



SELBY DISTRICT MEANS
GROWTH
AT THE HEART OF YORKSHIRE

SELBY DISTRICT ECONOMIC DEVELOPMENT FRAMEWORK

2017–2022... *and beyond*



YEAR 1 REVIEW
and YEAR 2 & 3 PRIORITIES





Selby District Council winners of the prestigious 2018 Business Insider “Local Authority of the Year” Award.

Voted for by regional developers, peers and business leaders the award recognises how Selby District Council is punching above its weight in supporting business growth, regeneration and the development of the strategic sites across Selby District.

A clear demonstration of a one-team approach between Economic Development, Housing and Regeneration and Planning in collaboration with external partners.

What is the working relationship like?

“*Changed significantly for the better. I can now clearly see the investment made and feel it will benefit Selby District and surrounding authorities. I notice more Selby District Council officers at the Leeds City Region meetings and feel you are now having a voice and can shape economic initiatives.*”

Mike Denby, Economic Development Service Manager Wakefield Council

“*Selby District Council has taken on board what the private sector needs and requires in order to invest and want to do business in Selby District and they do their best to accommodate this.*”

Tim Love, Director Harworth Group

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I am delighted that major progress has been made over the last year in Selby District towards our economic ambitions, with direct input from this Council. Significant milestones have been achieved to bring forward the Council's key development sites, with the first occupier signed for Sherburn2 and major planning applications submitted for both Gascoigne Rail Freight Interchange and Create Yorkshire at Church Fenton Airfield. These transformational sites will see us secure new investment in the District and improve employment opportunities, with the Council playing a leading role in driving them forward. We have also been successful in securing almost £9m of funding from central government to unlock the regionally-significant Olympia Park site in Selby for development. This site has the long-term potential to provide over 1,500 new homes and significant new business space.

We are also seeing substantial new investments being made at existing sites in the District too, such as P3P's £25m investment at their Food Technology Park in Camblesforth. This investment will create new high-value job opportunities, placing Selby District at the forefront of innovation and new technology in the agri-tech sector. However economic growth is not all about large-scale development sites and supporting big business – Selby District is also home to a rich and diverse range of small and medium sized business who themselves have strong

growth ambitions. The Council has placed significant focus on supporting SME businesses to flourish through targeted intervention and facilitating access to sub-regional business support programmes. In the last year alone a total of £400,000 grant funding has been provided to SMEs in the District through a range of business support programmes.

Reflecting on the last twelve months, an enormous amount of progress has been made in realising the Council's ambition to make Selby District a great place to do business, a great place to live and work and a great place to achieve your potential. Jobs in this District now provide the highest average wage levels of any local authority in the Yorkshire and Humber region and Selby District is the fastest growing area of North Yorkshire. Our economic outputs are rising faster than regional averages and we have advantages in the size and skill levels of our workforce. New housing is coming forward quickly, aligned to our economic growth plans. When combined with our excellent transport connections, extensive high-speed broadband and favourable house prices the potential of Selby District becomes huge.

However, it is important not to forget that we are only one year into a five year programme with a lot more to deliver. Looking ahead to the next two years and beyond, we have a major role to play in continuing to support the delivery of our key development sites and working

with developers to attract the right mix of investment to the District. We will also work with our partners to explore how we can unlock the potential of the M62 Corridor in Selby District for energy innovation and regionally-significant business growth. There will also be a strong focus on place making and the regeneration and enhancement of our market towns.

In terms of making Selby District a great place to live and work, Selby Abbey's 950th anniversary represents an enormous opportunity to promote the District's rich cultural heritage with a series of events planned across the year. We will continue to work with partners to improve the supply of housing across the District, as well as delivering our own ambitious Housing Development Programme which will see the creation of over 200 new affordable homes by 2020. The Council also has an aspiration to transform Selby Station and its surrounding area into a high quality mix of homes, public spaces, transport facilities and historic buildings, acting as a first-class gateway to Selby town and better linking the town to Leeds, York, Hull and beyond. Elsewhere, we will accelerate work on District's range of strategic transport infrastructure, ensuring that we make it effortless for goods and people to move in and out of Selby District. Finally, we will also place greater emphasis on skills development to ensure that businesses in Selby District have access to a steady supply of well-qualified local workers to meet current and future workforce development needs.

There has been considerable change around us since the launch of Selby District Council's Economic Development Framework in 2017. Nationally, Brexit continues to dominate the newspaper column inches creating uncertainty for businesses and investors with an eye towards the future. Elsewhere we have witnessed Transport for the North becoming the country's first sub-national Transport Body, empowering the North to communicate to Government its investment priorities and set its own agenda in delivering a step-change in connectivity across the North.

We have also seen change manifest itself locally. In February 2018 Eggborough Power Station sadly announced that it was to close after over 50 years in energy generation. This news reflects the Government's desire to move towards a low-carbon economy with traditional coal-fired power stations being phased out.

However, our strong ambition is to make Selby District even more thriving and prosperous – we are determined that this District will be the place where opportunities and prospects are improved for all of our residents and businesses and people are proud of their place. We have made significant progress during the last twelve months in striving to achieve our ambitions, and we will continue to work with local businesses and key delivery partners to ensure that Selby District is an ever-greater place to do business, enjoy life, and to achieve your potential.

HIGHLIGHTS



- April 18**
Council agrees ambitious visitor strategy, with an initial focus on supporting the 950th anniversary of Selby Abbey
- May 18**
Council secures nearly £9m grant to deliver major housing and business growth at Olympia Park near Selby
- June 18**
Major growth opportunities along M62 identified as a key priority for the Council working with others
- July 18**
Muti million pound bid submitted for Selby station



- August 18**
First occupiers signed up for Sherburn2 development



- November 17**
Growth conference launches the Council's ambitious programme.
- December 17**
Local government review highlights Selby as a place ready for business investment.
- January 18**
Council agrees £22m housing development programme to provide 200 new affordable homes
- February 18**
Selby district investments sites get high profile government visit.
- March 18**
Council agrees ambitious visitor strategy, with an initial focus on supporting the 950th anniversary of Selby Abbey

HEADLINES



Highest average wages in yorkshire and humber



Almost 10,000 new jobs to come from major sites



£3.7m per annum additional business rates for SDC



Over 6 million square feet of new office & employment



Economic activity rates above UK & Y&H

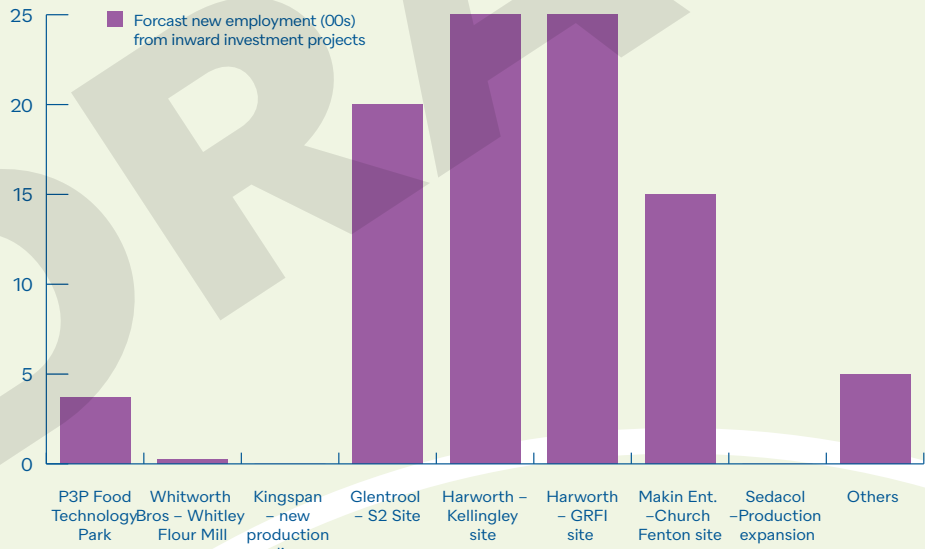


Over \$500m investment in site development alone

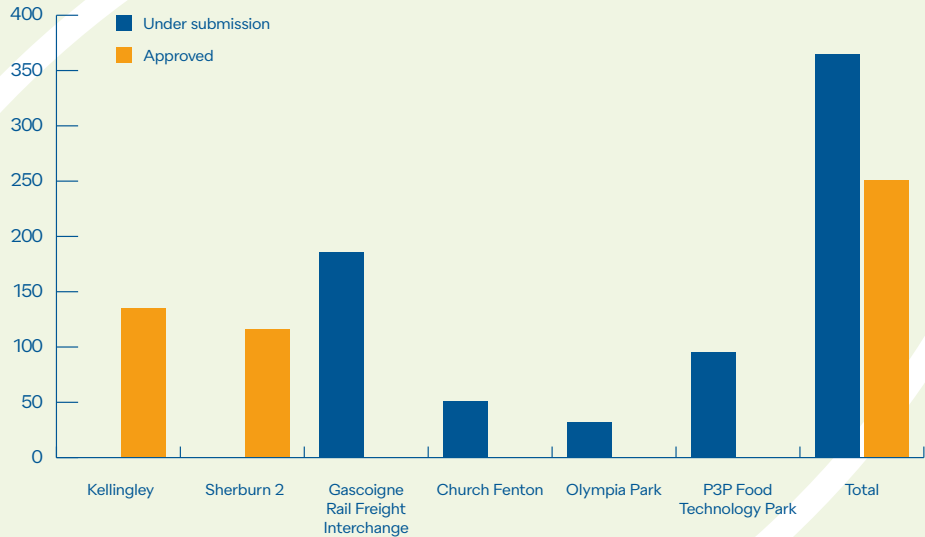


Business confidence up to 91% – 2nd highest in LCR

Forecast New Employment (00's) from Inward Investment Projects



Site development space m² (000s)



KEY DEVELOPMENT SITES



SHERBURN2

- Great access to the A1(M) and the national motorway network;
- Outline planning permission granted for up to 1.25m sq. ft of B1/B2 and B8 space.

PROGRESS:

- The first occupier signed for the site in July 2018 with planning submitted for a 50,000 sq. ft. unit;
- The site is attracting a high level of interest with Heads of Terms signed for a second site which is targeted to commence Q1 2019.

WHAT WE WILL DO NEXT:

- Work with the developer, Local Enterprise Partnerships and other key partners to attract and support new investors;
- Work on an infrastructure plan for Sherburn to improve connectivity.



GASCOIGNE RAIL FREIGHT INTERCHANGE

- 112 hectare site with nationally significant rail freight infrastructure;
- Great access to the A1(M) and the national motorway network.

PROGRESS:

- A formal planning performance agreement and partnership working with Harworth and North Yorkshire County Council has delivered a site masterplan maximising the potential of this nationally significant site;
- Planning submitted in July 2018 for up to 2m sq. ft. of employment space.

WHAT WE WILL DO NEXT:

- Work with the developer, Local Enterprise Partnerships and key partners to attract new investors;
- Work on an infrastructure plan for Sherburn to improve connectivity.



CHURCH FENTON AIRFIELD

- Home to the high-profile Yorkshire Studios where Victoria is filmed
- Potential to provide a major creative and media hub in the region.

PROGRESS:

- A formal PPA partnership with Makin Enterprises, Screen Yorkshire and North Yorkshire County Council has delivered a masterplan for "Create Yorkshire";
- Planning submitted in July 2018 for the first phase of development for this dedicated creative and media hub.

WHAT WE WILL DO NEXT:

- Film and creative sector economic impact study being commissioned, with business and marketing plans to deliver the long term potential of the Create Yorkshire site;
- Engage with Creative England and Screen Yorkshire to identify creative businesses to relocate to the site;
- Promote the site to international investors.



OLYMPIA PARK

- 90 hectare mixed-use site;
- Long-term potential for the delivery of up to 1,500 new homes and around 35 hectares of employment space.

PROGRESS:

- The Council has secured almost £9m in funding from Homes England to unlock the site for development;
- Significant work is underway with private sector partners to bring forward the site for development.

WHAT WE WILL DO NEXT:

- Work with partners to agree a masterplan for the delivery of the site;
- A new planning application targeted for March 2019.
- Infrastructure work to start June 2020



KELLINGLEY

- Strategic rail head and access to the inland waterway network and the Humber Ports;
- Outline planning permission granted for up to 1.45m sq ft of employment space B1/B2/B8.

PROGRESS:

- Landowner/developer Harworth is currently undertaking remedial works on site with completion targeted for the end of 2019;
- The Council has proactively worked with Harworth and the Department for International Trade on several inward investment enquiries for the site.

WHAT WE WILL DO NEXT:

- Work with the developer, Local Enterprise Partnerships and key partners to attract new investors.

PRIORITY GROWTH SECTORS

Significant progress has been made over the last year to develop the Council's seven priority growth sectors. While all seven growth sectors are important to the future prosperity of Selby District our future focus will be on the agri-tech, creative and enegy sectors within our area.



AGRI-TECH

RATIONALE:
Capitalising on key assets such as Stockbridge Technology Centre and existing business parks along the A19 between Selby and York.

PROGRESS:

- Significant new investment being made by P3P at their Food Technology Park in Camblesforth, set to create 370 new jobs;
- The Council is leading a Steering Group for the planning development of the site, with the first phase of the development scheduled to be completed by the end of 2018;
- Strategic relationship developed with the Biorenewables Development Centre based in York to support indigenous businesses seeking to explore new bio-opportunities.

WHAT WE WILL DO NEXT:

- Support the development of P3P's plans which will place Selby District at the forefront of innovation and technology in the agri-tech sector;
- Proactively work with the cluster of agri-food/biorenewables research centres in the sub-region to explore how their range of services can help support indigenous food and drink business improve existing processes and develop new products.

CREATIVE INDUSTRIES

RATIONALE:
New opportunities linked to investment at places such as the Yorkshire Studios at Church Fenton Airfield

PROGRESS:

- The Council has led a multi-stakeholder partnership to deliver a masterplan for "Create Yorkshire" - a dedicated creative and media hub in the region;
- Planning submitted in July 2018 for the first phase of development for this creative hub.

WHAT WE WILL DO NEXT:

- Film and creative sector economic impact study being commissioned, with business and marketing plans to deliver the long term potential of the Create Yorkshire site;
- Engage with Creative England to identify creative businesses to relocate to the site.



SELBY DISTRICT MEANS GROWTH AT THE HEART OF YORKSHIRE



ENERGY

RATIONALE:
Investing in new and emerging technologies such as battery storage, making use of key sites along the M62 corridor

PROGRESS:

- Study commissioned on aspirations for the M62 corridor in Selby District;
- Collaborative work with regional partners to explore the collective opportunity around energy innovation;
- Supported through the planning process Nationally Significant Infrastructure Project applications from Eggborough Power for a gas-fired plant on its existing site (approved) and Drax Power to upgrade its two remaining coal-generating units to run on gas.

WHAT WE WILL DO NEXT:

- Understand how we can attract sector-specific businesses to the M62 corridor and encourage energy innovation through agglomeration;
- The Council will lead a steering group to identify the growth and energy opportunities that exists in our District along the M62 corridor.



ADVANCED MANUFACTURING

RATIONALE:
Building on the high manufacturing base in our District by supporting innovation and encouraging new technology

PROGRESS:

- Significant progress being made to bring forward key development sites such as Gascoigne Rail Freight Interchange, Kellingley and Sherburn2 to provide new business accommodation to manufacturers looking to expand or relocate;
- Strategic relationship developed with the University of Huddersfield and the National Physical Laboratory to support innovation amongst indigenous manufacturing businesses in Selby District.

WHAT WE WILL DO NEXT:

- Continue to support the development of our key development sites to provide major new employment space in the District;
- Work with partners such as the Department of International Trade and the LEAs to attract leading-edge manufacturing businesses to Selby District;
- Work with partner organisations to support indigenous manufacturing businesses seeking to improve productivity by investing in new technology and achieve their growth ambitions.

CONSTRUCTION

RATIONALE:
Bringing forward new employment space in the District and supporting house building

PROGRESS:

- An ambitious £22m housing plan to build or acquire over 200 new affordable homes by March 2020 was agreed by the Council in January 2018;
- Great progress is being made on the development of the District's key development sites with July 2018 seeing first occupier signed for Sherburn2 and planning submitted for Gascoigne Rail Freight Interchange and Create Yorkshire at Church Fenton Airfield. Elsewhere remedial works are being undertaken at Kellingley;
- The Council is co-ordinating a joint funding bid between Legal & General Modular Homes and Selby College to establish an onsite training facility at Legal & General's Sherburn facility creating further training opportunities for the District's residents.

WHAT WE WILL DO NEXT:

- Ensure that the benefits of housing development are kept locally, where possible, by encouraging local construction businesses and residents to work on Council-led housing schemes;
- Support the delivery of the District's key development sites and ensure the availability of supply chain and local training opportunities for construction businesses and residents based in Selby District

RATIONALE:
Creating vibrant market towns and celebrating the unique local identity of our District

PROGRESS:

- Selby District Visitor Economy Strategy and Action Plan agreed by the Council in March 2018 to develop and promote the District's visitor offer;
- The Council has secured resources to deliver the ambitious Action Plan.
- Appointed 2 new posts to drive forward this key agenda

LOGISTICS

RATIONALE:
Making use of our excellent road and rail infrastructure

PROGRESS:

- Collaborative approach being developed with NYCC on the development of transport and infrastructure related solutions to enable sustainable economic growth;
- Strategic relationship developed with Transport for the North to ensure that the growth potential of Selby District is properly articulated within their agenda.
- Input into LCR HS2 Growth Strategy
- Successful LCR Transforming Cities Fund bid for Selby Station

WHAT WE WILL DO NEXT:

- Develop a Selby District Growth and Infrastructure Delivery Plan which identifies a series of high-level transport and infrastructure asks which addresses current challenges and meets future demands;
- Continued engagement with Transport for the North to ensure that Selby District features in its vision of a super-connected, prosperous northern economy.
- Develop detailed proposals to improve Selby Station and the surrounding area

VISITOR ECONOMY AND HOSPITALITY



WHAT WE WILL DO NEXT:

- Plan a District-wide range of events to celebrate Selby Abbey's 950th anniversary;
- Work with national organisations such as the Arts Council and the Heritage Lottery Fund to bring a greater focus to the area and unlock funding to deliver a range of art, culture and heritage-inspired initiatives;
- Explore opportunities to promote Selby District as a visitor destination through Tour de Yorkshire and the UCI World Cycling Championships.



STRATEGIC TRANSPORT & INFRASTRUCTURE

Selby District's location at the heart of Yorkshire offers businesses and residents a great range of transport links making it easy for goods and people to travel in and out of the District.

We are a growing District with a range of distinct economic strengths and significant potential for growth. In order for this growth potential to be fully realised, it is critical that our range of strategic transport infrastructure continues to meet existing requirements and can cope with future demands.

Progress so far:

- Part of the West Yorkshire Combined Authority working group to develop Leeds City Region's HS2 Growth Strategy;
- High-profile Council response submitted to West Yorkshire Combined Authority during the public consultation phase of Leeds City Region's HS2 Growth Strategy outlining the role of Selby District in contributing to the future economic success of the region;
- Collaborative work with West Yorkshire Combined Authority to include Selby Station in its Transforming Cities Fund bid to secure further investment from Government to improve transport connections across Leeds City Region;
- Heavily involved in the stakeholder engagement sessions run by Transport for the North on three of its strategic development corridors that directly impact on Selby District – strategic engagement is ongoing;
- High profile Council response submitted to Transport for the North during the public consultation phase of its Strategic Transport Plan which reinforced the potential of the District's strategic development sites to drive transformational



growth across the North. This response had been endorsed by major investors in the District;

- Close engagement with HS2 Ltd and North Yorkshire County Council on the design and route refinement of HS2 Phase 2b with a view to minimising local impacts and maximising the opportunities for local business and residents;
- Collaborative approach being developed with North Yorkshire County Council on the development of infrastructure and transport related solutions with a view to creating a Selby District Growth and Infrastructure Delivery Plan to be able to respond to future funding opportunities.

What we will do next::

- Work collaboratively with North Yorkshire County Council and our business community to produce a Selby District Growth and Infrastructure Delivery Plan that addresses current challenges and meets future demands;
- Use the Selby District Growth and Infrastructure Delivery Plan as a catalyst to respond to future funding opportunities on strategic transport and infrastructure;
- Continue to be an active partner of Transport for the North, to ensure that Selby District's strategic priorities are recognised through its agenda;
- Work with West Yorkshire Combined Authority to develop detailed proposals for improving access to Selby Station and enhancing the customer experience as part of its Transforming Cities Fund;
- Continue to work closely with HS2 Ltd and North Yorkshire County Council to ensure that the local impacts of HS2 to residents and businesses are minimised.

**MAKING SELBY DISTRICT A GREAT PLACE FOR
ENTERPRISE & BUSINESS GROWTH**

Why?

We're right at the heart of Yorkshire, with excellent transport links, a highly skilled population, unique locations, and existing strengths in sectors with high productivity.

By capitalising on these strengths and natural assets, we can further boost productivity and encourage sustainable economic growth across Selby District.

We will continue to work alongside developers to bring forward new commercial land. This will not only allow us to attract investment into the District, creating new and higher-value employment opportunities, but also meet the needs of our existing businesses seeking to expand and grow.

In addition to Selby District being home to a high proportion of large businesses, we also have a rich and diverse base of micro businesses. We recognise the need to implement specific, targeted responses to support self-employment and SMEs across the District, ensuring that businesses with growth ambitions are supported to flourish.

Objectives

- Develop the necessary physical infrastructure to unlock economic growth

Interventions:

- Develop an Infrastructure Masterplan for Sherburn-in-Elmet to alleviate capacity and labour market challenges;
- Agree a preferred development approach for Olympia Park with key partners that will bring this regionally significant housing and employment site to the market.

Progress:

- Collaborative approach being developed with North Yorkshire County Council on the development of infrastructure and transport-related solutions with a keen focus on Sherburn;
- Through working in partnership with local businesses on Sherburn Enterprise Park, local bus provider Arriva and neighbouring local authorities to provide a viable and sustainable public transport solution to connect areas of Leeds, Wakefield and Doncaster with Sherburn;
 - Successfully securing almost £9m of funding from Homes England to unlock the Olympia Park site;
 - Significant work is underway with private sector partners to bring forward Olympia Park for development with a new planning application targeted for March 2019.

- Attract new business investments to create employment opportunities in priority growth sectors

Interventions:

- Work with key partners to produce and agree a long-term vision for the development of a creative and media hub at Church Fenton Airfield;
- Work alongside key developers and landowners to attract investors and occupiers at Sherburn2, Gascoigne Interchange and the former Kellingley Colliery site.

Progress:

- A high-level masterplan delivered with key partners for "Create Yorkshire" – a dedicated creative & media hub at Church Fenton Airfield;
- Planning submitted in July 2018 for the first phase of development for a dedicated creative hub on the site;
- The first occupier for Sherburn2 was signed in July 2018 with planning submitted for the construction of their premises. Heads of Terms have been signed for a second site targeted to commence Q1 2019;
- Landowner Harworth is currently undertaking remediation works at Kellingley to prepare the site for development with a completion date targeted for late 2019;
- The Council is proactively working with developers, Local Enterprise Partnerships and other partners to attract new investors to the District;
- A significant new investment is being made by P3P at its Food Technology Park in Camblesforth, set to create 370 new jobs and place Selby District at the forefront of innovation and technology in the agri-tech sector.

- Engage with indigenous businesses to support growth and resilience

Interventions:

- Invest in new enterprise space and effective sign posting to support SME growth in the District's town centres and rural locations;
- Establish a 'Key Account Management' approach to build effective and trusting relationships between Selby District Council, its key public sector partners and the District's large employers.

Progress:

- A commercial property acquisition fund has been created to enable the Council to invest in commercial property to support SME growth initiatives and town-centre regeneration plans;
- A Key Account Management approach has been created to guide the Council's relationships with its business community, improving access to Council services and supporting business of all sizes of on a wide range of issues.

Additional progress:

SME Business Support

- A great deal of progress has been made to support the rich and diverse range of small and medium sized businesses that exist across Selby District through targeted intervention and facilitating access to business support programmes delivered through Council partners.
- Since 2017, around £400k of grant funding has been provided to SMEs in the District through a range of business support programmes. In addition to this, seven businesses are on LCR LEP's Strategic Growth Programme receiving over 430 hours' worth in total of consultancy support worth a total value of £35,000.
- The Council will continue to support SMEs across the District by facilitating access to business support programmes and delivering a wide range of business support workshops and networking events.



What will we achieve?

Indicator	Baseline (2015/16)	Target (2022)	Current figure	What will we measure
Increased Productivity	£46,220	£50,000	£47,310	Output per FTE
Higher wages for workers in Selby District	£500.10	£525.00	£553.40	Weekly wage

What we will do next:

- Continue to support the development of Selby District's key sites with a view to creating new and high-value job opportunities;
- Ensure that Selby District's key strategic sites are promoted to UK and international investors - delete other text;
- Lead a multi-local authority/private sector steering group to unlock the growth opportunity that exists in Selby District along the M62 corridor;
- Develop a Selby District Growth and Infrastructure Delivery Plan in conjunction with North Yorkshire County Council and the District's business community;
- Continue to support the delivery of SME business support through targeted engagement and the delivery of additional business practice and learning events.

CASE STUDY

INVESTING IN KEY DEVELOPMENT SITES

These are exciting times for the flourishing family-run company, Cromwell Polythene, which recently announced it's expanding into a new bespoke office and warehouse at Sherburn2, one of Selby District's strategic development sites.

Cromwell is one of the UK's leading suppliers of sacks, bags and speciality products for the storage and collection of waste and recyclables. The company's new bespoke facility was purchased from property development company, Glentrol Estates Group, at its pioneering Sherburn2 75-acre business park at Sherburn-in-Elmet.

Managing Director, James Lee, said: "Our business is thriving, thanks to our commitment to reliably and consistently supplying high-quality products with the lowest environmental impact. We have exciting plans to grow extensively over the next few years and this move is a sound investment for us.

"We've been happily based in Selby District since 2001 and had no wish to move outside the area. The Sherburn2 development is perfect for us, allowing us to remain in a superb business and logistics location while creating new premises to suit our needs.

"Apart from the loyalty of our staff, there are other reasons why Selby District is an excellent place to do business. Sherburn2 is just minutes away from Yorkshire's superb motorway network, which suits our distribution network perfectly. The quality of life is great too, with competitively-priced housing, excellent schools and colleges and beautiful countryside," said James.

He also praised Selby District Council for supporting Cromwell through the planning process and for exploring funding options for capital expenditure on new equipment and factory layout and design.

Cromwell's high-quality facility will be at the gateway to Sherburn2 and will be a great showcase for both Glentrol Estates and Cromwell – and a great advertisement for the booming Selby District economy.

“The Sherburn2 development is perfect for us, allowing us to remain in a superb business and logistics location while creating new premises to suit our needs.”



MAKING SELBY DISTRICT A GREAT PLACE TO
LIVE AND WORK

Why?

Our picturesque rural landscape, great connectivity and affordable house prices means that there is a strong demand for housing in Selby District. Ensuring that our housing market continues to meet the needs, preferences and aspirations of our residents will help to attract new investors and people to the District, whilst retaining existing workers.

Revitalising the town-centre offer of our three market towns of Selby, Tadcaster and Sherburn-in-Elmet is integral to achieving our ambitions. Developing their retail, leisure and night-time economy offer will help to reverse current leakage of local spend to locations outside of the District, creating a more sustainable local economy.

We know that Selby District is an attractive place to live and work, but it is also a great place to visit. We want to develop our visitor offer so that both residents and visitors alike can discover and celebrate our rich cultural heritage and unique locations.



Objectives

Develop a long-term programme of market town regeneration and rural diversification to boost the visitor, leisure and night-time economy

Interventions:

- Support the development of diverse and vibrant high streets in Selby, Tadcaster and Sherburn through support programmes to attract high-quality retail, leisure, service and accommodation offers;
- Develop a Visitor Economy Strategy that builds upon key tourism assets in our three market towns and rural villages.

Progress:

- Visitor Economy Strategy and Action Plan agreed by the Council in March 2018 to boost the District's visitor offer with Council resources secured to deliver the Action Plan;
- Collaborative work with Selby Town Enterprise Partnership to install Selby town pop-up landscaping focused on attracting shoppers down Gowthorpe High Street and testing the use of "dwell" space;
- Phase 2 review of Sherburn town high-street taking place to complement improvement works carried out in 2016;
- Collaborative work with Tadcaster Town Council on the Tadcaster Riverside project which aims to enhance the attractiveness of Tadcaster's town centre by creating a linear park along the River Wharfe
- Allocated funding to improve shop fronts

Protect and promote Green Infrastructure and align housing requirements to economic ambitions to create sustainable communities

Interventions:

- Complete a Green Infrastructure (GI) study that sets minimum standards for GI provision, recognising its wider health and socio-economic benefits;
- Create a Housing Development Programme to help 'step up' housing delivery across Selby District.

Progress:

- Leeds City Region's Green and Blue Infrastructure Strategy refreshed in 2017 supporting local growth plans to maximise the sustainability and community benefits of new development;
- Ambitious £22m housing plan to build or acquire 200 new affordable homes by March 2020 has been agreed by the Council;
- Target for 50 Council homes to be delivered during 2017/18 with 62 units expected to be provided by March 2019;
- Significant progress made to increase housing delivery by bringing forward Council assets, collaborative work with the private sector to unlock housing sites and strategic engagement with Registered Providers on affordable homes.
- Secured significant funding from Homes England to bring empty homes back into use

Understand the ongoing impacts of climate change and sustainable development to foster business resilience and assurance.

Interventions:

- Identify and promote public and private sector

Additional progress:

Selby Station Gateway

Selby Station is the most used train station in Selby District and benefits from direct connections to Leeds, York, Hull, Manchester and London. The Council has an aspiration to transform Selby Station and its surrounding area into a high quality mix of homes, public spaces, transport facilities and historic buildings, acting as a true gateway to Selby town, facilitating connectivity and acting as a powerful catalyst for the regeneration of Selby town. The Council will work with key partners and the community to develop and deliver a station district improvement plan that ensures that the station and its surrounding area is developed in a co-ordinated way, creating a high quality station district which better links the town centre of Selby, key housing sites and existing communities.

- low-carbon projects, initiatives and funding schemes to support the District's transition to a low-carbon economy;
- Work with our Local Enterprise Partnerships and neighbouring local authorities to explore the economic potential of a M62 Energy Corridor linking key energy assets across Yorkshire & the Humber.

Progress:

- One business supported to date through LCR LEP's Resource Efficiency Fund receiving over £7,000 in grant funding. Four other businesses have received a free energy assessment worth £600 each in value;
- Study commissioned on aspirations for the M62 corridor in Selby District with collaborative work underway with sub-regional partners to explore the collective opportunity around energy innovation and business growth;
- The Council will work with a steering group made up of representatives from North Yorkshire County Council, East Riding of Yorkshire Council and the private sector to unlock the growth and energy opportunities that exists in our District along the M62 corridor.

Heritage-led Regeneration

Significant work is underway to maximise the potential of heritage-led regeneration by utilising the District's historical assets to unlock significant investment across Selby District. As well as being of economic value, these assets are also part of our cultural heritage and unique local identity and are therefore important to the community. The Council is working with national organisations such as the Arts Council and the Heritage Lottery Fund to bring a greater focus to the area and unlock funding to deliver a range of heritage-inspired initiatives for the benefit of residents and visitors. The Council has invested in the urgent repair of Abbots Staith, in Selby, which is being joint-funded by Historic England. Looking forward to 2019 and beyond, the 950th anniversary of Selby Abbey represents significant opportunity to add greater weight to heritage-focused funding bids for the benefit of the residents and visitors. The Council is working with Selby Abbey Trust to support its HLF bid.

What will we achieve?

Indicator	Baseline (2015/16)	Target (2022)	Current figure	What will we measure
Homes built	–	450	514	Number of homes provided per annum
Affordable homes built	–	180	101	Number of affordable homes provided per annum
Increase in working age population	61.8%	63.5%	61.7%	% of working age population

What we will do next:

- Plan and deliver a District-wide series of events to coincide and celebrate the 950th anniversary of Selby Abbey;
- Work with partners and the community to develop a station district improvement plan which will transform Selby Station and its surrounding area into a high quality mix of homes, public spaces, transport facilities and historic buildings;
- Work with partners to agree a masterplan for the delivery of the Olympia Park site with planning targeted for March 2019;
- Deliver the second phase of the Council’s Housing Development Programme which is targeting the delivery of 42 affordable homes;
- Explore opportunities to promote Selby District as a visitor destination through involvement in internal cycles races;
- Produce an M62 Growth Strategy with adjoining local authorities and LEPS.

CASE STUDY

CYCLING EVENTS

Selby District is starting to cement its position as an important part of Yorkshire’s work to become the European home of cycling. 2019 will see the District host two major cycling events. In May, Selby will be one of the host towns for the Tour de Yorkshire – a race which is estimated to bring in around £90m to the regional economy each year. The District Council bid for the race to come to the town as part of its support for celebrations to mark the 950th anniversary of Selby Abbey. The Abbey is the jewel in the crown for the town, but by no means its only visitor attraction. With a number of new bars and restaurants having opened up recently, Selby is building on its attractions as a vibrant market town.

Meanwhile it’s also been confirmed that Tadcaster will be a race start as part of the UCI Road World Cycling Championships in September 2019. This follows the success of the town hosting a Tour de Yorkshire race start in 2017.

John Stainforth from Everything Good Goes café and bar in Tadcaster explained what impact the Tour de Yorkshire 2017 had on his business, “We had the busiest day we’ve ever had. The event brought people to Tadcaster and that will go on forever. That legacy won’t end.”

The impact of these events on the District will go far beyond race day. British Cycling CEO, Julie Harrington

explained, “We’re determined to ensure that the 2019 UCI Road World Championships in Yorkshire doesn’t just change the lives of those collecting a rainbow jersey, but the lives of the children, families and everyone who discovers – or rediscovers – the simple pleasure of riding a bike as a result.”

Taking a leading role in events like these helps to further raise the profile of the District as a great place to live as well as directly benefiting local businesses.

The Council will also prepare a cycling and walking action plan for Selby with NYCC to identify priority improvements.

“Taking a leading role in events like these helps to further raise the profile of the District as a great place to live.”



MAKING SELBY DISTRICT A GREAT PLACE TO ACHIEVE YOUR POTENTIAL

Why?

The supply of a well-qualified local workforce is a key economic asset, helping to drive productivity and business growth. Residents in Selby District are, generally, highly-qualified, meaning that their skills are in high demand. This has led to sizable levels of labour exchange with neighbouring areas on an inward (Wakefield, East Riding) and outward (Leeds, York) basis, resulting in Selby District having the lowest self-containment rate in Yorkshire. This means that the proportion of Selby District's resident workforce that work within the District is lower than neighbouring areas.

Creating new and higher-value jobs in the District, and aligning training provision to these current/future opportunities, we can present a more sustainable choice to residents.

While the District's unspoilt countryside is one of our key assets, it also presents a challenge to residents living in our more remote areas seeking to access learning and employment opportunities. We will therefore work closely with our key delivery partners to ensure that we address existing health and transport barriers to learning and employment, in addition to supporting unemployed residents to gain suitable skills and achieve sustainable work.

Objectives

- Increase apprenticeship and vocational training opportunities to meet current and future workforce development needs.

Interventions:

- Use Section 106 agreements to increase employment and training opportunities for residents in the District on key development schemes;
- Produce a skills needs assessment to benchmark current/future skills needs across our priority growth sectors, and develop appropriate training interventions to maximise strengths and address gaps.

Progress:

- Innovative employment framework for Kellingley agreed between the Council and Selby College, in collaboration with Harworth, to create employment and training initiatives for local people looking for jobs and to up-skill;
- Engagement with local employers on workforce succession planning, exploring how apprenticeships and opportunities to upskill existing staff can address current and future skills gaps;
- Signposting local businesses with identified skills gaps to appropriate apprenticeship/training providers to meet workforce requirements and support lifelong learning.

- Support unemployed adults to gain suitable skills and achieve sustainable work

Interventions:

- Develop a promotional campaign to encourage local businesses to provide work experience/volunteering placements aimed at assisting unemployed and inactive adults to achieve sustainable work;
- Work with local training providers to devise a bespoke training programme aimed at unemployed and inactive adults to improve basic employability and develop priority sector-specific skills.

Progress:

- The Council supported the 8th Annual Jobs Fair organised by Jobcentre Plus Selby and Nigel Adams MP which saw over 530 jobs on offer. Hosted at Selby College, the event attracted 400 job seekers as well as many college students;
- 50 unemployed residents accessed Selby College's range of fully-funded courses during 2017/18 gaining suitable skills to get back into sustainable employment;
- The Council is developing an employability training project with local partners aimed at supporting unemployed and inactive adults in the District improve their employability through a range of online training modules.

- Identify and seek to address existing health and transport barriers to learning and employment

Interventions:

- Establish a 'Wheels to Work' scheme to provide accessible transport options to young people/adults wishing to access employment and/or learning opportunities;

Additional progress:

Supporting Eggborough Power Staff at Risk of Redundancy

Following the announcement that Eggborough Power Station was to close in September 2018, the Council worked with both Eggborough Power and Jobcentre Plus Selby to deliver a jobs fair to support those affected by the closure to find alternative employment. Over 20 employers from across the region were in attendance advertising employment opportunities with several attendees receiving job offers.

Improving Careers Advice and Prospects for Young People

The Council has built good relationships with NYBEP and Prospects who work with a range of schools and employers in Selby District to engage learners and provide them with work-related activity to support their career exploration. During the last year NYBEP have engaged with 3,300 learners in the District through careers and school events. They have also engaged

- Undertake a feasibility study to understand how key employment sites in the District can be sustainably connected to growth residential areas.

Progress:

- A Wheels to Work scheme is currently operational in the District supporting young people/adults to access employment. The Council is exploring how it can boost District uptake of the scheme through partnership working and targeted intervention;
- Work is underway to consolidate the active travel requirements of the District's key development sites with an immediate focus on connecting Sherburn2 and Gascoigne Rail Freight Interchange with the existing Enterprise Park;
- The Council is developing an Active Travel Strategy for the District which will aim to connect key employment centres with the District's three market towns and growth residential areas.

with 335 businesses, facilitating 411 work placements for learners. Currently 6 schools in Selby District have Enterprise Advisors (delivered through the Careers & Enterprise Company) who play a lead role in supporting schools to develop effective careers plans and create work placement opportunities for learners. The Council will continue to support this activity and facilitate links between the District's business community and the Careers & Enterprise Company.

In addition the above, the "Improve Your Prospects" programme aims to support young people in Selby District between the ages of 15-24 who are NEET (not in education, employment, or training) or at risk of becoming NEET. During the last year 34 young people in the District successfully completed the programme, gaining a Level 1 employability qualification and undertaking work experience. Since the completion of the programme 26 have remained in education, with another 6 progressing into voluntary placements. 9 students are currently on the programme.



What will we achieve?

Indicator	Baseline (2015/16)	Target (2022)	Current figure	What will we measure
Decrease in unemployment rate	3.9%	3%	3.2%	% of working age residents unemployed
Increase in higher level qualifications	34.8%	36%	28%	% of working age population with NVQ 4 qualifications and above
Increase in trade apprenticeships	5.6%	15%	8.4%	% of working age population with trade apprenticeships

What we will do next:

- Work with local employers and careers advisory body NYBEP to boost the promotion of STEM in schools through focused events;
- Support the work of the Careers & Enterprise Company in Selby District by encouraging business leaders to engage with schools through its Enterprise Adviser Network;
- Encourage SMEs to have employment development plans and refer them into York, North Yorkshire and East Riding Enterprise Partnership's Skills for the Workforce Training to help fill identified skills gaps;
- Work collaboratively with further education providers and sub-regional universities to promote higher level and degree-level apprenticeship opportunities to the District's residents and businesses;
- Work collaboratively with Harworth and Selby College on a Section 106 agreement for the Gascoigne site which will provide additional employment and training opportunities for residents looking for jobs and to up-skill.

CASE STUDY

SELBY COLLEGE

Selby College has been named the best in England for getting jobseekers into employment. A vivid example of employer engagement is the relationship between the college and the Yorkshire Studios at Church Fenton, on a site which is set to become a hub for creative industries.

During summer 2018 filming has been taking place of another series of the ITV hit drama, Victoria. This has presented a wonderful opportunity for Selby College students to visit the stunning set and learn about film production at first hand.

"Students have been involved in work experience at the site", explained Mike Young, head of Media Studies at Selby College. "These visits are extremely beneficial. It puts into perspective the theories and techniques we've taught them at college as they can see this happening in the real world. It also wets the appetite of some students as seeing a working production gives them a bit more career direction".

One student who's benefiting from access to the film studios at Church Fenton is 18-year-old Jack Howard, who's studying creative media production and wants to become a film director. Jack enthused, "We're incredibly lucky to have the studios so close to the college. Most colleges just offer theory for a course like mine, but I can gain really useful and enjoyable practical knowledge and experience.

"My dream is to become a film director. Visiting and working on Victoria is a step closer to this dream."

Over the past few years, the college has seen its apprenticeship programmes grow significantly as local employers recognise the quality of the training provided and young people see the high rates of students gaining employment after being on one of the college's courses. The fact that Victoria is being filmed in the heart of Selby District has a whole host of positive knock-on effects, but one of the most important is the educational benefit.

"We're incredibly lucky to have the studios so close to the college. Most colleges just offer theory for a course like mine."



PARTNERSHIP WORKING

When the Council invested in its economic development, infrastructure and regeneration capacity there was an awareness that there are a wide number of stakeholders, partners, businesses and individuals who have a significant role to play in supporting the local economy. The Council has worked diligently to forge strong and collaborative relationships with our partners to ensure that our collective interventions achieve their maximum reach, improving fortunes for Selby District's residents and businesses.

This work has been recognised by our partners and business community, with a recent Local Government Association Corporate Peer Challenge noting that the Council's ambition to grow the local economy is shared amongst its strategic partners with "a strong sense of purpose behind it". Looking ahead to the future, we will continue to develop and maximise our relationships with partners to achieve our collective goals and ambitions.

Selby District Economic Partnership

The Selby District Economic Partnership is a business-led, private-public sector partnership which aims to be the forum through which the Council listens to its business community on an on-going basis, monitors change and responds to economic opportunities and challenges in a co-ordinated way to achieve the maximum benefit for Selby District.

The first meeting of the Economic Partnership focused on transport, infrastructure and connectivity, with businesses discussing the District's transport and infrastructure needs both now and for the future. Future meetings of the Economic Partnership are planned around supply-chain and supporting STEM education in schools and colleges.

What we will focus on during 2018/19

We have made an enormous amount of progress over the last twelve months in realising the Council's economic ambitions. However, it is important not to forget that we are only one year into a five year programme – we have a lot more to deliver.

Our recent Local Government Association Corporate Peer Challenge recommended that Council action plans should focus on fewer key actions. As such, we have revisited our original Economic Development Framework action plan and taken stock of both progress made and new developments around us to produce a high-level plan of what we will focus on during the next year.



	Economic Development Framework Priorities 2019 and 2020
CONTINUED FOCUS	
Support growth of SMEs & large employers	
Housing Development Programme	
Deliver Strategic Sites: Olympia Park-Gascoigne-Kellingley-Sherburn2-Church Fenton-Camblesforth	
Make great places TdY, Selby 950, events, culture, community	
Support Skills & Training Initiatives	
ACCELERATE	
Selby Station masterplan / regeneration / town centre links / heritage	
M62 Strategic Development Zone / Energy Corridor	
Selby District Growth & Infrastructure Plan – with a sherburn action plan and delivery group	
Attract businesses to strategic sites	
Early stage work on future major sites	

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DRAFT

DRAFT



2017 Corporate Peer Challenge

A recent Local Government Association Corporate Peer Challenge found that there is a **“very clear focus on economic growth in Selby District”**, with Selby District Council seen as **“punching above its weight”**, **“a place to do business”** and a **“leader in the sub-region”** by its two Local Enterprise Partnerships.

“I appreciate that we have a long way to go, but I felt it necessary to say that the experience thus far has been great. Notably the good communication from the Selby District Council’s side and a delivery on what you have promised. I cannot say this of many of your fellow Local Authorities!”

**Chris Calvert, Director
Company Name**

“Since the Economic Development team has been created, interest, support and signposting has helped our project bring grants and practical advice to Selby District businesses, making a real difference to maximising their digital growth.”

**Karen Leah, Digital Advantage
Project Manager**

What is the working relationship like?

“This is very good. The general attitude is positive and relationships are starting to develop well. It is good to know we are now on Selby District Council’s radar as before this did not appear to be the case.”

**Eliot Grant, Chairman
Company Name**

“Selby District Council has become something special, outgoing, with people in place who are a great credit to the organisation. We have met and worked with a number of Officers recently and the experience has been amazing!”

**Pam Stone, Corporate Co-Ordinator
Scarthingwell Golf Club**

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