

Yorkshire Coast Growth Plan

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Introduction

The York North Yorkshire East Riding Local Enterprise Partnership Strategic Economic Plan (SEP) was submitted to Government in March 2014, and set out the importance of, and potential for, economic success along the Yorkshire Coast. Coastal Growth remains a priority in the Summer 2016 SEP Update.

The Yorkshire Coast has one of the finest coastlines in Britain, with the famous seaside towns of Scarborough and Bridlington. However, over recent decades the significant changes in the circumstances of coastal towns have led to the need to exploit new economic opportunities.

The future of these seaside economies will rely on:

Creation of the right conditions for business growth and job creation	6000 new jobs and 4000 construction jobs; 10,000 replacement jobs to backfill retirements
Continued investment in infrastructure to service new development land for employment and housing	Over 5,000 have planning permission to be built, with a commitment for a total of 12,000 houses to be built by 2030 and new highways infrastructure to unlock development potential
Development of significant economic opportunities which will support business growth	Over £2 billion to be invested in Potash Mining, Offshore Renewables Servicing, Harbour and Marina facilities, and Highways Infrastructure
Re-invigoration of town centres to respond to changing retail markets	Town Centre Developments worth up to £100 million to change the face of the High Street
High quality learning environments which support the local workforce to acquire the skills they need for local employment	Investment of over £30million in further and higher education infrastructure to support skills for economic growth
Improvements to raise the quality of the coastal visitor offer and increase % of staying visitors	Over £50million for sport and leisure developments, investment in visitor attractions, and development of target market offer

Scarborough and Bridlington have the greatest potential for growth, fulfilling the role of principal towns in the planning hierarchy, and as major centres of employment, housing, business, tourism, education, skills, leisure and entertainment. Both locations show high proportions of small and medium enterprises (SME's), with many new business start-ups, and also some larger firms, providing employment and local supply chain activity to support the economy along the Yorkshire Coast.

Both towns have plans to significantly reinvent their town centres and attract new investment in the coming years. These build on the developments that have already taken place and will lead to significant future investment opportunities. Both towns have demonstrated resilience throughout the recent challenging economic conditions, and also have the capacity and future potential for growth in physical and economic terms.

Whitby will also play a key part in economic growth along the Yorkshire Coast as it develops a role as a strategic location for support to the offshore renewable industry, and also with the recent decision to

approve planning application for York Potash to develop an internationally significant mining operation to the south west of the town.

The smaller coastal towns of Filey, Hornsea and Withernsea will remain important as local service centres for the communities living along the Yorkshire Coast, and the interface with Teeside to the north, and Hull and the Humber Estuary to the south, is also significant in terms of employment and skills development, with potential for travel to work and learn from coastal settlements.

Strategic Context

The York North Yorkshire East Riding LEP area is flanked by major urban conurbations and economic centres that each hold opportunities for growth. Some of the most strategically important economic opportunities for decades are about to emerge as developing sectors of businesses and employment:

- South/east of the area stands to benefit from the planned investment in Hull and the Humber Estuary, particularly in relation to renewable energy industries;
- North - connections to the engineering industries of the Tees Valley, and particularly links as a result of Potash;
- West – the planned development of the York Bio-Vale vision is for a region wide bio-economy based innovation cluster, including bio-renewables and agrifood.

Ensuring that people living in coastal communities have the opportunity to access new employment within travel to work distance, and also that they can acquire the relevant skills, will be a key part of the Yorkshire Coast Growth Plan.

THE DRAFT YORK NORTH YORKSHIRE EAST RIDING SPATIAL PLAN SAYS:

Co-ordinated plans and planning/investment decisions in the York, North Yorkshire and East Riding area will create the conditions for sustainable growth by focusing and delivering strategic development and infrastructure provision to support:

- Distinctive and successful cities, towns, rural and coastal areas
- A high quality living and business environment
- More inclusive communities.

The Draft Spatial Plan makes reference to “Regeneration Based Growth” for both Scarborough and Bridlington, aiming to “Reinvigorate towns and utilising built and natural assets to strengthen their economic base”. Both locations have been Yorkshire Renaissance Towns for over 10 years and have clear strategies that aim to deliver regeneration through sustainable community approaches.

THE YORK NORTH YORKSHIRE EAST RIDING STRATEGIC ECONOMIC PLAN SAYS:

Our Infrastructure Programme will focus on investments where there is a clear market failure that is preventing or delaying development.

The five strategic priorities of the Strategic Economic Plan are:

- 1 Profitable and ambitious small and micro businesses - Ambitious businesses that are supported to innovate, improve and grow;
- 2 A global leader in food manufacturing, agri-tech and bio-renewables - Driving growth by building on our international reputation in agri-tech and bio-renewables;
- 3 Inspired People - Growing businesses able to access ambitious people, with the right skills and the right attitude;
- 4 Successful and distinctive places - Enhanced growth and opportunities in targeted locations;
- 5 A well connected economy - Businesses with strong connections to their customers and markets.

The Government continues to support a Coastal Growth agenda, and has recently launched Round 4 of the Coastal Communities Fund to support the economic development of coastal communities by promoting sustainable regeneration and economic growth through projects that respond to the changing economic needs and opportunities in the area, and directly or indirectly creating sustainable employment, and safeguard existing jobs. Earlier Rounds of the Coastal Communities Fund have seen a number of projects supported along the Yorkshire Coast, with further bids planned in Round 4.

Strategic Priorities

Yorkshire Coast growth falls mainly into Priorities 4 and 5 (see tables below), although elements of the other priorities will also be significant in taking an integrated approach to local economic growth. The North Bank Partnership, which brings together the local authorities of the East Riding, Scarborough Borough, and Ryedale District, is reflecting these priorities through three themes:

- 1 Business Support
- 2 Food, Agriculture and Rural Issues
- 3 Coastal Issues including Tourism and Visitors

The scoping work that has been carried out to date has identified sources of economic growth comprehensively, rather than just those that require funding, or are experiencing barriers to delivery. This approach is important as it provides a full overview of planned developments along the Yorkshire Coast, which have the potential of a combined effect in the area.

The following extracts are taken from the the Strategic Economic Plan :

PRIORITY 4 – Successful and Distinctive Places	
Goal	Enhanced growth and opportunities in targeted locations Quality of life goes hand in hand with a great business location attracting and retaining entrepreneurs and the skilled employees they will need; Targeted investment to realise strategic opportunities to unlock and transform growth in the local economy
Objectives	Unlock major growth opportunities New development in response to economic shocks and closures Environmental quality and community needs
Actions	Ensure a strong and growing coastal economy (The Yorkshire Coast) Exploit opportunities from major investment in the coast Tackle housing demand and affordability Target flood prevention measures Raise the quality of the visitor infrastructure

PRIORITY 5 – A Well Connected Economy	
Goal	Businesses with strong connections to their customers and markets The aim is to ensure that businesses across our area are well connected to their customers, markets and workforce Good quality infrastructure for transport, mobile and broadband networks is an essential component for achieving thriving, prosperous places where businesses are able to grow
Objectives	Fast, reliable journeys between key centres Transport that underpins both growth and low carbon goals Access to UK and international markets
Actions	Improve East-West road and rail connections Enhance the reliability of the existing road network Strengthen economic links with neighbouring cities Provide major employment sites Increase the range and availability of housing Increase superfast broadband sites

Local economic priorities have also recently been established through the formation, in 2015, of Coastal Community Teams for Scarborough, Bridlington, Whitby and Withernsea. Following an initial grant of £10,000 for each location to deliver short term priorities, the Teams have also produced a Local Economic Plan to set out their medium to long term economic priorities. This local strategic context continues to support the Coastal Growth agenda being supported by Government, and strategic fit with the respective Local Economic Plan is a pre-requisite of project applications to the current bidding process for the Round 4 Coastal Communities Fund.

Key Growth Opportunities

These will fall under the following themes :

Growth Opportunities	Description
Housing	the right mix of market and mixed tenure housing provision to support a strong local labour supply; housing construction itself provides investment and skilled jobs both directly and in the supply chain, to benefit the local economy
Town Centre & Retail	unlocking major growth opportunities, meeting the service needs of surrounding catchment areas and fulfilling the role of principal towns while also being an attractive destination for visitors with an appropriate leisure and tourism offer
Business & Employment	improving business competitiveness, encourage innovation, develop new markets, and support business growth, including maritime and offshore sector growth and York Potash development
Broadband	enhancement of telecommunications and broadband networks to support business growth, skills development and inclusive communities
Maritime, Offshore & Renewables	the potential for land based activity and supply chain business to support maritime and offshore opportunities provided through successful local fishing operations, and renewable energy developments within servicing distance of the Yorkshire Coast
Transport Infrastructure	ensure transport infrastructure has or can increase capacity to underpin growth, and enables reliable journeys on transport networks; Improving road and rail services and infrastructure will help to strengthen east-west transport links and reduce peripherality
Environmental Management & Community Resilience	sustainable approaches to coastal adaption and climate change management including coastal protection, flood defence, blue and green infrastructure, and low carbon economy
Learning and Skills Capital	delivery of a skills capital programme for the provision of quality infrastructure to improve education and skills for the workforce, and connect people with opportunity
Visitor Economy (Tourism)	support the Yorkshire Coast to compete with the changes and challenges in consumer choice for holidays, providing a quality offer for visitor experiences to encourage new and repeat visits, and increase over night stays
Leisure & Recreation	provide good quality leisure and recreational opportunities for communities, in response to housing growth, which visitors can also enjoy

Future Investment

Over the next 5 years there is set to be unprecedented investment on the Yorkshire Coast, potentially in excess of £2billion, in the following key sectors:

POTASH MINING	£2 billion investment 1,000 direct jobs 2,000 indirect jobs	With planning permission now in place, the York Potash project will develop a new high-tech potash mine in Scarborough Borough, south of Whitby within the North York Moors National Park; there is also opportunity for significant supply chain development in Whitby, Scarborough and the surrounding area.
MARITIME AND FISHING	£80 million investment 250 marina berths	Planning policy is now in place to enable significant infrastructure expansion at Bridlington Harbour for improved commercial fishing facilities and Marina berths for leisure craft; this development is complementary to major town centre redevelopment which is enabled through the same planning policy. Major harbour infrastructure investment plans are also being developed for Scarborough and Whitby ports.
OFFSHORE WIND	£40 billion investment 2,000 jobs	Over half the UK Offshore power generation (12,000MW) will be provided by the Dogger Bank and Hornsea Wind Farms, off the Yorkshire Coast. These provide the opportunity for land based activity, both to support the offshore operations and develop local supply chain businesses (Whitby is the nearest port to Dogger Bank and Bridlington is nearest to the Hornsea Field). A new offshore wind service centre is also being built at Whitby Harbour.
TOWN CENTRE DEVELOPMENT	£100 million investment 1,600 jobs 600 housing units	Bridlington Area Action Plan provides planning policy for major commercial mixed use development in the town centre. Enabling works are being developed by East Riding of Yorkshire Council, with the major development investment to be attracted through private investment which could be as much as £100million
HOUSING	Scarborough – 10,000* Bridlington – 3,300 (*Figure for whole of Scarborough Borough)	Both Scarborough and Bridlington have proposed significant levels of housing growth within their respective Local Plan documents, including sites of strategic importance. Overall there is a commitment to build 12,000 new homes by 2030
TRANSPORT INFRASTRUCTURE	£15 million investment	Bridlington Integrated Transport Plan Phase 2 will see almost £12million for movement and access improvements to support the new developments and harbour improvements. Scarborough will

		<p>promote the project for improvements to four main junctions that are necessary to allow for the future economic growth and development of the town. Feasibility work for the future development of Seamer Station will also be a priority, to support development of the Business Park and strategic housing sites to the south of Scarborough. In addition, major improvements to the A64 trunk road between York and Scarborough will be supported along with regional partners</p>
BUSINESS AND EMPLOYMENT	<p>£4million Let's Grow Fund Enterprise! Business Support Project</p>	<p>With over 96% of business along the coast classed as small or medium enterprise the potential for job creation will rest with the capacity of these businesses to grow and provide additional jobs. Therefore the role of local business support providers will continue to be of high importance, and the development of active local business networks will be key to ensure support can be readily accessed when needed, for both capacity to grow, and access to finance</p>

How will economic growth be realised?

There is opportunity for development along the Yorkshire Coast to be promoted by both the private and public sectors. This section sets out the planned Infrastructure Programme for the Yorkshire Coast, with public investments being considered where there is a clear market failure that is preventing or delaying development. These are shown as tables under each section.

The case for public investment will usually be when exceptional costs occur which are necessary to allow development to proceed e.g. transport improvements, energy infrastructure or land remediation costs. If these costs are likely to make the site commercially unviable, but the wider benefits to the local economy outweigh the costs, it may be possible to make the case for public intervention. These circumstances will require be a robust business case to support a request for public investment, setting out the extent of market failures, and also how value for money can be demonstrated, and the most strategic and sustainable benefits achieved. The following Infrastructure Programme has been developed through work with the local planning authorities and stakeholders to identify the opportunities where growth is most likely to be focused, and any projects highlighted that may give rise to public investment for the reasons stated.

Housing

Both Scarborough (10,000 Borough wide) and Bridlington (3,300) have proposed significant levels of housing growth within their respective Local Plan documents, including sites of strategic importance. The East Riding Local Plan Strategy Document was adopted in April 2016 and the Local Plan for Scarborough Borough was submitted to the Planning Inspectorate in June 2016, with Examination in Public due Summer 2016. Housing growth is essential, not only to meet general demand for housing, but also in relation to local employment opportunities, and in itself will generate jobs in construction.

Enabling Housing Growth

The respective Local Plans for Scarborough and the East Riding will enable housing growth, but the (objective) of the LEP is to double the rate of house building. To achieve this, we will work closely with the local planning authorities and the Homes and Communities Agency (HCA) to identify potential barriers, and opportunities for removing market failures that are preventing development from going ahead. This is expected to consider suitability of the broad range of Government initiatives aimed at increasing the rate of house building, particularly in areas where the market is not currently active.

Scarborough – work is on-going to develop sites at Middle Deepdale, with support through Round 1 of Growth Deal for investment in road infrastructure. Overall the Middle Deepdale site is forecast to deliver approx. 2,300 housing units. The strategic housing site south of Cayton will provide a further approx. 2,500 housing units, with development already underway on the first phases of the site. This also includes potential to open up further allocated employment land at Scarborough Business Park, which will provide capacity to meet demand stimulated associated with the planned York Potash Mine at Whitby, and other major business growth in the area. Further allocations at Scalby provide another 400 units

A priority issue has been identified during the preparation stages of Scarborough Local Plan. The major junctions in Scarborough at Scalby Rd/Falsgrave Rd, Scalby Rd/Manor Rd, Stepney Rd/Stepney Drive, Scalby Rd/Stepney Drive require improvements to increase capacity and improve traffic flows. The existing junctions are over-capacity and without proposals for mitigation will seriously affect the ability to promote the Scarborough Borough Local Plan and the planned housing growth which it will enable.

Project	Priority	Description
Four Critical	Very High	Scalby Rd/Falsgrave Rd, Scalby Rd/Manor Rd, Stepney

Junction Improvements		Rd/Stepney Drive, Scalby Rd/Stepney Drive – junction improvements to increase capacity and traffic flows; existing junctions are over-capacity and require for mitigation to avoid objections to SBC Local Plan and Growth Agenda; Outline designs and indicative estimates have been prepared for total project costs approx. £2.5 million – NYCC have been asked to consider “betterment” should this work go ahead with external funding
ACTION	Recommended for preparation of Business Case to support Growth Deal application	
Project	Priority	Description
South of Cayton Strategic Housing Site	High	Site masterplanning on-going which will determine site infrastructure programme and options for phased development approach
ACTION	Monitor progress through regular meetings with SBC Planners	

Bridlington - In Bridlington, the requirements of the East Riding Local Plan will inform work to explore opportunities to accelerate the rate of house building when market conditions improve, or through initiatives being promoted through the Homes and Communities Agency (HCA).

At present, several land allocations will deliver housing growth but at present, developer interest is limited, and on a small scale. The recent clearance of sites assembled to facilitate town centre development provides opportunity to invite interest in mixed use development, which will include up to approx. 600 high density housing units.

Project	Priority	Description
Bridlington Local Plan Housing Sites (Total 2,123 units)	High	Review of site requirements and options for incentives to bring forward development which could include improved highway access to development sites, and link road required to connect A165 to Bempton Lane; details will be required to inform business case for funding of abnormal infrastructure ie A165 new junction to provide direct link/relief road
ACTION	Recommended to develop site requirements to enable further consideration with HCA; to be identified in Growth Deal Round 3 submission to support Coastal Growth	

Town Centre, Retail and Leisure

Both Scarborough and Bridlington are principal towns, serving the needs of their catchment areas with a range of services and varied shopping offer. However, recognising the need to re-invent and re-invigorate town centres in the face of the current commercial challenges, both towns have plans to undertake improvements.

Bridlington - Bridlington Area Action Plan provides the planning policy framework to enable the mixed use development of land that lies between the railway station and the harbour to meet the evidence based need in the town centre for retail floorspace to meet unfulfilled demand, alongside a substantial new lifestyle residential offer and new, better ancillary food and drink offers. Land assembly has been carried out in recent years, which has recently led to extensive demolition and site clearance in readiness for the development of highway infrastructure, to serve the development sites. The Council has promoted the town centre developments thus far, to ensure that potential barriers to development are minimised as far as possible, and provide the sites with greater potential to attract developer interest. The overall value of the development could be in the region of £100 million, with the majority expected to be private investment.

Project	Priority	Description
Bridlington Town Centre Development	High	Preparatory work to bring forward development sites in parallel with Bridlington Integrated Transport Plan Phase 2 highway scheme (start summer 2016)
ACTION	Monitor progress through regular meetings with ERYC Economic Development	
Town Centre Enabling Works	Medium	Potential car parking development that would act as enabling works for acceleration of town centre commercial development sites and delivery of Bridlington Area Action Plan
ACTION	Consider possibility of Growing Places funding	

The Bridlington Quay Townscape Heritage (TH) Project has been developed by the East Riding of Yorkshire Council, aimed at improving the existing historic built environment in a targeted area of the Bridlington Quay Conservation Area, to complement the town centre developments proposed by the Area Action Plan, by providing capital grants, better management, training and community education. Following a Stage 1 approval by the Heritage Lottery Fund (HLF), a decision on the full application is expected at the end of June 2016, which, if successful, will release further funding of £1,363,000 over 4 years which is expected to attract £1,220,000 of additional private investment.

The new **East Riding Leisure Bridlington** development has benefitted from complementary investment of £25million, and opened in May 2016. It provides swimming pools, multi sports hall, gym and dance studio, squash courts, climbing wall and associated ancillary and accommodation facilities, and car parking. This is located in a prime seafront location, and also close to the town centre, providing an important community facility and also a flagship visitor attraction. It has led to commitment from Premier Inn to develop a new build hotel nearby, providing 80 rooms and associated pub restaurant, with construction work expected to start in Autumn 2016.

Scarborough – major refurbishment of the Westborough/Newborough main pedestrianised shopping area in the town centre is planned to take place during 2017, representing an investment of approx.£1million.

Scarborough Market Hall will be refurbished during 2016, with support from the Coastal Communities Fund, through a partnership between Scarborough Borough Council and the Business School at the Scarborough Campus of University of Hull. A new mezzanine floor running round three sides of the building will dramatically change the appearance of the building, along with new food operators and business units whilst the existing stalls will be replaced with more modern units, providing improvement for existing businesses, an exciting place for new traders to move to or start up in and a great destination for shoppers and diners. The project will create space for 30 new artisan businesses and around 60 jobs and apprenticeships. It will also lead to the development of an online shopping experience opening the traditional market place up to the digital age, which will complement the refurbishment.

Work has also commenced, through a community planning process, delivered in January, to prepare a major Heritage Lottery Fund bid which will deliver investment in the town centre developments with a particular focus on connectivity between Scarborough Town Centre and the South Bay sea front via Eastborough. It is anticipated that a bid for circa £2.8m will be developed. A Coastal Community Team has been established to help facilitate this programme, leading to submission of an Expression of Interest to the Heritage Lottery Fund and a case officer allocated to advise the Council.

There are a range of other key development sites being marketed in Scarborough Town Centre including the Futurist Site and negotiations are on-going with a developer to bring the site forward.

Business and Employment

Major developments planned for the area are :

- York Potash Mine at Whitby
- Maritime, Offshore and Renewables
- Bridlington Town Centre Development (Retail, Leisure, SMEs, visitor economy, healthcare)

There will be potential for people to travel to work for employment in these emerging developments if they are aware of the skills that are required, and acquire these in advance. Also there will be scope for supply chain business opportunities, to be located in Scarborough and Bridlington, and therefore a good supply of employment land will be essential to provide capacity for growth.

Potash Mining

The York Potash project is a proposal to develop a new high-tech potash mine in Scarborough Borough, south of Whitby within the North York Moors National Park. It has the potential to make the area a world leader in high value potash production, creating up to 4,000 direct and indirect new jobs through significant supply chain development in Whitby, Scarborough and surrounding area. Planning permission was secured last year and start on site is anticipated early 2017.

Maritime, Offshore and Renewables

Extensive developments for offshore wind energy provide opportunity for land based activity, both to support the offshore operations and develop local supply chain businesses. More than £40bn is to be invested off the Yorkshire coastline at Dogger Bank to form the largest offshore wind farm in the world. Whitby is the nearest port to Dogger Bank and Bridlington is nearest to the Hornsea Field. Therefore both local authorities are working with private sector partners to develop this potential. Scarborough Borough Council are promoting Yorkshire's Offshore Wind Service Centre in Whitby to ensure that growth opportunities are maximised with potential to create around 300 direct new jobs by 2019, with the realistic potential of many hundreds more to follow along the Yorkshire Coast.

Scarborough and Whitby

In Scarborough and Whitby a Ports Development Group has been established to work alongside the Borough Council (the Port Authority) to drive forward a programme of regeneration and investment activity totalling over £25m in the next 5 years. Activity includes development of the Yorkshire Offshore Renewables Service Centre at Whitby Port commencing in Summer 2016, to act as the Yorkshire hub for Operations and Maintenance (O&M) activity in the northern North Sea. Over £14m of work is proposed to port facilities in both Whitby and Scarborough to improve infrastructure for commercial, fishing and leisure sectors, including sea defence works, repairs to harbour structures, which will enable re-organisation of existing facilities to accommodate changes in working practice. A key part of this process will be to work with existing providers to support the expansion of commercial maritime training provision within the Borough.

Bridlington

The Bridlington Area Action Plan (AAP), which was adopted by the council in 2013, highlighted the harbour area's potential as a key spur for the town's regeneration. Therefore, the required planning policy is now in place to enable significant infrastructure expansion at Bridlington Harbour for the new Yorkshire Harbour and Marina after the council and Bridlington Harbour Commissioners entered into a memorandum of understanding in November 2015, to work together and develop a proposal for a first-class commercial and leisure facility.

The East Riding of Yorkshire Council has invested significant resource in the preparatory stages of the project, as the major step-change project of part of the long term Strategy for Regenerating Bridlington (2004). The harbour and marina developments will be complementary to major town centre re-development which is enabled through the same planning policy, and could represent an £50million public investment in marina infrastructure, with a further £50m private investment in associated commercial waterfront development.

Dedicated staff resources have been committed to the delivery of the Bridlington Area Action Plan, and this has enabled significant progress to be made on the early stages of preparatory work for the design and costs options of the layout previously agreed in the AAP, since the Council and Bridlington Harbour Commissioners entered into a memorandum of understanding in November 2015, to work together and develop a proposal for a first-class commercial and leisure facility.

The Local Enterprise Partnership has contributed towards the costs of the initial work during 2015, and is currently considering a request for financial support through Growth Deal Round 3 for extensive Stage 2 development work to be progressed in 2017/18. This would take the project to pre-tender/construction stage, and the full Growth Deal will be submitted by the LEP at the end of July 2016, with a decision to be announced by Government in the Autumn Budget Statement, expected in December 2016.

The new harbour and marina may include:

- a new main south pier and an extension to the north pier
- improved facilities for the town’s fishing fleet, including vessel maintenance and storage facilities
- a new marina with berthing space for circa 250 leisure vessels
- enhanced arrangements for the town’s pleasure boat operators
- space for firms involved in the maintenance of the offshore wind energy installations to operate
- additional quayside space for operational use, as well as for potential hotel, commercial, leisure, residential and car parking development.

Project	Priority	Description
Bridlington Harbour and Marina Developments	High	Requires preliminary stage of design/business case to be progressed, following preparatory work to re-fresh previous studies
ACTION	Recommended for preparation of Business Case to support Growth Deal application	

Small and Medium Enterprise Growth

Along the Yorkshire Coast, the majority of businesses in Scarborough, Bridlington and the surrounding areas are classed as small (up to 50 employees) or medium businesses (up to 200 employees). Their potential to provide employment on a small scale is critical to the local economy, and it is therefore essential that these businesses have the potential to develop, improve their capacity, and contribute to increasing local employment and the resulting multiplier effects. Other important aspects of a small business community are recognised as being support networks, business development advice and assistance, and local supply chains. Although the coastal towns are not clusters in the usual economic sense, they demonstrate similar characteristics as a result of the very local micro-economy supported by

the towns and their surrounding catchment areas. This effect is magnified further as a result of the peripheral geographic location of the coastal towns.

Let's Grow – North and East Yorkshire

Let's Grow North & East Yorkshire opened to applicants in June 2015 and is currently available until December 2016, or until all the funds have been fully committed. A total of £4 million has been allocated from the Department for Business, Innovation and Skills (BIS) Regional Growth Fund to support projects that lever private sector investment to create economic growth and sustainable employment. It aims particularly to help those areas and communities currently dependent on the public sector to make the transition to sustainable private sector-led growth and prosperity. The Fund is available to businesses along the Yorkshire Coast to support these aims to encourage investment which will create new jobs or safeguard existing jobs.

Transport Infrastructure

In addition to the highway infrastructure already referenced in relation to housing growth, to address capacity issues at four critical highway junctions, there are other major transport infrastructure improvements which will support and/or contribute to economic growth in the short, medium and long term. These are directly linked to economic growth potential, and particularly for Scarborough, have strategic transport significance.

Scarborough – strategic transport links are a priority, and particularly upgrading of the A64 between York and Scarborough. The LEP will continue to coordinate representation on the need for future investment due to the cross-boundary nature of the route, and its strategic importance.

It is imperative for existing businesses, and to encourage new business generation, that not only do journey times on the A64 between Scarborough and the A1(M) decrease, but that the route remains reliable.

A private sector led A64 Industry Development Group has been established to make the business case for the upgrading of the road.

Rail infrastructure at Seamer needs to be reviewed, as the station arrangements are limited and struggle to meet current demand. Further development at Scarborough Business Park will only exacerbate the situation, and therefore an appraisal of revised facilities is highlighted as a priority. North Yorkshire County Council has recently confirmed that it will utilise Civil Parking Enforcement (CPE) surplus to investigate potential improvements to Seamer station.

Project	Priority	Description
Seamer Station	High	Review of access arrangements, car parking, links to Business Park and future demand for modal shift and inter-change; NYCC have included the location in potential sites for future review/development
ACTION	To be identified in draft spatial plan as strategic transport infrastructure and support the County Council's feasibility work	

In addition, the recommendations of the Scarborough Transport Study, has identified the need to consider junction improvements on the A64 at Dunsow Road which will be reviewed with Highways England to determine likely timescales.

On the local highway network, the major developments at Weaponess Sports and Leisure Village will require access arrangements to be reviewed as the phases of this development come into use. This location is therefore highlighted as a potential pipeline project.

Project	Priority	Description
Weaponess Valley Developments	High	Access arrangements to be reviewed to support phased developments of UTC, Coventry University, Sports Village
ACTION	Monitor progress through regular meetings with SBC Economic Development	

Bridlington – as part of the Strategy for Regenerating Bridlington (Roger Tym & Partners 2004) a major transport study was carried out (WSP 2004), which led to significant investment through the

Department for Transport in Bridlington Integrated Transport Plan Phase 1. This was completed in 2010, and the Phase 2 programme of works is due to go ahead during 2016, which will improve movement and access in the town centre, particularly in relation to development sites set out in Bridlington Area Action Plan. The project will see investment of approx.£11million in a series of improvements including a new bridge access to the town centre, road widening, and improvements to the area around Bridlington Railway Station.

Environmental Management & Community Resilience

Within the adopted Shoreline Management Plan a series of coastal strategies along the Scarborough Borough and East Riding coastline, set out the detailed forward plan of projects which will improve the sustainability and resilience of communities along the coast. This process is fully integrated with the Environment Agency to determine priorities for allocation that can be supported through their funding mechanisms. Work will continue to develop partnership approaches, including political support where relevant, that seek to address identified problems, and maximise opportunities to develop solutions through well defined projects that will protect the strategic and local infrastructure, particularly where there is potential for events to impact on local economic growth.

Priorities for targeted investment will aim to protect economic development potential, unlock economic growth, and provide improved business confidence, to encourage investment in areas that are currently unattractive propositions due to the potential for the environmental shocks of flooding and coastal erosion.

Project	Priority	Description
Filey Flood Alleviation Scheme	High	
ACTION	Recommended for preparation of Business Case to support Growth Deal application	
Whitby Harbour Flood Alleviation Scheme	High	
ACTION	Recommended for preparation of Business Case to support Growth Deal application	
Bridlington Harbour	Medium	Commercial and retail premises situated on Bridlington Harbour have a low standard of flood protection and the project will provide improved flood defence to protect against inundation
ACTION	Include in Bridlington Harbour and Marina Developments; recommended for preparation of Business Case to support Growth Deal application	
South Withernsea	Medium	Extension of the existing rock revetment coastal defences south of Withernsea to mitigate the risk of coastal erosion. to a greater number of properties and businesses, including improved viability of Holmpton Road as a key north/south transport link in the area
ACTION	Continue to review coastal change and priorities within coastal strategy	
Spurn Levees	Low	Flood mitigation measures to reduce flood risk to local communities and protection of energy infrastructure of national significance
ACTION	Continue to review coastal change and priorities within coastal strategy	

The LEP and both local authorities along the Yorkshire Coast will continue to promote responses to the challenges of the coastal environment, particularly the unprotected sections, through support for adaptation in communities that are most vulnerable, and where mainstream funding cannot be attracted.

North York Moors National Park

A large stretch of the Yorkshire coastline is within the North York Moors National Park and is defined as a Heritage Coast. The special qualities of the coastal landscape are in themselves a significant draw for visitors and there are opportunities for economic growth in these areas albeit of a different nature and scale. The North York Moors was designated as a National Park in 1952 as a result of its intrinsic merits as an area of beautiful and unspoilt country and magnificent coast with a wealth of architectural interest.

The National Park Management Plan sets out the vision, strategic policies and outcomes for the National Park over the long term. The current Plan was adopted in 2012 and includes aspirations to increase the economic value of tourism; to increase number of people visiting the National Park and to ensure there is a range of business and employment opportunities available to local people which draw upon the special qualities of the Park.

The North Yorkshire and Cleveland Heritage Coast boundary extends for 55km between Saltburn by the Sea in Cleveland and Scalby Mills near Scarborough (excluding Whitby). The key objective of the Heritage Coast Management Plan is “to establish a thriving business orientated rural coastal enterprise area which is centred on the special qualities of the area and which will ensure they continue to be cared for so that future generations can enjoy them”. The Heritage Coast Management Plan encourages development which directly relates to what makes the Heritage Coast a special place in terms of remoteness and tranquillity.

The Whitby Business Park Area Action Plan was adopted by both Scarborough Borough Council and the North York Moors National Park Authority in November 2014. The Area Action Plan allocates a total of 14 ha of land for employment development (most of which is within the National Park) which will contribute to the priorities in the LEP Strategic Economic Plan by providing opportunities for existing businesses to re-locate to larger premises and encouraging new businesses into the town thereby creating new jobs and diversifying and strengthening the town’s employment base. In order to facilitate development of the Business Park a loan of £2.5m has been secured from the LEP through the Growing Places Fund in addition to a further £1m grant through the Coastal Communities fund.

The National Park Authority has secured £455,000 from the Coastal Communities Fund for the 'Sea Life, See Life' project to showcase the natural, fishing, artistic and culinary heritage of villages between Saltburn and Cloughton, such as Robin Hood's Bay, Staithes and Runswick Bay. The aim is to attract new, more affluent visitors who want to learn and do something different, and to encourage more visitors to stay longer and spend more. The project will support at least 100 businesses creating 80 jobs indirectly.

The North York Moors, Coast and Hills LEADER area covers the North York Moors, National Park, the Howardian Hills AONB, the Vale of Pickering, the Hambleton Hills, East Cleveland and the Heritage Coast from Saltburn in the north to Filey in the south. A total of £2.33 million has been secured for a new Programme in the area from 2015 – 2020. The new Programme will focus on supporting local growth opportunities and creating jobs under six priority areas of activity including farm productivity, rural tourism and micro and small enterprise. LEADER activity should be aligned to compliment funds which may be made available through the LEP.

Opportunities for Growth

Land use along the Heritage Coast determines some of the special character of the landscape and to a certain extent the seascape. Agricultural practices have modelled the landscape that we see today with enclosures such as hedges, walls and fences in various states of repair dominating the hinterland. There is a general aspiration to work more closely with the farming sector by setting up Farmer Networks,

enabling alternative sources of energy supply (solar and hydro), investigating usage of technology to manage livestock and crops, reducing reliance on agri environment payments, looking at on farm tourism opportunities and capitalising on the affordable 'local farm produce' theme.

The coastal villages of Runswick Bay, Staithes and Robin Hoods Bay have all been designated as Conservation Areas and the majority of the buildings have been listed as a result of their historic importance. In the past the National Park Authority has used grants to improve the public realm of these coastal villages. There are opportunities to further improve the public realm and increase the appeal of the villages to visitors.

Since the decline of the mining and fishing industries these coastal villages have relied heavily on the tourism industry. However studies show that there has been a steady decline in visitor numbers in recent years. This may be due to an over reliance on non-serviced accommodation in the area with the sector being slow to adapt to appeal to the UK visitor's increasingly sophisticated expectations. There are opportunities to support and mentor local businesses in the coastal villages to help them to broaden the tourism offer particularly in relation to short breaks, authentic and experiential breaks. In addition there are opportunities to convert day visitors to overnight stays which will result in a higher level of spending in the area.

The Moors to Sea cycle route connects Scarborough, Whitby, Dalby Forest and Great Ayton and covers 150 miles of cycle tracks. One popular section of the route known as the Cinder Track runs from Scarborough along the coast up to Whitby along the former railway line. There are significant opportunities to build on the success of the Tour de Yorkshire by upgrading of the route, which has the potential to become one of the best traffic-free routes in the country. In addition the Cleveland Way National Trail is one of the most popular long distance walking routes in the UK however there is a shortage of accommodation for single night stays for walkers along some sections of the coastal part of the Trail and therefore opportunities to work with local businesses to develop the offer available.

The key to maintaining opportunities for economic growth is ensuring that the workforce has access to affordable housing. The Yorkshire Coast Growth Plan promotes the need to ensure there is an emphasis on providing access to funding opportunities enabled through the HCA, for development in rural coastal villages will help to support existing and future business growth. While another significant barrier to economic growth of the rural villages along the Yorkshire coast is access, with the majority of visitors and employees reliant on the private car. Therefore there are opportunities to provide more innovative transport solutions as means to increase visitor numbers through sustainable approaches.

Learning and Skills

The communities along the Yorkshire Coast, in common with other coastal areas, have persistently demonstrated challenging levels of academic achievement, along with a low skills base. With the exception of NVQ level 1 and above, data shows that the skill levels of people aged 16-64 in Scarborough and Bridlington are lower than those for the Yorkshire and Humber area and for Great Britain as a whole. The differences become more acute at NVQ4 and above and the achievement of 5 GCSEs also lags behind the County averages by varying degrees. To respond to these challenges, significant work is underway, and still planned, particularly in Scarborough, where the recently adopted Employment and Skills Strategy for the Borough “Towards 2030 – An Era of Opportunity”.

Scarborough - the strategy is deliberately narrowly focussed, and is based on the principle that improved skills will drive economic growth. Through diversification of the economic base, the strategy aims to deliver new jobs and skills by targeting specific growth sectors :

- manufacturing and engineering
- potash mining
- offshore wind and renewables
- construction
- retail
- education

The objectives are to establish Scarborough Borough as :

- the most highly skilled coastal community by 2030;
- a national hotspot of Higher Education and Further Education provision
- a national centre of excellence in the provision of engineering, construction and technical skills

In order to deliver this skills vision, Scarborough Borough Council has played a key role in supporting new investments and delivering projects and initiatives which will begin to address the skills deficit and deliver a more highly skilled and more appropriately skilled workforce. Much of this work is being facilitated through significant investment in capital infrastructure for the new Coventry University Scarborough Campus and the Scarborough University Technical College. In addition a range of other initiatives will enable the continued delivery of Scarborough Job Match brokerage service, provision of the Yorkshire Coast Business Gateway business mentoring and coaching service, the Yorkshire Coast Employability Charter, and the establishment of Scarborough Construction Skills Village.

Weaponess Sports and Leisure Village is currently under development and is co-located with Coventry University Scarborough Campus and Scarborough University Technical College. The £45m investment will provide a new community football stadium, swimming pools, multi sports hall, gym and dance studio, squash courts, multi-use games area (MUGA), associated ancillary and accommodation facilities, and car parking. Access arrangements will be reviewed as the phases of this development come into use, which is highlighted as a potential pipeline project under Transport.

Bridlington – Faced with similar challenges, work in Bridlington is also looking to create favourable conditions for job growth, local recruitment and raising skill levels to enable local people to access opportunities. East Riding College invested £17million in the St. Mary’s Walk campus which opened in 2009, and learner numbers continue to increase. During the development, additional sub-structure was provided to allow future expansion to establish an Engineering Technology Centre. Whilst it has not yet been possible to secure funds for delivery, much research has been done by the College to evidence demand from businesses in the surrounding area, and the project remains a priority.

Project	Priority	Description
East Riding College	High	Extension of Bridlington Campus to establish Technology Centre
ACTION	East Riding College will continue to explore opportunities for external funding and work with local businesses to evidence demand for the facilities; current application to YNYER LEP for consideration in Growth Deal Rnd 3 pending	

Bridlington has also established its Coastal Community Team with priorities to tackle problems of low levels of attainment, low aspiration, lack of incentive, and perception of poor local opportunities. The importance of the Coastal Community Team partnership approach is to prepare for significant economic developments that will provide great opportunities for employment in and around Bridlington, by improving awareness and knowledge about these, at the earliest stage by improved links through the partnership network. This project will be supported by local business champions to balance business needs with raising awareness of young people through the partnership links, so they can make their choices accordingly, and be supported in an onward career path.

Plans are being developed at Bridlington for new integrated community health and social care facility - Bridlington Health & Wellbeing Centre and Training Academy will enable co-location of community health and social care facilities for Bridlington, including GP surgeries, to respond to growth in demand for services. It will include community space for voluntary sector services, crèche and cafe together with training facilities to support the Academy. Levels of economic inactivity continue to be a persistent challenge in coastal areas and this will seek to tackle the issue through local partnership approaches.

The new facility will provide flexibility to respond to new models of care through establishment of a “Centre of Excellence” on the Yorkshire Coast which will incorporate a new training academy through partnership with established learning providers including the University of Hull, East Riding College, and links with East Riding Schools. The project aims to address identified skills gaps in the local area, particularly in the health and social care sector, and support the local workforce in the sector, to provide pathways into higher education and employment in current and new developing specialist services in the health and social care sector. The project will also support the recruitment and retention of medical and nursing staff to the area, currently a skills gap, and enable local GP practices to be at the forefront of training and retaining all levels of clinicians including by providing clinical placements, supported by dedicated training facilities with Hull University as integrated partners.

Visitor Economy/Tourism

East Riding of Yorkshire Council and Scarborough Borough Council lead in their respective areas on the coordination of tourism development, promotion and marketing, working closely in partnership with other tourism agencies, private businesses, and the local tourism associations in each town.

“Discover the Yorkshire Coast” is a joint approach between both Councils and the tourism industry to promote the Yorkshire Coast as a destination in its own right, covering the whole coastline from Staithes in the north to Spurn Point on the Humber Estuary.

There are also ambitious plans in place at Bridlington and Scarborough for the development of visitor facilities and attractions, some of which have already been completed :

- The Spa Bridlington
- Scarborough Spa
- The Sands, North Bay, Scarborough
- Scarborough Water Park
- East Riding Leisure Bridlington
- Yorkshire Nature Tourism Triangle including RSPB Bempton Cliffs Visitor Centre, South Landing, Flamborough Living Seas Centre, and Spurn Point Nature Reserve and Visitor Centre
- Sewerby Hall & Gardens
-

In addition, planned developments are at various stages of progress :

- Scarborough Water Park - under construction
- Marston Inns Hotel Development – under construction
- New Premier Inn Hotel and Pub/Restaurant, Bridlington – planning approval
- Belvedere Golf Club Hotel Development – planning application submitted
- South Cliff Caravan Park Extension – plans under development

Recent work has been undertaken, led by the Yorkshire Coast Tourism Advisory Board, to consider the feasibility of a Destination Business Improvement District (DBID) for the Yorkshire Coast. The initial feasibility stage concluded that this could be a viable prospect, and further development work should be carried out to progress the concept through to a full DBID proposal.

Scarborough

In total, it is estimated that around £318 million was spent by all overnight visitors on their trip to Scarborough in 2014, and with the addition of day trips this total increases to around £522.4 million, reflecting growth of over 4% from 2013. Of the £522.4 million estimated to have been spent by visitors on their trip, around £486.5 million directly benefited local businesses from hotels and restaurants to cafes, shops and attractions in Scarborough. Of this, the multiplier effect of this is estimated at a further £200million into the local economy.

Over 12,000 Full-Time Equivalent Jobs are estimated to be generated in the tourism sector, but as many of these are part-time or seasonal in nature, the number of actual jobs is over 17,000.

The Visitor Economy Strategy (VES) “Building a Future” for the Borough of Scarborough 2014-2024 sets out the aims for the period to 2024 for the Yorkshire Coast to be a great visitor experience and a true destination of choice for potential visitors. The Visitor Economy Strategy (VES) and the 3-year Action Plan will :-

- Define priorities for action and identify public and private sector investment to create more jobs and improve the quality of facilities.
- Provide closer working relationships between the public, private and voluntary sectors, Welcome to Yorkshire, the National Park and neighboring local authorities.
- Show how investment in the visitor experience enhances the quality of life on the Yorkshire Coast for visitors and residents alike.
- Make a clear commitment to promoting the expansion of the visitor economy, whilst at the same time safeguarding and improving the natural environment and built heritage.
- Increase awareness and appreciation of the Yorkshire Coast product.

Bridlington

In the East Riding, in 2014 there were 2.7632m overnight stays and 9.40m day visits, supporting 11,169 jobs and business turnover of £133million, with a total value to the economy estimated at £506 million per annum. The visitor economy has grown since 2012 by over 10%, and is currently worth :

Overnight visitors	- £138 million
Day visitors	- £235 million

Obviously coastal tourism contributes a significant proportion towards these figures for the East Riding as a whole. Visit Hull and East Yorkshire is the private public tourism partnership, which works alongside the respective LEPs to lead and coordinate the development of the visitor economy with a strong focus on improving the visitor experience and increasing visitor spend through the development and promotion of the visitor economy sector.

The Visit Hull and East Yorkshire partnership will have three overarching objectives, as set out in their Tourism Strategy 2015-2018 “Growing Tourism Locally”:

- To focus on quality tourism development and marketing which maximises the impact of the visitor economy on the wider economy of Hull & East Yorkshire;
- To develop and market innovative and quality tourism products in partnership with visitor economy businesses for new and existing visitors to experience and enjoy;
- In line with the aspirations of Visit England and local strategic plans, VHEY has a target of increasing the visitor economy by £200 million by 2017-18.

VHEY’s promotion of the tourism offer has been designed to align product strengths with key market segments and target those potential customers that offer growth opportunities. The tourism offer will focus on the following key campaigns :

- domestic leisure visitors
- business tourism
- travel trade and group visits; and
- overseas visitors

In addition, Hull UK City of Culture 2017 is expected to have a significant effect on visitors to the area during 2017, including the Yorkshire Coast.

In Bridlington, a resort management approach is co-ordinated within the East Riding of Yorkshire Council, working in partnership with Bridlington Business Forum representing a cross section of local business interests including tourism and visitor economy. This enables issues affecting the town to be considered within the context of Bridlington as a seaside resort, to ensure that services are fully integrated, and that planned developments are coordinated to maximise the potential sustainable growth of tourism in the local area, whilst seeking to minimise impact on local residents. Reducing seasonality continues to be a priority, and activities include broadening the year round appeal, and developing new markets. Working with other partners, representatives from both public and private sectors will continue to develop the visitor economy in Bridlington and the surrounding area.

European Structural Investment Funds

The 2014-20 EU Structural and Investment Fund (ESIF) provides access to funding that will support opportunities for locally-driven, inclusive growth. For the first time, Local Enterprise Partnerships (LEPs) have direct influence over most of these funds. The ESIF Investment Plan (January 2014) is structured around the five Strategic Priorities (as set out in the York, North Yorkshire and East Riding Strategic Economic Plan “Our Plan for Growth”) and for each explains the rationale for intervention, the types of activities targeted for support, financing arrangements, and the outputs expected to be achieved. Delivery will be targeted on specific, evidenced interventions that will support economic growth.

Preparatory work is underway to develop new opportunities for local project delivery through the European Strategic Investment Fund 2014-2020 under the following programmes :

LEADER programmes

The LEADER Programme has been developed to meet local need and demand, and support positive change within the local rural economy. The current programme will run until 2020, and the Yorkshire Coast falls into two LEADER programmes :

- North York Moors, Coast and Hills – North York Moors National Park, Scarborough Borough Council and Ryedale District Council areas;
- Coast, Wolds, Wetlands and Waterways – East Riding of Yorkshire Council area.

The aims and objectives of the programme will support the primary sectors of our economy, to encourage private sector growth, particularly within micro and small business, by supporting projects that seek to :

- maximise locally significant opportunities;
- overcome barriers to growth; and
- strengthen the sub-regional economy.

European Maritime Fisheries Fund (EMFF)

The Holderness Coast Fisheries Local Action Group (covering the East Riding coastline) has operated under the last European Fisheries Fund (EFF) programme which is now closed. However, a new bid for the 2014-2020 Programme has been submitted to continue work under the new European Maritime and Fisheries Fund (EMFF), which is the successor programme. If this is successful, a Local Development Strategy (LDS) will need to be prepared and agreed with the MMO allowing the local programme to start before the end of 2016. Under the new programme the FLAG will be able to assist a wide variety of projects, including:

- Securing sustainable growth of SMEs in the sector
- Diversification of inshore fisheries activities
- Enhancing and capitalising on environmental assets
- Promoting the cultural heritage of fisheries areas
- Addressing need for training and re-skilling
- Promoting local seafood
- Creating opportunities for young people to enter the industry
- Developing skills and maintaining traditional sector skills
- Maximising the benefits of a reliable supply chain
- Developing opportunities provided by the Blue Growth economy

For Scarborough and Whitby, there will also be opportunities to develop similar projects through other EMFF programmes to support the fisheries sector along the remaining length of Yorkshire Coast.

Yorkshire Coast Communities

There will also be opportunities for collaboration along the coast as a result of the planned Yorkshire Coast Communities Community Led Local Development (CLLD) programme, through the European Structural Investment Fund (ESIF) 2014-2020. The East Riding of Yorkshire Council and Scarborough Borough Council are collaborating on a joint bid which, if successful will run over a five year period. The value of the programme will be between 3 and 7 million Euros.

This will focus on investment to support economic growth and job creation which will be achieved by addressing concentrations of deprivation and disparities in economic performance, through the promotion of entrepreneurship and Small and Medium Enterprises (including social enterprise) development and capacity building within communities as a foundation for economic growth in deprived areas.

The European Regional Development Fund will support investment within targeted areas in order to address persistent spatial disparities and those multiple challenges experienced by communities characterised by high levels of deprivation, poor quality local infrastructure, limited access to amenities and low levels of social capital. The intention is to facilitate sustained and integrated multi-fund strategies in support of investment priorities identified by the communities themselves in a bottom-up approach.

The European Social Fund will focus investment on support to increase labour market participation, promote social inclusion and develop the skills of the potential and existing workforce. This will be achieved by targeting activity on specific geographic areas facing multiple deprivation in pursuit of coherent, social, economic and sustainable growth.

Work is currently under way to prepare a Local Development Strategy to be submitted by the end of August 2016, and if successful, the full programme is expected to launch in Spring 2017.

Conclusion

The Government continues to support a coastal growth agenda, with the establishment during 2015 of Coastal Community Teams, and most recently through the launch of the fourth round of the Coastal Communities Fund (CCF), to enable sustainable economic growth and job creation, by supporting local responses to the changing economic needs and opportunities of coastal areas.

The substantial coastline present within the York North Yorkshire East Riding Local Enterprise Partnership area provides some unprecedented opportunities for economic growth, which are recognised in the Strategic Economic Plan.

This Yorkshire Coast Growth Plan sets out the opportunities and the overarching means by which there is potential to achieve sustainable economic growth in the future, particularly within the context of the East Riding Local Plan and Scarborough Borough Local Plan periods to 2030.

The opportunities set out in the Growth Plan will be promoted by the respective local authorities, through the North Bank Partnership, and the York North Yorkshire East Riding Local Enterprise Partnership, and by working with a range of public and private partners. Where necessary, this approach will seek to attract the investment needed to deliver the identified projects, by leveraging funding from a range of sources, and working collaboratively to deliver sustainable economic growth and success for the Yorkshire Coast.