

2030 VISION

# Where Should Yorkshire be in Ten Years' Time?

POLICY   
YORKSHIRE



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# ABOUT POLICY YORKSHIRE

## Policy Yorkshire is the region's first think tank.

The idea to set up a think tank was first conceived in response to the debate around devolution which centred on structures rather than what tangible difference mayors would make to meeting the policy needs of the region.

Also, it was thought that as the largest region in the country, Yorkshire is big and bold enough to have its own think tank.

Several meetings were held attended by MPs and Peers, council leaders, businesses people, university and civic society representatives, and all strongly backed the idea.

The organisation formally began its life at a meeting in 2018 at which the Archbishop of York spoke to welcome its formation.

### Our key objectives are:

- To provide an analysis of the state of Yorkshire across a wide spectrum of policy areas
- To identify the challenges that policy makers need to address
- To provide practical, evidence based policy ideas and solutions to these challenges

We aim to produce reports with recommendations to be sent to policy and decision makers in local and central government.

Membership of Policy Yorkshire is open to all corporate bodies, academic institutions, regional organisations, local authorities, individuals, charities and other third sector organisations based in Yorkshire. Members are invited to events and are asked to suggest what subject areas they want Policy Yorkshire to focus on. They are credited on the website and have the opportunity to stand for the Board. The annual cost is £750.

### Meet the Board

- **Deborah Fleming**  
Business Development Director,  
Walker Morris LLP
- **Emma Tregenza**  
General Counsel, Emerald Group
- **Jonathan Procter**  
Senior Consultant, DLA Piper
- **Matthew Howarth**  
Partner, Shoosmiths LLP in Leeds (Chair)
- **Natalie Sykes**  
Yorkshire and North East Regional Director,  
Institute of Directors
- **Nick Atkin**  
Chief Executive, Yorkshire Housing

### Our Patrons

- **Rt Hon Lord Blunkett of Brightside & Hillsborough**
- **Baroness Eaton of Cottingley**
- **Lord Haskins of Skidby**

The secretariat to Policy Yorkshire is provided by The Public Affairs Company, based in Leeds.



Further information can be found on our website at [www.policyyorkshire.org](http://www.policyyorkshire.org), or by emailing [admin@policyyorkshire.org](mailto:admin@policyyorkshire.org) or ringing **0113 278 0211**.

 @PolicyYorkshire

# FOREWORD



Matthew Howarth

Chair of Policy Yorkshire

**The start of the third decade of the 21st century provides an important opportunity for us to look forward to what the next ten years will bring for our region.**

This comes at an opportune time with a still, relatively new, government taking office pledged to 'level up' the north, agreement on a devolution deal in West Yorkshire and the need to develop a comprehensive plan for the region's recovery following the economic and social disruption caused by the coronavirus pandemic.

Faced with such a challenging landscape the question we must ask ourselves is what contribution elected Mayors alongside central and local government, business and civic communities will make to ensuring that the next decade unleashes the full potential of Yorkshire.

This requires a vision outlining where we need to go which this document seeks to achieve. Each of the contributors to this has set out how they see the next decade for the region. Whilst they were written before the coronavirus outbreak had really taken hold, that makes them no less relevant today. Indeed, as we transition to a period of recovery and renewal a positive vision for the region is needed now more than ever.

Each contributor passionately reminds us of the potential of Yorkshire in shaping the country's destiny.

From improved transport connectivity to harnessing the opportunities of new technology, from building social cohesion through sport to addressing the climate crisis and from ensuring our young people are equipped with the skills to succeed to empowering our towns and rural areas, the scale of the challenges we face are considerable to say the least.

None of what is envisaged in this document need be a pipe dream. That is why Policy Yorkshire is so important. From the visions laid out here we want to develop the practical, evidenced based policy proposals which those at all levels of government in Yorkshire and Westminster recognise as desirable, workable and ready to be adopted.

We need to show that as a region we are stepping up to the plate, devising home-grown solutions that we are ready to run with and supporting our elected Mayors, councillors and MPs to secure policy and fiscal change needed to enable the region to meet the aspirations of our contributors and all others who live and work in Yorkshire.

That is why Policy Yorkshire will aim to develop reports and materials that are accessible to all, avoiding the trap of publishing weighty tomes that are unlikely to be read. That is why we want to be a critical friend, challenging Whitehall and town halls about whether the money already available to the region could be spent better. It is also why when we publish reports, we want to encourage active support for them, because policy ideas without policy changes will do nothing to achieve the visions outlined in this document.

It is for that reason that I invite you to join us. Become a member, sponsor research projects and shape our work for the future. Yorkshire has so much potential. Will you be part of unlocking this?

A handwritten signature in black ink, appearing to read 'M Howarth'.

Matthew Howarth

Chair



**Our people are diverse and reflect  
Yorkshire's past, its present and its  
future. We are a thousand places,  
and we are one.**



**Dan Jarvis** MBE MP

Mayor of the Sheffield  
City Region

**As Mayor of the Sheffield City Region, I never fail to be impressed by the resilience of the people and leaders who call Yorkshire their home. Our people are diverse and reflect Yorkshire's past, its present and its future. We are a thousand places, and we are one. We are a region blessed with vibrant towns and cities, a glorious coast line, and vast green spaces like the Dales and the Peaks. It is this diversity of place, capability and opportunity that makes me optimistic that in ten years' time Yorkshire will be well on the road to being an ever more inclusive and prosperous county.**

Because in ten years' time, our region will have consolidated its position in research, innovation and creativity; a strand of Yorkshire DNA running through the veins of our cutting-edge manufacturers, our farmers, our digital and technology firms and our tourist attractions. It is capabilities such as these that will put Yorkshire in the vanguard of the world's response to the great challenges of the 21st century; challenges posed by climate change, an ageing population, by automation and an economic growth model that has failed to include all our people and communities in every region.

I am optimistic about our future here because we have the talent, the capabilities and the ambition to make it happen. Here in South Yorkshire we will help the world make cars, planes, and machines that are lighter, stronger, cleaner and greener. Working with world-class manufacturers like McLaren, Boeing and Rolls Royce, we will do this by building upon our research and business strengths in developing new techniques and methods of production to reshape how manufacturing is done into the future.

In ten years, Yorkshire businesses will be harnessing new hydrogen, battery, fusion and carbon capture techniques that will put the region at the heart of the clean energy revolution. South Yorkshire will be exploring sustainable energy sources like minewater technology in our former coal mines and exploiting low carbon opportunities at a new UK Atomic Energy Authority Fusion Energy Research facility to power our region's homes and businesses.

**Sheffield**  
**City Region**  
**MAYORAL**  
COMBINED AUTHORITY

We will also build on the expertise of our businesses, technology specialists and researchers who are leading the way in responding to the health challenges caused by modern, sedentary lifestyles and an ageing demographic. In South Yorkshire we are starting to build a cluster of world-class research with The University of Sheffield and Sheffield Hallam, and innovative businesses that will lead the way in advanced well-being, health prevention and medicine.

The future of our region is green. Over the next ten years we will have made huge strides in creating a Northern Forest that will cross from the east to the west coast of the North of England. It will deliver economic, social and environmental benefits for our residents, but most importantly, for future generations. By 2030, the North of England will be delivering on its commitment to tackling climate change.

For decades we have seen economic growth that hasn't reached into all of our communities. As a result, there are disparities in educational opportunities, outcomes and wages, and access, including transport access, to public services often falls far short of what our communities should expect both within Yorkshire but also across the country. We have started to make real progress on building an economy that has people at its heart, and in ten years' time, I believe Yorkshire will have transformed how we view the role of the economy.

For too long, the decisions about the communities, people and businesses in Yorkshire have been determined in the corridors of Westminster and Whitehall. The next ten years will require a radical change in how this country is governed. Here in South Yorkshire, our four local authority leaders and myself have started on that journey by agreeing to advance the Sheffield City Region devolution deal whilst also progressing discussions about the roles and functions of a Committee of Leaders from across Yorkshire. I am confident that over the next ten years we will see the devolution of more powers and resources that work for the whole of Yorkshire.

I believe that over the next ten years we will make great strides in starting to turn around the impact of generations of systemic underinvestment and an economic model that favours London and the South East. By bringing decision-making closer to our communities in a model that allows the whole of Yorkshire, urban, rural and coastal to work together on the big issues that we face, we will be able to collectively take advantage of the opportunities that devolution presents.



**John Cridland** CBE  
Chair of Transport for the North

**We have a strong vision of where Yorkshire, and the rest of the North, will be in 10 years' time. Our Strategic Transport Plan has set out a bold vision for the North by 2050, so we would expect to be well on our way to delivering that Plan for the benefit of people all across the North.**

If our Strategic Transport Plan is realised, we will see an almost £100 billion



boost to the economy in added GVA and 850,000 jobs above business as usual by 2050. The evidence supplied by us is already transforming the way that transport infrastructure projects and programmes are assessed, opening new opportunities for future investment and improvements in quality of life. However, we feel Yorkshire and the wider North should have a much greater say in how and when the schemes we want are delivered – from Northern Powerhouse Rail, to better links with Leeds-Bradford Airport and improvements to the A66.

### **What is Transport for the North?**

Transport for the North comprises political leaders representing the 20 Local Transport Authorities in the North of England, along with the 11 Local Enterprise Partnerships, Network Rail, Highways England and Department for Transport.

Our focus is to look at how we connect Yorkshire with the rest of the North and beyond, understanding the benefits of better connectivity and ensuring they are understood when making cases for investment. Clearly, there will be overlaps with local improvements, for example cycling and walking; and national schemes, such as HS2, but without a better grasp of the region as a whole, it will be much more difficult to demonstrate the transformational impact of Northern transport investment.

### **What does the North need?**

We need significant investment. Starting with a commitment to Northern Powerhouse Rail - an up to £39 billion programme that will boost connectivity between our major cities through a mixture of new and upgraded lines. The benefits will be phenomenal - more than four million people and 135,000 extra businesses within 90 minutes' reach of Leeds and over 100,000 more businesses and three million more people within 90 minutes' reach of the Sheffield. We want spades in the

ground by 2024, starting on the East side of the Pennines, such as upgrades for the existing Hope Valley Line between Sheffield and Manchester. For journey times, Wakefield to Liverpool will be around 30-35 minutes faster; a journey between Bradford and Crewe will be 70-75 minutes faster. This means more opportunities for people and businesses, and better prospects for this and future generations.

We have developed a Major Road Network for the North. We have developed Strategic Development Corridors that show where and how people need to move across our region. We are looking at Integrated and Smart Travel to help people move across the North in a much easier and simpler way. To bring this evidence to life, we have called for a commitment to a £7billion Northern Infrastructure Pipeline and £1billion to continue the development of what we need in to the 2030s. We also know we need to help drive modal shift towards public transport if we are to meet our Net Zero Carbon target – without the right infrastructure improvements, that will not be possible.

### **What does this mean for Yorkshire and where should it be in 10 years?**

Northern Powerhouse Rail will clearly be huge for Yorkshire and the North, but other schemes in our pipeline will also bring benefits, such as rail improvements between Doncaster and Immingham; increased capacity, including for cycling, on the A650 Tong Street, Bradford; and improvements to the Jocks Lodge junction near Beverley. We know that these schemes and others will improve journey times, but that's not how we primarily look at it. We look at the outcome of that investment - better jobs and better opportunities - we want moves like Channel Four to Leeds to become the rule rather than the exception. But opportunities don't have to just be professional - getting people to the North York Moors, for example, is also important – it will help our rural towns and communities, but also help us sustain the quality of life people have come to associate with the region we call home.

Going forward, we have developed a Northern Transport Charter demonstrating how we feel we can better deliver the improvements we need - empowering the North to determine and deliver for itself. By 2030, we would expect Yorkshire to have had significant investment, but the main difference is that in 10 years, I should be able to write this piece showing a vision for what we are going to deliver, not what we are asking for.





## Clare Crabb

Director (North of England),  
The Prince's Trust

### **Bridging the gap: bringing Yorkshire together to create a future ready workforce**

In my role as The Prince's Trust's Director for the North of England, I often reflect on what Yorkshire will need from its future workforce. I hear a lot of opinions and ideas from local employers, teachers and young people – and a lot of worries too. From young people in rural areas without transport to get to job interviews, to frustrated employers in our big cities who feel they can't attract enough young talent, a myriad of concerns must be addressed now if we are to ensure the best possible outlook for Yorkshire in the years to come. We all stand to gain if we get this right, and there are many opportunities open to us that could help to improve on the current situation.

One of the challenges facing communities in Yorkshire at the moment is an apparent disconnect between what local young people are learning at school and the skills they need to be effective in the workplace. Recent research revealed that two thirds of employers in Yorkshire say school leavers do not have the necessary skills they need for work (67 per cent) – this must change if we want to see young people becoming a talent pool capable of filling the skills gaps employers are facing. Helping young people to fulfil their potential needs to come from schools, employers and communities all over Yorkshire working together to form a web of interconnected support. We want young people to feel inspired, supported and motivated to explore career options that make the most of their talents. This is something we can only facilitate if we all commit to helping them realise their aspirations at every step of the way – which is, of course, to our collective benefit in the long run.

Several studies about the future of work try to pin down the technical skills young people need to be taught at school to succeed in future jobs. This is certainly important to employers – indeed, The Trust's own Futures at Stake 2020 research, supported by Govia Thameslink Railway, which surveyed employers, young people and teachers in the Yorkshire and the Humber area, shows that 85 percent of local employers think there will be a greater demand for digital skills in five years.

However, soft skills such as communication, problem solving and teamwork are also incredibly valuable to employers across the board, with 81 per cent agreeing that soft skills are as important as practical and technical skills in their organisation. It's impossible to predict exactly what the job market will look like in Yorkshire in 2030,

which is why when employers' needs adapt, training and education needs to adapt at the same pace.

These are just a couple of the reasons why The Prince's Trust works so closely with teachers and employers across Yorkshire. Together, we can help young people to bridge the gap between school and the workplace. Our proven track record for upskilling young people for the jobs of the future, along with the insights we bring from both our research and our experience, are helping local communities to generate socially inclusive growth.

The ways in which we support young people on their journey before they've left education is one example of this. We work with schools in Yorkshire through our Achieve Programme to support young people who lack confidence in their abilities or who have become disengaged with education to progress into a positive future. The programme focuses on building confidence, self-esteem and core employability skills to prepare young people for life beyond school. We know from our research that local young people want schools to increase their emphasis on work readiness skills, to introduce pupils to a wide spectrum of careers and offer more direct contact with employers in their region. The good news here is that employers in Yorkshire are open to building on their links with schools, with the majority believing they should play an active role in supporting local schools to prepare pupils for work (79 per cent).



The Prince's Trust also helps local employers connect with talented young people after they leave education. This is proving to be crucial given that almost half of local employers agree that traditional recruitment methods are no longer working and they need to be more innovative (47 per cent). Local young people are also frustrated with recruitment processes – seven out of ten say that employers rarely give them helpful feedback when they've been unsuccessful in applying for a role (70 per cent). There is clearly room for improvement here, which is why The Trust is committed to helping local employers reap the benefits of thinking about recruitment differently. Our 'Get Into' programmes, for example, help young people to explore and gain experience of a sector they're interested in, such as healthcare, retail and engineering, before opening up opportunities for them to apply for related, live vacancies.

Yorkshire faces many more nuanced and disparate challenges to create socially inclusive growth that prepares young people for the jobs of 2030. However, what The Prince's Trust's programmes and research consistently points to is the need to build stronger connections between young people's support systems. As devolution progresses, we must keep the principle of interconnection at the heart of Yorkshire's skills and employment strategy, to ensure skills gaps are firmly closed by the time we reach 2030.

**Our Yorkshire forebears had the  
wherewithal to change the world.  
It is our responsibility to change  
the fortunes of this county.**





## James Mitchinson

Editor of the Yorkshire Post

**Where should Yorkshire and The Humber be in 10 years' time? If we are to articulate a credible and compelling answer to that question, whilst at the same time stretching our collective ambitions for the region, it is important to stop and ponder where we are now.**

The largest of all the counties spanning some 2.9 million acres: 5.3 million people are fortunate enough to call Yorkshire home and - for the most part - feel the benefit of its £117bn economy. We've a population greater than Scotland, an economy twice that of Wales and one that is greater than the economies of several EU nations running into double figures.

Cheek-by-jowl live some of the world's most technologically advanced city region economies - led by captains of modern industry who are coveted by businesses across the globe - alongside designated areas of outstanding natural beauty. Nestled in our glorious natural assets are rural and agri-businesses employing around half a million people whose toil amounts to - according to the Country Land and Business Association - more than £17bn worth of goods and services.

Yorkshire's sporting prowess is well documented, with Olympic medals' boards regularly troubled by God's Own County vying for top spots. Militarily - The Yorkshire Regiment - we are the only county to have a British Army regiment carry the county brand. We produce the best tea in the world and gave unto others cats eyes, stainless steel and Jelly Tots.

Culturally the county is beautifully complex; diverse; amazing. The curry capital of Britain a stone's throw from the North's only ballet company. Only England's capital city boasts a better theatre scene than Sheffield and such is the breadth and quality of talent on offer here that Channel 4 - a broadcaster that prides itself on reflecting modern Britain - chose to up-sticks and settle here.

It was a Yorkshireman, so repulsed by its grotesqueness, that brought about the abolition of the slave trade. A towering statue to William Wilberforce - quite rightly - pierces the skies above his native Hull and if we are to truly unlock the full potential of this region we are going to need the courage and vision of Wilberforce; the problem-solving pragmatism that brought about cats eyes; the manufacturing guile that led metallurgist Harry Brearley to stainless steel and that little bit of sheer good fortune that gave us the Jelly Tot, all combined with something I don't

believe we've had: a single, cohesive, one-county strategy, predicated on a devolved settlement with Government that bestows upon us the powers and pounds we need to succeed.

Our Yorkshire forebears had the wherewithal to change the world. It is our responsibility to change the fortunes of this county. A single devolution deal for Yorkshire, one that is coherent, cohesive, strategic and impactful will improve procurement opportunities and speed up investment in the region. It will also mean that those currently not feeling the benefit of that £117bn can begin to, thanks to local knowledge, expertise and delivery.

But, I repeat; it is up to us. Nobody will do this for us. We must articulate the advantages of devolving regionally to Yorkshire, when other deals have been to cities. We must convince Ministers that we are not separatists hell-bent on carving out a People's Republic of Yorkshire. We are looking to be the catalyst - the solution - to UK plc's overall growth ambitions and we believe it is the right thing to do to seek a regional devo-deal that enables us to take our £17bn rural economy - indeed all corners of this county - with us.

Yorkshire people in charge of Yorkshire's affairs has to be the Y-2030 we all aim for. Not a fragmented county, pitted against one another but a powerful, effective and unified force. Together, holding a county Mayor accountable for transport; fire; policing; healthcare; planning; highways; housing and - crucially - growth. Local people who know best making key decisions on behalf of those they represent...locally. We must all coalesce around one vision for Yorkshire: one that drives forward our smart city economies, generating huge amounts of wealth and opportunity, and enables us to build desirable, diverse, welcoming communities to live in and enjoy. The Yorkshire I see in 10 years' time has its destiny in its own hands. London has done a good job, but we believe we can do better. To quote His Grace the Archbishop of York: Amandla. Awethu. Power to the people. Yorkshire people.

Those words must energise us; inspire us; galvanise us throughout the course of the next decade.

So, what does my Yorkshire look like in 2030? A Yorkshire that is as purposeful as it is honest; as capable as it is caring; as inclusive as it is determined. But, crucially: as empowered as it is admired.

It is time to convene around a single, credible, narrative and pursue the prize as one. A narrative that reassures those charged with running and reuniting this country, yes. But, more importantly; one that inspires people. For they are the ones that make Yorkshire the greatest of all the shires and they are the ones who deserve the opportunities that will come when the national economy begins to rebalance. The quest to close the north-south divide starts, now.

Amandla, Awethu!



## Mark Arthur

Chief Executive of Yorkshire Country Cricket Club

**The power of sport to inspire Yorkshire's communities and its positive effect on improving social cohesion cannot be underestimated. Cricket and the work that it is currently doing has the ability to bring people together from all facets of Yorkshire's diverse communities. There are some truly impactful initiatives that are currently having a positive effect in the area.**

Last summer, the eyes of the sporting world were on Emerald Headingley as it hosted four ICC Cricket World Cup fixtures. The cricket celebration extended into Yorkshire's communities with the aim of creating a legacy for the sport. The World Cup Trophy Tour was one of these initiatives as it visited many of Yorkshire's urban areas. Bradford was one of the cities to benefit from the tour as it hosted a kwik-cricket tournament for over 350 local schoolchildren. The trophy then moved onto the Karmand Community Centre for a women's and girls' event with former England cricketer Lydia Greenway.

Activities such as these are a perfect example of how Yorkshire Cricket is looking to ensure that its reputation off the field matches its considerable success on it. The professional, participation and community arms work closely together to strengthen the power of the Yorkshire Cricket brand. A collaborative approach between the entities has added a sense of belonging and created a united identity for Yorkshire Cricket. This step was taken with an emphasis on ensuring that cricket helps to unite and inspire people from any walk of life.

One recent example of this was the inspirational Women's World Cup held at Bradford Park Avenue. A year-long programme was introduced with female participants including solicitors, surgeons and teachers. Activities started with softball before learning how to play cricket over the course of a year, eventually leading to a world cup tournament. This hugely successful event has encouraged many of the women to continue playing, with a large number now participating within a newly formed cricket club. This initiative was recently recognised at the 2019 Business of Cricket Awards, picking up the Community Engagement Impact prize.

Further afield, the England and Wales Cricket Board (ECB) and Yorkshire Cricket have placed an emphasis on improving the opportunities within women's and girls' cricket, offering a more professionalised structure to grow the game. The region will soon see its first Regional Director of Women's Cricket, covering Yorkshire, Northumberland and Durham.

Through the Yorkshire Cricket Foundation, Yorkshire Cricket is doing some fantastic work engaging with South Asian communities and Eastern European communities in Humberside. The ECB launched its South Asian Action Plan in 2018, and Yorkshire is at the forefront of this. A considerable amount of research has been conducted to understand how barriers in participation are broken down. Two big obstacles that the South Asian community face are facilities to play in and the cost of cricket equipment. To make the sport more accessible, cricket is being taken into the heart of these communities. Urban Cricket Centres are being introduced throughout the region to ensure that a wider and more diverse audience are picking up bats and balls. The action plan's legacy will truly be understood in the coming years when the vast amount of qualitative feedback is compiled.

One ongoing project that is already seeing significant results is the regeneration of Park Avenue, Bradford. This venue is steeped in cricketing history after previously hosting 306 First Class matches, the first being played in 1881. What makes this venue so special is not just its considerable history, but its location in the heart of a

**THE YORKSHIRE COUNTY CRICKET CLUB**



large British-Asian community. In 2017, England Captain Joe Root, Adil Rashid and Moeen Ali, all key players who would go onto inspire England to World Cup victory, opened phase

one of the regeneration, which includes new cricket nets and changing facilities. Since the nets were opened, men and women of all ages have participated. Park Avenue welcomed just under 10,000 participants to its nets and ground in 2019, an uplift of 42% on the previous year.

The ICC Cricket World Cup was a celebration of diversity as Emerald Headingley welcomed Afghanistan, Pakistan, Sri Lanka, India, West Indies and England. Hosting these teams in front of sell-out crowds with the eyes of the world on Emerald Headingley will create a long-lasting legacy for Yorkshire's local communities who aspire to emulate their heroes. By continuing to build stronger relationships with local authorities, cricket could be a vehicle to strengthen happy and healthy communities.

By 2030, sport will have played a significant role in improving social cohesion within our region and may well help to combat health priorities, such as childhood obesity and diabetes. Local authorities will be crucial in driving this change by continuing to build key relationships with the charitable arms of Leeds United, Leeds Rhinos and the Yorkshire Cricket Foundation in order to deliver activities which will benefit our communities for years to come.



**Andrea Jenkyns MP**  
(Morley and Outwood)

**2020 marks not only the beginning of a new decade, but also of a new era for Yorkshire and the UK as a whole. No longer will debates about Brexit overshadow the political agenda in the way that they have done since 2016, with knife edge votes dominating both the news and the Government's time and resources. In this new era, we can focus above all else on helping to improve the everyday lives of people across Yorkshire, and it is vital that the Government now ensures that this opportunity is not missed.**

So how does the Government achieve this? There are many different possible avenues, but the one that stands out most notably to me is to increase the amount spent on investment in infrastructure. By doing so, we would have the potential to significantly improve the economy throughout the region and change both the lives of people in Yorkshire and the County as a whole for the better.

Historically, Yorkshire has received less money than other parts of the UK towards improving our infrastructure. In 2017, for example, the Office for National Statistics (ONS) found that in total, less than £3 billion was spent on this in Yorkshire. In contrast, in London alone the figure was over £3.8 billion, whilst for the rest of the South East the figure stood at over £3.6 billion. These figures show the stark regional inequality that Yorkshire faces in comparison to other parts of the UK. Additionally, it is also important to note that the ONS found that the 2017 figures actually represent the highest infrastructure investment levels in Yorkshire in years, and that the bulk of this increase is due to more money being spent towards repairing and maintaining existing infrastructure, with significantly less of this increased spending going towards new projects.

However, just because there has historically been a disparity between Yorkshire and other regions of the UK, in the future this does not have to be the case. We can invest in new infrastructure projects, to build upon what is already in place and unleash Yorkshire's potential over the coming decade, so that by 2030 Yorkshire is a radically different, and better, place to live. The impact that new projects would have both for our economy and on everyday life for millions of people cannot be overestimated.

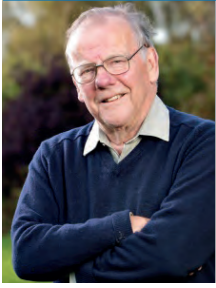
This would result in new jobs being created, both directly due to the need for people to construct them, but also indirectly too. Increased connectivity would attract businesses with a presence in Yorkshire to expand

their operations further, as well as encouraging both businesses with no current base and new, budding entrepreneurs to set up here too. Alone, the impact that this would have on the economy would be significant, but it would also be amplified further due to the additional benefits that new infrastructure would have. For example, we would have faster and more reliable means of transport, allowing businesses to move products with a newfound ease and increase productivity as a result.

There are other benefits for people too, in addition to the natural impact the boost to the economy would have. New infrastructure will allow people to travel faster and minimise disruption due to unreliable public transport, as well as easing traffic. People will be less likely to miss work due to delayed or cancelled public transport, and with increased mobility and other options, will be able to go around their daily lives with greater ease. People would find it easier to reach leisure activities, improving their quality of life and their health both mentally and physically. Depending upon the projects built, we can also reduce our overall environmental footprint by reducing our reliance on cars, improving our health and helping to combat climate change.

The UK Government has indicated that it supports this type of investment as well, with multiple media outlets reporting on the increased spending that the North, including Yorkshire, is set to receive. Many of you will have also seen or read that the Prime Minister, during the debate on the Queen's Speech at the start of this new Parliament, made clear his intention to end the fact that Leeds is the largest city in Western Europe without either a light rail or metro system, and he has my full backing for this proposal.

**The impact that new projects would have both for our economy and on everyday life for millions of people cannot be overestimated.**



## Lord Haskins of Skidby

Chair of the Humber Local  
Enterprise Partnership

**Significant devolution in Yorkshire will only work if it receives positive support from the people of Yorkshire. The last Labour government's proposal, for elected regional assemblies to be legitimised through a popular vote, was never put to the test because the voters were indifferent. Only one region had a referendum – the North East – and the assembly proposition was overwhelmingly rejected**

But getting an indifferent public enthused by devolution will not be easy. For example, whilst the region is called Yorkshire and the Humber, the half-million people living in the Humber but on the south bank, comprising North and North East Lincolnshire, will not go along with a political entity called Yorkshire. Those living in the industrialised urban communities of West Yorkshire will not find it easy to share a common Yorkshire brand with the rural population of East and North Yorkshire. There remain antagonisms between the five cities of Yorkshire – Leeds, Bradford, Sheffield, York and Hull – which may be petty and trivial (relating to football rivalries) – but has to be recognised.

The only way to convince those who are indifferent or sceptical to the idea of Yorkshire devolution is to demonstrate the economic benefits of the project. The evidence suggests that this can be done. The region's prosperity is far below the national average, and even further behind equivalent regions in Germany, France, Scandinavia and the Low Countries. Closer to home, Scotland, which got its own parliament 20 years ago, has

become relatively more prosperous and more confident as a result. Other countries like Ireland and Denmark, smaller in population than Yorkshire, are far more prosperous.

Successful devolution is all about getting people more engaged in their communities, more motivated in their workplaces and more self-confident in their ability to create a more prosperous and contented society. The tragedy of Brexit is that so many people in Yorkshire and the North, voted to leave Europe because of their general indifference and disillusion. Communities have been weakened by low perceptions of the political system. A poorly motivated workforce is a reason for the low productivity of the country and the lack of self-confidence leads to an inferiority complex about London and the rest of Europe.

Successful devolution can reverse these negative trends by giving people in the regions more influence over the issues that matter to them. They need to have more say in the way their schools and colleges are run so that they are more relevant to local needs. The same can apply to health. Regional infrastructure has been neglected, resulting in unnecessary frustrations for travellers. Whilst climate change is a global issue, it is difficult for most of us to do much about it. But people will respond if they understand the local impact of climate change on their lives, whether it be pollution in our towns and cities, or the flood damage on the Humber and York.

The delivery of public services depends on the motivation and empowerment of the people who work in them. Devolution should give them a greater sense of engagement and, therefore, commitment. In business, I find that people responded best when they felt the decision making was, as much as possible, devolved to them. Contrast this with the low morale in highly centralised public institutions such as the NHS, or private organisations like the banks, which have taken virtually

**The only way to convince those who are indifferent or sceptical to the idea of Yorkshire devolution is to demonstrate the economic benefits of the project.**



all their decision-making away from their regional networks.

Is it possible to achieve a popular and credible devolution of power to Yorkshire, away from London in 10 years? It will require the combined efforts of national and local Governments, business and the public itself.

If we moved some key government departments away from London – the Department of Health to Leeds, DEFRA to York and the Humber, BEIS to Sheffield – the economic and symbolic consequence would be dramatic. (Other Government departments could be transferred to other regions). In this internet economy, this is easily achievable, bringing jobs to the regions and freeing up buildings in London for the development of its global financial services.

Until the Second World War, the delivery of most public services was the responsibility of local government. Centralised government, although less democratic, was justified by the war. After 1945, a Labour government, which adopted the socialist principles of central control, nationalised the mines, railways, steel and created the highly centralised NHS. Mrs Thatcher took further power away from local government, because she believed that the big City Councils were a breeding ground for socialism.

As a result, we have severely run down local institutions devoid of power and income and, unsurprisingly, unable to attract enough talented people to work there. This trend needs to be urgently reversed by giving local authorities much more responsibility and finance for local public services from health and education to infrastructure and incentives for investment. Critics would argue that the Local Authorities are not competent to take on such additional responsibilities. This is a chicken and

egg situation. If the work is meaningful, the right people will emerge. A greater Yorkshire (body) should attract the talent but there should also be a rationalisation of the 38 Local Authorities in the county.

If devolution is to work, big businesses must also engage. The banks should give power back to their regional networks. The idea that centralisation gave them more control was blown away by the financial disaster of 2008. Company headquarters should relocate away from London. It is absurd that Associated British Ports, which makes most of its money on the Humber, should have its head office in the city of London. Companies like Reckitt Benckiser and Smith & Nephew, why should they not run their business, in this modern age, from their original bases in Yorkshire? Local businesses should engage more in public/private partnerships like the Local Enterprise Partnership (LEP).

One of London's great strengths is its connectivity. All major roads and railways lead to London. The underground network is probably the most complex and effective in the world. Heathrow is the largest international airport in the world. The system is dangerously over stressed and is attracting support for even more investment. Why not, instead, create sophisticated regional networks, the Trans-Pennine road and rail system, whereby a train runs from Hull to Leeds every 20 minutes rather than every hour. Better connectivity should stimulate cultural activities enabling more people to engage in events and, of course, open the employment market.

But if we are to engage the people in this Yorkshire project which, in my view, is the key to success, we must somehow develop the political leadership to stimulate them. Joe Chamberlain did it for Birmingham in 19th century, Willy Brandt for Berlin in 1960's, Richard Leese for Manchester today. Yorkshire needs to find somebody to match these formidable politicians.





## Bill Adams

Regional Secretary, TUC Yorkshire and Humber

**We will have a future fit for the working class, or we will have no future at all.**



Class justice and climate action must be our watchwords and lodestar. For without these, the working class communities responsible for building Yorkshire's wealth, and who are most exposed to the untold suffering of the climate emergency, will pay for the excesses of the 1%.

If we are to create a vision for our region, we must first ask ourselves: Who speaks for Yorkshire? Right now, it is conferences full of black suits and white faces.

It lacks democratic legitimacy. It lacks breadth of vision. It lacks an understanding of what life today is like for most people in our county who are not used to the rarefied meeting halls of business and commerce. There are 600,000 trade union members in Yorkshire. It is these people who build our roads and railways, nurse our sick relatives, drive our buses and serve our dinners.

We are every face you see in the street. We are every nationality, every colour, every creed. We have built Yorkshire, we make it move, but we do not share in its

wealth. And the choices we make in the next ten years will determine whether we have a future at all.

Today, we face a moment of maximum crisis. Yorkshire & the Humber is the most exposed region to the climate crisis. Our research shows that 28,000 people are directly employed by the 26 biggest emitters in the region, with thousands more employed in the local supply chain and economy. Tens of thousands of workers will need to be offered green jobs that are the equivalent of the high quality, skilled, unionised jobs they currently hold.

A vision like this requires bold coordinated action, with unions and business working hand in hand to decarbonise their workplaces, supply chains and business processes.

But it also necessitates substantial and radical state intervention in our public transport systems to support this green transition.

Yorkshire in ten years time must be home to integrated mass transit networks which make public transport the option of choice for millions of commuters. We should see tram networks connecting the urban corridors of West Yorkshire, making it as easy to cross from Bradford to Wakefield as it is to get from Kings Cross to Waterloo. We need an expansion of the Supertram in South Yorkshire so that no community is left behind.

But it cannot exist in isolation, and should be integrated with publicly owned bus networks, providing such a regular, cheap service that you wouldn't have a second thought to check the timetable as you stepped out of your front door. And this investment should exist as much for leisure as for labour. Public luxury, such as swimming baths and nature parks should be as accessible via ultra frequent buses and trams as they are by car.







**We are every face you see in the street. We are every nationality, every colour, every creed. We have built Yorkshire, we make it move, but we do not share in its wealth.**

All of this could contribute to our green industrial revolution, with new transport infrastructure and assets being built in Yorkshire, providing highly skilled green jobs for the future.

This is a bold vision for public transport in the age of the climate emergency, and indeed it is boldness we need. So why not go further, and restart the planned regional Eurostar and night train services to Europe that were envisioned from Leeds and Sheffield over 20 years ago

This will be the marker for whether our future national and regional governments take the climate emergency seriously. If Belgium's provinces can commit to funding a new generation of night trains, why can't Yorkshire – a 'province' twice the size?

But business cannot take such investment for granted, and they must be ready to invest in their hard working Yorkshire staff too. This means employers taking responsibility for lifelong learning and skills, rather than benefitting from state investment.

We can no longer have an economy with businesses like Asda, that throw their staff on the scrap heap because they refuse the indignity of a life entirely controlled by corporations. Workers invest themselves in a company when they believe they are invested in. So, Yorkshire businesses should be ready to give some measure of worker control, by seats on boards, and recognising

collective bargaining with trade unions. A future without this will simply repeat the low paid zero hours economy that has left working people destitute and desperate for change.

But democracy cannot simply remain in the workplace. This vision must be bound together and forged with a mandate from Yorkshire people.

This means devolution cannot go on as it has. Bestowed from on high in Whitehall, ignoring the needs of local people. Working people want a genuine say, and that means a democratically elected and accountable body that can speak and spend for Yorkshire, with our fair share of Treasury funds.

If we are to break the deep regional imbalances that exist in the UK, we must be radical in our approach. Without this, devolution is an insulting fig leaf and will mean nothing for working people.

Working people must have a future worth fighting for. That means addressing pollution and public health via high quality public transport and wealth redistribution. It means action on climate to ensure a future that is dignified and fulfilling.

Climate justice equals class justice. There is no getting around this. We need radical action if we are to build a future fit to live in.



**North Yorkshire is a hidden secret in terms of business, and its business community is vibrant and exciting.**



## Carolyn Frank

Development Manager (North Yorkshire), Federation of Small Businesses

**Ursula Southell, Knaresborough's Mother Shipton, arguably one of North Yorkshire's most famous early female entrepreneurs, in her prophecy of 1641 was not far off on predicting many of today's greatest challenges including climate change. Yorkshire has always had vision and visionaries, but is not currently reaching its potential, mired instead in discussions based on lines on a map and political manoeuvring. It's time to work together and get "back to business" if Yorkshire is unlock its potential over the next decade.**

The Federation of Small Business itself had founder members in North Yorkshire and as we celebrate 46 years in 2020 we've seen many ideas come and go to help our members flourish being self-employed or running small businesses. We continue to deliver top class member benefits and a powerful voice for small businesses, giving small businesses peace of mind that someone is listening and acting on their behalf, both locally in Yorkshire and nationally across the UK. By 2030 we will be well past half a century of helping small businesses achieve their ambitions, so we know they have great talent and are natural innovators but we also recognise many barriers in their way.

Future visioning is something that is too often a luxury for small businesses, they are too busy with the day to day pressures placed on them – recruiting and retaining staff, rising costs, managing cash flow, finding work-life balance and excelling at customer service, finding premises and support, and that's before making any profit. This doesn't mean that they don't have vision, it just means that they are working under more pressure than most to find planning time, and they often don't have time for too much strategising.

North Yorkshire is a hidden secret in terms of business, and its business community is vibrant and exciting. Virtual Assistants running the World and farmers developing world leading agri-technology from back bedrooms in Bedale, small industrial estates hives of activity in specialist manufacturing with enviable big name customer portfolios linking Kellingley and Kirkby moorside with Silicon Valley, and Hawes and Helmsley with Dubai and Azerbaijan. If we can link these local entrepreneurs with the world leading research at our universities, to develop innovation, we can become world beating and deliver economic growth to the Yorkshire table. One of the keys to success for Yorkshire is to not underestimate the most rural areas. There is no valid reason to suggest that, with matched opportunity, they would be any less productive than metropolitan

zones. Yet, they are often not considered as a priority due to low population density, and are subsequently awarded less funding and are overlooked for major investments in infrastructure. York is less than two hours from London by train already – many people commute a longer distance from outer London to work in the centre – so why is our region so removed from Westminster when policy decisions are being made that overlook our region's potential? We need to collectively compete with other areas instead of trying to compete within the region.

Our destiny lies in supporting the foundation economy here to grow at a hyper local level, making each village and town here function as a sustainable economy, and then connecting all the dots to help the flow of knowledge, goods and services and people around our County, the largest in the UK, and also in and out of it, up and down it and across it. Digital connectivity yes, but also solid road networks and public transport especially bus and train linking across devolved boundaries. Connection at all levels, between the supply chain, businesses and customers, with policymakers and academia.



Our young people particularly need help to stay here. We need to focus on the positive aspects of a Yorkshire lifestyle, and make it affordable for the next generation to live here, retaining our graduates and reducing the so called "brain drain" has to be a key priority. Start them young – with inspiration right from primary school to become Yorkshire's next great Entrepreneur.

Get the smallest "micro" businesses involved in shaping demand led business support as well as local budgets and economic development. They are connected with what their communities need and are invested in the local area already. At the end of the day most things in life come down to teamwork and vision. If policymakers can have a bold vision and truly build relationships with business to work together to the same goals, all of Yorkshire will flourish together, realising its potential and the North South divide may finally narrow, so that we take our rightful place as a leading region. This needs to work from the grassroots and the smallest businesses up – they don't see administrative boundaries, they just see opportunity, and there's a lot to learn from that.

How will we know if it's right by 2030, or sooner? FSB will stop getting calls from business owners "in despair" at government decisions locally and nationally, and we will see businesses supported with all the key elements of connectivity, investment and a skilled, diverse, local labour force to lead their communities to greater sustainable productivity and prosperity and meeting the big challenges like climate change head on whilst doing it – what York & North Yorkshire LEP would describe as "good growth" and Mother Shipton could only have dreamed of.



## Professor Sir Chris Husbands

Vice Chancellor of Sheffield Hallam University and Chair of Yorkshire Universities

### **'Higher Education is central to Yorkshire's prosperity'**

The most complex challenges are those that are the most difficult to discuss. This is true in our personal lives, at work, and when thinking about our region and the nation as a whole. With a new mandate, the government has given a clear commitment to 'level up' the regions, which means enabling Yorkshire to realise its full potential as part of an overall plan to narrow gaps in prosperity between different parts of the country.

As we approach the second quarter of the 21st century, our society faces many challenges that are testing the limits of human ingenuity. The challenges we face are difficult because so many are interconnected, and raise profound questions about the sort of lives we want to lead and the sorts of lives which it is sustainable to lead. This is true across health, transport, work – and the list could go on. We know that our population faces significant health problems, many of which are linked to poor environments and increasingly sedentary lifestyles – but how do we do this given the dynamics of modern life? In Yorkshire, life expectancy at birth is lower for men and women compared to the national average, and within the region there are stark health inequalities between different places. Part of the solution is to encourage people to exercise more – but how do we achieve this when we have designed physical exertion out of everyday life and work, and when there are demands for other investment?



Yorkshire Universities

We want an efficient and effective transport system but without damaging the environment, increasing carbon emissions and reinforcing sedentary lifestyles. Too often, society is not prepared either to think about the interconnectedness of our challenges, or to deal sensibly with the policy choices they involve. That's where universities come in: complex institutions set up to consider complex challenges. It's why initiatives such as the Leeds Climate Commission, supported by academics at the University of Leeds, are so important to helping places to make positive choices on issues relating to energy, carbon and the climate – convening key organisations and actors from across the city and public, private and third sectors. The challenges we now face involve sophisticated relationships between technology, innovation and society, and with difficult trade-offs. There are no simple answers.

The higher education sector has been designed to critically analyse and address these complex challenges, and to help the region and the rest of the country encourage aspiration, embrace opportunities and enable future generations to realise potential.

Universities are central to building a prosperous, inclusive and sustainable future for the UK in a post-Brexit era. Fortunately, we have a group of twelve such institutions in Yorkshire, who come together under the umbrella of Yorkshire Universities. At my own university, Sheffield Hallam, the Advanced Wellbeing Research Centre is a world-leading research and development facility for examining ways to promote population health and wellbeing through exercise. My colleagues there are working out how, exactly, we can address the linked problems of sedentary lifestyles and long-term conditions not simply by encouraging people to move more but by helping them to make the necessary changes in their lives. This will have impact not only on the wellbeing of individuals but also on the costs of health provision.

**Universities are central to building a prosperous, inclusive and sustainable future for the UK in a post-Brexit era**



The University of Sheffield's Advanced Manufacturing Research Centre is at the hub of a network of leading-edge research and innovation centres working with manufacturers from around the globe, connecting these to local SMEs, in order to conduct ground-breaking research into advanced machining, manufacturing and materials.

In Leeds City Region, the universities collaborate in an excellent medical technology (med-tech) cluster that is a world-class asset finding solutions to health challenges and spinning out high growth businesses in digital health. As a result, Leeds has more digital health companies than Oxford and Cambridge combined.

In the Humber, the University of Hull-led Project Aura has brought a coalition together from business, academia, regional and national government to build a collaborative innovation cluster for low carbon energy, with a specific focus on offshore wind. Whilst in York and North Yorkshire, the University of York's world-leading biotechnology and sustainable chemistry research is at the forefront of efforts to tackle major threats to global food supply chains.

Such research is vital, but so is the implementation of results, as the diffusion and application of new ideas can make a tangible difference to people and businesses in the towns and cities of Yorkshire. That is why we need to strengthen innovation in the region and connect this better to interventions designed to improve skills. At Sheffield Hallam, the university's degree apprenticeship centre is improving the higher-level and technical skills of local people across the region. In fact, all members of Yorkshire Universities are playing an active role in the degree apprenticeship agenda, expanding flexible opportunities for learners and employers to improve workforce skills.

Equally important are the higher education sector's contributions to the arts: the outstanding work of Leeds College of Music and Leeds Arts University in shaping the future of creative industries; also, the rapid development of a digital sector in Sheffield with strong links to the two universities.

The latest figures show that 196,000 students are at Yorkshire's universities. Collectively, these institutions support 56,000 jobs in the region – 30,000 are directly employed by the sector and a further 26,000 jobs are supported in the supply chain. They also contribute £3bn per annum to Yorkshire's economy.

We face extraordinary challenges as a region and a nation, which need complicated solutions and decisions. These require hard thinking. That means closer partnerships with organisations geared up to do the hard thinking and, just as important, to prepare the next generation to do even harder thinking.

Around the world, nations are increasing their investment in higher education. Almost half of all young people in China enter higher education, as do over half of Americans and seventy five percent of South Koreans. This is not a luxury for these countries: it is a calculated investment in the future.

In the UK, we have made progress on widening access to universities, but by international comparison we are still under-performing and need to increase social mobility and progression: nationally, only two-fifths of 18-year-olds progress to higher education. The figure in Yorkshire is about one-third. In an ever more complex world, we need to develop all the talent we can, and continue to invest in and improve access to higher education.

Higher education matters to us all, because it can help to answer some of the hard questions we face, and because Yorkshire's long-term prosperity depends upon this.



**Having a vision is the easy bit, but a visionary without a plan is just a dreamer, and dreaming doesn't deliver!**





## Gary Hetherington

Chief Executive, Leeds Rhinos

**Yorkshire should build on its already strong brand to develop a profile and reputation around the World as England's most powerful, resourceful and successful County and a "must visit" destination for visitors from overseas.**

And sport has an important role to play. For the past 100 years, the County has produced legendary sportsmen and women, world champion teams, iconic international contests and grounds like Headingley, Elland Road, Hillsborough, Bramall Lane and Scarborough, which are cherished the world over.

And the people of Yorkshire have a passion for sport like no other. With over 30 professional sports clubs in the County, each has its own fervent supporter base who can be very tribal when supporting their team against local rivals, but quite uniquely they all have a common denominator in their support for Yorkshire! Most will often bellow out a rousing chorus of "Yorkshire, Yorkshire" during a game which is a message to the opposition fans that we "Yorkies" have a pride and distinct advantage having been raised in the Country's biggest and best County! Can you think of any other County which does likewise? I can't!

So, we have plenty to be proud of and a foundation from which to build for the next 10-years! And so, what could our sporting vision for Yorkshire be?

A vision, of course, is something we want to see in the future, and it should be a combination of achievable targets. Sport can provide a solution to so many of our social challenges and my list, in no order of priority would be to deliver:

- Teams that our Cities and Towns can be proud of
- Iconic Stadia and facilities with capacity crowds
- World Champions in a variety of different sports
- Significantly increased participation of all sports from people of all ages
- Much greater focus on sports participation in Primary and High Schools and Colleges
- Local sports facilities used by Community groups to enhance a sense of communal pride and togetherness



Having a vision is the easy bit, but a visionary without a plan is just a dreamer, and dreaming doesn't deliver! So, a well thought out plan with achievable and measurable targets should underpin all the visionary strands. And this will require all the key stakeholders to come together and do their bit!

The Government should take the lead by setting ambitious targets for participation and explaining to all how sport can assist the NHS and alleviate the onset of obesity. Financial support could be made available to encourage community initiatives and creative schemes to benefit and engage local people. The new Sports Minister, Nigel Huddleston, has the opportunity to lead a "Sporting and Communal Revolution" in Yorkshire which could become a template for other Counties to follow.

Each sport's governing body should set out its own targets and encourage local teams and players to form a close association with the local authority who, whilst not having financial resource available, do have the connections, partnerships and in many cases, amenities to assist.

And the media can do their bit by promoting local ambassadors and schemes and increasing coverage of schools sports and sports people. Local TV, radio and newspapers, allied to social media can be a powerful influence to help champion a bandwagon of support and recognition for individuals in particular who lead the way, and this in itself could inspire so many to become involved, either as a competitor, match official, administrator, or simply a fan from the touchline.

So, plenty of scope and opportunity and a project which if done well would be extremely enjoyable and rewarding for all participants who would be working together to deliver a respect and admiration of "Yorkshire Sport" the World over!

## Policy Yorkshire Members



Lord Haskins  
of Skidby



Further information can be found on our website at [www.policyyorkshire.org](http://www.policyyorkshire.org),  
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