

NYSP Conference – Economy and enterprise workshop

Key points in speaker's presentation

What will economy of North Yorkshire look like in 10 years' time? Need to produce an economic assessment for York and North Yorkshire to feed into integrated regional strategy.

What drives our economy?

- NY as a sub-region – York economy affects NY – decline of old sectors and new science and technology-based economy
- Rural areas – changes to land-use and agriculture – reliance on visitor economy – different to sub-region issues.
- Coast – Scarborough most deprived statistically – renaissance work is bringing development
- Lowlands – Tees valley/Vale of York – competitive areas – food and drink – easy communications links
- Leeds City region – financial services – may take hit in NY.

Business sectors

- Agriculture is economic driver but unsecure future
- Food and drink becoming one of biggest industries
- Energy – big for Selby. Green business will be crucial – renewables – opportunities for growth
- Manufacturing outside food – major structural engineering companies and high-tech engineering companies
- Visitor economy – becoming more competitive. Creative and cultural sector – we already have visitors, need to keep them
- Public sector and care work.

Key points in discussion

- Need skilled workforce relevant to emerging businesses
- Training – disability awareness training is important for businesses
- Ageing population – younger people in urban areas, older people in rural areas – how do we use talents of older people?
- Brain drain – market NY as destination of choice for people in their 30s - good place to raise a family
- NY should be iconic destination for tourism – need quality product and training - can't be complacent
- Public sector not welcoming to business – complacent because of low employment rate – not grabbing business. Can't provide housing for people who need affordable mid-level housing. Ratio of house prices to income is a problem
- Use of land will continue to be big part of our economy – shouldn't downplay it

- Transport infrastructure – needs to be flexible in providing transport to support people to get to work – look at connectivity
- Financial inclusion – credit union – work to do in rural areas
- Lifelong learning – sustaining health and wellbeing – not just for working adults
- Third sector needs to be invested in – will be badly affected by cost cutting
- Role of FE colleges – need to be part of development
- Creative sector is crucial – around 11,000 work in creative industries – need to attract entrepreneurial people to NY - arts and creative industries affects quality of life and tourism
- Need to know how to work with SME's – provide infrastructure, e.g. Broughton Hall business centre

Summing up from discussion

- Need to get infrastructure in place
- Broadband coverage is crucial
- Encourage small businesses to the area and provide the skilled workforce they need
- Attract enterprising people
- Upgrade of A1 will bring opportunities
- Investment in transport - airports/high speed rail link