

HEY Business Board**Agenda****10am on 5 February 2025****Hull History Centre and Teams**

	Item	Reporting Officer	Time
1.	Apologies To receive apologies.	Chair	10am
2.	Minutes of the Meeting held on 13 December 2024 To approve the minutes as a true and correct record.	Louise Hawkins	10am
3.	Devolution Progress Update	Cllrs Handley and Ross	10.05am
4.	Update on the National Industrial Strategy To provide an update on the progress of the National Industrial Strategy.	Peter Campey	10.20am
5.	Inward Investment The purpose of the paper is to inform the HEY Business Board of the activities undertaken by East Riding of Yorkshire Council (ERYC), Hull City Council (HCC), and the HEY Business, Growth and Skills Hub, (BGS Hub, formerly the HEY LEP,) to secure inward investment into the area.	Phil Glover, Richard Lowther and Steve Silvester	10.40am
6.	Small Business Strategy and National Growth Service Presentation To provide a presentation on the Small Business Strategy and National Growth Service.	Jon Brunton	11.10am
7.	Glossary/Business Terms Briefing and the Business Intelligence Monthly Reports To provide a glossary of terms as requested by the Board.	Jon Brunton	11.30am
8.	HEY Skills Board Update To provide an update on the progress of the HEY Skills Board.	Teresa Chalmers	11.45am
9.	Work Programme To discuss the future work programme for the Board.	Chair/ Teresa Chalmers	11.55am



HEY Business Board

9.30am on 13 December 2024

Aura Innovation Centre

Members Present

Jason Speedy (Chair), Phil Ascough, Jo Barnes, Robert Brocklesby, Andy Capes, Amelia Caruso, Martin Corcoran, Chris Crystal, Finbarr Dowling, David Garness, Paula Goldthorpe, Daniel Haley, David Hall, Councillor Anne Handley, Beckie Hart, Phil Jones, Angela Kirkwood, Thomas Martin, Madge Moore, Stephen Parnaby OBE, Councillor Mike Ross, and Katy Swaby.

In attendance

HEY Business, Growth and Skills Hub: Harry Baross (Net Zero Co-ordinator), Jon Brunton (Growth Hub Manager), Teresa Chalmers (Chief Operating Officer).

HCC: Lisa Dixon (Assistant Director Legal Services and Governance), Phil Hall (Enterprise Development Manager), Louise Hawkins (Democratic Services Officer), Chris Jackson (Director of Regeneration), Matt Jukes (Chief Executive).

ERYC: Dawn Hall (Business Support Services Manager), Andrew Hewitt (Growth Programmes and Policy Manager), Claire Hoskins (Director of Asset Strategy) and Alan Menzies (Chief Executive).

Minute No	Item	Action By/Deadline
9	<p>CHAIR AND DEPUTY APPOINTMENTS</p> <p>It was confirmed that following an electronic voting process Jason Speedy had been elected as Chair of the Board.</p> <p>Jason Speedy then took the Chair. He explained that further discussions about appointing a Deputy Chair would take place following the meeting.</p>	JS/LH
10	<p>APOLOGIES</p> <p>No apologies were received.</p>	
11	<p>MINUTES OF THE MEETING HELD ON 25TH OCTOBER 2024</p> <p>The Democratic Services Officer submitted, for approval, the minutes of the meeting held on 25th October 2024.</p> <p>Agreed – that the minutes of the meeting held on 25th October 2024 be approved as a true and correct record.</p>	LH

<p>12</p>	<p>DEVOLUTION PROGRESS UPDATE</p> <p>The Board was informed that –</p> <ul style="list-style-type: none"> i. A significant amount of work was being undertaken to ensure that the required structures were in place for when the Combined Authority was created; ii. That around half of the funding that had been allocated to set up the Combined Authority would be required to deliver the mayoral election; iii. That, on its creation, the Combined Authority would be a lightly resourced organisation as the newly elected Mayor would make decisions on how the Combined Authority would be resourced and staffed, and iv. The Labour Party had announced a two person shortlist for its mayoral candidate and other parties were expected to announce their candidates in the coming weeks. <p>Agreed – that the update be noted.</p>	
<p>13</p>	<p>GOVERNANCE MATTERS</p> <p>L. Dixon attended the meeting to provide the Board with an update on governance related matters.</p> <p>The Board was informed that –</p> <ul style="list-style-type: none"> i. Work was underway in preparing the governance arrangements for the Combined Authority which included its Constitution; ii. The Parliamentary Order was bespoke to the Hull and East Yorkshire Combined Authority and it was not possible to simply replicate Constitutions which were in place for other Combined Authorities, and iii. It was important for Board members to understand that the Hull and East Riding Business Board needed to follow the Nolan Principles and that independent training would be made available to Board members to ensure they were comfortable with their role and responsibilities. <p>Agreed – that the update be noted.</p>	
<p>14</p>	<p>BUSINESS SUPPORT SERVICES IN HULL AND EAST YORKSHIRE</p> <p>J. Brunton, D. Hall and P. Hall attended the meeting to provide the Board with an overview of the region’s Business Support Services which were delivered by Invest East Yorkshire (ERYC), Invest Hull (HCC), and the HEY Growth Hub’s delivery.</p> <p>The Board was informed that –</p> <ul style="list-style-type: none"> i. The briefing paper set out how partners were working together to deliver service across Hull and East Yorkshire; 	

- ii. 90% of public funding for Business Support was made available through Local Authorities and the Growth Hub;
- iii. The services worked collaboratively and were reactive to the needs of businesses;
- iv. 60% of the businesses that received support were Small/Medium Enterprises (SMEs,) however support was also provided to sole traders which were not VAT registered. There were a number of businesses that are not looking to expand, however they needed business support to ensure sustainability;
- v. Around 2,800 businesses had been supported of which 70% were new businesses;
- vi. Businesses who contacted the Business Support Services were provided with a named advisor; that a full event and workshop programme was planned at least three months in advance, and this was led by the business community;
- vii. Work was being undertaken to create a single point of entry for the Business Support website;
- viii. Around 26% of the businesses which had been supported had accessed grant funding, however the service was primarily focussed on providing advice and support. The Business Support Services worked with partners and organisations who could provide specialist support when required;
- ix. The Government was working at pace on its Industrial Strategy; in addition a Humber Economic Strategy was being developed, and the team was also assisting Government colleagues in the development of the new Small Business Strategy, and
- x. Interested young people were being encouraged and supported into self-employment. It was acknowledged that setting up a business could be challenging, and support could also be provided in relation to mental health and wellbeing.

The Board discussed the following matters –

- i. Whether there were any further timelines in relation to the UK Shared Prosperity Fund (UKSPF) allocations. It was confirmed that the Government had not yet made an announcement, however the two local authorities had made a commitment to the continuation of the Business Support Teams;
- ii. That the Board could provide business intelligence and strategic direction to the Business Support Teams;
- iii. That agricultural businesses were still currently having issues in accessing funding and as direct payments were due to end soon the Government would need to be asked to provide funding to continue to support those businesses. It was noted that in relation to UK Shared Prosperity Funding specifically this was only available for Farm Diversification projects;
- iv. Whether any support could be provided to enable businesses to become more efficient. The Board was informed that specialist advice could be provided for example manufacturing reviews could be undertaken to identify efficiencies;

	<p>v. That there were teams within both Council's who worked on developing inward investment in the region;</p> <p>vi. That there was a specialist Workforce Development Business Advisor who could assist businesses in relation to workforce recruitment and had been very successful in obtaining unallocated apprenticeship levy funding that would otherwise go back to the Treasury. This funding had enabled SMEs to grow their workforce via the employment of apprentices;</p> <p>vii. That the Government had announced the Connect to Work programme which would assist inactive individuals into sustainable employment. A substantial amount of funding would be made available and Hull City Council would act as the accountable body, and</p> <p>viii. That the range of programmes could be confusing for businesses who wanted to access support. A regional business support handbook had been developed to assist businesses to find the right option but business advisors can help navigate the offer.</p> <p>Agreed –</p> <p>a. That the presentation be circulated to Board members;</p> <p>b. That there in an agenda item on inward investment at the next Board meeting.</p>	<p>JB/LH LH/TC</p>
<p>15</p>	<p>FURTHER LOCAL INTELLIGENCE INTO THE NATIONAL INDUSTRIAL STRATEGY</p> <p>Agreed – that the item be deferred to a future meeting.</p>	<p>LH/PC</p>
<p>16</p>	<p>TRANSPORT DEVELOPMENTS</p> <p>C. Hoskins attended the meeting to provide the Board with an update on transport related issues.</p> <p>The Board was informed that -</p> <p>i. The significant strategic decisions relating to transport would sit with the Mayor and that the funding provided to the Combined Authority would be for longer periods of time than it had been previously for been provided to Local Authorities;</p> <p>ii. The responsibility for local bus services would transfer to the Combined Authority and there would be an opportunity for bus franchising opportunities;</p> <p>iii. The Combined Authority would provide one voice in relation to improving rail services;</p> <p>iv. A Key Route Network (KRN) had been drafted which highlighted that strategically important routes in Hull and East Riding. The KRN would be the responsibility of the Mayor;</p> <p>v. The Board member's views in relation to highways and the transport network were important;</p>	

	<p>vi. In year capital funding of £24.6m had been allocated for the delivery of priority schemes in Hull and East Yorkshire, and</p> <p>vii. It was expected that the Combined Authority would receive £14m each year over the next 30 years for transport related schemes.</p> <p>The Board discussed the following matters –</p> <ul style="list-style-type: none"> i. That it was important for transport issues to be discussed at this Board; ii. That it was acknowledged that the Mayor would have the power to introduce a bus franchise however it was not a requirement, and iii. Whether it was possible to co-ordinate the delivery of major schemes across the region as to minimise the impact on the network. The Board was informed that schemes currently underway were being delivered by Highways England and the local authorities had little power to determine when they were delivered, however the Mayor would have more powers in relation to that issue. <p>Agreed – that the update be noted.</p>	
<p>17</p>	<p>HEY SKILLS BOARD</p> <p>T. Chalmers explained that the HEY Skills Board had held its inaugural meeting and the next meeting would take place in January 2025. The Chair of the Skills Board, once elected, would be invited to a future Business Board meeting and vice versa.</p> <p>Agreed – that the update be noted.</p>	<p>LH/TC/CW</p>
<p>18</p>	<p>NORTH EAST AND YORKSHIRE NET ZERO HUB</p> <p>H. Barros attended the meeting to provide the Board with an overview of the North East and Yorkshire Net Zero Hub.</p> <p>The Board was informed that –</p> <ul style="list-style-type: none"> i. There were 20 members of the team which were spread across the North East and Yorkshire region; ii. There was a focus on larger developments due to the reporting mechanisms; iii. That the Business Support Teams could provide a service which would help businesses identify ways in which they could reduce energy usage, and would also assist in accessing funding to implement the required changes. It was possible to evidence the financial impacts on businesses as a result of the changes, and 	

	<p>iv. The role of the Hub was to act as a conduit; it could step in to initiate activity if required, and provided an opportunity for linkages.</p> <p>The Board discussed whether there were any connections between the Hub and the Humber Energy Board. The Board was informed that the Humber Energy Board was in a period of change and that a part time Executive Director would be in post from January 2025. HB would be attending the Forum of the Humber Energy Board, not as a full board member which required a financial contribution.</p> <p>Agreed –</p> <p>a. That the update be noted, and</p> <p>b. That it is suggested that the Net Zero Coordinator is a representative on the Humber Energy Board.</p>	<p>TC/HB</p>
<p>19</p>	<p>WORK PROGRAMME</p> <p>T. Chalmers explained that she would take feedback from the discussions that had taken place at the meeting and an initial work programme would be discussed at the next meeting.</p>	<p>TC/LH</p>

Briefing Paper to the HEY Business Board**Wards: All**

5 February 2025

Inward Investment Briefing Paper**1 Purpose of the Paper and Summary**

- 1.1 The purpose of the paper is to inform the HEY Business Board of the activities undertaken by East Riding of Yorkshire Council (ERYC), Hull City Council (HCC), and the HEY Business, Growth and Skills Hub, (BGS Hub, formerly the HEY LEP,) to secure inward investment into the area. The report specifically describes what Inward Investment is and how enquiries are currently handled. It gives insight into recent global research and highlights various interventions and promotional activities that are undertaken to support the investment process.

2 Background

- 2.1 Growing the economy is a strategic priority for East Riding of Yorkshire Council (ERYC) and Hull City Council (HCC). Historically both councils have worked across political boundaries and supported each other to ensure consistency of service delivery where possible. The Greenport Growth Regional Growth Fund (RGF) Programme is an excellent example of this close working relationship where £25.7m was deployed seamlessly across the HEY area to support the burgeoning renewable energy sector. These teams have been the key delivery arms of numerous projects, working collaboratively in recognition that the wealth and employment opportunities created will benefit both areas.
- 2.2 Whilst relatively small in number, the economic development teams of both authorities have been responsible for attracting and securing significant investment over the years into the region, supported by the BGS Hub and its former LEP iterations. This is evidenced by recent research published by the Northern Powerhouse Partnership which states that East Yorkshire is one of the fastest growing local economies in the north – See Table 1 below:

Table 1 for Northern economic sub- regions and Greater London

AAGR = Average Annual Growth Rate	AAGR 2014-2022
England	0.8%
Tees Valley and Durham	1.0%
Northumberland, and Tyne and Wear	1.4%
Cumbria	0.7%
Greater Manchester	1.8%
Lancashire	2.2%
Cheshire	0.7%
Merseyside	0.5%
East Yorkshire and Northern Lincolnshire	2.6%
North Yorkshire	1.8%
South Yorkshire	0.6%
West Yorkshire	1.2%
London	-0.1%
Inner London - West	0.7%
Inner London - East	-0.6%
Outer London – East and North East	-0.8%
Outer London - South	-1.0%
Outer London - West and North West	-1.6%

- 2.3 Whilst inward investment activities, encompass the attraction of new businesses to the area, it also involves working with existing businesses to secure incremental investment and through it create and safeguard employment locally. It is estimated that 80% of enquiries come from existing businesses and their supply chains. Whilst client enquiries can include new start-ups, typically enquiries are from large and medium sized companies.
- 2.4 HCC & ERYC have constantly maintained a core inward investment support team as a key part of their economic development services, ensuring direct access to consistent and knowledgeable support, for those business leaders looking to establish operations in the region.

2.5 The Changing Investment Landscape

2.5.1 Investment decisions are not made in a vacuum, rather they are influenced by a complex and ever-changing macro-economic outlook both in domestic and overseas markets. Global market intelligence whilst often high level can give insights into future trends and investment patterns. OCO Global are a contractor to the Department Business and Trade and have recently produced a report on the Global Outlook for 2025. The following can be drawn from the report:

- Global FDI flows have stabilised in the last two years after decline, with increased focus on Mergers & Acquisitions activity (driven by the need for AI and tech adoption) rather than greenfield Foreign Direct Investment (FDI).

- Strong market demand, attractive incentives and solutions to counteract trade tensions are elements investors are considering for 2025.
- Growth remains fragile with the biggest risk to growth being the conflict in Ukraine, uncertainty in the Middle East putting upward pressure on energy costs, disruption of trade routes and the threat of increasing US trade tariffs.
- Trade growth in services outweighs trade growth in goods (Dec 24 services 6.8%, goods 2%).
- Global trade policy uncertainty looms with tensions between major players.
- Economic priorities now challenging the green transition.
- Strategic trading alliances forming by like-minded blocs to counteract trade uncertainty.
- Cross boarder digital trade is unlocking fresh opportunities.

2.6 New enquiries

- 2.61 Enquiries from the Department for Business & Trade, (DBT,) represent a significant source of enquiries from overseas based companies. These enquiries are routed via combined authorities or previous LEP mechanisms to obtain a co-ordinated and joined up response from each region. Once an enquiry is received for the HEY region, an approach is made to both local authority economic development teams who will in turn reach out to network of site owners, developers, commercial agents and third parties, thus using relationships that have been developed over many years. (Note: see background papers for the current established enquiry handling protocol covering HEY region). The recent creation of the Humber Freeport Company covering a geography that spans both banks of the Humber, which unlike most other Freeport areas, does not have an established 'devolved' structure to administer enquires has caused confusion at both a local and Government level. This is in the process of being confirmed through ongoing dialogue with DBT and a related enquiry protocol paper has been submitted to the Humber Freeport Board with input from all Humber Local Authority Inward Investment Teams and the BGS Hub.
- 2.62 Non-governmental derived enquiries are termed direct enquiries and are received from an investor or their agents. Enquiries are mainly driven by the activity of web sites, social media, trade journals, supply chain linkages, event and exhibitions, partner activities, trade organisations and academic/skills institutions and existing relationships.
- 2.63 The types of enquiries and their needs can vary dramatically ranging from a new start up that requires a small, serviced office and linkages into the local supply chain to a large-scale project such as the Metsa Tissue project representing a multi-million-pound greenfield development. Equally the enquiry sectors can vary significantly but particular focus is given to those that align with the region's manufacturing and trading capabilities. The presence of industries with a significant critical mass of activity in the area, (e.g., chemicals, healthcare, renewables/low carbon energy and food production) along with their existing supply chains provide a significant draw for investment.
- 2.64 The draw of the area is augmented by the availability of both inner city and greenfield development sites, which include several offering freeport tax incentives. Following significant regeneration activity, improved city centre sites provide a good solution for

business and professional services operations which are often underrepresented compared to larger city destinations. The region is competitively placed with access to large industrially allocated greenfield estuary sites close to port facilities which have generated recent large-scale enquiries related to automotive battery production, carbon fibre and small modular reactor components. The increasing demand from investing companies for low carbon-based manufacturing solutions favours the region as it is well placed to deliver clean energy production and abatement technologies at scale.

2.7 Developing the offer

- 2.71 As well as handling current enquiries, a key focus for economic development teams is enabling and facilitating future conditions to support sustainable investment that aligns with the developmental growth strategies for the region and emerging national strategies such as the Industrial Strategy White Paper.

2.8 Hard infrastructure

- 2.81 Significant input is made into preparing sites for future commercial development. The time needed for effective site assembly is often grossly underestimated and early interventions ensures that regulatory frameworks, such as land allocations and development orders, are in place to bring forward appropriate sites and reduce developer uncertainty. A strong partnership approach with key consultees has led to the formation of the Single Conversation Group, a unique consultation group in the UK which aims to speed up sustainable development whilst meeting environmental legislation.

- 2.82 Where possible early funding is sought to support upfront design and infrastructure costs. Access to power has always been a key site assembly consideration but this is becoming increasingly important and challenging as the economy seeks to decarbonise. Due to the prevailing market failure conditions that persist across Hull & East Yorkshire commercial property market, the public sector has usually led on site assembly activity for larger sites due to their wider economic development remit/objectives and access to potential external funding sources. These interventions seek to de-risk and accelerate development for the wider benefit of the local economy. Good recent examples of this are:

- Goole – Junction 36 area road link (Tom Pudding Way) between J36, M62 and the Port of Goole was implemented by the public sector after the private sector reneged of their contractual obligations. ERDF monies were used to complete the road and a comprehensive drainage solution for the whole area. This infrastructure has subsequently secured major inward investment from the likes of Siemens Mobility and Croda whilst also paving the way for future investment associated with the Humber Freeport at the Goole Tax Site.
- Hull – Humber Street the area was home to the historic fruit market within the city, as the market declined so the area became derelict. In response HCC undertook significant site assembly work and procured a development partner Wykeland Beal. Following significant additional public and private sector investment, the area has become a hub for Tech businesses, as well as a prime

residential location and a focal point for cultural and leisure activities in the city.

- 2.83 Good site access is a key element for attracting commercial operators however development needs to sit comfortably with the wider network and therefore discussions regarding integration form a significant part of early master planning discussions. A key consideration particularly for large scale manufacturing is access to utilities to meet their development timescales and within budget. Moreover, there is increasing pressure placed on manufacturers to use low carbon energy in their processes. In response to this, work has recently started on developing a Local Area Energy Plan which will take account of future energy needs of industry, transport and domestic applications, factor in Net Zero interventions and allow economic development officers to have a greater understanding of site timings and provisions.
- 2.84 Modern urban infrastructure plays a critical role in improving the conditions for investment with significant investment following the City of Culture. The continual investment in the telecoms infrastructure throughout the city has enabled efficiencies through the Smart City Platform and provides optimal infrastructure for creative and data driven businesses which are particularly evident at the C4DI facilities.

2.9 Soft infrastructure

- 2.91 Soft infrastructure plays a valuable role in securing investment to the region. From the outset dedicated inward investment support is tailored around the needs of each investor saving them valuable time and money. Information and research data is provided on a range of topics to support locational decisions. Research facilities of the University of Hull and specialist organisations such as the Catapults help provide valuable assistance when responding to more specific and technical requests and help create the conditions for innovation-based investments such as the partnership between Smith and Nephew and the University of Hull.
- 2.92 Programmes across various council departments have and continue to be put into place to improve the offer by addressing barriers to development. For example, significant activity is co-ordinated across a range of skills partners to help develop a future workforce with the right knowledge and employment skills for investors. Having a strong supply chain is a critical element particularly for manufacturers and work continues to improve the support activity developed under the Green Port Hull scheme.
- 2.93 Reducing the upfront costs to investors remains an important factor in attracting investment and whilst nationally incentives are low, local areas can run their own schemes of support (this is a feature of many of the recently formed Mayoral Combined Authorities). The BGS Hub for example administers a capital grant scheme to support investment into plant and machinery and the levelling up funds help prepare sites for development. Equally European and Central government funds have helped create sustainable conditions for investment such as investing in property development to reduce the impacts of market failure, flood alleviation measures, transport schemes,

developing a roadmap for industrial decarbonisation and the construction of modern housing to support a local workforce.

- 2.94 Supporting existing inward investors remains a key focus for the local region. This is recognised by DBT who currently fund a Key Account Management Programme enabling local regions to actively assist foreign owned businesses with their growth plans.

2.10 Promoting the offer

- 2.11 Whilst activity constantly continues in developing and understanding the region's investment offer, without effective promotion it is difficult to communicate the opportunities for inward investment to both a domestic and global marketplace. Whilst funding promotional activity is a challenge for smaller regions compared to the larger, wealthier areas such as Leeds and Manchester, the HEY region has nevertheless been creative in its approach, focusing on partnership activity and leveraging assets and relationships. A recent example is the work of Future Humber in creating a place brand promotional toolkit with images and content available for all to use. (These were created following extensive consultation with key stakeholders). Investment web sites are hosted by both local authorities and provide details of services provided and specific site availability and are complemented by active social media.
- 2.12 Whilst the number of DBT based overseas posts have reduced, relationships continue to be developed particularly with sector-based teams. Recent work on creating high value propositions that demonstrate the capability of the HEY region for the offshore wind, chemical and rail sectors for example assists with that international engagement.
- 2.13 Additionally hosting of overseas delegations to the region has helped form some of those relationships. Equally the hosting of exhibitions in the region attracts not only investors but organisations that work with them. Similarly joint attendance of at well selected sector events and exhibitions, ideally with involvement of our private sector companies, has in the past led to enquiries. Speaking slots at exhibitions and conferences further help to position the region and demonstrate its capability.
- 2.14 The role that business leaders can play as ambassadors is vital for developing credibility and communicating the success of the region. Moving forward the formation of the Mayoral Combined Authority and the associated strategy work being carried out across the wider Humber may provide an opportunity for increased promotional activities aimed at attracting inward investment.

3. Issues for Consideration

- 3.1 How board members could contribute to increased promotion of the region for inward investment.
- 3.2 How board members could feedback on new and emerging issues and opportunities within their field or sector areas.

- 3.3 Consider opportunities for increased promotional activity through mechanisms such as the MCA and Humber Freeport.

4. Next steps

- 4.1 To note the report for information.

Phil Glover

Contact Officers:

Phil Glover (HEY BGS), Richard Lowther (HCC) Stephen Silvester (ERYC)

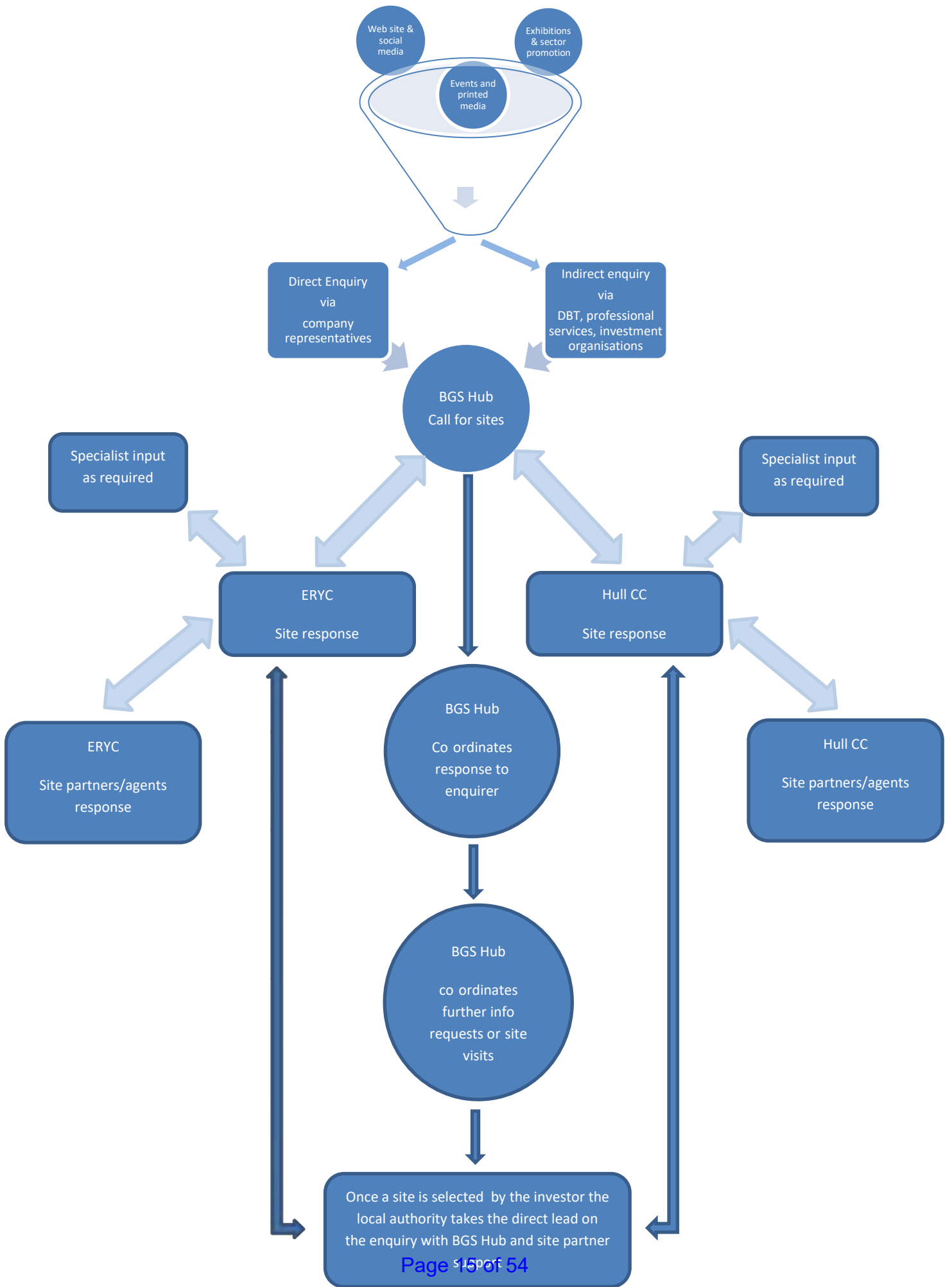
Officer Interests:

None

Background Documents:

Enquiry Handling Flow Chart (Included).
Industrial Strategy White Paper.

Inward Investment Enquiry Handling Flow Chart





Briefing Paper to the HEY Business Board

Wards: All

5th February 2025

Glossary of Terms			
Acronym	Full name	What is it?	Further details via weblink
Organisations			
BBB	British Business Bank	<p>The Government’s economic development bank, dedicated to helping UK small businesses survive, prosper and grow.</p> <p>The Bank provides better access to finance, supplies useful information and tools, and develops strong regional networks. It operates a variety of funding instruments including the Northern Powerhouse Investment Fund (NPIF).</p>	Discover British Business Bank
CBI	Confederation of British Industry	The CBI represents 850 business members who themselves comprise 1,100 separate registered companies and 150,000 trade association members. The CBI speaks on behalf of every sector in the economy and engages with government to represent the views of UK PLC.	Confederation of British Industry - Home CBI
CLGU	Cities and Local Growth Unit	A joint unit of DBT and MHCLG that helps to coordinate economic development activity between UK government and key regional stakeholders such as the local authorities, the HEY BGS Hub and devolved administrations.	N/A
DBT	Department for Business & Trade	<p>The department for economic growth. DBT supports businesses to invest, grow and export, creating jobs and opportunities across the country.</p> <p>DBT funds the Growth Hub and a variety of other business support programmes.</p>	Department for Business and Trade - GOV.UK
DCMS	Department for Culture, Media and Sport	DCMS supports culture, arts, media, sport, tourism and civil society across every part of England — recognising the UK’s world-leading position in these areas and the	Department for Culture, Media and Sport - GOV.UK



		<p>importance of these sectors in contributing so much to our economy, way of life and our reputation around the world.</p> <p>DCMS funds the Creative Growth Hull & East Yorkshire Programme.</p>	
DESNZ	Department for Energy Security and Net Zero	<p>Responsible for UK energy security, protecting billpayers and reaching net zero.</p> <p>DESNZ supports the NEY Net Zero Hub, which is a collaboration of the six Combined Authorities in our wider region accelerating the transition to 'Net Zero' and a future of clean growth through local energy delivery.</p>	<p>Department for Energy Security and Net Zero - GOV.UK</p> <p>NEY Net Zero Hub</p>
DSIT	Department for Science, Innovation & Technology	<p>DSIT's mission is to drive innovation that will deliver improved public services, create new better-paid jobs and grow the economy.</p>	<p>Department for Science, Innovation and Technology - GOV.UK (www.gov.uk)</p>
FSB	Federation of Small Businesses	<p>Membership organisation for small businesses and the self-employed</p>	<p>FSB The Federation of Small Businesses</p>
FEO	For Entrepreneurs Only	<p>A regional mentoring and peer group of over 200 like-minded local entrepreneurs representing successful private-sector businesses of all sectors and sizes.</p> <p>FEO aims to ensure Hull & East Yorkshire is a great place to start, adapt and grow a business, and operates a wide range of business support and mentoring programmes.</p>	<p>Supporting Businesses & Entrepreneurs in Hull & East Yorkshire For Entrepreneurs Only</p>
HEYCA	Hull & East Yorkshire Combined Authority	<p>The name of prospective* mayoral combined authority in Hull & East Yorkshire. The HEYCA will have a remit to oversee the economic development of the HEY region, including inward investment, transport and connectivity, skills, and business support.</p> <p>* Official creation anticipated February 2025. Mayoral election scheduled 1st May 2025.</p>	<p>Hull and East Yorkshire Combined Authority – Hull and East Yorkshire Combined Authority</p>
H&H Chamber	Hull & Humber Chamber of Commerce	<p>The Chamber has 2,000 members and affiliates, representing all types of businesses in the Humber region. The Chamber is part of a national network of Chambers – the British Chambers of Commerce – which represents 135,000 businesses.</p>	<p>Hull and Humber Chamber of Commerce</p>



		The Chamber supports local, regional and national business lobbying, as well as support aimed at helping companies prosper, thereby creating jobs and helping to sustain the area's economy.	
IUK	Innovate UK	The UK government's innovation agency. Provides a wide variety of support to facilitate increase levels of innovation and R&D within UK businesses.	Innovate UK – UKRI
-	Invest East Yorkshire	East Riding of Yorkshire Council's business support service. This includes inward investment, business support, and managed business centres.	Invest East Yorkshire A Place To Grow Your Business.
-	Invest Hull	Hull City Council's business support service. This includes inward investment, business support, and managed business centres.	Invest Hull Home
IoD	Institute of Directors	The IoD is a membership community for company directors in the UK. The IoD communicates the views of directors to UK government, regulators and the media.	Institute of Directors Business Networking, Events & Training
MHCLG	Ministry of Housing, Communities and Local Government <i>(formerly known as the Department for Levelling Up, Housing and Communities)</i>	The Ministry of Housing, Communities and Local Government is central to the mission-driven government, from fixing the foundations of an affordable home to handing power back to communities and rebuilding local governments.	Ministry of Housing, Communities and Local Government - GOV.UK
NEY Net Zero Hub	North East & Yorkshire Net Zero Hub	The NEY Net Zero Hub is a partnership comprised of the 6 Combined Authorities in the North East & Yorkshire. It is funded and directed by DESNZ as a delivery vehicle for enabling, facilitating, and accelerating the regional transition to net zero. It provides capacity support, cross-boundary strategic enabling and targeted intervention to support the public sector and local communities with the realisation of their local net zero strategies.	Home - North East & Yorkshire Net Zero Hub
NP	Northern Powerhouse	The government's name for pan-regional initiatives in the North. The spatial footprint of the Northern Powerhouse was defined as the	



		<p>11 local enterprise partnership areas of the North of England</p> <p>This will transition to the “Great North” over the course of 2025.</p>	
NP11	Northern Powerhouse Eleven	<p>A grouping of the eleven Northern Powerhouse sub-regions, originally based on LEP geographies though now based on devolved administration geographies. The NP 11 are:</p> <ul style="list-style-type: none"> - Hull & East Yorkshire - York & North Yorkshire - West Yorkshire - South Yorkshire - Tees Valley - The North East - Cumbria - Lancashire - Greater Manchester - Liverpool City Region - Cheshire & Warrington 	The NP11 - Working together for the North
NPP	The Northern Powerhouse Partnership	NPP is a business-led think tank and advocacy group for the North of England which fosters collaboration between local and national government.	The Northern Powerhouse Partnership (NPP)
<u>Business Support Schemes & Programmes</u>			
	Business Growth Service	The Government’s new national umbrella brand for funded business support. This will bring together national, regional and local business support programme to operate more cohesive and provide a more consistent “pathway of support” for businesses across the UK.	Government growth service to save small business time and money - GOV.UK
	Creative Growth Hull & East Yorkshire	A business support programme to assist regional creative industry SMEs to develop their growth plans and to become more investment ready. Part of the HEY Growth Hub and funded by DCMS.	Creative Growth Programme
GPF	Growing Places Fund	Grants of between £5,000 and £250,000 and/or loans of between £75,000 and typically up to £250,000 are available to eligible organisations. Capital investment is available to support the growth of your business to create jobs and increase productivity. Part of the HEY BGS Hub.	Growing Places Fund – Business Growth Capital Investment Programme » HEY Business Growth Skills



			Hub - Hull and East Yorkshire
	Growth Hubs	Growth Hubs are funded by DBT to provide a one-stop-shop for businesses e.g. funding, exporting, business start-up, innovation and apprenticeship recruitment. HEY Growth Hub is the regional Growth Hub.	HEY Growth Hub
HBEES	Hull Business Energy Efficiency Scheme	Operated by Hull City Council, the scheme undertakes audits of business premises, identifying options to reduce energy consumption and carbon emissions. Grants of up to £10k available to implement recommendations are available.	Invest Hull
-	Made Smarter	A business support service to support Manufacturing SMEs to explore, adopt and implement Industrial Digital Technology. Funded via DBT, the regional Yorkshire programme is delivered by the four Yorkshire Growth Hubs, with the South Yorkshire Mayoral Combined Authority as the accountable programme body	Boosting manufacturing in Y&H – Made Smarter
MC4C	Making Changes for Careers	A Youth Enterprise support programme operated by Hull City Council, using UKSPF funding. Provides entrepreneurship, pre-start and start-up support to young people between the ages of 16 and 29.	www.mc4c.co.uk
NPIF 2	Northern Powerhouse Investment Fund II	The collective name for British Business Bank funding products offered specifically to firms in the northern Powerhouse region. Established to address market failure of SME growth finance, both debt and equity funding is available.	Northern Powerhouse Investment Fund II British Business Bank
TSCN	The Supply Chain Network	A business support tool which is free-to-use, created to raise the aspirations of SMEs in the Humber region. The platform provides businesses with the information and support they need to identify and access opportunities in the region's supply chain.	The Supply Chain Network - The Supply Chain Network
WDBA	Workforce Development Business Advisor	HEY Growth Hub's specialist business advisor, offering information, advice and guidance to businesses on all matters related to workforce development.	



<u>Business Terminology</u>			
-	Account Managed Support	Business support provided via an allocated business advisor. Each client business will have their own allocated business advisor that they are able to work with on a wide range of business growth and development needs over a long period of time.	N/A
-	Apprenticeship	Apprenticeships combine practical training in a job with study. Apprenticeships have equivalent educational levels – intermediate level 2, advanced level 3, higher level 5-7, degree Level 6-7.	Find an apprenticeship - GOV.UK
-	Established Business	A business that has been trading for at least 3 years.	
FDI	Foreign Direct Investment	UK firms that are partly or wholly owned by overseas entities – either by private individuals or companies. FDI firms are often the target of specialist support and advice to ensure the growth of such firms and to encourage further inward investment to the firm and region from overseas actors.	
IAG	Information, Advice and Guidance	The basic provision of business support to a client business. This is the “first line” of support provided to a firm when contacting business support services for the first time, and is usually accompanied by signposting and/or brokerage activity.	N/A
ITA	International Trade Advisor	Specialist export advisors employed by the Department for Business & Trade (DBT). They provide specialist advice and support to firms looking to grow their exports, or that are looking to export for the first time.	N/A
KAM	Key Account Management	The provision of business support and advice to large businesses or strategically important firms. This is discrete from general business support to SMEs	N/A
-	Large Business	A business with 250 or more staff.	N/A
-	Pre-Start	An individual wishing to set up a new business but has not yet started to trade	N/A



		and/or registered as a business with HMRC and/or Companies House.	
-	Scale-Up	A business which has the potential to grow rapidly over a short timescale. The usual definition is 20% turnover growth every year for three years	N/A
SME	Small and Medium Enterprise (includes micro businesses)	The classification for any business with 249 or fewer staff. The designations are: Micro Business – 9 or fewer staff, <u>and</u> with t/o less than €2m p/a <u>or</u> balance sheet total of less than €2m Small Business – between 10 and 49 staff, <u>and</u> with t/o less than €10m p/a <u>or</u> balance sheet total of less than €10m Medium Business – between 50 and 249 staff, <u>and</u> with t/o less than €50m p/a <u>or</u> balance sheet total of less than €43m	N/A
-	Start Up	A new start business, that has started to trade, is registered with HMRC and/or Companies House, and is under 3 years old.	N/A
T Level	T Level	Equivalent to 3 A Levels, T Levels were introduced in September 2020 and focus on vocational skills. They can help students into skilled employment, higher study or apprenticeships.	T Levels The Next Level Qualification
*	Traineeship	A course with work experience that prepares young people for work or an apprenticeship. Can last up to 6 months.	n/a
Miscellaneous			
ESIF (inc. ERDF and ESF)	European Structural Investment Funds (inc. European Regional Development Fund and European Social Fund)	Regional development funds of the European Union, which were widely utilised to address regional inequality prior to the UK leaving the EU in 2021. ESIF funded programmes in the UK ceased in 2023. ERDF was a programme for economic development projects, both capital (infrastructure and renewal projects) and	N/A



		<p>revenue projects (business support and accelerator programmes)</p> <p>ESF was a programme for people and skills development projects, such as workforce upskilling, employability schemes and leadership & management training.</p> <p>ESIF was replaced by the domestic UK Shared Prosperity Fund (UKSPF) in 2023.</p>	
*	Industrial Strategy	The Government launched a green paper on its modern Industrial Strategy in October 2024. This set out eight growth-driving sectors and announced that the Government will produce sector plans for each as part of its promise to help these sectors thrive.	Invest 2035: the UK's modern industrial strategy - GOV.UK
LA	Local Authority	An administrative body in local government that sits above town & parish councils but below devolved authorities such as MCAs.	
	Local Growth Plans	Local growth plans are 10-year strategies which will set out how MCAs will use their devolved powers and funding to drive growth in their region. They will build on the region's unique strengths and opportunities to support sectors, identify wider business environment priorities, and provide a framework to unlock private investment. They represent strategic partnerships between central government and MCAs to identify priorities for growth and will be aligned to the industrial strategy.	Invest 2035: the UK's modern industrial strategy - GOV.UK
MCA	Mayoral Combined Authority	A combined authority (CA) is a legal body set up using national legislation that enables a group of two or more councils to collaborate and take /collective decisions across council boundaries. While established by Parliament, CAs are locally owned and have to be initiated and supported by the councils involved	Combined authorities Local Government Association
UKSPF	UK Shared Prosperity Fund	The UKSPF provides £2.6 billion of new funding for local investment by March 2025. It mitigates against the loss of European Funding and will spent against three investment priorities: (1) community & place (2) supporting local business (3) people & skills	UK Shared Prosperity Fund 2025-26: Technical note - GOV.UK



		<p>All areas of the UK are receiving a further allocation of UKSPF - helping places take advantage of the Fund's flexibility and plan now for delivery from April 2025.</p> <p>Whilst government has confirmed UKSPF funding for the 2025/26 year, the exact level of regional funding allocation and its split against investment priorities is still awaited.</p>	
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GROWTH HUBS NETWORK: MONTHLY INTELLIGENCE REPORT

DATE OF ISSUE:	September 2024 (submitted 23 October 2024)		
GROWTH HUB:	Hull & East Yorkshire Growth Hub		
KEY CONTACT(S):	Jon Brunton	Email/Tel:	j.brunton@heylep.com / 07763 579879

A: LOCAL ECONOMIC CONDITIONS

We report the following economic conditions in Hull and East Yorkshire for September 2024.

Trading Issues facing SMEs

This month we report on a range of trading issues facing our regional SME community, including:

- Workforce, training and skills issues, with a specific insight on managing a multi-generational workforce. There are also two examples of local firms delivering bespoke workforce training via the use of grant funding.
- Commercial property issues, including an increase of non-industrial commercial premises, a shortage of freehold property, and a shortage of “shovel ready” development land in Hull. We also report on the impact of premises price rises on capital investment and business relocation projects.
- Energy costs and renewables, with comments on forthcoming winter energy price rises, and businesses seeking support and funding for energy efficiency audits.
- A spotlight on the regional manufacturing sector, which contains a range of insight from manufacturing SMEs, including orders books, cashflow pressures, recruitment and skills challenges, and positivity around future growth.

New Economic Shocks

We report on a number of new economic shocks this month, including

- 125 redundancies at a caravan manufacturer
- 20 redundancies at a timber supplier
- 100 redundancies at a modular buildings group of companies
- 127 redundancies forecast at the University of Hull, with related strike action
- Cessation of the build of a new construction materials factory in Hull by Tricoya.

New Economic Opportunities

We report on a range of positive new economic developments this month, including:

- Acquisition of a Hull-based consulting engineers firm
- Hull based wholesaler of solar and renewable energy products has hit over £20m in turnover in its first financial year.
- An East Yorkshire seed company has tripled production capacity and grown the business by more than a third in the past year after building a new facility.
- A Beverley-based developer has submitted outline proposals for new business space at Junction 38 of the M62 at Newport. The project has a potential GDV of £37.5m, and could deliver 403,500 sq.ft of commercial space.

Impact of the early August Riots

Further to our August report, there have been further developments in relation to the early August riots in Hull.

- Hull City Council has been awarded £600,000 as part of the government's response to the riots that took place last month. The funding awarded has come from the newly established Community Recovery Fund. The Council said detailed guidance would be issued to councils on how to spend the money, with the focus on "environmental recovery and initiatives to strengthen community cohesion". **Source:** [Hull City Council given £600k to fund riots aftermath - BBC News](#)
- Cycle parking has been installed as repairs to a street damaged during the recent riot in Hull continue. The two "bike ports" on Jameson Street form part of plans to "promote more sustainable and active forms of travel", Hull City Council said. Around £17,000-worth of damage was caused to pavements during the disorder last month. Each rack, shaped like a bicycle, provides parking for eight bikes, and takes up the equivalent area of a single car parking space, the council said. **Source:** [Bike racks installed as part of riot repairs in Hull city centre - BBC News](#)

Labour Market Update

We again report labour market intelligence for Hull and East Yorkshire. This data has been prepared by Hull City Council and East Riding of Yorkshire Council's Insight Teams, based on ONS figures.

Hull

- Latest figures suggest there are 11,245 people claiming unemployment benefit in the city of Hull: equivalent to an unemployment claimant rate of 6.5%. This is an increase of 185 claimants compared to the previous month.
- The local unemployment benefit claimant rate has increased from 6.4% to 6.5%; whilst the regional claimant rate in Yorkshire & Humber has remained static at 4.8%; and the national claimant rate has also remained static at 4.4%. The number of unemployment benefit claimants has now increased nine of the last 11 months, with the current number of benefit claimants being at the highest level since March 2022.
- In total, over the last 12 months (since August 2023), the number of unemployment benefit claimants in Hull has increased by 1,760 (18.6%) and the unemployment benefit claimant rate has increased from 5.4% to 6.5%.
- Compared to a year ago (August 2023) there are currently 1,760 more (+18.6%) unemployment benefit claimants in Hull and the unemployment benefit claimant rate has increased from 5.5% to 6.5%.
- Compared to March 2020, immediately prior to the start of the COVID-19 pandemic, there are currently 1,370 more (+13.9%) unemployment benefit claimants in Hull, and the unemployment benefit claimant rate has increased from 5.9% to 6.5%.

East Riding of Yorkshire

- Latest figures suggest there are 5,405 people claiming unemployment benefit in the East Riding of Yorkshire: equivalent to an unemployment claimant rate of 2.7%. This is an increase of 35 claimants compared to the previous month, which is far less than the increase of 440 last month.
- The local unemployment benefit claimant rate has remained at 2.7% in August; whilst the regional claimant rate in Yorkshire & Humber has remained at 4.8%; and the national claimant rate has also remained at 4.4%.
- Compared to a year ago (August 2023) there are currently 885 more (+19.6%) unemployment benefit claimants in the East Riding of Yorkshire, and the unemployment benefit claimant rate has increased from 2.3% to 2.7%

A Spotlight on the HEY Manufacturing Sector

This month's report includes a separate report into the regional manufacturing sector. Collated by our Made Smarter Digital Transformation Specialist, this report explores in detail some of the issues facing manufacturing firms at the present moment, including order books, cashflow pressures, and recruitment and skills challenges. Please see summary in section B below, and the full report attached as ***appendix i***.

B: BUSINESS NEEDS AND CONCERNS

Our team of Growth Hub Business Advisors have reported the following business needs and concerns in September

Workforce Training and Skills Issues

Businesses in a number of sectors are highlighting issues managing younger "Gen Z" staff, highlighting issues around building relationships, a willingness to work, understanding mental health & more. This has highlighted a potential training need for businesses around managing a multi-generational workforce.

A local transport business required Lead Auditor training which would give another arm to the business. With the help of grant funding from Hull City Council, the training enabled them to work on behalf of the DVSA to conduct audits on hauliers wishing to join the 'earned recognition' scheme. Gaining this accreditation allows the business to offer a full suite of services as a one stop shop.

A specialist decarbonisation business in Hull required some specific training on low carbon technologies and district heating systems. With the help of grant funding from Hull City Council, the training was undertaken which was essential to continue business growth and to deliver upon decarbonising buildings across the UK.

Commercial Property Issues

There appears to be an increased availability of non-industrial commercial premises across the board, although nearly all of the available properties are leasehold only, with the current level of demand driven by freehold requirements. Moreover, there is still an acute shortage of oven ready freehold land within Hull, with only one site currently available in the City.

We have also seen reports that there is a lack of affordable industrial space in the region, which continues to be a barrier to growth for manufacturing, construction and freight forwarding firms. We have also been told that there is a perception that the planning process is slowing down projects.

A local commercial estate agent has said there is a shifting focus from letting to sales due to increased regulation for landlords.

Finally, we have been made aware that some grant-funded capital projects are being reviewed due to rising/high premises costs in the commercial sector. Furthermore, some potential business relocations to new premises have been delayed or are on hold. In relation to this, we report that finance charges/borrowing charges are still high for capital purchases, which is impacting cash flow finance arranged when interest rates at highest

Energy Costs & Renewables

We have detected a concern regarding winter energy costs, which has in turn prompted discussion with businesses regarding energy efficiency audits and grant support – clients are aware of current grant funding deadlines. Our advisor teams are pushing them to progress grant applications.

A Spotlight on the HEY Manufacturing Sector

HEY Growth Hub's Made Smarter Digital Transformation Specialist (DTS) works with a portfolio of manufacturing clients, with whom he has recently undertaken some specific engagement to ascertain more detailed business and economic intelligence in relation to the manufacturing sector in the HEY region.

Based on this engagement with 12 regional manufactures, a separate business intelligence report has been produced which can be found attached as **Appendix i**. However, a brief summary of key intelligence raised, is as follows:

- Many manufacturers report a slowdown in customer spend, which they believe to be driven by the uncertainty of the government's autumn budget statement
- There are widespread concerns over a "credit squeeze", with customers requesting time extensions to payment terms. There are also reports of customers seeking price reductions on bought goods, which is affecting sales margins and company profits
- Raw material costs in the food production sub-sector are still high, with dried fruit, coffee and sugar being particularly highly priced.
- The summer of 2024 was noticeably quiet, with a number of business owners taking extended holidays in this period, which was more prevalent than in 2023.
- Many firms are still struggling to attract skilled candidates to vacant roles. Competition for skilled operatives, and semi-skilled labour in rural localities (i.e. the East Riding) is high. One food manufacturer is having to bus in staff from West Yorkshire each day to meet current labour demands.
- 6 of the firms interviewed strongly feel that the central government needs to invest more in upskilling and retraining in manufacturing, to ensure that manufacturing SMEs have access to skilled operatives. This is cited a key barrier to growth.
- 11 of the 12 firms interviewed expressed positivity toward future business growth. Many felt confident that they can "ride the storm" in terms of the current economic picture.

C: ECONOMIC SHOCKS OR OPPORTUNITIES

Economic Opportunities

Hull's OSL Consulting Engineers bought by acquisitive clean energy group.

Hull's OSL Consulting Engineers has been acquired by £500m revenue clean energy group D2Zero in an undisclosed deal.

The provider of design and consultancy services to the energy industry has become part of the 4,000-strong group that has just announced its global headquarters will be in Aberdeen. OSL's team of 100 will join the SCF Partners-backed, group which includes advanced engineering firm and fluid transfer specialists Hydrasun.

Source: [Hull's OSL Consulting Engineers bought by acquisitive clean energy group group - Business Live \(business-live.co.uk\)](#)

Chemicals business takes majority stake in specialist manufacturer

A Google-based chemicals business which manufactures products for leading cycling and automotive brands has made its first acquisition with the backing of its long-term investor PHD Industrial Holdings. Technikraft has acquired a majority stake in Delta Fluid Technology, a West Yorkshire business which provides private label metal-working fluids.

The deal will enable Delta's co-founder Andrew Fletcher to realise his investment, though he will remain with the company as a consultant and director. Delta, which was established in 2012, has turnover of around £5m and employs 13 people.

Source: [Chemicals business takes majority stake in specialist manufacturer | TheBusinessDesk.com](#)

Solar distributor powers up to £20m+ turnover in first year

A national wholesaler of solar and renewable energy products has hit over £20m in turnover in its first financial year.

HDM Solar Wholesale has delivered more than 1m products across the UK, after investing in distribution sites in Hull, Dunnington and Bournemouth. The expansion has enabled the Hull-based start-up to partner with innovative manufacturers including Duracell Energy, Canadian Solar, Solax, GivEnergy, EcoFlow, Sunsynk and JA Solar.

The family business supplies commercial and domestic customers with a wide range of solar and renewable energy products such as solar panels, batteries and electric vehicle charging points.

Employing 49 staff across its head office and distribution centres, HDM Solar Wholesale has more roles planned as the company seeks to expand its reach across the UK and Europe.

Source: [Solar distributor powers up to £20m+ turnover in first year | TheBusinessDesk.com](#)

Seed supplier triples production capacity and doubles headcount

An East Yorkshire seed company has tripled production capacity and grown the business by more than a third in the past year after building a new purpose-built facility.

Family business Greenland Seeds has completed its first year at its new 21,500 sq. ft production facility in Newport and has enjoyed sales growth which has also seen staff numbers double. In the past year, the firm has doubled staff numbers to 20 and has started exporting to and importing from multiple countries around the world.

Source: [Seed supplier triples production capacity and doubles headcount | TheBusinessDesk.com](#)

Lovel reveals 400,000 sq. ft East Riding industrial intent

The Beverley-based developer has submitted outline proposals for new business space accessed from Junction 38 of the M62 at Newport. Lovel Developments said the project, with a potential GDV of £37.5m, could deliver 403,500 sq. ft of new business space, expanding on a market established by existing business parks including Horncastle's Green Park.

Level itself relocated to Green Park in 2019, a location it sees as having inward investment potential. The site, off Stony Lane, is 23.5 acres. Although not currently allocated for employment, there is provision within local planning guidance for where sites act as an extension to existing business parks.

Source: [Level reveals 400,000 sq ft East Riding industrial intent - Place Yorkshire](#)

Economic Shocks

Caravan maker announces up to 175 job losses

An East Yorkshire caravan maker is planning to cut up to 175 jobs. Swift Group said the redundancies were due to a "challenging and difficult trading period" in the caravan and holiday homes sector. The company added: "The organisation has taken the difficult decision to restructure and resize the organisation in order to protect the long-term health of the business.

"Following a series of responsible actions which have been deployed over recent months, it is regrettable that this action has become necessary. All employees will be well cared for and respected throughout."

Source: [East Yorkshire caravan maker announces up to 175 job losses - BBC News](#)

Hull timber supplier ceases trading

A Hull-based timber supplier has ceased trading and entered administration. Frazer Ulrick of Westgates Restructuring was appointed as administrator of N.R. Burnett Ltd on 12 September 2024.

The company was impacted by the rising cost of materials as well as competition from larger wood merchants. The owners had previously invested a seven-figure sum but were unable to turn around the business. N.R. Burnett's employees were made redundant, and an asset sale process is being undertaken. It is understood that around 20 jobs have been lost.

Source: [Hull timber supplier ceases trading | Insider Media](#)

Redundancies as administrators appointed at ISG-linked modular buildings manufacturers

A pair of modular buildings manufacturers that are linked to construction giant ISG have followed the collapsed group into administration with the majority of employees made redundant. Headquartered in Hull, the companies design, manufacture and install modular buildings, and employ about 100 people.

As the businesses have ceased to trade, the majority of roles will be made redundant with immediate effect. EY is working with the impacted employees to ensure they are being offered the appropriate support and advice.

Source: [Administrators appointed at ISG-linked modular buildings manufacturers Extraspace Solutions \(UK\) and Spatial Initiative | Insider Media](#)

Accsys decides to abandon Tricoya construction material factory in Hull

Chemicals firm Accsys has confirmed plans to abandon its planned construction material factory in Hull. The UK-Dutch company revealed the move to investors on the London Stock Exchange, following nearly two years in which the site has been paused owing to rising costs and a loss of the contractor delivering the £120m project. Through its Tricoya

UK subsidiary, Accsys had hoped to establish a plant producing next generation MDF material.

But rising costs shelved the plans, which could have created 30 jobs, amid concerns about future profitability. Now, following a review of the project announced in November last year, Accsys says it has made the "difficult decision" to discontinue and wind up the plant, incurring a final, exceptional non-cash cost of €20m and an exceptional cash cost of circa €4.5m to be recognised the company's first half 2025 results.

Source: [Accsys decides to abandon Tricoya construction material factory in Hull - Business Live \(business-live.co.uk\)](#)

Long established builders merchant faces potential administration

A builders merchant with bases in Rotherham, Hull, Goole and Scunthorpe has filed a notice of intention to appoint administrators. Builders' Merchant Company Ltd was the subject of a winding up petition earlier this month.

It employed an average of 42 staff in 2022, according to its unaudited financial statements for the year ended 31 December 2022.

Source: [Long established builders merchant faces potential administration | TheBusinessDesk.com](#)

Strike ballot over plans to cut university jobs

A union is holding a strike ballot over plans by a university to make up to 127 staff redundant. The University of Hull said it needed to make savings of £23m following a drop in income. The university said it had to make "some difficult decisions" to "maintain our financial sustainability" and "develop in an ever-changing environment".

Source: [Strike ballot over plans to cut University of Hull jobs - BBC News](#)

D: BUSINESS SUPPORT ECOSYSTEM

Business Support Update

Hull Business Support Update

Hull has recently welcomed delegations from the US and Vietnam who were interested to learn from area's success in introducing and nurturing the Offshore Wind sector – highlighting the area's world leading status in Offshore Wind and potential opportunities to promote the area further afield

East Riding Business Support Update

Comments on general business support trends:

- There are still a good number of people looking to start new businesses and seeking prestart advice but access to finance an issue for people at this stage
- The localised focused support is working well – for example an increased engagement in Goole due to Opportunities Goole team being on the ground there. We are looking to do more in deprived areas including Bridlington and Withernsea

- There are concerns over funding uncertainty beyond March 2025
- Requests for grant funding continue to increase as people are looking to expand/market etc but do not necessarily have either the retained earnings and/or cashflow to support the projects outright.
- There is a rise in the number of enquiries regarding post March 2025 grant funding landscape
- There is a rise in the number of requests for green energy related support
- “Realistic” grant funding remains scarce – lots of schemes but most targeting deep-tech, disruptive, medical sectors with large/quick payback, and/or social enterprise schemes. Very little for the types of businesses I deal with, and nothing useable re R&D
- There is an increasing number of businesses booking onto workshops and events, who are then not attending – unclear why – we are investigating
- Demand for grants remains strong with an increasing number of applications coming in however concern now is due to funding uncertainty the schemes will have to close soon to ensure projects are defrayed and claimed before March 2025.
- This will likely result in a gap in funding availability despite demand

ERYC continues to offer business support through UKSPF and REPF funding. Support includes:

- A team of independent business advisers offering 1 to 1 advice and guidance to any business or pre start ideas
- revenue grants of up to £5000 and capital grants of up to £50k, skills grant of up to £5k
- Fully funded workshops available in conjunction with Hull CC covering online/social media marketing, Human Resources, bid writing and tendering, marketing, process efficiency and environmental
- Supplier directory and opportunities map
- Social enterprise specialist support
- Internship programme
- Innovation specialist support
- Resource portal
- Networking events

Demand for the service continues to be high with around 80 enquiries being received a month on average. 98 grants awarded since April 2023 with a value of £720k

Goole Town Deal continues to offer funding for regeneration of Goole, including the £4m Property Activation Fund open to local business owners: [Property Activation Fund | Goole Town Deal](#)

Local businesses urged to join The Supply Chain Network to expand procurement opportunities

The University of Hull and East Riding of Yorkshire Council have joined The Supply Chain Network to post procurement opportunities and requests for suppliers. Local businesses are urged to sign-up for free to access fast-growing opportunities.

A number of public sector and academic institutions, including the University of Hull and East Riding of Yorkshire Council, have joined the growing platform to post procurement opportunities and requests for suppliers. With over 1,000 businesses already part of the network, The Supply Chain Network is encouraging more local businesses to join and take advantage of the opportunities on offer.

Source: [Local businesses urged to join The Supply Chain Network to expand procurement opportunities | Insider Media](#)

Additional Information (list any annexes below)

CBI Business Insights Bulletin 18th September 2024: Member Priorities & Insight. This bulletin can be found attached at **Appendix ii**. Bulletin headlines include:

- Member insight on service trading and exporting, including:
 - Regulatory burdens on services firms who trade internationally are too high and too complex, especially for small businesses
 - Firms say that a lack of regulatory cooperation adds friction to the trading environment
 - Businesses in the services sector feel they are missing out on trade support, coordination, and promotion from government – particularly on labour mobility regs.
- Member insight on the business environment, including:
 - CBI member have reported generally improved demand and operating conditions
 - Firms say that they are managing persisting labour shortages via service reductions and workforce changes
 - Firms operating across the economy are seeing wage differentials impacting competitiveness and productivity
- Latest findings from the CBI's economic surveys, including:
 - The CBI/Pertemps Employment Trends Survey

GROWTH HUBS NETWORK: MONTHLY INTELLIGENCE REPORT

DATE OF ISSUE:	October 2024 (submitted 06 November 2024)		
GROWTH HUB:	Hull & East Yorkshire Growth Hub		
KEY CONTACT(S):	Jon Brunton	Email/Tel:	j.brunton@heybusinessgrowthskillshub.com / 07763 579879

A: LOCAL ECONOMIC CONDITIONS

We report the following economic conditions in Hull and East Yorkshire for October 2024.

Trading Issues Facing SMEs

This month we report on a range of trading issues facing our regional SME community, including:

- Ongoing economic uncertainty, including delayed business investment decisions, and SME nervousness about the minimum wage rise and changes to National Insurance, as announced in the Government's autumn budget statement.
- Reduced sales, cashflow and cost of living pressures, including reduction in post-summer sales, cost of living impacts on business, lower than expected sales, and concern in the hospitality industry around changes to business rates relief in 2025.
- Commercial property issues, including a shortage of affordable small industrial units in region, a lack of industrial spaces generally, and frustration at slow planning decisions.
- International trade difficulties, including the complexity and cost of exporting goods to Europe, and lead-time delays for equipment supplied by Asian suppliers.

New Economic Opportunities

We report on a range of positive new economic developments this month, including:

- The opening of Siemens Mobility's new £200m rolling stock production site in Goole, East Yorkshire. Including the announcement of an additional £40m investment in a bogie assembly and service centre at the site, creating an additional 200 jobs.
- Rix Petroleum acquisition of Hull-based Phoenix Heating Services, strengthening the former's domestic energy services.
- Expansion of call centre operator ResQ into two further floors of the former Hammonds of Hull building, a keystone building in a prime city centre location.
- A record breaking year for Premier Modular, a regional manufacturer of modular buildings that is celebrating the provision more than 242,000 sq/ft of temporary classroom space to schools, colleges and universities across the country.

Labour Market Update

We again report labour market intelligence for Hull and East Yorkshire. This data has been prepared by Hull City Council and East Riding of Yorkshire Council's Insight Teams, based on ONS figures. This data is the most recent available and relates to the month of September 2024.

Hull

- Latest figures suggest there are 11,025 people claiming unemployment benefit in the city of Hull: equivalent to an unemployment claimant rate of 6.4%. This is an increase of 70 claimants compared to the previous month.

- The local unemployment benefit claimant rate has remained unchanged at 6.4%; whilst the regional claimant rate in Yorkshire & Humber has dropped slightly to 4.7%, and the national claimant rate has increased from 4.3% to 4.4%. The number of unemployment benefit claimants has now increased nine of the last 12 months, with the current number of benefit claimants being at the highest level since April 2022.
- In total, over the last 12 months (since September 2023), the number of unemployment benefit claimants in Hull has increased by 1,720 (18.5%) and the unemployment benefit claimant rate has increased from 5.4% to 6.4%.
- Compared to a year ago (August 2023) there are currently 1,760 more (+18.6%) unemployment benefit claimants in Hull and the unemployment benefit claimant rate has increased from 5.5% to 6.5%.
- Compared to March 2020, immediately prior to the start of the COVID-19 pandemic, there are currently 1,150 more (+11.6%) unemployment benefit claimants in Hull, and the unemployment benefit claimant rate has increased from 5.9% to 6.4%.

We also present updated figures from the latest Annual Population Survey (July 2023 to June 2024), for the City of Hull.

- The total number of residents in employment has increased. The number of residents in employment increased by 4,300 (+3.6%) from 120,200 to 124,500. Therefore, the total employment rate increased from 69.3% to 72.6% (compared to the national employment rate which remained unchanged at 75.7%). NOTE: Despite this increase, employment in Hull remains low compared to the period immediately preceding the COVID pandemic.
- The total number of unemployed residents has increased. The number of residents who are unemployed increased by 100 (+2.8%) from 3,600 to 3,700. Therefore, the total unemployment rate remained unchanged at 2.9% (compared to a decrease from 3.9% to 3.8% nationally). NOTE: Despite this small increase, unemployment in Hull remains at one of the lowest levels on recent record. The total unemployment rate in Hull is now lower than the national total unemployment rate for a fourth consecutive quarter.
- The total number of economically inactive residents has decreased. The number of residents classed as economically inactive decreased by 6,300 (-12.7%) from 49,600 to 43,300. Therefore, the economic inactivity rate decreased from 29.3% to 25.7% (compared to an increase from 21.2% to 21.3% nationally). NOTE: Despite this notable decrease in economic inactivity, levels of economic inactivity remain at one of the highest levels in eight years.

East Riding of Yorkshire

- Latest figures suggest there are 5,305 people claiming unemployment benefit in the East Riding of Yorkshire: equivalent to an unemployment claimant rate of 2.7%. This is a decrease of 100 claimants compared to the previous month, which is the first reduction since May 2024. However, the number of claimants is still at its highest since March 2022.

- The local unemployment benefit claimant rate has remained at 2.7% in September; whilst the regional claimant rate in Yorkshire & Humber falls slightly from 4.8% to 4.7%; and the national claimant rate has also remained at 4.4%.
- Compared to a year ago (September 2023) there are currently 890 more (+20.2%) unemployment benefit claimants in the East Riding of Yorkshire, and the unemployment benefit claimant rate has increased from 2.2% to 2.7%.

Job Posting Data Scrape

Using the Lightcast platform, we have identified the following job posting trends in Hull and East Yorkshire in the 12 months to October 2024. More detail can be found in the “Additional Information” section below, and in **Appendix i** attached to this report.

- There is still a decreasing trend in unique job postings over the last 12 months - down from 5,571 in October 2023 to 4,054 October 2024; **a decline of 27%**.
- There was also a direct drop in unique job postings from the previous month, from 4,144 in September 2024 to 4,054 in October 2024; **a decline of 2%**.
- The top occupations over the last 12 months were: Care Workers, Sales, Cleaners, and Teaching Assistants. There has been **no change** to this over the last month or indeed past 12 months.
- The median advertised salary in October 2024 was £30k, showing a slight increase of **3.8%** when compared with November 2023 (12 months ago).

Working Age Population Drop

The number of working age people (aged 18-65) who reside in the Humber region, covering Kingston Upon Hull, East Riding, North Lincs and North East Lincolnshire is falling. The headline is that the working age population is already falling and won't recover, within the Hull travel to work area.

The working age population in Humber was 557,000 in 2018, and forecast predict that will have dropped to 539,000 in 2028, which is almost 20,000 fewer.

This reduction in working age population in the Humber will be a challenge for all employers; by 2038 it will have dropped further to 519,000. A 6% reduction from 2018 to 2038.

For some parts of the UK the working age population peaked in 2018, though for others it will peak around 2028-30. This will challenge all of us who are involved in running businesses.

Source: [UK population pyramid interactive - Office for National Statistics](#)

A Spotlight on Workforce Development Support Needs in HEY

HEY Growth Hub's Workforce Development Business Advisor (WDBA) provides support to SMEs across a range of workforce related matters. Ranging from recruitment advice, through to accessing skills training and funding, as well as helping firms to navigate the apprenticeship and traineeship ecosystem, the WDBA also gathers a variety of rich intelligence around the prevailing workforce related trends as part of this support provision.

This month's report includes a separate report into these workforce development related support needs. This report explores in detail some of the challenges facing regional SMEs in the recruitment, retention and development of their personnel. The full report is attached at **appendix V**. Please see as summary of report findings as follows:

- There has been an increase in requests for general recruitment support, which is allegedly due to the 'poor quality' of job applications received by firms, and the 'unreliable' nature of candidates at interview stage. This has created reluctance with some firms in utilising traditional online recruitment methods to advertise vacancies, which in turn is causing them to seek alternative methods of vacancy advertisement.
- There continues to be a healthy demand for apprenticeships from local employers. This has resulted in an increase in requests for support in how to employ an apprentice for the first time. This has led to the WDBA providing support on registering businesses with the apprenticeship 'Digital Accounts Service' (DAS) along with providing guidance for accessing the Apprenticeship Levy Transfer scheme to fund apprentice training.
- There has been an increase in requests for information, advice and guidance from businesses with an interest in becoming an employer/training provider, which is to enable businesses to be able to better meet their skills demand requirements. In particular, businesses have expressed an interest in wanting to become a Skills Bootcamps employer/training provider.
- There remains a reluctance amongst the business community with regard to employers offering T-Level placement opportunities. More work needs to be done to by T Level providers to work raise awareness on how T Level opportunities can aid businesses; particularly through relating to how the qualification aligns to their skills needs and the access points to their workforce.
- During this reporting period, a total of 23 apprenticeship opportunities have been supported by the WDBA in accessing levy transfer funding. In total, £177,000 of unspent levy funding has been reinvested in the HEY region as a result of this work.

B: BUSINESS NEEDS AND CONCERNS

Our team of Growth Hub Business Advisors have reported the following business needs and concerns in October.

Economic Uncertainty and the Government's Autumn Budget Statement

We report that some businesses are holding back on decisions regarding investment and purchase of capital items pending the outcome of the Government's Autumn Statement on Wednesday 30th October 2024. Firms are frustrated at the instability of the economic climate and the unknown factor of the autumn budget, which is leading to hindered decision-making

Furthermore, we are aware that costs for small businesses may rise as a result of the autumn budget – such as the NI increase and minimum wage rises – which is causing nervousness amongst small employers.

Reduced Sales, Cashflow and Cost of Living

We report a decrease in retail sales in the post-summer period, as well as early indications of a pre-Christmas slump. Furthermore, client businesses are still reporting the negative impact of cost of living on sales.

Some clients continue to make comments that sales are not at the expected levels which is causing some anxiety. It is felt that the causes for the lower-than-expected sales are wide ranging, including the change in government, the concerns regarding the October Budget, and a general lack of consumer confidence with spending money.

Some firms in the hospitality industry are waking up to the realisation that business rates will return to normal in April 2025, and given that they are already struggling with reduced footfall and increased costs, could cause a number of businesses in difficulty.

Finally, we also advise that businesses report being quiet, speculating people are waiting on the government's autumn budget.

Recruitment and Skills Challenges

We have detected that apprenticeships keep being raised as an issue with regional SME employers, and that there is still a lack of public knowledge on the availability and eligibility of apprenticeships.

Shortage of Commercial Premises

We continue to hear firms cite a shortage of affordable premises in the region; particularly small industrial unit, with firms noticing significant rent increases over the last year. We also report a lack of affordable industrial space in the area more generally.

We have also been made aware at business frustration with perceived slow planning decisions, which is impacting business growth and development.

International Trade

This month we report on issues relating to international trade. Firms advise that exporting goods continues to 'cause headaches' and is still a costly exercise.

Furthermore, we report that lead times for equipment from Asian supplier are becoming more unpredictable.

Anti-Social Behaviour in Hull

This month we have detected business views that Hull city centre has an anti-social behaviour problem, which is making the city centre an unattractive place to visit for shopping, hospitality and leisure pursuits. It is also felt that the city centre is not a pleasant place to bring young children. It is believed that this is driving local 'high net worth individuals' away from Hull and instead to York and Leeds, meaning that Hull city centre is losing both footfall and spend.

C: ECONOMIC SHOCKS OR OPPORTUNITIES

Economic Opportunities

Siemens UK chief hails investment in new £200m train factory as 'significant statement'

Siemens UK's chief has hailed the £200m investment in a new train manufacturing plant in Goole as a "tremendous vote of confidence" in the British economy. The facility in East Yorkshire is set to generate 700 jobs and will provide rolling stock to several major UK train operators, including TfL.

Additionally, Siemens Mobility revealed on Thursday its plans for an extra £40m investment in a Bogie assembly and Service Centre, expected to create up to 200 additional jobs.

Source: [Siemens UK chief hails investment in new £200m train factory as 'significant statement' - Business Live](#)

Rix Petroleum snaps up fellow Humber business in undisclosed deal

Fuel business Rix Petroleum has snapped up a fellow Humber business to extend its services to domestic customers. Rix – part of 150-year-old family business J R Rix & Sons Ltd based at Two Humber Quays on Hull’s waterfront – has acquired Phoenix Heating Specialists, based on the east side of Hull in Preston, for an undisclosed sum.

Phoenix Heating Services will be rebranded as Rix Gas Services as part of the deal, and will join group businesses Rix Heating Services, Rix Electrical Services, and Rix Plumbing Services at their base in Bank Side, central Hull. Duncan Lambert, managing director of Rix Petroleum, said the acquisition would ‘future-proof’ the company’s domestic energy services, enabling it to install, service, and maintain oil, gas, electrical, and renewable-based heating systems.

Source: [Rix Petroleum snaps up fellow Humber business in undisclosed deal - Business Live](#)

Call centre firm ResQ to expand in former Hammonds of Hull building

New plans to refurbish part of the Hammonds of Hull building have been announced. The city centre department store was closed in 2019, with call centre firm ResQ taking over part of that site and an artisan food hall opening on the ground floor that closed in 2023.

Now Hull-based Yorkshire Maintenance Company has revealed it is working on expanding ResQ’s offices on the first and second floors of the building into the third and fourth in a £4.2m development. ResQ moved into the first floor of the Hammonds of Hull building in 2021 before expanding into the 2nd floor in 2023. This next expansion will see them double their space in the building to four floors.

Source: [Call centre firm ResQ to expand in former Hammonds of Hull building - Business Live](#)

Modular builder slots together temporary classrooms for nearly 5,700 students

Offsite manufacturing specialist, Premier Modular, has celebrated a “record-breaking” year for providing hire buildings to the education sector, increasing its turnover threefold compared to the previous year.

During the 2023/24 period, the East Yorkshire-based company has supported nearly 5,700 students across the country through provision of more than 242,000 sq. ft of temporary classroom space. This is equivalent to the size of over 80 tennis courts across 20 schools, ranging from primary up to university, for up to three years.

Source: [Premier Modular helps thousands of students with temporary classrooms](#)

[No new freeports to come in Budget after 'comms cock-up' - BBC News](#)

Economic Shocks

None to report in October.

D: BUSINESS SUPPORT ECOSYSTEM

Business Support Update

Hull City Council's Business Support Update

Comments on general business support trends:

- The HCC business loan fund is seeing a strong pipeline of demand as businesses struggle to meet the lending criteria and debt servicing metrics required by other lenders
- There is strong demand for equity support from local businesses, Inward Investment team are currently working with 11 local businesses on raising equity investment
- We see an exceptional high demand for large value grants, with multiple requests for support following Levelling Up Fund HU1 grant fund, and many businesses employing staff on the edges of the scheme have come forward requesting support to update old and tired buildings from the old industrial heart of Hull. All reference the City Centre Large Value support scheme during conversations
- A local mechanical and electrical engineering firm were asked to provide a Performance Bond as part of a tender bid for the Crown Commercial Service, something they have not had to provide on previous bids. After speaking to numerous finance providers, their business bank and insurers, it seems it's an antiquated system and not one that financial institutions have an appetite for anymore. The business is proceeding with the tender bid but wanted to flag the difficulties they found with the Performance Bond process.

East Riding Business Support Update

Comments on general business support trends:

- Demand for the ERYC business support service continues to be high with around 80 enquiries being received a month on average. 112 grants have been awarded since April 2023, with a cumulative value of £815k.
- Requests for grant funding continue to increase as people are looking to expand/market etc but do not necessarily have either the retained earnings and/or cashflow to support the projects outright.
- A lack of grants for large scale cap ex projects and R&D beyond very specific offers through Innovate UK
- Lack of uncertainty about funding after March 25 with current grant schemes coming to an end
- Difficulty getting quotes from trades to support capex grant applications.
- Uncertain funding landscape for large cap ex projects leading to businesses delaying projects

ERYC continues to offer business support through UKSPF and REPF funding. Support includes:

- A team of independent business advisers offering 1 to 1 advice and guidance to any business or pre-start idea
- revenue grants of up to £5000 and capital grants of up to £50k, skills grant of up to £5k
- Fully funded workshops available in conjunction with Hull CC covering online/social media marketing, Human Resources, bid writing and tendering, marketing, process efficiency and environmental
- Supplier directory and opportunities map
- Social enterprise specialist support
- Internship programme
- Innovation specialist support
- Resource portal
- Networking events

Goole Town Deal continues to offer funding for regeneration of Goole, including the £4m Property Activation Fund open to local business owners: [Property Activation Fund | Goole Town Deal](#)

Additional Information (list any annexes below)

The HEY Business, Growth and Skills Hub's Senior Advisor for Employment and Skills has produced a **Job Posting report** for the Hull and East Yorkshire region for the 12 months to October 2024 using the Lightcast platform. This can be found attached at **Appendix i**.

CBI Business Insights Bulletin 3rd October 2024: Member Priorities & Insight. This bulletin can be found attached at **Appendix ii**. Bulletin headlines include:

- Member insight on the business environment, including:
 - Businesses are experiencing a challenging operating environment. Contributing factors include cancelled or stalled public sector projects, supply chain disruption, geopolitical uncertainty, and higher-than-normal costs.
 - Labour market and skills shortages, coupled with wage increases, are squeezing firms' cost bases.
 - Businesses remain keen to invest in energy efficiency measures but are facing blockers.

CBI Business Insights Bulletin 16th October 2024: Member Priorities & Insight. This bulletin can be found attached at **Appendix iii**. Bulletin headlines include:

- Member insights on the Scale-Up environment, including:
 - Start ups identify the prescriptiveness and slow pace of regulatory decision making
 - Businesses have identified funding gaps in the later stages of scaling up and in R&D intensive sectors
 - Start ups are willing to partner with the Government to deliver national objectives, but barriers remain
 - Start ups face particular challenges with the pace and cost of the visa process required to access global talent in specialist roles
- Member insight on UK's economic resilience
 - CBI members are conscious of the impacts of geopolitics, global elections and shifting global attitudes to trade and foreign policy on supply chain fragmentation and businesses' ESG commitments.
 - Supply chain disruption is affecting the flow of core components and increasing shipping costs, which members are attempting to mitigate via re-routing and diversification, which come with their own risks
 - Businesses and investors are keen to contribute to decarbonisation efforts, but work is thwarted by inadequate enabling infrastructure and global competitiveness for the quantum of sustainable investment
 - Shortages of critical skills continue to impact members ability to respond and plan for crises.

CBI Business Insights Bulletin 31st October 2024: Member Priorities & Insight. This bulletin can be found attached at **Appendix iv**. Bulletin headlines include:

- Business snap reaction to Autumn Budget 2024, including:
 - Initial results of a survey show a net negative (43.5%) and a net positive (37.1%) sentiments from businesses in response to the autumn budget statement
 - A majority (52.4%) of firms are pleased to see a Corporation Tax roadmap announced.
 - More than three quarters of firms (78.6%) cited the employer NIC increases as unwelcome.
 - Firms felt that tax incentives for green tech was missing from the budget
- Member insight on the business environment, including:
 - CBI members operating across different sectors report high-cost bases, risking the viability of their organisations, and the wider economic health of the regions within which they operate
 - Firms across the country and facing skills-shortages in business-critical roles
 - Labour costs continue to impact businesses' ability to operate but some are making productivity investments
 - Businesses contribution to, and operating within, the built environment in the North of England and reporting issues with access to funding and skills, as well as regulatory and pipeline challenges.

Insight Report - SME Manufacturers: Skills and Digital Adoption

Oxford Innovation Advice are calling on more Government funding to help SME manufacturers make the digital skills transformation they need to enhance growth. A report published by Oxford Innovation Advice has revealed that four out of every five companies are looking to 'digitally upskill' their staff but are finding the biggest barriers to achieving this are cost, and a lack of in-house knowledge.

The report further highlights that nearly 85% of small to medium-sized manufacturers (SMEs) are crying out for more Government funding to help them bridge the digital skills divide.

The survey was completed by 229 manufacturing SMEs during August for its Skills and Digital Adoption report, one of the largest compiled this year for manufacturers.

Source: [https://oxfordinnovationadvice.co.uk/wp-content/uploads/2024/10/SME-Manufacturers - Skill-and-Digital-Adoption -2024.pdf](https://oxfordinnovationadvice.co.uk/wp-content/uploads/2024/10/SME-Manufacturers-Skill-and-Digital-Adoption-2024.pdf)

Bradford and Hull are UK's most entrepreneurial cities, says report

A new report has revealed that two Yorkshire cities are the most entrepreneurial in the UK, with Bradford taking the top spot and Hull snapping at its heels in second place. Leeds is ninth on the list.

The report from Yorkshire-based marketing agency Wildcat Digital, compares four data sources across 30 of the biggest cities in the UK. Each data point represents a factor which is relevant to the city, based on its entrepreneurial credentials and business innovation.

Source: [Bradford and Hull are UK's most entrepreneurial cities, says report - Business Link Magazine](#)

GROWTH HUBS NETWORK: MONTHLY INTELLIGENCE REPORT

DATE OF ISSUE:	November and December 2024 (Aggregated return submitted 22 January 2025)		
GROWTH HUB:	Hull & East Yorkshire Growth Hub		
KEY CONTACT(S):	Jon Brunton	Email/Tel:	j.brunton@heybusinessgrowthskillshub.com / 07763 579879

A: LOCAL ECONOMIC CONDITIONS

Due to the Christmas and New Year break we received a reduced volume of business intelligence via partners and stakeholders for December 2024. We therefore present this aggregated return for collated November & December 2024 business and economic intelligence.

We report the following economic conditions in Hull and East Yorkshire for November and December 2024.

Trading Issues Facing SMEs

This month we report on a range of trading issues facing our regional SME community, including:

- Detailed SME insights on the Autumn Budget Statement, including:
 - Rising staff costs and employer confidence
 - NI & NMW increase impacts of apprentice and trainee recruitment
 - The impact of inheritance tax reform on regional farmers
 - Delayed business investment projects due to the Autumn Budget
- Regional business opinion on the “costs of doing business”
- Recruitment and skills issues, including:
 - Skills shortages, including in the digital sector
 - Reviews of staffing arrangements in light of NI and NMW increase, including working hours and overtime reductions.
 - A reduction in apprentice recruitment, and employers lack of awareness of NI payments for apprentices under-25
 - Firms reviewing contracts of employment and HR handbooks in light of changes to employment legislation.
- Construction industry trends
- High street trading issues

Labour Market Intelligence

We provide our regular update on current labour market intelligence, including unemployment figures, and job posting data.

Sector Spotlight

This month we provide specific business intelligence from the digital and ICT sector. A summary can be found in section B below, and the full report attached as **appendix i**.

New Economic Opportunities

We report on a range of positive new economic developments this month, including:

- A £5.2 million funding award for heat pump production in Hull
- A new £1b contact for Siemens Gamesa to supply the new East Anglia Offshore Two windfarm
- A new economic plan for Hull as part of Hull City Council community plan 2024-2034
- A number of business buy-outs and takeovers, which have safeguarded jobs

A63 Roadwork Delays – Impact on Hull Businesses

The delay of major roadworks in Hull by a further year has given severe cause for concern in the Hull business community. Commencing in 2020, the major roadworks are to lower the east-west A63 highway to create a split-grade junction with Ferensway and this remove a major flat junction to speed up journey times. The works were originally due to complete in Spring 2025; however National Highways have announced a 12 month delay to completion due to “challenging ground conditions”.

The Hull & Humber Chamber of Commerce has called for National Highways to set up a £1m compensation fund for the affected Hull businesses. City-centre businesses feel that the roadworks and associated travel delays are a large disincentive for people travelling into the city centre, ranging from workers, tourism and the local public wishing to shop and spend leisure time in the city centre; all of which is deleterious to the viability of city-centre firms, particular in the leisure, retail and hospitality industry.

Such is the perceived impact of these roadwork delays; it was discussed at the second meeting of the newly formed HEY Business Board on 13th December 2024. A large City-Centre employer has stated that these roadworks are causing lost time, money and efficiency, multiplied by the range of roadwork across Hull and the surrounding area.

Sources:

- [Hull A63 city centre roadworks delayed by a year - BBC News](#)
- [Traders worried over impact of Hull A63 roadworks delay - BBC News](#)
- [Call for £1m to help Hull businesses over A63 delay - BBC News](#)

Labour Market Update

We again report labour market intelligence for Hull and East Yorkshire. This data has been prepared by Hull City Council and East Riding of Yorkshire Council’s Insight Teams, based on ONS figures. This data is the most recent available and relates to the month of November 2024 for Hull, and October 2024 for East Riding (*NB – these are the latest available datasets we possess for each region*)

Hull

- Latest figures suggest there are 10,875 people claiming unemployment benefit in the city of Hull: equivalent to an unemployment claimant rate of 6.3%. This is an increase of 225 claimants compared to the previous month (October 24)
- The local unemployment benefit claimant rate has increased from 6.2% to 6.3%; whilst the regional claimant rate in Yorkshire & Humber has remained static at 4.7%, and the national claimant rate has also remained static at 4.3%. The number of unemployment benefit claimants has now increased nine of the last 14 months, with the current number of

benefit claimants has for the last five months been at one the highest levels since April 2022.

- In total, over the last 12 months (since November 2023), the number of unemployment benefit claimants in Hull has increased by 1,235 (12.8%) and the unemployment benefit claimant rate has increased from 5.6% to 6.3%.
- Compared to March 2020, immediately prior to the start of the COVID-19 pandemic, there are currently 1,000 more (+10.1%) unemployment benefit claimants in Hull, and the unemployment benefit claimant rate has increased from 5.9% to 6.3%.

East Riding of Yorkshire

- Latest figures suggest there are 5,160 people claiming unemployment benefit in the East Riding of Yorkshire: equivalent to an unemployment claimant rate of 2.6%. This is a decrease of 20 claimants compared to the previous month. The number of claimants is still at its highest since March 2022.
- Over the 12 months to October (compared to September 2023), there has been an increase of 890 (+20.2%) claimants, with a rate increase from 2.2 to 2.7.
- The local unemployment benefit claimant rate has remained at 2.6% in October; whilst the regional claimant rate in Yorkshire & Humber remains at 4.7%; and the national claimant rate has also remained at 4.4%.
- Compared to a year ago (September 2023) there are currently 890 more (+20.2%) unemployment benefit claimants in the East Riding of Yorkshire, and the unemployment benefit claimant rate has increased from 2.2% to 2.7%.
- Further details can be found attached in **appendix ii**.

Job Posting Data Scrape

Using the Lightcast platform, we have identified the following job posting trends in Hull and East Yorkshire in the 12 months to November 2024. More detail can be found in the “Additional Information” section below, and in **Appendix iii** attached to this report.

- There is still a modest increasing trend in unique job postings over the last 12 months – up from 3,814 in December 2023 to 3,987 in November 2024; **an increase of 4.5%**
- There was a modest drop in unique job postings from the previous month, from 4,074 in October 2024 to 3,987 in November 2024; **a decline of 2.1%**.
- The average wage from job postings from November 2023 to November 2024 has risen from £30k to £31.6k; **an increase of 5.1%**
- The top occupations over the last 12 months were: Care Workers, Sales, Cleaners, and Teaching Assistants. There has been **no change** to this over the last month or indeed past 12 months.
- The median advertised salary in November 2024 was £30k, showing an increase of 6% when compared with December 2023 (12 months ago).

A Spotlight on Digital & ICT Sector Issues in HEY

HEY Growth Hub’s Made Smarter – Digital Transformation Specialist works with a caseload of local digital and ICT firms to support their awareness and understanding of the Made Smarter programme and the opportunities that exist for these firms to work with manufacturers on industrial digital technology adoption. This colleague has therefore collated a range of insight from these businesses, which is presented in the attached **appendix i**.

Please see as summary of report findings as follows:

- General business and economic headline from the sector, including:
 - A largely positive view of sales pipelines and new business
 - Trends on customer payment and cashflow
 - Thoughts on the Government's autumn budget statement
- People and Skills issues from the sector, including:
 - Outsourcing of key specialist skills as opposed to permanent recruitment of staff
 - How to tackle skills gaps
 - Emerging skills needs and gaps
 - Business approach to staff CPD

B: BUSINESS NEEDS AND CONCERNS

Our team of Growth Hub Business Advisors have reported the following business needs and concerns in November and December.

SME Responses to Autumn Budget

Changes in budget including Employer NI increases affecting employer confidence and increasing costs. Broadly speaking, local SMEs are seeking clarity and are assessing the impacts of the recent Budget and its implication on NI contributions and what potential affect this will have on 'bottom line' profits. The feeling is that the cost is going to be passed on to customers in the main.

One local business owner mentioned that, following the announcement in the budget that employer National Insurance contributions are to increase from 13.8% to 15%, that three companies he is dealing with will be making redundancies in the next few months. One company said the NI increase will add £300,000 to their annual expenses and therefore they will have to cut jobs.

A local tech consultancy firm feels that the NI and NMW increase are a severe cause for concern, which will directly harm competitiveness and profitability. They are specifically concerned that future readjustment of pay scales as employees try to maintain their own comparative pay when set against the NMW baseline, and that the future level of pay increases are having to absorb the extra NI costs too. Further, they state that the NI cost increases is only partially offset by increase in employer's allowance. It is still a net cost to most businesses.

Another example is a small manufacturing company locally will see staff costs increase by £49k p/a due to increased NMW and NI, so is looking at 1 or 2 redundancies. It is generally believed that small business with low margins and relatively high staff numbers on NMW will struggle, for example the social care and nursery sectors. These small businesses lack the capacity to increase turnover/profit in any meaningful way, which leaves cost increases or redundancies as the only immediate options available.

In relation to inheritance tax reform for farmers, we report that farmers are now considering the sale of land to meet tax obligations, whereas before this land was earmarked for farm diversification projects.

A Hull-based modular building specialist (covering project management, installs, re-locations and manufacture) advised that orders have slowed in the last 6 months or so, particularly from educational institutions and the NHS, possibly due to businesses delaying investment prior to the

budget. The business has also recently taken on a sales director to try and grow sales in the manufacturing-side of the business.

The “General Costs of Doing Business”

We continue to see ongoing cost pressures, including energy, and wage costs, which are more impactful for very small businesses.

This issue has also manifested itself in investment decisions by some companies put on hold until new financial year for further review. A number of client businesses are hesitant to take our business loans due to ongoing economic uncertainty and a general lack of confidence. There is no one specific cause other than financial pressures and the competing priorities of cost increases, price volatility, and the cost of borrowing.

In relation, a local digital firm believe that general cost and profitability pressures within the local economy will make it very difficult for SME to pursue the Net Zero agenda. Whilst it might be the right thing to do from a social and environmental perspective, if firms lack the finance to adopt and invest in decarbonisation measures, businesses will have no choice but to not pursue Net Zero. Therefore, this firm feels that Net Zero is effectively ‘noise’ which businesses can do without at the moment.

Recruitment & Skills Issues

A couple of businesses this month think they will struggle to find the right person or persons with the right skills when they are looking to employ. One in digital sector will overcome this if needed by hiring a remote worker from outside the region.

There are also reports of staffing arrangements being reviewed due to higher costs, which is seeing recruitment activity being put on hold, a switch to part time instead of full time vacancies and reducing staff hours and overtime availability. All of this is linked somehow to NMW and NI increases (as discussed above).

Furthermore, we have received reports from local training providers that firms are cutting back on apprentice recruitment due to the “sharp rise” in NWM and NI contributions. However, training providers are at pains to point out that apprentices under 25 years of age do not require employer NI contributions, and many employers are not aware of this. It is felt that even when employers are aware of this, they are cutting back on apprentice recruitment due to the general increased financial burden posed by NMW and NI increases. Some training providers believe that some improved employer incentives are needed to continue to attract new apprenticeship opportunities and help tackle the growing NEET issue.

A local tech consultancy has stated that apprenticeships and people in low wage roles in hospitality and leisure will be impacted by the NI and NMW increase. They believe that firms will chose not to employ a trainee/apprentice when a ‘skilled’ worker can be hired for a few thousand a year more. This could effectively kill off apprenticeships for many local employers, causing long-term negative impacts on the local labour supply, which could in turn shrink the pool of skilled labour, and then force up wages as a result.

Finally, we report that the changes in employment law/legislation announced recently by government is also leading companies to revisit employment contracts and HR handbooks etc. With this comes the attendant cost of seeking legal advice when revising contracts of employment and HR handbooks.

Construction Industry Trends

Although people in the construction industry are remaining positive and are generally busy, there are “tell-tale signs” to the contrary such as an increase in surveyors going bust, who are usually first on site. It is however felt that the new government’s house build targets could help the sector.

High Street Issues

We have received reports of reduced footfall in some East Yorkshire villages which is impacting small businesses; with Market Weighton and Cottingham in particular reporting notable footfall reductions. It is difficult to attribute specific reasons for this; for example, this could relate to empty retail units, businesses changing ownership, or the blend of shops available. The relatively high proportion of charity and ‘service’ shops does not attract the public, and indeed higher rents and a lack of food, grocery and artisanal shops are all cited as factors, as are parking availability and charges.

In the local retail sector, some shops kept Black Friday sales continuous throughout the whole November and December period, with up to 25% discounts being commonplace over this period. Some local market stall traders report reduced attendance, with lower footfall and disappointing poor Christmas period sales.

We also report from Bridlington based hospitality and retail businesses that trade in the town is very poor, with many larger accommodation providers having reduced 2 night stays with heavy discounts, this impacting on smaller businesses unable to compete.

Furthermore, we have seen “Luxury items” businesses seeing a downturn in orders due to customer spending restrictions – with some going into liquidation. Across many sectors, included B2B we see the demand for high-end, high-value products being down.

C: ECONOMIC SHOCKS OR OPPORTUNITIES

Economic Opportunities

Hull firm receives funding boost to ramp up heat pump production

A Hull-based company was visited by a government minister as it was granted substantial funding to speed up the production of heat pumps.

The award to Ideal Heating marks the first from the government's Heat Pump Investment Accelerator competition, which is designed to stimulate significant private sector investment in the UK heat pump market.

It will allow for an increase in the production capacity of monobloc heat pump units and controls at the firm's site in the city, as well as hot water cylinders at the Gledhill manufacturing facility in Blackpool. The two businesses have been awarded nearly £5.2m and have committed to investing more than £6.8m in heat pump production, bringing the total to just over £12m.

It represents a significant boost for British manufacturing as the Government collaborates with leading companies in the heating sector to kickstart a domestic heat pump industry, enhance the UK's energy security, and support hundreds of low carbon jobs.

Source: [Hull firm receives funding boost to ramp up heat pump production - Hull Live](#)

A Hull factory will supply wind turbine blades for Scottish Power in a contract worth more than £1bn.

Turbine blades for Scottish Power's £4bn East Anglia TWO offshore windfarm will be built in Hull, after the green energy company formalised a turbine supply agreement with Siemens Gamesa worth more than £1bn.

The agreement will see Siemens Gamesa supply 64 of its flagship SG 14-236 DD* offshore wind turbines for Scottish Power's third offshore wind project in the southern North Sea.

The 115 metres-long blades will be manufactured at Siemens Gamesa's offshore wind blade factory in Hull, which now employs around 1,300 people after recruiting more than 600 new employees over the last 12 months.

Source: [Hull's Siemens Gamesa to make turbine blades as part of £1bn deal - BBC News](#)

Yorkshire and Humber to reap £181m benefit from Sofia Offshore Wind Farm

The construction of the £6bn Sofia Offshore Wind Farm in the North Sea could yield £181m of economic benefit for Yorkshire and Humber, the energy giant behind the scheme has claimed.

A report commissioned by German energy firm RWE, which is developing the 100-turbine project in the Dogger Bank zone, also points to around 1,600 full time job-years it is estimated to create in Yorkshire and Humber.

Source: [Yorkshire and Humber to reap £181m benefit from Sofia Offshore Wind Farm - Business Live](#)

Haulage and storage company accelerates with £1.1m investment

Over £1.1m has been invested in the fleet of transport and storage business, Lymers Assist, in 12 months. The firm with sites in Hull and Derbyshire, has just marked its 10th anniversary. It has acquired a number of new Volvo tractor units and a series of specialist trailers, including full steers.

The investment in the business is set to continue into 2025 with plans already in place for new vehicles to join the fleet.

Source: [Haulage and storage company accelerates with £1.1m investment | TheBusinessDesk.com](#)

Forestry and timber group to grow its Hull operation with third site

BSW Group has confirmed it will invest significantly in its BSW Timber Solutions and Bayram Timber sites in Melton, near Hull, where it will ramp up production and enhance IT infrastructure. Following recent investments in a new automated crosscutting line, BSW will now be expanding into a third Melton site, where a new 100km³ capacity per annum treatment tank will be located.

Source: [Forestry and timber group to grow its Hull operation with third site | TheBusinessDesk.com](#)

Modular building manufacturer launches in Yorkshire

A manufacturer of portable and modular buildings has launched in East Yorkshire. New Cabin Space was established by Bob Ward to supply prefabricated buildings for use as offices, canteens, training rooms, breakout rooms, small classrooms and other additional requirements. Buildings can be manufactured to individual specifications in as little as four to six weeks.

Source: [Modular building manufacturer launches in Yorkshire | Insider Media](#)

Humber workspace specialist Chameleon Business Interiors acquires Hunters Contracts North

Hull workspace firm Chameleon Business Interiors has acquired a longstanding Cheshire-based counterpart.

The Humber Quays firm, which has delivered work for clients such as McCain, Lumo and Hull University, has bought Chester-based Hunters Contracts North. Chameleon said the acquisition boosts its portfolio and brings in members of the Hunters North team - including managing director Sarah Morriss and head of customer services Pip Bennett - to strengthen its presence in the region.

Source: [Humber workspace specialist Chameleon Business Interiors acquires Hunters Contracts North - Business Live](#)

£85m travel group created as Humber specialist merges with South East firm

A Humber travel specialist has merged with a South East firm to create a new £85m turnover travel group. Good Travel Management (GTM) and CT Travel Group (CTTG) have joined forces in a strategic move backed by the majority investor in both businesses, the Hull based John Good Group, to accelerate the firms' growth plans in the business travel, incentive, groups and events, trade missions and leisure travel markets.

The combined travel group has established physical office locations in London, Kent and Yorkshire. GTM, based in Hessle, Hull, and already a John Good Group business, acquired Wexas' corporate travel business in 2023 and has set out to be the partner of choice for business travellers.

Source: [£85m travel group created as Humber specialist merges with South East firm - Business Live](#)

Funding will remove barriers to growth for lab furniture firm

A company producing laboratory furniture for universities and research institutes has secured a £100,000 loan from **NPIF II** – Mercia Debt Finance, which is managed by Mercia Debt as part of **The Northern Powerhouse Investment Fund II (NPIF II)**.

The funding will enable Hull-based Lab Systems Furniture to expand its capacity by moving into new premises three times the size of its existing unit and create two new jobs. The move is part of the company's growth plans, which also include investment in new machinery.

Source: [Funding will remove barriers to growth for lab furniture firm | TheBusinessDesk.com](#)

New vision to regenerate Hull takes step forward

A design company has been appointed to help regenerate Hull Urban designers Planit will work with Hull City Council over the next six months to create a plan which will "stimulate the economy, respond to climate change and develop sustainable neighbourhoods".

The planning work has been funded by a £19.3m government programme and is part of Hull's Community Plan 2024-2034, which includes making the city a regional hub for investment and growth.

Source: [Urban designers Planit appointed to help regenerate Hull - BBC News](#)

Pre-pack sale of manufacturer safeguards dozens of jobs

Enact Fund II, a UK special situations fund managed by Endless LLP, has confirmed the sale of Bartoline Ltd, a manufacturer of decorating sundries for the home improvement industry, to Paramount Retail Group Holdings.

The management team of Beverley-based Bartoline has been working with advisors in recent weeks to review options for the company, in view of the difficult trading challenges it continues to face. Paramount is acquiring the business and assets of Bartoline, and all staff will move under TUPE to the new owner, preserving the jobs of all 89 employees.

Source: [Pre-pack sale of manufacturer safeguards dozens of jobs | TheBusinessDesk.com](#)

Atom Beers acquired in pre-pack administration by Hull businessman Rob Brocklesby

New investment into Hull brewery Atom Beers has promised to secure the future of the business, which celebrates its 10th anniversary this year. The undisclosed deal is said to safeguard the future of the Atom Beers brands and the continuity of brewing at its Sutton Fields Industrial Estate premises. Five jobs have been retained in the move which founder Allan Price said would provide the necessary capital to drive the award-winning business forward and put it in the best position to grow.

Source: [Atom Beers acquired in pre-pack administration by Hull businessman Rob Brocklesby - Business Live](#)

Economic Shocks

None to report for November and December 2024.

D: BUSINESS SUPPORT ECOSYSTEM**Business Support Update****Business Insight into the local business support ecosystem**

A Hessle-based tech consultancy believes that whilst grant funding is still available for the “few businesses with the confidence to invest” via the HEY BGS Hub Growing Places fund and others, that more joined up communication across the region is needed to get the message across to these businesses to help promote job creation and innovation.

Hull City Council’s Business Support Update

Comments on general business support trends:

Hull City Council Economic Development Team recently launched a Manufacturing Performance Review for manufacturing businesses, this intervention is designed to help business reduce wasted effort and help implement efficiencies that will drive down operational costs and improve productivity, the review is carried out by a sector specialist who conducts a deep dive into operations, using a holistic approach to pinpoint strengths and weaknesses from production processes to employee engagement, identifying hidden costs, feedback from businesses have been extremely positive with business requesting further support which is not funded.

Hull City Council is engaging with contractors to help create a new youth enterprise hub and business incubation facility in the city centre. The council has allocated £1.5m of Government funding for the refurbishment of 161 High Street. The plans will be developed by the council’s Building and Design Services and initial works will focus on regenerating the ground and first floors of 161 High Street to be used as a hub for young entrepreneurs. The new project aims to support start-up businesses and entrepreneurialism in the city. It also ties into Hull’s community plan to help create an enterprise culture.

East Riding Business Support Update

Comments on general business support trends:

- Demand for the ERYC business support service continues to be high with around 80 enquiries being received a month on average. 151 grants have been awarded since April 2023, with a cumulative value of £1.28 million.
- The uncertain funding landscape for large capex projects is leading businesses to delay projects.
- Requests for grant funding had slowed in November – possibly due to Christmas and/or because capex is being ‘suspended’ following Oct 24 Budget. However, from December grant funding requests picked up again with firms seeking grant to pursue website development and marketing activity to build business and turn-around lower than expected sales.

ERYC continues to offer business support through UKSPF and REPF funding. Support includes:

- A team of independent business advisers offering 1 to 1 advice and guidance to any business or pre-start idea
- revenue grants of up to £5000 and capital grants of up to £50k, skills grant of up to £5k
- Fully funded workshops available in conjunction with Hull CC covering online/social media marketing, Human Resources, bid writing and tendering, marketing, process efficiency and environmental
- Supplier directory and opportunities map
- Social enterprise specialist support
- Internship programme
- Innovation specialist support
- Resource portal
- Networking events

Goole Town Deal continues to offer funding for regeneration of Goole, including the £4m Property Activation Fund open to local business owners: [Property Activation Fund | Goole Town Deal](#)

Additional Information (list any annexes below)

The HEY Business, Growth and Skills Hub’s Senior Advisor for Employment and Skills has produced a **Job Posting report** for the Hull and East Yorkshire region for the 12 months to November 2024 using the Lightcast platform. This can be found attached at **appendix iii**.

CBI Autumn Budget Survey Results 7th November 2024. These results can be found attached at **appendix iv**. Key result findings include:

- Overall business sentiment
- Announcements welcome by firms
- Announcements not welcomed by firms
- Announcements that were felt to be missing
- CBI member perceptions of the budget measures on the attractiveness of the UK as a place to invest.
- CBI member perceptions of the budget measures impact on UK productivity

CBI Business Insights Bulletin 4th December 2024: Member Priorities & Insight. This bulletin can be found attached at **appendix v**. Bulletin headlines include:

- Member insight on the business environment, including:
 - The investment and operating environments remaining challenging for firms, with many stating that announcement in the Budget have resulted in stalled or abandoned growth projects.
 - Many firms are reporting challenges to their workforce planning. Business state that the Budget announcements, particularly changes to employer NI contributions, are directly resulting in impacts on workforce.
 - A notable impact on wages and pensions, both immediate and future has been reported by businesses in response to some Budget announcement.
 - There has been strong recognition of the government's welcome decision to protect R&D funding as the key foundational base of the UK's innovation industry. Many of the key enablers, including universities and scale-ups, are however struggling to grow and support the wider transformation of the economy needed to accelerate firms existing plans to adopt technology and digitise.
 - Businesses across the economy state that planning and infrastructure are critical components of domestic and international investment decisions, key to the designation and delivery of projects, but challenges persist in securing permissions and connectivity
 - Firms stand ready to invest in, and contribute to, the energy transition to net zero. Many have stated that they would encourage the new gov to build on progress by focusing on addressing challenges of supply, regulation and prices.
- Findings from the CBI Service Sector Survey

CBI Business Insights Bulletin 18th December 2024: Member Priorities & Insight. This bulletin can be found attached at **appendix vi**. Bulletin headlines include:

- Business insights on UK competitiveness
- Business insights on partnering with government to embed economic resilience
- Impact of Autumn Budget measures on trade associations

The 2024 Hull High Street Analysis

Local marketing agency Peaco Marketing has issued the results of a survey on the topic of Hull's City Centre High Streets. 40 city-centre business owners and employees complete the survey, with full survey results attached at **appendix vii**. Some key points include:

- Just **22%** of survey participants will be conducting their Christmas shopping in Hull this year
- A striking **83%** of respondents described the city centre as "declining," with only 2% observing any growth
- **75%** of respondents identified platforms like Amazon as a major threat. An additional 47.5% pointed to general online shopping as a key issue

- **25%** of respondents stated “lower rents” as a critical factor for revival
- Popular names such as **Zara, Uniqlo, and Jo Malone** were specifically mentioned as helpful to the high street if they could set up here
- One business even said **an increase in security in the street** outside is the **only** major change that would **improve things immediately**

Yorkshire’s SME manufacturers call for greater government support

Nearly two thirds (65 per cent) of SME manufacturers in Yorkshire and the Humber have said more government funding is required for them to bridge the digital skills divide, according to a new report.

The report, produced by Oxford Innovation Advice, has revealed that 84 per cent of companies want to 'digitally upskill' their staff but are finding the biggest barriers to achieving this are cost and a lack of in-house knowledge.

It also found that 72 per cent of the businesses questioned are planning to invest in digital technologies, highlighting the opportunity for the new Labour administration to offer more specialised support to help boost skills and unlock the potential of UK industry

Source: [Yorkshire’s SME manufacturers call for greater government support | Insider Media](#)

Humber Marine & Renewables wins share of funding for coastal towns

Humber Marine & Renewables has been awarded £85,000 from the Department of Transport as part of an initiative to grow economies in coastal towns around the UK.

Amounting to nearly £1m, the Maritime Cluster Development Fund has been divided amongst nine UK maritime clusters and is intended to drive investment and help local businesses through delivery of skills, training and educational programmes.

The funding, which is being matched by some of our members and supporters, will assist in our marketing of the region’s maritime sector as well as enhancing our work through additional business development activity.

Source: [Humber Marine & Renewables wins share of funding for coastal towns | Humber Marine Renewables](#)

City to submit UNESCO City of Music bid

Hull is set to bid to become a Unesco Creative City of Music. The council's cabinet signed off a five-year plan for boosting music in the city on Monday, which includes applying to the scheme.

Some 1,200 people were consulted on the strategy which also seeks to encourage people from all kinds of backgrounds involved in cultural activities. The Unesco scheme aims to promote co-operation "among cities that have identified creativity as a strategic factor for sustainable urban development".

Source: [Hull to submit Unesco City of Music bid as part of culture plan - BBC News](#)