

Get Hull & East Yorkshire Working Plan

Edition 1 – Autumn 2025

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Foreword – Hull & East Yorkshire Mayor and Portfolio Holder for Fit and Healthy Portfolio

As Mayor of Hull and East Yorkshire, I care deeply about the health and happiness of our people. Work is good for us. It helps us stay active, gives us pride, and helps us to look after our families. When people have good jobs, they feel better, live better, and our whole area grows stronger.

This plan is about helping more people to find work and to do well in it. We want everyone to have the chance to learn new skills, earn a fair wage, and feel part of their community.

We can only do this by working together. The councils, the NHS, Jobcentre Plus, local employers and community groups all have an important part to play. By joining our efforts, we can help more people into work, make sure that work is healthy and fair, and help people move forward in their jobs.

Together, we can make Hull and East Yorkshire a place where good work means good health and a better life for everyone.

Luke Campbell

Mayor of Hull and East Yorkshire

Executive Summary

The Get Hull and East Yorkshire Working Plan is the new Combined Authority's employment and health strategy. It is closely aligned with, and references, the Skills and Work Framework, which is currently in preparation.

The Get Britain Working White Paper sets a national expectation that local areas will reduce economic inactivity and improve earnings, with the aim of achieving an employment rate of 80 per cent in every part of the country. Local plans are required to address six entrenched challenges: exclusion from the labour market among people with health conditions, caring responsibilities or low skills; weak transitions from school to work; insecure, low-paid employment; barriers faced by women with caring duties; persistent employer skills shortages; and unequal outcomes between places and groups.

This first edition for Hull and East Yorkshire, developed by the new Combined Authority in partnership with the NHS, local councils, Jobcentre Plus, employers and the voluntary, community and social enterprise (VCSE) sector, is structured around three pillars: Pillar 1- Evidence Base and Concept Model; Pillar 2- Current System Model; and Pillar 3- Indicative Priorities and Actions.

Evidence highlights a region of around 631,000 residents with nationally significant strengths in ports, logistics, advanced manufacturing and green energy. However, the area experiences lower productivity and pay than England as a whole, a shrinking working-age population, rising youth NEET rates, skills gaps and mismatches, and high levels of health-related inactivity, particularly long-term sickness. Employment currently stands at 74.4 per cent overall, although this masks variation between areas and a persistent gender gap.

The existing system combines Jobcentre Plus support, council employment hubs, UK Shared Prosperity Fund and Adult Skills Fund provision, Skills Bootcamps and Sector-based Work Academy Programmes (SWAPs), together with targeted initiatives such as Ready to Work and Opportunity Goole. From autumn 2025, the Connect to Work programme will provide supported employment until 2030 for approximately 3,400 residents, using a 'place, train and maintain' model. Priority groups will include care leavers, veterans, refugees and people with health conditions.

Delivery challenges remain. Provision appears fragmented to both residents and employers. Funding streams are time-limited and uncertain beyond 2025/26. Employer conversion from training to sustained job starts is uneven, particularly among small and medium-sized enterprises. Health-to-work pathways are not yet fully integrated with NHS services, and youth transitions lack a coherent ladder from supported internships to

apprenticeships and entry-level Bootcamps. Performance reporting also varies across funding bodies, hindering effective evaluation.

This document sets out a practical response. First, *to integrate work and health*: establish joint governance under the Combined Authority, align commissioning across the Integrated Care Board, councils, the Department for Work and Pensions and providers, and develop shared data systems and triage so that individuals experience a single point of access. Second, *to increase participation and earnings*: align employability programmes across both authorities, target devolved skills budgets towards priority sectors, and prepare a Youth Guarantee pilot to reverse the rise in NEET levels. Third, *to engage employers*: co-design a Good Work Charter, define healthy workplace standards, develop an all-age careers pathway with guaranteed interviews where feasible, and build a unified employer engagement offer to support growth in Freeport, health and care, logistics and advanced manufacturing sectors.

These priorities will be implemented through a long-term plan and 12-month programme of action. Immediate priorities set out in the document include completion of the Local Growth Plan and Skills and Work Strategy; delivery of system-wide roundtables in autumn 2025; publication of a shared health and employment dashboard; and establishment of common referral and sustainment standards. A second edition of this plan will be produced in April 2026 to embed the finalised strategies and funding framework.

Introduction

The UK Government has presented a clear proposal to reform employment, health and skills support in the Get Britain Working White Paper.

This white paper aims to put in place a clear method of tackling economic inactivity and supporting all people into good work.

The two key aims of this White Paper are to

- Achieve an employment rate of 80% in all areas, and;
- Increasing earnings by allowing the employed 'get on' in work.

In order to achieve these aims local areas have been asked to produce local area plans which identify local labour market challenges and how specific areas will tackle these challenges in partnership.

These local plans are expected to tackle six issues identified in the Get Britain Working White Paper. These are:

- too many people are excluded from the labour market – especially those with health conditions, caring responsibilities or lower skill levels
- too many young people leave school without essential skills or access to high-quality further learning, an apprenticeship or support to work so that they can thrive at the start of their career
- too many people are stuck in insecure, poor quality and often low-paying work, which contributes to a weaker economy and also affects their health and wellbeing
- too many women who care for their families still experience challenges staying in and progressing in work
- too many employers cannot fill their vacancies due to labour and skills shortages, holding back economic growth, driving up reliance on overseas labour, and undermining living standards
- there is too great a disparity in labour market outcomes between different places and for different groups of people.

Get Hull & East Yorkshire Working Plan

This first edition of Get Hull & East Yorkshire Working Plan represents the beginning of a new era for the Hull and East Yorkshire area. This document is the first that new Hull & East Yorkshire Combined Authority has convened and authored, drawing together a range of local partners including NHS Humber and North Yorkshire Integrated Care Board Hull City Council, East Riding of Yorkshire Council, local Job Centre Plus delivery staff, local businesses and the local VCSE sector.

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No one organisation can, on its own deliver the aims outlined within this Get Hull & East Yorkshire Working Plan. The aim has been to build a strong partnership to develop a range of approaches which will integrate health, economic and social priorities to tackle worklessness and promote good work in ways which have not been possible in the past.

This document will inform and integrate economic and skills strategies of the Hull & East Yorkshire Combined Authority area as they emerge, cementing the local priorities outlined in this document and providing opportunities to add further value to the delivery of these actions.

This Get Hull & East Yorkshire Working Plan will be structured within a three pillar approach:

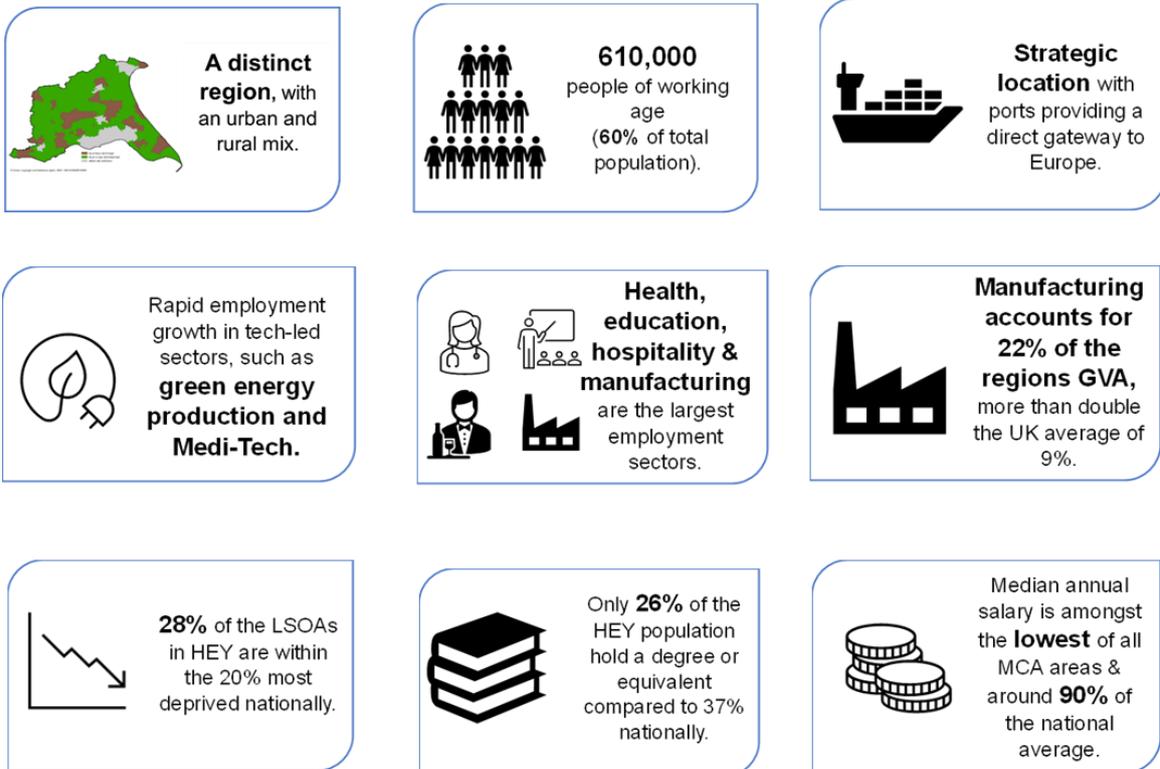
Pillar 1 – Evidence Base

Pillar 2 – Current System Model

Pillar 3 - Hull and East Yorkshire Indicative Priorities and Actions

Location

Hull & East Yorkshire Economic Profile



Hull and East Yorkshire is home to over 610,000 people, with a diverse and dynamic economy. The area has a lower working age population (60.6%), compared to any other existing combined authority, except for York and North Yorkshire, which is driven by an older demographic in the East Riding.¹

Located on the UK’s east coast, Hull and East Yorkshire provide a direct gateway with Europe through the ports; therefore transport connectivity is critical to improving our productivity.

Hull sits at the centre of the area surrounded by the East Riding and the Humber Estuary, with the River Hull connecting its industrial heartlands to the port-related industries. The surrounding rural and coastal setting of East Yorkshire extends some 30 miles to the north, east and west, with the coast and estuary each extending over 50 miles.

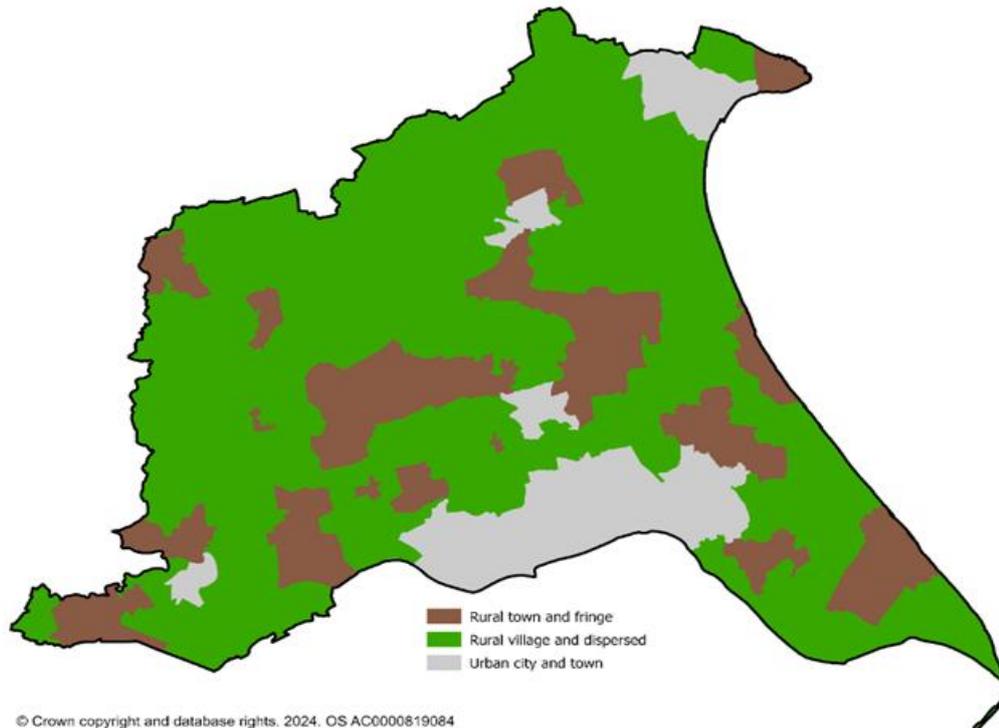
Hull connects with the suburban villages within the East Riding’s administrative area including Hessle, Anlaby, Kirk Ella, Willerby, Cottingham to the west and Bilton to the

¹ Office for National Statistics (ONS), 2022

east, forming a continuous built-up area. Other key settlements include Bridlington, Beverley, Driffield and Goole.

Hull and East Yorkshire are tightly connected though employment, trade and culture; 87.9% of people in employment live and work in the area. There are This rural/urban spatial trend across the HEY area is shown in figure 1.

Figure 1 Hull and East Yorkshire Rural- Urban Classification



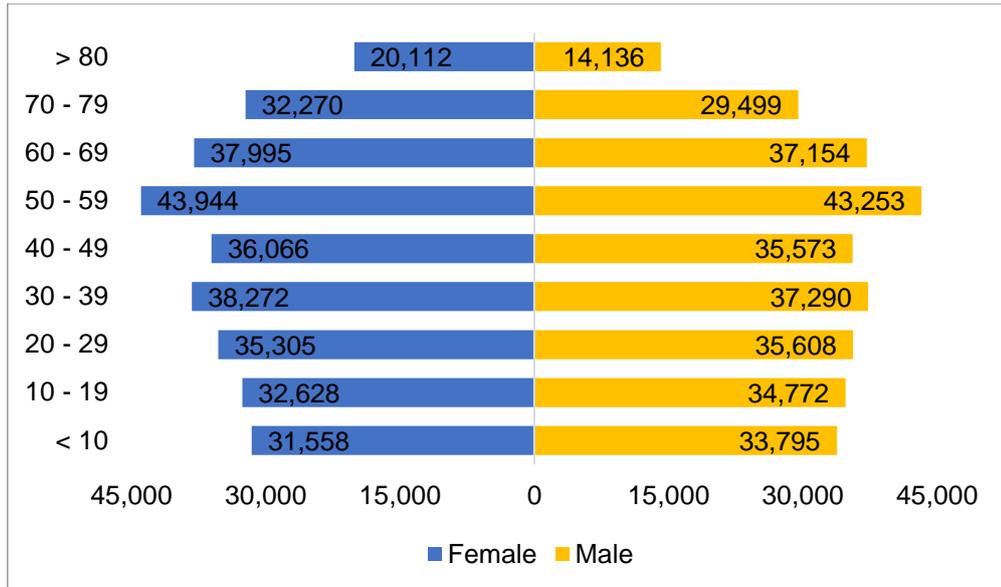
Demographics

Age and gender

Figure 2 illustrates the population structure of Hull and East Yorkshire. In 2021, the total population of was 609,230 people, 51% of which were female and 49% were male. Around 61% of the total population are of working age (aged between 16 – 64), which is just shy of the average proportion of the population in England that is working age (63%)².

Figure 2 Hull and East Yorkshire population structure by age and gender (2021)

² Census, 2021



Ethnicity

The majority of the population in Hull and East Yorkshire are of white ethnicity (94.9%) with only 1.8% being Asian, 1.3% mixed ethnicity and 1% being black. White ethnicity is more prevalent than in England as a whole, where the white population makes up 81% of the total population. 94.4% of the population report English as their main language, with 5.6% of the population non-native English speakers³.

Business and Productivity

The Hull and East Yorkshire economy is home to 20,610 businesses and represents 10.5% of Yorkshire and the Humber region’s GVA and 3.7% of the North’s output, with an annual GVA output of £15.865bn . The key sectors in the region punch above their weight across many performance metrics, including their productivity and employment contribution. For example, production industries, which are critical to the UK’s overall export competitiveness, account for 26.5% of Hull and East Yorkshire’s GVA, the largest share of any MCA economy and almost two times the UK average (13.3%). Transport and logistics represent another key sector, reflecting locational advantages and the importance of the ports of Hull and Goole, which processed 9.91 million tonnes of freight in 2022 (79% inward freight and 21% outward freight). However, critical challenges remain.

Overall productivity in Hull and East Yorkshire is below the national average, at 87.3% and 87.6% respectively, with rankings of 319th and 213th (out of 362 localities) respectively in the 2023 UK Competitiveness Index. However, research from the

³ Census, 2021

Northern Powerhouse Partnership, has revealed that the East Riding of Yorkshire has the highest rate of economic growth (3.5%) of any individual council area in Yorkshire.

Deprivation

In Hull and East Yorkshire nearly a third (28.5%) of Lower-layer Super Output Areas (LSOAs) are within the 20% most deprived nationally (IMD 2019).

The majority of deprivation is concentrated within Hull, with 45.2% of LSOAs classed in the top 10% most deprived. In terms of overall deprivation Hull is the 4th most deprived Local Authority in the UK, it is the 2nd most deprived based on the education score, 6th based on Income and 7th most deprived based on employment.

In the East Riding there is an unbalanced distribution of deprivation. Areas of low deprivation mask deep pockets of deprivation especially in coastal and urban areas. The coastal strip in the East Riding including the settlements of Bridlington and Withernsea both contain communities which display levels of deprivation much higher than other parts of the East Riding. This deprivation is seen most keenly in the Health, Employment, Income and Education Skill and Training domains. The urban area of Goole south also displays pockets of deprivation in similar domains.

Path dependency market failure is a key driver behind worklessness in the area. As the market demands for types of labour in the local economy have changed certain segments of the population have not been able to meet new needs and this has contributed to deprivation in the area.

Key Economic Opportunities & Strengths

- Production industries, which include the agriculture, food manufacturing, energy, mining, and advanced manufacturing sectors, are critical to the UK's overall export competitiveness. These sectors account for 26.5% of our GVA, the largest share of any Mayoral Combined Authority economy and almost double the UK average (13.3%)¹.
- The area also has a nationally significant concentration of manufacturing, accounting for 21.7% of our GVA, which is more than double the UK average (9.4%)¹. Transport and logistics represent another key sector, reflecting our locational advantages and the importance of the ports of Hull and Goole, which processed 9.91 million tonnes of freight in 2022 (79% inward freight and 21% outward freight)⁵.
- Sector specialisms in engineering, manufacturing, logistics, construction, and professional services which have high-value growth potential.
- A wide range of innovative agricultural, agri-tech food processing and food manufacturing businesses which are closely linked to the global food system. In productivity terms, the sector is 2.5 times more productive than the UK average (2021).

Some of the country's largest food manufacturing and processing businesses are located here, supported by a long and deep supply chain. Agricultural operations vary in size with almost one third of farms being over 100 hectares. Fisheries operations are small but collectively provide one of the largest shellfish catches in the UK. The tourism and cultural sectors are similarly diverse and are of vital importance to coastal and rural areas.

- The digital sector is growing rapidly from a base of smaller companies, exploiting the area's digital capability.
- The area has seen employment growth in technology-led sectors, such as green energy production and Medi-Tech, and is home to global names such as Siemens Gamesa, Smith and Nephew and Reckitt. These sectors significantly contribute to the area's productivity and are critical to the UK economy.
- Our area has a stable population and workforce, with an employment rate at 75.4%, the fourth highest compared to all other MCA areas.
- High levels of employment in priority sectors, such as health & social care, which are important within the context of an ageing population.

Key Economic Challenges

- The median annual salary for jobs in our area is amongst the lowest of all Mayoral Combined Authority areas (comparable to the North East), and around 90% of the national average. The relative lack of higher paid job opportunities also limits our ability to retain and attract highly skilled workers.
- We face the structural challenges of a persistent low-skill, low-wage economy in some areas, which are limiting the economic prosperity of our communities.
- Overall qualification levels throughout the Hull and East Yorkshire area remain below the national average. Only 37.7% of our population is qualified to RQF4+, compared to 46.7% in England and that figure reduces to only 33% in Hull.
- Nearly a third (28%) of lower layer super output areas (LSOAs) in Hull and East Yorkshire are within the 20% most deprived nationally under the Index of Multiple Deprivation.
- Hull and East Yorkshire also faces particularly high patterns of deprivation and benefits dependency specifically in Hull and Goole and along our coastline. This is highlighted in Hull, where the average healthy life expectancy of residents is 55.89 years, which is significantly below the current state pension age (66 years). With the average life expectancy in Hull at 77.7 residents experience around 22 years of ill health, with poor health driven by lifestyle behaviours (e.g. obesity, low levels of physical activity and smoking), and resulting in lifestyle-related illnesses.

- An increasingly ageing population, which will reduce the pool of labour in the region

Summary

The Hull and East Yorkshire geography has a diverse economy with key sector specialisms and a growing innovative and high value business base. However, to address the structural challenges of a persistent low-skill, low-wage economy in some areas, which are limiting the economic prosperity of some communities, there is a need for targeted intervention aimed at addressing the cycle of poverty, ill-health and worklessness and to upskilling local people and aligning their skills with economic needs in priority growth sectors. Economic inactivity is a key barrier to increased economic prosperity, growth and wellbeing in the area and this needs to be addressed in order for the whole population of the area to succeed.

Pillar 1 – Evidence Base

Hull & East Yorkshire future Labour Market Analysis and Economic Activity

Employment Growth

The Extent of the Hull & East Yorkshire Combined authority area covered in this Local Get Britain Working Plan can be seen below. HEYCA’s current employment rate is 74.4% (+/- 2.9% pts) Oct 2024 – Sept 2024

The overall population of Hull and East Yorkshire is currently 631,285 (Hull – 275,401, East Riding – 355,884).

The total working age population of the area is 381,436, around 60.4% of the total population (Hull – 177,306 or 64.4% of the total population, East Riding – 204,130 or 57.4% of the total population).

Drivers and Root Causes of Economic Inactivity

Table one provides an at a glance view of the key statistics which provide a picture of the current statistical position of Hull and East Yorkshire Combined Authority.

Table 1 Overview –

Region	Population (no.)	Population 16-64 (no.)	Population 16-64 (%)	Employment Rate	Economically active (% aged 16-64)	No Quals (% aged 16-64)	Full Time Median Income (£p/a)
Hull	275,401	177,306	64.4%	72.9%	77.6%	10.0%	£30,586
East Yorkshire	355,884	204,130	57.4%	79.3%	82.5%	5.1%	£36,648
HEYCA	631,285	381,436	60.4%	76.3%	80.2%	7.4%	£33,617
England	58,620,101	36,870,761	62.9%		78.8%	6.6%	£37,617

Source – ONS (population estimates, APS, ASHE), 2024.

Population

The Hull and East Yorkshire area is home to an estimated 631,000 residents with East Riding and its 1000sq mile geography representing the largest population number but the City of Hull has a much denser population.

Table 2 Population

Region	Population Number
Hull	275,401
East Riding of Yorkshire	355,884
HEYCA	631,285
England	58,620,101

Source – ONS, 2024.

The Hull and East Yorkshire area has an older population (65+) than average driven by demographic in East Riding. It also is an area of low population growth. Over last two decades, between 2003 and 2023 there has been a 12.3% decline in 18-24 population in the Hull and East Yorkshire area, versus 9.6% increase nationally. This demographic change will present key difficulties in the future in terms of having a working population which will be able to support HEYCA's growth aspirations as laid out in the forthcoming Local Growth Plan.

This shrinking working age population means that by 2040, 56.3% of population by be classed as working age. As such the Hull and East Yorkshire area will need to maximise the contribution of all its working population, ensuring that they are healthy and motivated to contribute to the region's growth plans.

Table 3 An aging population

Region	Aged 16-64	Aged 65+
Hull	177,306	42,699
Hull %	64.4%	15.5%
East Yorkshire	204,130	96,404
East Yorkshire %	57.4%	27.1%
Hull & East Yorkshire	381,436	139,301
Hull & East Yorkshire%	60.4%	22.0%
England	36,870,761	10,981,092
England %	62.9%	18.7%

Source – ONS, 2024.

Young People

The youth opportunities index provides a useful relative measure of educational and employment opportunities for young people across the England's combined and local authorities. The score for each area reflects how its performance compares with the best performing area in the country, the higher the score the better the performance.

The elements which the Youth Opportunity Index brings together are, educational achievement at age 16, attainment of Level 3 by 19 years old, access to higher education,

take up of apprenticeships, employment rates, quality of work (net underemployment) and NEET levels of 16/17 year olds not in education, employment or training.

Hull (score 36) sits within the lowest quartile of English authorities whilst East Yorkshire performs well with its score of 59 placing in the highest quartile of authorities in England. Although this is positive it is likely to mask issues in its urban and coastal deprived areas.

Table 4 -Youth Opportunity Index

Score out of 100 higher is better.

Region	Score
Hull	36
East Riding of Yorkshire	59

Source – Learning & Work Institute

5.5% of the Hull and East Yorkshire population aged 16-17 are NEET

Youth NEET rates in Hull (7.4%) are considerably above the average rate across the region (5.7%), nationally (5.6%) and compared to statistical neighbours (6.6%).

Hull’s figures have traditionally been below statistical neighbours and in line with (or better than) the regional and national averages however there has been an upward trajectory in NEET rates in Hull since 2022 and a disproportionate increase compared to statistical neighbours.

In 2023/24 NEET volumes in Hull were the highest experienced in 10 year and numbers of NEETS recorded in the East Riding have also seen rapid rise between 2024 and 2025.

Table 5 Not in Education, Employment or Training (NEET)

Region	% aged 16-17 NEET	
	Number	%
Hull	502	7.0
East Riding of Yorkshire	275	3.5
Hull & East Yorkshire	777	5.2
England	40,780	3.5

Source – DfE, 2025.

Employment

The Hull and East Yorkshire area is home to 291,000 jobs. This demonstrates a jobs density of 0.77 versus a jobs density of 0.87 nationally.

The Hull and East Yorkshire area has a 4.0% unemployment rate, which is higher than the 3.4% national average (Dec 2024). There are 32,600 workless households in the Hull and East Yorkshire area which equates to 17.7% of households in the area. Nationally 13.9% of households are classed as workless. (Dec 2023).

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The Hull and East Yorkshire area has seen significant drop in unemployment rates over the long term, especially in Hull. However recently the figures for Hull have seen a significant upturn in unemployment rate. A 3.3% increase was recorded between 2023-2024. Overall Hull and East Yorkshire have seen an increase of 1.2% in the rate of unemployment during this recent period.

Table 6 - Resident unemployment and economic inactivity (%)

Region	Unemployment Rate Change (% aged 16-64)	
	2010 to 2024	2023 to 2024
Hull	-7.8%	+3.3%
East Yorkshire	-4.9%	-0.6%
Hull & East Yorkshire	-6.1%	+1.2%
England	-3.8%	+0.2%

Source – ONS (APS), Jan 10-Dec 10; Jan 23-Dec 23, Jan 24-Dec 24.

The Hull and East Yorkshire area demonstrates significantly higher levels of economic inactivity due to long-term sick that the national average. 36.6% of people who are economically inactive in the area have long term sickness as a primary factor. In Hull 46.6% of those who are economically inactive are due to long term sickness issues. This is a key issue which the Get Hull & East Yorkshire Working Plan needs to target. Another cohort driving levels of economic inactivity in the region are those who are classed as retired. The table below demonstrates that in East Yorkshire 30.8% of economic inactive population are retired from the workplace and have left the labour market.

The Hull and East Yorkshire area have a significantly lower percentage of economically inactive people who are students, compared to national figures. This would suggest that less people are seeing the value in further and higher education, as borne out by the education levels and highest reported qualifications which are reported for the Hull and East Yorkshire area. It should also be acknowledged that there is a significant issue with retaining those graduates who have been trained within the Hull and East Yorkshire area.

Table 7 Economic Inactivity

Region	Student	Looking after family	Temporary Sick	Long-term Sick	Retired	Discouraged	Other
Hull	13.4%	19.6%	N/A	46.6%	6.5%	N/A	12.0%
East Yorkshire	23.2%	10.8%	N/A	25.5%	30.8%	N/A	8.8%
Hull & East Yorkshire	18.0%	15.5%	1.5%	36.6%	18.0%	N/A	10.5%
England	27.3%	18.9%	2.2%	27.1%	12.4%	0.3%	11.8%

Source – ONS (APS), Apr 24-Mar 25.

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One positive facet to note is that of those economically inactive 24.5% state that they ‘want a job’, this is significantly higher than the proportion in England of 17.5%.

Table 8 – Number of Economically Inactive Who Want/ Do Not Want a Job

	East Yorkshire	% of Economically Inactive	Hull	% of Economically Inactive	Total
Want a Job	#	N/a	11,600	N/A	
Does Not Want a Job	33,500	54%	28,300	46%	61,800

Source: Annual Population Survey

- Sample size too small for reliable estimate (See definition)

Although the percentage of Hull and East Yorkshire’s 16/64 population claiming government support is broadly in line with the national average this mask increased percentage of claimants found in the Hull and parts of the East Riding. These areas are where economic support is most heavily relied upon.

Table 9 Claimant count (inc. JSA and UC)

Region	Claimant Count (2024, average monthly claimants % aged 16-64)
Hull	6.0%
East Yorkshire	2.5%
Hull & East Yorkshire	4.1%
England	4.0%

Source – ONS, 2024.

Data also show significant percentages of the population of this area being entitled to Carers Allowance. According to the 2021 census, nationally, the percentage of people providing unpaid care was higher in females than males; in England 10.3% of females provided unpaid care compared with 7.6% of males. The burden of this unpaid care disproportionately falls on women aged 55-59, with females consistently more likely to be unpaid carers across all age groups. This gender imbalance in caregiving responsibilities will limit female participation in the workforce in Hull and East Riding and will contribute to broader patterns of economic inactivity.

Table 10 Carers Allowance Claimants

Region	% entitled to Carers Allowance
Hull	3.2%
East Yorkshire	2.1%
Hull & East Yorkshire	2.7%
England	2.2% (mean of all LAs)

Source – DWP, 2024/25 Q4.

Gender

For those in employment Hull shows a notable gender gap. 82.8% of males are economically active compared to 72.6%, a difference of 10 percentage points. The figures for female economic activity in Hull are not just low compared to males in the rest of the region but low compared to other female activity rates nationally.

The East Riding also demonstrates a gender gap between male and female activity however the level of female activity is higher than Hull and compares favourably with levels of female activity in the rest of England.

Table 11 In Employment

Region	Gender	Economically Active (%)
Hull	Male	82.8
Hull	Female	72.6
East Yorkshire	Male	84.1
East Yorkshire	Female	80.8

Source – ONS (APS), Apr 24-Mar 25.

Pay

Wages in the Hull and East Yorkshire area are lower than the national average. In Hull the median income is over £7000 per annum less than comparable income for England.

There is also an issue with gender pay gap within the combined authority geography. Women in Hull earn 17.6% less than men and in the East Riding 22.6% than men for full time work. This is likely to be accounted for by the level of work which women are undertaking (less managerial and skilled work) and a reflection of the sectors which women more disposed to be employed in (service sectors, retail, public administration)

Table 12 Median Income

Region	Full-time Workers		
	Median income	Gender Pay Gap (£)	Gender Pay Gap (%)
Hull	£30,586	£5,843	17.6%
East Yorkshire	£36,648	£9,297	22.6%
Hull & East Yorkshire	£33,617	£7,570	20.4%
England	£37,617	£6,467	16%

Source – ONS, 2024.

Qualifications

The labour market in Hull and East Yorkshire demonstrates key structural challenges of being a low-skill, low-wage economy.

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There is a significant skills issue in Hull and East Yorkshire. The proportion of those aged 16 – 64 with no qualifications is around 7%. In Hull the figure is close to 1 in 10 and almost 3 percentage points higher than the English average. The proportion of the working age population with a level 4 qualification is significantly lower than the national average, being around 10 percentage points lower with only 36.7% of the Hull and East Yorkshire population holding a Level 4 qualification compared to 47.1% nationally.

Table 13 Qualifications (% with qualifications)

Region	Level 1	Level 2	Level 3	Level 4	No Quals
Hull	6.9%	24.1%	21.1%	30.1%	9.2%
East Yorkshire	3.8%	22.3%	25.4%	42.4%	5.0%
Hull & East Yorkshire	5.2%	23.1%	23.4%	36.7%	7.0%
England	2.6%	19.1%	20.5%	47.1%	6.4%

Source – ONS (APS), Jan-Dec 24.

In the Hull and East Yorkshire area one in ten people are employed in low skilled elementary occupations (Dec 2024).

Only 45.7% of jobs in Hull and East Yorkshire are highly skilled (SOC 1-3) versus 54% nationally (Dec 2024).

The occupational profile of the area reflects a less diversified economy with fewer residents in knowledge-intensive sectors. This is likely to contribute to lower average earnings, reduced economic resilience, limited career progression opportunities for the workforce and residents of the area.

Table 14- Occupational Profile

Occupation (major sub-group of employment)	Hull	East Yorkshire	Hull & East Yorkshire	England
Managers, directors & senior officials	7.5%	13.0%	10.6%	11.4%
Professional occs	15.8%	25.7%	21.4%	26.9%
Associate professional occs	12.7%	15.2%	14.1%	15.2%
Admin & secretarial occs	9.0%	9.4%	9.2%	9.1%
Skilled trades	7.6%	11.1%	9.5%	8.4%
Caring, leisure & other services	11.9%	6.5%	8.9%	8.5%
Sales & customer service	8.8%	5.6%	7.0%	5.7%
Process, plant & machine operatives	11.5%	6.0%	8.5%	5.6%
Elementary occs	15.2%	7.4%	10.8%	8.9%

Source – ONS (APS), Apr 24 – Mar 25

Health Challenges

The Hull and East Yorkshire area has 64% of people with a long term condition who are in employment, this is below the 66% figure for England. Hull's figure is lower still at 62.4% of people with a physical or mental health long term condition in employment. East Riding's figure is close to the England average but as with other indicators coastal issues and those in some urban areas are masked by this overall figure.

These figures highlight a need for interventions in the area to improve employment outcomes for people with long-term health conditions. This could include enhanced vocational support, employer engagement and health-to-work transition programmes. The Connect to Work programme currently under development will assist these groups also.

The Hull and East Yorkshire area is not currently designated as a place-based trailblazer area and as such does not have a formal work, health and skills integration plan. However, there is commitment from the Humber and North Yorkshire Integrated Health Board to support the work of Hull and East Yorkshire Combined Authority to tackle ill health related worklessness as a central approach to improve health outcomes, reduce health inequalities, alleviate deprivation, increase wealth and contribute positively to economic growth.

Table 15 Long term health conditions (%)

Region	People with a physical or mental health long-term condition in employment
Hull	62.4%
East Yorkshire	65.6%
Hull & East Yorkshire	64.0%
England	66.1%

Source – OHID, 2022/23.

Impact of physical & mental health conditions on quality of life

Whilst severe mental health can shorten life dramatically, many mental health conditions and other medical conditions that are non-fatal can have a significant impact on daily life and quality of life.

Years of life lost can be calculated for specific diseases and medical conditions that cause death, and healthy life expectancy gives a measure of the life expectancy in 'good' health. However, in order to provide estimates of disability-adjusted or quality-adjusted life years or life expectancy or years of healthy life lost due to a disability, it is necessary to have some measure of quality of life and the impact of various fatal and non-fatal conditions have on quality of life.

The World Health Organisation have produced estimates for different fatal and non-fatal conditions, and within the Global Burden of Disease tool, the years of healthy life lost due to a disability (YLD) and the disability-adjusted life years (DALYs) are calculated for different diseases and medical conditions.

Examining this data the conditions which provide the greatest healthy life loss for the HEYCA area are: non-communicable diseases, mental disorders, musculoskeletal disorders, cardiovascular disorders and respiratory disorders. These factors of healthy life loss will also limit ability of people to access and remain in the workforce.

Table 16 Conditions provided greatest healthy life loss for HEYCA Area

Rank	Hull	East Yorkshire
1	Non-communicable diseases	Non-communicable diseases
2	Mental disorders	Musculoskeletal disorders
3	Musculoskeletal disorders	Mental disorders
4	Cardiovascular disorders	Respiratory disorders
5	Respiratory disorders	Cardiovascular disorders

Disability

Hull and East Yorkshire has a percentage of long term sick who are out of work which is much higher than the England average. This is mainly due to the percentage of Hull's long term sick who are economically inactive. This suggests substantial barriers to employment for disabled and other long term sick residents. This may be down to an undersupply of suitable employment opportunities in the area but also may be attributable to an undersupply of support services available or inclusive employment practices which are implemented.

Table 17 Economic Inactivity – Long term sick

Region	% Economically inactive long-term sick
Hull	46.6%
East Yorkshire	25.5%
Hull & East Yorkshire	36.6%
England	27.1%

ONS (APS), Apr 24 – Mar 25.

Similarly, the proportion of adults with a learning disability who are in paid employment is very low in the Hull area with less than half of a percent of learning disabled in receipt of long-term support being able to secure paid employment. This considerably lower than the England average.

Table 18 People with LD in employment

Region	Proportion of adults with a learning disability (in receipt of long-term support) and in paid employment (18-64)
Hull	0.4%
East Yorkshire	4.5%
Hull & East Yorkshire	2.5%
England	5.5%

Source – OHID, 2022/23.

Mental Health

Notable from the mental health data for the region is the large percentage of people in paid employment who are in contact with mental health services in the East Yorkshire. The percentage of population receiving contact with secondary MH services is almost double that of the England average. This represents a key risk to the area should the secondary MH support mechanisms not be a sustained in the future.

Table 19 Mental health

Region	Depression incidence – QOF New Diagnosis (18+)	People in paid employment and in contact with secondary MH Services (18-69)
Hull	1.3%	11.0%
East Yorkshire	1.2%	19.0%
Hull & East Yorkshire	1.3%	15%
England	1.5%	10.6%

Source – OHID, 2020/21.

Key support cohorts

In preparing the region for the launch of the Connect to Work programme, Hull City Council and East Riding of Yorkshire Council have assessed the needs of groups facing the greatest barriers to employment. This preparatory work has focused on four key cohorts:

- Care Leavers

As corporate parents, both councils hold statutory responsibility to support children in care and those leaving care. Hull is responsible for just under 740 looked-after children and over 350 care leavers; East Riding supports around 280 care leavers, including 80 aged 16–17 and 200 aged 18–25. Corporate parenting in Hull has been strengthened to ensure care leavers are not disadvantaged, with a clear commitment to raising aspirations and improving life outcomes.

- Veterans

The Armed Forces Covenant Act 2021 requires public bodies to ensure serving personnel, ex-forces, and their families are not disadvantaged. Hull City Council and East Riding Council have signed the Armed Forces Covenant and Veterans Charter, offering guaranteed interviews for ex-forces applicants who meet essential criteria, enhanced leave for reservists, and embedding support for the armed forces community into procurement practice as a measure of social value.

- Refugees

Hull is recognised as a City of Sanctuary, with a strong record of working in partnership to welcome and integrate refugees. The council actively participates in national resettlement schemes and delivers tailored support through the Refugee and Asylum Seeker Team (RAST). East Riding also has a long history of working to integrate refugees, most recently from the conflict in Ukraine. Both Councils have a track record of delivering employability support to refugees.

- People with Health Conditions

Data from the Office for Health Improvement & Disparities (July 2025) shows employment rates for people with long-term health conditions in Hull (62.4%) and East Riding (65.6%) are slightly below the regional average (63.2%). Long-term ill health is the leading cause of economic inactivity locally, accounting for 28% of cases. Connect to Work will therefore prioritise tailored health-to-work pathways, addressing sustained inactivity and reducing reliance on long-term benefits.

Summary of Key Hull and East Yorkshire Labour Market Challenges

The key Hull & East Yorkshire Labour Market Challenges from the data and intelligence collected can be summarised as:

- 1) Constrained Labour Market Challenges
 - Ageing Population,
 - Issue of long term sick being out of the labour market,
 - Higher proportion of women economically inactive compared to men in the region.
 - Low pay provides a disincentive to entering the Hull and East Yorkshire labour market,
 - Underutilisation of elements of the labour market e.g. Ex Offenders, Care Leavers, Veterans.
 - Graduate outmigration from Hull and East Yorkshire is an issue
- 2) Skills and learning barriers to economic growth challenges
 - Steep trend increase in NEETs,
 - Low qualification levels in Hull & pockets of East Yorkshire,
 - Transport barriers for learners and those looking to access jobs,
 - Complex skills/ career pathways which would benefit from streamlining
- 3) Business structure and engagement issues
 - Predominately SMEs with associated constraints in organisational capacity,
 - Regions sectoral mix has over representation of low skilled jobs,
 - Skill gaps/ mismatches are present in the Hull & East Yorkshire Labour Market
- 4) Health & Employability system factor issues
 - Specific Health issues which need to be addressed – Mental Disorders, Musculoskeletal disorders – Cardiovascular disorders – Respiratory disorders,
 - Disability employment gap in Hull,
 - Large 'at risk' working population in East Riding which continue ongoing support to ensure they stay in the labour market,
 - Provision of support uneven and uncertain in the future e.g. health service delivery & work force development support funded via external funding such as UKSPF

Strategic Framework

The strategic framework in which this Hull and East Riding Economic Framework has been developed is a fluid one. The new Hull and East Yorkshire Combined Authority was formed in May 2025 and the organisation is currently in the ‘forming stage’. Capacity is being grown and the authority’s key strategic documents such as the HEYCA Gameplan, Local Growth Plan and Skills and Workforce Plan are in preparation. Allied to that the UK Government approach to some key policy areas is also still emerging and ‘bedding down’. New policy approaches within the NHS, DWP and DFE are begging to be implemented and will impact upon the Hull and East Yorkshire Local Growth Plan.

Hull and East Yorkshire Combined Authority Gameplan

The Hull and East Yorkshire Combined Authority Gameplan is the combined authority’s roadmap for delivery. It sets out the first choices the CA will make and how we will work as one team.

The document contains the Mayors vision for the area: Hull and East Yorkshire will be recognised as a region where confidence, connections and creativity bring prosperity and opportunity for all.

That means better jobs, homes people can afford, transport that brings people and places together, strong centres in city and towns, and opportunities that keep talent here. It means pride in our places, security for families and confidence for our young people.

The gameplan is built on the belief that prosperity is shared. Growth needs to be felt in our everyday lives and in every town, city and village – from the Humber ports to Beverley, Bridlington and the Wolds.

But prosperity in Hull and East Yorkshire is about more than just economic growth. It is about the security, opportunities and pride that people feel in their everyday lives.

On taking office, the Mayor established a framework of priorities that form HEYCA’s definition of prosperity and provide the structure for the Gameplan:

- **Good jobs** that match the skills and ambitions of our people.
- **Better connected:** with transport and digital skills and infrastructure that connect places, reduce isolation, and link us into the wider North.
- **Fit and healthy lifestyles** so people the freedom to participate fully in work, family and their local community.
- **Affordable homes in safe neighbourhoods** where people are proud to live.

These priorities are underpinned by consistent focus on ensuring we secure a fair share of investment for our region, working with people to develop and delivery our plans, and ensuring our children and young people have a role in building a future for themselves in our region.

The gameplan sets a number of measurable outcomes that describe the things it's most vital that we improve if we're to deliver lasting prosperity.

These are whole-place and whole-population measures of success, and they require coordinated effort across all Combined Authority portfolios. But they also need the active involvement of all public services, of businesses and of local residents and community groups.

Hull and East Yorkshire Local Growth Plan

Building on the HEYCA Gameplan a Local Growth Plan for the Hull and East Yorkshire area is currently in preparation. This document will be the Combined Authority's strategic blueprint for driving economic growth, productivity, and inclusive prosperity across its geography.

The Hull and East Yorkshire Local Growth Plan will set out:

- An economic vision and priorities, underpinned by evidence of local strengths, weaknesses and opportunities.
- The areas sectoral focus, identifying growth industries (e.g. renewables, advanced manufacturing, digital, health and care) and aligning infrastructure, skills, and business support.
- An approach to infrastructure and place investment, including housing, transport, digital connectivity, and regeneration.
- How the area will drive Innovation and business support, fostering R&D, entrepreneurship and SME scaling.

Integration with the Local Get Britain Working plan is essential. The LGP should anchor employment support pathways to growth sectors, ensuring that unemployed and economically inactive residents can access training, apprenticeships, and work opportunities generated by growth investments and this is something Hull and East Yorkshire combined authority are seeking to achieve. This means embedding referral routes between Jobcentre Plus, employment hubs and Combined Authority-funded programmes, aligning job creation and skills development with local demand.

The Hull and East Yorkshire Local Growth Plan is programmed to be completed in early 2026 and as such strategic direction provided by this document will be included in the 2nd Edition of the Hull and East Yorkshire Local Get Britain Working Plan.

Skills and Work Strategy

The Hull and East Yorkshire Skills and Work strategy is currently in preparation. This will set out how local partnerships convened by the MCA will raise skills level, improve productivity, and ensure residents can access good jobs.

The emerging focus of this document is in two areas – one focusing on those who are in employment and how to assist them to progress through their current career path by increasing skill levels and soft skills sets and a second routeway for those out of work or who are considering a change in career path.

As with the Local Growth Plan, the Skills and Work Strategy is due to complete early in 2026 with full integration between this document and Hull and East Yorkshire Local Get Britain Working Plan being realised at the 2nd Edition stage in Spring 2026. There is obvious overlap between this document and the

Humber & North Yorkshire ICB – Joint Forward Plan

The Humber & North Yorkshire (HNY) Joint Forward Plan (2023–2028) sets the strategic direction for the ICB and its partner organisations in creating a more integrated health, care and prevention system. It emphasises not only treating disease but enabling people to live well and reduce inequalities over time.

Within that five-year horizon, there is a growing recognition that supporting people with ill health to return to work—or remain in work—is a necessary part of population health, social and economic recovery. The Plan frames this under its priorities of “supporting social and economic recovery” and personalised care.

Key strands related to maximising fitness for work

- Personalised Care / Whole-Person Approach

The Joint Forward Plan emphasises embedding personalised care across pathways: asking “what matters to you?” assessments, linking to community resources, and aligning care plans with social, economic and employment support. Through personalised care models, individuals with long-term conditions or complex needs may receive co-ordinated support that includes vocational or social prescribing linkages.

- Inclusion Health & Vulnerable Groups

The Plan includes a commitment to inclusion health services that reach underserved and multi-barrier groups. Some micro-support enterprises are envisaged, particularly in rural East Riding and North Yorkshire, where small community providers deliver day, home or support services (which may indirectly support people’s capacity for work).

- Partnerships with VCSE / Micro Providers

The JFP describes work with Carers Plus Yorkshire, Yorkshire in Business (in East Riding), and local micro providers to deliver community-based support. These providers may act as bridges for people with health issues to access social care, rehabilitation, or employment linkages.

- Alignment with Prevention / Population Health

By placing a greater emphasis on prevention (for example intervening earlier in chronic diseases, screening, risk stratification), the ICB aims to reduce the incidence of work-disabling disease over time. This preventive posture complements reactive return-to-work models.

- Digital & Data Integration for Risk / Stratification

The ICB will use data and population stratification to identify those at risk of deterioration (which might lead to leaving work) and engage proactively. Better information flows should allow health systems to “trigger” employment or social support earlier.

National Strategy

Get Britain Working

The national Get Britain Working plan sets out Government’s integrated approach to tackling unemployment, reducing economic inactivity and ensuring that adults of all ages can access sustainable employment. It is driven jointly by the Department for Work and Pensions (DWP), the Department for Education (DfE), and the NHS, with delivery responsibilities shared with Mayoral Combined Authorities, local authorities and employer partners.

The plan focuses on four pillars. First, activation: Jobcentre Plus continues to provide personalised coaching, referrals to Restart, Work and Health, and sector-based work academy programmes. Second, skills and training: the Adult Skills Fund and Skills Bootcamps fund rapid upskilling in shortage sectors, supported by employer co-investment. Third, health and work integration: new programmes such as Connect to Work and Individual Placement and Support link clinical services with vocational outcomes. Fourth, local empowerment: UK Shared Prosperity Fund allocations and devolution deals allow local areas to tailor provision to labour market demand.

Together, these measures form a national framework designed to increase job entries, improve progression and ensure work is accessible to people with health conditions or disabilities.

UK Industrial Strategy

The UK Government's Industrial Strategy is a ten-year framework intended to drive productivity, investment and sustainable growth by providing business certainty, catalysing innovation, and aligning regional ambitions with national priorities.

At its core is the ambition to support high-potential sectors, narrow regional disparities, and generate high-quality jobs across the country.

The strategy emphasises four interlocking pillars:

- **People and Skills**

Investing in technical education, retraining, lifelong learning and workforce upskilling to match labour supply with future sector demand.

- **Innovation and R&D**

Boosting public and private R&D, supporting frontier technologies (AI, clean energy, semiconductors), and enabling scale-ups to commercialise innovation.

- **Infrastructure, Regulation and Investment Climate**

Simplifying planning and regulatory regimes, strengthening infrastructure (transport, energy, digital), and providing stable policy to reduce business risk.

- **Place and Partnerships**

Empowering regional and local actors (including devolved institutions), aligning interventions with local strengths and cluster potential, and creating statutory oversight via an Industrial Strategy Council.

The strategy names eight “growth-driving” sectors, including advanced manufacturing, clean energy, digital technologies, life sciences, creative industries, business and professional services, defence, and financial services.

NHS Ten Year Strategy

The 10 Year Health Plan, published July 2025, sets out a transformative vision for the NHS in England. Its core ambition is to deliver three radical shifts: hospital to community, analogue to digital, and sickness to prevention.

To achieve this, the plan emphasises a newly conceived workforce model and operational reform.

Key workforce elements include:

- **Local recruitment and community pipelines** — reducing dependency on international recruitment by drawing from unemployed or economically inactive people locally, aligning to Get Britain Working ambitions.

- Expanded apprenticeships and accessible training — introducing “earn while you learn” models and ensuring pre-employment support.
- Seed funding for entry routes — about £5 million across Integrated Care Systems to support around 1,000 people into entry roles, particularly from deprived backgrounds.
- New training and skill mix — creating 1,000 new specialty training posts in priority areas over three years, with growth in advanced practice roles, nurse consultants and multi-disciplinary models.
- Personalised career development — by 2035 all NHS staff will have career coaching and skills escalators to support continuous progression.
- Technology and productivity — leveraging AI assistants, automation of administrative tasks and digital tools to reduce burden, free clinician capacity, and facilitate flexible delivery.

The document also signals reforms to leadership, performance management, employment standards and pay flexibility to incentivise quality care.

Local Strategy

Hull & East Yorkshire Local Skills Improvement Plan

The Hull & East Yorkshire Local Skills Improvement Plan (HEY LSIP) is a three-year employer-centred framework designed to align post-16 technical education, training, and careers guidance with local labour market and employer needs. The LSIP is led by the Hull & Humber Chamber of Commerce as the designated employer representative body, in collaboration with colleges, providers, employers and public stakeholders.

At its core, the LSIP aims to:

- Place employers at the heart of the local skills system, enabling them to influence provision and curriculum design.
- Break down access barriers to training and ensure provision is responsive, inclusive and aligned to demand.
- Enhance the skills of the existing workforce while preparing future cohorts with skills employers need, especially in technical and digital specialisms.
- Strengthen careers guidance so learners (and adults) understand local opportunities and pathways.

The LSIP provides a focus on certain priority sectors (construction, manufacturing, engineering, agri-skills, health and social care) and cross-cutting themes such as digital/Net Zero.

Humber Freeport

The Humber Freeport is a designated special economic zone centred on the Humber Estuary, encompassing major port hubs including Hull, Goole, Immingham and Grimsby.

Its aim is to leverage the region's strong logistics, renewable energy, and manufacturing base by offering tax, customs and planning advantages to businesses locating inside its

Key features include:

- **Tax, customs and regulatory incentives:** Within the Freeport tax, imports may enter with simplified procedures, duty suspended until goods leave the zone, reliefs on business rates and employment taxes, and permitted development rights in certain sites.
- **Strategic alignment with net zero and clean growth:** The Freeport is positioned to host supply chains in hydrogen, carbon capture, renewables, and low carbon manufacturing.
- **Employment and investment targets:** The launch announcement forecasts at least 7,000 new jobs across the Freeport zone, driven by both private investment and site development.
- **Geographic reach and scale:** The Freeport straddles both banks of the Humber, incorporates the key ports, and coordinates with local authorities, combined authorities and business stakeholders.

The Humber Freeport represents a powerful opportunity to link employment support to place-based demand. Residents in Hull and East Yorkshire can benefit from pathways into new roles in logistics, green energy, advanced manufacturing, port operations and clean technologies. The Freeport's incentives can anchor employer commitments to local hiring and training pipelines.

Hull City Council -Economic Strategy 2021-2026

Hull's Economic Strategy (2021–2026) sets out a vision of an inclusive, sustainable local economy structured around three interlinked pillars: People, Place, and Productivity. (Hull City Council, Economic Strategy 2021–2026)

- **People:** The strategy emphasises raising participation, narrowing inequalities, and enhancing access to skills and opportunities. It prioritises support for women, young people, minority communities, and those furthest from work. Over the five years, the aim is for employment rates to surpass pre-pandemic highs and for all people in Hull to have access to key lifelong learning and enterprising skills.
- **Place:** It seeks to transform Hull as a high-quality, green, and resilient city. Key actions include regenerative projects in the city centre (Albion Square, Queens

Gardens, Whitefriargate), flood protection strategies, climate neutrality ambitions, and expansion of digital connectivity (full fibre rollout).

- **Productivity:** The strategy aims to elevate Hull's economic output and wages by leveraging sectors in which Hull already has strengths: port operations, logistics, advanced manufacturing, renewables, trade, and digital innovation. It aims for stronger employer-led R&D, increasing the skilled workforce, and narrowing the qualification gaps. The strategy references Hull's role as part of the Humber Freeport and as a green energy city.

The strategy is designed to respond to structural economic challenges. It emphasises that growth must be inclusive (everyone benefits) and sustainable (low carbon, climate resilient).

Hull Joint Health and Wellbeing Strategy

Hull's Joint Health & Wellbeing Strategy (2022) is led by the Hull Health & Wellbeing Board, in partnership with the council, NHS, voluntary and community organisations, and other stakeholders.

Its core vision is: "a fairer Hull where everyone benefits from real and sustained improvements in health and wellbeing."

The strategy is built on three interlocking priority themes: Proactive Prevention, Reducing Health Inequalities, and System Integration.

- Proactive Prevention seeks to address upstream determinants (housing, environment, education, behaviour) to prevent ill health before it arises.
- Reducing Health Inequalities means targeting resources and action to communities with greatest disadvantage and poorest outcomes, ensuring more equitable access to health and social services.
- System Integration emphasises better collaboration among local services, health, social care, VCS (voluntary/community sector), and public bodies so that residents experience smoother pathways and joined-up support.

The Strategy also adopts a values-based approach: Communities Driving Change, Intelligence Based Decisions, Coordination at Place, Collective Accountability.

It emphasises placing the community voice at the heart of planning and delivery and making decisions based on evidence and local insight.

Within the Strategy, health is explicitly recognised as tied to employment: it acknowledges "good work" (jobs that are supportive, stable, safe and fairly paid) as a social determinant of health.

The strategy does not itself deliver employment programmes, but it creates the enabling environment: reducing health burdens (mental health, chronic disease, risk factors) helps more residents stay or return to work.

East Riding Economic Strategy 2023-25 (Extension of 2018-22)

The East Riding Economic Strategy 2023-25 builds on the foundation laid in 2018-22, extending and updating strategic priorities to address productivity, inclusivity, and the evolving energy and green economy landscape. The strategy is anchored in the East Riding Local Economic Assessment to 2025, which emphasises the need to lift productivity, generate higher-value jobs, and better align skills, industry and infrastructure.

- **Business growth and sector development:** The strategy prioritises support for growth sectors including ports and logistics, advanced manufacturing, energy (notably renewables and offshore wind), agritech and the bioeconomy. The East Riding is seen as a gateway in the Humber energy cluster and regional logistics chain.
- **Employment site pipeline and infrastructure:** A primary aim is to ensure available employment land, stimulate development in enterprise / industrial zones (for example in Goole, Hedon, Elloughton, Melton), and mitigate constraints such as flood risk, viability, and planning delays.
- **Skills and workforce alignment:** The strategy emphasises raising the level of jobs and wages by better matching the indigenous workforce to emerging sector needs. It calls for increasing higher-level skills, strengthening training provision, and connecting education to industry demand.
- **Business engagement, diversification and resilience:** better support for SMEs, stronger supply chains, innovation support and diversification are recurring themes.
- **Inclusivity and raising earnings:** The strategy aims not just to create more jobs but better-paid jobs. Measured outcomes include net change in growth sector jobs, take-up of employment land, enterprise births, and change in jobs paying above a “minimum income standard.”

East Riding of Yorkshire Health & Wellbeing Strategy

The East Riding of Yorkshire Council launched its refreshed Health & Wellbeing Strategy 2023-2028 (in autumn 2023) to refocus local system ambitions on addressing the social determinants of health and reducing health inequalities.

The strategy’s central premise is that health is shaped by “conditions of living”—employment, housing, environment, social networks, and access to services.

Its key strategic priorities include:

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- Prevention, early intervention and resilience: Placing more emphasis on upstream action to prevent ill health before it becomes entrenched, building personal and community resilience, and intervening early in mental health and chronic disease pathways.
- Reducing health inequalities and inclusion health: Targeting resources to underserved and marginalized communities (e.g. in rural, coastal and deprived wards) and strengthening outreach and equity of access. The Inclusion Health Service is a flagship delivery arm, using mobile outreach via the Inclusion Health Vehicle to reach hard-to-engage populations.
- Integration and place-based working: Encouraging greater collaboration between health, social care, housing, community and voluntary services, aligning commissioning and delivery around “place.” The Strategy emphasises co-produced local plans and stronger system connectivity across sectors.
- Work and health alignment: While not primarily an employment programme, the strategy recognises “good work” (stable, supported, safe, fairly paid roles) as a social determinant and promotes employer-facing initiatives such as Working Well, a scheme that supports local businesses to embed employee wellbeing, offer health checks at workplaces, and reduce absence.
- Delivery enablers: Use of data, intelligence (JSNA), performance dashboards, community networks, and communications to drive change and monitor outcomes.

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Pillar 2 – Current System Model

The Hull and East Riding area operate a blended model of mainstream Department for Work and Pensions (DWP) services, council-led hubs and grants, health-linked employability support, and skills pathways funded by the Department for Education (DfE) and the Adult Skills Fund. The Jobcentre Plus are a key delivery partner, which handles conditionality and referrals into contracted or grant-funded provision.

The Jobcentre Plus Offer

- The Jobcentre Plus Offer is a package of personalised advice and support designed to help people find and retain employment. It supports the Government's strategy for economic growth and poverty reduction by targeting support at the most effective point in a claim, helping individuals move into work as quickly as possible.
- Work Coaches play a central role, offering tailored, work-focused support to ensure claimants remain close to the labour market. Wherever possible, the same Work Coach supports a claimant throughout their journey, helping them find jobs, gain new skills, and access information about disability-friendly employers.
- Jobcentres also provide targeted support through specialist roles and programmes. These include the Youth Offer, Prison Work Coaches, Schools Advisors, and Disability Employment Advisors, who work with specific customer groups to address unique barriers to employment. Advanced Customer Support Senior Leaders provide additional support for vulnerable claimants with complex needs.
- Support is further enhanced through partnership working with local and national organisations, and through Employer Services teams, which connect claimants with job opportunities and promote inclusive recruitment practices. Claimants may also be referred to national programmes such as the Restart Scheme and can access funding through the Flexible Support Fund. The
- New Jobs and Careers Service, introduced in the Get Britain Working White Paper, builds on existing foundations to deliver more personalised, skills-focused support and strengthen employer engagement. To test this new approach, a Pathfinder was launched in June 2025 in Wakefield, West Yorkshire. Nationally, Jobcentre appointments have been tailored to individual needs, and 1,000 Work Coaches have been redeployed to offer intensive, voluntary support to claimants receiving health-related benefits. This support is designed to help individuals engage with appropriate employment programmes and move closer to the labour market

Jobcentre In House Offer

- Additional Work Coach Time

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Additional Work Coach Support provides people with health conditions or disabilities with increased one-to-one personalised support from their work coach to help them move towards, and into, work.

- **Disability Employment Advisor**
Offer of specialist advisors in all Jobcentres dedicated to helping people with health conditions or disabilities to secure and stay in work.
- **Youth Employability Coach**
Offer of specialist support for young claimants with multiple barriers to work and complex needs to develop the skills to look for, obtain and keep employment.
- **Vulnerable Customer Lead**
Offer of specialist advisors in all Jobcentres dedicated to helping vulnerable customers.
- **Advanced Customer Support Senior Leaders**
Works with Senior Leadership Teams across DWP to focus on DWP's responsibilities to our customers most at risk.
- **Prison Work Coaches**
Specialist role supporting people leaving prison and helps to reduce re offending.
- **School Advisor**
Assists Schools in England to provide high quality, independent and impartial careers advice to pupils aged between 11 and 18.
- **Family Community Work Coaches**
Family Community Work Coaches working in partnership with the Department for Education and local authorities to empower families through employment.
- **Armed Forces Champion**
Specialist support for service leavers and veterans to enhance their employability and enable the individual to move towards lasting employment or progress in work.
- **Employment Advisors in IAPT**
Specialist support service for service learners and veterans to enhance their employability prospects by providing intensive personal support from a dedicated key worker. Jobcentre Plus Advisors refer individuals to IAPT, however the IAPT is an NHS delivered project.
- **Flexible Support Fund**
The Flexible Support Fund is a locally managed budget to supplement existing services and tailor support to the needs of individuals in the local area.
- **Jobcentre Plus 50+ Offer**

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50+ Choices aims to support individuals aged 50 and over through targeted skills and employment interventions, enabling them to stay in, progress or return to work, and to build their financial resilience and wellbeing.

- **Health Adjustment Passport**
The Health Adjustment Passport can support people with health conditions or disabilities to move into work or stay in a job.

National Programmes and Services

- **Restart**
Support for claimants who have been out of work for at least 6 months — enhanced support to find jobs in their local area. Reed in Partnership operates a Restart office in Hull at The WORX, Beverley Road, signalling sustained intensive coaching and employer brokerage capacity locally for the long-term unemployed.
- **Access to Work**
Access to Work can help people with health conditions or disabilities get or stay in work. It provides help to pay for practical support, communication support at job interviews, and help manage mental health at work
- **Connect to Work**
Connect to Work is a new, UK Government-funded, supported employment programme. It aims to help disabled people, those with health conditions, and others facing employment barriers to find and maintain employment.

The programme uses a “place, train, and maintain” approach, meaning it focuses on finding jobs, providing training, and offering ongoing support to ensure sustained employment. The program primarily supports individuals who are economically inactive due to disability, health conditions, or other complex barriers.

It involves finding suitable employment opportunities, providing necessary training and support, and then offering ongoing assistance to help people stay in their jobs.

Connect to Work is delivered by Local Authorities directly (as in Southampton and Portsmouth) or commissioned by them (in the case of the Isle of Wight), including those with experience in IPS and other supported employment models.

Connect to Work aims to help individuals find and retain employment, while also providing businesses with access to a wider and diverse talent pool. Connect to Work may provide support such as vocational profiling, job matching, employer engagement, and on-the-job support.

Connect to Work involves partnerships with various organisations, including Local Authorities, NHS providers, and other service providers.

Connect to Work will launch in Hull and East Yorkshire in autumn 2025 and people will be supported under the programme until 2030. The aim is to support 3400 people back into work as a result of the programme.

Local Support and Services

Regional Skills programmes with a focus on accessing work

- **Skills Bootcamps.** Skills Bootcamps remain central to rapid, employer-led progression into vacancies. Locally, Hull Training and Adult Education (HTAE) and partners are expanding delivery from autumn 2025,
- **Sector-based Work Academy Programmes (SWAPs).** SWAPs remain an important short, demand-led pipeline into priority sectors, blending short training, work placements and guaranteed interviews.
- **Local Skills Improvement Plan (LSIP) and HEYCA Skills Board.** The Hull & East Yorkshire LSIP, led by the Chamber, continues to steer sector priorities and provider alignment. The newly established HEY Skills Board and the Combined Authority's skills framework provide governance over pipelines and devolution readiness.

East Riding Specific Provision

- *ProspER (currently due to end 31.3.26)*

Delivered by – East Riding of Yorkshire Council

Funder: Public Health (Office for Health Inequalities and Disparities)

Total amount: £315,610 1.4.24 – 31.3.26

Individual Placement & Support (IPS) is an initiative to support the treatment and recovery of those with addiction to drug and alcohol, with employment being an avenue of treatment that facilitates continued recovery. The ProspER project is funded by Public Health England through the Office for Health Inequality and Disparities (OHID). ProspER is currently staffed by 1 x Senior Personal Adviser, and 2 x Personal Advisers each of which are based within the East Riding Partnership's clinical teams across the region.

ProspER project aims to engage with clients that have accessed treatment and link with local employers to provide recruitment solutions introducing highly motivated clients seeking employment. The project commenced operations in July 2024.

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- *UKRS (currently due to end 31.3.26)*

Delivered by – East Riding of Yorkshire Council

Funder: Asset Strategy (Afghan Relocation and Assistance Policy, Afghan Citizens Resettlement Scheme, Homes for Ukraine)

Total amount: £445,293 1.10.23 – 31.3.26

Delivery started in 2017 for the Vulnerable Persons Resettlement Scheme provides bespoke support for clients resettled into the East Riding from Syria to move towards economic activity. Since 2021 the scheme expanded to refugees from around the world under the new UK Resettlement Scheme - clients resettled from Afghanistan under the ARAP and ACRS schemes as well as Ukrainian nationals (Homes for Ukraine). Clients are provided with English language support as well as community integration, tailored training and career advice and work search and interview preparation.

- *Ready to Work (currently due to end 31.3.26)*

Delivered by – East Riding of Yorkshire Council

Funder: UKSPF

Total amount: £314,595 1.4.25 – 31.3.26

For 16 yrs right up to retirement age supporting people into education, employment and training. RTW is delivered throughout the East Riding in our main Hubs Goole, Haltemprice, Beverley, Driffield, Bridlington and Holderness.

This particular scheme has been built on the success of its predecessor Exploring Opportunities and started delivery 1.3.25.

RTW engages well with various internal services who support Neets and care leavers as well as JCP and maintains strong links to various other agencies who refer into us. The strong professional links we have built over the many years of delivery helps us to achieve good numbers of starts for our programmes.

- *Kickstart (ongoing)*

Delivered by – East Riding of Yorkshire Council

Funder: East Riding of Yorkshire Council

Total amount: 23/24 £43,000 24/25 £52,000 25/26 £32k (projected)

Kickstart is a scooter loan scheme which has been supporting people in our rural communities to access work and education for over 25years, where their main barrier is the location they live. Often public transport does not meet their needs

to get to work, due to bus routes and times not meeting their journey needs. The scheme currently has a fleet of 50 Honda Vision 110cc scooters and has supported over 300 people from our local communities since 2019.

All customers get a full induction to the scheme prior to being issued a scooter and are provided with a short eLearn package to ensure they fully understand the scheme and we manage their expectations, whilst also ensure they know what we expect from them when they become a member of the scheme. A feasibility study for the use of electric scooters is currently underway (outcome expected late October 2025).

- *Opportunity Goole (currently due to end 31.3.26)*

Delivered by – East Riding of Yorkshire Council

Funder: Goole Town Deal

Total amount: £1.050m (inc £325k Flexible Skills Fund) 1.3.23 – 31.3.26

Opportunity Goole launched in March 2023 and delivers an information and referral service in relation to existing skills services, employment opportunities and business support. The programme aims to raise awareness of the Town Deal and local opportunities, provide impartial advice to residents on skills development and employment to support targeting where there is greatest need. The longer-term aspirations are to build a sustainable employment ecosystem to better match the training offer to local business demands and provide advice to enable growth in start-ups and new enterprises.

Opportunity Goole also ensures that residents of Goole can benefit from our other employability and skills programmes including Ready to Work, Adult Learn, ProspER as well as other council services including Business Support and the local voluntary sector.

As part of the Opportunity Goole programme, a Flexible Skills Fund (£325k) has been made available to help address any gaps in provision and enable local people to develop the skills required to secure/retain employment. The fund is administered using the Council's Flexigrant system.

- *Health into employment programmes delivered by Yorkshire Health Partners*

Delivered by Yorkshire Health Partners GP group

Yorkshire Health Partners are delivering a range of externally funded health programmes which address key public health issues outlined above and support a transition into work. These include Acute Respiratory Infection Hub, Spirometry and FeNo testing clinics and most relevant a Children and Young Peoples Social

Prescribing Service which is open to those up to 25 years of age with special educational needs diagnosis.

Local Hull City Council Provision

- *Hull City Council Employment Hub*

Funded by Hull City Council

Delivery Lead Organisation : Hull City Council

The Employment Hub, based at Hull Central Library, offers a public front door for residents and businesses with tailored advice, CV and interview support, vacancy matching, employer events and linked programmes. Council communications and the Invest Hull site set out its in-person offer and its routine “Meet the Employer” events.

- *The Bridge*

Funder UKSPF - £281,592 (25/26 Financial Year)

Delivery lead organisation: HCAS

This project is supporting communities in becoming more economically and socially active through employment, improvement of skills leading to employment, through the partnership of seven charitable organisations in Hull. The project includes a range of tailored programmes including: training to individuals and groups in reading, writing, listening & speaking skills; CV preparation, job search and preparing job applications; delivering basic training in IT skills; and training young 16-19 year-old people in digital and employability skills, including communication skills, confidence and resilience, networking/teamwork skills, graphics design, data analysis, coding/programming.

- *Working 4 Good*

Funder UKSPF - £142,738 (25/26 Financial Year)

Delivery lead organisation: Hull CVS

This project is providing a range of placements to young people to give them the opportunity to develop employment related skills, delivering at least 20 additional Volunteer Academy programmes giving essential skills and knowledge to participants and continuing to provide essential clothing and equipment to eliminate participation barriers.

- *Exploring Opportunities*

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Funder UKSPF - £2,540,564 (25/26 Financial Year)

Delivery Lead Organisation: Humber Learning Consortium

This project comprises the delivery of an all age (16+) employability & skills project, delivered by a partnership of 14 Hull organisations (HLC, CAB, CHCP, Cat Zero, Enviromail, Giroscope, Goodwin, Hull FC Trust, Hull KR Foundation, Probe, Tiger's Trust, Vulcan, Warren, and Unity), covering all wards across the city. The programme will support over 750 economically inactive / unemployed participants with at least 50% progressing into work or learning. It will have a dedicated pathway for over 250 young people helping to address Hull's rising NEET numbers.

- *Women Winning Through*

Funder – UKSPF - £109,025

Lead Delivery Organisation – Preston Road Women's Centre

The programme is providing focussed training and support to women helping to build skills, knowledge and experience in order to improve employability through training, volunteering, and transition into paid work. The training includes basic skills, digital skills, and practical experience linking directly with volunteer opportunities, providing access to voluntary roles in the busy innovative health & social care setting based on Preston Road in Hull.

Key challenges faced by current employability support landscape

The current blended landscape of support for those who are out of work in Hull and East Yorkshire is undoubtedly providing valuable outcomes for those who are accessing these services, however, a set of key issues remains that risks slowing progress towards inclusive and sustained labour market participation.

1. Fragmentation and navigation

Despite the creation of Connect to Work and the scaling of Skills Bootcamps, the employment support landscape still appears fragmented to residents. Jobcentre Plus, the Hull Employment Hub, Restart, the Wellbeing Recovery Employment Service, Worklink, and UKSPF projects all operate with differing eligibility rules and referral systems. This multiplicity confuses both claimants and employers. A single “front door” with shared triage protocols has not yet been fully established, limiting efficiency.

2. Sustainability of funding streams

UK Shared Prosperity Fund projects were extended into 2025/26, but uncertainty about continuation into 2026/27 creates risk. MultiPLY has already closed, with numeracy now absorbed into the Adult Skills Fund. Similarly, Restart’s long-term future in the area has not been confirmed. The reliance on time-limited grants makes it difficult for providers to retain experienced staff or build long-term employer partnerships. The risk to the Hull and East Yorkshire area is that over £4m of employability activity will cease at the end of 25/26 with the end of UKSPF and other programmes of national government support such as the Town Deal in Goole.

3. Employer engagement and labour demand

While Bootcamps have increased employer involvement, there remains a mismatch between supply and demand. Employers in logistics, health and care, and engineering continue to report shortages, yet conversion rates from training to job starts remain uneven. Small and medium-sized enterprises often lack the capacity to offer placements or guaranteed interviews. Further brokerage and incentives are needed to deepen employer commitments.

4. Health and work integration

Connect to Work has brought a more systematic supported employment offer, but integration with the NHS, Talking Therapies, and adult social care services is still incomplete. Referral flows remain patchy, with some clinicians hesitant to engage. Without clear joint working protocols, residents with mental health conditions or disabilities may still cycle between services without sustained job outcomes.

5. Youth transitions

Most provision remains adult-centred. While colleges and some UKSPF projects support 16–24 year olds, there is not yet a coherent local strategy linking supported internships, apprenticeships, and entry-level Bootcamps. This gap risks leaving young people, especially those not in education, employment or training, insufficiently supported as they leave compulsory education.

6. Measurement and accountability

Performance data across programmes are not yet harmonised. Job starts, people staying in employment, and progression into further learning are reported differently depending on funding source. This makes it difficult for councils, providers, and the Combined Authority to assess overall system performance and value for money.

These issues need to be addressed within a new systems model for Employability in Hull and East Yorkshire and a set of priority action.

A Hull and East Riding approach to supporting disadvantaged groups towards employment

In order to understand which types of intervention will be most effective to moving people into work in Hull and East Riding it is important to draw on national best practice. In August 2025 the DWP published a research paper completed by National Centre for Social Research which undertook a long term review of research into what works to move disadvantaged groups into employment. This study is very useful in defining our approach in Hull and East Yorkshire.

Figure 3 Pathways into work (DWP 2025)

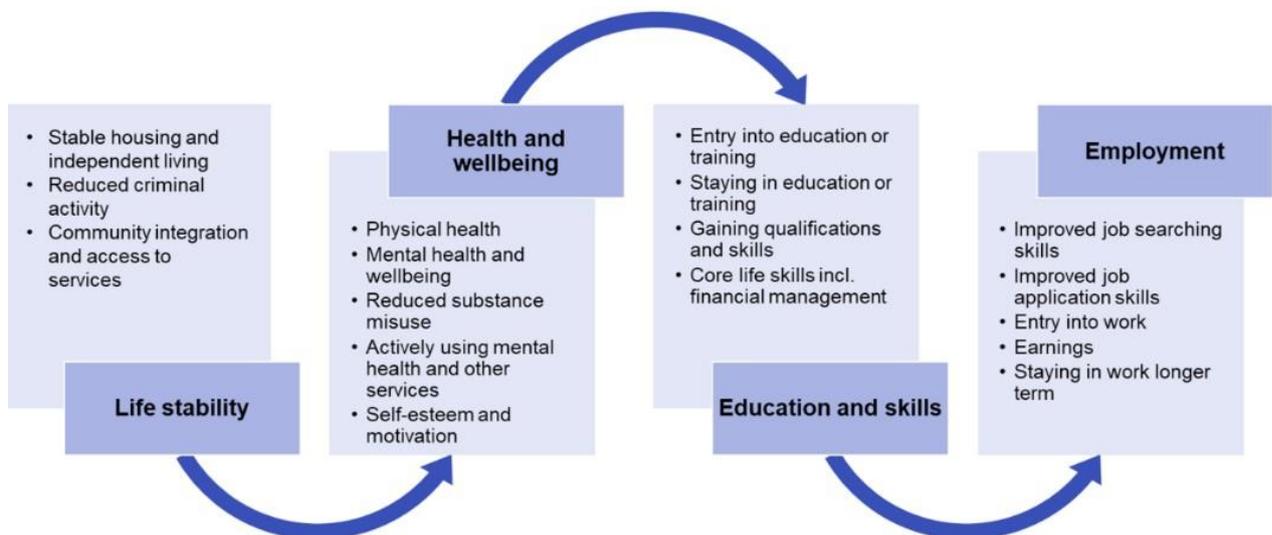


Figure 3 outlines the key pathway which the research concludes is key to moving people into the workplace. The research also states that a key conclusion emerging from the wider body of research is that interventions designed to address multiple barriers simultaneously are generally more successful than those that focus on a single disadvantage. For instance, housing interventions that incorporate linked support such as addiction treatment or mental health services tend to deliver better employment outcomes than those addressing housing needs alone. Programmes adopting a holistic, person-centred approach are more likely to achieve sustained progress towards work and improved wellbeing.

Success in Individual Placement and Support (IPS) is particularly well-evidenced. The IPS model places individuals directly and rapidly into employment and then provides ongoing, tailored support to help them maintain and progress within that role. This approach differs from traditional employment support models, which typically prioritise pre-employment training before job placement.

Crucially, IPS operates under a 'zero exclusion' principle, ensuring that anyone motivated to work can access support, regardless of the complexity of their needs. This inclusivity has been central to its success. Nevertheless, evidence from UK evaluations emphasises that IPS must be adapted to local labour market conditions, for example, to reflect the availability and nature of local employment opportunities to maximise its impact.

One thing to note is that there is not one organisation who is able to deliver this pipeline, a partnership approach will be key. Issues which provide barriers to access to entry to work, training and education such as access to transportation and digital access also need to be addressed. The detail of these interventions will come in the HEYCA Transport and Local Growth Plans which will be published in 2026.

A key challenge for Hull and East Yorkshire is to use this learning, an understanding of the key issues and knowledge of the current delivery landscape to develop, in partnership, a range of priorities and actions which can most effectively get the area's population into work and give them the optimum opportunity to progress.

Pillar 3 – Hull and East Yorkshire Indicative Priorities and Actions

The Mayor of Hull and East Yorkshire acknowledges that good health underpins everything – we need to feel well to work, study, care for family and take part in community life. He also acknowledges that workplaces across the region can influence health through shift patterns and stable employment, and training and environmental measures to address health and safety risks, especially musculoskeletal strain and stress. However the issues outlined previously in this document cannot be addressed by one particular sector, organisation or person.

Lessons drawn from developing similar initiatives elsewhere demonstrate that genuine impact is achieved when work, health, skills, and employment support are integrated into a single, coordinated system. For Hull and East Yorkshire, this means deep collaboration between local authorities, the NHS and Integrated Care Board, Jobcentre Plus, housing providers, skills and training institutions, and the voluntary, community and social enterprise (VCSE) sector.

By working together in this way, partners can address the full range of barriers faced by residents—from health conditions and housing insecurity through to skills deficits and lack of employer engagement. This integrated model does not treat unemployment as a single-agency issue but instead as a system challenge that requires joint solutions. The approach provides a strong foundation for driving systemic change, ensuring residents can access holistic support that enables them not only to secure employment but also to sustain and progress in work.

Key to this is developing

Although Hull and East Riding Combined Authority is a new organisation, a set of priorities are emerging for our approach of tackling health and worklessness which can drive our approach for the first edition of this document.

These are:

Indicative Priorities

- 1) *Integration of work and health systems to ensure the best outcomes for the people of Hull and East Yorkshire who wish to access work*
 - I. Develop a governance model to lead change
 - II. Work towards data & intelligence integration between ICB/ LAs/ JCP/DWP
 - III. Create strategic alignment which can facilitate good commissioning and delivery of employment support.
- 2) *Building labour market participation and boosting local earnings*

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- i. Align employability programmes across Hull and East Yorkshire area,
- ii. Deploy devolved skills and employability funding such as ASF and Connect to Work,
- iii. Prepare a business case to secure funding from government for a Youth Guarantee Trailblazer to support local young people.

3) *Supporting business to play its role in getting Hull & East Yorkshire working and keeping people in work and develop a Good Work charter with employers*

- i. Work in partnership to develop Hull & East Yorkshire Good Work Charter,
- ii. Work in partnership to build a collective approach to supporting businesses to develop healthy workplaces (initial work needed to define that healthy workplace means in Hull & East Yorkshire)
- iii. Develop all age careers pathways, including apprenticeships, working with business, and other statutory partners.
- iv. Build an effective employer engagement approach for the Hull & East Yorkshire area connecting with other HEYCA strategic approaches.

In order to realise these priorities additional work will be undertaken over the next 12 months. These key pieces of work are outlined below:

Our priority actions for the next 12 months:

- *Complete the full suite of strategic documents for the regions and reflect them in the 2nd edition of the Hull and East Yorkshire Get Britain Working Plan. This will include completion of the Local Grow Plan, Skills and Work Plan and Transport plans.*
- *Undertake a series of health and employment roundtables in Autumn 2025 to further investigate areas of system redesign and develop a Local Get Britain Working Action Plan to be included with the 2nd Edition of this document – This will be a key opportunity to engage with a wide range of stakeholders in one place, including the DWP, JCP, ICS, LAs and the VCSE sector to examine the most effective programmes and methods of delivery at the same time as fully integrating health into the employability agenda and explore complementary approaches to delivery and commissioning.*
- *Develop with partners a shared health and employment data dashboard – This will create a shared resource which can drive common decision making and commissioning.*
- *Put in place the resource to develop a Good Work Charter and Healthy Workplaces Strategy for the region. A Good Work Charter promotes fair,*

sustainable, inclusive employment, driving productivity, retention, health, resilience and long-term regional prosperity.

- *Begin the Development of an all-age Careers Pathway for Hull and East Yorkshire-*
An all-age careers pathway ensures lifelong guidance, supports transitions, raises aspirations, enhances skills, and strengthens inclusive regional labour markets

Governance Local Engagement and Future Iterations

Governance and local engagement for the Get Hull & East Yorkshire Working Plan will be in line with the Get Britain Working Plan Guidance published by Government on the 3rd of April 2025.

This section outlines the Governance models and local engagement which will be put in place to ensure that the plan achieves its objectives of providing a governance model which can drive change and provide strategic alignment and commissioning of employability services in the long term.

Governance

HEYCA will be the accountable body for its LGBWP. A partnership structure for the LGBWP has been developed which will provides an overarching board to oversee the development and delivery of this strategy. As such this board will be integrated into the emerging committee structure of HEYCA and link closely to the Connect to Work programme which is a key delivery plank of the LGBWP.

Membership of this LGBW Board includes

- Hull and East Yorkshire Combined Authority (Accountable Body)
- Constituent Local Authorities
- Department for Work and Pensions / Job Centre Plus
- NHS Humber and North Yorkshire Integrated Care Board,
- Public Health Lead,
- VCSE sector,
- Local Business representative group
- Education and Skills Providers Rep
- DWP require sign off of the LGBWP from the Integrated Care Board and Jobcentre Plus representatives

The governance and sign off processes for this plan are in line with those outlined in the Hull and East Yorkshire Combined Authority Assurance Framework.

Local Engagement

In addition to the formal partnership group, we have extended and will continue to broaden engagement with a wider range of stakeholders. This ensures that the plan is shaped not only by strategic partners but also by those with direct insight into unemployment and employment dynamics across Hull and East Yorkshire.

The wider stakeholder group includes:

- Jobcentre Plus operational representatives, who bring practical expertise from frontline employment support and direct understanding of claimant needs.
- Academic institutions and research organisations, which provide intelligence on skills pipelines, graduate retention, and the role of research and innovation in supporting economic growth.
- Housing associations, who play a vital role in supporting vulnerable residents and highlight the broader social barriers—such as housing insecurity and financial exclusion—that influence employment outcomes.
- Voluntary, Community and Social Enterprise (VCSE) organisations, particularly those with strong links into disadvantaged or underrepresented communities, ensuring that voices of those furthest from the labour market are central to the plan,
- Employer groups and representative bodies beyond the core partnership, broadening the business voice and embedding employer priorities into skills and employment pathways.

This engagement will span the whole of Hull and East Yorkshire, enabling the plan to address common regional challenges—such as health-related inactivity and sectoral skills gaps—while remaining flexible to meet the distinct needs of urban, rural, and coastal communities.

Future Iterations

Hull and East Yorkshire Combined Authority came into existence on the 1st of May 2025. The Combined Authority is in formation phase, developing governance and staffing structures, building its strategic approaches and the Mayor is finalising his gameplan for his term in office. This puts this area in a very different position to most other Combined and Local Authorities who have been tasked with developing Local Get Britain Working Plans. Government recognises this and notes that whilst some areas will be able to publish comprehensive plans for other areas a sequential, interactive approach will be required. Hull & East Yorkshire fall within the latter.

This initial plan which clearly communicates the issues which need addressing within the area and the current activity which is in place in 2025/26 to address these issues, further work is required following the completion of the Local Growth Plan and Skills Plan for the region to ensure these agendas are taken forward in lockstep.

A detailed action plan will be produced following health and worklessness round tables programmed for Autumn 2025 which will engage a wide range of pertinent stakeholders in the region. As such it is the intention of Hull & East Yorkshire Combined Authority to produce a second edition of this plan in April 2026 to update the document to include the

emerging local strategic economic priorities and detail actions which will deliver the Local Get Britain Working Plan.

Hull & East Yorkshire Local Get Britain Working Outcomes

The Get Britain Working outcomes policy paper (published 3 April 2025) provides the key outcome metrics that government will monitor in term of this strategy. These align with the key priorities outlined in this Plan for Hull and East Yorkshire

Key outcome metrics

We will aim to increase:

- 1) Employment rate - the number of people aged 18 to 66 in employment divided by the population aged 18 to 66.
- 2) Real earnings amongst non-retired households (all ages) – a component of real household disposable income (RHDI)

Intermediate Outcome metrics

We will aim to reduce:

- 1) Local variation in employment rates – employment rates (i.e. the number of people aged 18 to 66 in employment divided by the population aged 18 to 66) in local authorities, defined as unitary local authorities / local authorities counties in the UK, their distribution and gap between the bottom 10% and median.
- 2) Health related economic inactivity rate – number of people aged 18 to 66 who are economically inactive due to being long-term sick divided by the 18 to 66 population.
- 3) Disability employment rate gap – the difference in the employment rate of people, aged 18 to 66, who report they are disabled, as defined by the Government Statistical Service (GSS) Harmonised Standard 6, and those who do not.
- 4) Proportion of 18 to 24 year olds not in education, employment or training, supported by an increase in the proportion of 16-21 year olds in education or a job with training .
- 5) Employment gaps among parents aged 18 to 66. These metrics are important as the risk of poverty is lower for children in working families:
 - a) the employment rate gap between lone parents and parents in a couple - the difference in the employment rate of lone parents and parents in a couple. The employment rate of lone parents is calculated as the number of lone parents in employment divided by the number of all lone parents. The employment rate for parents in a couple is calculated as the sum of fathers employed in couple and

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mothers employed in a couple divided by all parents in a couple. Both are relevant for families with people aged 18 to 66.

b) the percentage of coupled families where at least one parent is out of work – the number of families with parents in a couple, where one or more of the parents are out of work divided by the number of families with coupled parents. Relevant for people aged 18 to 66. And aim to increase:

6) Female employment rate – the number of women aged 18 to 66 in employment divided by the number of women in the population, aged 18 to 66.