

## LEEDS CITY REGION LOCAL INDUSTRIAL STRATEGY SUMMARY OF CONSULTATION

The formation of the draft Local Industrial Strategy (LIS) priorities and interventions have been built upon significant consultation over **nine months** during 2019, taking in the views and opinions of over **1000 people**, at over **70 events**. We have held **2 open meetings and online consultations**, open to all, visited **three schools**, spoken to over **80 young people** in four classes.

Consultation has been conducted in two parts:

**Phase 1:** Formation of priorities based upon the evidence base collated from external research commissions, economic assessment of the region, challenge from the LIS Expert Panel, BEIS analytical support, external consultation and a call for evidence, as well as raising awareness of the LIS via social media, the press and inviting feedback online.

**Phase 2:** Testing priorities and refining these through a series of consultation events with LEP Board and Panel members, businesses; business representative groups such as the Chambers of Commerce and Federation of Small Businesses; universities; local authorities; District level economic and business partnerships; sector groups; and community and citizen groups, including schools. Further online engagement via social media and online consultation.

A key theme has been the requirement for strong ambition for the region, both in terms of the proposals and interventions put forward and the language used within the final document itself.

---

### **Expert Panel | Phase 1 and 2**

An Expert Panel was established to support the development of the evidence base, review and challenge findings of LIS research commissions and provide expert advice on implications for policy making. The Panel has met three times and covers both North Yorkshire and West Yorkshire geographies. They have been instrumental in maintaining focus on inclusive productivity at the heart of the LIS narrative, and on retaining a clear line of sight to the levers and mechanisms available to drive and effect improved outcomes.

The Panel have consistently advocated the need to ensure that skills policy balances supply and demand, as well as the need to promote skills development appropriately and pragmatically to ensure that all sections of the community have the opportunity to engage in the future economy.

### **Online Engagement | Phase 1 and 2**

Two online engagement campaigns were undertaken, supported by videos and social media activity, directing users to complete the online surveys. The videos had been viewed over 1,200 times and messages seen by over 4,000 people. Overall responses were supportive of the approach proposed.

## **Young People | Phase 1 and 2**

Engagement with young people was undertaken to understand their ambitions for the region. 80 young people aged 12 - 16 took part in four focus groups, providing valuable insight into the priorities of the next generation and affirming the key themes resulting from broader consultation.

In particular, across all groups, young people were most passionate on issues of place, routinely citing issues of homelessness, antisocial behavior and the need for better infrastructure and amenities to allow them to better enjoy their local environment. Some were more aware of transport links available to them than others, although all had a strong preference for active travel over traditional networks. Ambition and aspiration go hand in hand with creativity and innovation for the next generation, affording more opportunities to make a positive contribution to society.

## **Local Authority Partners | Phase 1 and 2**

We have consulted and engaged with local authorities across Leeds City Region, including overlapping geography authorities. Each district has had the opportunity to discuss and debate the priorities and emerging themes, at both officer and elected member levels. The narrative reflects their views, and takes on board specific concerns and priorities, such as the inclusion of culture and leisure, a focus on appropriate future ready skills training, and working proactively towards a zero carbon economy.

## **University Expertise | Phase 1 and 2**

We have consulted extensively with the Universities on the development of the LIS priorities for people, business environment and ideas, particularly via Yorkshire Universities and the Yorkshire Universities Industrial Strategy Steering Group (ISSG).

The ISSG has also led on work to map our research strengths against the Government's grand challenges - coupled with industry strengths, AI and Data and Ageing Society have emerged as the two strongest challenges for LCR to focus on.

## **LEP Board Away Day | Phase 2**

At the LEP Board away day in September members reviewed the draft LIS priorities and the overarching Big Idea: *"Healthy lives that improve wellbeing and productivity..."*. Members challenged that this needed to connect more effectively to the priorities within the five foundations, drawing focus on mental health and general wellbeing as catalysts for improved productivity and quality of life.

There was strong support for focusing on the Ageing Society and AI and Data Grand Challenges as the region is able to play a leading role on these challenges (rather than simply contributing to them) through existing assets.

Following the away day, the priorities have been further developed and tested through phase two of consultation to ensure that the LIS is reflective of all parts of the region, maximizing the potential of key strategic assets and reflecting the diversity of place.

## **Stakeholder Engagement | Phase 2**

The testing of the draft priorities throughout phase 2 of consultation has clarified much of the ambition to effect a more inclusive, productive society, with almost all groups consulted with pushing for more ambition, more challenging targets and more pace in delivery.