



# Building better places

Economic and Social  
Impact Report

**#HEALTHIERHUMBER**

# Contents

## **3. Acknowledgements**

## **3. Glossary**

## **4. Introduction**

## **7. Economic and Social Vision for the Humber area**

7. Context

9. Key Facts

10. Our Vision

## **12. Socio-Economic Baseline Analysis**

12. Income, employment and workforce

21. Skills and education

26. Health and wellbeing, inclusion and lifestyle

38. Environmental sustainability

40. Infrastructure and capacity

## **42. Social and economic impacts of the COVID-19 pandemic**

## **44. Summary Findings and Conclusion**

## **48. Shaping the Future**

## **49. Appendices**

49. Key Performance Indicators (KPIs)

51. Social Value Projections



# Acknowledgements

We are grateful to the following people for the support, sharing of information, along with providing expertise through feedback and meetings.

- ▼ Jo Barnes – Shared Agenda
- ▼ Teresa Chalmers – Humber LEP
- ▼ Alex Codd – Hull City Council
- ▼ Caroline Havler - Citycare
- ▼ Richard Kendall – Humber LEP
- ▼ Chris O’Neill – Humber Coast and Vale ICS
- ▼ Tracy Pallett – Humber LEP
- ▼ Kate Robinson – North Lincolnshire Council
- ▼ Deborah Robinson – University of Hull
- ▼ Fay Treloar – University of Hull
- ▼ Nathan Turner – Hull City Council
- ▼ Michael Wood – NHS Confederation

## Glossary

<b>HCV</b>	Humber Coast and Vale
<b>ICS</b>	Integrated Care System
<b>Y&amp;H</b>	Yorkshire and Humber
<b>WHO</b>	World Health Organisation
<b>LEP</b>	Local Enterprise Partnership
<b>NLC</b>	North Lincolnshire Council
<b>HCC</b>	Hull City Council
<b>NLAG</b>	Northern Lincolnshire and Goole Hospitals NHS Foundation Trust
<b>GVA</b>	Gross Value Added
<b>ONS</b>	Office of National Statistics
<b>BRES</b>	Business Register and Employment Survey
<b>SME</b>	Small and Medium Sized Enterprise
<b>MSOA</b>	Middle Super Output Area
<b>LSOA</b>	Lower Super Output Areas
<b>SROI</b>	Social Return on Investment
<b>KPI</b>	Key Performance Indicator



# Introduction

“Health investment is the smartest investment – it pays off”<sup>1</sup> Dr Zsuzsanna Jakab, WHO Regional Director for Europe

The wider determinants of health are a diverse range of social, economic and environmental factors which influence people’s mental and physical health.

The link between social inequalities and differences in health outcomes is strong and persistent. Addressing the wider determinants of health across the Humber area and focusing on wellness and health in its widest sense will help improve health equity as well as overall health.



*Dahlgren and Whitehead model of the main determinants of health (1993)*

Extensive research into the wider determinants of health has shown that there are clear linkages between economic growth, prosperity and health. In its report ‘Economic and Social Impacts and Benefits of Health Systems’ published in 2019 the World Health Organisation (WHO) concluded that the health sector has a positive impact on economic growth through the jobs it generates directly and in the wider supply chain thus helping to reduce social exclusion in the local area.

---

<sup>1</sup> Jakab Z, (2019) Economic and Social Impacts and Benefits of Health Systems, World Health Organization ([https://www.euro.who.int/\\_\\_data/assets/pdf\\_file/0006/395718/Economic-Social-Impact-Health-FINAL.pdf](https://www.euro.who.int/__data/assets/pdf_file/0006/395718/Economic-Social-Impact-Health-FINAL.pdf))



A recently published local report entitled 'Levelling Up Yorkshire and Humber: Health as the New Wealth post-COVID' looked at the benefits of focusing on 'health' and 'place' and the benefits of aligning them, particularly considering the current COVID-19 pandemic and the potential expected adverse economic impacts. The report states that there are three key principles that underpin attempts to improve health outcomes and deliver more inclusive and sustainable growth.

1. There are strong linkages between improving health and economic growth
2. Greater attention should be paid to achieving more 'good forms of growth'
3. Anchor institutions can play a leading role<sup>2</sup>

Across the Humber area there is a strong track record of integrated working. Across the area partners from the public and private sector are joining up to co-ordinate and integrate their efforts to make improvements with a strong focus on health and wellbeing and economic growth. There are robust primary and community health care estate strategies in place across the Humber area, with modern infrastructure already in place or planned. However, much of the secondary, tertiary and mental health estate is outdated, does not support our ambitions for improving health, enhancing innovation and research and as such requires significant modernisation in order to support delivery of first-class healthcare to a population with significant health needs and limited economic opportunities.

We intend to use our expertise and track record in partnership working to now secure substantial levels of capital investment to develop the healthcare estate, adopting an approach that will have an impact far beyond simply providing new health infrastructure. Our ambition is for the new estate to play a key role in driving transformation across the area, contributing to a sense of place, both economically and socially. In addition to providing a new revolutionary health care system for the area, such investment would provide opportunities to support the diversification of our sector base, attracting new companies in the provision of health care research and development and potentially acting as a catalyst for higher level jobs, skills and associated training.

---

<sup>2</sup> Stubbs, R, Husbands, C, Dickson, N (2020) Levelling Up the Yorkshire and Humber: health as the new wealth post-COVID, NHS Confederation and Yorkshire Universities (<https://www.nhsconfed.org/-/media/Confederation/Files/Publications/Documents/LevellingUpYorkshireandtheHumberReport130720.pdf>)



We intend to take a holistic approach to securing positive economic, health, social and environmental impacts from every pound invested and we will do this by working together to maximise the outcomes.

## Investment Programme

The Humber, Coast and Vale Health and Care Partnership (ICS) has developed an estates strategy which sets out ambitious objectives relating to the utilisation, rationalisation and development of the estate. The ICS has developed a full schedule of capital investment requirements that covers all healthcare sectors and has highlighted a number of high priority capital developments in its estates strategy, and in its long-term plan. A key priority for the ICS is a large-scale scheme to develop new acute hospital facilities in Scunthorpe and Hull, along with a new adult Mental Health Inpatient Scheme on the North Bank of the Humber as summarised below:

- A large-scale investment (circa £300m - £400m) is required to enable the redevelopment of Scunthorpe hospital. Some of the existing buildings at Scunthorpe Hospital are in a very poor condition and are beyond economic repair and many of the existing buildings are no longer fit for purpose. The proposed scheme will involve the redevelopment of hospital, and other health and care facilities as an integral part of a wider Scunthorpe Town Centre Master Plan that is being developed by North Lincolnshire Council.
- A further large-scale investment (circa £200m - £300m) is required at Hull Royal Infirmary to enable the re-provision of 20 inpatient wards that are currently accommodated on the 10 upper floors of the 13-storey tower block. These wards do not comply with current standards and refurbishment is precluded due to the age and layout of the block. The proposed scheme will involve the provision of the new hospital facilities, as part of the wider plan for the redevelopment of the area around Hull Royal Infirmary that is being drawn up by Hull City Council.
- Investment (circa £80m) is required to construct a new adult and older adult mental health inpatient treatment campus on NHS land at Willerby Hill, this will include 4 x 15 bed adult ward, an older adult functional mental health ward, an older adult dementia ward plus 10 psychiatric intensive care beds. The project also involves major refurbishment of an existing facility to provide a mental health assessment and decision unit. The proposed scheme will provide 110 beds in total.

A major part of the ICS strategy recognises that, as anchor institutions, hospitals are well placed to positively contribute to their local area in many ways beyond providing health care and can have a greater impact on the wider factors that make us healthy. The planned investments in health care facilities are seen as an integral part of transformation plans for the local areas. They can play a significant part in driving a changing economic and social trajectory, supporting much needed highly skilled and higher value jobs, promoting innovation through research and development and creating demand for growth of business sectors not currently prevalent in the area.

Evidence shows that 22.5% of lower super output areas in the Humber region are in the bottom 10% in terms of deprivation, with 45.2% of those being in Hull and 10.9% being in North Lincolnshire. The Humber is also ranked as the 5th most deprived area nationally in terms of local authorities and the 38 Local Enterprise Partnerships (LEPs). It is therefore reasonable to assume that any investment is likely to have a very positive impact across a range of factors in terms of reducing levels of deprivation across the Humber area.

This report sets out the economic and social baseline position for the Humber across a range of economic and social indicators. It also builds on this position to identify where investment interventions and development of the acute hospital and mental health estate in the Humber could contribute to improving the areas economic, environmental and social outcomes.

The baseline will also be used as a reference point in future years, enabling us to measure changes in indicators and the impact that any subsequent investment project is having in the Hull and Scunthorpe areas.

Finally, the report will consider the economic and social impacts associated with the COVID-19 pandemic and will draw out any insights or areas for further consideration that could be incorporated into any investment to help mitigate any adverse economic and social implications and to support the requirement to rebuild and recover.

# Economic and Social Vision for the Area

## Context

The Humber has a diverse mix of industrial, urban, rural and coastal areas. Key settlements include the city of Hull and the towns of Beverley, Bridlington, Goole, Grimsby and Scunthorpe.



The Humber is home to just under one million people and accounts for 2% of England's population.<sup>3</sup> The population has increased by 1% since 2012, which is much slower than regional and national average population growth.

Population growth has focused on older people aged 45+, particularly those aged 65 and over. The number of working age people (ages 16-64) in the Humber area has decreased across all four Humber local authorities by -2.2%. Larger decreases are mitigated by historic international migration to the area typically focused on 24-33 year olds. International migration has fallen significantly since 2010-11.

According to the Business Register and Employment Survey (BRES) there were a total of 399,500 jobs in the Humber in 2018, with job density being below the national rate. A further 28,800 jobs would need to be created across the Humber area to match national jobs density.<sup>4</sup>

Between 2012 and 2018, the Humber working age population rose from 68.5% to 73.9%, with an additional 20,900 working age people estimated to now be in employment. Like job density the employment rate in the Humber is below the national average. Approximately 8,100 working age people would have to be brought into employment in order to match the national rate.<sup>5</sup>

<sup>3</sup> Humber Industrial Strategy Prospectus (June 2019, Humber Local Enterprise Partnership)

<sup>4</sup> The Humber Economy 2018/19, (2019), Humber Local Enterprise Partnership

<sup>5</sup> The Humber Economy 2018/19, (2019), Humber Local Enterprise Partnership

In the year to December 2018, low skilled occupations account for 23% of all occupations in the Humber, this has increased since 2012. Conversely, higher skills occupations have increased from 36.2% in 2012 to 36.8% in 2018, this however is lower than the national average which is 46.8%.

A third of the businesses in the Humber fall into the following sectors:

- Construction
- Professional, Scientific and Technical
- Retail

The professional, scientific and technical sector is under-represented compared to nationally and the majority of businesses in these sectors are small and employ fewer than 10 people. Large business is dominated by the manufacturing sector, with employment in this sector being more than double the national average. Business growth in the Humber in all sectors is below national growth.

In 2018, the Humber economy generated £20.2bn in GVA, an increase of 19.6% since 2012. However, the rate of economic growth is growing at a lower rate than the wider Yorkshire region.

The Humber is home to some of the most deprived wards in the country and there are wide disparities in income, employment, education and training and levels of crime. In addition, the life chances of people can vary significantly across the Humber with many individuals and communities disproportionately affected by ill-health and premature death.

There are disparities in life expectancy for those living in our least affluent communities for both women and men. The average age that people will expect to live a healthy life is lower in comparison to both the regional and national position; for males it currently stands at 12.7 years less in Hull and 9.7 years less in North Lincolnshire and for females it is 10.2 years less in Hull and 9.1 years less in North Lincolnshire.

In addition, people in the area are spending an increasing proportion of their lives with more serious health conditions. The age people can expect to live a healthy life in England currently stands at 63.4 years for males and 63.9 years for females. This figure is markedly lower in the Humber with residents of Hull expected to live a healthy life up to the age of 57.2 years (males) and 56.6 years (females) and in North Lincolnshire 59.9 years (males) and 59.0 years (females).







The investment projects proposed are within the Hull and North Lincolnshire authority areas. The tables below set out some key facts in relation to both those areas.

## Key facts about North Lincolnshire

- Population of 172,292, an increase of 4.1% since 2009
- The population is expected to grow by 6,331 by 2043
- North Lincolnshire area is 328 square miles in size
- The principal urban areas of Scunthorpe, Ashby and Bottesford are home to 56% of the population
- 44% of local people live in 88 market towns, villages and hamlets
- 1 in 5 residents are aged over 65
- Over 65s are expected to grow by 39% by 2043
- 96% of resident ethnicity is White British

## Key facts about Hull

- Population of 259,778, an increase of 1.3% since 2011
- The population is expected to grow by 2,391 by 2043
- Hull's area is 27.59 square miles in size
- Hull has a relatively young population with a median age of 35.8 compared to 40.0 nationally
- Over 65s are expected to increase by 9,746 (25.0%) by 2043
- Household numbers are expected to increase by 3.5% by 2043
- 89.7% of resident ethnicity is White British

## Our vision

The Humber Coast and Vale Health and Care Partnership's (HCV) ambition is to help people to start well, live well and age well. In support of this ambition, our intention is to change the way that health investment is considered, justified and implemented in the region. We want our health partners to work, hand in hand, with the local authorities, universities and other relevant anchor institutions to ensure that our schemes:

- ▼ Transform health services.
- ▼ Deal with outdated estate and compliance issues.
- ▼ Improve the patient experience.
- ▼ Provide a more modern and efficient working environment.
- ▼ Whilst also contributing positive social and economic impacts to the communities in which they are located.

This vision is underpinned by HCV's four priorities:

- ▼ Helping people to look after themselves and to stay well.

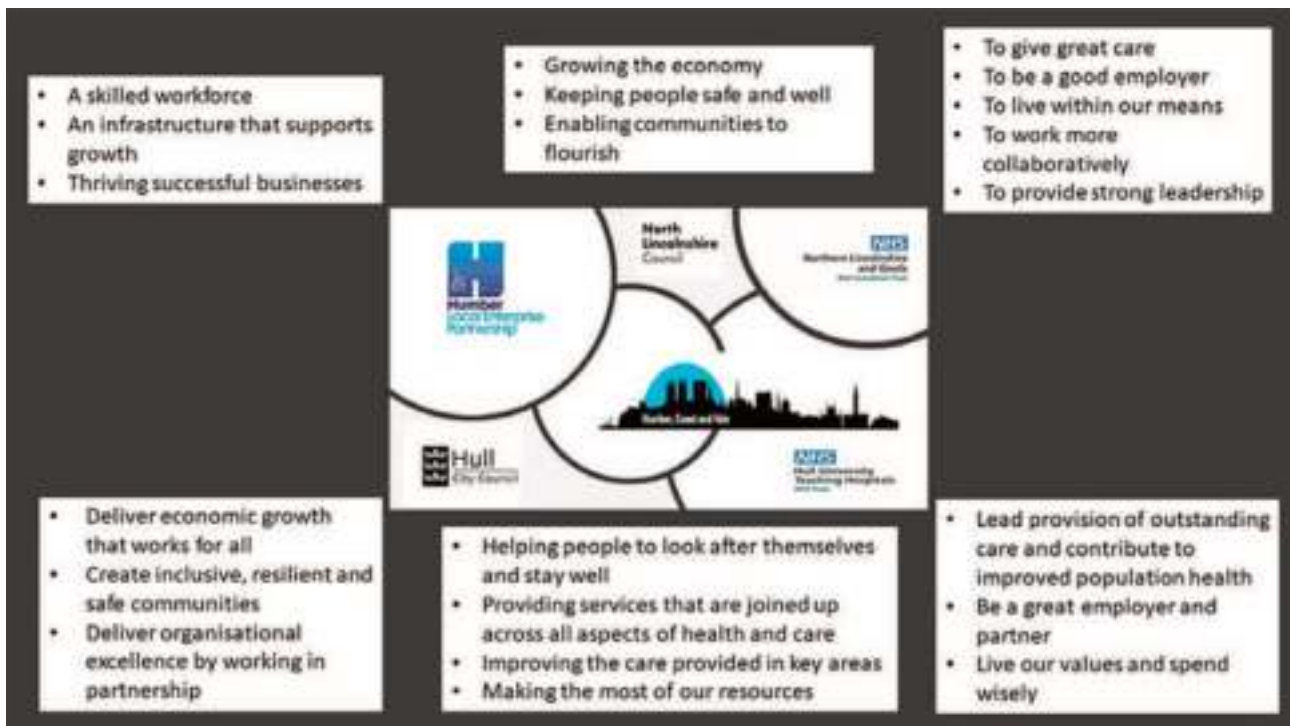
- ▼ Providing services that are joined-up across all aspects of health and care.
- ▼ Improving the care we provide in key areas.
- ▼ Making the most of all of our resources (people, technology, buildings and money).

The Humber Local Enterprise Partnership\* has set out three priorities:

- ▼ A skilled and productive workforce.
- ▼ An infrastructure that supports growth.
- ▼ Thriving successful businesses.

In addition, the local authorities and Health and Well-being boards in the Humber have identified economic growth and health and wellbeing as priority areas of focus and all agree that working together across the sub region and aligning health and prosperity initiatives is critical if improved outcomes for our populations are to be achieved.





**\*Note:**

1. North and North East Lincolnshire Councils are currently members of the Humber LEP and also members of the Greater Lincolnshire LEP. As devolution in the area progresses both authorities will cease to be members of the Humber LEP. This does not change the economic and social data used in this report.
2. The priorities included above cover the areas and organisations central to the delivery of the proposed schemes.

It is clear from the diagram above that across the Humber there is an overlap of priorities and we have a shared commitment and agreement to work together to drive economic and social progress. We are seeking to use capital investment in health schemes to maximise and achieve:

- Improved health and wellbeing.
- Increased employment opportunities.
- Inclusive economic growth.
- Improved skills levels.
- Increased use of SMEs in our supply chains.
- Improved social and community impacts and reduce inequalities.
- Improved environmental footprint and reduced carbon emissions.

The next section of this report sets out the economic and social baseline across a range of indicators.



# Socio-Economic Baseline Analysis

\*\*\*Where possible the data is from January 2020 (pre-COVID-19). Where this is not available the data included is the most recently available\*\*\*

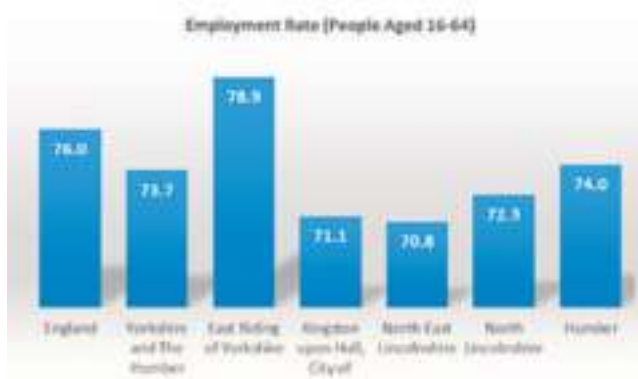
## Income, employment and workforce

We have less people in work, for less pay, with more people claiming benefits, lower business start-up and survival rates and with productivity at lower rates than the national average. There is a real opportunity to use the investment made to play a part in transforming these current levels of inactivity by creating and protecting local employment, developing strong local supply chains, purchasing locally where possible and creating the conditions for innovation, skills development and sector growth.

## Local Employment Levels

As at January 2020, there were 560,000 people between the ages of 16-64 who were eligible to work in the Humber region, of which 414,200 were employed. The employment rate for the Humber is lower than the national rate and whilst the overall rate for the Humber is higher than the Yorkshire and Humber figure, three of the four Humber authorities have rates that are lower than regionally. The baseline rate of employment was 74%, with North Lincolnshire and Hull having lower rates than the Humber average.

Employment Rate (People Aged 16 - 64)	
January 2020	
Area	%
England	76.0
Yorkshire and The Humber	73.7
East Riding of Yorkshire	78.9
Kingston upon Hull, City of	71.1
North East Lincolnshire	70.8
North Lincolnshire	72.3
Humber	74.0

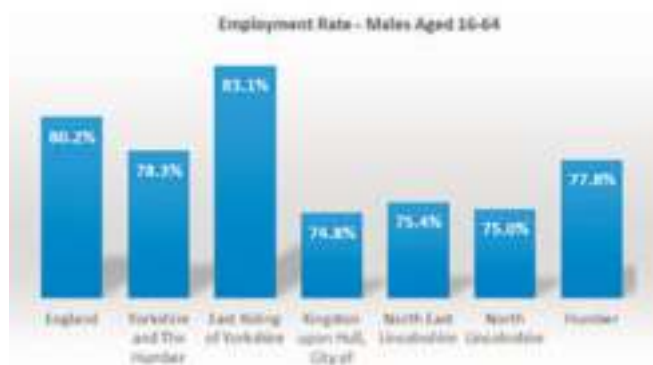


Source: Annual Population Survey, ONS

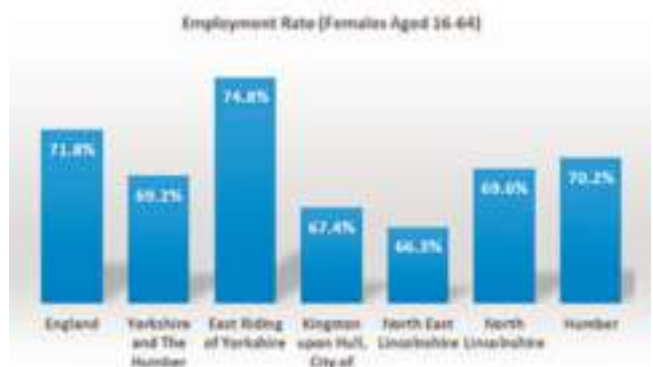
The employment rate for men is higher than that for women. Nationally the difference is 8.4 percentage points but it is slightly less in the Humber area at 7.6 percentage points. The rate in the Humber for males is lower than regionally and nationally and lower than nationally for females.



Employment Rate (Males Aged 16 - 64)	
January 2020	
Area	%
England	80.2%
Yorkshire and The Humber	78.3%
East Riding of Yorkshire	83.1%
Kingston upon Hull, City of	74.8%
North East Lincolnshire	75.4%
North Lincolnshire	75.0%
Humber	77.8%



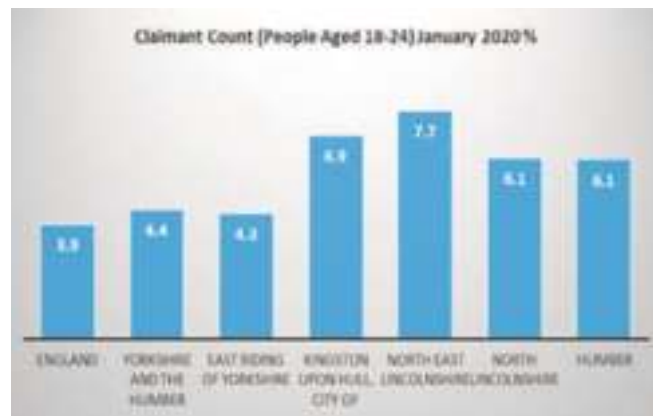
Employment Rate (Females Aged 16 - 64)	
January 2020	
Area	Jan 2020
England	71.8%
Yorkshire and The Humber	69.2%
East Riding of Yorkshire	74.8%
Kingston upon Hull, City of	67.4%
North East Lincolnshire	66.3%
North Lincolnshire	69.6%
Humber	70.2%



Source: Annual Population Survey, ONS

The level of youth employment in the Humber region is slightly higher than both the regional and national rates, although there are marked differences between the four local authorities. 6.1% of 18-24-year olds were claiming out-of-work benefits in North Lincolnshire in January 2020 and 6.9% in Hull. This has risen to 11.4% and 12.3% in August 2020.

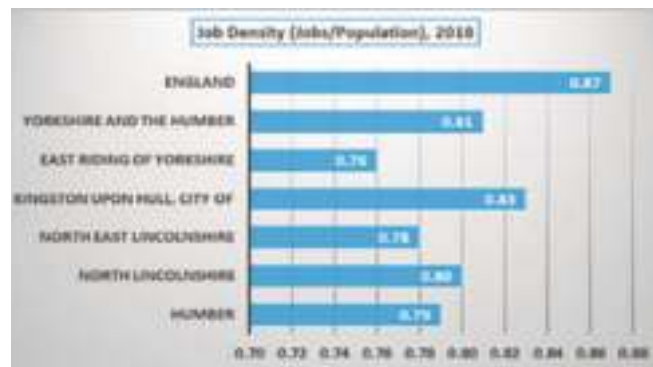
Claimant Count (People Aged 18 - 24)	
January 2020	
Area	%
England	3.9
Yorkshire and The Humber	4.4
East Riding of Yorkshire	4.3
Kingston upon Hull, City of	6.9
North East Lincolnshire	7.7
North Lincolnshire	6.1
Humber	6.1



Source: Annual Population Survey, ONS

Job density is defined as the total number of jobs divided by the total population and the latest figures available are for 2018 and identify that whilst Job Density has improved faster in the Humber region than both regionally and nationally, the ratio of jobs to population is still lower than the national rate. With the exception of Hull, all local authorities are behind the regional average.

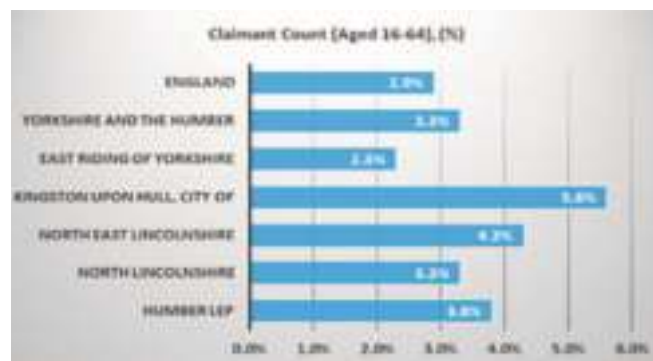
Job Density	
2018	
Area	Rate
England	0.87
Yorkshire and The Humber	0.81
East Riding of Yorkshire	0.76
Kingston upon Hull, City of	0.83
North East Lincolnshire	0.78
North Lincolnshire	0.80
Humber	0.79



Source: ONS Job Density

The number of working age people claiming out-of-work benefits as at January 2020 was higher in the Humber region than both regionally and nationally, with a marked rise in Hull between 2019 and 2020. 21,490 people aged 16+ were claiming out-of-work benefits as at January 2020 in the Humber region.

Claimant Count (People aged 16-64)	
January 2020	
Area	%
England	2.9%
Yorkshire and The Humber	3.3%
East Riding of Yorkshire	2.3%
Kingston upon Hull, City of	5.6%
North East Lincolnshire	4.3%
North Lincolnshire	3.3%
Humber	3.8%

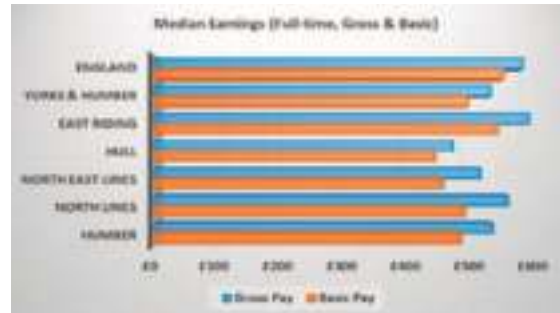


Source: Claimant Count, ONS

## Income Levels

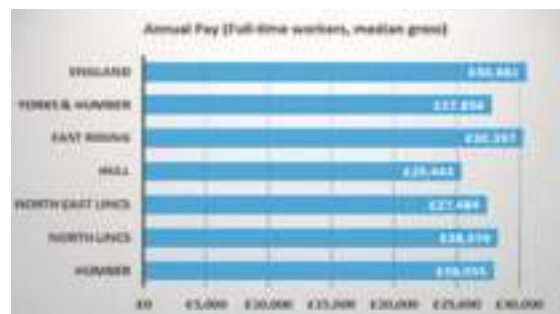
The level of earnings in the Humber region differ significantly between the four local authorities. There is a difference of an average of £120 per week between Hull and East Riding (gross) and £100 (Basic). Other than the East Riding the other three Humber authorities have median pay which is lower than the national average.

Full-time workers, Median weekly pay		
January 2020		
Area	Gross Pay	Basic Pay
England	£591.30	£559.80
Yorkshire and The Humber	£539.80	£503.40
East Riding of Yorkshire	£601.20	£551.10
Kingston upon Hull, City of	£479.10	£451.20
North East Lincolnshire	£523.40	£464.10
North Lincolnshire	£567.60	£498.80
Humber	£543.30	£493.20



Source: Annual survey of hours and earnings, ONS

Full-time workers, Median gross pay		
January 2020		
Area	Hourly	Annual
England	£15.02	£30,661
Yorkshire and The Humber	£13.60	£27,856
East Riding of Yorkshire	£14.95	£30,397
Kingston upon Hull, City of	£12.09	£25,443
North East Lincolnshire	£12.50	£27,484
North Lincolnshire	£13.20	£28,374
Humber	£13.25	£28,055



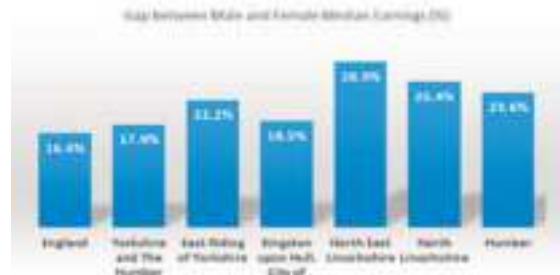
Source: Annual survey of hours and earnings, ONS



## Gender Pay Gap

The median gross weekly pay for men and women identifies a gap between the two. In England the gap is over £100 per week whilst in the Humber the gap is £140. The gap, shown as percentage of the average for male median earnings is 16.4% in England and 23.6% in the Humber. All four authorities in the Humber region are higher than national and regional rates with the lowest gap in Hull.

Gap between Male and Female median weekly earnings (%)		
January 2020		
Area	Gap	Value (£)
England	16.4%	£104.00
Yorkshire and The Humber	17.9%	£103.70
East Riding of Yorkshire	22.2%	£148.00
Kingston upon Hull, City of	18.5%	£96.20
North East Lincolnshire	28.9%	£175.60
North Lincolnshire	25.4%	£158.40
Humber	23.6%	£140.80



Source: Annual survey of hours and earnings, ONS

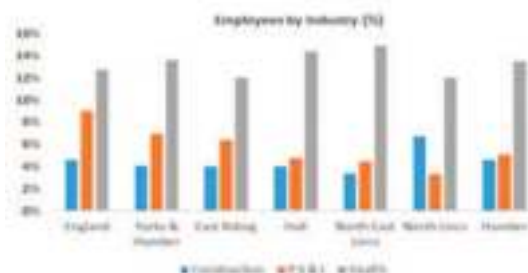




## Job Classifications

In 2018, there were 17,250 employees working in the construction sector in the Humber area. This represented around 5% of the overall jobs in the Humber region and was a reduction of 2,250 from 2015. Across England there was a rise in the number of people working in the construction sector but in the Humber region each local authority had a reduction apart from North Lincolnshire.

Employees by Industry (Construction)			
2018			
Area	Construction	P, S & I	Health
England	4.6%	9.0%	12.7%
Yorkshire & Humber	4.1%	6.9%	13.6%
East Riding	4.0%	6.4%	12.0%
Hull	4.0%	4.8%	14.4%
North East Lincs	3.4%	4.5%	14.9%
North Lincs	6.7%	3.3%	12.0%
Humber	4.6%	5.1%	13.5%



Source: Annual survey of hours and earnings, ONS

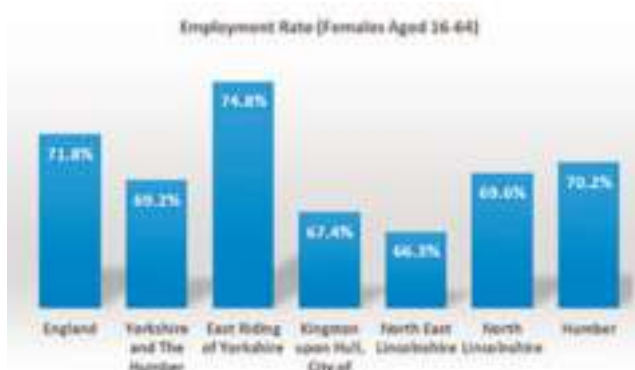
The percentage of jobs in the professional, scientific and technical industries is significantly lower in the Humber region than the national average and lower than the regional average. North Lincolnshire has the lowest percentage with 3.3% of jobs in this category.

Jobs in the health sector are higher in the Humber region than nationally although there are lower rates in North Lincolnshire and the East Riding.

The percentage of jobs which are in the Standard Occupational Classification 2010 major groups 1-3 are lower across the Humber than nationally and both Hull and North Lincolnshire are below the Humber and regional rates. These groups that are deemed as having direct relevance to the planned programme of capital investment are:-

- Managers, Directors and Senior Officials.
- Professional Occupations.
- Associate Professional & Technical.

Jobs in major groups 1-3 (by occupation)	
January 2020	
Area	%
England	16.0%
Yorkshire and The Humber	14.4%
East Riding of Yorkshire	15.6%
Kingston upon Hull, City of	10.7%
North East Lincolnshire	10.3%
North Lincolnshire	12.6%
Humber	12.8%



Source: Business Register and Employment Survey, ONS

## Gross Value Added

Gross value added (GVA) is a measure of the value of goods and services produced in an area. GVA can be measured in different ways and can be disaggregated down to specific industries. GVA in the Humber region is £7,671 per head lower than in England and £10,417 per head lower in Hull.

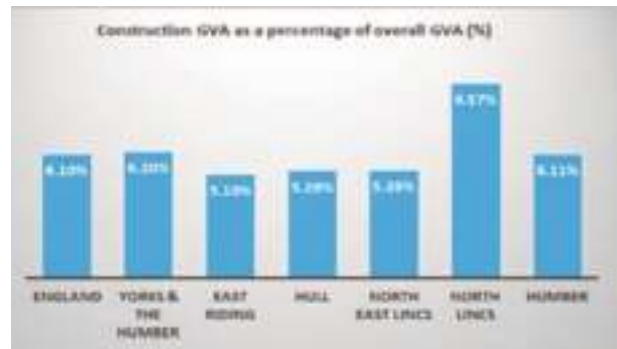
Gross Value Added (Per Head)	
2018	
Area	£
England	£29,356
Yorkshire and The Humber	£22,559
East Riding of Yorkshire	£26,396
Kingston upon Hull, City of	£18,111
North East Lincolnshire	£18,939
North Lincolnshire	£24,203
Humber	£21,685



Source: Regional gross domestic product reference tables (ONS)

GVA as a percentage of overall GVA for the construction sector is broadly similar in the Humber to the position nationally at 6.1%. In the Humber there is a variance between North Lincolnshire, where the rate is 9.6% and the other local authorities where GVA for construction is less than regional and national rates.

Construction GVA as a percentage of overall GVA	
2018	
Area	%
England	6.10%
Yorkshire and The Humber	6.20%
East Riding of Yorkshire	5.10%
Kingston upon Hull, City of	5.28%
North East Lincolnshire	5.29%
North Lincolnshire	9.57%
Humber	6.11%



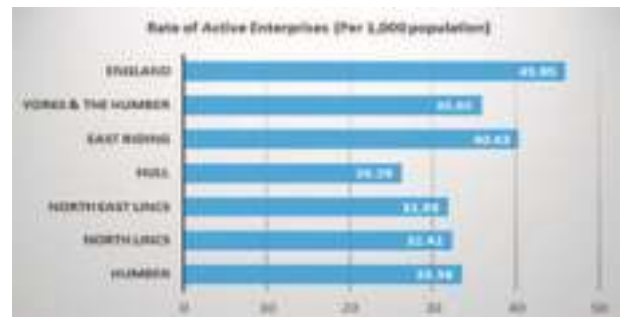
Source: Regional gross domestic product reference tables (ONS)



## Rate of Active Enterprises

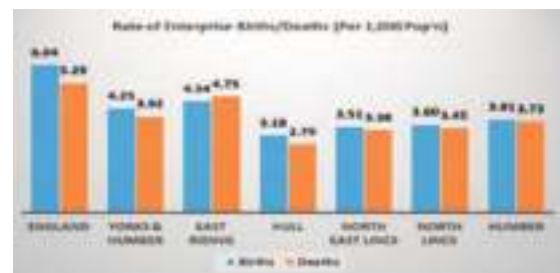
The rate of active enterprises in the Humber is below the regional rate and significantly below the England rate. There are also fluctuations in the Humber region with the rate for three of the local authority areas having rates lower than the regional rate. The rate of active enterprises has risen in the Humber region over the past four years, but this a smaller increase than regionally and nationally.

Rate of Active Enterprises (Per 1,000 Population)	
<b>2018</b>	
Area	Rate (per 1,000)
England	45.95
Yorkshire and The Humber	35.92
East Riding of Yorkshire	40.43
Kingston upon Hull, City of	26.29
North East Lincolnshire	31.93
North Lincolnshire	32.42
Humber	33.56



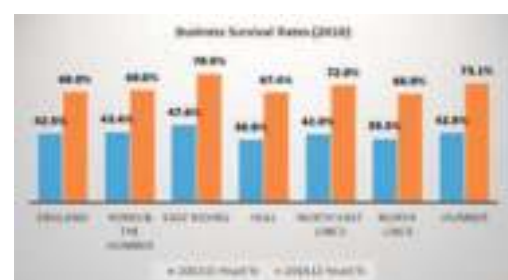
Source: Business Demography – 2018 (ONS)

Rate of Enterprise Births & Deaths (Per 1,000 Pop'n)		
<b>2018</b>		
Area	Births	Deaths
England	6.04	5.29
Yorkshire and The Humber	4.25	3.92
East Riding of Yorkshire	4.54	4.75
Kingston upon Hull, City of	3.18	2.79
North East Lincolnshire	3.51	3.38
North Lincolnshire	3.60	3.45
Humber	3.81	3.73



Source: Business Demography – 2018 (ONS)

Survival of newly born enterprise		
Survival Rates	2013 (5-year)	2016 (2-years)
<b>2018</b>		
Area	%	%
England	42.5%	68.0%
Yorkshire and The Humber	43.4%	69.0%
East Riding of Yorkshire	47.6%	78.9%
Kingston upon Hull, City of	38.8%	67.4%
North East Lincolnshire	42.0%	72.0%
North Lincolnshire	39.3%	66.9%
Humber	42.9%	73.1%



Source: Business Demography – 2018 (ONS)

## Research & Development

Yorkshire and Humber figures for 2017-18 show that gross expenditure on R&D in Yorkshire and Humber in 2017 was £1,641m. This accounted for 5% of gross UK spend on R&D and was 4th lowest in the UK. Whilst the Humber as a whole has a low concentration of R&D jobs, within Hull in recent years there has been an increase of these jobs within the medi-health sector.

Recent investment in research and development in Hull has included Reckitt Benckiser opening their worldwide R&D facility at a cost of £105m in East Hull in 2018. Indivior have created a new facility at Priory Park in Hull and Smith and Nephew generates the majority of its global patents from its Hull facility.





## Skills and education

Our residents are lower skilled, with poorer educational attainment rates at certain levels than the national average. Any investment should therefore help to create more opportunities in the area, providing opportunities for residents to increase their skill levels, take on new training and development, undertake new careers and develop their existing ones. The investment also provides the opportunity to attract new workers to the area, creating a more highly skilled working population and meeting the workforce demands of the sector.

### Skill Levels

Skills levels in the Humber are lower than both regional and national levels. The gap between those qualified to NVQ level 4 in England to those in the Humber region is 10.2 percentage points and 8.1 percentage points for NVQ level 3.

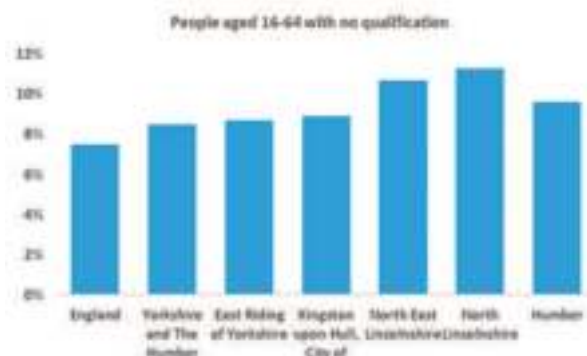
<b>NVQ Level 4 (aged 16-64)</b>	
<b>January</b>	
<b>Area</b>	<b>%</b>
<b>England</b>	<b>40.0%</b>
<b>Yorkshire and The Humber</b>	<b>34.2%</b>
<b>East Riding of Yorkshire</b>	<b>36.1%</b>
<b>Kingston upon Hull, City of</b>	<b>27.2%</b>
<b>North East Lincolnshire</b>	<b>23.2%</b>
<b>North Lincolnshire</b>	<b>28.3%</b>
<b>Humber</b>	<b>29.8%</b>

<b>NVQ Level 3 (aged 16-64)</b>	
<b>January 2020</b>	
<b>Area</b>	<b>%</b>
<b>England</b>	<b>58.5%</b>
<b>Yorkshire and The Humber</b>	<b>54.3%</b>
<b>East Riding of Yorkshire</b>	<b>56.5%</b>
<b>Kingston upon Hull, City of</b>	<b>48.7%</b>
<b>North East Lincolnshire</b>	<b>45.2%</b>
<b>North Lincolnshire</b>	<b>46.3%</b>
<b>Humber</b>	<b>50.4%</b>

Source: Annual Population Survey, ONS

The percentage of people of working age who have no qualifications is also higher in the Humber region than both regionally and nationally and has risen in some parts of the Humber.

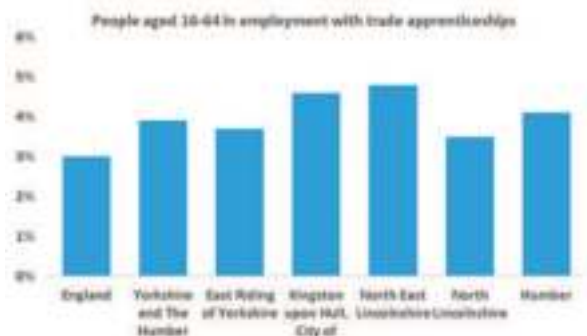
<b>People aged 16-64 with no qualifications</b>	
<b>January 2020</b>	
<b>Area</b>	<b>%</b>
England	7.5%
Yorkshire and The Humber	8.5%
East Riding of Yorkshire	8.7%
Kingston upon Hull, City of	8.9%
North East Lincolnshire	10.7%
North Lincolnshire	11.3%
Humber	9.6%



Source: Annual Population Survey, ONS

The number of trade apprenticeships in the Humber region has fallen by 6,000 over the past 4 years and the percentage of people in employment with trade apprenticeships has fallen from 5.4% to 4.1%. The reduction in apprenticeships is higher in the Humber region than regionally or nationally.

<b>People aged 16-64 in employment with trade apprenticeships</b>	
<b>January 2020</b>	
<b>Area</b>	<b>%</b>
England	3.0%
Yorkshire and The Humber	3.9%
East Riding of Yorkshire	3.7%
Kingston upon Hull, City of	4.6%
North East Lincolnshire	4.8%
North Lincolnshire	3.5%
Humber	4.1%



Source: Annual Population Survey, ONS

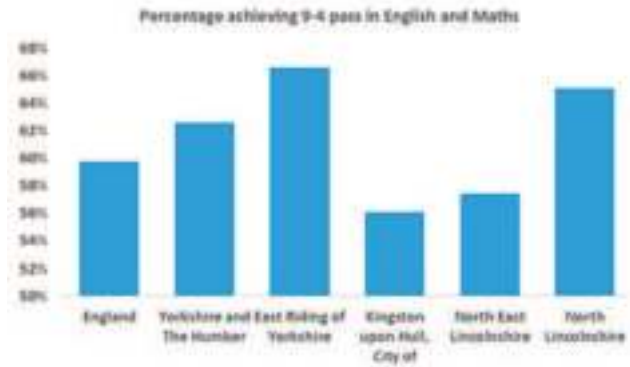


## Educational Attainment

Rates of educational attainment vary across the Humber region. North Lincolnshire and the East Riding have higher rates than both nationally and regionally with Hull and North East Lincolnshire having rates | that are lower.

Pupils achieving 9-4 pass in English & Maths	
2019	
Area	%
England	59.8%
Yorkshire and The Humber	62.6%
East Riding of Yorkshire	66.6%
Kingston upon Hull, City of	56.1%
North East Lincolnshire	57.5%
North Lincolnshire	65.1%

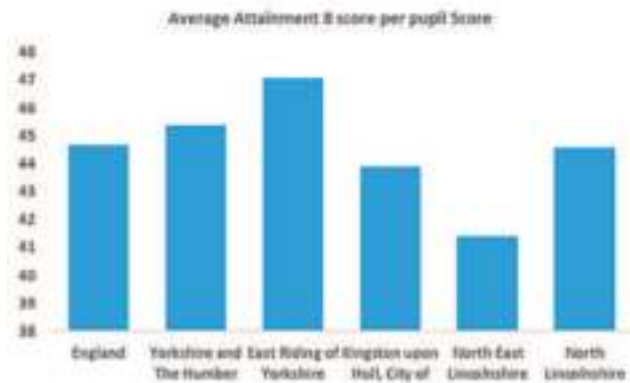
Source: DfE, LAIT tool



The average attainment 8 score per pupil is lower in three of the four Humber local authorities than the regional and national rates.

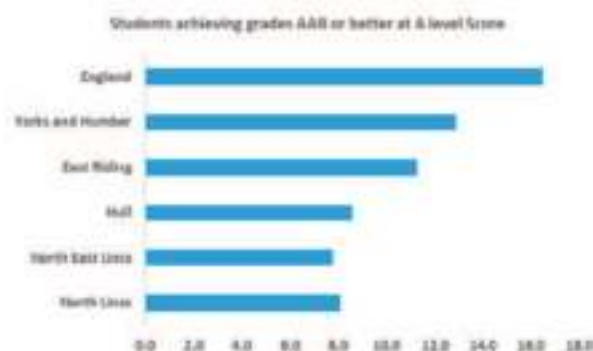
Average Attainment 8 score per pupil	
2019	
Area	Score
England	44.7
Yorkshire and The Humber	45.4
East Riding of Yorkshire	47.1
Kingston upon Hull, City of	43.9
North East Lincolnshire	41.4
North Lincolnshire	44.6

Source: DfE, LAIT tool



The percentage of students achieving grades AAB or better at A level is lower than both regional and national rates for all Humber authorities.

Students achieving grades AAB or better at a A Level	
2019	
Area	%
England	16.5
Yorkshire and The Humber	12.9
East Riding of Yorkshire	11.3
Kingston upon Hull, City of	8.6%
North East Lincolnshire	7.8%
North Lincolnshire	8.1%



We have a strong track record of attracting local adult returners into the health and social care sector and our local further and higher education providers have put in place good provision to support the reskilling required to support expansion.

In terms of higher education provision the primary provider of health and social care education and training are the University of Hull and the University of Lincoln. Using 2017/18 destination data from the University of Hull we know that of the:

- 205 graduates employed in Hull and East Yorkshire, 71% were originally from within 15 miles of the University
- 1075 graduates that left Hull University into employment, 33% remained in Yorkshire and the Humber (with 71% of those remaining having originally come from within 15 miles of the University)

- 286 graduates that left Hull University Faculty of Health Sciences into employment, 44% remained in Yorkshire and the Humber
- Faculty of Health Sciences graduates employed in Hull and East Yorkshire, 67% were originally from within 15 miles of the University, and 88% were from within 50 miles

It is important to note that the 2017/18 graduate destination survey had a 56% response rate and that through close relationships with the local trusts we know that local retention figures are much higher. This data evidences that when we invest in upskilling local people, more than two thirds stay in the area. Also a higher number of people remain in the area following their graduation in Health Sciences than compared to all subjects at the University of Hull.







The table below illustrates the percentage of applications for health and social care programmes at the University of Hull commencing September 2020 from both the North and South bank of the Humber, along with the percentage of applications of those who are over the age of 21.

Discipline	Applications 2020 (%)		
	Hull/E.Riding	Nth/Nth East Lincs	Over 21
<b>Midwifery</b>	<b>29</b>	<b>13</b>	<b>43</b>
<b>Adult Nursing</b>	<b>44</b>	<b>23</b>	<b>67</b>
<b>Child Nursing</b>	<b>31</b>	<b>14</b>	<b>37</b>
<b>LD Nursing</b>	<b>46</b>	<b>11</b>	<b>64</b>
<b>Mental Health Nursing</b>	<b>40</b>	<b>21</b>	<b>64</b>
<b>Operating Dept. Practitioner</b>	<b>26</b>	<b>7</b>	<b>46</b>
<b>Paramedic</b>	<b>18</b>	<b>6</b>	<b>30</b>
<b>Adult Nursing (Grimsby)</b>	<b>-</b>	<b>87</b>	<b>89</b>

It is also worth mentioning that the real constraint on further success in this area is the limited availability of placements in health sciences. Active work is underway with the Primary Care Networks, Health Education England and the hospital trusts to address this issue. If additional placements can be made available the University of Hull would be able to increase its programme cohort sizes significantly attracting more students. Further investment in acute facilities will bring greatly assist with development of the clinical training programme and career pathways, attracting more people locally and increasing employment opportunities for our graduates.

# Health and wellbeing, inclusion and lifestyle

People are less active, have poorer levels of health, poorer outcomes and lower life expectancy than the national average. The Humber area is also over represented in the most deprived communities nationally. Any investment needs to consider how it addresses these matters with the community through the design, development and engagement in the individual schemes pre, during and post construction.

## Physical Activity/Inactivity

Physical activity levels are lower in the Humber region compared to national levels and health outcomes are also lower than nationally.

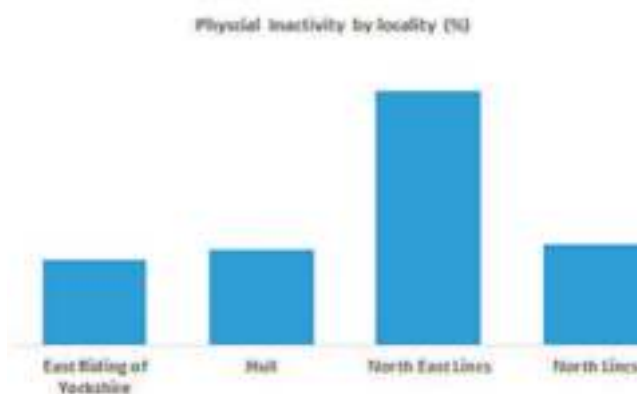
Level of Physical Activity (2018-19)	%	%
	Humber	England
People 16+doing at least 150 minutes of physically activity per week (Active)	60.6%	63.3%
People 16+doing 30-149 minutes of physically activity per week (Fairly Active)	10.7%	12.2%
People 16+doing less than 30 minutes of physical activity per week (inactive)	28.7%	24.6%

Source: Active Humber Presentation; Sport England, Active Lives

There are around 217,000 people (aged 16+) in the Humber region who are classed as physically inactive.

Physical inactivity by locality		
2018-19		
Area	%	Pop'n
East Riding of Yorkshire	27.6	78,000
Hull	27.9	58,000
North East Lincs	32.8	42,000
North Lincs	28.1	39,000
		217,000

Source: Active Humber Presentation; Sport England, Active Lives



The levels of activity and inactivity are more profound in both males and females and people's socio-economic classification.

<b>Physical Activity (Humber) by Gender</b>	<b>%</b>	<b>%</b>
	<b>Males</b>	<b>Females</b>
<b>People 16+doing at least 150 minutes of physically activity per week (Active)</b>	<b>62.9%</b>	<b>58.7%</b>
<b>People 16+doing 30-149 minutes of physically activity per week (Fairly Active)</b>	<b>9.4%</b>	<b>11.9%</b>
<b>People 16+doing less than 30 minutes of physical activity per week</b>	<b>27.7%</b>	<b>29.4%</b>

Source: Active Humber Presentation; Sport England, Active Lives

There is a gap in physical activity levels between the socio-economic classification levels 1-2 and 6-8 of 14.5 percentage points and an inactivity gap of 12.2.

<b>Physical Activity (Humber) by socio-economic classification</b>	<b>Active</b>	<b>Inactive</b>
	<b>%</b>	<b>%</b>
<b>People 16+ (Socio-Economic Classification 1 - 2) (Active)</b>	<b>70.4%</b>	<b>20.7%</b>
<b>People 16+ (Socio-Economic Classification 3 - 5) (Active)</b>	<b>59.0%</b>	<b>27.0%</b>
<b>People 16+ (Socio-Economic Classification 6 - 8) (Active)</b>	<b>55.9%</b>	<b>32.9%</b>

Source: Active Humber Presentation; Sport England, Active Lives



## Life Expectancy

The average age that people will expect to live a healthy life is lower in the Humber area in comparison to both the regional and national position. In a number of local areas the healthy life expectancy age has fallen over recent years.

Healthy Life Expectancy (Years)		
2016-18		
Area	Male	Female
England	63.4	63.9
Yorkshire and The Humber	61.5	62.1
East Riding of Yorkshire	64.4	65.4
Kingston upon Hull, City of	57.2	56.6
North East Lincolnshire	59.5	61.0
North Lincolnshire	59.9	59.0

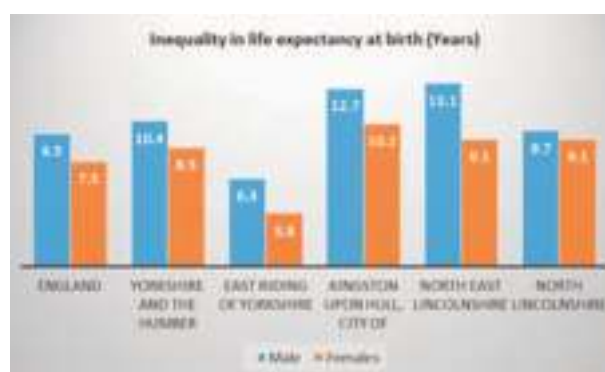
Source: Public Health England



There are also inequalities within the Humber region and each local authority area in terms of the average years of life expectancy. The inequality of years is up to 3.6 for males and 2.7 years for females compared to the England average.

Inequality in life expectancy at birth		
2016-18		
Area	Male	Female
England	9.5	7.5
Yorkshire and The Humber	10.4	8.5
East Riding of Yorkshire	6.3	3.8
Kingston upon Hull, City of	12.7	10.2
North East Lincolnshire	13.1	9.1
North Lincolnshire	9.7	9.1

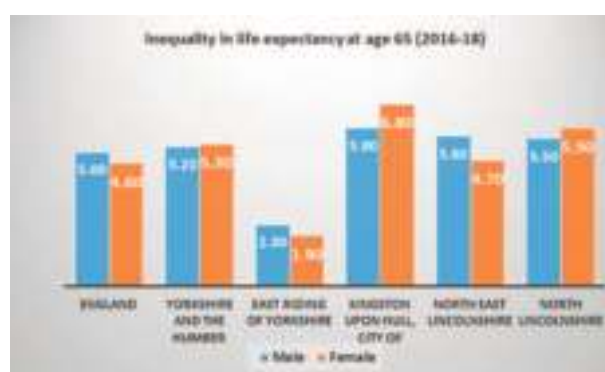
Source: Public Health England



There is a similar view when comparing the inequalities of life expectancy at age 65 when compared to the regional and national picture with gaps of 0.9 and 2.2 years between the Hull and the England average.

Inequality in life expectancy (at age 65) (Years)		
2016-18		
Area	Male	Female
England	5.00	4.60
Yorkshire and The Humber	5.20	5.30
East Riding of Yorkshire	2.30	1.90
Kingston upon Hull, City of	5.90	6.80
North East Lincolnshire	5.60	4.70
North Lincolnshire	5.50	5.90

Source: Public Health England



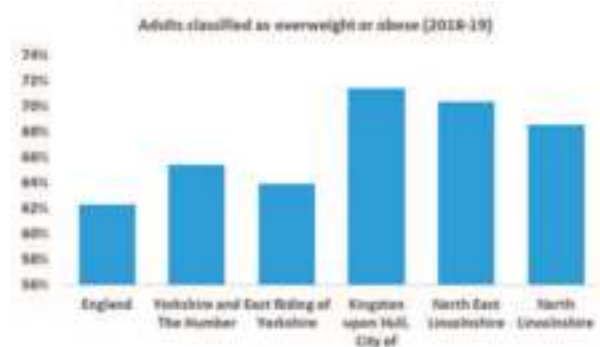


## Obesity

Levels of adult obesity in the Humber region are higher than those nationally and the rates of adult obesity in Hull and North Lincolnshire are higher than regional rates.

Adults classified as overweight or obese	
2018-19	
Area	2018-19
England	62.3%
Yorkshire and The Humber	65.4%
East Riding of Yorkshire	63.9%
Kingston upon Hull, City of	71.4%
North East Lincolnshire	70.3%
North Lincolnshire	68.5%

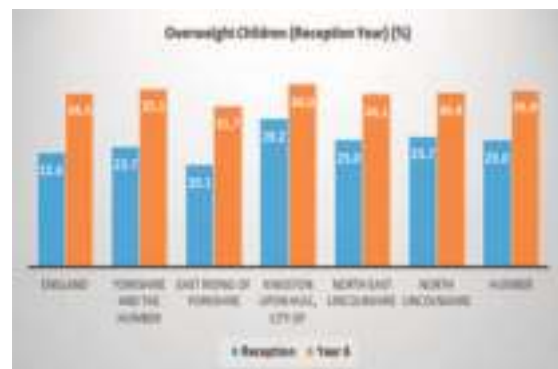
Source: Public Health England



Rates of child obesity are also higher in the Humber than regional and national rates, particularly in Hull.

Percentage of overweight children	
2018-19	
Area	Year 6
England	34.3
Yorkshire and The Humber	35.1
East Riding of Yorkshire	31.7
Kingston upon Hull, City of	36.0
North East Lincolnshire	34.1
North Lincolnshire	34.4
Humber	34.9

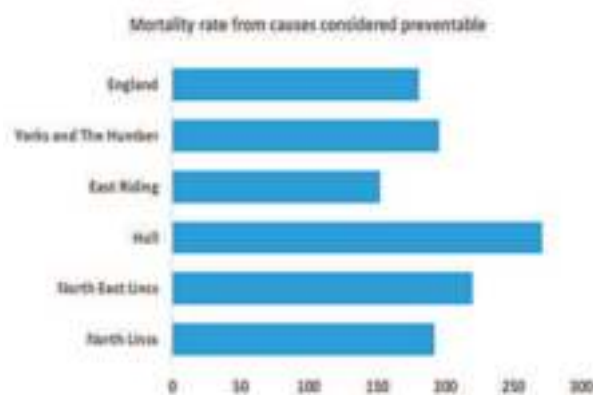
Source: Public Health England



## Premature Mortality

The overall mortality rate from causes considered preventable is higher in three of the Humber authorities than nationally and significantly higher in Hull than both regionally and nationally.

Mortality rate from causes considered preventable	
2016-18	
Area	Rate (Per 100,000)
England	180.8
Yorkshire and The Humber	196.1
East Riding of Yorkshire	152.6
Kingston upon Hull, City of	271.2
North East Lincolnshire	220.2
North Lincolnshire	192.3



Source: Public Health England

The overall rate also mirrors the rates for specific conditions where the disease is considered preventable, with rates that are significantly higher in Hull than nationally or regionally.

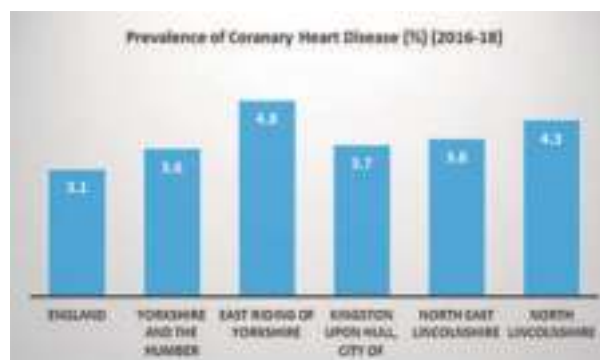
Under 75 Mortality rate from diseases considered preventable (2016-18)				
Area	Cardiovascular	Cancer	Liver	Respiratory
England	45.3	76.3	16.3	19.2
Yorkshire and The Humber	52.6	82.2	16.7	23.1
East Riding of Yorkshire	41.9	68.3	11.5	14.9
Kingston upon Hull, City of	69.0	103.1	19.9	41.2
North East Lincolnshire	57.0	93.3	21.0	23.5
North Lincolnshire	44.0	80.8	14.9	27.2

Source: Public Health England

## Heart Disease

The prevalence of coronary heart disease (CHD) is higher in all four Humber local authority areas than both regionally and nationally.

Prevalence of CHD (%)	
2016-18	
Area	%
England	3.1
Yorkshire and The Humber	3.6
East Riding of Yorkshire	4.8
Kingston upon Hull, City of	3.7
North East Lincolnshire	3.8
North Lincolnshire	4.3



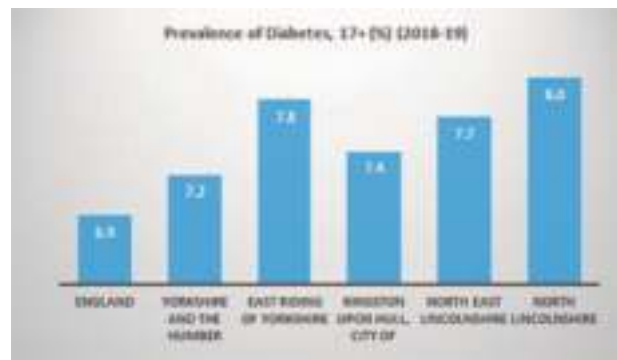
Source: Public Health England



## Diabetes

The prevalence of diabetes for those 17+ is higher in all four Humber local authorities than both regional and national rates.

Prevalence of Diabetes	
2018-19	
Area	%
England	6.9
Yorkshire and The Humber	7.2
East Riding of Yorkshire	7.8
Kingston upon Hull, City of	7.4
North East Lincolnshire	7.7
North Lincolnshire	8.0

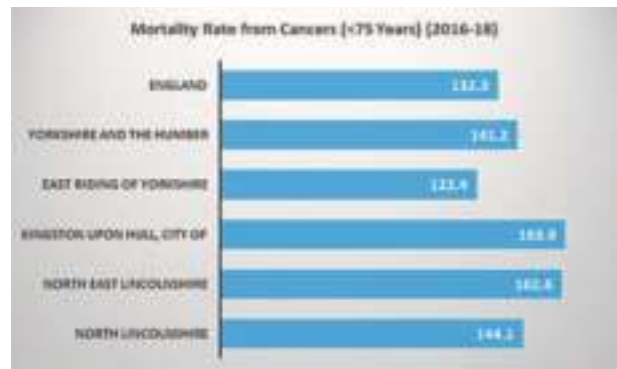


Source: Public Health England

## Cancer

The mortality rate from cancer in people under 75 is higher in both Hull and North Lincolnshire than both regional and national rates with the rate in Hull being significantly higher.

Mortality Rate from Cancer (<75)	
2016-18	
Area	Rate
England	132.3
Yorkshire and The Humber	141.2
East Riding of Yorkshire	122.4
Kingston upon Hull, City of	163.9
North East Lincolnshire	162.6
North Lincolnshire	144.1

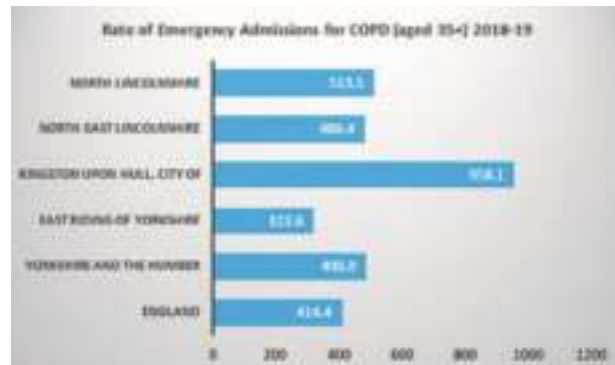


Source: Public Health England

## COPD

The rate of emergency admissions for COPD is higher in North Lincolnshire than both the regional and national rate and in Hull the rate is 57% higher than the national rate.

Emergency Admissions for COPD (aged 35+)	
2018-19	
Area	Rate
England	414.4
Yorkshire and The Humber	490.9
East Riding of Yorkshire	323.6
Kingston upon Hull, City of	958.1
North East Lincolnshire	486.4
North Lincolnshire	513.5

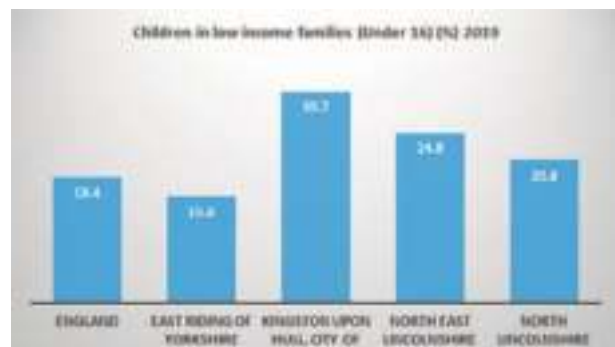


Source: Public Health England

## Inclusion

The percentage of children who live in low income families is higher in Hull and North Lincolnshire than nationally and is 40% higher in Hull.

Children in low income families (Under 16)	
2019	
Area	%
England	18.4
East Riding of Yorkshire	15.6
Kingston upon Hull, City of	30.7
North East Lincolnshire	24.8
North Lincolnshire	20.8



Source: DfE, LAIT tool





## Free School Meals

The percentage of pupils eligible for free school meals is higher in Hull and marginally higher in North Lincolnshire than in the rest of the region and nationally for both primary and secondary aged children.

Primary pupils eligible for Free School Meals		
2020	Primary	Secondary
Area	%	%
England	17.7	15.9
Yorkshire and The Humber	19.7	18.3
East Riding of Yorkshire	15.4	13.4
Kingston upon Hull, City of	25.8	24.0
North East Lincolnshire	23.6	20.1
North Lincolnshire	19.9	18.7

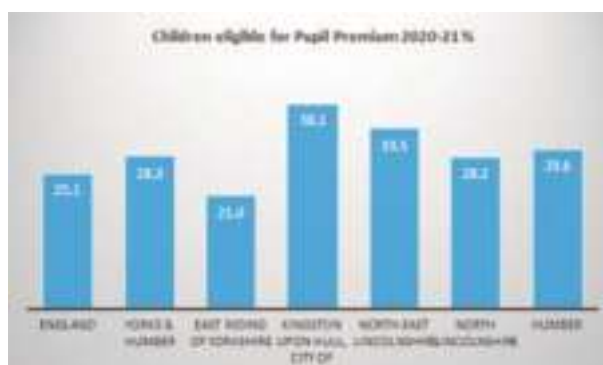


Source: DfE, LAIT tool

## Pupil Premium

The percentage of children who are eligible for pupil premium is higher than both regional and national rates in Hull and higher than the national rate in North Lincolnshire.

Children eligible for Pupil Premium	
2020-21	
Area	%
England	25.1
Yorkshire and The Humber	28.3
East Riding of Yorkshire	21.0
Kingston upon Hull, City of	38.1
North East Lincolnshire	33.5
North Lincolnshire	28.2
Humber	29.6



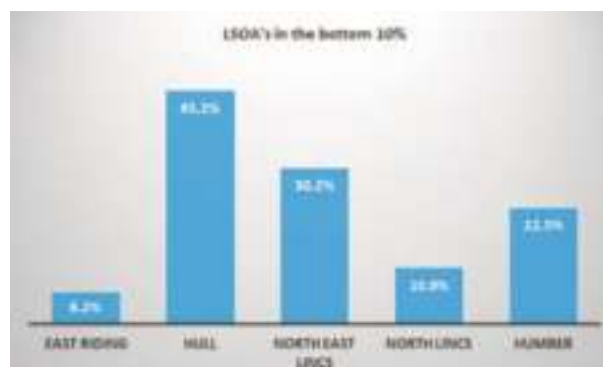
Source: DfE LAIT Tool; ONS Population Breakdown



## Deprivation

The Humber region has 131 lower super output areas (LSOA's) in the bottom 10% of those in the country, which means that 22.5% of the LSOA's in the Humber are in the bottom 10%. The highest number is in Hull where 45.2% of LSOA's are in the bottom 10%.

Lower Super Output Areas			
		Bottom 10%	
Area	Total	Number	%
East Riding	210	13	6.2%
Hull	166	75	45.2%
North East Lincs	106	32	30.2%
North Lincs	101	11	10.9%
Humber	583	132	22.5%



Source: MHCLG, English Indices of Multiple Deprivation, 2019

Deprivation is further broken down into seven categories. The categories where the Humber region has more than 15% of its LSOA's in the bottom 10% are:

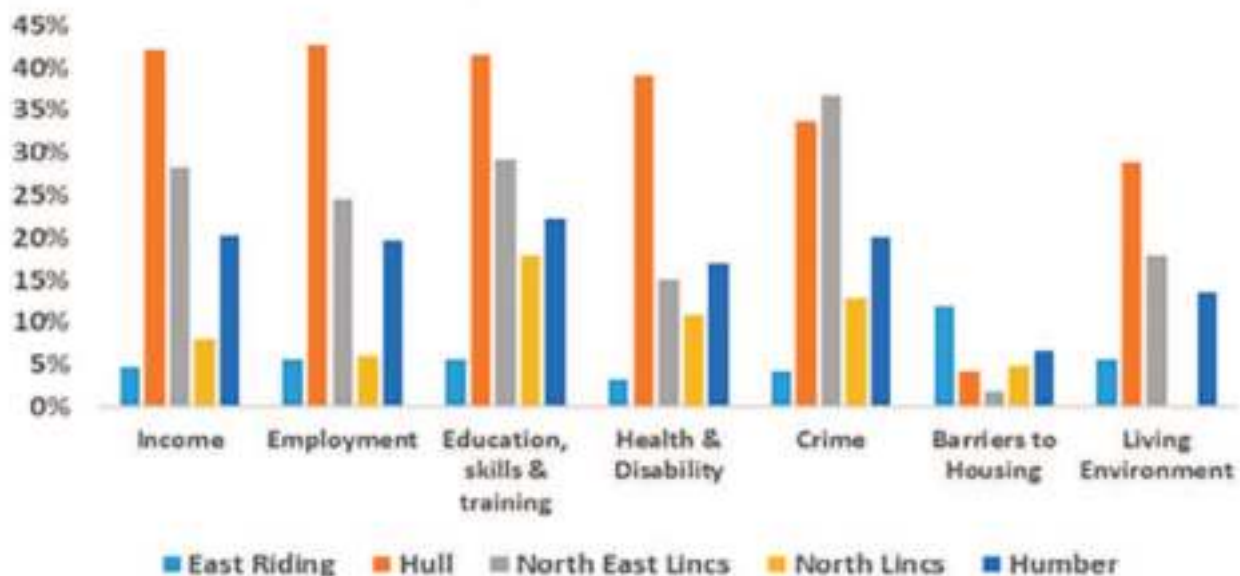
- ▼ Income
- ▼ Employment
- ▼ Education, skills and training
- ▼ Crime

Number of lower super output areas in the bottom 10% (by category)							
Number	Income	Employment	Education, skills & training	Health & Disability	Crime	Barriers to Housing	Living Environment
East Riding	10	12	12	7	9	25	12
Hull	70	71	69	65	56	7	48
North East Lincs	30	26	31	16	39	2	19
North Lincs	8	6	18	11	13	5	0
Humber	118	115	130	99	117	39	79

Percentage of lower super output areas in the bottom 10% (by category)							
% of All LSOA's	Income	Employment	Education, skills & training	Health & Disability	Crime	Barriers to Housing	Living Environment
East Riding	4.8%	5.7%	5.7%	3.3%	4.3%	11.9%	5.7%
Hull	42.2%	42.8%	41.6%	39.2%	33.2%	4.2%	28.9%
North East Lincs	28.3%	24.5%	29.2%	15.1%	36.8%	1.9%	17.9%
North Lincs	7.9%	5.9%	17.8%	10.9%	12.9%	5.0%	0.0%
Humber	20.2%	19.7%	22.3%	17.0%	20.1%	6.7%	13.6%

Source: MHCLG, English Indices of Multiple Deprivation, 2019

Percentage of LSOA's in the bottom 10%



The overall ranking for local authorities and LEP's identifies that the Humber is ranked 5th out of 38 LEP's (with 1 being the most deprived) and all of the local authority areas in the Humber are in the bottom half with Hull ranked 4th.

**Income - Rank of proportion of LSOA's in most deprived 10% nationally out 151 upper tier authorities (higher is better)**

Number	Income	Employment	Education, skills & training	Health & Disability	Crime	Barriers to Housing	Living Environment	Overall
East Riding	96	81	84	83	94	40	72	75
Hull	4	6	2	12	11	72	14	4
North East Lincs	16	28	10	45	7	94	28	15
North Lincs	73	78	32	54	52	68	132	58
Humber	7	7	3	8	4	22	10	5

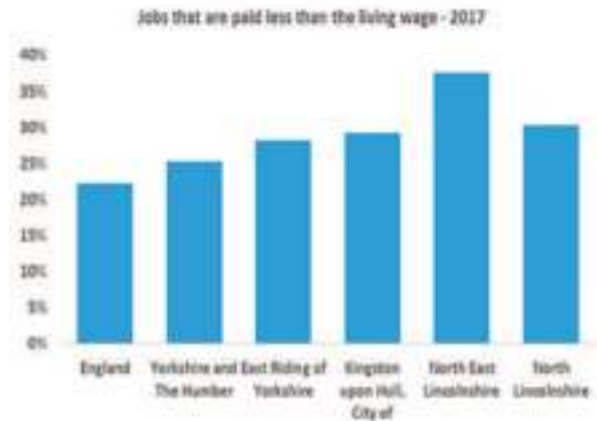
Source: MHCLG, English Indices of Multiple Deprivation, 2019



## Living Wage

In 2017, there was estimated to be 107,000 jobs in the Humber region that were paid less than the living wage foundation living wage. The percentage of jobs paying below the living wage was between 28.2 – 37.6% in the Humber region which is above both the regional rate of 25.3% and the national rate of 22.2%.

Jobs paid less than the applicable living wage foundation living wage		
2017		
Area	%	Number
England	22.2%	5,062,000
Yorkshire and The Humber	25.3%	546,000
East Riding of Yorkshire	28.2%	33,000
Kingston upon Hull, City of	29.2%	33,000
North East Lincolnshire	37.6%	20,000
North Lincolnshire	30.3%	21,000
Humber	-	107,000



Source: Annual Survey of Hours and Earnings

There are a number of helpful campaigns underway to help tackle some of the inequalities that impact on our workforce. For example, the Disability Confident Campaign (DWP supported) is being promoted to employers across the Humber and is starting to gain traction. We will commit in our vanguard project to supporting this, and similar, campaigns that help to get more of our economically active population back to work in a supported way.



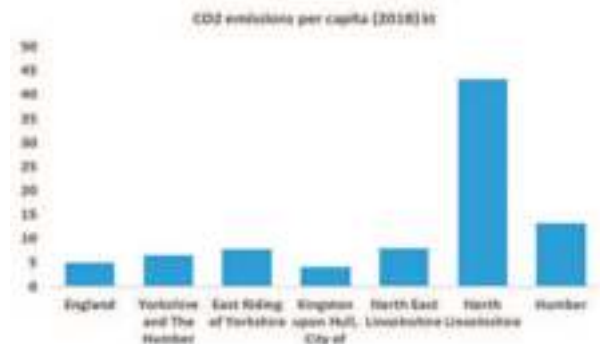


# Environmental sustainability

Our CO2 emissions level are double national levels and our emissions from transport are higher than national levels. Therefore, any investment needs to contribute to reducing these levels pre, during and post construction and having a wider influential impact on other expenditure by the public sector.

The climate emergency is a health emergency and climate change threatens the foundations of good health. CO2 emissions per capita in the Humber are twice both the national and regional levels. The rate of emission in North Lincolnshire (43.3 kt of CO2 per capita) is particularly high with the majority of this coming from its industry.

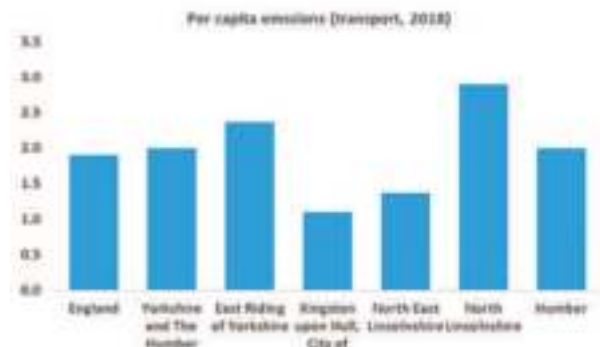
CO2 emissions per capita (2018)	
2018	
Area	kt
England	5.0
Yorkshire and The Humber	6.5
East Riding of Yorkshire	7.8
Kingston upon Hull, City of	4.0
North East Lincolnshire	8.0
North Lincolnshire	43.3
Humber	13.3



Source: UK local authority and regional CO2 emissions national statistics, DBEIS

CO2 emissions per capita from transport, which would include travelling to and from work are slightly higher in the Humber than nationally and are higher in North Lincolnshire than both national and regional levels.

CO2 emissions per capita (transport, 2018)	
2018	
Area	kt
England	1.9
Yorkshire and The Humber	2.0
East Riding of Yorkshire	2.4
Kingston upon Hull, City of	1.1
North East Lincolnshire	1.4
North Lincolnshire	2.9
Humber	2.0



Source: UK local authority and regional CO2 emissions national statistics, DBEIS



Clean Energy Innovation building on the offshore wind developments remains a critical priority for the Humber area, with significant investments being made over the last five years. An enhanced opportunity for commercialisation and business-led diversification has opened up through strengthened regional collaboration.

For example, Singleton Birch, one of the highest carbon emitters in the region has invested £15m into anaerobic digestion. Northern PowerGrid has invested £12m into projects that support low carbon power. Energy Works, the largest advanced gasification facility for Energy from Waste (EFW), has embarked on a £200m investment of £35m by 2025, further developing infrastructure and innovation in environmental resilience and generating renewable energy from wastewater treatment. Phillips 66 has invested significantly in research enhancing the use of 'carbon black', a refining by-product with excellent thermal conductivity, now used in graphite electrodes for lithium batteries.

The Energy Estuary 2.0 programme is a core part of the Humber LEP Local Industrial Strategy with an aim to accelerate innovation in Clean Energy, whilst protecting energy intensive industries. Aligned regional investments, such as £26m Green Port Hull, and the University of Hull led £10.5m Aura Innovation Centre, £15.2m SparkFund and £3.4m Flood Innovation Centre will play a significant role in driving innovation-based growth.

The offshore Wind turbine blade manufacturing facility at Alexandra Dock in Hull saw a £310m investment by Siemens Gamesa and Associated British Ports which demonstrates the appetite from international business to invest in the Humber's Energy sector.

Latest NHS guidance<sup>6</sup> has set an ambitious target to achieve net zero carbon emissions where the NHS has direct control by 2040 and to achieve net zero carbon emissions on those areas where the NHS has a direct influence by 2045. We intend to respond positively to the challenges that have been set, adopting a collaborative approach that makes best use of the significant level of academic, commercial and public sector expertise that is available in this area. We would be keen to be considered as a case study/pilot project for working collaboratively to reduce our carbon footprint and to embed leading edge thinking on sustainability into planning of our major capital development programme.

Hull City Council also announced a climate emergency in February 2019 and has developed a detailed action plan of how the city as a whole will reduce its carbon emissions to zero. Early action has seen the recruitment of 2 additional officers and a commitment within the capital programme to direct £18m towards low carbon solutions, such as power generation.

---

<sup>6</sup>Delivering a 'Net Zero' National Health Service, (2020), NHS

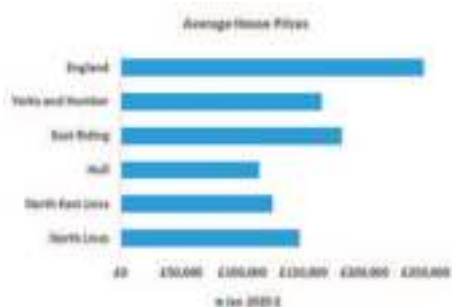
# Infrastructure and capacity

Property values in the region are lower than the national average; whilst this could be a positive it can deter investment in property and can impact on business start-up levels. Broadband coverage is mixed in the area and flood mitigation works are part of an ongoing investment programme by government. Any investment should consider flood resilience measures and will have to recognise low property values should capital receipts be expected to contribute to financial models.

## Housing

The average house price in the four Humber authorities has increased between 10-24% over the past 10 years. Over the same period prices have increased by 24% in the Yorkshire and Humber region and by 43% nationally. The difference in price between the England average and the lowest average authority in the Humber region is £135,300.

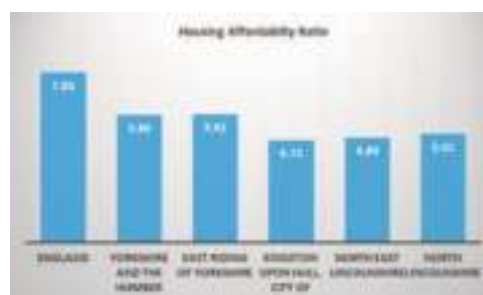
Average House Prices			
Area	Jan 2020	Jan 2010	Change (10 Years)
	£	£	%
England	£248,951	£174,458	42.7%
Yorkshire and The Humber	£164,752	£132,780	24.1%
East Riding of Yorkshire	£181,331	£146,854	23.5%
Kingston upon Hull, City of	£113,656	£92,857	22.4%
North East Lincolnshire	£125,014	£113,243	10.4%
North Lincolnshire	£146,604	£121,329	20.8%



Source: UK House Price Index: Data Downloads (April 2020), HM Land Registry

Housing affordability in the Humber local authority areas is better than the national and regional picture. The rate of average salary to average house price ratio is between 5.0 – 5.9 in the Humber which is comparable with the region. The England ratio is 7.8.

Housing Affordability Ratio			
Area	2019	2010	% Change (10 Years)
England	7.83	6.85	14.3%
Yorkshire and The Humber	5.89	5.64	4.4%
East Riding of Yorkshire	5.92	5.28	12.1%
Kingston upon Hull, City of	4.72	4.32	9.3%
North East Lincolnshire	4.84	5.11	-5.3%
North Lincolnshire	5.01	4.70	6.6%



Source: Ratio of house price to residence-based earnings, ONS

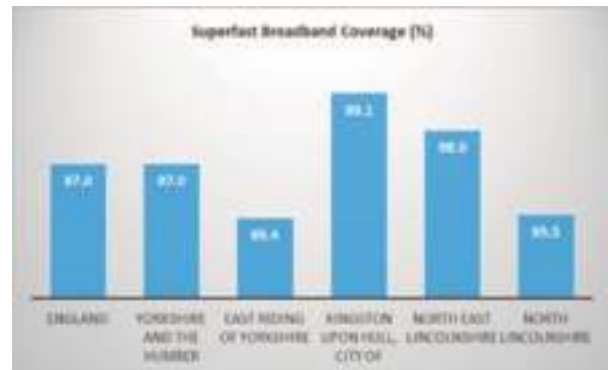


## Broadband

The coverage of broadband varies across the four Humber authority areas with rates above the England average in Hull and North East Lincolnshire.

Superfast Broadband Coverage	
July 2020	
Area	%
England	97.0
Yorkshire and The Humber	97.0
East Riding of Yorkshire	95.4
Kingston upon Hull, City of	99.1
North East Lincolnshire	98.0
North Lincolnshire	95.5

Hull's broadband coverage through fibre is world leading, with the supporting infrastructure having been put in place by Kcom, the primary broadband and phone provider within Hull and its surrounding area. Hull's status as the UK's first full fibre city was central to the establishment of the Centre 4 Digital Industry in the city's Fruit Market areas which is currently undergoing its second and third phase of expansion. Kcom is planning further investment to extend its fibre infrastructure into the more rural areas of East Riding and other parts of the Humber area.



In North Lincolnshire work is ongoing to attract broadband providers to the area in order to enable organisations to innovate and operate at the maximum level and to provide an attractive environment for people to move to the area.

## Broadband

The Humber Estuary is a Special Area of Conservation, a Special Protection Area under the Habitats Regulations and an internationally important wetland under the Ramsar Convention. The River Humber originates at the confluence of the Rivers Ouse and Trent and acts as a drain for a fifth of England's land surfaces. It therefore has a dramatic influence on the land that surrounds it, which also has a negative impact on abnormal costs in development projects.

Significant flood mitigations are required as part of an ongoing flood defence programme that has been developed by The Environment Agency and the four local authorities. The Humber: Hull Frontage Scheme is a £42m flood defence scheme to upgrade defences along the edge of the estuary to protect Hull from tidal flooding. This will be complete by March 2021 and will protect 113,000 properties from flooding. Similar schemes are either programmed or in planning for other parts of the estuary and are estimated to require circa £1bn of investment.

On the North bank of the Humber the Living with Water Partnership (LWW) was formed between Hull City Council, East Riding Council, Yorkshire Water and the Environment Agency. The partnership has been central to securing £200m of investment into the area's flood infrastructure which has in turn helped to secure further public and private sector investment into the city. The partnership has enabled Hull to become one of the first five international water resilient cities alongside Cape Town, Oman, Mexico City and Miami. Hull University is also leading a large scale programme of international research on flood management in partnership with LWW and other leading universities.

This is an important consideration for developments that lie within the estuarine flood zone and shows why public sector funding and intervention is required to support this important natural asset that enables in-land sites to flourish.



It is too early to predict the long-term impacts of COVID-19 on the Humber area and it will likely be that as well as facing challenges ahead there will be new opportunities presented that will need to be seized if the area is to recover quickly from the COVID situation.

Although the pandemic will inevitably have a significant adverse economic and social impact across the Humber, our strong sectoral mix of engineering, manufacturing, logistics, construction and professional services along with larger than average size of businesses will go some way to protect the economy of the area. We will be well placed to take advantage of the government's priorities around green infrastructure and growth and we will also be in a position to move quickly to progress any investment opportunities. The NHS is the largest employer in the Humber and therefore has a significant role to play in the economic recovery across the area.

There is some evidence that the COVID situation is accelerating an urban exit. Property websites such as Zoopla have seen a recent increase in people searching for homes across the Humber area. This may present an opportunity for the Humber area to attract new talent and supports the case for investment in anchor institutions to be at the heart of economic and social growth in the area.

However, it is essential that opportunities are created to attract those individuals who are higher skilled. Any investment should be seeking to maximise the research and development partnerships with the private sector to maximise job creation and further inward investment into the area. The two universities, Hull and Lincoln are now working more closely to ensure that research priorities are shared and aligned. The universities are also working more closely with the private sector to develop new economic and educational opportunities. It should be noted that a number of world-class healthcare and pharmaceutical companies call the Humber home and have developed a strong research and development capability that places the area at an advantage for harnessing any further opportunities that may be presented as the country continues to rebuild post COVID-19.

---

<sup>7</sup> COVID-19 Impact Assessment (July 2020)  
Humber LEP



# Summary Findings & Conclusion

In July 2019, the Prime Minister stated that his intention was to 'level up across Britain'. It is clear from the socio-economic picture outlined in this report that the Humber region fares badly compared to regional and national averages against a wide range of indicators as summarised below:

- ▼ Employment rates in Hull and North Lincolnshire are lower than the regional and national average.
- ▼ The number of people claiming out of work benefits across the Humber is higher than the regional and national averages, and is notably higher in Hull.
- ▼ Hull and North Lincolnshire are lower than the national and regional average in terms of average weekly pay.
- ▼ The proportion of jobs in professional, scientific, and technical industries across the Humber is lower than regional and national averages, and is notably lower in North Lincolnshire.
- ▼ The number of active enterprises is lower than regional and national averages.
- ▼ Skill levels are lower than regional and national averages.
- ▼ The proportion of working age people with no qualifications is higher than regional and national averages.
- ▼ The level of jobs that pay less than the living wage is higher than regional and national averages.
- ▼ A high number of lower super output areas are in the bottom 10% of the country in terms of deprivation.
- ▼ Recruitment of health and care professionals is challenging, with a high proportion of posts not substantively filled across a range of clinical, scientific and professional disciplines.
- ▼ The Humber is ranked 5th out of 38 LEP areas in terms of deprivation (with 1 being the lowest).

This economic and social impact report clearly shows that the Humber area has some of the worst levels of poverty and social mobility in the UK.

Further Government investment is needed to 'level up' the Humber. Any investment in anchor institutions such as hospitals will be used as a catalyst for delivering significant economic and social benefits shifting the curve on many of the key indicators set out in this report.


Investment will contribute to our plans for transformation of the area and along with improving the health of our residents will help us to:

- ▼ Deliver higher level skills.
- ▼ Increase employment.
- ▼ Create more highly skilled jobs.
- ▼ Grow our working age population.
- ▼ Support the clean growth agenda.
- ▼ Contribute to innovate and diversification of sectors within the area.

Put simply investment will help us build a fairer and better future for all in the Humber area.

Investment in our anchor health and care institutions will also help us to strengthen other anchor institutions such as Universities. The Humber is served by the University of Hull, which contributes £370 million to the local economy and the University of Lincoln which contributes £180 million. Hull University directly employs 2,300 people but creates 4,103 other local jobs. Lincoln University directly employs 2080 people and creates another 2,830 local jobs. Significantly, however they also support hundreds of other organisations, including the local hospitals through knowledge exchange<sup>8</sup>.

The Faculty of Health Sciences at the University of Hull (which includes Hull York Medical School) delivers professional education programmes designed in collaboration with the NHS. In addition, the University's medical research is a major strength, with 87 per cent of the University's research classed as 'world-leading' or 'internationally excellent'. The University of Lincoln is currently constructing a new medical school building at their Brayford Pool Campus in Lincoln. This is due to open in 2021.



The University of Hull is a major contributor to the region's healthcare workforce. In 2017 they invested £28 million in an award-winning new health campus. This provides specialised teaching facilities including a full mock hospital ward, operating theatre and intensive nursing facilities, with medical students working alongside nursing, midwifery and allied health undergraduates, as well as PhD students, advanced nurse practitioners and physicians' associates. Other works include extending the anatomy facilities. The three main objectives of the Health Campus are:

- To develop the healthcare workforce for the NHS of the future.
- To address the shortage of skilled healthcare professionals in the region.
- To deliver world-leading research.

Expansion of our hospitals will require an expanded workforce at all stages of the projects from construction through to the health service delivery and related direct and indirect jobs. There will be a need to upskill the local population to harness the opportunities these projects will create. We are also in a fortunate position that the majority of the medical and health students studying at the University of Hull are recruited locally and stay in the region to work in the NHS after qualifying. Hull and East Yorkshire Hospitals was renamed in 2019 to Hull University Teaching Hospitals with the aim of attracting more healthcare staff to the Humber and to help put Hull on more of a level playing field with other big teaching hospitals.

Creating additional placement capacity for students on clinical training programmes is still one of our most significant challenges. This current constraint on placement capacity limits our ability to increase clinical training places further, and the planned expansion of training programmes for paramedics, nurses and midwives.

---

<sup>8</sup> Fund the Future, <https://fundthefuture.org.uk/institution/hull-the-university-of/>

Furthermore, additional investment in our clinical training programmes and facilities could be critical to increasing the graduate retention rate of University graduates from the Hull and East Yorkshire area.

New and improved facilities could also have a broader impact on upskilling the existing workforce, enhancing career pathways, attracting more students to the area, retraining even more local residents and retaining more people in the area to the local economy post-graduation.

On the basis of the above, we are confident that with an early indication of investment we can respond to this challenge and that by working in partnership with our education and skills providers we can equip our populations with the skills necessary to support our planned service developments.

Modern hospitals and healthcare are at the forefront of research and development. A large and sustained increase in research and development spending with our anchor institutions will contribute to the creation of further highly skilled jobs, boost productivity and innovation in local businesses, attract inward investment and migration of health students and professionals, as well as enable improved health outcomes.

We are still seeing how the COVID-19 pandemic is playing out across the Humber and the long-term impacts will not be fully understood for some time yet. It is clear however that pre-existing structural inequalities are likely to worsen and there is evidence that the pandemic will have a deep and lasting adverse impact on our economy and the public services that people rely on.

We are working together more closely with partners than ever before and are making the most of our combined strengths and assets to solve problems at scale and bring about the social, economic and environmental changes that are required to not only survive post COVID-19 but to also thrive in the future.

Our request therefore is simple: invest in the Humber and empower the area in order for us to play a starring role in the successful recovery and transformation of the UK economy following COVID-19.

Using the National TOMs 2020 Social Value Framework we have attempted to measure the estimated economic return on investment to the Humber area for the proposed programme of large-scale capital investment in the health sector. This analysis has quantified anticipated benefits against a range of key indicators under the five themes in the framework:

**Jobs:** Promote local skills and employment

**Growth:** Support growth of responsible regional business

**Social:** Healthier, safer and more resilient communities

**Environment:** Decarbonising and safeguarding our world

**Innovation:** Promoting social innovation

Should we be successful in securing investment, we have identified ten overarching principles and priorities that will be central to our approach to achieving our shared vision and objectives. These are set out overleaf.

Our responsibility to our sub region is to ensure that every pound invested has the maximum return on investment for our communities.



“For an investment of circa £730 million, we estimate that we can create Total Social Profit of £1.586 billion, a social profit ratio of 2.17.”

This use of social value calculations is in line with the five-stage business case model and should be the benchmark for NHS capital investments. We want to improve the health and wellbeing of our communities and a vibrant economy promoting the life chances of our residents is central to this aspiration.

In summary, we are committing to working in close partnership across the public and private sector,

ensuring that each of our three main projects will adopt the programme and project level KPIs in Appendix 1 as part of their project reporting mechanisms.

Partner organisations across the HCV area will also commit to the same principles of maximising local economic, social and environmental impact in their wider expenditure programmes.

Together we will make the difference.



# Shaping the Future

This document sets out how government funding will be used to transform the infrastructure of health services and how the investment will be used to deliver economic and social benefits and improve outcomes across the Humber region.

The overall approach to achieving these objectives will involve:

1. Joining up programme and planning delivery, with economic development colleagues and representatives from the key local organisations being involved in the planning of large-scale health and care infrastructure schemes from the outset.
2. Undertaking a system-wide review, incorporating social care, public health, education, primary care, community care and acute/tertiary services to facilitate a holistic and wide-ranging solution to improving healthcare and reducing inequalities.
3. Using health capital schemes as a catalyst for wider regeneration of the surrounding area.
4. Maximising innovation opportunities, in particular by seeking to increase health research and development spending in the Humber.
5. Giving greater priority to wider community wellbeing outcomes in anchor institution investment decisions.
6. Collaboration between local authorities, health and care organisations, educational institutions and other local organisations, aligning strategies to deliver economic growth.
7. Using capital schemes to stabilise and strengthen the local supply chain.
8. Creating a greater number of highly skills jobs that will attract and retain people.
9. Working in partnership with education and training providers to put in place the necessary provision to meet the skills requirements of the future.
10. Working with local partners and businesses to focus on the wider determinants of health in a holistic manner and to build a healthy workforce for the future.





# Appendices

## Appendix 1 - Key Performance Indicators (KPIs)

Project Vanguard ESI Baseline Data				
Measure	Period	England	Hull	North Lincs
<b>Employment</b>				
Employment Rate - Aged 16-64	January 2020	76.0%	71.1%	72.3%
Male Employment Rate - Aged 16-64	January 2020	80.2%	74.8%	75.0%
Female Employment Rate - Aged 16-64	January 2020	71.8%	67.4%	69.6%
Claimant Count - Aged 18-24	January 2020	3.9%	6.9%	6.1%
Job Density	2018	0.87	0.83	0.80
<b>Claimant Count</b>				
Claimants as a proportion of residents aged 16-64	January 2020	2.9%	5.6%	3.3%
<b>Pay Levels</b>				
Full-time earnings (Weekly Gross - All)	2019	£591.30	£479.10	£567.60
Full-time earnings (Weekly Basic - All)	2019	£559.80	£451.20	£498.80
Full-time earnings (Hourly Pay - All)	2019	£15.02	£12.09	£13.20
Full-time earnings (Annual Pay - All)	2019	£30,661	£25,443	£28,374
Gender Pay Gap	2019	16.4%	18.5%	25.4%
<b>Job Classifications</b>				
Construction	2018	4.6%	4.0%	6.7%
Professional, scientific & technical	2018	9.0%	4.8%	3.3%
Health	2018	12.7%	14.4%	12.0%
<b>Higher Skilled Jobs</b>				
Percentage in employment in major SOC levels 1-3	January 2020	16.0%	10.7%	12.6%
<b>Gross Value Added (GVA)</b>				
GVA (Overall) (Value)	2018	£29,356	£18,111	£24,203
GVA (Construction) (% of whole)	2018	6.1%	5.3%	9.6%
<b>Business Starts/Numbers</b>				
Rate of active enterprises	2018	45.95	26.29	32.42
Rate of business births	2018	6.04	3.18	3.6
Rate of business deaths	2018	5.29	2.79	3.45
Business Survival rates (5 Years)	2018	42.5%	38.8%	39.3%
Business Survival rates (2 Years)	2018	68.0%	67.4%	66.9%
<b>Skills &amp; Education</b>				
People aged 16-64 with NVQ level 4+	January 2020	40.0%	27.2%	28.3%
People aged 16-64 with NVQ level 3+	January 2020	58.5%	48.7%	46.3%
People aged 16-64 with no qualifications	January 2020	7.5%	8.9%	11.3%
People aged 16-64 with trade apprenticeships	January 2020	3.0%	4.6%	3.5%
Achieving 9-4 pass in English and Maths (KS4)	2019	59.8%	56.1%	65.1%
Average attainment 8 score per pupil	2019	44.7	43.9	44.6
Students achieving grades AAB or better at A level	2019	16.5%	8.6%	8.1%
<b>Health &amp; Activity</b>				
Physical Inactivity	2018-19	24.6%	27.9%	28.1%
Overweight/Obese Adults	2018-19	62.3%	71.4%	68.5%
Child Obesity (Reception)	2018-19	22.6%	29.2%	25.7%
Child Obesity (Year 6)	2018-19	34.3%	36.0%	34.4%

Project Vanguard ESI Baseline Data				
Measure	Period	England	Hull	North Lincs
<b>Life Expectancy</b>				
Inequality in life expectancy aged 65 (Male) (Yrs)	2016-18	5	5.9	5.5
Inequality in life expectancy aged 65 (Female) (Yrs)	2016-18	4.6	6.8	5.9
Inequality in life expectancy at birth (Male) (Yrs)	2016-18	9.5	12.7	9.7
Inequality in life expectancy at birth (Female) (Yrs)	2016-18	7.5	10.2	9.1
Healthy life expectancy at birth (Male) (Yrs)	2016-18	63.4	57.2	59.9
Healthy life expectancy at birth (Female) (Yrs)	2016-18	63.9	56.6	59
<b>Mortality Rates</b>				
Mortality rates from causes considered preventable	2016-18	180.8	271.2	192.3
Under 75 Mortality rates from cardiovascular disease	2016-18	45.3	69	44
Under 75 Mortality rates from cancer	2016-18	76.3	103.1	80.8
Under 75 Mortality rates from liver disease	2016-18	16.3	19.9	14.9
Under 75 Mortality rates from respiratory disease	2016-18	19.2	41.2	27.2
<b>Health Conditions</b>				
Prevalence of CHD	2016-18	3.1%	3.7%	4.3%
Prevalence of Diabetes	2018-19	6.9%	7.4%	8%
Mortality rate for cancer (under <75)	2016-18	132.3	163.9	144.1
Emergency admission for COPD	2018-19	414.4	958.1	513.5
<b>Infrastructure</b>				
Average House Price	January 2020	£248,951	£113,656	£146,604
Housing affordability ratio	2019	7.8	4.7	5.0
Superfast Broadband Coverage	June 2020	97.0%	99.1%	95.5%
<b>Environmental Sustainability</b>				
Carbon Emissions (kt Per Capita)	2018	5.0	4	43.3
Carbon emissions (transport) (kt Per Capita)	2018	1.9	1.1	2.9
<b>Inclusion</b>				
Indices of deprivation	-	-	-	-
LSOA's in the bottom 10%	2019	-	45.2%	10.9%
LSOA's in the bottom 10% (Employment domain)	2019	-	42.8%	5.9%
LSOA's in the bottom 10% (Income domain)	2019	-	42.2%	7.9%
LSOA's in the bottom 10% (Education & Skills)	2019	-	41.6%	17.8%
Ranking of deprivation (out of 151 - higher is better)	2019	-	4	58
Children in low income families (Under 16)	2019	18.4%	30.7%	20.8%
Primary pupils eligible for Free School Meals	2020	17.7%	25.8%	19.9%
Secondary pupils eligible for Free School Meals	2020	15.9%	24.0%	18.7%
Children who are eligible for pupil premium	2020	25.1%	38.1%	28.2%
Percentage of jobs paid less than the living wage	2017	-	29.2%	30.3%

# Appendix 2 – Social Value Projections (Analysis date 7 October 2020)

**Project Description:** SVC were contracted to develop a new **ICS Capital Developments**. Major capital developments. The total Social Profit of the project is **£1,586,011,205** and the value of the asset over the next 5 years which is handed over to the client is **£563,708,966**.

Project	Value/Turnover	Total Social Profit
ICS Capital Developments	£730,000,000	£1,586,011,205

## Total Impact

The total Social Profit of the **ICS Capital Developments** project is **£1,586,011,205** which is the social and economic impact has created through the delivery of this project.

The Social Profit is made up of:

### SROI

- ▼ Fiscal savings to government and taxpayers,
- ▼ Economic benefits to HMRC and in increased earnings,
- ▼ Social Value through improved wellbeing

### Economic Impact

- ▼ LM3 through local supply chain spend
- ▼ GVA through increased labour productivity per job filled

### Social Value

Fiscal	Economic	Social	Environmental Impact	SROI	SROI Ratio
£107,655,432	£148,235,085	£191,192,299	£2,466,253	£447,082,815	£0.61



Through the delivery of the **ICS Capital Developments**, will create **£447,082,815** in social value. This will be achieved through delivering the KPI targets for the client.

KPI	Stakeholder Group	Number
Apprenticeships	General Apprentices (Average)	79.46383
Business Engagement	Workshops	100.00000
Community Event	Community Activity	900.00000
Community Improvements	Improvements in the Wider Community	100000.00000
Education Support	Site/Office Visit	10.00000
Jobs Created	New Entrant (General)	301.96257
Mental Health Champions	Training for Mental Health Champions	159.00000
Qualifications for Existing Workforce	Qualifications (Level 4 and Above)	1207.00000
	Qualifications (Professional)	200.00000
Remaining Labour Force	Jobs Safeguarded - General	1207.85027
Skills & Training	Increased Skills	600.00000
Work Placements	General - Pre-employment	12.00548
Workplace Health Initiative	General	31780.00000





### Economic Impact

LM3	GVA	Total Economic Impact
£751,578,800	£384,883,338	£1,136,462,138

SVC has created additional Economic Impact through the delivery of this project by investing in a local supply chain and creating local employment that has increased GVA. The total economic impact created by SVC through the delivery of the **ICS Capital Developments** is **£1,136,462,138**.

### Social Profit Ratio

The combined Social and Economic Impact gives a Social Profit Ratio of **£2.17**, which means for every **£1** spent there is **£2.17** social and economic impact.

Overall Turnover	Total Social Profit	Social Profit Ratio
£730,000,000	£1,586,011,205	£2.17

### Total Asset Value

Asset	SQM	Year	SROI	GVA	Asset Value
Total	150000	Year 5	£105,608,053	£458,100,913	£563,708,966
		Year 10	£158,113,921	£843,809,589	£1,001,923,509
		Year 25	£203,649,945	£1,672,227,972	£1,875,877,917

In addition to delivering social and economic impact, SVC has also handed an asset over to the client that has a value of **£563,708,966** over the next 5 years, **£1,001,923,509** over the next 10 years and **£1,875,877,917** over the next 25 years. The asset value has been calculated using Employment Densities by SQM and asset type. The social and economic impact of the asset over the next 5 years has been calculated using SROI and GVA.