

Hull's Economic Strategy

2021 - 2026

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Hull's Economic Strategy 2021 - 2026

Hull City Council is developing an Economic Strategy for the city. The aim is to boost employment, make the city more attractive to visitors, to both existing and new businesses, and to increase productivity and wages.

The strategy will build on the many achievements made over the past decade. It will respond to the immediate effects of the Covid-19 pandemic on local businesses and industries.

It will also help make sure we're able to secure investment from Government and attract new businesses into the city. This will help to create jobs and improve skills.

These research results will help us to make sure that the strategy is focused on the right priorities, industries, and areas of the city. The strategy is broken down into 3 key themes:

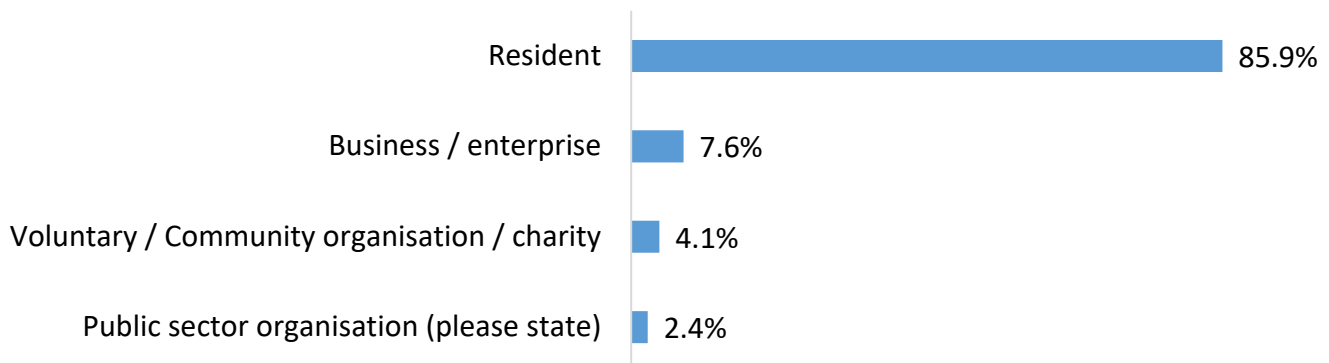
- People – what can we do to make sure that everyone in Hull is able to take advantage of opportunities and benefit from its successes?
- Place – what can we do to build on the best of Hull's business, leisure, and cultural offer?
- Productivity – what can we do to improve prosperity by creating high skills, high paid jobs?

Methodology and Response Rate.

The survey ran from 30 April 2021 to June 11 2021. The survey and consultation documents were circulated primarily electronically (email, social media, website).

Overall, 340 responses were received, of which:

Q. In what capacity are you completing this questionnaire?



People

1. Helping people to get the skills they need to secure and progress in quality and sustainable employment is important in providing financial security and independence.
2. Promoting participation, raising aspirations and embedding a culture of lifelong learning by working with those furthest away from work will all help to set them on fulfilling career paths.
3. Working with partners we will help people in gaining the skills to be ready to enter the jobs market or set up their own businesses. In return businesses will support better paid and higher skilled roles, making all jobs 'good' jobs.

Q. On a scale of 1 – 5 where 1 is not at all important, and 5 is very important: how important do you think the following priorities are for the People theme?

	Not at all	2	3	4	Very
Entry-level jobs for unemployed people and those who find getting work more difficult	0.0%	1.5%	10.4%	25.9%	62.2%
Training for those in work to improve chances of promotion / move in to higher paid work	0.9%	3.6%	26.2%	36.9%	32.4%
University / higher level academic skills	1.5%	10.1%	34.8%	35.1%	18.5%
Digital skills and qualifications	0.0%	2.1%	18.4%	46.1%	33.4%
Work placements / volunteering / internship opportunities	0.9%	7.2%	23.4%	37.4%	31.1%
Business / entrepreneurial training and development	1.8%	7.7%	32.6%	34.1%	23.7%
High quality apprenticeships / retraining opportunities for all age groups	0.0%	1.5%	9.0%	29.0%	60.6%
Flexible working (e.g. working from home, flexible hours etc.)	2.1%	7.1%	31.2%	30.0%	29.7%
Support to start own business	1.2%	7.7%	30.1%	35.7%	25.3%
Vocational learning in schools and colleges	0.6%	4.2%	15.3%	41.6%	38.3%
Other	24.1%	4.1%	55.3%	6.5%	10.0%

Priorities in order of importance under the People theme

High quality apprenticeships / retraining opportunities for all age groups	89.6%
Entry-level jobs for unemployed people and those who find getting work more difficult	88.1%
Vocational learning in schools and colleges	79.9%
Digital skills and qualifications	79.5%
Training for those in work to improve chances of promotion / move in to higher paid work	69.3%
Work placements / volunteering / internship opportunities	68.5%
Support to start own business	61.0%
Flexible working (e.g. working from home, flexible hours etc.)	59.7%
Business / entrepreneurial training and development	57.8%
University / higher level academic skills	53.6%
Other	16.5%

Q. Who should we prioritise for help and support as part of the People theme?

Young People	67.8%
Long-term unemployed people	18.9%
People who find it difficult to access work for example because of a disability, child care or caring responsibilities	57.5%
People wanting to improve their skills or retrain for new sectors / roles	49.6%
Apprentices	4.1%
Older people	37.2%
People wanting to set up a new business	30.7%
Self-employed people	18.3%
People currently in work	8.3%
Other (please state)	1.2%
Those working in high skilled jobs	1.5%

Q. Which of these are the right measures of success of the People theme?

Number of job vacancies	57.1%
Household income	53.2%
Number of people in poverty	59.7%
Number of new apprenticeships	45.6%
Qualifications of local people / workforce	57.1%
Other (please state)	6.2%

Place

1. Hull is proud of its rich and distinguished history as a great northern maritime city. It has seen strong growth in the renewable energy, health and pharmaceuticals, construction, manufacturing sectors and cultural sectors over the past ten years.
2. In the future we expect Hull will see further growth in these sectors along with digital, technology, research and innovation. Hull will also capitalise on its status as the UK's first full fibre city to create a thriving technology sector.
3. Micro, new and growing businesses will be able to access business accommodation in locations that meets their needs. Workplaces will be adaptable due to increasing automation, flexible working practices and the growth of the digital economy.

Q. On a scale of 1 – 5 where 1 is not at all important, and 5 is very important: how important do you think the following priorities are for the Place theme?

	Not at all	2	3	4	Very
Regeneration and renewal of the city centre, to boost the high street, tourism etc. (more housing, better facilities etc.)	0.9%	5.0%	9.8%	25.4%	58.9%
Investing in culture, heritage and leisure attractions, shopping and initiatives	0.9%	2.7%	14.6%	33.3%	48.5%
Higher quality business premises, for start-ups and small local business in the city centre	1.2%	11.2%	29.1%	28.2%	30.3%
Higher quality business premises, for start-ups and small local business in local neighbourhood areas	2.7%	8.3%	27.3%	35.9%	25.8%
A clean, green sustainable city	1.5%	3.2%	11.8%	26.8%	56.6%
Improving public transport	1.2%	5.6%	16.3%	24.9%	51.9%
Attracting more large and big-name businesses	3.0%	5.4%	21.1%	31.0%	39.6%
Improving your local neighbourhood	0.0%	2.4%	13.9%	34.4%	49.3%
Other	18.3%	0.8%	49.2%	9.5%	22.2%

Priorities in order of importance under the Place theme.

Regeneration and renewal of the city centre, to boost the high street, tourism etc. (more housing, better facilities etc.)	84.3%
Improving your local neighbourhood	83.7%
A clean, green sustainable city	83.4%
Investing in culture, heritage and leisure attractions, shopping and initiatives	81.8%
Improving public transport	76.8%
Attracting more large and big-name businesses	70.6%
Higher quality business premises, for start-ups and small local business in local neighbourhood areas	61.7%
Higher quality business premises, for start-ups and small local business in the city centre	59.4%
Other	31.7%

Q. Who should we prioritise for help and support as part of the Place theme?

New businesses / start-ups	54.4%
Established local business to develop	48.5%
Big-name businesses to locate here	38.2%
Those companies that employ a lot of people	26.6%
Business investment in local neighbourhood areas	37.3%
Business investment in the city centre and industrial areas	37.3%
Small businesses	34.9%
Medium sized businesses	11.2%
Large business	2.7%
Other (please state	1.8%

Q. Which of these are the right measures of success of the Place theme?

Effects of climate change (air pollution, flooding, rising temperatures etc.)	45.6%
Visitors to the city	55.3%
Commuting times	23.2%
Road congestion	52.9%
Broadband and internet access and connectivity	31.5%
Neighbourhood satisfaction	34.7%
Transport links and infrastructure (buses, cycle lanes and paths etc.	45.6%
Other (please state	3.8%

Productivity

1. Many of Hull's businesses are highly productive, profitable and are developing new and innovative ways of working. Sectors with a strong competitive advantage include health and pharmaceuticals, construction, chemicals, international trade, ports and logistics, and tourism and culture.
2. Hull also has many businesses with high growth potential in the digital and creative industries and those in low carbon technologies. However, key challenges remain, such as the high number of people no qualifications or skills which leads to lower wages.
3. Improving skills and the productivity of businesses will help to create better jobs and provide more security going forwards. Investing in research, development and new technologies will also bring in higher paid jobs.

Q. On a scale of 1 – 5 where 1 is not at all important, and 5 is very important: how important do you think the following priorities are for the Productivity theme?

	Not at all	2	3	4	Very
Improve and increase higher skills	0.0%	2.4%	14.7%	33.0%	49.8%
Increase the amount of goods and services supplied locally	0.3%	2.7%	14.5%	37.8%	44.8%
Reduce the costs of goods and services	1.2%	8.3%	33.9%	32.1%	24.5%
Support investment and growth in research, development and innovation	0.0%	2.4%	11.6%	34.6%	51.3%
Improve transport connectivity across the city	0.6%	3.0%	12.4%	24.2%	59.7%
Improve transport connectivity with the rest of the country / world	0.3%	2.7%	16.4%	26.6%	54.0%
Increase internet and broadband access	0.6%	4.2%	19.6%	29.9%	45.6%
Other	20.9%	3.5%	60.9%	5.2%	9.6%

Priorities in order of importance under the Productivity theme.

Support investment and growth in research, development and innovation	85.9%
Improve transport connectivity across the city	83.9%
Improve and increase higher skills	82.8%
Increase the amount of goods and services supplied locally	82.6%
Improve transport connectivity with the rest of the country / world	80.6%
Increase internet and broadband access	75.5%
Reduce the costs of goods and services	56.6%
Other	14.8%

Q. Which of these should we prioritise for help and support as part of the Productivity theme?

Local-to-local trade (buying, selling, supplying	57.5%
Local to national and international trade	44.5%
The most profitable businesses	2.4%
Organisations that innovate, research and develop new technologies and techniques	59.9%
Organisations providing highly skilled, highly paid jobs	24.2%
Skilling up the local workforce	76.4%
Traditional lower skilled and unskilled jobs	28.3%
Other (please state	0.9%

Q. Which of these are the right measures of success of the productivity theme?

Businesses relocating, investing or expanding in Hull	88.2%
Number of highly skilled jobs	42.9%
Number of new start-ups	50.3%
Average wages	65.3%
Number of technical and digital jobs	30.0%
Other (please state	4.7%

Sectors

1. Hull has many business that work in many different sectors, from maritime and port industries, the chemicals and pharmaceuticals, to renewable energy.
2. Some of these industries are traditional, and have been based here for a long time. Others work in very different ways and embrace and develop new technologies, and new ways of working.
3. For example, caravans and modular buildings are traditional manufacturing industries, whereas renewable energy and pharmaceuticals are newer industries and technologies.

Q. Which sectors should we prioritise for support?

Agriculture, fishing and mining	22.3%
Arts, entertainment, culture and leisure	50.0%
Automotive (sales, repair, maintenance)	3.6%
Banking, finance and insurance	12.5%
Care & welfare of animals	12.8%
Construction (inc. repairs and maintenance)	32.4%
Digital (communications, telephony, IT, computing and technology)	56.8%
Food and drink manufacture / supply	23.2%
Health & social care	40.8%
Health and beauty (inc. hair dressers, nail salons, beauty parlours)	1.5%
Hospitality (inc. hotels, cafes, bars)	33.9%
Learning, skills, education	47.9%
Manufacturing	47.6%
Maritime	29.8%
Media (inc. communications, PR, marketing, publishing)	13.4%
Pharmaceuticals and chemicals	38.1%
Professional services (law, accountancy, consultants etc.)	10.4%
Real estate and property	3.6%
Retail & wholesale	25.6%
Transport, storage & logistics (inc. taxis, delivery, driving instructions)	15.5%
Utilities / energy / water	20.2%
Other (please state)	4.8%

Q. How positive do you feel about Hull's future?

