



EAST RIDING  
OF YORKSHIRE COUNCIL

# East Riding of Yorkshire

ALWAYS GOING THE EXTRA MILE



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# A vision for lasting success



STATE OF THE ART: The council's £3.9m Ergo Business Centre



**Cllr Richard Burton**  
Leader of East Riding of Yorkshire Council



**Caroline Lacey**  
Chief Executive of East Riding of Yorkshire Council

**A**s the new leader of East Riding of Yorkshire Council, Cllr Richard Burton is determined to build on the authority's successes.

Having taken over the leadership earlier this year, Cllr Burton has set out a vision which not only puts high-quality services at the heart of his plans but also the delivery of a strong economy.

The council is well-placed to seize the opportunity, having been lauded nationally for the quality of services such as waste management and youth offending.

It also has a first-rate track record for attracting high-profile inward investment.

A councillor for 12 years, Cllr Burton recognises his predecessor has left the council in 'great shape'.

The change he wants to bring about now is very much evolutionary rather than revolutionary, but the council also wants to be more commercial and take measured risks.

'It's fundamental that we have good finances,' he says. 'We are able to be prudent, careful with our finances, but also that we can grow to make sure we have the money necessary to develop our offer.'

It was this kind of approach that led the authority to borrow financially and expand the South Cliff Holiday Park, in Bridlington, to create additional income for the council and boost visitor spend in the area.

Councillor Burton explains: 'Many councils have been very successful at savings but it's the case that you can be too cautious and that can be reckless in itself.'

Chief Executive Caroline Lacey also highlights the potential for the authority to explore property development in the area, where there may be a gap in the market or something it can do to stimulate the economy.

Like all councils across the country, East Riding of Yorkshire is having to find huge savings and Cllr Burton sees investment as the solution.

'It's about developing the economy to make sure we are the best place for a business to come in and grow,' he says. 'Resulting in benefits to employment, housing and the wider economy.' And Mrs Lacey points out that the benefits go further.

'If you have a healthy economy it works through to

other determinants for a healthy population,' she says.

'If you've got good jobs, you've got good housing and you've got good education then people live longer and have better, more fulfilling lives. And this reduces pressures on some of our services.'

With its spectacular scenery and thriving tourism industry, outsiders may be unaware of the phenomenal successes the East Riding has also had in attracting major companies to locate themselves there.

Technology giant Siemens, chemical industry specialists Croda International and biomass experts ARC have all decided to move to a start-of-the-art site in Goole. But Cllr Burton and Mrs Lacey see this very much as just the start of things to come. The message is clear - The East Riding is open for business.

Councillor Burton says: 'I want to continue to shape the East Riding into a place where there is great innovation and where ambition flourishes and we can stand proud and strong alongside our economic neighbours.'

'I want to focus on enhancing our communities, embracing commercialism and the ever-changing world of technology as well as delivering a sound financial strategy.'

And the pair are united in seeing excellent partnership with residents and businesses as essential for progress.

Both the successes in service delivery and attracting economic investment have been thanks to unrivalled collaboration between the council, its residents and partners. Through close collaboration with the Humber and the York, North Yorkshire & East Riding Local Enterprise Partnerships (LEPs), the Environment Agency and Whitehall departments, the council has helped unlock crucial funding for flood alleviation and transport projects.

These projects have been essential for businesses large and small to have confidence in the area's future.

The importance of these relationships is underlined by the Humber's Single Conversation Group, where the likes of government agencies and LEPs come together with East Riding and Hull's local authorities every two months. The purpose is to look at strategic sites coming

up and how they can collectively unblock issues.

Enhancing opportunities for growth is very much part of the authority's approach, with £1.4bn spent through its Capital Investment Programme in recent years.

'We've been able to use it to develop services and enhance some of the great success areas, such as the leisure service,' says Cllr Burton.

'It has also been excellent for developing areas when we have gaps in the market.'

And with a Capital Investment Programme totalling £369m over the next four years, East Riding of Yorkshire Council is serious about continuing to play its part in creating the environment for both business and communities to thrive.



'As partners, the council and the university have an excellent working relationship and it is through that work we can provide an important link between the public and private sector and academia.'

'Over the past few years, the university and the council have worked on a number of projects and initiatives which have benefited the local economy, developed skills of local people and positioned the region as the UK's Energy Estuary.'

'During summer 2017, the university and the council saw the completion of the £3.9million Ergo Centre project, located at Bridgehead Business Park in Hessle, which aims to support long-term growth in the key areas of renewable energy and clean energy.'

'Ergo played a vital role in the development of the £12million Aura Innovation Centre, which is also located at Bridgehead Business Park.'

'The Aura Innovation Centre will provide a focus for business to drive innovation through collaboration in the low-carbon energy sector.'

**Professor Susan Lea**  
Vice-Chancellor of the University of Hull.

Siemens Mobility train manufacturing facility

Coming soon to this site

siemens.co.uk/goole

ON TRACK: Siemens will develop a new £200m rail factory in Goole



‘The council has played a supportive role at every stage, from site identification to working constructively with us through the planning process.’

**William Wilson**

Chief Executive Officer of Siemens Mobility Limited

# Open for business

**Y**ou don't have to travel far through the East Riding of Yorkshire to realise this is a place on the up. Impressive wins such as the £200m investment by technology giants Siemens in Goole would see many local authorities resting on their laurels. Not East Riding. This authority is very much open for business. Goole is a clear example of what the council can achieve and a message about where it wants to go in the future.

Alan Menzies, Director of Planning and Economic Regeneration, puts it succinctly: ‘The thing about us is, if we bid for money and we get it, we will always deliver. ‘This gives us credibility with business but also with government.’

Mr Menzies points out that an underpinning principle for the authority is to understand the local economy. And when there's a need for upfront investment to unlock the potential of a site, the authority is prepared to step in, knowing the payback will come when businesses achieve the returns.

And the benefits for local communities are significant. Siemens' investment in Goole was signed last year and will see the technology giant build a state-of-the-art factory to manufacture trains. It's set to employ around 700 people in skilled engineering and manufacturing roles plus 250 people for construction.

William Wilson, Chief Executive Officer of Siemens Mobility Limited, said: ‘The council has played a

supportive role at every stage, from site identification to working constructively through the planning process.

‘The local authority is also a key partner, among others, supporting our strategy to access skills available locally and grow a new skills base for our future workforce in Goole.’

Chief Executive Caroline Lacey points out they work closely with businesses to identify the skills they need and then provide a bridge with schools and colleges to maximise the opportunities for local people.

The Siemens site sits on the wider Goole 36 development next to the M62 and the council has recognised the vital role transport will play in the future success of the development.

Its plans for the Goole Intermodal Terminal will pull together the town's existing rail, sea, motorway and inland waterways on one site. This clear commercial vision has helped it pull in other top investment.

Chemical industry specialists Croda International is set to invest more than £7m in a major warehouse facility at Goole and ARC Applied Sciences, a leading player in the UK's biomass energy market, will also build a ground-breaking £10m wood refinery there.

One essential component to the excellent relationships the authority has with business is its inward investment department, which works closely with investors to build a bespoke team around each project.



East Riding of Yorkshire is determined that the economic investment it attracts brings lasting benefit to its communities. In partnership with consultancy Rose Regeneration, the council has launched the Social Value Engine (SVE).

The initiative already has 24 organisations signed up to it and boasts a total of 114 licenses.

The web-based application calculates the social benefit of a project and provides an overview of how an organisation's activities improve lives and sustainability.

Councils as well as businesses have signed up and are seeing the benefit.

Shiona Marsh from City of York Council described the SVE as an ‘exciting new tool’ which the authority had found to be both ‘flexible and worthwhile’ when applied to many different projects.

And Helen Hoyle of Enable2 Community Interest Company, said: ‘We were looking for a way to capture and report on the social impact of our community activities and the Social Value Engine is exactly the right vehicle for us to do this.’

*For further information about how the Social Value Engine can benefit your organisation, visit [www.socialvalueengine.com](http://www.socialvalueengine.com)*

Mrs Lacey says: ‘The aim has always been to know every substantial business in the East Riding and have a key contact with them. ‘And alongside that, we recognise that the majority of our economy is small and medium-sized enterprises (SMEs) and so have a very strong business support offer.’

The Ergo Centre, a £3.9m business centre on the Bridgehead Business Park in Hessle, encapsulates this support.

Run in partnership with the University of Hull, the core aim is to encourage growth in the renewable energy and environmental tech sector.

Overlooking the Humber Bridge, it has welcomed 24,000 visitors in its first year and attracted international delegations from the US and China.



Cllr Richard Burton  
Leader of East Riding  
of Yorkshire Council

# Delivering the environment to thrive



THE WALL: The UK's longest glass tidal defence structure at Paull



GOING UNDERGROUND: The project team with the tunnelling machine



BRIDGING THE GAP - A new bridge was built over the rail lines in Beverley as part of the southern relief road development



‘The Humber Local Enterprise Partnership has enjoyed a strong, collaborative relationship with East Riding of Yorkshire Council since the LEP was formed in 2011’.

**Lord Chris Haskins**  
Chair of the Humber LEP



‘We have an excellent partnership working arrangement with East Riding of Yorkshire Council’.

**Dean Hamblin**  
Environment Agency Senior  
Flood Risk Advisor for East Yorkshire

**F**lood alleviation and road construction are uppermost in the mind of East Riding of Yorkshire Council when it comes to infrastructure. The devastating floods of 2007 led the council to embark on a £60m flood alleviation programme to future-proof the region from the effects of climate change.

It's not only giving local communities the confidence that their homes will be safer, but also businesses the confidence to grow and invest in areas where it wouldn't have been possible previously.

between themselves, Hull City Council and the Environment Agency has been vital to making these schemes a reality. And the result is greater protection and certainty for homes and businesses across the East Riding, Hull and surrounding areas. The council successfully secured funding for the Anlaby & East Ella, Cottingham & Orchard Park and the Hull & Holderness schemes through the Flood Defence Grant in Aid (FDGiA) administered by the Environment Agency. The Local Growth Fund (LGF) also contributed, through the Humber Growth

to construct a series of terraced lagoons opened in 2017 and won the top prize for infrastructure at the Royal Institution Of Chartered Surveyors (RICS) Yorkshire & Humber Awards 2018.

The Willerby & Derringham scheme was jointly funded by the European Regional Development Fund (ERDF) and FDGiA.

And what is true for flood alleviation infrastructure is equally true for major transport programmes in the East Riding. Much of the work the council has done, and is planning for, transport infrastructure is about creating the environment for both businesses and communities to thrive. The council is acting as an enabler so businesses have the confidence to invest in the area.

If there is a need for the authority to invest in the building of highway infrastructure such as roundabouts or footbridges to get developments off the ground – or to attract business into the area – that is something it will do.

Mr Menzies explains: ‘It's about working in partnership to front-load schemes so it allows businesses to step in and invest.’

But it's also about creating the environment for existing communities to thrive. He says that for a largely rural council it is vitally important to unlock some of the more remote communities. Not an easy task when you consider that the council has to maintain around 3,394km of road.

‘The East Riding is a large geographic area and it's all about having corridors that work effectively’, he adds. The Beverley Integrated Transport Plan has been a notable statement of the authority's intent.

Opened in 2015, the scheme costing more than £20m included the Beverley Southern Relief Road, a new Grovehill junction and an additional lane at the Swinemoor Lane roundabout. It was one of the largest capital investment projects East Riding of Yorkshire Council had ever undertaken and the authority once again managed to secure crucial funding from central government, with the Department for Transport providing £16.3m.

While only part of the scheme, the Southern Relief Road – or Minster Way – is the crowning glory of the plan. Covering 2.8km of road, it has had a huge impact in reducing congestion and improving traffic flows for the 13,000 vehicles which use it every day.

Council leader Cllr Richard Burton says: ‘Our geography plays a big part in what we are.’

‘We have a very expansive geography and a very wide road network, with many principal communities who are passionate about developing.’

‘Our environment is very important to that and that's something about which we all feel passionately.’

And there are also major plans to reduce congestion at East Riding's busiest stretch of road. The A164 carries 30,000 vehicles a day, with the Jock's Lodge junction alone handling 20,000.

The council submitted plans for a £51m improvement scheme in 2017 and has secured £40m of funding from the Department for Transport.

The scheme will be submitted for planning permission next year with the aim of keeping congestion to a minimum. One message is clear, when it comes to major infrastructure schemes, this local authority knows how to deliver.



... Boring Betty



**BUILDING BRIDGES:** The new Beck Hill Bridge, developed as part of the Bridlington Integrated Transport Plan

Alan Menzies, Director of Planning and Economic Regeneration, points out that the authority is investing more in alleviation schemes than any other council in the country.

At Pocklington, a £4.7m scheme to build a dam and water storage reservoir has allowed house builder Persimmon Homes to construct nearly 100 new homes in the area. The firm invested £3m in the flood alleviation works to make the site viable for housing and the scheme has had the additional benefit of protecting the community's retail centre at no cost to the taxpayer.

It is believed to be the first example of private investment in a flood alleviation scheme of this size.

It's little surprise that the scale of the council's flood alleviation programme is only topped by the Environment Agency when you realise the magnitude of their schemes.

The £22m Cottingham & Orchard Park project will create floodwater storage lagoons capable of collecting 300,000 cubic metres of water – equivalent to 120 Olympic-sized swimming pools.

The Anlaby & East Ella scheme – another £22m project – will see a new reservoir created at the former Sydney Smith School in Anlaby.

And in nearby West Ella, a flood water collection structure at Kerry Pit is due to be completed next year.

Meanwhile, work on a £11m tidal defence scheme is due to begin this autumn to reduce the risk of tidal surges to more than 4,000 homes and businesses in the Hesse and West Hull areas.

The council points out that partnership working

Deal administered by the Humber Local Enterprise Partnership (LEP). Altogether, these schemes promise to reduce the risk of flooding to 23,000 properties.

Chair of the Humber LEP, Lord Chris Haskins, says: ‘The Humber Local Enterprise Partnership has enjoyed a strong, collaborative relationship with East Riding of Yorkshire Council since the LEP was formed in 2011.’

‘Through funding provided by the Local Growth Fund (LGF), we have worked together on several schemes to help protect homes from flood risk.’

Probably the most eye-catching scheme undertaken by the council is the Hull & Holderness tidal defence scheme at Paull. The construction of a 520m glass wall is the UK's longest glass tidal defence structure.

Costing £5.2m, the overall scheme will help protect several communities including Hedon, Thorngumbald, Preston, Bilton and East Hull. Dean Hamblin, Environment Agency Senior Flood Risk Advisor for East Yorkshire, says: ‘We have an excellent partnership working arrangement with East Riding of Yorkshire Council.’

‘We've been working together on flood risk management projects for nearly a decade now and longer on coastal erosion.’

‘We are now looking to the next six year investment period, from 2021, where East Riding has a further 42 projects in the offing, with an estimated total investment value of £17.5m, reducing flood risk to a further 1,000 properties.’

And despite the scale of the projects the council has embarked upon, nothing has been lost in terms of quality. The £14m scheme at Willerby & Derringham



‘It’s an example of the success the authority’s investment in tourism has achieved.’  
 Cllr Richard Burton.

# Breathing new life into Bridlington

STUNNING COASTLINE: The £25m East Riding Leisure Bridlington development has continued the town’s regeneration

**H**and in hand with providing excellent services for its residents, East Riding of Yorkshire Council also recognises the vital role for thriving communities.

With that in mind, regeneration has been a key focus for the authority.

Nowhere is this more true than in Bridlington.

For too long a tired and underperforming seaside resort, it is now a buzzing tourist magnet which the region can be proud of once again.

Last year marked the 10th anniversary of the £25m Bridlington Spa regeneration – a project in which the council could always see true potential.

Boasting a two-tier Edwardian theatre and magnificent Art Deco ballroom, it was obvious such a treasured asset was capable of so much more.

The authority’s faith and investment have proved well-placed. In 2018 this landmark arts and entertainment centre welcomed 300,000 visitors compared with just 130,000 a decade earlier.

To top it off, the scheme – which the council brought in-house to manage – won the Most Sustainable Outcome award from the Institute of Economic Development (IED) last year.

The institute’s chair, Bev Hurley, said: ‘Judges were impressed with the risk-taking and entrepreneurialism of the project which has created a strong and sustainable income generation model for the future.’

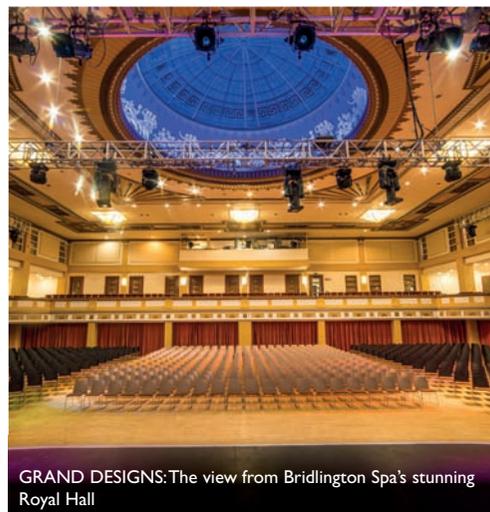
The local economy has also benefited from the council’s multi-million pound investment in its South Cliff Holiday Park. The £10.8m expansion saw the council expand the site, which will bring in 150,000 extra visitors to the town every year and boost spending in the local economy by about £4.2m annually. And it’s an excellent example of how East Riding of Yorkshire Council is completely prepared to take on a well-calculated risk to bring lasting improvement to communities.

While the authority needed to borrow the money to expand the holiday park it was confident of the future financial return. Council leader Cllr Richard Burton says it’s an example of the success the authority’s investment in tourism has achieved.

‘We have invested millions of pounds into the sector where we have been able to grow the economy and help our principal towns to create a new offer,’ he explains.

Meanwhile, the regeneration of East Riding Leisure Bridlington has brought further lasting benefit for tourists and locals alike.

Opened in May 2016, the new £25m leisure centre located on the iconic seafront illustrates the council’s expertise for unlocking external funding for the area. While the authority put in £21m of the funding it also secured an additional £2m from both the Coastal Communities Fund and Sport England.



GRAND DESIGNS: The view from Bridlington Spa’s stunning Royal Hall

Now locals and visitors can enjoy a 25-metre, six-lane, two water slides, climbing walls, a 100 station ‘tone zone’ and much more.

Likewise, the £2.6m restoration programme for cultural gem Sewerby Hall was made possible with nearly £1m of funding from the Heritage Lottery Fund to add to the council’s contribution of £1.6m.

Looking to the future, the £2.5m Bridlington Station Plaza scheme is now set to transform the first

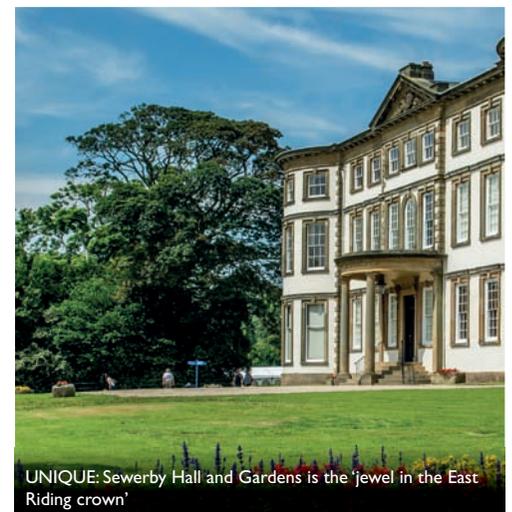
impression many visitors get of this proud seaside resort.

The year-long project started in July and is the latest part of the £13m Bridlington Integrated Transport Plan (BridITP2).

Once again, while the council committed more than £7m, the additional contribution of more than £5m from the Government’s Local Growth Fund made the project a reality.

Key to securing the extra funding needed to revitalise Bridlington was the support of the region’s two Local Enterprise Partnerships (LEP).

David Dickson, chair of the infrastructure board,



UNIQUE: Sewerby Hall and Gardens is the ‘jewel in the East Riding crown’

says: ‘The health of our regional economy is a priority for York, North Yorkshire and East Riding Enterprise Partnership and our investment choices are a true testament to our ethos and promise of Good Growth in Distinctive Places.’

‘Our strong relationship with East Riding of Yorkshire Council is important; working together ensures investment at a local level to meet specific needs.’



AWARD-WINNING: The council's waste and recycling team has won a number of awards, with the area topping England's recycling table two years in a row

# A league of their own

**N**ot only has East Riding of Yorkshire topped the council recycling league table two years running – it's climbed from 214th place 11 years ago.

Such a meteoric rise would be unimaginable in the sporting world, but this authority has made it a reality.

Back in 2008, the council recycled less than a quarter of its waste but now recycles, reuses or composts 64.5% of all household waste.

Topping the table for a second consecutive year saw the East Riding waste and recycling service named 'Best Council Services Team' at the MJ Local Government Achievement Awards in June.

Judges said the authority's waste service had 'demonstrated excellence consistently over the years after a remarkable turnaround'.

Council leader Richard Burton says: 'We've always taken the view that it's the residents and the council working together as a team to recycle as much waste as we possibly can – and that has proved to be a

winning partnership.' Word of the East Riding's excellence has spread far and wide, with a council in Australia approaching the team to learn the secret of their success.

Part of that secret has been excellent partnership working.

The council's waste contracts with Biffa Waste Ltd, J & B Bio Ltd and FCC Environment have seen more material than ever being extracted for recycling.

The commercial waste service also has an annual turnover of £2.2m, generating much-needed income for other crucial services.

Another essential component has been efficiency.

Missed bin collections have been falling every year thanks to excellent teamwork between the council, contractors and residents.



In the first quarter of 2018/19 an average of 39.5 bins were missed per 100,000 collections, against an average for similar councils of 70.63 per 100,000.

And work with FCC Environment to improve performance at the East Riding's 10 recycling centres has also been a huge success – with recycling rates from the sites set to be nearly 80% with 0% sent to landfill.

But, above all, councils are judged on the quality of their services and the focus for East Riding is on customer satisfaction.

That commitment to serving its communities is, for East Riding of Yorkshire Council, more important than any award.

# Services for an outstanding place

**E**ast Riding of Yorkshire's reputation for excellence now stretches right across the council, with its Youth Offending Service (YOS) becoming the first to be rated 'outstanding'.

In May, HM Inspectorate Of Probation made the council the first in England and Wales to be awarded full marks in an official inspection.

One again, the accolade marked a significant service improvement for the authority. Chief Inspector of Probation Dame Glenys Stacey said: 'East Riding YOS has made steady and continuous progress since our previous inspections.

'Staff at the organisation are skilled, impressive and highly motivated.'

In the same way that partnership working has helped to turn around the fortunes of waste services at the council, the excellent multi-agency work at the heart of the YOS has been a crucial component to success.

Alongside Humberside Police, the National Probation Service and the NHS, the East Riding team works with 10-to-18 year-olds who have either received a court sentence or who are being dealt with outside the court system.



A NATIONAL FIRST: The council's youth offending service was the first in the country to be rated 'outstanding' by HM Inspectorate of Probation

In an example of first-rate partnership working, the team has joined forces with the police to develop an early intervention project. This sees officers working in the community with children, young people and families that have been identified as at risk of offending.

The benefits of the 'outstanding' service go well beyond the young people who have been caught up on the wrong side of the law as the council has been keen to make sure the wider community shares in the rewards.

With restorative justice as a centre-piece to the YOS, inspectors found its handling of out-of-court cases was 'exemplary' and included excellent work to incorporate the

needs and wishes of victims.

Commenting on the East Riding's national first, Charlie Taylor, chair of the Youth Justice Board for England and Wales, said: 'It's a fantastic achievement and most importantly this is not just a brilliant report – this is ultimately about positive outcomes for children. 'We can apply many of the outstanding practices found in the East Riding across England.'

# EAST RIDING OF YORKSHIRE

A GREAT PLACE TO LIVE, WORK, VISIT AND INVEST IN

**339,600 PEOPLE**

196,200 WORKING AGE  
POPULATION (2018)



**149,000 JOBS**

+18,000 JOBS  
(2012-2017)



**£877m VALUE**

TOURISM TO THE HULL AND  
EAST RIDING ECONOMY (2017)



**£1bn**

BUSINESS INVESTMENT  
(2014-2023)



**£6.2bn ECONOMY**

+£683m GVA GROWTH  
(2012-2017)



**15,985**

BUSINESSES  
(2018)



**£179,000**

EAST RIDING MEDIAN HOUSE PRICE;  
ENGLAND £240,000 (2018)



**1,143**

HOMES BUILT  
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ER\_Business

eastridingbusiness

economic.development@eastriding.gov.uk

(01482) 393939