

SELBY DISTRICT MEANS  
**GROWTH**  
AT THE HEART OF YORKSHIRE



CONNECTIVITY  
OPPORTUNITY  
**BUSINESS**  
LIFESTYLE  
SKILLS  
**HOME**

**SELBY DISTRICT  
ECONOMIC  
DEVELOPMENT  
FRAMEWORK**

2017–2022... *and beyond*



## A GREAT PLACE TO DO BUSINESS



1

In 2015, Drax Power generated £490m of economic activity in Yorkshire. Drax Power's own generation is now 68% renewable and accounted for 17% of the UK's overall renewable generation in the first half of 2017 – enough to power over four million homes.

2

The former Kellingley Colliery is a 151-acre site that will provide up to 1.45 million square feet of manufacturing and distribution space, create up to 3,000 jobs and bring £200m of benefit to the local economy.

3

Heineken brews around 700 million pints annually and employs around 300 people at its Tadcaster site.

4

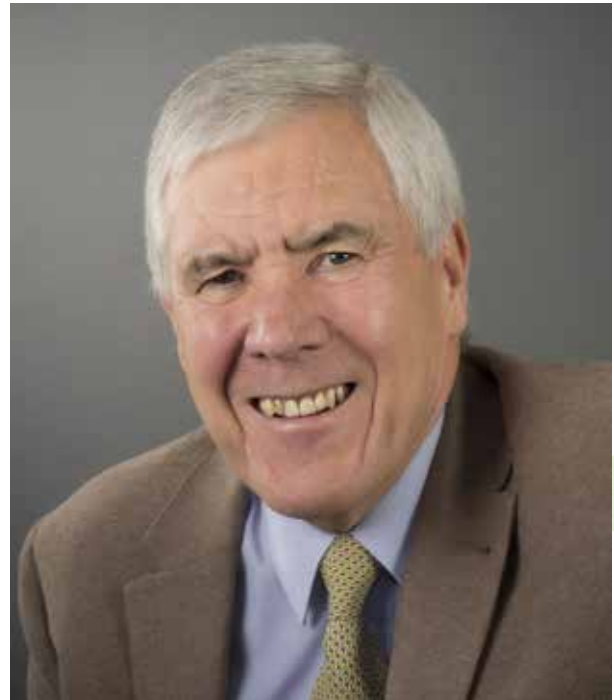
Yorkshire & Humber's film and TV industries have recorded double the growth of other parts of the UK, with the Yorkshire Studios at Church Fenton a key part of this success.

5

The work at Stockbridge Technology Centre, near Cawood, is of international importance supporting state-of-the-art food production research, including into the use of LED lighting to produce increasing yields.

## INTRODUCTION

**“  
We believe that  
Selby District  
has a critical  
role to play in  
transforming  
growth across the  
north of England  
”**



### **I am pleased to introduce the Selby District Economic Development Framework 2017-2022... and beyond.**

This Framework builds on the Council's exciting growth ambitions to make Selby District a great place to do business and enjoy life, as set out in the Council's Corporate Plan 2015-2020.

We believe that Selby District has a critical role to play in transforming growth in the north of England, and rebalancing the country's economy. Our aim is to create economic prosperity, and better connect sustainable growth, across Yorkshire and the Humber, and the north as a whole. We want to attract the right mix of investment to create diverse high-value jobs that meet the needs and aspirations of our residents, whilst protecting the District's distinct rural landscape and promoting vitality in our market towns and villages.

This new framework is about creating opportunities and improving prospects for this generation and for future generations to come. It's about stimulating good growth, ensuring that no one gets left behind. We'll work closely with and for local businesses and key delivery partners to ensure that growth in Selby District doesn't stop in 2022- but continues into the future 'and beyond'.

Our Framework is ambitious, forward thinking and outward looking – we're proud of it. It's a collaborative document, and one that has been developed with and for our businesses and partners. Only by working together can we create a thriving and prosperous Selby District.

**Cllr Chris Metcalfe**  
**Executive Member, Communities and Economic Development**

## GETTING TO KNOW SELBY DISTRICT



### POPULATION

- 86,700 resident population (2015 figure);
- We have the highest predicted population growth in North Yorkshire –forecasted to increase by 14.6% by 2039;
- This means a growing local workforce to support companies creating new jobs and a growing customer base for local retailers and service industries;
- People living in Selby District have, on average, more disposable income compared to neighbouring areas;
- An attractive place to live – house prices and the cost of living are lower than neighbouring metropolitan areas.

### INFRASTRUCTURE AND CONNECTIVITY

- Our great range of transport links makes it easy for people to commute in and out of our District, thereby increasing labour flexibility;
- Direct rail to Leeds, York (in under 30mins) and Hull (35mins), Manchester (1 hr & 30 mins) and London (in under 2 hours);
- Superfast broadband accessible to 93% of properties in the district.

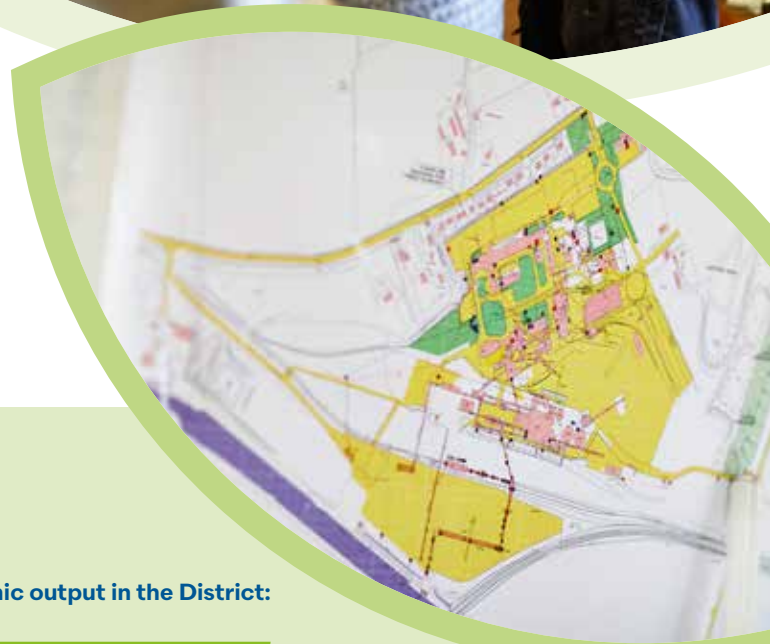
### MAIN SETTLEMENTS

- Three great market towns — Selby, Tadcaster and Sherburn-in-Elmet.



## ECONOMY

- An above average proportion of micro businesses (0-9 employees);
- A higher proportion of large businesses (250+ employees) than the national average;
- A real entrepreneurial culture – sole proprietorship in the District is above regional and national averages;
- High employment rate with economic activity reported at 87.2% in Sept 2016 – significantly higher than regional and national averages;
- A 17.5% increase in employment opportunities between 2011 and 2015;
- A highly skilled workforce – a third of residents are qualified to degree level or above (2015).



## SECTOR SPECIALISMS

These four sectors account for 34.2% of total economic output in the District:



**ENERGY**  
**14.3%**



**FOOD & DRINK  
MANUFACTURING**  
**9.3%**



**LOGISTICS**  
**7.4%**



**MANUFACTURING**  
**3.2%**



## KEY DEVELOPMENT SITES



### SHERBURN2

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



### GASCOIGNE INTERCHANGE

- 283 hectare site with its regionally significant rail freight infrastructure;
- Planning permission for B1/B2 and B8 uses.



### KELLINGLEY

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



## PRIORITY GROWTH SECTORS



### CREATIVE INDUSTRIES

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



### VISITOR ECONOMY AND HOSPITALITY

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



### ENERGY

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



### AGRI-TECH

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



### ADVANCED MANUFACTURING

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



### LOGISTICS

Making use of our excellent road and rail infrastructure



### CONSTRUCTION

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



## CHURCH FENTON AIRFIELD

- Home to the high-profile Yorkshire Studios;
- Potential to provide a major creative and media hub in the region.



## OLYMPIA PARK

- 90 hectare mixed-use site;
- Planning permission granted for the construction of over 860 homes; potential for 35 hectares of employment space.

SELBY DISTRICT MEANS  
**GROWTH**  
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A63

M62

M18

## PRIORITY 1

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

## Why?

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

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

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

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

## Objectives

Develop the necessary physical infrastructure to unlock economic growth

### Interventions:

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

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

### Interventions:

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

Engage with indigenous businesses to support growth and resilience

### Interventions:

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





## What will we achieve?

Indicator	Baseline	Target	What will we measure
Increased Productivity	£46,220	£50,000	Output per FTE
Higher wages for workers in Selby District	£500.10	£525.00	Weekly wage
More jobs	+400	+500	Jobs created per annum

## SHERBURN2

Sherburn2 is a 75-acre site at Junction 42 of the A1(M) and is wholly owned and fully funded by Glentool. This is adjacent to the existing successful Sherburn Enterprise Park, whose occupiers include Debenhams, Sainsbury's, Optare, Eddie Stobart, Kingspan and Legal & General Homes. It's strategic location gives it enormous potential to grow the Selby District economy.

Glentool Director, Jeremy Nolan, explained, "The success of Sherburn as a destination for high-quality occupiers has underlined the strength of the location, both in terms of the labour force and transport links. It's proved that businesses in Selby District get much more for their investment than elsewhere in the region.

"Now Sherburn2 will add to that success. Our development, which is already attracting strong interest from potential occupiers, will lead to significant inward investment – both during the construction phase over the course of the next few years and for many years to come."

**“The success of Sherburn as a destination has proved that businesses get much more for their investment than elsewhere in the region.”**



## PRIORITY 2

# MAKING SELBY DISTRICT A GREAT PLACE TO LIVE AND WORK

## Why?

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

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

We know that Selby District is an attractive place to live and work, but it is also a great place to visit. We want to develop our visitor offer so that both residents and visitors alike can discover and celebrate our rich cultural heritage and unique locations. Our area benefits from unspoilt countryside – we will protect our natural environment through promoting the importance of Green Infrastructure and how it can contribute to a wide range of economic, social and environmental outcomes.

## Objectives

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

### Interventions:

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

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

### Interventions:

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

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

### Interventions:

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



## What will we achieve?

Indicator	Baseline	Target	What will we measure
Homes built	–	450	Number of homes provided per annum
Affordable homes built	–	180	Number of affordable homes provided per annum
Increase in working age population	61.8%	63.5%	% of working age population

## THE ESCAPOLOGIST

The magnificently imaginative Escapologist is the latest addition to the increasingly vibrant and diverse Selby town centre. It's a wonderful example of Selby's brave new retail and leisure world. The Escapologist is a combination of a themed bar, artisan kitchen and escape rooms.

Company owners, Ellie and Nicky both come from Selby and felt that this bustling market town was ideal for such a unique project.

Nicky explained: "We love Selby and believe it is absolutely ready for an exciting project like The Escapologist. The town is full of history, with the wonderful Abbey and a proud ship-building heritage with the River Ouse. During the past couple of years, a number of classy cafes and restaurants have opened, which our new venture will complement. Meanwhile the town's transport links, and therefore catchment area, are superb. We are very close to the town's bus and train stations, with London only two hours away by rail, and the county's superb motorway network is close by. So we're perfectly positioned for Yorkshire's many successful businesses to enjoy a corporate team-building event or for family occasions."

**“The town’s transport links and therefore catchment area are superb. We’re perfectly positioned for Yorkshire’s many successful businesses to enjoy a corporate team-building event, or for family occasions.”**



## PRIORITY 3

# MAKING SELBY DISTRICT A GREAT PLACE TO ACHIEVE YOUR POTENTIAL

## Why?

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

This dynamic interchange of labour is a natural by-product of advantageous geography, but by creating new and higher-value jobs in the District, and aligning training provision to these current/future opportunities, we can present a more sustainable choice to residents.

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

## Objectives

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

### Interventions:

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

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

### Interventions:

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

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

### Interventions:

- Establish a 'Wheels to Work' scheme to provide accessible transport options to young people/adults wishing to access employment and/or learning opportunities;
- Implement projects to better connect key employment sites to growth residential areas.



## What will we achieve?

Indicator	Baseline	Target	What will we measure
Decrease in unemployment rate	3.9%	3%	% of working age residents unemployed
Increase in higher level qualifications	34.8%	36%	% of working age population with NVQ 4 qualifications and above
Increase in trade apprenticeships	5.6%	15%	% of working age population with trade apprenticeships

## SELBY COLLEGE

The role that the high-achieving and hugely-popular Selby College plays in the social health and economic prosperity of the community it serves is crucial. From the stunning, state-of-the-art £35 million campus in Abbot's Road, with its gleaming buildings and rolling lawns, to its superb academic record, the college is the epitome of excellence. The recent academic achievements of the tertiary college are remarkable. It was recently named the highest-performing college in Yorkshire and the joint second highest-performing college in England in an FE Week survey, which ranked colleges on apprenticeships, on helping learners find work and on both learner and employer satisfaction.

The recent opening of Selby College's Aspiration Building, a £1.4m extension and refurbishment of the College's construction trades training facility, highlights the College's ambition to address the current industry skills gap in a rapidly growing construction sector.

Principal of Selby College, Allan Stewart, explained, "We were one of the first colleges in England to gain a full set of Outstanding grades from Ofsted, reflecting our emphasis on working with our community to provide a range of education and learning that meet both individual and employer needs."

**“We provide a range of education and learning that meet both individual and employer needs.”**



## WORKING WITH OTHERS

### **How will these priorities and objectives be achieved?**

In order to support delivery of our growth ambitions, the Council has invested significantly in its economic development, infrastructure and regeneration capacity. However, we recognise that there are a wide number of stakeholders, partners, businesses and individuals who also have important roles to play in supporting the local economy. The support of partners such as North Yorkshire County Council, our Local Enterprise Partnerships, Transport for the North, Selby College, town and parish councils, the voluntary and community sector, neighbouring local authorities and, critically, our business community is key to achieving the aspirations set out in this document.

We want to forge strong and collaborative relationships with our partners, ensuring that our collective interventions achieve their maximum reach, improving fortunes for Selby District's residents and businesses. We know that Selby District has a critical role to play in transforming growth in the North of England, only by working in partnership can we achieve the goals set out in this document.

### **Selby District Economic Partnership**

The Council will establish the Selby District Economic Partnership in early 2018 – a business-led, private-public sector partnership that will take ownership for delivery of this document. This is the forum through which we will listen to our businesses on an ongoing basis, bringing public-sector partners to the table, to monitor change and delivery and respond to economic opportunities and challenges in a coordinated way to achieve maximum benefit for Selby District.



## A GREAT PLACE TO DO BUSINESS



**6 LAMBERT ENGINEERING**  
Lambert employs 180 staff and has a turnover of £23 million, with 115% growth over the past six years.

**7 GRENCORE**  
More than 220 million bottles of cooking sauces, pickles and condiments are produced each year from Greencore's Selby District site alone.

**8 SHERBURN2**  
£105m investment in Sherburn2 set to create around 2,500 new jobs.

**9 THE SKILLS NETWORK** works with over 5,000 organisations, over 450,000 users and delivers 150 innovative online courses.

**10 BRITISH GYPSUM**  
A recent £10 million expansion has been invested at British Gypsum's site at Sherburn-in-Elmet to upgrade and support new production techniques.

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