than at the national level include retail and commercial enterprise (38% vs 11% nationally) and construction, planning and the built environment (7% vs 6% nationally).
- A.62 Within the Humber, apprenticeship achievements in retail and commercial enterprise are heavily concentrated in the East Riding of Yorkshire (50% vs 11% nationally) and accounts for 38% of all apprenticeship achievements in Hull & East Yorkshire. Business, administration and law is concentrated in North East Lincolnshire (37%), North Lincolnshire (34%) and the City of Kingston upon Hull (32%).
- A.63 Apprenticeship achievements in some sectors account for a smaller share than is seen at the national level, including in health, public services and care (11% vs 23% nationally), business, administration and law (21% vs 29% nationally) and engineering and manufacturing technologies (15% vs 18% nationally). Despite high proportions of FE achievements in these sectors and the fact that these sectors are important for the Hull & East Yorkshire economy in terms of number of jobs and strategic priorities, take-up of apprenticeships within these sectors is lower than is seen nationally and could suggest a skills supply gap if demand is proven.
- A.64 The impact of COVID-19 on apprenticeship starts and its implication for skills supply is a national and local challenge. Nationally, many large businesses have already announced their intention to temporarily suspend their apprenticeship programmes. At the Humber level, there were slightly fewer apprenticeships undertaken to the academic year ending 2020 than the previous year, however the most recent year has seen a shift towards higher level apprenticeships being undertaken (approximately +33%) at the expense of intermediate level (-6%) and advanced level (-8%).

A.65 At the HEY LEP area level, apprenticeship starts for the 2019/20 academic year has seen lower numbers across the board, with 26% fewer apprenticeship starts overall compared to 2017/18. The decline has been particularly sharp in Hull (-30%) compared to East Riding of Yorkshire (-21%) over this same period. Apprenticeship starts by subject area in 2017/18 compared to 2019/20 demonstrates notable decline in apprenticeships in leisure, travel and tourism (-45%), information and communication technology (-43%) and retail and commercial enterprise (-32%) across the HEY LEP area. Meanwhile, there has been an uptake in apprenticeship starts in science and mathematics (175%), education and training (65%) and arts, media and publishing (17%) over this same period.

Figure A.14 Apprenticeship achievements by sector subject area in Hull & East Yorkshire and England, 2019/20

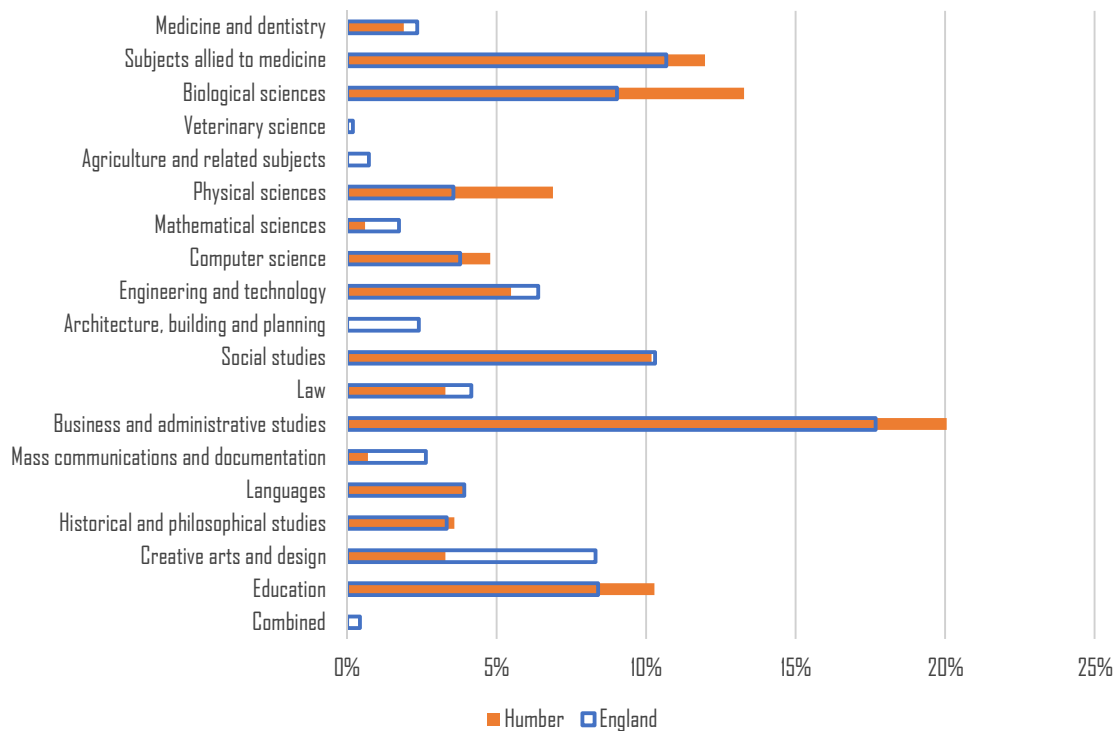


Source: Apprenticeships data, DfE, (published 2020), 2020 SAP boundaries

#### HE qualifiers

A.66 HE qualifiers in the Humber are concentrated in business and administrative studies (20% of all achievements), biological sciences (13%), subjects allied to medicine (12%) and social studies (10%). Sector subject areas that are more specialised in terms of proportion of HE qualifiers in the Humber compared to the level seen nationally include biological sciences (13% vs 9% nationally), business and administrative services (20% vs 18% nationally) and education (10% vs 8% nationally).

Figure A.15 HE qualifiers by sector subject area in the Humber and England, 2018/19

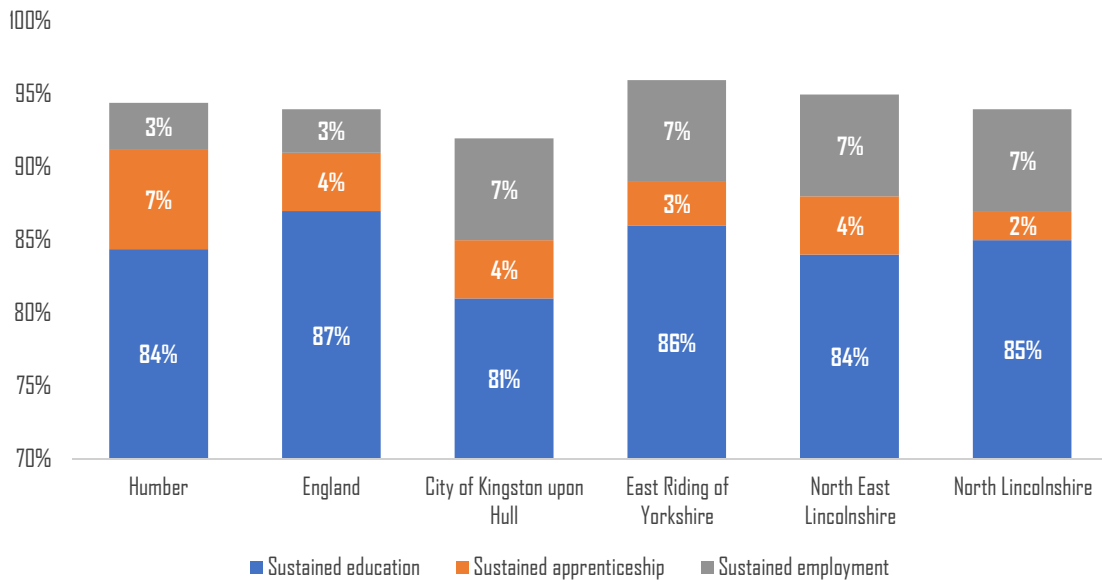


Source: Source: HESA, 2018/2019 qualifiers (published 2020), 2020 SAP boundaries)

#### KS4 destinations

- A.67 The majority of Key Stage 4 students leaving state-funded mainstreams schools in the Humber enter sustained employment (84%) whilst some take-up an apprenticeship (7%) and a small proportion enter sustained employment (3%). KS4 student destinations in the Humber reflect a higher level of apprenticeship take-up compared to the level seen nationally at three percentage points higher than the average for England (4%).
- A.68 Lower levels of KS4 students within the Humber local authorities enter sustained education than at the national level, with as low as 81% of students in the City of Kingston upon Hull entering education after KS4. Local authorities within the Humber exhibit similar levels of KS4 leavers entering employment as at the national level, there are lower rates of apprenticeship take-up in North Lincolnshire (2%) and the East Riding of Yorkshire (3%).

Figure A.16 Destinations of KS4 pupils from state-funded mainstream schools, 2018/19

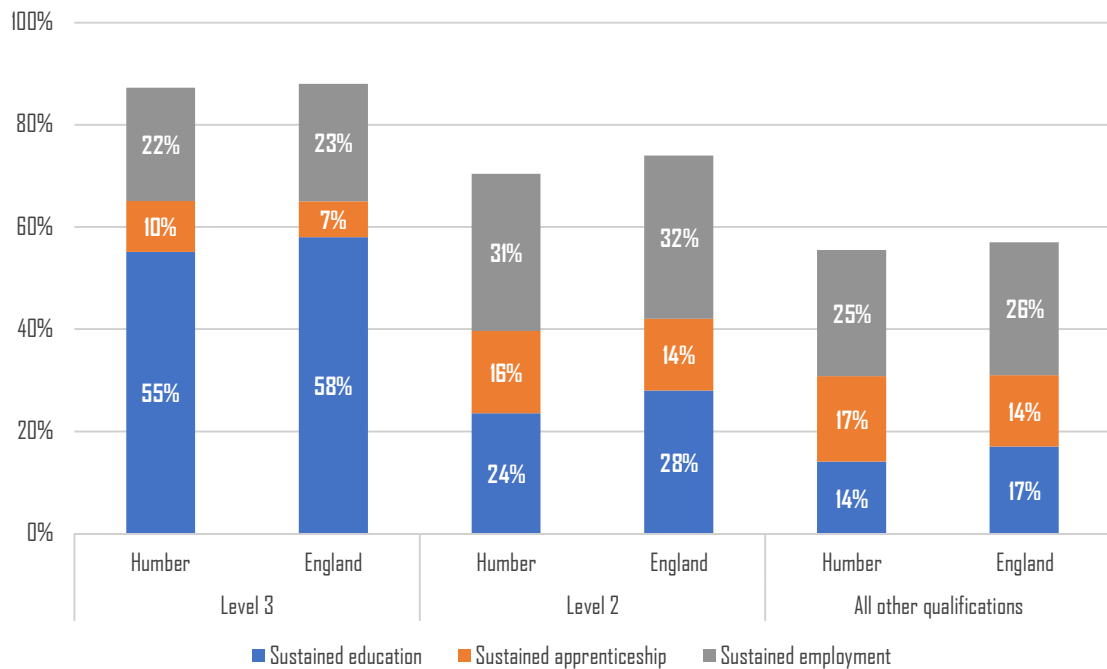


Source: KS4 Destination Measures, DfE, 2018/19 (published 2020), 2020 SAP boundaries

#### KS5 destinations

- A.69 Overall, the most common destination of KS5 students in the Humber is sustained education (41%), although at a lower rate than is seen nationally (47%). A greater proportion of KS5 students in the Humber undertake apprenticeships (13%) compared to national levels (9%), whilst 25% of KS5 students in the Humber enter employment, which is in line with national levels. KS5 students in the Humber are most likely to enter if they have studied higher levels of qualifications (e.g. Level 3) whilst apprenticeship is more common as a destination at lower levels of qualification.
- A.70 Sustained education is the most popular destination for KS5 students who have achieved Level 3 qualifications in the Humber (55% vs 58% nationally). At this level, employment is the second most common destination in the Humber (22% vs 23% nationally) followed by apprenticeships (10% vs 7% nationally). At Level 2, the most common destination in the Humber is employment (31% vs 32% nationally), with a lower proportion of Level 2 students continuing to education (24% vs 28% nationally) and apprenticeships (16% vs 14% nationally). KS5 students who had studied all other qualifications in the Humber most commonly entered employment (25% vs 26% nationally), with a greater proportion entering apprenticeships in the Humber than at the national level (17% vs 14% nationally) and fewer entering education than at the national level (14% vs 17% nationally).
- A.71 East Riding of Yorkshire is the only area within the Humber in which KS5 students achieving Level 3 qualifications are as equally likely to progress onto education as at the national level (58% vs 58% nationally). However, KS5 students achieving Level 2 qualifications within the Humber are most likely to progress into sustained education in North East Lincolnshire than any other area in the Humber and nationally (34% vs 28% nationally).

Figure A.17 Destinations after 16-18 by main level studied (state-funded mainstream schools & colleges), 2018/19

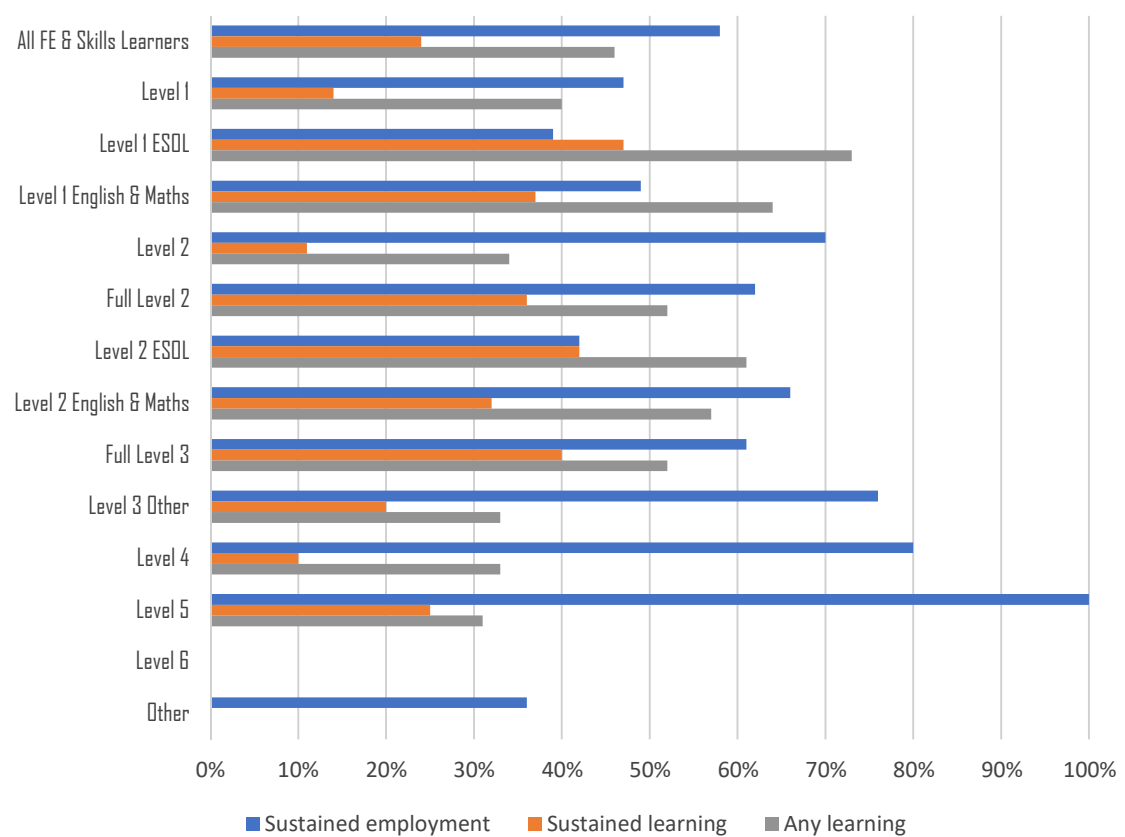


Source: 16-18 Destination Measures, DfE, 2018/19 (published 2020), 2020 SAP boundaries

#### FE and skills destinations

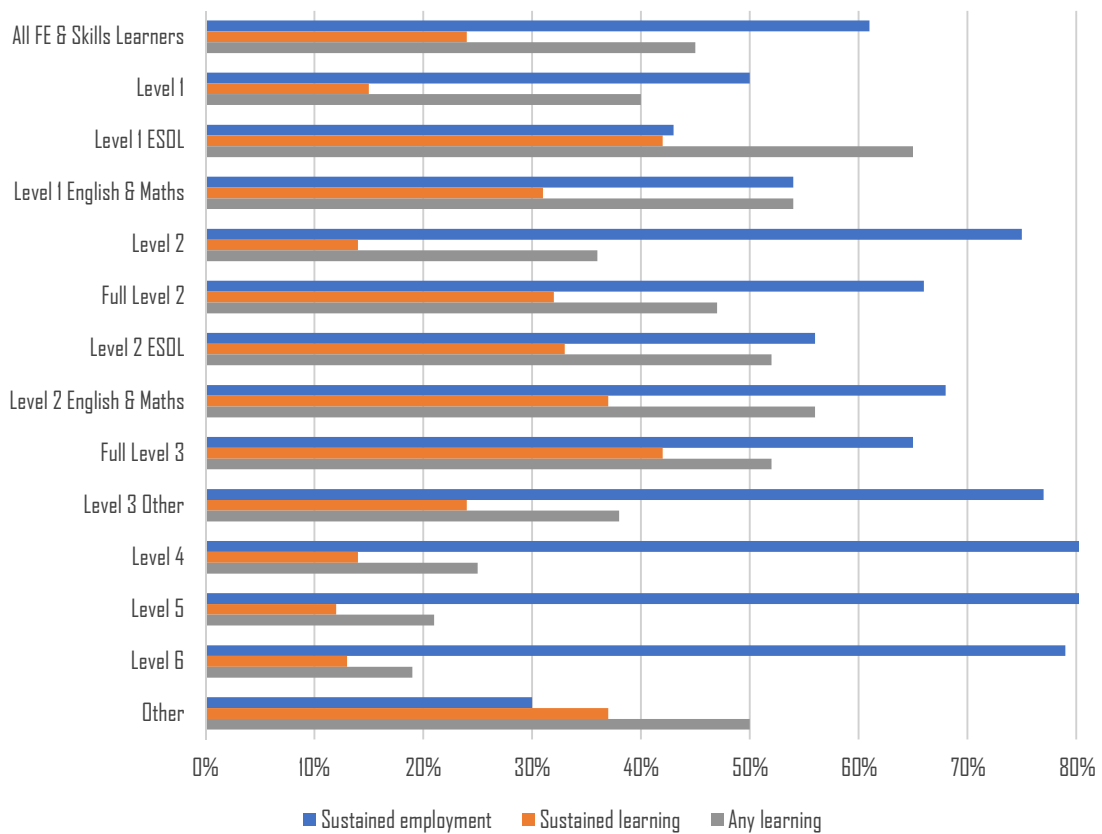
- A.72 For the Humber, sustained employment is the primary destination for Further Education and Skills Learners (58% of learners), with any learning (46%) and sustained learning (24%) accounting for other destinations. Similar proportions of learners in the Humber continue with any learning (46% vs 45% nationally) and sustained learning (24% vs 24% nationally), whilst a slightly smaller proportion of learners enter sustained employment than at the national level (58% vs 61% nationally).
- A.73 For the Humber, the percentage of learners continuing with sustained employment generally increases with the level of qualification, similar to England.

Figure A.18 Destinations for adult FE & skills learners, Humber 2018/19



Source: FE outcome based success measures, 2018/19 destinations, DfE, (published 2020), 2018 LEP boundaries

Figure A.19 Destinations for adult FE & skills learners, England 2018/19

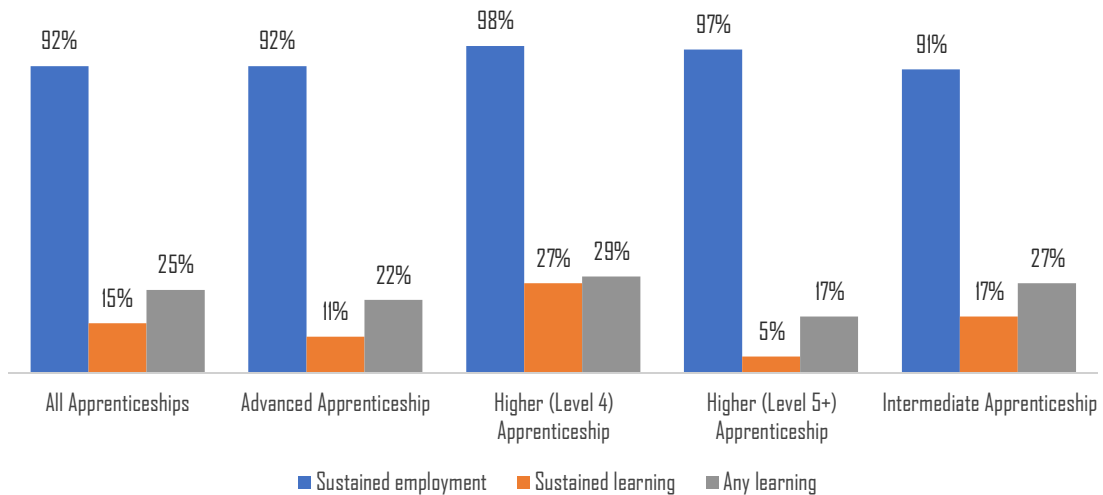


Source: FE outcome based success measures, 2018/19 destinations, DfE, (published 2020), 2018 LEP boundaries

#### Apprenticeship destinations

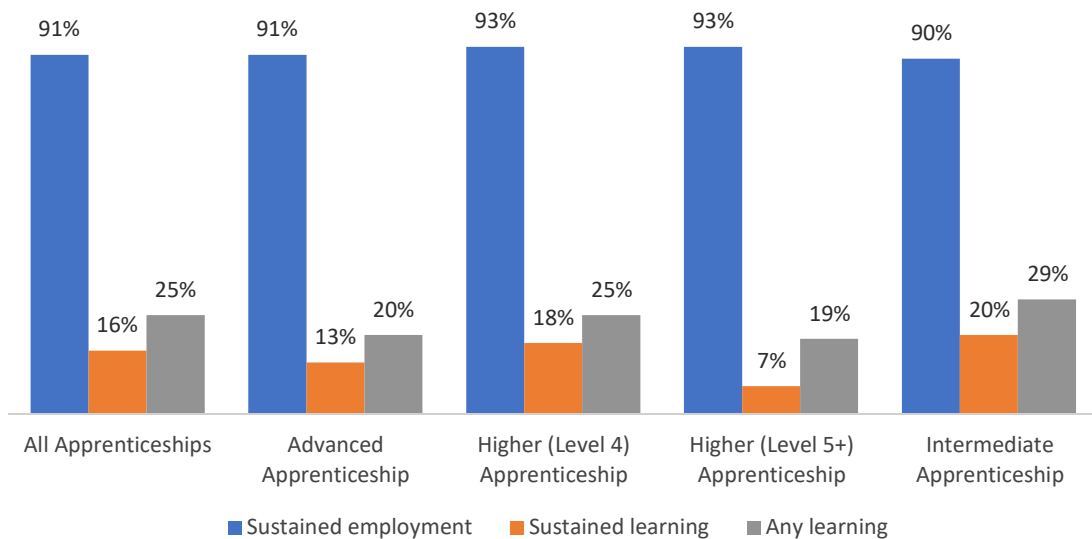
- A.74 Apprenticeship destinations are broadly similar in the Humber and England, with 92% of all apprenticeships leading to sustained employment (vs 91% nationally), 25% of all apprenticeships continuing any learning (vs 25% nationally) and 15% continuing with sustained learning (vs 16% nationally).

Figure A.20 Apprenticeship destinations in 2018/19 of learners from the 2017/18 academic year, Humber



Source: FE outcome-based success measures, 2018/19 destinations, DfE, (published 2020), 2018 LEP boundaries

Figure A.21 Apprenticeship destinations in 2018/19 of learners from the 2017/18 academic year, England

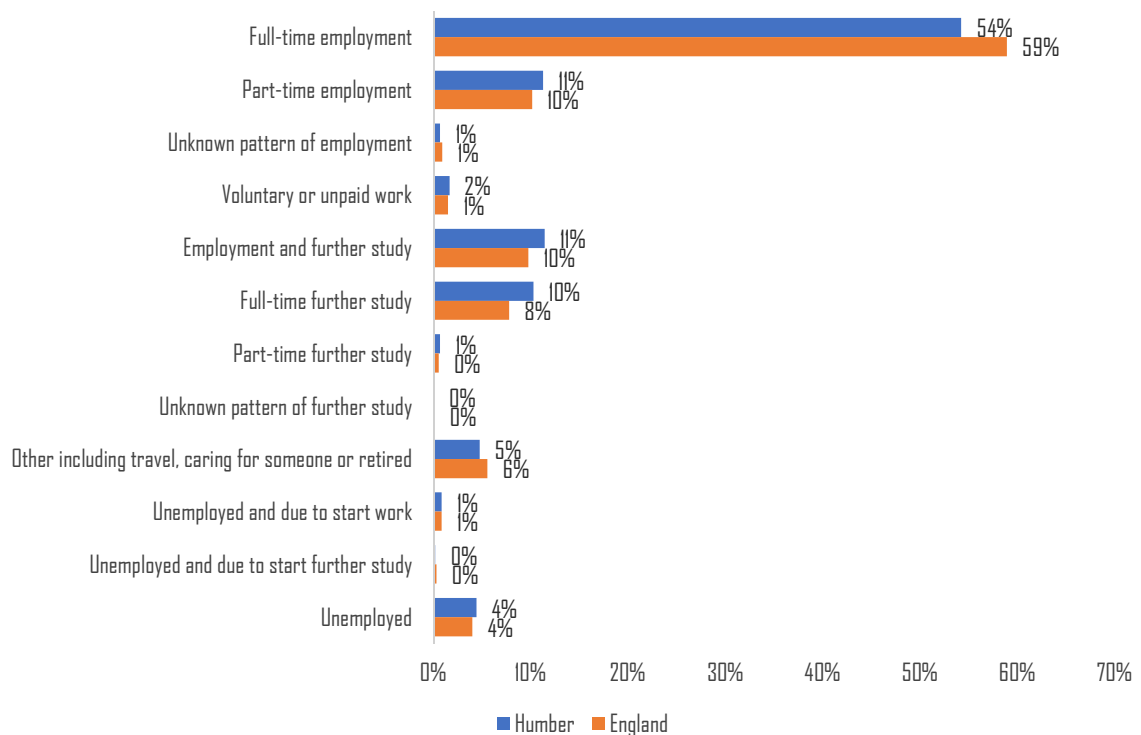


Source: FE outcome based success measures, 2018/19 destinations, DfE, (published 2020), 2018 LEP boundaries

#### HE Graduate destinations

- A.75 Graduates from Higher Education in the Humber enter full-time employment at a lower rate than in England (54% vs 59% nationally) whilst a slightly higher proportion enter part-time employment (11% vs 10% nationally) and voluntary or unpaid work (2% vs 1% nationally). Regarding further study, a higher percentage of HE graduates from the Humber enter full-time further study (10% vs 8% nationally) and employment and further study (11% vs 10% nationally).

Figure A.22 Graduate destinations in the Humber and England, 2017/18

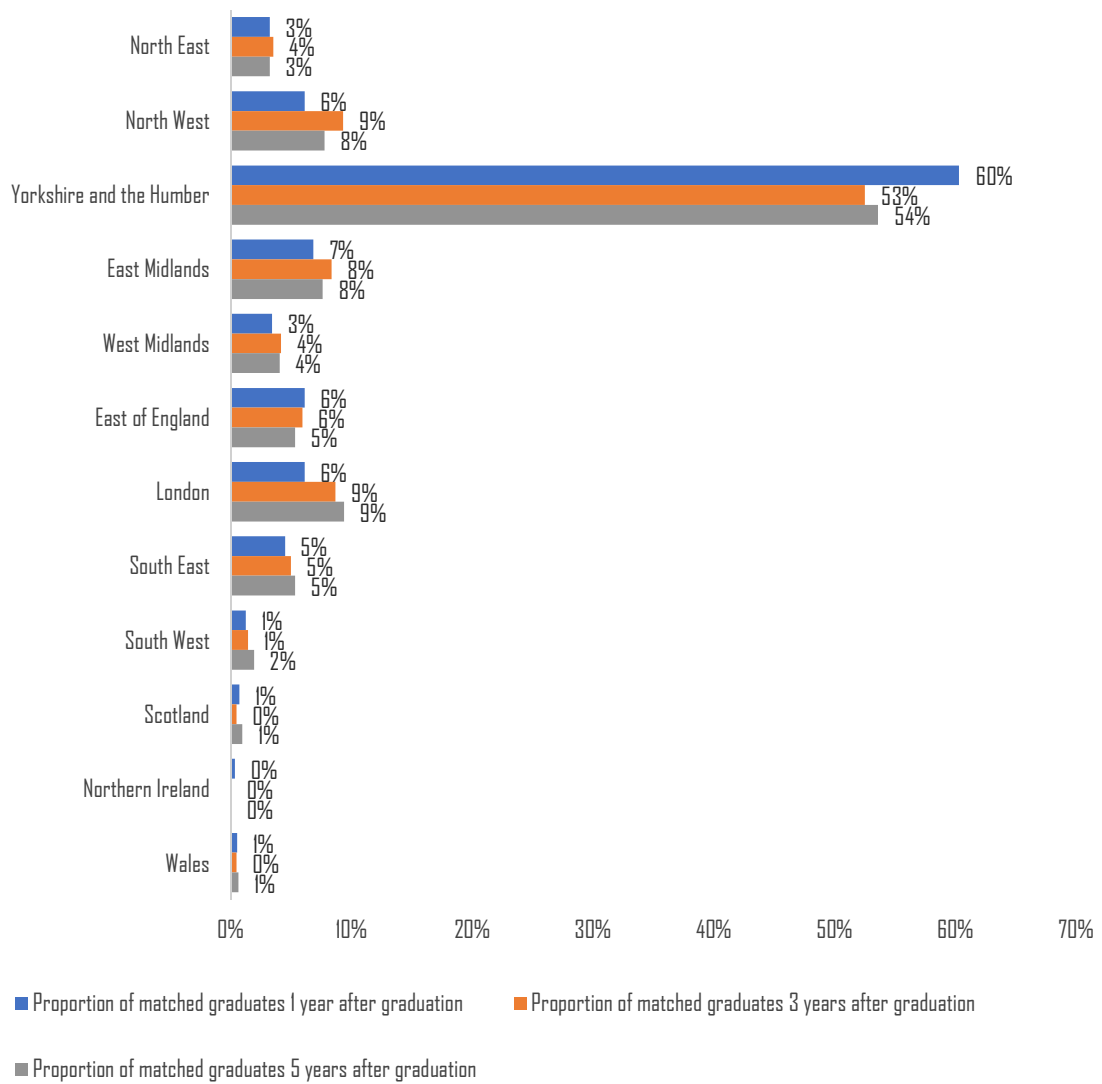


Source: HESA, 2017/18 graduates (published 2020), 2020 SAP boundaries

#### Graduate retention

- A.76 The predominant location of graduates from Humber higher education institutions 1 to 5 years after graduation is Yorkshire and the Humber. One year after graduation, 60% of graduates remain in Yorkshire and the Humber, with retention falling slightly to 53% three years after graduation, and 54% five years after graduation. Outside of Yorkshire and the Humber, around 6% of graduates from the Humber moved to the North West, East Midlands, East of England and London one year after graduation, with proportions of graduates living in these regions increasing slightly after three years and five years. Five years after graduation, the most common destination for Humber graduates outside of Yorkshire and the Humber were London (9%), North West (8%), East Midlands (8%) and the South East (5%).

Figure A.23 Current residence of graduates from Humber HEIs, 2017/18

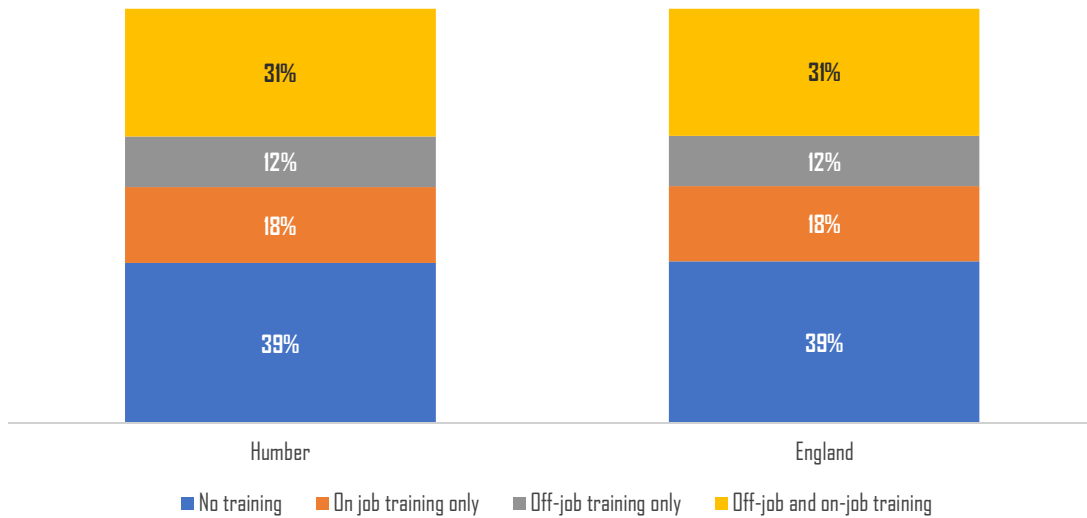


Source: Graduate Outcomes in 2017/18, DfE, (published 2020), 2020 SAP boundaries

#### Employer-provided training

- A.77 Approximately 61% of employers in the Humber provide training which is in line with the national average. This primarily consists of on and off-job training (31% of providers) with smaller proportions of providers providing on job training (18%) and off-job training only (12%).

Figure A.24 Employers providing training over the past 12 months



Source: Employer Skills Survey, 2019 (published 2020), 2019 LEP boundaries

## Skills demand

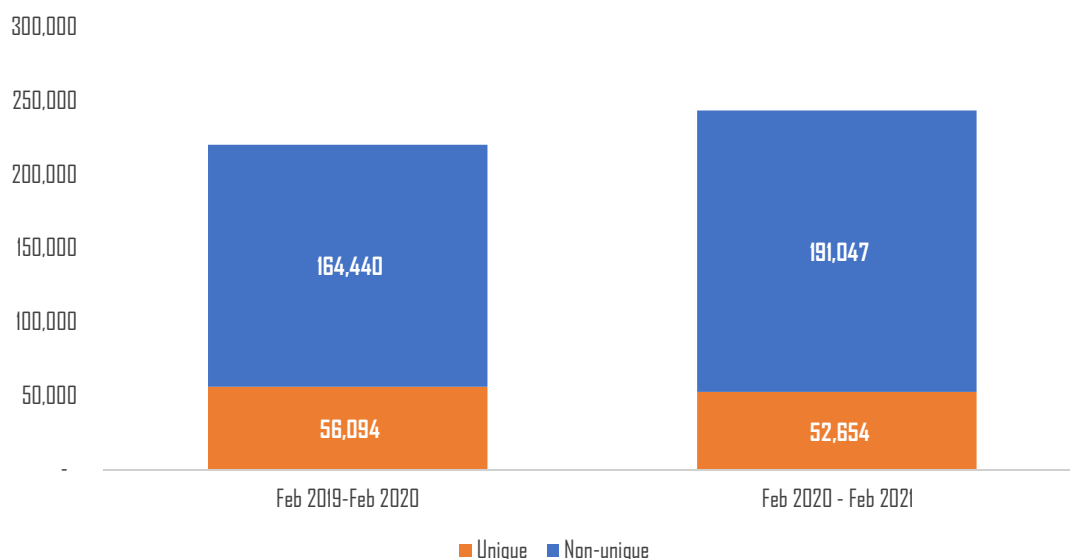
- Long-term occupational forecasts suggest high growth in health and care sectors, which is also seen in the most recent online vacancies data for the Humber. Occupations related to these sectors, such as health and social care associate professionals and health professionals are expected to experience high growth.
- Food, drink and tobacco, the rest of manufacturing and agriculture are forecasted to experience low growth in the Humber. Occupations related to these sectors, such as process, plant and machine operatives, are also expected to experience low growth.
- Local intelligence demonstrates that job vacancies have increased during COVID-19, reflecting the Humber's strong sectoral mix of industries that are less exposed to stark declining demand associated with tourism and hospitality
- Skills in the workforce expected to need development include adaptation to new equipment and materials, and knowledge of products and services. Local intelligence suggests that hard skills such as modular building, food manufacturing and the production line were most in demand in the Humber in 2020.

### Online vacancies

- A.78 There were 243,701 total job postings in Hull & East Yorkshire from February 2020 to February 2021, of which 52,654 were unique. These numbers give us a Posting Intensity of 5-to-1, meaning that for every 5 postings there is 1 unique job posting. This compares to 220,534 total job postings in Hull & East Yorkshire from February 2019 to February 2020, which gave a Posting Intensity of 4-to-1. Job postings data provided by EMSI suggests a higher number of total job postings in the year from February 2020 to February 2021 (243,701 postings) compared to February 2019 to February 2020 (220,534). Of these job postings for the year Feb 2020-Feb 2021, 52,654 postings were unique which suggests a job posting intensity of 5-to-1. This data therefore suggests a higher year-on-year job Postings Intensity, reflecting increased effort to recruit for jobs vacancies within Hull & East Yorkshire.

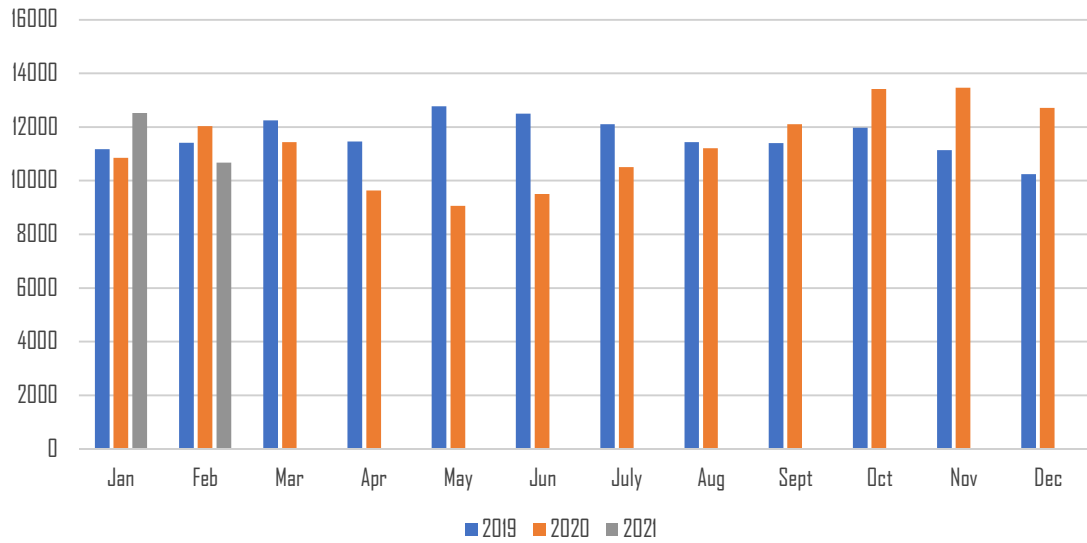
- A.79 Job postings data per month suggests a decline in total job postings from the onset of the COVID-19 pandemic in March 2020 through to August 2020 relative to the same month in 2019. Monthly total job posting from September 2020 onwards demonstrates a rebound in demand and stronger recruiting effort, with every month from until the end of 2020 exceeding 2019 levels.
- A.80 Broken down by occupation, from February 2020 to February 2021 the occupations with the highest number of job postings include nurses, care workers and home carers and primary and nursery education teaching professionals. Of the top 10 occupations by number of postings, only bookkeepers, payroll managers and wage clerks has experienced a fall in postings compared to the same period the previous year.
- A.81 Online vacancies data for the Humber in October 2020 suggests high demand for jobs within the health and services sectors, teaching and managerial and administrative roles in sales and offices. The majority of these roles have experienced significant growth relative to December 2019, reflecting contextual changes including the COVID-19 pandemic but also continued demand within the health sector.
- A.82 The Humber had one of the lowest levels of vacancies pre-COVID, ranking third lowest of all LEP areas in terms of vacancies. However, as occurred across the country due to COVID-19, vacancies fell by 32% in May 2020. Since then, vacancies have increased each month and reflect the Humber's generally resilient sectoral mix with industries less exposed to such stark declining demand than sectors such as tourism and hospitality. EMSI data shows that for both accommodation and food and retail which were two sectors heavily impacted by the pandemic, these sectors are recruiting in similar volumes to last year and supports findings of the Humber Growth Hub that businesses in these sectors have been highly adaptable and have found innovative ways to trade as the pandemic progressed.

Figure A.25 Total job postings in Hull & East Yorkshire



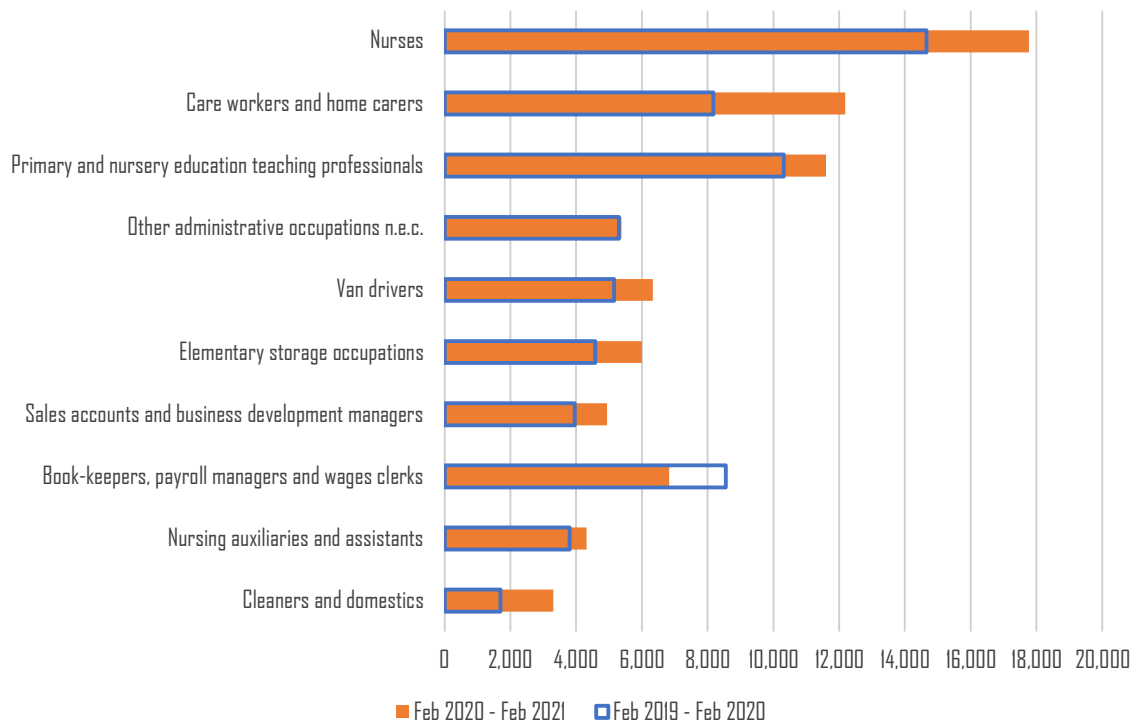
Source: Job Posting Analytics EMSI Q1 2021 Data Set, published March 2021

Figure A.26 Monthly total job postings in Hull & East Yorkshire, Jan 2019 to Feb 2021



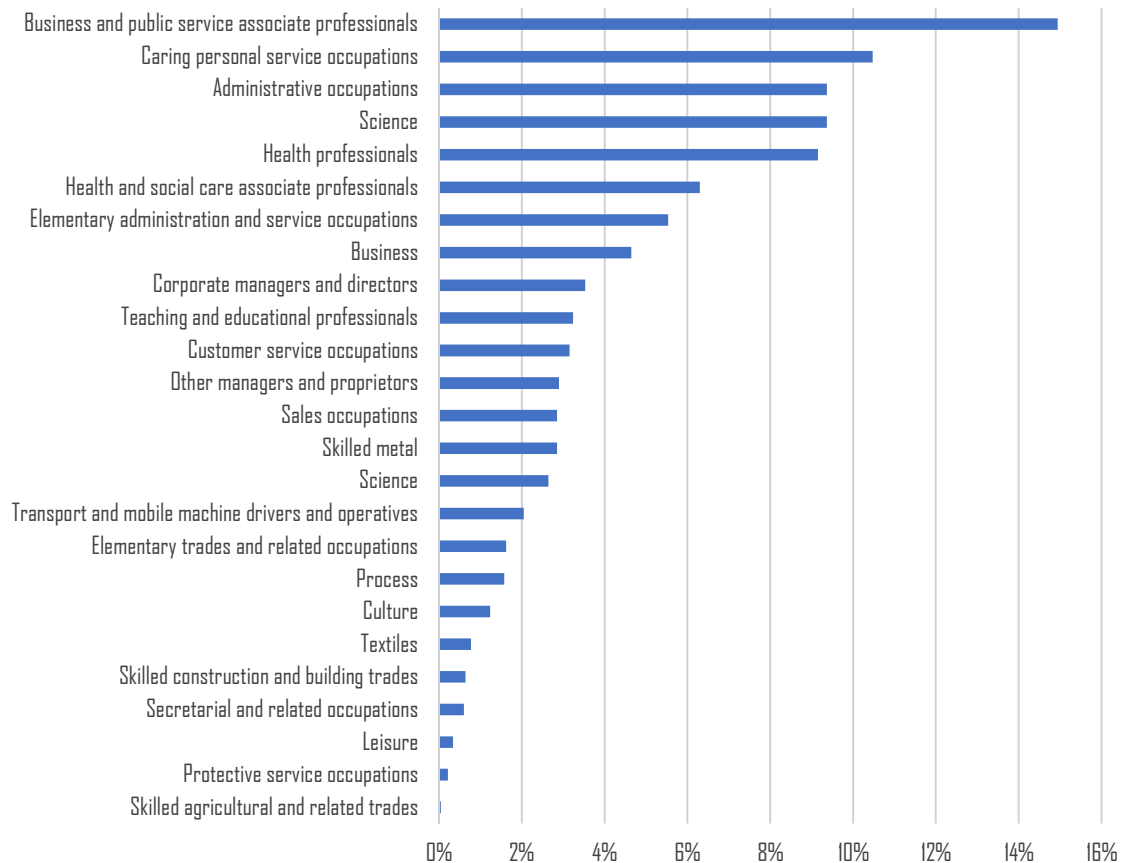
Source: Job Posting Analytics EMSI Q1 2021 Data Set, published March 2021

Figure A.27 Total job postings by occupation 2019 and 2020 in Hull & East Yorkshire, Feb 2019-Feb 2021



Source: Job Posting Analytics EMSI Q1 2021 Data Set, published March 2021

Figure A.28 Proportion of job postings by occupation in the Humber, 2020



Source: LMI for All vacancy analysis, January to December 2020, Humber LEP

### *Sector growth forecasts*

- A.83 Forecast in 2017, Working Futures provides labour market size and shape projections indicative of general sector and occupational trends. Whilst the data pre-dates the onset of COVID-19, the broader projections are likely to be indicative of the longer-term trends of the future labour market.
- A.84 Sector growth forecasts for the Humber project highest growth in health and social work, arts and entertainment and professional services. This is consistent with local data with regard to online vacancies particularly in the health and social care sector, in addition to long-term trends such as the increasing employment within professional, scientific and technical sector, which has experienced a 40% growth in employment between 2014 to 2019 in Hull & East Yorkshire (compared to 16% growth nationally).
- A.85 Sectors forecasted to experience the lowest growth include food, drink and tobacco, the rest of manufacturing and agriculture. Other sectors with low forecast growth for Humber include both accommodation and food and education sectors within the Humber have not experienced any employment growth within Hull & East Yorkshire between 2014 and 2019.
- A.86 COVID-19 is likely to further increase demand for jobs within health and social work and transport and storage in particular, as health and logistics are at least a short and medium-term priority nationally. Meanwhile, forecast growth in arts and entertainment is likely to be hindered by the impacts of COVID-19 in the short-term, as this sector has been particularly impacted by closures throughout lockdowns.

Table A.1 Sectors with the highest and lowest forecast growth, Humber LEP area 2017-2027

	<b>Sectors with highest forecast growth (2017-2027)</b>	<b>Sectors with lowest forecast growth (2017-2027)</b>
1.	Health and social work	Food drink and tobacco
2.	Arts and entertainment	Rest of manufacturing
3.	Professional services	Agriculture
4.	Support services	Accommodation and food
5.	Transport and storage	Education

Source: Working Futures, 2017-2027 (published 2020), 2017 LEP boundaries

### *Occupation growth forecasts*

- A.87 Sectors in the Humber forecasted to experience the most growth up to 2027 are caring and professional service occupations and health and social care associate professionals, with all of the top 5 occupations with the highest forecast growth falling within services. The growth in health and social care is expected given recent shocks such as the COVID-19 pandemic, and aligns strongly with high shares of achievements in the health and social care sector within the Humber.
- A.88 Conversely, occupations with the lowest forecast growth include secretarial occupations, process, plant and machine operatives and textiles, printing and other skilled trades. 8% of the workforce in Hull & East Yorkshire are employed within process, plant and machine operatives occupations, which is above the national average (6%) and therefore an important consideration for future challenges facing the region. Low occupational growth forecasts within some of these occupations, including skilled metal, electrical and electronic trades, are to be considered within local contextual changes since 2017 such as the development of priority sectors in Clean Energy and Green Growth.

Table A.2 Occupations with the highest and lowest forecast growth, Humber 2017-2027

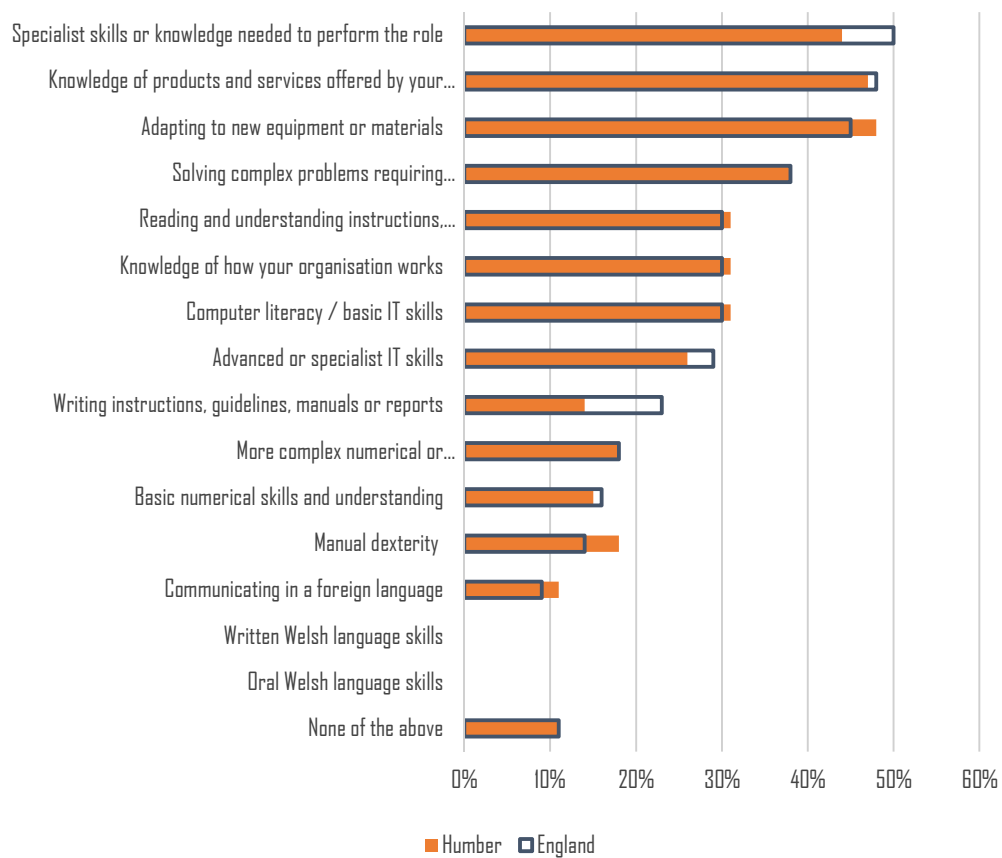
	<b>Sectors with highest forecast growth (2017-2027)</b>	<b>Sectors with lowest forecast growth (2017-2027)</b>
1.	Caring and professional service occupations	Secretarial and related occupations
2.	Health and social care associate professionals	Process, plant and machine operatives
3.	Health professionals	Textiles, printing and other skilled trades
4.	Customer service occupations	Skilled metal, electrical and electronic trades
5.	Business, media and public service professionals	Sales occupations

Source: Working Futures, 2017-2027 (published 2020), 2017 LEP boundaries

### *Skills that need developing*

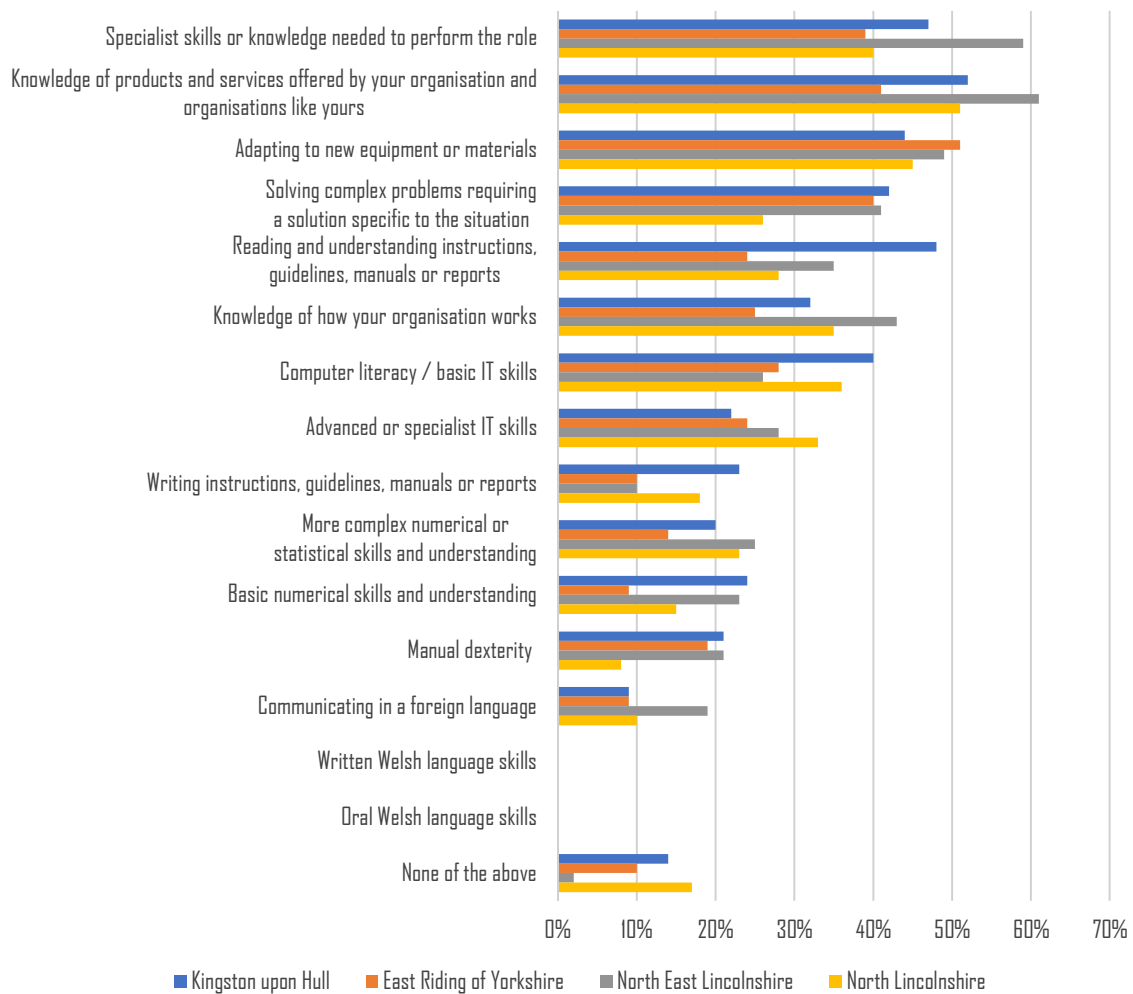
- A.89 Establishments within the Humber were most likely to report the need to adapt to new equipment or materials (48% vs 45% nationally) followed by knowledge of products and services (47% vs 48% nationally) and specialist skills or knowledge (44% vs 50% nationally). Skills which were reported more frequently in the Humber than at the national level include the adaptation to new equipment and materials (48% vs 45% nationally) and manual dexterity (18% vs 14% nationally) which reflect changes in key employment sectors within the Humber, including the impacts of automation and digitalisation in manufacturing and retail.
- A.90 The five most significant hard skills in demand within the Humber in 2020 from Emsi job data demonstrates that the most significant hard skill (defined as skills that a person has either been taught and learnt and measured by consideration of the relative concentrations of hard-skills in the Humber compared to nationally) was modular building with 222 unique job postings with reference to this skill. Other in demand hard skills within the Humber region were food manufacturing, primary care, production line and food safety.

Figure A.29 Skills that need developing in the workforce in the Humber and England, 2019



Source: Employer Skills Survey, 2019 (published 2020), 2019 LEP boundaries

Figure A.30 Skills that need developing in the workforce in the Humber, 2019



Source: Employer Skills Survey, 2019 (published 2020), 2019 LEP boundaries

## Mapping skills supply and demand

- Levels of staff not fully proficient in their roles in the Humber are in line with national trends, with East Riding reporting even lower levels of skills gaps.
- Low levels of under-utilisation within employment in the Humber compared to nationally which indicates a good alignment between jobs available and the skills of the existing workforce.
- A lack of under-utilisation may also pose a risk in that the skills of those employed within the Humber may not be able to adapt to new technologies and changing types of jobs within the context of automation and digitalisation.

### *Proficiency of workforce*

A.91 The proportion of staff not fully proficient in the Humber is in line with the national average (5% vs 5% nationally), whilst the proportion of staff under-utilised is lower than the national average (27% vs 35% nationally). A lower proportion of establishments with under-utilised staff in the Humber suggests that the skills supply of the local population is aligned with demand, although a skills gap in terms of proficiency exists locally at the same magnitude as nationally.

- A.92 Within the Humber, there is little variation in the proportion of staff not fully proficient compared to Humber and national levels, whilst there is slightly greater variation in the proportion of establishments reporting overqualified staff, ranging from 24% of establishments reporting under-utilisation in North East Lincolnshire, to 29% of establishments in North Lincolnshire.

Table A.3 Proficiency of the workforce in the Humber and England, 2019

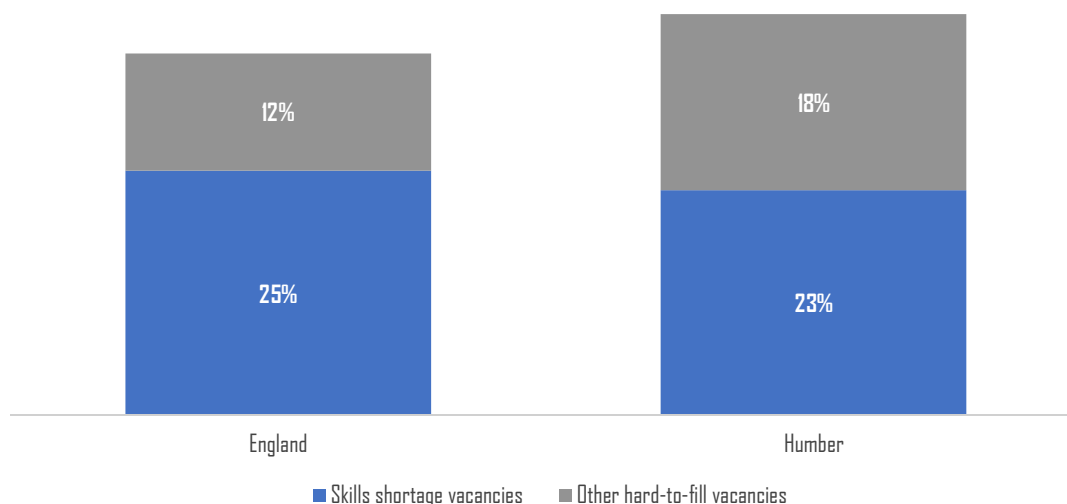
	Proportion of staff not fully proficient	Proportion of establishments with any under-utilised staff
Humber LEP	4.5%	27.0%
England	4.6%	34.0%

Source: Employer Skills Survey, 2019 (published 2020), 2019 LEP boundaries

#### *Hard-to-fill and skills shortage vacancies*

- A.93 Hard-to-fill vacancies account for 40% of all vacancies in the Humber which is higher than the national average (36%). Of these, 23% of vacancies are skills shortage vacancies (vs 25% nationally) and 18% are other hard-to-fill vacancies (vs 12% nationally). A higher proportion of hard-to-fill vacancies that are for reasons other than a lack of skilled or qualified people in the Humber suggests difficulties that are not related to skills supply.
- A.94 Within the Humber, the number of hard-to-fill vacancies as a proportion of total vacancies is highest in the East riding of Yorkshire (45% of all vacancies) and lowest in North East Lincolnshire and North Lincolnshire (both 38% vs 36% nationally). Skills shortage vacancies are highest in Kingston upon Hull (33% vs 25% nationally) and lowest in East Riding of Yorkshire (19%) and North Lincolnshire (18%).

Figure A.31 Proportion of all vacancies that are hard-to-fill due to skills shortages or other reasons, 2019



Source: Employer Skills Survey, 2019 (published 2020), 2019 LEP boundaries

COVID-19 Impact Assessment

# Hull & East Yorkshire Local Enterprise Partnership

Update Report – May 2021



# Important Notice

This document has been prepared by Hatch for the HEY LEP and solely for the purpose on the terms agreed with the HEY LEP. We accept no liability (including for negligence) to anyone else in connection with this document.

The information used in preparing this document has been provided from third party sources. Hatch has not sought to establish the reliability of those sources nor verified such information. Accordingly, no representation or warranty of any kind (whether express or implied) is given by Hatch as to the accuracy contained in this document.

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## **Note about data sources and approach:**

Hatch was appointed by HEY LEP to undertake an assessment of the impact of COVID on the HEY and Humber region and the report was issued in May 2021. This follow-up report provides an update of all available data as of 10<sup>th</sup> May 2021 and reflects the changes in policies and measures that have been announced since the summer.

Data used in the report include ONS, Gazette (Insolvency data), Google Mobility, NatWest PMI and various surveys conducted by LEP partners. Where local authority data is unavailable, national datasets and surveys have been applied to the regional level to provide estimates.

# 1 Geographical Context

The newly established Hull and East Yorkshire (HEY) LEP consists of two local authorities north of the Humber estuary – Kingston upon Hull and East Riding of Yorkshire. The former Humber LEP area also included North Lincolnshire and North East Lincolnshire. The pan Humber Local Resilience Forum has facilitated a coordinated approach to the COVID-19 impact and as such the impact on the Humber in addition to the HEY region is provided in this report.

To assess the economic impact of COVID on the Humber and HEY region, HEY LEP appointed Hatch to undertake an assessment of the current impacts on:

- Economic growth
- Business activity
- People impact
- Government support uptake

This report summarises the findings of the analysis undertaken in May 2021.



Map contains OS data © Crown copyright and database right 2019

# Economic Impact

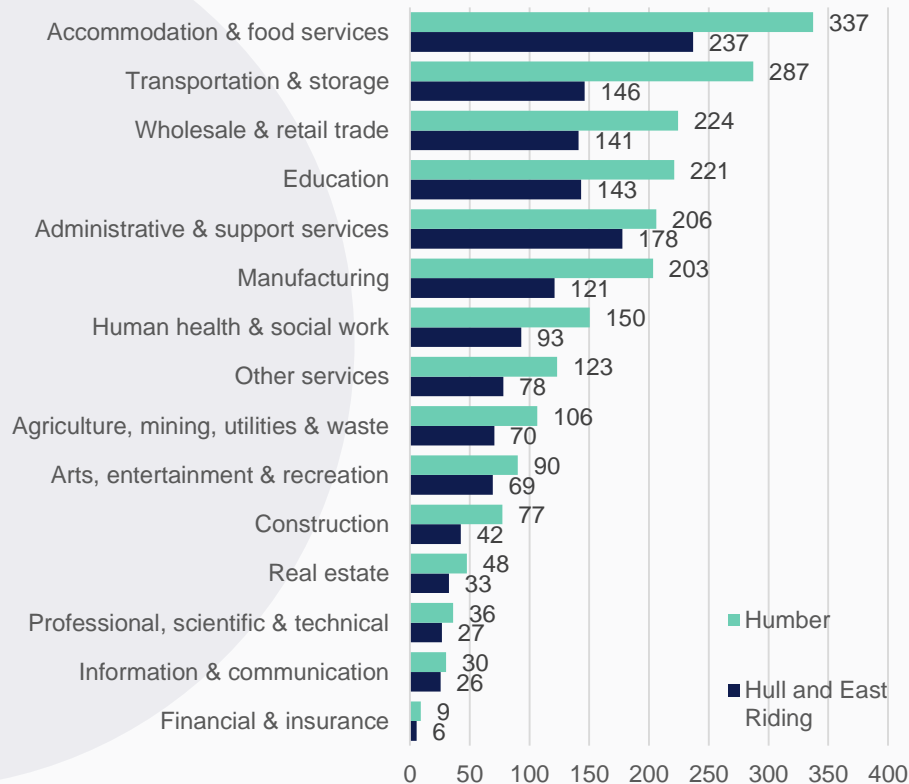
## GVA Impact of COVID

For the purposes of providing a central estimate of the impacts of COVID-19 on the Humber and Hull & East Riding, we have used the latest (March 2021) Office of Budget Responsibility (OBR) sectoral impact estimates to produce a coronavirus reference scenario. The modelling provides an indication of the GVA impact of COVID by sector and provides a baseline from which to explore possible recovery scenarios.

It is estimated that the Humber region's GVA was £21.1bn in 2019. **Our modelling estimates that £2.1bn, or 10%, of that was lost during 2020**, which is in line with the estimated loss rate for the national economy (9.9%). Similarly, Hull and East Riding's GVA was about £13.6bn in 2019 and the area also experienced a 10% loss in output over the course of 2020.

Based on the modelling, the accommodation & food sector experienced the largest absolute loss in both areas. After accommodation & food, the Humber experienced the largest losses in the transportation & storage, wholesale & retail, and education sectors. The sectoral losses reflect a mix of both the magnitude of assumed sectoral impacts at the national level and the relative importance of the sector in the local economy. For example, accommodation & food only accounts for about 2% of the Humber's GVA but was assumed to experience a 71% loss in output over the year, resulting in a large absolute loss. The Hull and East Riding region generally experienced the largest losses in the same sectors as the Humber; however, the area's second most impacted sector was administrative & support services.

## GVA Loss by Sector (£m), 2020



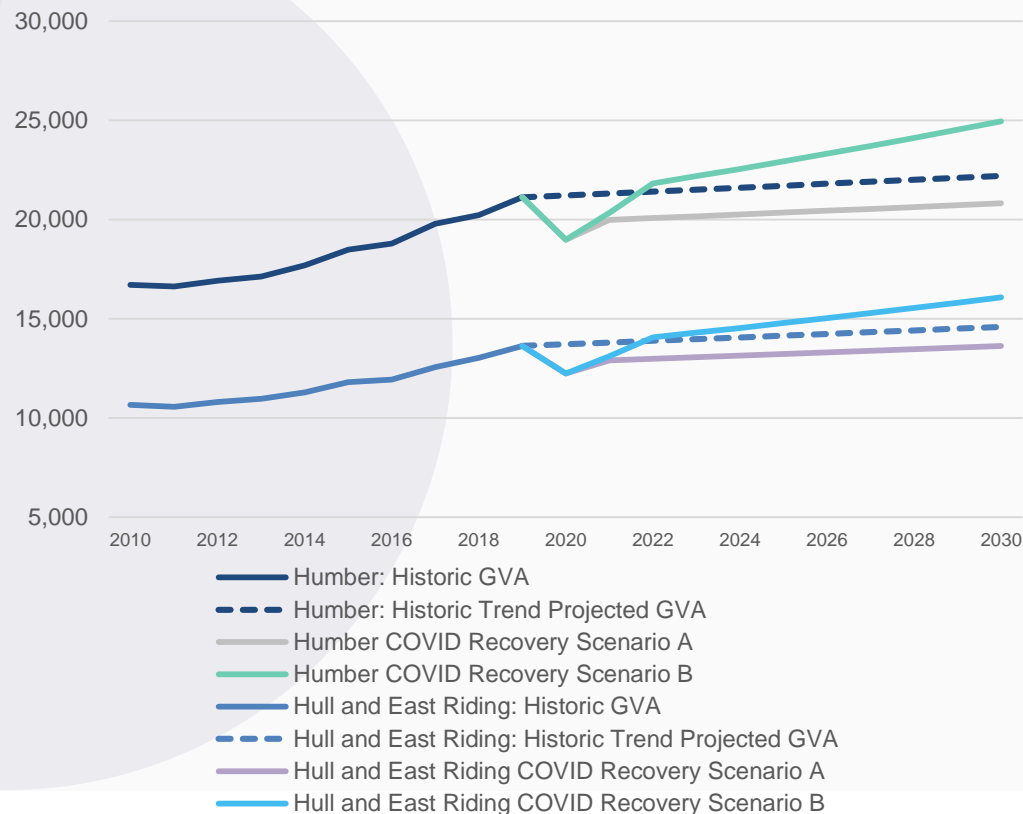
# GVA Recovery Scenarios

To provide an estimate of the GVA growth rates required across the areas to recover, we have modelled the trajectory of the real historic growth rates (0.5% for Humber and 0.6% for Hull and East Riding over the 2010-2018 period) to show the trend in a pre-COVID-19 world.

The recovery chart shows two scenarios for recovery; both include estimated COVID impacts. Scenario A is based on the respective historic real growth rates per annum going forward whilst Scenario B is based on OBR's March growth forecast for the national economy. The OBR forecasts growth to be about 4% in 2021, 7% in 2022, then around 1.7% thereafter. As shown in the chart below, both Humber and Hull and East Riding therefore need to achieve a growth rate well above their historic rates to get back to their pre-COVID trajectory in the short to medium term.

These are not forecasts but give an indication of the growth rates required to both make up for the 2020 GVA loss and return to the pre-COVID growth trajectory. This means that sectors and businesses will need to be supported not just to recover, but to find new and innovative ways of producing output and increasing productivity beyond the rates before COVID-19 hit.

Total GVA Impact and Recovery Scenarios (£m)



Source: Hatch analysis of OBR Economic and fiscal outlook – March 2021

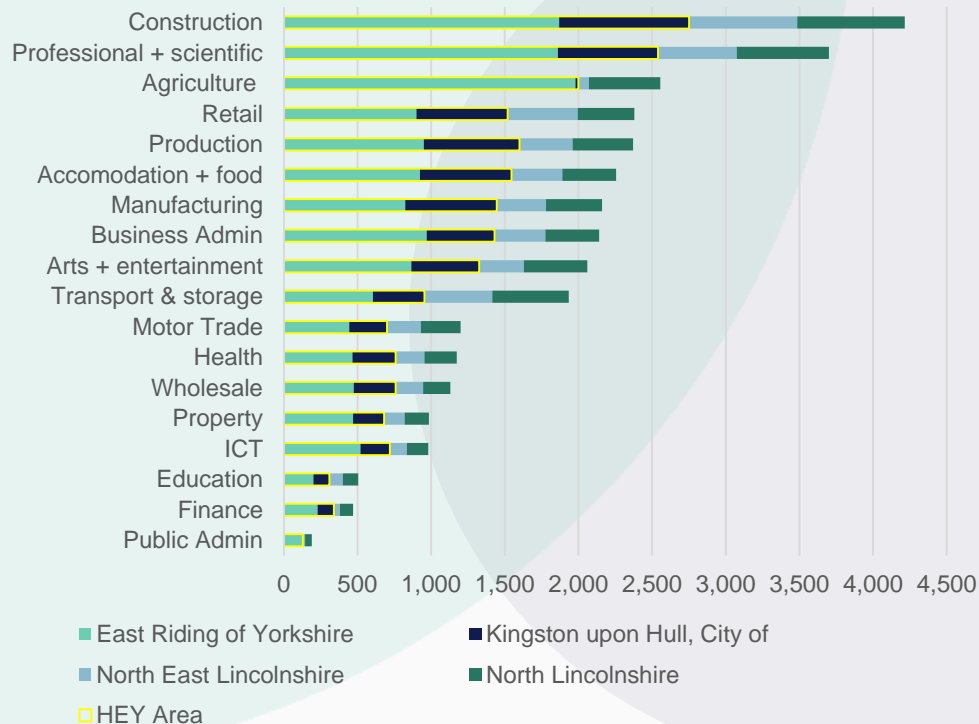
Note: Figures for 2019 onwards are in 2020 prices

Driving growth of the Hull and East Yorkshire economy for the benefit of our communities



# Impact on Business

## Sectoral distribution of firms in the Humber, 2020 (Total counts)



## The Humber region has a unique sectoral mix

One of the great strengths of the Humber and HEY economy is that it has absolute and relative sector specialisms that have high-value growth potential. These include the cluster around the Energy Estuary which incorporates engineering, manufacturing, logistics, construction and professional services. During the COVID recovery, these sectors will be critical to recovery, especially as the Government prioritises green infrastructure and growth.

The region's strengths in logistics and port-related transport means there is a higher proportion of wholesale-related businesses based in the area. Those that are dependent on exports may see a dip due to Covid-19 and Brexit, however latest estimates suggest the Yorkshire and Humber region has shown a degree of resilience post-Brexit and throughout the pandemic regarding exports at this stage and optimism for future export growth is present.

Another strength is the above average size of businesses in the Humber – smaller businesses are associated with a higher risk of insolvency. Just over 74% of businesses in the Humber employ 0-4 staff, compared with almost 79% of firms across the UK. 13% employ 5-9 staff in the Humber, compared to just 11% across the rest of the UK.

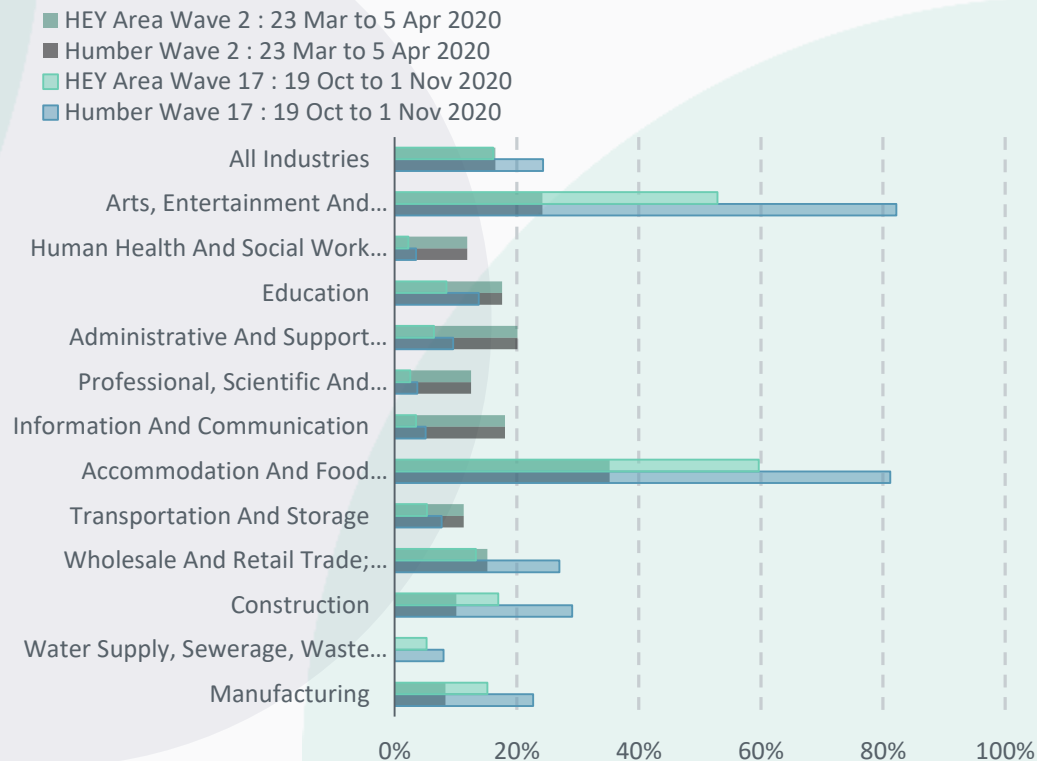
## Temporary Closures

The Business Impact of Coronavirus Survey (BICS) has been undertaken in multiple waves since the beginning of the first national lockdown in March 2020. The survey is nationally representative and aims to outline the business impacts of Covid-19 on businesses of various characteristics, such as sector or size.

This graph shows two versions of the survey showing businesses who have stated that they have temporarily ceased trading. Wave 2 (late March and early April 2020) demonstrates the immediate impacts of the first national lockdown regarding temporary closures. Sectoral closure rates have then been applied to the business base in Humber and HEY regions. In both geographies, the most impacted sectors were arts & entertainment and accommodation and food. We can also see that in these sectors, the latter period prompted more closures than the first. During the first instance an estimated 24% of arts and entertainment businesses closed in both the HEY area and wider Humber. The later data estimates closures of 82% in the HEY area and over 50% in the wider Humber.

Several sectors have fewer closures in the latter wave than the earlier wave of the survey. Professional services for example experienced a temporary closure rate of 13% in both geographies March/April 2020, but both saw this reduce to under 5% in October/November 2020, illustrative of how businesses have found ways of continuing to operate in challenging conditions.

## Businesses Temporarily Closing, 2020 – Estimated Impact on HEY and Humber Regions



## Use of Support Schemes

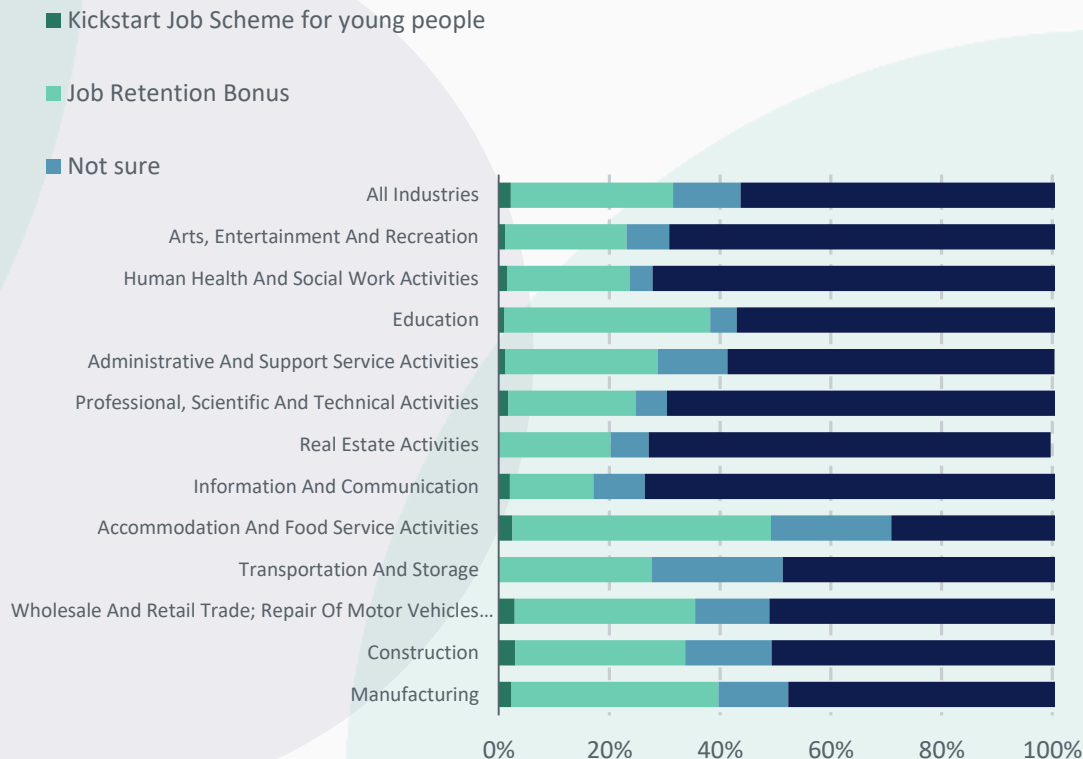
In the latest version of the BIC survey, businesses were asked what support schemes they are using or intend to use, these includes:

- Kickstart job scheme for young people - provides funding to employers to create jobs for 16 to 24 year olds on Universal Credit
- Job retention bonus - £1,000 one-off taxable payment to the employer for each eligible employee that is furloughed and kept continuously employed until 31 January 2021 (currently postponed due to the extension of the CJRS)

Overall, 31% of HEY businesses are estimated to be using/intending to use one of these support schemes. Some sectors are more likely than others to access support schemes, with half of accommodation and food businesses estimated to be using or intending to use the schemes.

Given changes in circumstances, and the third national lockdown in January 2021, it is likely that these figures will change to reflect continued access to schemes such as the CJRS.

## Estimated use by Business of Government Support Schemes in the HEY area

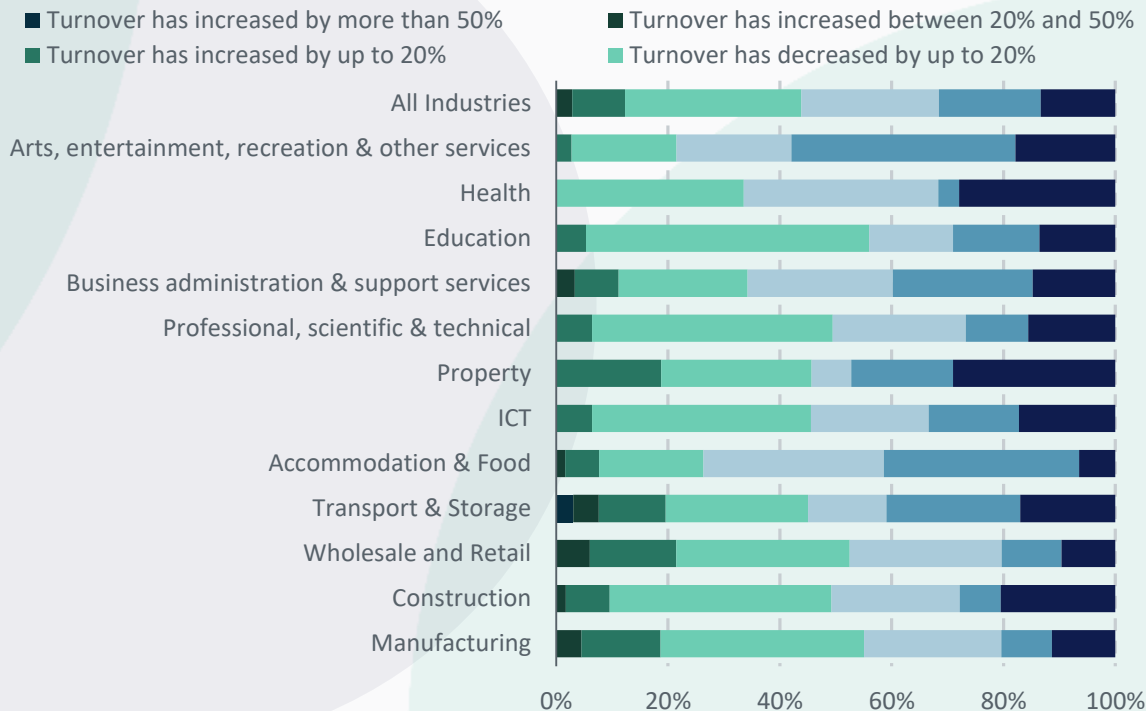


# Turnover

In addition to closures, the Business Impact of Coronavirus Survey also expresses business impacts in the form of turnover changes. The bar chart shows national turnover changes at the sector level applied to the Hey area.

While most sectors have seen some negative impacts on turnover there are more resilient and more exposed sectors. Almost 80% of businesses in the accommodation and food sector in the HEY area have seen turnover decrease, with over 60% reporting a fall in turnover at a rate greater than 20%. In real terms, this accounts for nearly 1,000 food and accommodation businesses in the HEY area. In total, when applying national turnover change data to the HEY area, we estimate that 50% of all HEY businesses, equating to 10k businesses, have experienced turnover falls in the period of October/November 2020 compared to the same time in 2019 whilst an estimated 8% of firms have seen turnover increase. Increases in turnover have been greatest in motor trades & retail (15%), transport & storage (12%) and manufacturing (11%).

## Estimated Change in Business Turnover Compared to Turnover Expectations for Given Time of Year Normally for Businesses in the HEY Area



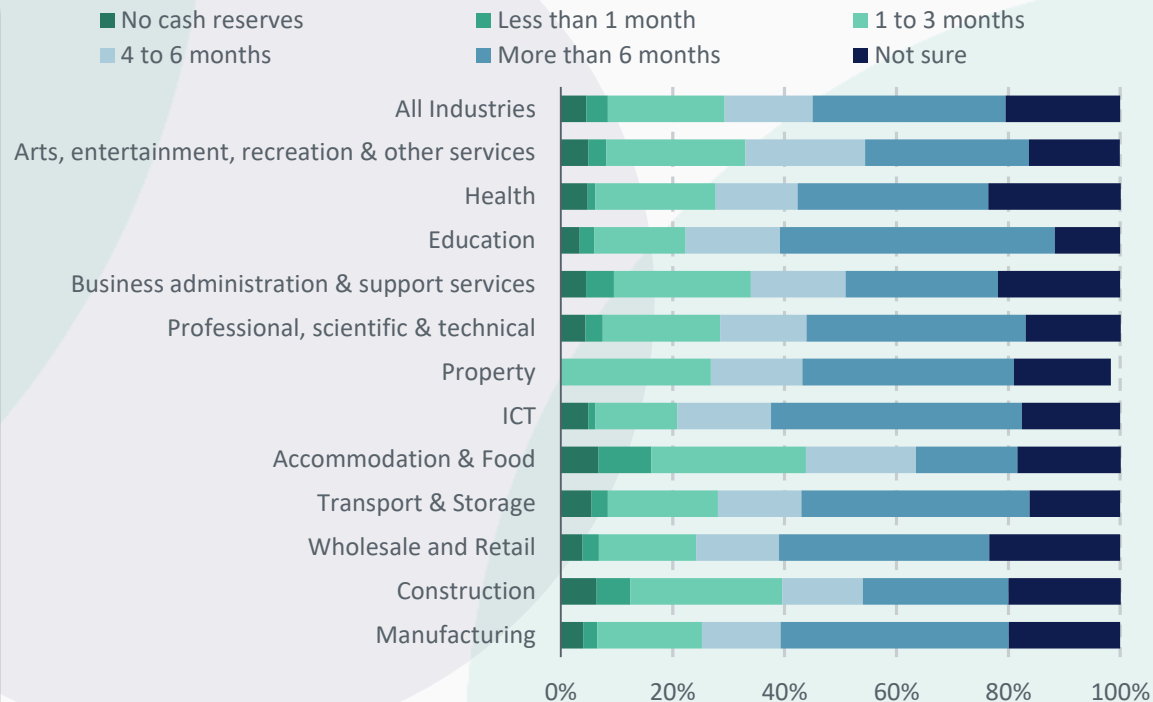
## Cash Reserves

Using national BICS data and applying it to a Humber/HEY level we can estimate that over half (54%) of businesses have 6 months or less worth of cash reserves, while over 5,600 firms in the HEY area have less than 3 months of cash reserves, placing them in a high-risk position.

More significantly, across the HEY area several sectors showed lower rates of cash reserves than others. The accommodation and food sector, for example, where 250 businesses in the HEY area have less than 1 month of cash reserves.

Given the national lockdown following this data period, it is likely many of these businesses have been compromised or are at best in a very difficult situation.

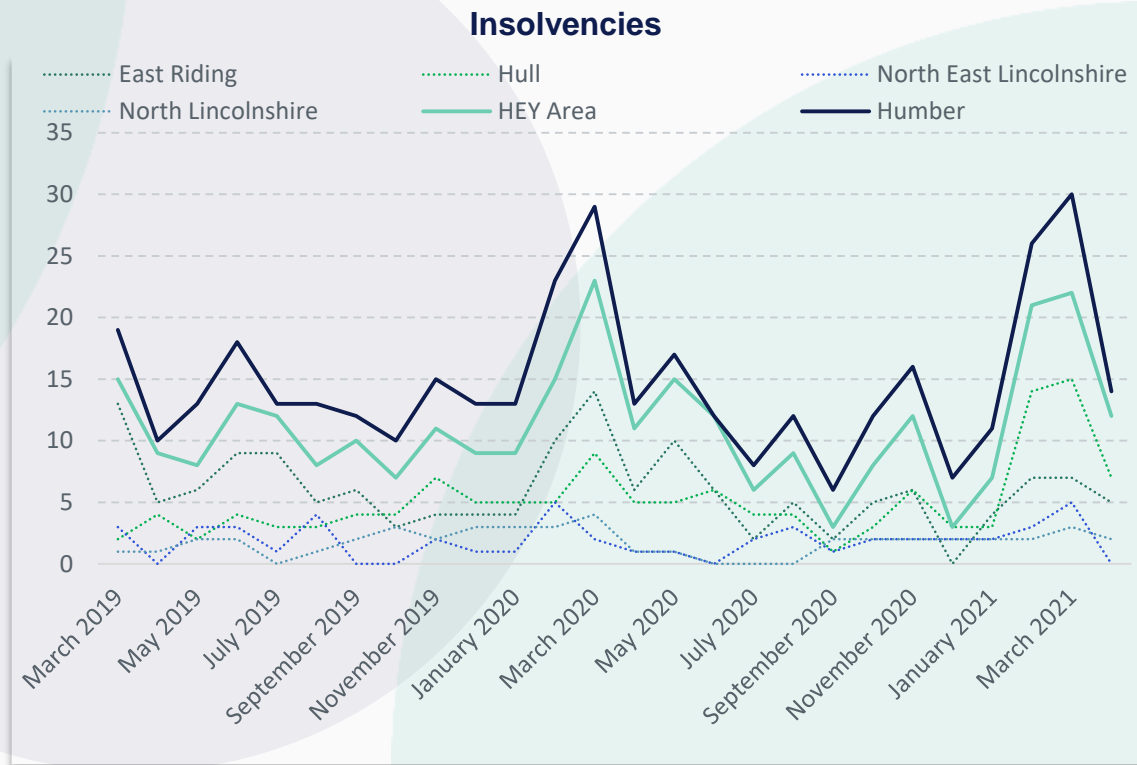
### Estimated Levels of Business Cash Reserves, October – November 2020 – HEY Area



# Insolvencies

The challenging business environment of the last 12 months has caused several spikes in business insolvencies. At the onset of the first national lockdown in March 2020, there was a peak in insolvencies in Humber (29 insolvencies) and in the HEY area (23 insolvencies). This level of insolvencies was not sustained, likely as a result of unprecedented government business support programmes, such as furloughing employment, small business grants, business rates holidays etc.

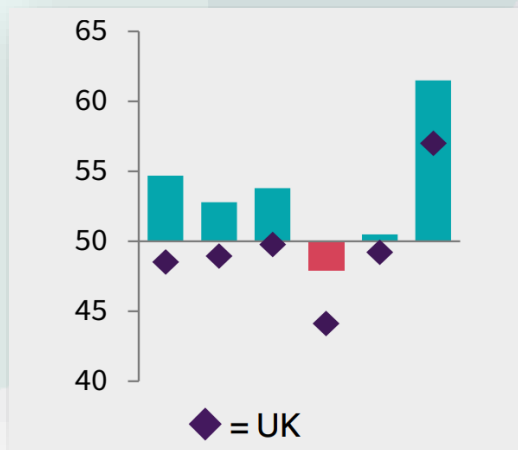
Nevertheless, other periods also saw insolvency levels rise, notably in November with the second lockdown where insolvencies peaked at 16 in Humber and 12 in the HEY area. After the peak, another rise occurred in early 2021, with the implementation of the third national lockdown. The peak in Humber-wide insolvencies in March 2021 was greater than that in March 2020.



## PMI Index

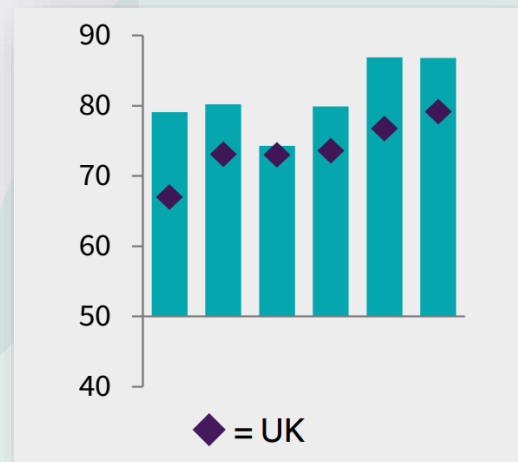
PMI is the Purchasing Managers Index, a widely used real-time metric that is considered to be a leading indicator of GDP. It is a wide survey of UK businesses and measures the volume of new orders placed. Responses below 50 indicate a decrease in new orders and responses above 50 indicate expansion. New orders placed with in Yorkshire & Humber experienced a fall in early 2021, likely due to the national lockdown. But signs of a recovery in February and March are present. Growth rates have tended to be above the UK rates across the whole period of October 2020 to March 2021.

**New Business Index, Oct 2020 – Mar 2021**



There is growing faith in the 12-month outlook of the region with business activity reaching its strongest point for two and a half years in October. Sentiment in the Yorkshire and Humber region was the strongest across all 12 regions with further growth expected with increasing demand as the conditions of Covid-19 begin to diminish.

**Yorkshire & Humber Future Activity Index, Oct 2020 – Mar 2021**



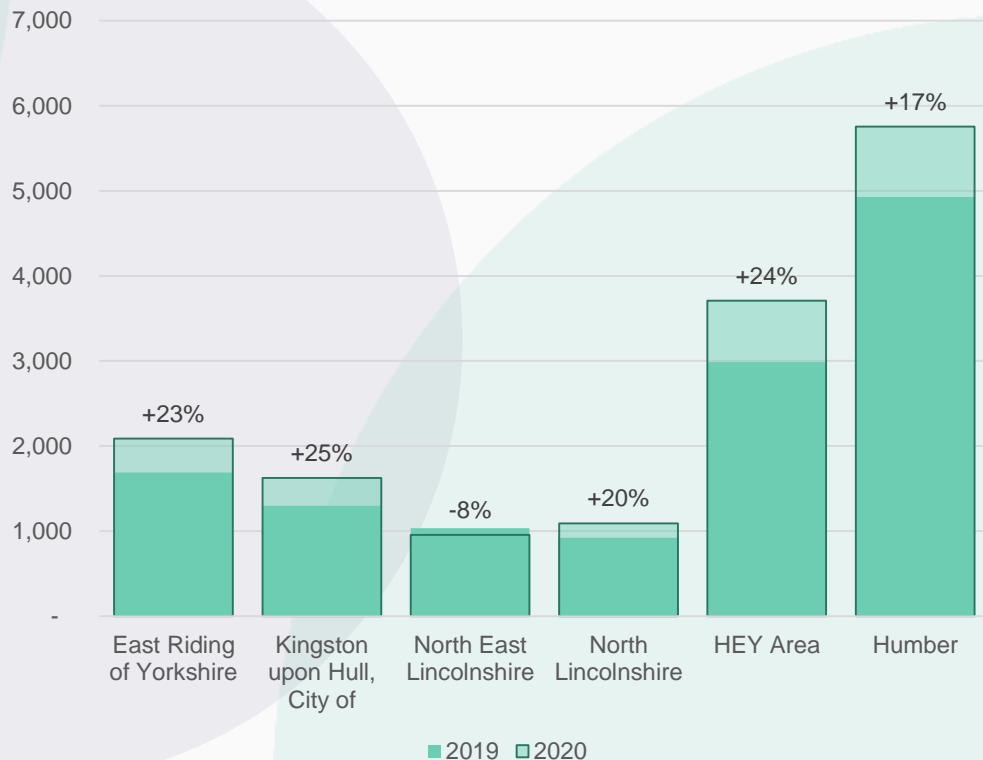
## Business Incorporations

Despite the precariousness of the economy over the past year, there were over **3.7k** business incorporations between Jan-Dec 2020 in the HEY area and over **5.7k** in the former Humber LEP area. This is an additional **700** and **800** business incorporations in 2020 versus 2019 for the HEY and Humber areas respectively. In percentage terms, growth in incorporations has been strongest in the HEY area with an **additional 24%** business incorporations compared with a healthy **+17%** in the Humber.

Growth in businesses incorporations was broadly equal in the HEY area local authorities. However, when we consider the wider boundaries of the former Humber LEP area, the trend of businesses incorporations is less clear with an 8% reduction of incorporations in North East Lincolnshire.

Greater business incorporations do not necessarily denote a resilient and buoyant economy. It is possible that many of these new businesses are the product of displaced PAYE labour. As companies are forced to make redundancies – due to the economic slowdown prompted by Covid-19 – former employees may have reduced opportunity to access the traditional labour market and are instead establishing small/self employed businesses out of necessity. The longevity or profitability of these firms may therefore not be guaranteed.

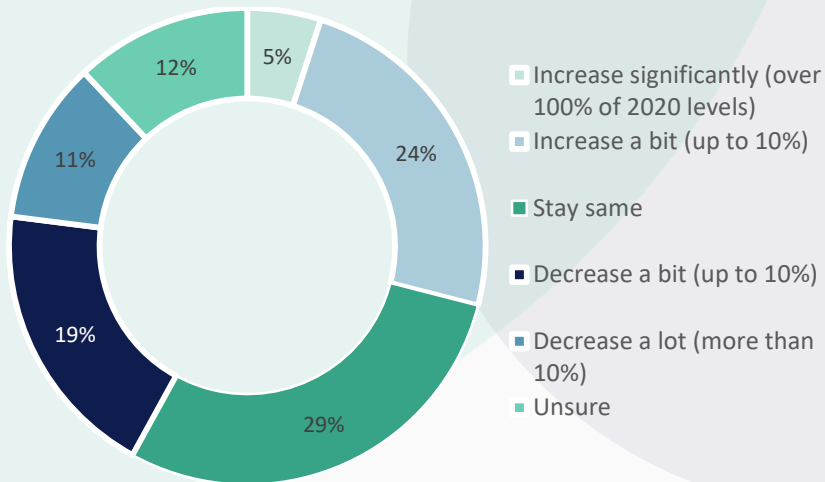
Business Incorporations, 2019 and 2020



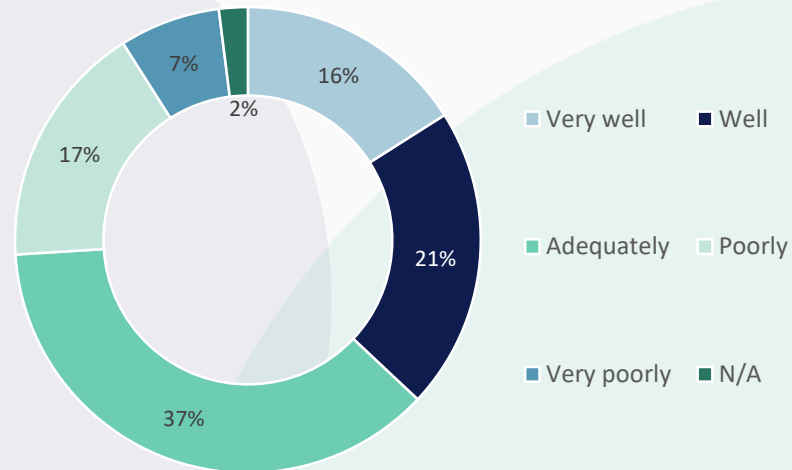
## Business Exports

Following the UK's departure from the EU and formal trade agreement outlining the new UK-EU relationship on trade, businesses are facing new trading opportunities and challenges.

**Over the next year, how do you think your trade with the EU will change compared to 2020?**



**How well are you managing with the new UK-EU trading relationship?**



In Humber, according to a survey of Humber businesses 37% stated that they are managing either well or very well within the context of the new EU-UK trade relationship, with another 37% stating they were getting on with it adequately.

Furthermore, when asked about future trade predictions, almost 30% of businesses stated they expected exports to the EU to rise either by a little bit or by a lot.

## Local Business Intelligence : Investments

### Pensana

The rare earths specialist is building a £100 million complex chemical engineering plant at Saltend to kickstart the magnet metal supply chain in the UK with strong links to offshore wind and hydrogen sectors

**PENSANA** Plc  
LSE : PRE

Despite troubling economic circumstances over the past year, with many challenges still on the horizon, signs of confidence in the Humber economy are present. Several large investments have been announced and reiterate a level of optimism in the Humber economy despite prevailing difficulties.

### Amazon Logistics Centre

The £30m investment will create 400 new jobs on the outskirts of Hull. The area will specialise in “last mile parcel handling” aspects of logistics.

amazon

### Hydrogen Cluster

Energy companies Equinor and SSE Thermal are planning to establish a joint hydrogen cluster in the form of two power plants near Scunthorpe. The programme is estimated to be worth £2.6 million and is in line with the UK Government decarbonisation agenda





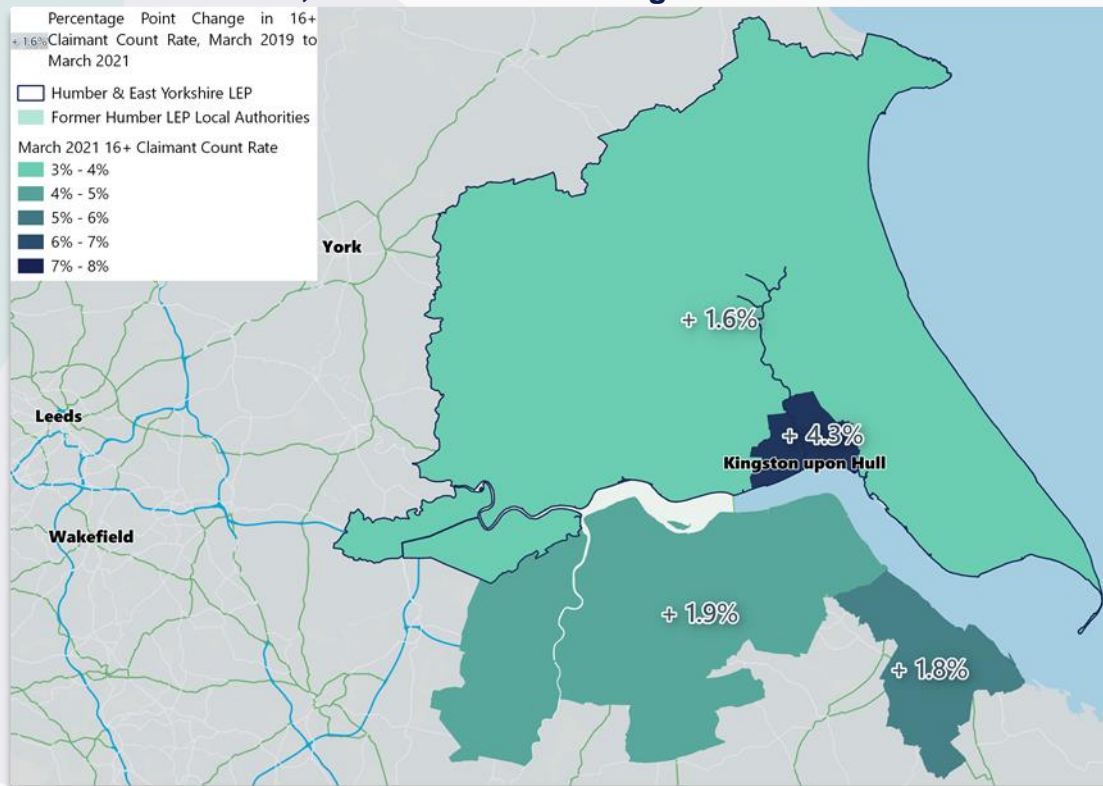
# Impact on People

# Claimant count

The claimant count measures the number of individuals seeking income support, this can include job seekers allowance and/or universal credit. There has been an increase in the claimant count across the HEY area with a rise of 4.3% and 1.6% in the two local authorities between March 2020 and March 2021.

As of March 2021, the claimant count rate was significant in the City of Hull where over 7% of the city's working age population were claiming income support in some form. This is likely a result of the sectoral make-up of the city in terms of sectors impacted by Covid-19 and the resulting lockdown. According to national measures the most impacted sectors (in terms of turnover) are sectors where the City of Hull has a slightly higher representation of businesses, for example in accommodation and food and wholesale and retail trade.

## Claimant Count, March 2021 and Change Since March 2020



Source: UK Claimant Count, ONS, 2020 – 2021

Map contains OS data © Crown copyright and database right 2019

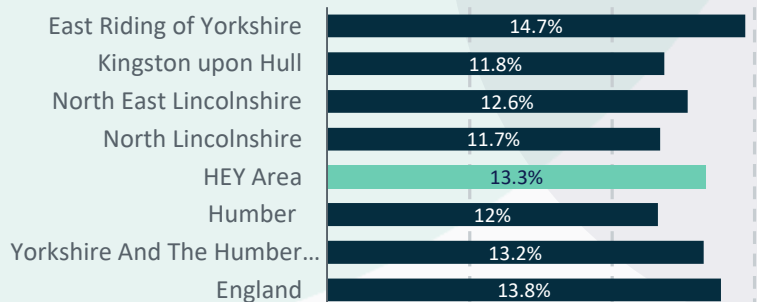
# Furloughed Employment

In addition to traditional out of work income support, the UK Government initiated the Coronavirus Job Retention scheme at the start of the first national lockdown where businesses were given the opportunity to furlough workers instead of making redundancies. Latest furlough data from March 2021 shows that, overall, the rate of furloughed workers as a proportion of employment in the HEY area was slightly lower than the national rate. However, East Riding appears to be furloughing at a slightly higher rate.

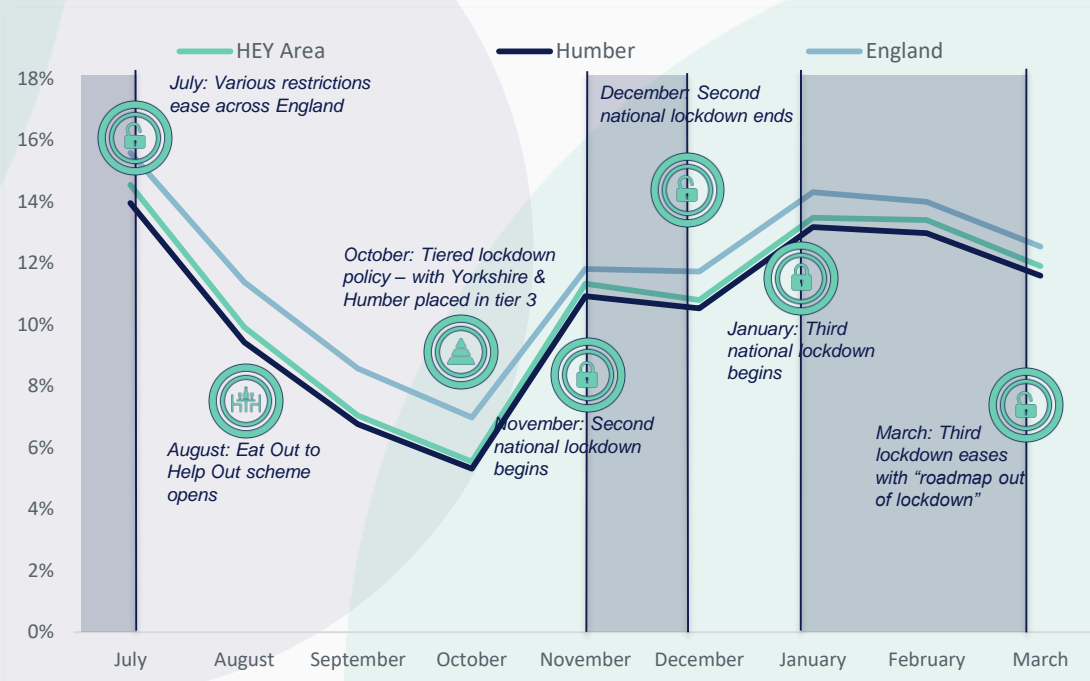
Over the past 9-month period where data has been released, the furlough rate in the HEY area followed the national trend.

## % of Employments Furloughed as of 14<sup>th</sup> April 2021\*

0% 5% 10% 15%



## % of Employments Furloughed July 2020 – March 2021

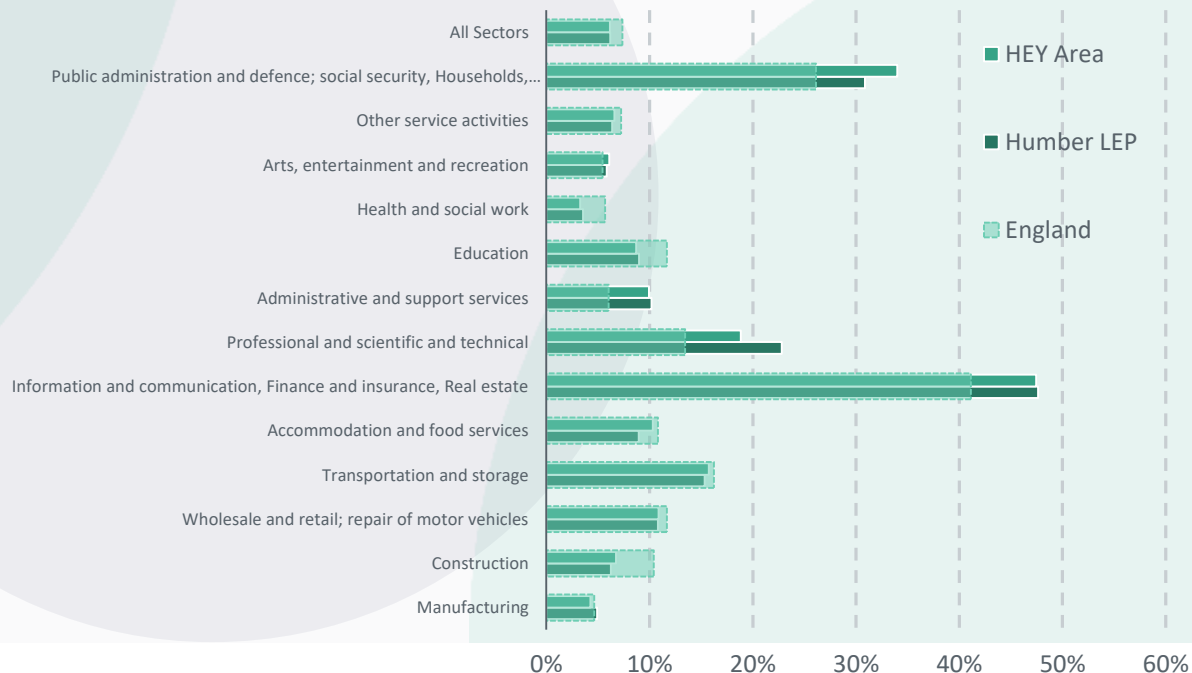


# Furloughed Employment cont.

The HEY and Humber area furlough rates by sector are broadly aligned to the national sectoral rates. Although there are higher incidences of furlough in several sectors within the area relative to the national position, such as public admin, admin and support services, professional and scientific and scientific and technical activities and ICT.

The latest data shows a contrast with previous furlough data, with only one sector furloughing at a rate above 30% (ICT). Other sectors such as accommodation & food and arts & entertainment are no longer furloughing at high rates as lockdown eases and these businesses increase operational activity.

## Broad Sector Furlough Rates as % of Broad Sector Employment, as of 14<sup>th</sup> April 2021

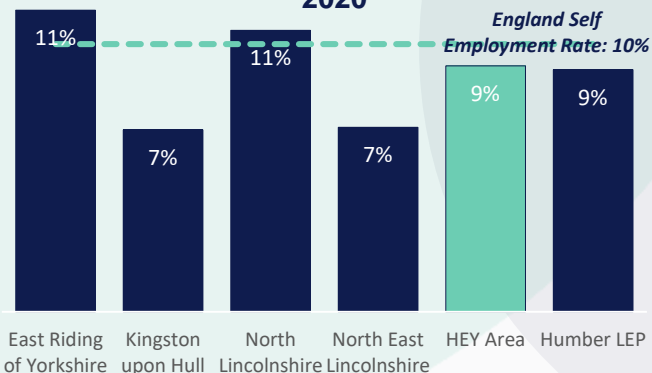


# Self-employment Income Support

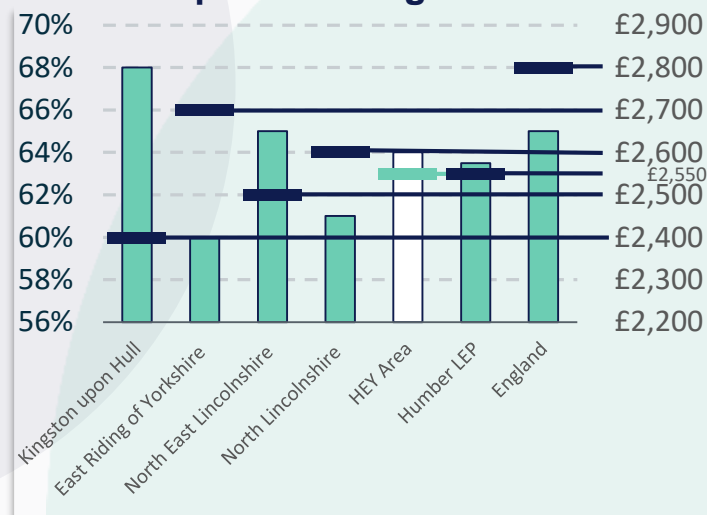
Alongside the employment furlough scheme, the UK government initiated the self employment income support scheme (SEIS) for self employment individuals. The graph below shows that the HEY region has a slightly lower proportion of self-employment compared to the national rate, but within the region the East Riding has a higher rate.

Looking at the take up rate of the SEIS, Hull has the highest rate of take-up from the programme, but data shows that the average claim in Hull for SEIS support was much lower (£2.55k) than the England average (£2.8k). The inverse is true for East Riding where take-up has been low (60%) but the average claim value has been closer to the national average at £2.7k

**16-64 Self Employment Rates, Jan 2020 - Dec 2020**



**% Take-up and Average SEIS Claim**



# Generational Impact of Covid-19

## Generational Impacts of Covid in England (% of age group)



Young people are being disproportionately impacted by COVID at the national level

The large proportion of 18-24-year-olds on furlough and who have lost their main job is particularly worrying because many are at the beginning of their careers. In addition, many young people require part-time jobs in order to finance HE and FE degrees.

One of the most concerning factors has been the reduction in apprenticeship positions with some apprentices losing their position just months before the completion of training.

Research undertaken by the Resolution Foundation has shown that young people who have recently left education and have recently entered, or are about to enter, the labour market are more susceptible to long-term employment and pay scarring.

## Job Postings

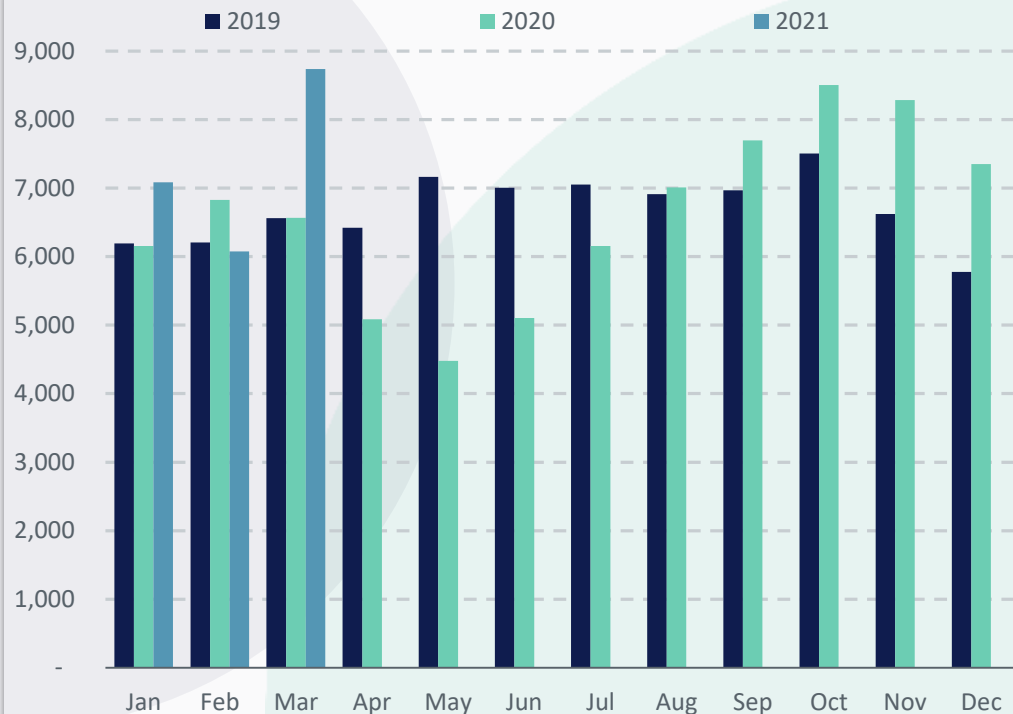
The Humber area had one of the lowest levels of job postings pre-Covid (it was in the top 3 LEP areas for the lowest job posting rates in England), meaning that entering the pandemic the region was performing poorly in terms of the number of jobs advertised. The number of available job opportunities reduced significantly following the outbreak of Covid-19 with a 32% drop in job postings in May.

Since May 2020, job postings grew each month up to October and began to fall in early 2021 with the third national lockdown in place. However, latest data from March 2021 suggest some dramatic improvement with job postings at a five year high.

### Job Postings in Humber, 2016 - 2021



### Unique Job Postings in the Humber, 2019 - 2021



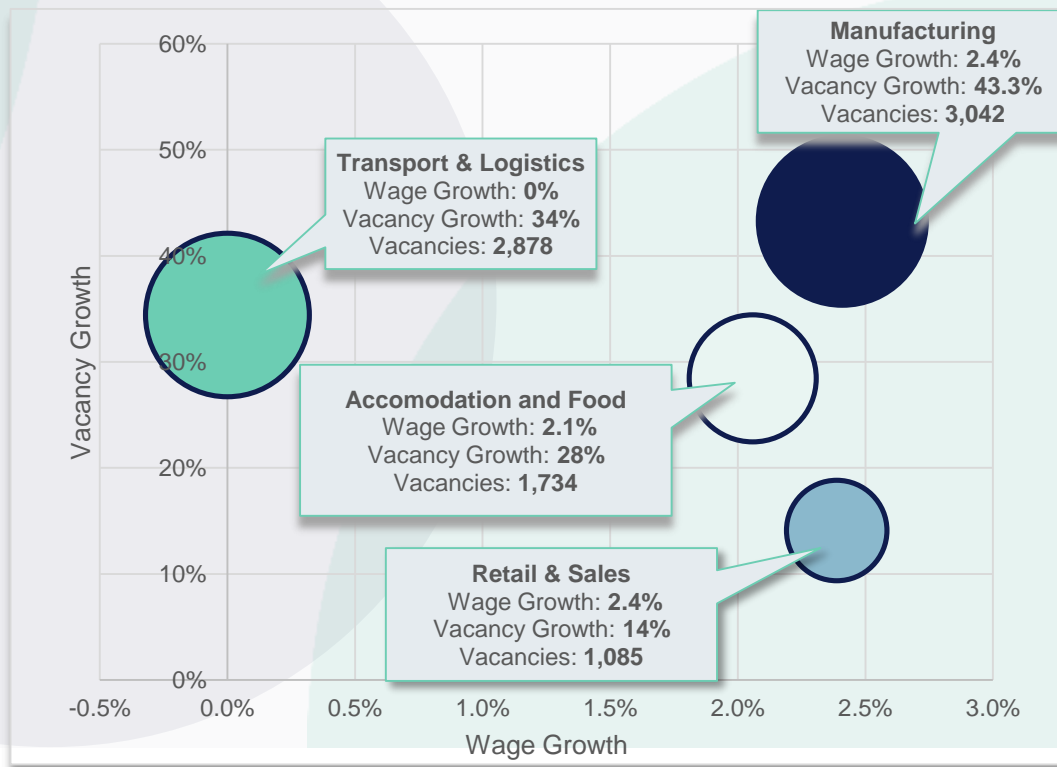
## Job Postings by Exposed Sector

Some of the sectors deemed to be at the highest risk of Covid-19 impacts nationally include:

- Accommodation & food
- Manufacturing
- Transport & storage
- Sales & retail

All four of these sectors underwent an increase in job vacancies in 2020 compared to 2019, with manufacturing seeing the strongest rate of growth. This chart shows wage growth on the X axis and vacancy growth on the Y axis, with the size of the circle representing postings announced between Oct 2020 and Mar 2021. Therefore, sectors closer the top right corner represent sectors that are seeing wages rise alongside job opportunities.

Humber Job Postings in the “Most Impacted” Sectors,  
Oct 2020 – Mar 2021



## Humber Job Postings – Top 20 Vacancies by Role Oct 20 – Mar 2021

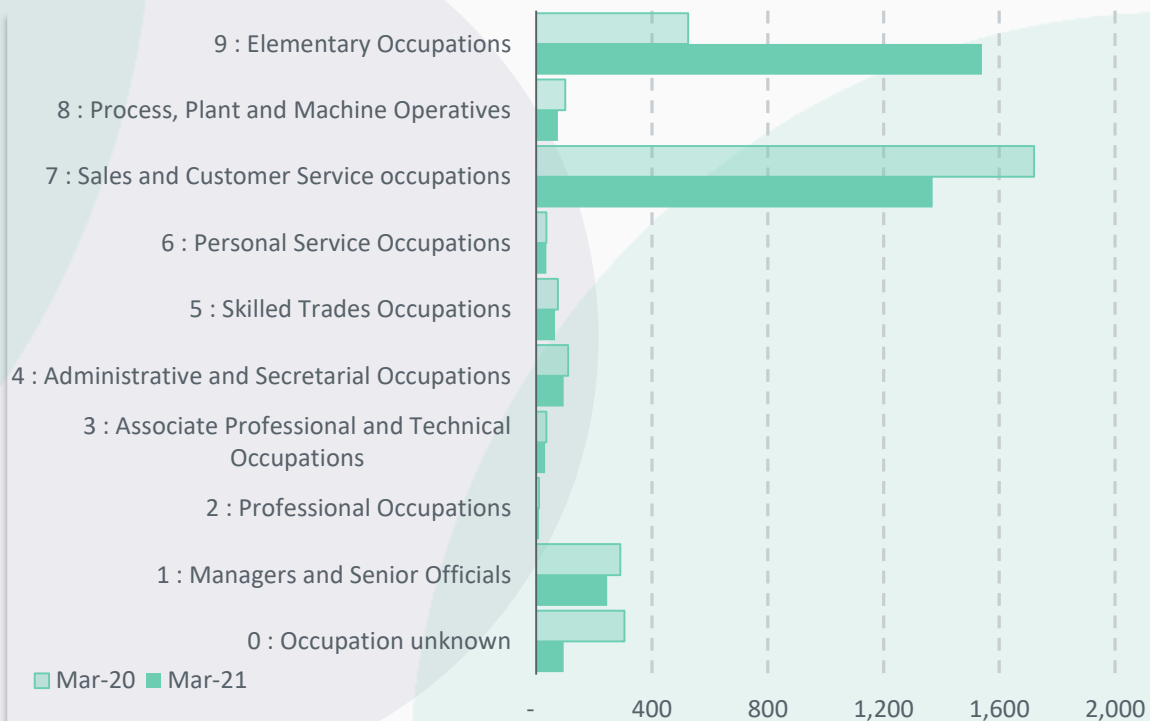
SOC Occupation	Vacancies
Nurses	21,588
Care workers and home carers	12,899
Van drivers	10,883
Primary and nursery education teaching professionals	13,765
Elementary storage occupations	7,845
Other administrative occupations n.e.c.	6,239
Metal working production and maintenance fitters	6,864
Sales accounts and business development managers	5,052
Book-keepers, payroll managers and wages clerks	7,474
Nursing auxiliaries and assistants	4,502
Cleaners and domestics	3,772
Medical practitioners	3,387
Production managers and directors in manufacturing	4,352
Electricians and electrical fitters	4,615
Programmers and software development professionals	4,293
Teaching assistants	4,750
Science, engineering and production technicians n.e.c.	4,117
Sales and retail assistants	2,847
Human resources and industrial relations officers	3,487
Finance and investment analysts and advisers	3,273

## Job Seekers by Occupation Sought

Looking at the specific occupations sought by job seekers, there has been a change when we compare the latest data to the March 2020 position. For example there has been a significant increase of nearly 200% (an additional 1,015 claimants) among individuals seeking elementary occupations. This suggests that the low skilled have been disproportionately affected by the pandemic. No other occupation saw more claimants in March 2021 compared to March 2020. However, due to the sheer size of the increase in elementary occupation job seekers, the overall JSA claimant count has risen by 11% (355 additional claimants) across the HEY area.

It is worth noting that the elementary occupation is also the most sought job, as shown on the previous page.

### Job Seekers Allowance Claimants by Sought Occupation, HEY Area

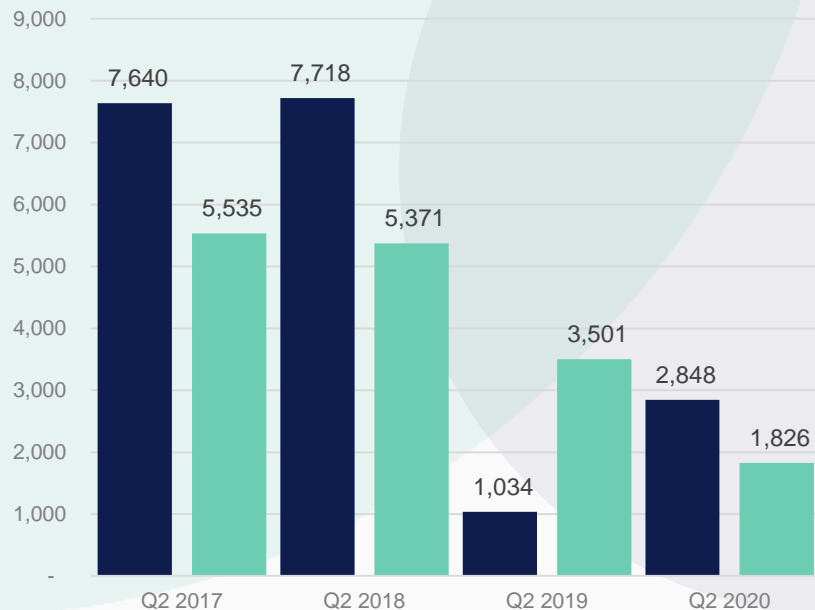


Map contains OS data © Crown copyright and database right 2019

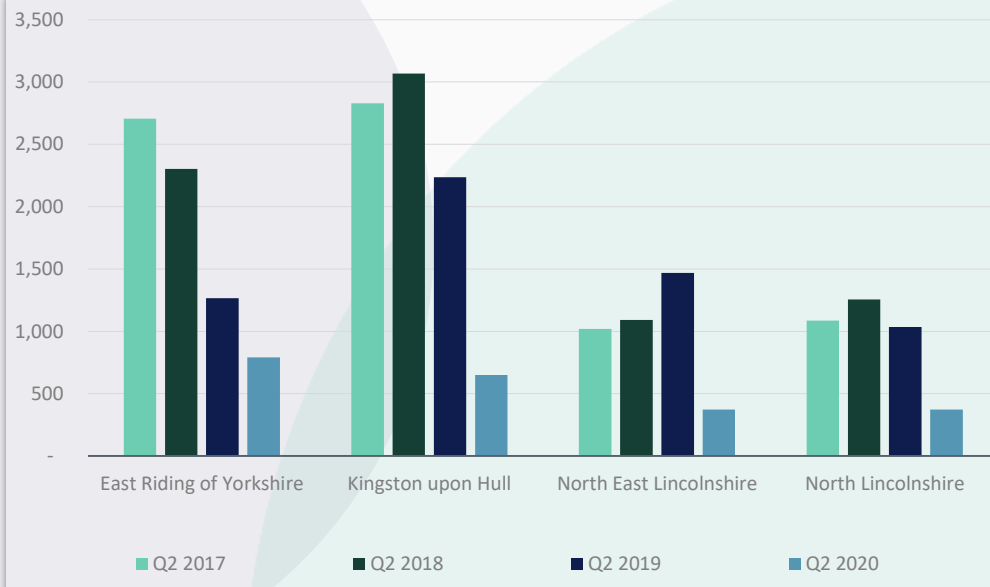
# Apprenticeship starts

Apprenticeship starts in Humber and HEY Area, Q2 2017 – Q2 2020

■ Humber ■ HEY LEP



Apprenticeship starts in Q2 2017 – Q2 2020 across the Humber's local authorities



The HEY region has seen a particularly low number of apprenticeship starts according to the latest data (Q2 2020) with 1,826 starts compared to 5,535 in the same period in 2017. This represents a decrease of over 200% in HEY compared to 168% decrease in Humber over the same period.

# Apprenticeship Levels & Subject Starts

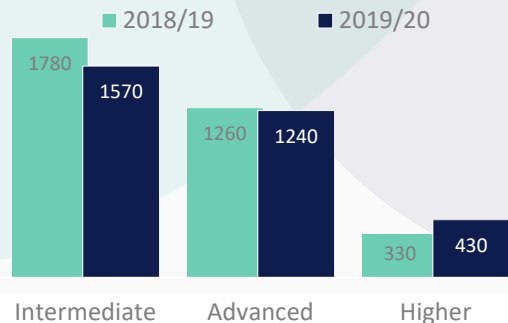
Of the 3,240 apprenticeship starts in the Humber in 2019/20, most (over 90% of apprenticeship starts) were in five subject areas:

- Retail and commercial enterprise – 990 apprenticeships
- Business admin and law – 760 apprenticeships
- Engineering and manufacturing – 630 apprenticeships
- Health, public services and care – 490 apprenticeships
- Construction – 260 apprenticeships

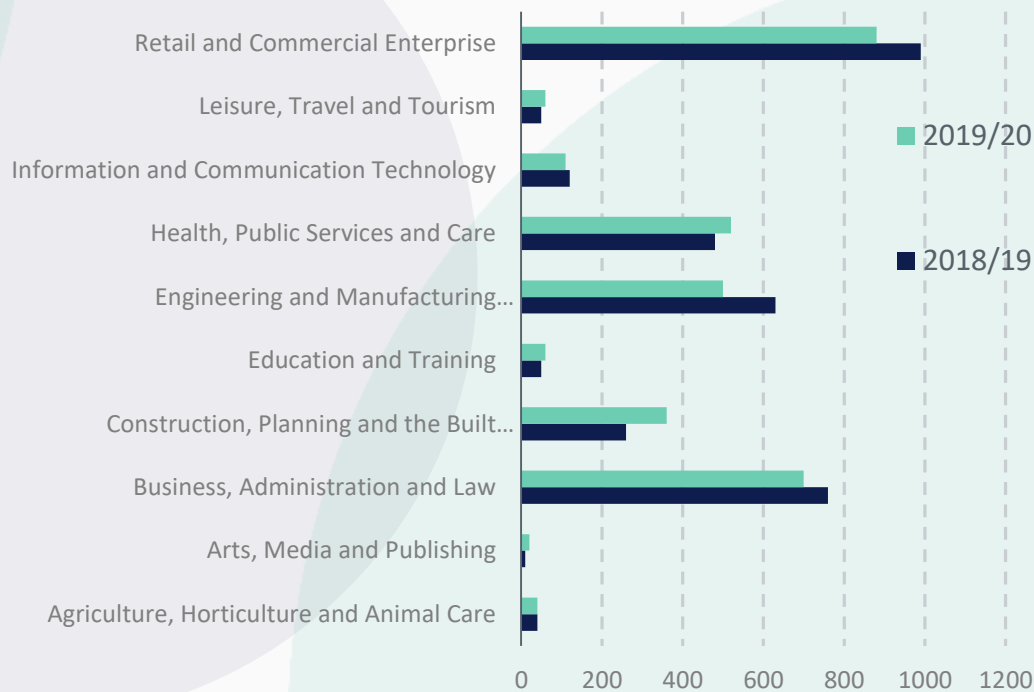
Several of these have a clear read across to the sectors identified as most exposed to Covid-19 impacts.

The majority of apprentices tended to be in the intermediate and advanced level as opposed to higher levels, although there has been gains in the higher apprenticeship starts compared to a decreasing number of starts at intermediate and advanced levels.

**Humber Apprenticeship Levels, 2018/19 – 2019/20**



**Humber Apprenticeship Subject Starts, 2018/19 – 2019/20**

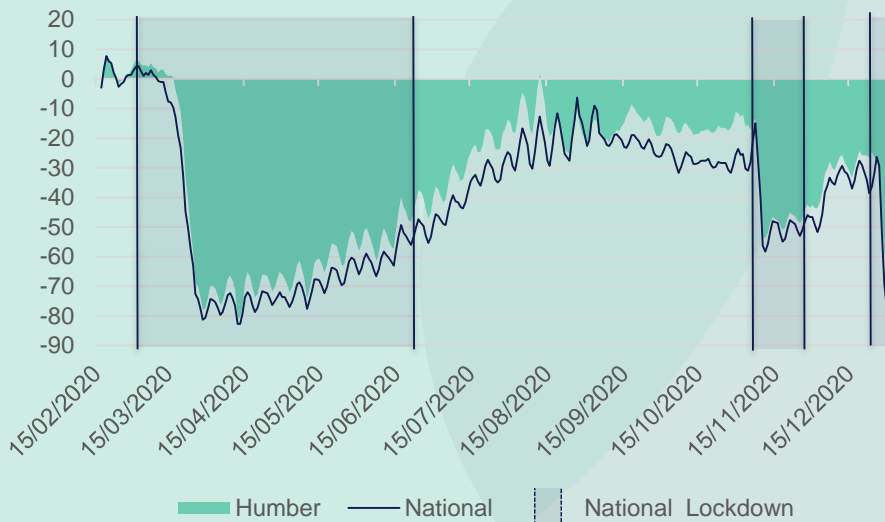




# Impact on Place

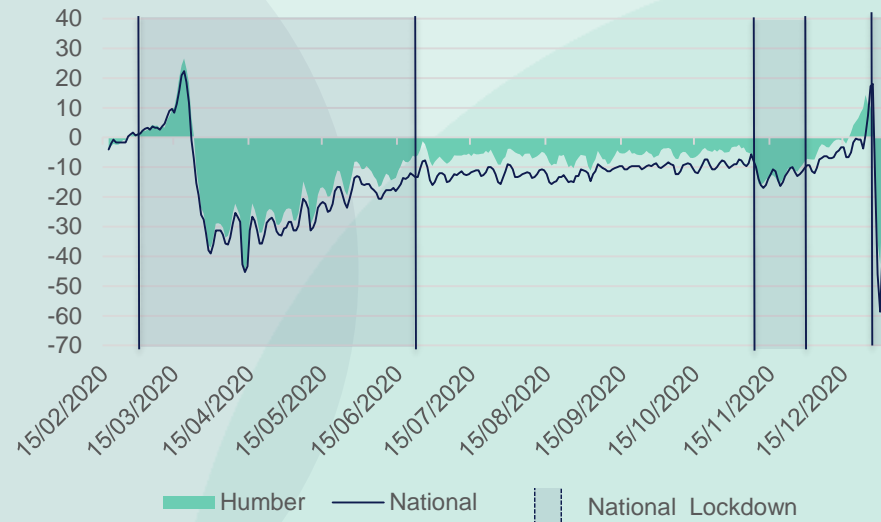
# Mobility

## Retail



The decline in non-essential retail has been stark, with an average decline of 67% over the first 3 months of lockdown. The re-opening of non-essential retail led to an increase in retail mobility reaching pre-covid levels at the beginning of August. The recovery in demand was greater in Humber compared to national levels. However, with the second and third national lockdown this recovery has been hindered recently.

## Grocery



Whilst grocery stores and pharmacies have been allowed to continue to trade, there has been a decline in the number of visits down on 21% over the lockdown period. Prior to the first and third lockdown an increase actually occurred in grocery mobility, although following a rise came a significant fall, most dramatic in the final lockdown beginning in January 2021.

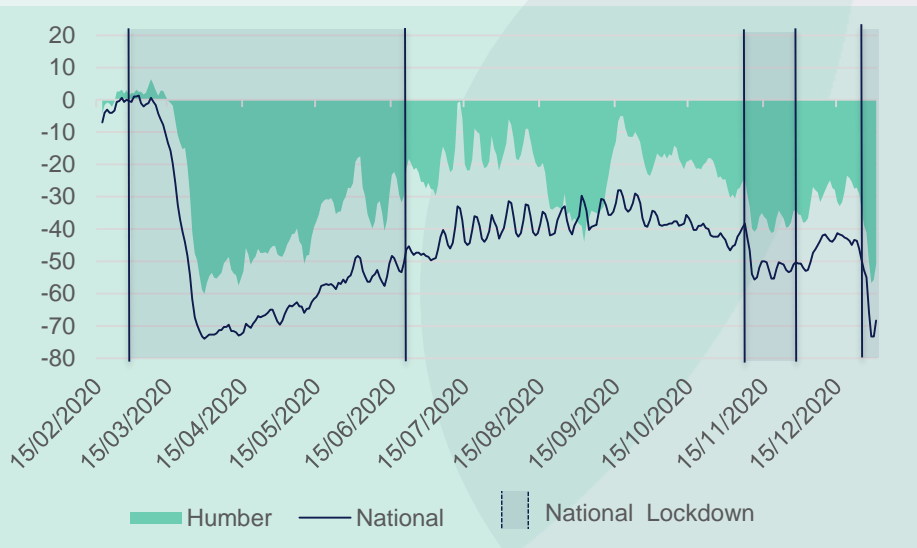
Since February 2020, Google have released mobility data that records numbers of using location proxies including workplaces, transit stations, non-essential retailers and essential retailers. The mobility statistics are measured against a baseline of 0, which is the median mobility value from the five-week period before COVID. Google's methodology uses data from Google users who have opted into Location History for their Google Account, so that the data represents a sample of our users. As with all samples, this may or may not represent the exact behavior of a wider population.

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Source: Google Mobility data, Hatch analysis

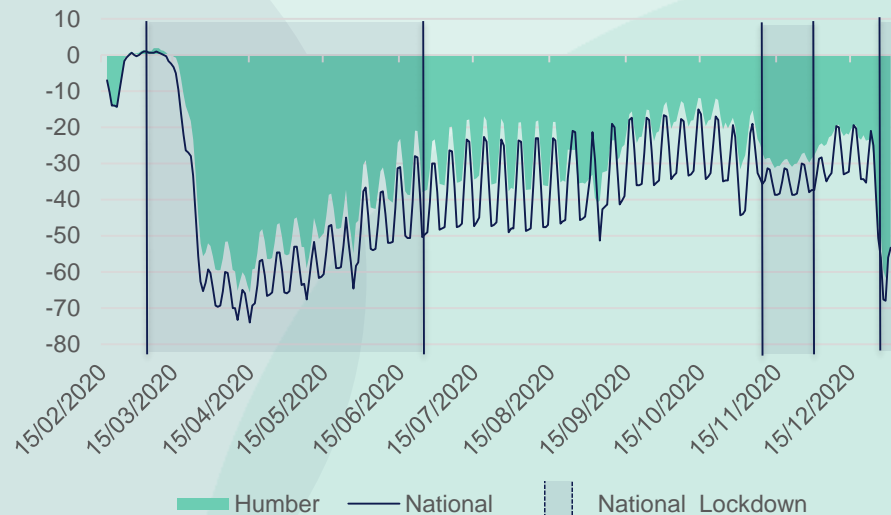
# Mobility

## Transit



The usage of transit stations shows a divergence of workplace mobility in Humber compared to the national trend. When lockdown measures were introduced the national average had already reached -48% of pre-covid level, while the Humber was only at -20%. Throughout the period, with the exception of late August transit has been less significantly disrupted in Humber compared to national levels.

## Workplace



This chart shows that since lockdown, areas within the Humber have seen similar mobility patterns compared to the national average for workplace mobility. Since the start of lockdown the national levels of workplace mobility have been approximately 9% more impacted compared to the Humber. This shows that more people in the Humber have been travelling to work compared to the national level.

# Commercial Property

## Vacancy Rates

Levels of commercial vacancy rates vary by type. Each of these graphs shows the change in vacancy rates in the Humber, the HEY area and in England.

### Retail Vacancy Rates

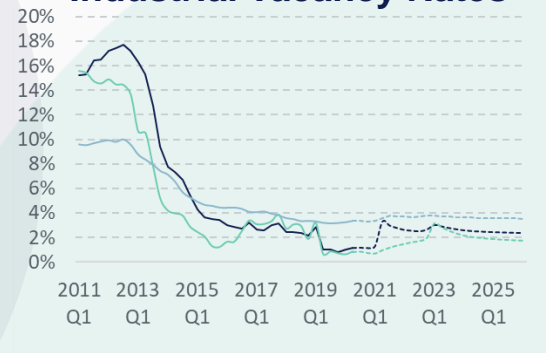


Office vacancy rates have been fairly erratic in the HEY area since 2011, with peaks in 2013, 2015 and 2018. Despite this, the overall trend has been a decline in vacancy rates that are now below the vacancy rates seen in the UK as a whole, suggesting a reduction in supply that may not be meeting demand.

### Office Vacancy Rates



### Industrial Vacancy Rates



Above we can see that retail vacancy rates have broadly followed the national trend of a decline, although there have consistently been higher vacancy rates in the HEY and Humber regions since 2012. 2020 saw the lowest rates of vacancies.

In both Humber and the HEY regions, there has been a significant fall in vacancy rates for industrial space post 2013. Although there was a small period of growth in vacancy space in 2018, this has not lasted and in 2020 industrial vacancy rates were again at under 2% for the HEY region. Estimations predict a small amount of improvement in the future as supply comes on stream but there is no indication of returning to vacancy rates seen in 2011.

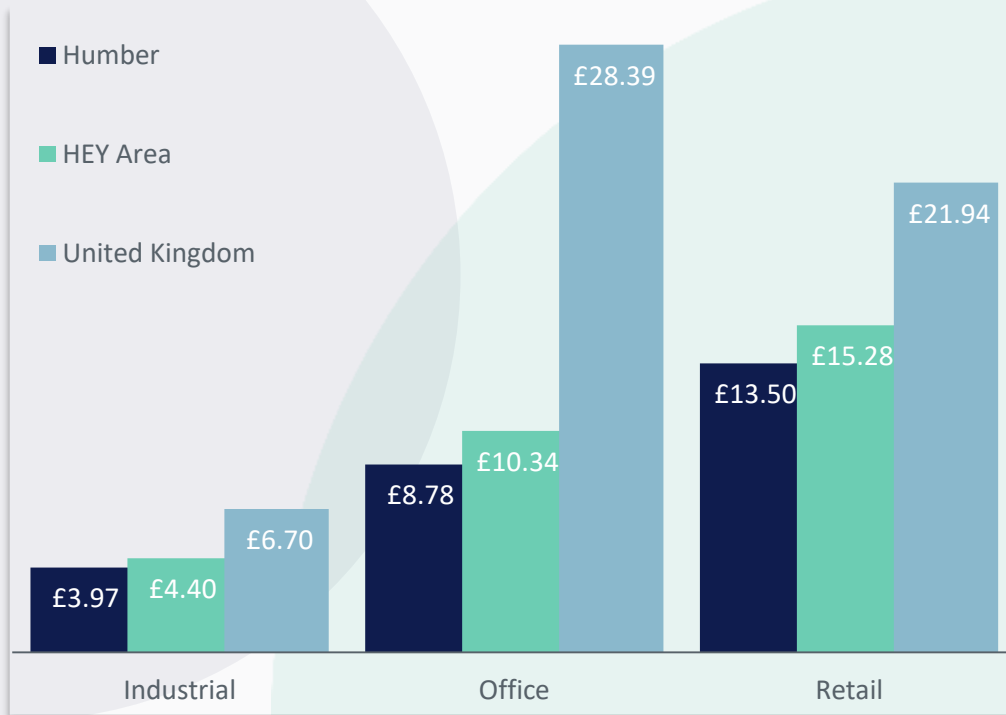
# Commercial Property

## Rental Rates

Latest data (Q1 2021) on rental rates for the various commercial property types show the HEY region to have affordable commercial space compared to the national level of rent per SQF. This is particularly the case with office rental rates in the HEY region where space is rented at almost a third of the rate office space is rented at nationally. The difference is less significant in industrial and retail space, where the difference between the HEY and the UK rate is 34% less and 31% less respectively.

The HEY region also tends to have slightly higher rates of rent than the wider Humber, this is likely due to costs of rent in Hull city centre.

## Commercial Property Rental Rates (per SQF), 2021



# Commercial Property

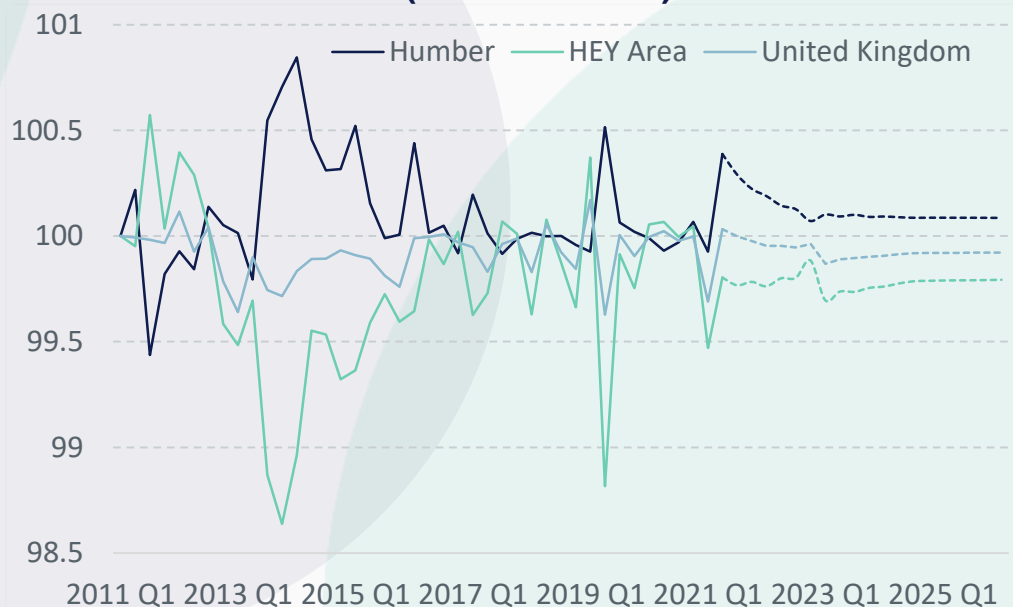
## Take-up Rates

This line chart shows the index change of the net-absorption rate, or take-up rate for all commercial property. The take-up rate is calculated by subtracting the total square footage of space that became physically vacant from the total square footage that became physically occupies in a quarter. An index measure is used to allow us to undertaken time series analysis with a national benchmark.

Interestingly it would appear that the change in take-up rates in the HEY region is almost the exact inverse of take-up in Humber. This may allude to a displacement of activity to outside of the HEY region's immediate boundaries (perhaps due to rental rates; see previous page).

A dip in take-up occurred as a result of Covid-19, but a small recovery can be seen in the first quarter of 2021. Predictions show that this recovery may trail off slightly in 2023. Indicating no short term return to the 2011 baseline of take-up in the HEY region.

**Commercial Property Transactions Index Change  
(2011 Q1 = 100)**



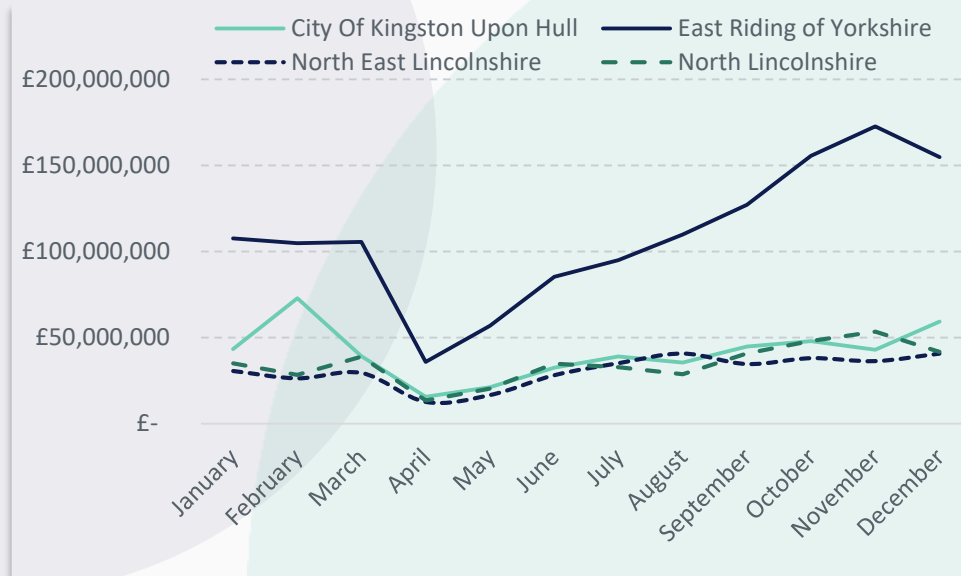
# Residential Property

Residential property prices have increased since the spring of 2020 in all local authority areas, it is clear the most substantial rise has been in East Riding. Emerging data suggests property preferences towards rural over urban areas is the current trend in the property market. This would explain the comparative position of the Kingston upon Hull property market compared to East Riding.

There is no indication of any slowing in the rural Humber property market below pre-pandemic levels. This is likely a result of government policy, notably a stamp duty holiday announced during the first nationally lockdown and laterally extended. However, the urban market is still operating below pre-pandemic levels.

At the end of 2020, there is some indication that the property market is beginning to cool in East Riding and heat up in Kingston upon Hull, but until further data is available this cannot be stated for certainty.

**Residential property transactions, 2020  
(Sum of prices paid for all types of residential property)**



## Recommendations



## Short-term Recommendations

The HEY LEP is recommended to:

Continue to monitor the impacts of COVID as more datasets are released and existing datasets are refreshed to inform strategic decision-making.

Continue to seek feedback from businesses of all sizes and sectors to develop and deliver interventions and feedback to government departments.

Continue to support SME businesses to recover and strengthen their resilience through diversifying their offer through targeted Growth Hub activity.

Implement the Local Skills Report Action Plan and support residents and businesses to recover through a responsive skills system which aligns need and opportunity.

Target the most impacted sectors and places (specifically town/city centres) with intensive support which facilitates diversification.

Respond/support LAs with funding opportunities such as Town Deal, Future High Street Fund, Levelling Up Fund, Community Renewal Fund to drive investment into the places and people that need it most.

## Medium-term Recommendations

The HEY LEP is recommended to:

**Develop HEY LEP Economic Recovery & Growth strategies and support local authorities to target the places, sectors and groups most affected by the pandemic and other macro economic factors.**

**Collaborate with partners to build on the momentum of investment success stories to drive further investment interest and match funding through a persuasive value proposition.**

**Maximise community wealth-building opportunities from planned investments, building on the success of the Green Port initiative.**

**Pursue a Green Recovery to realise the growth potential of the Green Economy working with partners to realise the low carbon potential of the region and put the region at the forefront of innovation and clean growth in the UK.**

## Appendix 1 – Job Postings by Exposed Sectors



## Job Postings: Accommodation & Food

Between October 2020 and March 2021, there were 1,071 unique vacancies in the accommodation & food sector. With a broadly even geographical split in terms of where these vacancies are across the four local authorities considered.

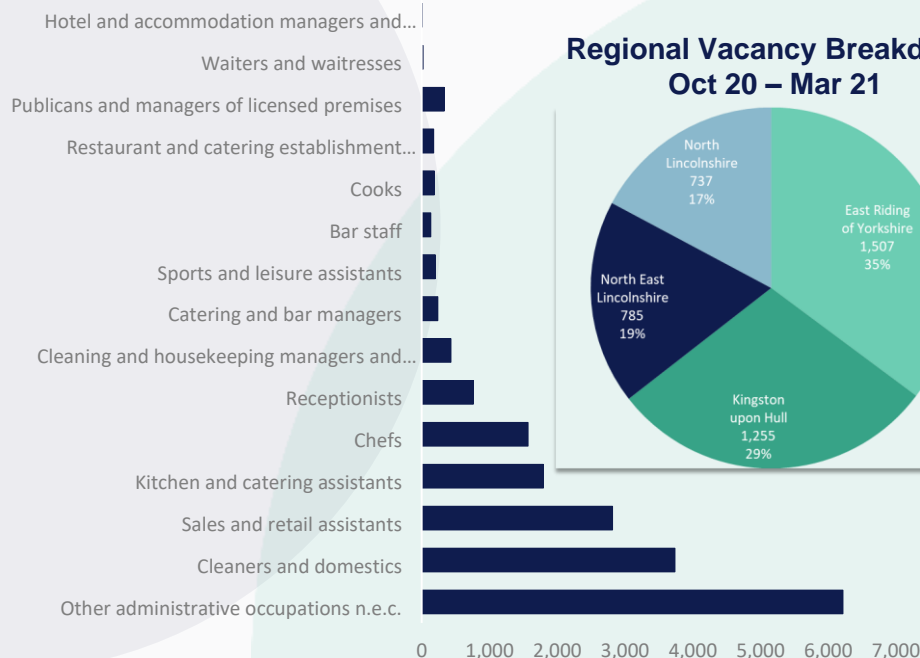
There is diversity in the occupations offered in these vacancies ranging from cleaners to public house and hotel managers. This underscores the diversity in this sector – as does the broad mix of the most significant businesses in terms of vacancy offer, from the retail sector to healthcare and hotels.

In terms of salary bands, over 60% of vacancies in the accommodation & over 60% of vacancies in the accommodation & food sector offered salaries of £10k - £20k, this is below the median 2020 salary for both Humber (£23k) and England (£26k).

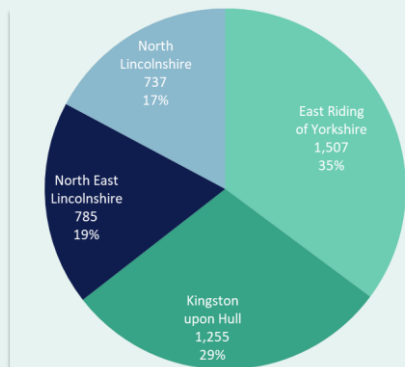
### Vacancy Salary Bands

Salary Band	Vacancies
Up to £10,000	31
£10,001 to £20,000	1,598
£20,001 to £30,000	802
£30,001 to £40,000	119
£40,001 to £50,000	36

## Accommodation & Food Total Vacancies by Occupations, Oct 20 – Mar 21



### Regional Vacancy Breakdown Oct 20 – Mar 21

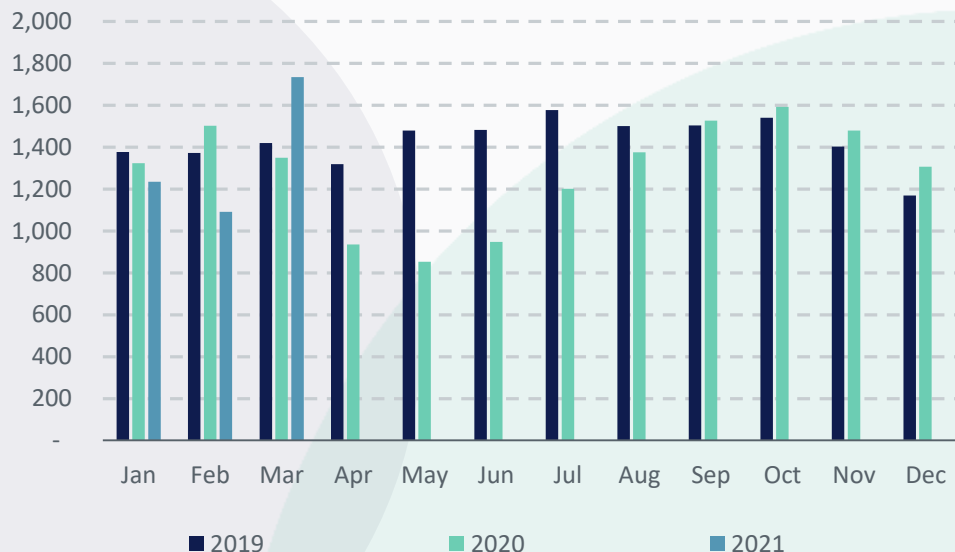


## Job Postings: Accommodation & Food

At the outset of the first national lockdown, the accommodation and food sector did not immediately see vacancy postings fall significantly compared to the same month in 2019. However, between April 2020 and August 2020, vacancy postings were consistently lower when compared with the previous summer. Low vacancy rates during summer (where vacancies tended to peak in this sector) underscores the impact Covid-19 has had on businesses that undertake activity with seasonal considerations.

Latest data for 2021 shows a difficult start to the year, but a degree of optimism is perhaps shown in March 2021, with a substantial increase in postings which were 20% higher than vacancy postings even pre-Covid. This may suggest some businesses held off on hiring but are becoming more comfortable to do so as the third lockdown eases and a consumer spending splurge gets underway.

## Accommodation & Food Total Unique Vacancy Postings, 2019 - 2021



## Companies with the most Accommodation & Food vacancies:

**TESCO**



**Four Seasons**  
HEALTH CARE

**NHS**

**BARCHESTER**  
*Celebrating life*

**BOURNE LEISURE LIMITED**



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Source: Hatch analysis of EMSI data, 2019-2020; Annual Survey of House and Earnings, ONS, 2020

## Job Postings: Manufacturing

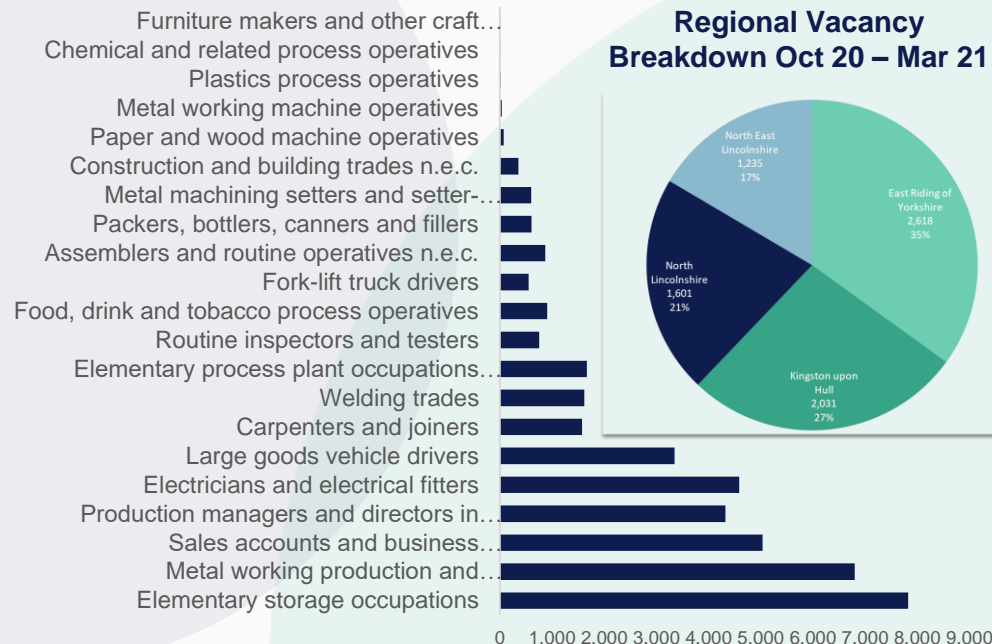
Over 7k unique vacancies in the manufacturing sector were posted in Humber area between October 2020 to March 2021. Most of the postings (including non-unique postings) were in elementary occupations, but there were also some specialist postings in areas such as welding, carpentry, metal working etc.

There is a very even split in the locations of areas across Humber with manufacturing vacancies, an almost identical split between the two HEY local authorities. In terms of salary, most vacancies were in the £25k - £50k indicating wages higher than the Humber average of £23k.

### Vacancy Salary Bands

Salary Band	Vacancies
Up to £25,000	2,174
£25,001 to £50,000	2,540
£50,001 to £75,000	256
£75,001 to £100,000	27
£100,001 to £125,000	5

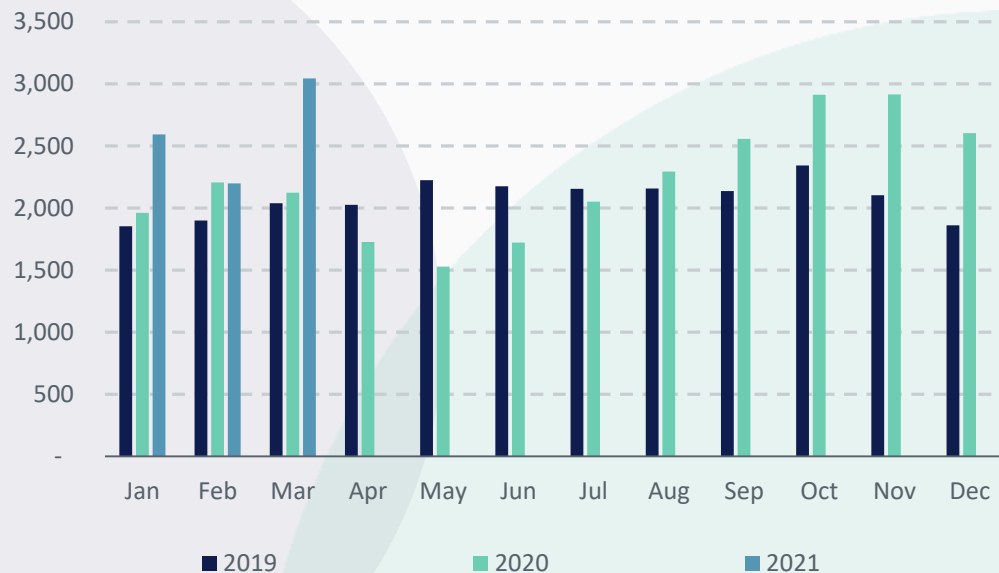
## Manufacturing Total Vacancies by Occupations Oct 20 – Mar 21



## Job Postings: Manufacturing

As with all sectors, the manufacturing sector saw vacancy postings fall after the first lockdown, although this sector has been quick to begin its recovery – for example seeing vacancy postings increase each month since May 2020. Despite local lockdowns, and the second and third national lockdown, the manufacturing sector appears to have been relatively resilient. Perhaps due to the certainty around continuing economic activity during the latter lockdowns compared to the black and white “Stay Home” message expressed at the outset of the first national lockdown.

### Manufacturing Total Unique Vacancy Postings, 2019 -2021



### Companies with the most Manufacturing vacancies:



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Source: Hatch analysis of EMSI data, 2019-2020; Annual Survey of House and Earnings, ONS, 2020

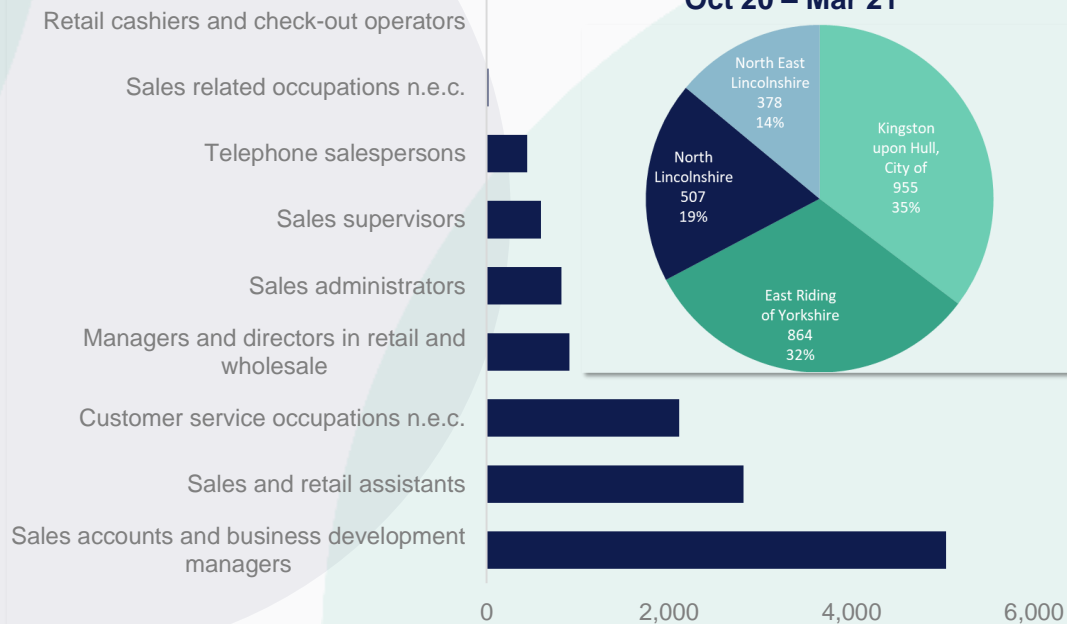
## Job Postings: Retail & Sales

Between October 2020 and March 2021 there were over 2k unique job postings and over 12.7k total postings in the retail and sales sector in Humber. Most of these were for roles in sales, both managers and retail assistants. The largest share of retail and sales vacancies was in the city of Hull which accounted for 35% of total postings. Food retailers tended to be the most frequent source of job vacancies. Most vacancies were offering salaries up to £25k which is broadly in line with the average annual pay rate for Humber at £26k.

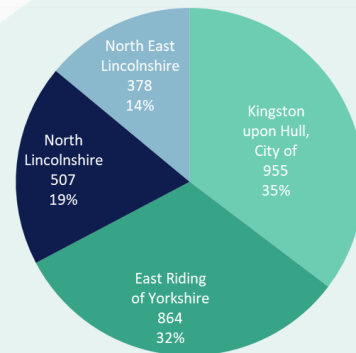
### Vacancy Salary Bands

Salary Band	Vacancies
Up to £25,000	932
£25,001 to £50,000	513
£50,001 to £75,000	137
£75,001 to £100,000	15
£100,001 to £125,000	1

### Retail & Sales Total Vacancies by Occupations Oct 20 – Mar 21



### Regional Vacancy Breakdown Oct 20 – Mar 21

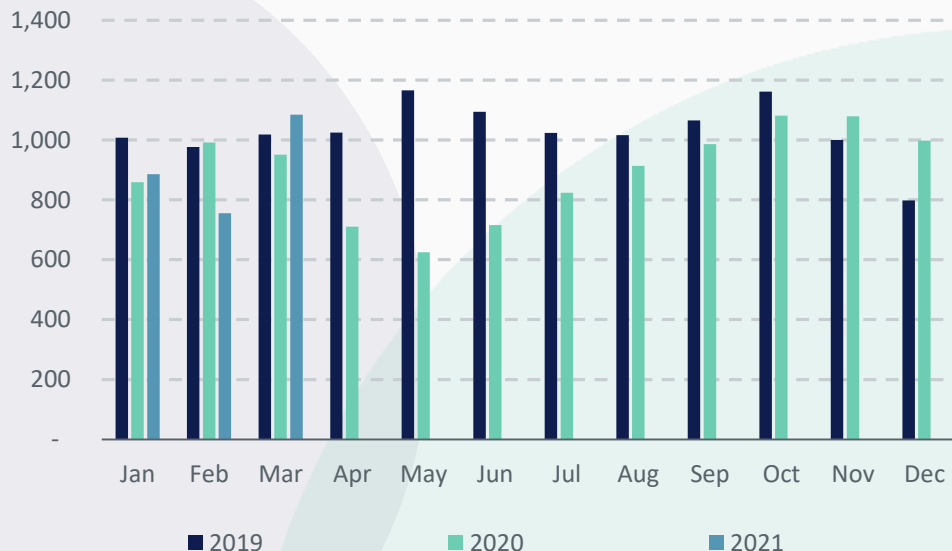


## Job Postings: Retail & Sales

The retail and sales sector, like manufacturing began its recovery – in terms of vacancy postings – early, in May 2020. However, the impact of the second lockdown did impact this sector with vacancy postings beginning to fall each month between December and February.

It is possible that, due to the nature of the main hirers in the Humber sales and retail sector, there has been some relative protection from the impacts of lockdown. Noticeable three of the largest businesses posting vacancies in retails and sales are food retail businesses whose operations will have continued throughout the lockdowns.

Retail & Sales Total Unique Vacancy Postings, 2019-2021



Companies with the most Retail & Sales vacancies:

**TESCO**



paymentsense

**farmfoods**

**Heron Foods**

## Job Postings: Transport & Logistics

Between October 2020 and March 2021, the transport and logistics sector has seen a rise in vacancies of 34%, to over 7k unique vacancies, when measured against the same period the previous year. Of the almost 40k total vacancies, most tended to be in elementary occupations, but some were in skilled vocations such as van drivers and fork-lift truck drivers. The local authority with the highest representation of vacancies in the transport and logistics sector was East Riding, with 29% of all vacancies.

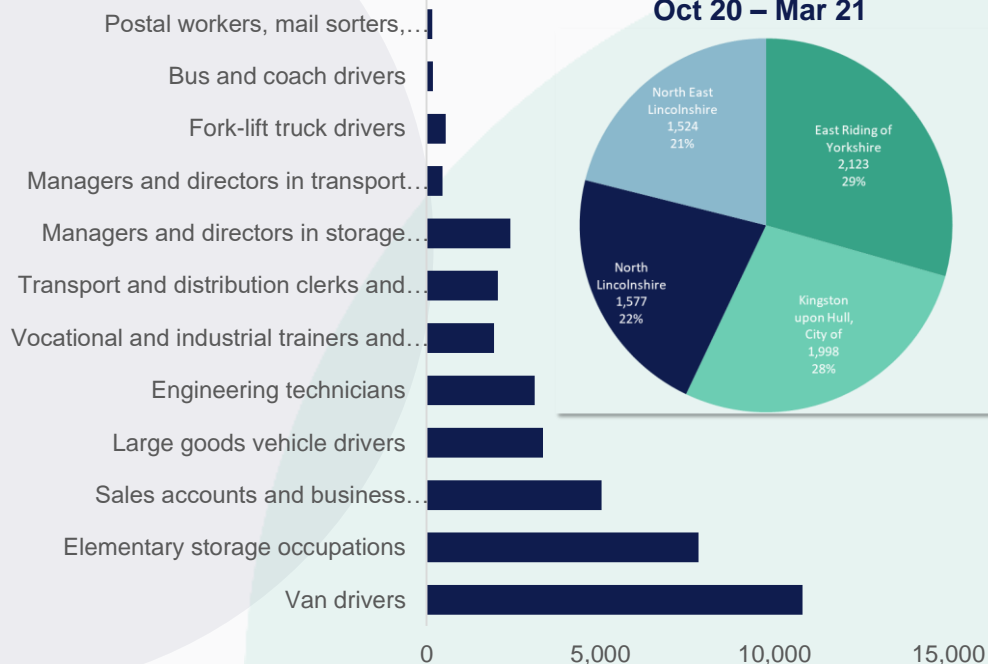
Salary tended to be in the £20k-£30k band, and therefore likely in line with the Humber and national annual salary averages.

### Vacancy Salary Bands

Salary Band	Vacancies
Up to £10,000	9
£10,001 to £20,000	1,192
£20,001 to £30,000	2,308
£30,001 to £40,000	739
£40,001 to £50,000	287



## Transport & Logistics Total Vacancies by Occupations Oct 20 – Mar 21

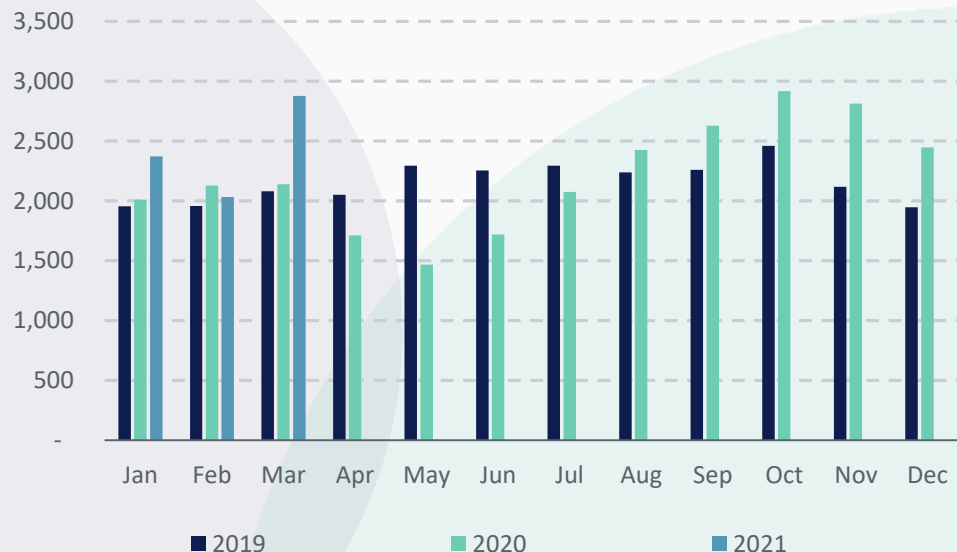


## Job Postings: Transport & Logistics

In a normal year vacancy postings in the Humber transport and logistics sector tend to be broadly consistent across the year. Although this became more erratic in 2020, with low levels of vacancy postings in early summer 2020 to postings higher than the 2019 rate each month following this.

This trend continued into 2021, with growth in vacancies compared to the same month in 2020 for two out of the three months where data is available for 2021. Moreover, a significant number of vacancies were posted in March 2021, perhaps indicating an emerging positive picture.

### Transport & Logistics Total Unique Vacancy Postings, 2019 - 2021



### Companies with the most Transport & Logistics vacancies:



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Source: Hatch analysis of EMSI data, 2019-2020; Annual Survey of House and Earnings, ONS, 2020



## Log of External Published Evidence

### HEY LEP Geography

Name	Date	Area of Evidence	Link
<b>Local Skills Report ( LSR)</b>	May 2021	Skills/ Economy	<a href="#">Local Skills Report » HEY LEP - Hull and East Yorkshire</a>
<b>Covid Economic Impact Assessment Report</b>	April 2021	Covid Recovery	<a href="#">Covid Economic Impact Report April 21 » HEY LEP - Hull and East Yorkshire</a>

### Humber Geography

Name	Date	Area of Evidence	Link
<b>Capability of the Humber Geography</b>	2013	Economy	<a href="#">Layout 1 (humberlep.org)</a>
<b>The Economics of Low Carbon Cities – A mini-stern review of the Humber</b>	2012	Low Carbon	<a href="#">Mini Stern for Humber.pdf (humberlep.org)</a>
<b>Local Industrial Strategy Evidence – Clean Energy</b>	2019	Low Carbon/ Sectors	<a href="#">Clean Energy (humberlep.org)</a>
<b>Local Industrial Strategy Evidence – Energy Intensive Industries</b>	2019	Sectors	<a href="#">Review of the Humber Strategic Economic Plan (humberlep.org)</a>
<b>Local Industrial Strategy Evidence – Engineering &amp; Assembly</b>	2019	Sectors	<a href="#">Engineering &amp; Assembly Chapter (humberlep.org)</a>
<b>Local Industrial Strategy Evidence – Port &amp; Logistics</b>	2019	Sectors	<a href="#">Ports and Logistics (humberlep.org)</a>
<b>Humber Energy Intensive Industries Cluster Study</b>	2018	Low Carbon/ Sectors	<a href="#">Study of the Humber Energy Intensive Industries Cluster » Humber LEP</a>
<b>Humber Industrial Decarbonisation Roadmap: Baseline Local Emissions Assessment</b>	2020	Low Carbon / Sectors	<a href="https://www.humberlep.org/baseline-local-emissions-assessment-compressed/">https://www.humberlep.org/baseline-local-emissions-assessment-compressed/</a>
<b>Local Industrial Strategy Evidence – Humber Innovation Report</b>	2018	Innovation	Part 1 - <a href="#">Humber-Innovation-Report-Part-1-April-2018.pdf (humberlep.org)</a>  Part 2 - <a href="#">Humber Innovation Report Part 2 – June 2018</a>
<b>Humber LEP SEP 2014 -2020</b>	2014-2020	Previous Strategy	<a href="#">Microsoft Word - Strategic Economic Plan (humberlep.org)</a>

HEY Strategy Consolidated Evidence Base (DRAFT)

<b>Humber LEP SEP Review</b>	2016	Previous Strategy	<a href="http://humberlep.org">Review of the Humber Strategic Economic Plan (humberlep.org)</a>
<b>Humber and Greater Lincs Business Premises Study</b>	2015	Business Premises	<a href="http://greaterlincolnshirelep.co.uk">Microsoft Word - Humber and Greater Lincs Business Premises Amended (greaterlincolnshirelep.co.uk)</a>
<b>Growing the Humber Evaluation</b>	2021	Business support	<a href="Z:\Shared Files\LEP Files\Growing the Humber\GTH 2017 extension\Evaluation\Amion\Final report">Z:\Shared Files\LEP Files\Growing the Humber\GTH 2017 extension\Evaluation\Amion\Final report</a>
<b>LGF programme evaluation</b>	2021	Investment	<a href="Z:\LEP and AB Shared\Local Growth Fund\Programme Evaluation\KADA final report">Z:\LEP and AB Shared\Local Growth Fund\Programme Evaluation\KADA final report</a>

Local Authority Geography

Name	Date	Area of Evidence	Link
<b>East Riding Local Plan Evidence Base (Including Town, Centres Retail &amp; Leisure Study, Employment Land review, Tourism Accommodation Study, Strategic Housing Market Assessment, Local Transport Plan)</b>	2021	Place, Sectors, Infrastructure	<a href="http://eastriding.gov.uk">Evidence base (eastriding.gov.uk)</a>
<b>Hull Local Plan (including Evidence base)</b>	2017	Place, Sectors, Infrastructure	<a href="#">Hull Local Plan 2016 to 2032 - Document - Adopted November 2017.pdf</a>
<b>CBI Reviving Regions Scorecards</b>	2021	Economy	<a href="#">12640-cbi-reviving-regions_yorkshire.pdf</a>

YNYER LEP Geography

Name	Date	Area of Evidence	Link
<b>Future of Market Towns and High Streets</b>	2019	Place	Part 1A - <a href="#">20200130 FINAL Stage 1A YNYER Future Towns &amp; High Streets compressed.pdf</a> Part 1B - <a href="#">20200130 FINAL Stage 1B YNYER Future Towns &amp; High Streets compressed (2).pdf</a>

## **Log of Relevant Policy**

### Log of current Published Policies/Plans

#### National

Name	Date	Precis	Link
<b>Build Back Better: our plan for growth</b>	March 2021	Government's policy outlining plans to support economic growth through significant investment in infrastructure, skills and innovation.	<a href="https://www.gov.uk/build-back-better">Build Back Better: our plan for growth - GOV.UK (www.gov.uk)</a>
<b>Northern Powerhouse strategy</b>	2016	The Northern Powerhouse Strategy presents a vision for joining up the North's great towns, cities and counties, pooling their strengths, and tackling major barriers to productivity to unleash the full economic potential of the North.	<a href="https://publishing.service.gov.uk/northern-powerhouse-strategy">Northern Powerhouse strategy (publishing.service.gov.uk)</a>
<b>Agricultural transition plan 2021 to 2024</b>	Nov 2020 Update June 2021	The agricultural transition plan sets out the changes UK Government are going to make to agricultural policy in England from 1 January 2021. It also covers what these changes will mean for farmers and land managers.	<a href="https://www.gov.uk/agricultural-transition-plan">Agricultural transition plan 2021 to 2024 - GOV.UK (www.gov.uk)</a>  <a href="https://www.gov.uk/agricultural-transition-plan-june-2021-update">Agricultural Transition Plan: June 2021 progress update - GOV.UK (www.gov.uk)</a>
<b>25 Year Environment Plan</b>	Updated May 2020	'A Green Future: Our 25 Year Plan to Improve the Environment', sets out what UK Government will do to improve the environment, within a generation.	<a href="https://www.gov.uk/25-year-environment-plan">25 Year Environment Plan - GOV.UK (www.gov.uk)</a>
<b>Industrial decarbonisation strategy</b>	17 March 2020	This strategy sets out how industry can decarbonise in line with net zero while remaining competitive and without pushing emissions abroad	<a href="https://www.gov.uk/industrial-decarbonisation-strategy">Industrial decarbonisation strategy - GOV.UK (www.gov.uk)</a>
<b>Enabling the transition to a green economy</b>	2011	Advice for businesses on what government is doing to create opportunities and limit costs as it moves towards a sustainable, low-carbon economy	<a href="https://www.gov.uk/enabling-the-transition-to-a-green-economy">Enabling the transition to a green economy - GOV.UK (www.gov.uk)</a>
<b>Energy white paper: Powering our net zero future</b>	2020	Energy white paper setting out how the UK will clean up its energy system and reach net zero emissions by 2050	<a href="https://www.gov.uk/energy-white-paper">Energy white paper: Powering our net zero future - GOV.UK (www.gov.uk)</a>

Regional

Name	Date	Precis	Link
<b>Visit Hull &amp; East Yorkshire Tourism Strategy 2019-2024</b>	2019	Five year tourism strategy for 2019-2024 establishes a clear vision and a set of priorities that both councils and their partners will work together towards.	<a href="#">VHEY Tourism Strategy 4pp v2.pdf (thedms.co.uk)</a>
<b>Transport for the North Strategic Transport Plan</b>	2019	The strategic Transport Plan outlines the need for investment in transport across the North and identifies the priority areas for improved connectivity.	<a href="#">Strategic Transport Plan   Transport for the North - Transport for the North</a>
<b>Humber 2100+ Strategy</b>	Ongoing	A flood risk management strategy for the Humber	<a href="#">Humber 2100+ - Environment Agency - Citizen Space (environment-agency.gov.uk)</a>

Local

Name	Date	Precis	Link
<b>Hull CC Economic Strategy</b>	2021	Emerging Economic Strategy for Hull.	<a href="#">Economic strategy   Hull City Council</a>
<b>East Riding Economic Strategy 2018-22</b>	2020 review	The local economic strategy for the East Riding, which identifies priorities for economic development within that geography.	<a href="#">Economic development (eastriding.gov.uk)</a>
<b>Hull CC Local Plan 2016-2032</b>	2017	Local planning policy which long-term strategy to help guide new development across the East Riding until 2029. This includes the allocation of sites that will provide new housing and employment opportunities, alongside the delivery of supporting infrastructure.	<a href="#">Hull Local Plan 2016 to 2032 - Document - Adopted November 2017.pdf</a>
<b>East Riding Local Plan 2012-2029</b>	2020 refresh	Local planning policy which long-term strategy to help guide new development across the East Riding until 2029. This includes the allocation of sites that will provide new housing and employment opportunities, alongside the delivery of supporting infrastructure.	<a href="#">East Riding Local Plan (adopted April 2016)</a>

<p><b>East Riding Rural Strategy 2016-2020</b></p>	<p>(Mid term review 2019)</p>	<p>East Riding Rural Strategy 2016-2020 aims to support sustainable rural development by tackling the problems faced by rural businesses, the farming sector and rural communities in respect of accessing services. It seeks to develop and promote opportunities presented by the East Riding's landscape, heritage and local food, especially in the tourism sector.</p>	<p><a href="http://eastriding.gov.uk">Rural policy (eastriding.gov.uk)</a></p>
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