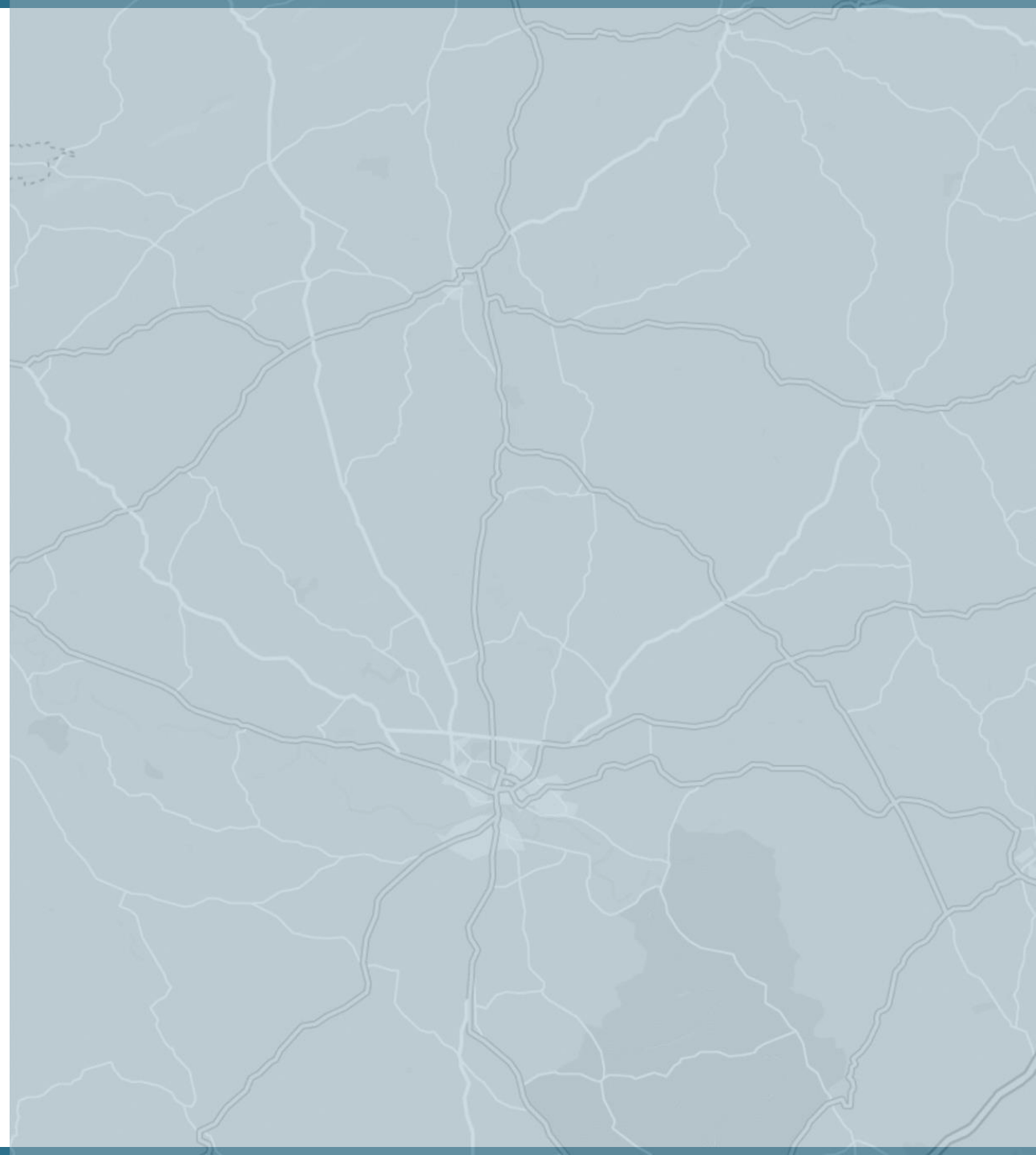


Herefordshire Big Economic Plan

Storyboard

November 2022



Purpose of this pack

- This pack sets out a potential vision and priorities for the future of the Herefordshire economy.
- It has been guided by a steering group of businesses and business groups, voluntary sector groups, Herefordshire Council, education representatives and others.
- The vision and priorities have also been informed by interviews and workshops involving over 100 different people from community groups, young people's groups, businesses, arts organisations, investors, the NHS and elected councillors.
- The pack is designed to enable as many people as possible to give their views and have a chance to comment.
- We are interested in hearing what you think and have set out some questions at the end.



Credit: Visit Herefordshire
Photographer: © Trish Henderson
Symonds view point

What our Big Economic Plan is for

1. Set out a shared vision of a successful future for Herefordshire's economy.
2. Establish clear priorities and the actions needed now and over the next 5 years.
3. Show how Herefordshire partners can work together, bringing different talents and perspectives to bear to deliver for Herefordshire.
4. To provide an economic rationale and evidence for other plans and strategies and to make the case for future investment.



Credit: Visit Herefordshire
Bromyard

Herefordshire today

The following two slides draw out the main points from the evidence.



Credit: <https://www.cityheartliving.co.uk/nmite/>
Student accommodation

Evidence Summary

Transport is largest source of carbon emissions – 36% total

70% travel to work by car

Higher travel times to nearest employment centre by public transport/walking compared to rural and national averages

21.7% working age residents have NVQ3 (18.2% nationally) and 39% qualified to degree level or above (43.1% nationally)

Lower economic inactivity (18.6% vs 21.3% nationally) and higher employment rate (78.1% vs 75.1% nationally)

95% land area is rural, with over half of residents living in rural areas

Phosphate levels in the River Lugg have led to a moratorium on planning, and there are concerns around the River Wye

88% of residents say they feel they belong to the local area

Aging population with over 25% aged 65+ plus fourth lowest population density in England

Output per hour amongst the lowest across all areas – £25.70 vs £37.80 nationally

5 year survival rate of business start ups is 46.2% (39.5% nationally)

Workplace earnings almost £5,000 lower (£26,769) than the national average (£31,480)

Earnings for male workers (£28,800) are higher than for female workers (£24,000)

11 neighbourhoods in the 25% most deprived nationally

Concentrations in the south of Hereford city, Leominster and Ross-on-Wye

Herefordshire, Worcestershire and Warwickshire account for £19.5bn (1%) of the UK's inward Foreign Direct Investment

78 Innovate UK grants awarded between 2011-21 (134 average for lower tier authorities)

Herefordshire today

- Herefordshire has great assets and opportunities – strong communities, business sectors that are key to the future of the UK (engineering, farming, construction, cyber and arts /tourism), a great quality of life and natural environment.
- At the same time, much of the infrastructure and the networks that are vital to economic success (transport, digital and energy in particular) are holding back growth. They are also holding back the transition to a lower carbon, greener economy.
- These constraints also make it harder for existing residents to access new skills and opportunities and harder for us to attract new people to live and work in the county. We have a rapidly ageing population. Recruitment is an issue in all sectors and is especially acute in some, for instance health and social care.
- Together, these issues have an impact on productivity and business growth which in turn keeps wages down.
- Declining budgets and an ageing population mean that we have to work harder to improve job quality and drive innovation in our health and care sector, which is crucial for our dispersed population.
- Our environment is under great pressure. As well as reducing carbon use we urgently need to tackle river pollution and increase the sustainability of our supply chains and processes. This will help Herefordshire locally and in our contribution to the UK and global change.
- But the sectors and assets we have mean that addressing these challenges are also a huge opportunity for local people and businesses. Herefordshire can be a place where growth delivers more opportunities for people and protects our environment.
- Herefordshire partners are keen to work together in new ways, focussing on what we can do locally and the levers we have as a group of partners.

Vision


The following slide suggests a Vision for Herefordshire and what that might mean for the different parts of our economy.

We have adapted the [Six Capitals Approach](#) to reflect all aspects of the Herefordshire economy, including the environment, communities and health.



Credit: Visit Herefordshire
Photographer: © Trish Henderson
Ross on Wye


2050 Vision – Herefordshire is a vibrant, zero carbon, and inclusive place to live, work, study and visit. Our rural communities are thriving, Hereford is a dynamic university city and our market towns flourishing as centres for employment, housing and services. The transition to a greener, high technology and creative economy has protected our rich natural environment and enabled living standards to rise.

People 


A growing, highly skilled, population, attracting young people and families who move here and stay. A thriving university city and strong offer across our colleges and training organisations.

Community & Partnerships 


Strong and inclusive communities in our towns, villages and rural areas, with flourishing high streets and services. Herefordshire people working effectively together to take opportunities and solve social and environmental challenges.

Enterprise 

Innovative, growing businesses including green construction, utility & energy management, agriculture, defence, cyber & technology. Resilient local supply chains, with a circular, sustainable economy.

Infrastructure 

Faster & more frequent rail and public transport connections. High EV usage. High quality, energy efficient housing, with local construction suppliers & supply chains. Super fast mobile & broadband coverage and stronger energy network.

Environment & Climate Change 

A net zero county, with a leading reputation for local energy solutions, enhanced natural landscapes, clean rivers, green business and improved biodiversity.

Investment 

Increased private investment, including in green infrastructure, with a flourishing city and market towns, successful high streets and employment centres.

Priorities

The following slides suggest more detailed priorities for each part of the economy.

We are developing a 5-year delivery plan and set of actions which will deliver these priorities.



Credit: Skylon Park
Shell Store

People

A growing, highly skilled, population, attracting young people and families who move here and stay. A thriving university city and strong offer across our colleges and training organisations.

- Ensure provision of training and development for people at all stages of working life in skills that will enable them to access opportunities locally, with a specific focus on the green economy, low carbon transition and technology skills, including engineering
- Empower young people to shape a future for themselves in the county through a clearer understanding of the employment and training opportunities available
- Attract and retain more young families and highly qualified professionals
- Promote physical and mental health & wellbeing for residents across all ages, particularly for children and young people and our older residents

Community and Partnerships

Strong and inclusive communities in our towns, villages and rural areas, with flourishing high streets and services. Herefordshire people working effectively together to take opportunities and solve social and environmental challenges.

- Further develop how we work together – as businesses, anchor institutions and voluntary and community organisations, to deliver this vision for our communities
- Grow and strengthen local social, voluntary and community sector networks and capacity and increase their involvement in service design and delivery, building on the existing Talk Community Hubs network
- Improve the quality of work, especially in lower paid roles
- Develop our business networks, strengthening peer to peer support for local firms

Enterprise

Innovative, growing businesses including green construction, utility & energy management, agriculture, defence, cyber & technology. Resilient local supply chains, with a circular, sustainable economy.

- Drive cluster development, growth and innovation in manufacturing & engineering, sustainable construction, creative industries, food & drink and cyber
- Further strengthen Herefordshire as an arts and heritage destination, celebrating our artisanal rural skills and crafts
- Build our dynamic and year-round visitor economy offer, supporting our place branding and inward investment strengths
- Increase the levels of enterprise and entrepreneurship, particularly for those who otherwise miss out
- Support our existing businesses to grow and scale
- Build our commercial and research strengths, including in health & care, particularly for our rural communities

Infrastructure

Faster & more frequent rail and public transport connections. High EV usage. High quality, energy efficient housing, with local construction suppliers & supply chains. Super fast mobile & broadband coverage and stronger energy networks.

- Improve journey times within and into the county and in particular, access in and out of Hereford, through sustainable long term capacity improvement
- Support the shift to a more sustainable transport network through local active travel, improved public transport and faster EV roll out
- Deliver high quality, low carbon, energy efficient, mixed tenure housing, suitable for our changing demographic needs, focussing on our market towns (and growing villages), and invest in retrofit
- Increase private sector investment in and successful delivery of employment space for county-based and new businesses, including start-up space, small units and grow on space, including in rural sites
- Ensure all parts of the county have access to high quality digital connectivity
- Improve grid capacity and access in the long term
- Create vibrant and diverse high streets and town and local centres

Environment and Climate Change

A net zero county, with a leading reputation for local energy solutions, enhanced natural landscapes, clean rivers, green business and improved biodiversity.

- Prime our transition to a zero carbon economy by producing sustainable and low carbon energy, and improving energy efficiency
- Become a leading place in innovative approaches to land management and use to improve biodiversity, soil quality, energy use and efficiency, including in agriculture
- Drive transformational change as a national leader in modern, low carbon agriculture, food & drink
- Protect, restore and enhance our nature, environment and habitats
- Resolve the phosphate pollution crisis in our rivers and remove the moratorium on planning

Investment

Increased private investment, including in green infrastructure, with a flourishing city and market towns, successful high streets and employment centres.

- Attract increased private sector inward investment, focusing on our priority sectors and our environmental challenges
- Encourage additional investment and growth in existing businesses
- Secure greater success in Herefordshire businesses securing innovation funding
- Secure Government investment in our transport, major housing growth areas and high street regeneration

Questions

We want to hear what you think about the contents of the Big Economic Plan.

Please fill in the survey [here](#).



Credit: Visit Herefordshire
Photographer: © Dan Chubb
Ledbury

Questions

1. Does the evidence reflect your experience of the county?
2. Do you agree with the vision? If not, what would be different?
3. What are your thoughts on the priorities?



Credit: <https://www.hca.ac.uk/event/degree-level-open-day-19>
Hereford College of Arts

At Metro Dynamics, we **care** about places, our clients, and our colleagues.

We are an **independent** organisation, **curious** about our work, and **collaborative** in our approach. We strive to **make a difference** in all that we do.

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