



# Inclusive Economy Strategy

Presentation to Growth & Regeneration Scrutiny Committee 10 October 2023

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# Drivers of Change

A refresh not a re-write

- Changed (and changing) context – Brexit, Covid, cost of living crisis
- Build consensus on local priorities for economic recovery/Levelling up
- Stronger focus on long-term/structural challenges and opportunities
- Highlight opportunities from devolution
- Identify clean growth opportunities from climate change agenda
- Articulate links with communities and health
- Strengthen links between inclusion and growth
- Inform review of Local Plan

# Timing is challenging

- Making sense of continued economic uncertainty / perma-crisis (there will never be a perfect time to do this)
- Making it relevant now versus the strategy dating very quickly
- Being honest about what we can influence locally versus being seen to have ambition
- Priorities from the new Administration
- Striving for something distinctively Kirklees / single organising principle
- Potential to speak to an incoming government

Comments and discussion from today can directly influence the drafting stage

# Kirklees' Economic Outlook

- Despite recent growth, Kirklees still lags regional and national averages – GVA, earnings, productivity
- Covid impact less severe than first predicted e.g. unemployment
- Relatively high employment levels masks low wage, insecure employment and significant economic inactivity
- Emerging evidence of loosening of labour market (reducing number of vacancies)
- Widening of inequality with differential impacts across groups
- Cost of living crisis affecting for most people – inflation, energy etc
- Interest rates remaining higher for longer
- Major headwinds – export, automation, input costs, skilled labour

# Multiple Audiences

- Council / Cabinet / Executive Team
- Anchor institution partners (University/College etc)
- Residents and wider business community
- Potential investors
- West Yorkshire Combined Authority (WYCA)
- Government

# Output

- Refreshed Inclusive Economy Strategy, to be owned by Council and partners
- Focus on long-term (10 year) structural challenges and opportunities
- Framework for action over short term
- Revised partnership approach
- Public facing web page of key content
- Acknowledge different audiences will need tailored output
  
- Aiming for Cabinet and Council early 2024

# Kirklees Top Tier Strategies



# Economic Recovery Plan Framework

People  
*Skills & Jobs*

Partners  
*Businesses*

Places  
*Investment*

Environmental sustainability

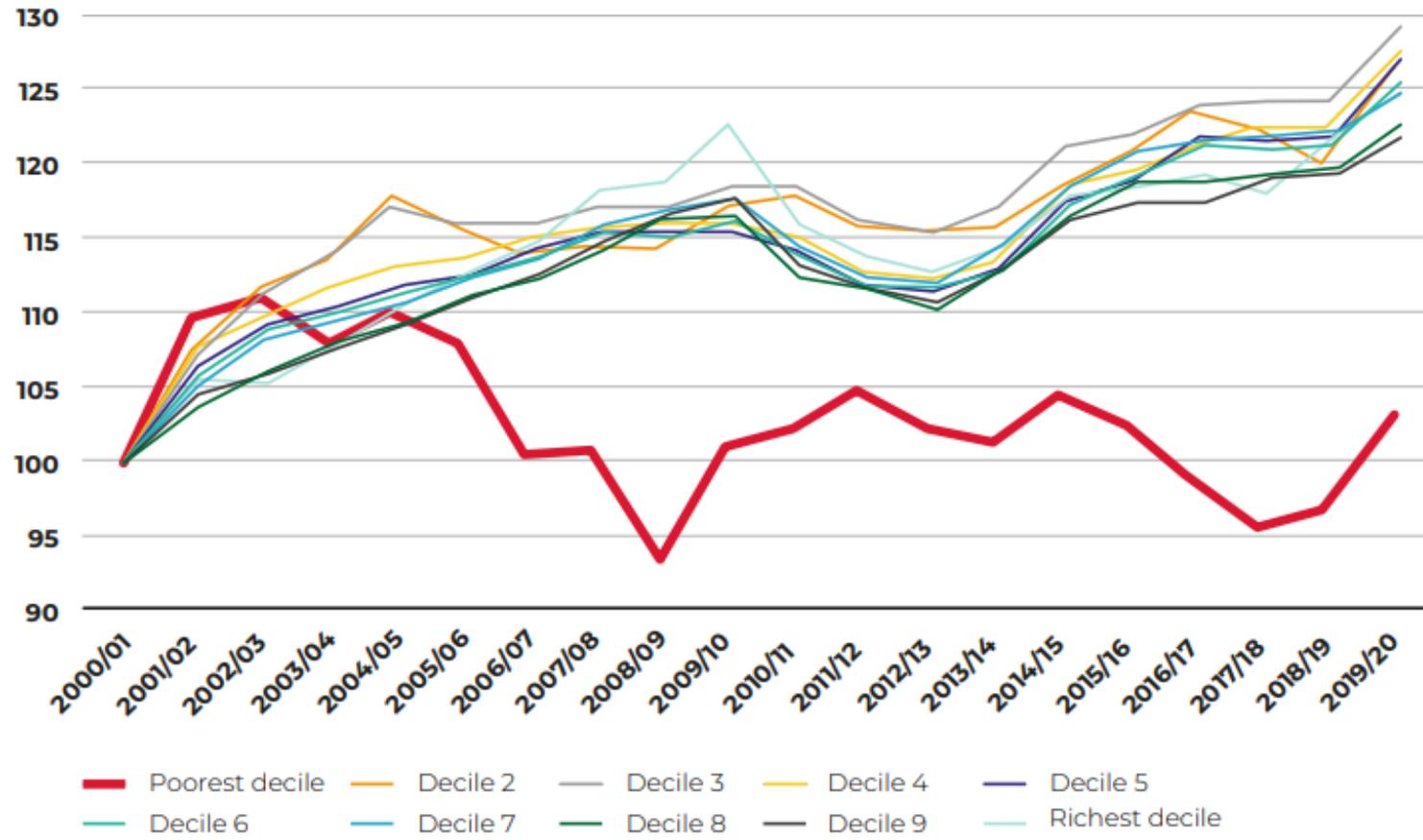
Inclusive Economy

# Inclusive Economic Strategy Framework



# Nationally the bottom 10% have seen no improvement in living standards in 20 years

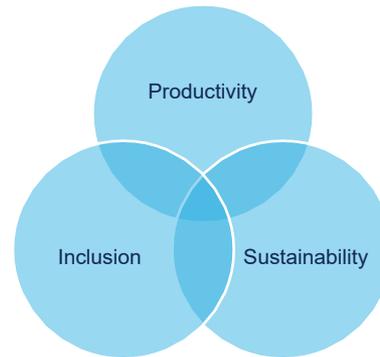
Indexed (2000/01=100) real median household disposable income (after housing costs) by decile, 2000/01 to 2019/20.



# Plan on a page

Evidence Base

Vision



## People

Empowering  
Young People

Digital inclusion

Supporting  
Communities to learn  
and progress

Skills for the future

## Place

Town centres

Rural

Culture and the  
outdoors

Transport

Place marketing

Housing Growth

## Business / partners

Start

Grow

Inward investment

Social enterprise  
and shared  
ownership

# People

## Empowering Young People

- Apprenticeships
- Pre apprenticeship
- Employer engagement
- Work readiness / employability
- GCES / KS4 (English and Maths)
- Progression to higher education inc; degree apprenticeships
- Linking to areas of demand (health and social care, digital/tech etc)

## Digital inclusion

- Digital skills/ digital citizen
- Roll out Digital Hubs / Digital Champions
- Digital productivity in SMEs
- Digital skills qualifications
- Higher level digital skills

## Supporting Communities to learn and progress

- Adult education that meets local need
- Support for unemployed
- First steps to learning
- ESOL
- Expanding adults and community learning offer
- Linking to employer need and under represented groups
- Numeracy and literacy
- Link to higher level skills

## Skills for the future

- Reskilling / transferable skills
- Employer engagement / workforce development
- Construction skills academy
- Green / low carbon skills
- Link to growth areas e.g. top 100
- Enterprise education / experiences
- Interface with WY programmes – careers, schools, adults, employers, start ups

# Place

## Town Centres

- Delivery of Blueprints (inc Smaller Centres)
  - George
  - Cultural Heart
  - Station Gateway (TRU)
- Station to Stadium including Health Innovation Campus
- Night time economy

## Transport

- Transport Strategy – link to LTP 4
- TRU
- Mass transit
- Active travel
- Delivery of major projects – Cooper Bridge etc
- Bus improvement (inc bus stations)

## Rural

- Broadband
- Bus Services

## Place Marketing

- Narrative
- Collaboration with private sector
- Champions / ambassadors

## The Outdoors

- Quality of life
- Visitor economy
- Visitor economy / tourism strategy
- Link to Cultural Strategy – events, YOM etc

## Housing Growth

- Town centres – esp Huddersfield and Dewsbury projects
- Large sites e.g. Chidswell, Riverside
- Mid size SME developers
- Link to housing strategy – e.g. quality of existing stock

# Business / Partners

## Start up

- Delivery start up West Yorkshire – advisors
- Business centres / incubation
- High growth sectors e.g. health tech

## Grow

- Growth advisors (WY model) – resilience, survival, growth
- Export
- Innovation
- Productivity
- Low carbon sector / support for companies
- Key Account Management & High value sectors
- Sites and premises

## Inward Investment

- Skills
- Sites and premises
- Incentives
- Location / connectivity
- University strengths
- Quality of life / wider offer

## Social enterprise and shared ownership

- Awareness raising
- Support and incubation
- Strengthening the evidence base and knowledge building
- Finance
- Profile building

# Thank you!

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