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FOREWORD

The global economy is facing unprecedented challenges. The twin impact of tighter credit conditions and increases in global commodity prices, in particular oil, mean we can expect difficult times for the UK economy in the coming months. This will affect each region in different ways in line with the different economies of each region. After the unprecedented growth of recent years, Yorkshire and Humber and other regional economies will need to prepare themselves for a more challenging economic climate.

At this time it is critically important that national Government and regional bodies listen carefully to the experience of businesses and other local groups to ensure they understand what is happening on the ground. And it is important that businesses are clear what support is offered by Government and by regional agencies to help them manage in these difficult times.

This document has been drawn up by the Government and Yorkshire Forward as an initial framework for discussion with business, councils, housing groups, the voluntary sector and community groups. It sets out the next steps on how the Government and Yorkshire Forward will work with other agencies across Yorkshire and Humber to support the economy, build on Yorkshire's strengths and help Yorkshire families and businesses through the tougher times ahead. In addition to the work detailed in this document there is other extensive work being done by local councils and the voluntary sector to support economic development in their areas. We expect this to feed into a comprehensive programme of work across a range of different organisations across Yorkshire and Humber, as well as informing the Government's work in the run-up to the Pre Budget Report.

In conjunction with this document, the Government is also launching the second round of the Regional Funding Advice (RFA) exercise, which offers regions the opportunity to advise on their long-term priorities to support sustainable economic growth. Yorkshire and Humberside is being asked to provide advice on regional funding allocations of over £900m in 2008-09.

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This document encourages local businesses, the voluntary sector and other local groups to continue communicating to regional bodies and to central Government how the economy is changing in their area, whether current policies are working, and what further needs to done in specific areas or sectors.

Whilst times may be harder over the coming months, there is no doubt that the many strengths of the Yorkshire and Humber economy will help it through this difficult period. This document sets out how Yorkshire Forward, working with other local agencies, together with central Government, will ensure that the region's economy performs well in the coming months and years.

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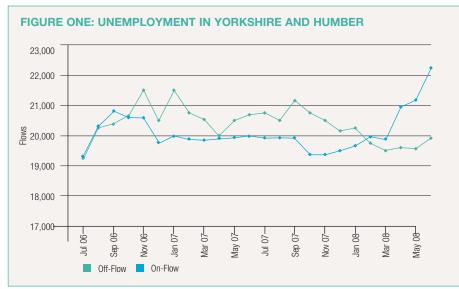
Yorkshire Forward

COPING WITH TOUGHER ECONOMIC CONDITIONS

Two world shocks have thrown the UK economy off-course: the global credit crunch and the global surge in oil and food prices. This means the UK is facing unprecedented challenges. The practical impacts on businesses are that it is harder to raise capital to fund investment. Operational costs – especially for energy - are rising. The input cost of commodities like steel, wood and fertiliser are increasing, squeezing profit margins and putting upward pressure on prices. These challenges also have an impact on the individual consumer, particularly in terms of higher prices at the petrol pump and a more expensive weekly shop.

We expect these tougher economic conditions to hit all businesses, but their impact varies across regions and sectors. In the first half of 2008 the Yorkshire and Humber economy has held up to this challenge relatively well, but there are signs that these economic pressures will have a significant impact. Business confidence has dipped significantly, particularly amongst smaller businesses that are especially affected by tighter credit conditions. It will be vital to help businesses take action to mitigate the impact of the slowdown over the second half of the year.

Yorkshire and Humber has a strong and diverse manufacturing base which has undergone a major restructuring over the past 20 years, but still employs around 15% of the region's workforce. Manufacturers in the region are used to difficult trading conditions and many still report relatively healthy order books, but domestic orders have slowed over the last few months. Those sectors that have developed strong specialisations based on higher value added activities are better placed to adapt to change, with their track record of seeking export markets, investing in skills and technology and innovation. Examples of these in Yorkshire and Humber include Pace electronics which has recently won a contact to supply BT with set-top boxes for its online TV service. Other sectors may be more exposed to rising input and energy costs, particularly in highly competitive global markets.



The region's service sector has achieved significant growth over the last decade in jobs and output. Service companies and retailers are being affected by declining consumer spending and confidence, as well as rising energy costs. A significant number of banks and building societies are based in the Leeds city-region. The issues surrounding liquidity and funding within this sector and the attendant credit constraints within the marketplace are inevitably having a significant effect on these businesses, including some major businesses. Whilst many are well placed to deal with these challenges, some companies are restructuring their balance sheets in response. Yorkshire's strengths in the financial sector are in a broader range of financial and professional services such as accountancy and legal services. Businesses in these sectors are in general not experiencing the same impact of the credit crunch as those in the banking sector. In 2006 employment in the financial services sector was made up of 67% business services, 12% property related services and 21% banking and insurance services.

The **property and regeneration** sector has experienced a strong period of growth over the last decade leading to visible improvements in all of the region's towns and cities, but it is the residential property

sector that is now being hit hardest by the combined effect of tightening personal and commercial credit, rising input and energy costs, falling values and a major fall in consumer confidence. It is becoming more difficult to agree new property deals and there are examples of those that are completed and even on site being stalled. Commercial speculative build has stopped, although there are parts of the construction sector – education and hospital building programmes – that are sustaining the market

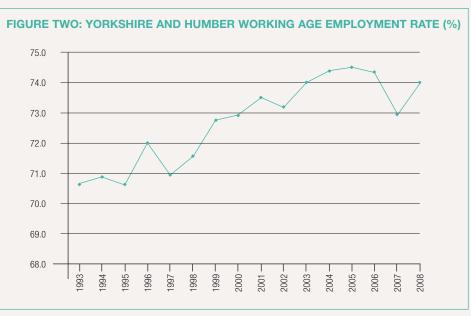
The last two months has seen an increase in the numbers of people claiming **job seekers' allowance**. In June the numbers grew by 2,200, a 2.9% rise and the second highest in the country (see Figure One). The impact is fairly evenly spread by geography and industry. All indications are that this will grow again in July. There are indications are that this will grow again in July. There has also been a slow down of the numbers of job vacancies available.

This represents the current analyis of the Yorkshire and Humber economy. Both nationally and regionally it is important that we keep up with developments in the economy by continuing to listen to businesses and other regional organisations.

THE NEW YORKSHIRE AND HUMBER ECONOMY

Whilst these economic changes herald a more challenging time for Yorkshire and Humber, it must be remembered that the region's economy has changed fundamentally over the past decade. With a population of more than five million people and over 300,000 businesses, the £82 billion economy is as big as Denmark, Norway or Scotland and has grown faster than the European average for seven consecutive years. There are almost 250,000 more people in jobs, more businesses and fewer people in receipt of Government benefits. Yorkshire Forward has led a strategy over the last ten years to build a more diverse economy, less dependent on one or two sectors such as textiles and steel. This means the region is less exposed, although not immune, to a downturn in the economy.

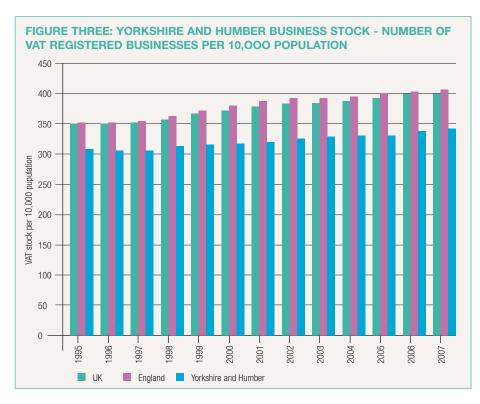
Yorkshire and Humber's new diverse economy combines a strong service sector with a higher value manufacturing sector, with more people starting their own businesses and social enterprises. There are new jobs in growing industries like digital media and the financial services sector in the Leeds city region. Leeds itself and the cities of Bradford, Wakefield and York have attracted billions of pounds of private investment. Industries like engineering, chemicals and food are producing leaner manufacturing businesses that can compete on the world stage thanks to stronger links with our ten top class universities. The White Rose universities of Leeds, Sheffield and York together attract more investment in research than Oxford or Cambridge.



The Sheffield city-region is no longer a European Objective One area and accounts for a higher proportion of the UK's total steel production than it did in the 1960s and 70s. The first major commercial airport of its type in the UK for 50 years has opened at Doncaster. More exports go to the world through the Hull and Humber Ports than any other UK ports complex. The rural economy in North and East Yorkshire has thrived, now contributing almost 20% of regional GVA, although upland farmers have struggled. Striking regeneration is revitalising towns like Barnsley, Grimsby, Scarborough and Huddersfield.

Yorkshire and Humber has more people in work than for a generation, with an employment rate of 73.5 % (see Figure Two) and a spread of employment across the public, service and manufacturing sectors. There has been a decline in the numbers of long term unemployed, with 19% fewer people classed as long term unemployed as compared to last year. Although Yorkshire and Humber does not have the extremes of wealth of London and the South East, there are significant numbers of people who remain excluded from the mainstream economy. Incapacity benefit remains a challenge, with over 230,000 people claiming the benefit in July 2008 although there has been a decrease of 4.1% over the past two years.

Yorkshire and Humber has a more flexible and mobile labour market than ten years ago. There are more people with the technical (level two) and high level (level four) skills that are vital in the new mixed economy. But major challenges remain especially to catch up with the UK average on skills improvements and to ensure school leavers and adult workers have the basic skills businesses need. The region has historically had below average rates of new **business start ups** but the region continues to make steady progress on improving the rate of this (see Figure Three). Business survival rates have increased to above the UK average. Total investment has increased in the last ten years, and Yorkshire and Humber achieved record levels of foreign direct investment in 2007/08. These 124 companies have created 1,100 new jobs and brought private investment of over £320m.



THE RESPONSE TO CURRENT ECONOMIC CHALLENGES

Despite the fundamental improvements of recent years, the challenges of the current economic conditions will require a coherent and comprehensive response. Whilst is not possible to alter global economic conditions, it is possible to mitigate their impact on individuals and businesses, and to better equip them to respond. All agencies – from local groups to national Government – have already begun working closely together to ensure Yorkshire and Humber is as well-placed as possible to respond to any economic downturn.

Yorkshire Forward - working with other regional and local partners - is helping businesses in Yorkshire and Humber to prepare for the challenges ahead. The Regional Economic Strategy (RES), the product of the work and ideas of more than 5,000 people in the region, remains the guiding framework for Government action to help businesses and individuals achieve their potential through these tougher economic times. This road map for public and private sector leaders of "Team Yorkshire and Humber" sets out actions on business, jobs, skills and infrastructure for towns, cities and rural areas across the region. The RES identified global trading conditions, inflation and energy, oil and producer input prices as key risks to the local economy and set out a series of actions Yorkshire Forward would lead in the event of more testing economic conditions.

Now such a scenario seems likely, a whole range of programmes are in train across Yorkshire and Humber, led by a range of different agencies from the Government through to local level, to respond to the issues about which people in the local economy are most concerned.

Government is acting to address current economic challenges on both a national and international level.

INTERNATIONAL ACTION

No government in the world can stop the global economic slowdown, or solve the challenges of high prices immediately, but the Government is working closely with other countries to face up to the international causes of the problems. It has recently discussed with Saudi Arabia and other oil producers how the world might be able to increase oil production in the short term, and is simultaneously working with European and other countries to cut the world's dependency on oil in the medium term. The Government has also worked closely with the IMF to support financial stability and take steps to get global credit markets moving again.

NATIONAL ACTION TO SUPPORT STABILITY

Nationally, it is essential that we avoid a temporary international inflation shock being transferred into domestic inflation, leading to a return to the price-wage spirals of the 1970s and 1980s. The Government has made clear the need for responsible wage setting in both the public and private sector, from the boardroom to the shop floor. The independent Bank of England has a responsibility to set interest rates so that inflation is kept under control. The Bank has an agent in all regions, including Yorkshire and Humber, to ensure that the Bank's decisions on rates are informed by conditions on the ground.

To address the blockages in mortgage markets, the Treasury is facilitating the Bank of England's Special Liquidity Scheme. By providing increased liquidity to the banking system this will help take pressure off the banks and building societies, many of which are based in the Yorkshire and Humber region, during the present period of uncertainty, maintaining the stability of financial markets. It will create the right conditions to ensure banks will be able to lend to each other, and to others, which will in turn support the provision of new mortgage lending to households.

INVESTMENT IN YORKSHIRE AND HUMBER

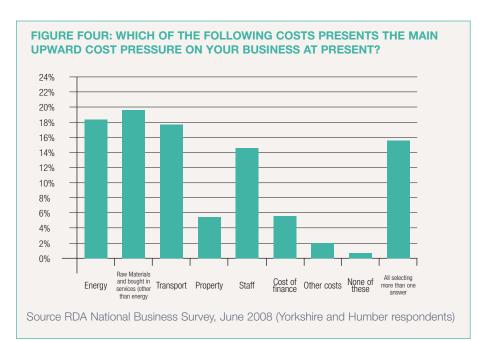
The Government has today set out investment in Yorkshire and Humber's housing and regeneration, transport and economic development of over £2.7bn during the next three years. The publication of Regional Funding Advice: guidance on preparing advice marks the launch of the second round of the Regional Funding Advice exercise and seeks views from regions on their priorities to support sustainable economic growth. The advice will enhance Yorkshire and Humberside's input into policy development and public spending decisions that affect the region, to help ensure that investment are focussed on the right developments, at the right time.

THE RESPONSE TO CURRENT ECONOMIC CHALLENGES

SUPPORT FOR BUSINESSES

Yorkshire Forward is leading a wide range of action locally, together with other agencies, to ensure Yorkshire and Humber is best prepared for any future economic challenges.

- · Helping businesses to cut energy costs: An immediate priority for many businesses is to cut costs and to make their operations less dependent on increasingly high energy costs (see Figure Four). In May, Yorkshire Forward announced a £10m investment over the next three years to help regional businesses to improve competitiveness by adopting more efficient use of resources. Green business support organisations, notably the Carbon Trust and Envirowise, have a vital role in improving energy efficiency. Yorkshire and Humber businesses - and those across the country - can also benefit from the Government's Enhanced Capital Allowance (ECA) scheme. The ECA scheme enables businesses to save money on energy efficient equipment by writing off the whole cost of an investment in designated energy-saving technologies and products against their taxable profits of the period during which the investment was made.
- · Helping companies to access new overseas markets: As domestic markets have tightened over the last 6 months, companies may be considering whether to diversify overseas, particularly to exploit opportunities in markets which are growing strongly. Businesses that trade overseas are more likely to be competitive, have a higher level of productivity, enjoy higher than average growth rates, employ more people and be able to deal with domestic downturns. Yorkshire Forward has responded by expanding its export support services through a £7m package and building an even closer delivery partnership with UK Trade and Investment (UKTI) to simplify access to services. UKTI's International Trade Teams in the English regions, and its network of offices in some 100 markets around the world, are there to support companies for whom the UK is a base from which to go for global growth.



- Simplifying support for small businesses: The Government is making its support to business simpler, so it is easier to access the £2.5bn-worth of tools and techniques available, through Business Link and other routes. Yorkshire Forward is exemplifying this, overhauling the way that business support is delivered in the region through Business Link Yorkshire, a single, easy to access gateway to quality business advice. It is refocusing its operations from over 100 initiatives to 7 priorities businesses need most, with no diminution of funding, working with local government to rationalise local services, shifting resource from overhead to front line support services and opening up specialist advisory services to the private sector. Business Link will pay particular attention to financial and cash-flow issues, given the challenges facing many small businesses in the current climate. In addition, all the region's local authorities are working actively with Yorkshire Forward to simplify the initiatives aimed at business.
- Working with big business: The decisions made by large companies can have a big impact on the economy and jobs. Yorkshire Forward and local authorities have worked together to build relationships with the region's largest

- 600 businesses so that their importance to the local economy and their future plans are factored into investment decisions. Jobcentre Plus has a vital role in responding to industrial restructuring and the safeguarding of jobs. Yorkshire Forward recently successfully worked with Jobcentre Plus to help a major company who were restructuring to ensure those people made redundant were able to find jobs quickly in other companies looking for individuals with those skills.
- Bringing overseas investment to Yorkshire and Humber: Yorkshire Forward took difficult decisions to improve its inward investment performance a year ago, building closer links with local government and UKTI and moving to payment by results contracts with overseas agents. Record levels of foreign direct investment were achieved in 2007/8 and all new companies to the region, no matter what size, are being visited by Yorkshire Forward as part of its aftercare approach. Yorkshire Forward has also built closer links with local government and UKTI who have a vital role in delivering a co-ordinated and responsive regional approach to inward investment.

• Helping businesses to access finance: Yorkshire Forward, EU and private sector funding is in place through the South Yorkshire Investment Fund and Partnership Investment Fund to provide finance for companies who wish to expand but have been unable to secure finance elsewhere. The Selective Finance for Investment scheme is available for firms seeking capital to help in expanding, reorganising, or modernising business processes or moving from development to production. These funds are even more important in the current credit conditions and are being utilised to help businesses struggling to fund good business proposals.

The Government's Enterprise Strategy - published in March 2008 - announced measures that will help increase business competitiveness. These include an extra £30 million for enterprise education and establishing the first Enterprise Academy and an increase in the amount of bank lending through the small firms loan guarantee scheme by £60 million to a total of £360 million for this financial year. Yorkshire Forward is enhancing enterprise support in response to the Strategy including enhanced support for female entrepreneurs and via the Prince's Trust providing young people from disadvantaged backgrounds with start up loans and mentoring support.

• Helping businesses to innovate:

Yorkshire and Humber businesses have not traditionally invested in innovation as much as their counterparts in the South of England. Yorkshire Forward has a long term strategy to increase levels of innovation and announced in June £43m of investment through grants for R&D to help businesses to develop and retain their competitive edge. This approach has led to the development of worldleading facilities on advanced engineering in Rotherham, remote electronic labelling in Halifax, logistics in Hull and chemicals in North Lincolnshire. Clearly the region's universities have a vital role to play in helping businesses to innovate. They have adopted a strong focus on lower

carbon management, built on very strong international expertise present in the region.

Nationally, measures in the Innovation White Paper will keep the UK at the forefront of innovation. The Government is piloting a refocused small business research initiative and undertaking a study of innovation vouchers. And the R&D Tax Credit continues to provide unprecedented levels of support for innovative companies, having provided over £1 billion of support to SMEs since its introduction in 2000.

- Meeting skills needs: Skills are a big priority for the region and vital to its future competitive advantage. The Regional Minister, Rosie Winterton, is leading a group of business ambassadors to look at more effective ways of tackling skills issues in the region. The Minister and the ambassadors will be looking at prioritising actions to take forward apprenticeships, engineering skills, promoting the Skills Pledge, and identifying the demand for skills. The Learning and Skills Council is enhancing Train to Gain to ensure a more comprehensive and responsive offer to the region's businesses.
- Matching people to job vacancies and getting people back into work: Yorkshire Forward and Jobcentre Plus are experienced at getting people straight back to work after major redundancies. In some types of jobs, particularly in the service and care sectors, the numbers of vacancies far outweigh the numbers of people claiming Job Seekers Allowance that are seeking work. Jobcentre Plus is working to develop innovative ways of meeting such mismatches across sectors and geographic areas. Yorkshire Forward is supporting Jobcentre Plus by providing intelligence relating to growing sectors and companies so that the most relevant information is available to jobseekers.

Government is also focused on ensuring the right employment support is available to businesses who need to consider short-time working, laying-off some employees or making redundancies. Local Business Links offer practical advice on the procedures to follow and how to keep employees or their representatives informed. Jobcentre Plus provides a proactive service to employers and employees experiencing redundancy situations, working with other organisations such as the Learning and Skills Council, and Regional Development Agencies and business organisations.

Looking forward, Yorkshire Forward and Jobcentre Plus will work even more closely to monitor job losses and gains in regional businesses so that we can match people losing their jobs to expanding firms. A Regional Rapid Response Taskforce will be enhanced to react even more swiftly to announcements of firm closures that will have a significant impact on the local or regional economy, working with businesses, trade unions and local partners.

 Providing assistance to firms which are struggling with debt: Businesses which are finding it difficult to balance their books can access one of 500 debt advisors employed by Citizens Advice Bureau and Advice UK network. The National Debtline on 0808 808 4000 also provides free confidential and independent advice on how to deal with debt problems.

Improved cash flow management can also help businesses. Research commissioned by BERR found that over 80% of business to business transactions are on a trade credit basis. The Government recognises that late payment, and uncertainty on payment times, cause difficulties in cash-flow and financing costs for small businesses. BERR is working across government to promote prompt payment in the public sector. Additionally BERR is exploring non-legislative approaches to tackling late payment issues.

• Providing additional support for specific sectors: Yorkshire Forward will enhance its support to manufacturers by an additional £7m investment in the Yorkshire and Humber Manufacturing Advisory Service. This will enhance the service available to regional

manufacturers, helping them to cut costs and to improve efficiency, profitability and competitiveness. Yorkshire Forward will launch a successor Regional Venture Capital fund later this year. It will also invest $\mathfrak{L}2.5m$ in the Leeds Financial Services Initiative to promote Leeds as the leading financial services centre outside London and to support the growth of the sector – which accounts for almost 300.000 jobs - across the city-region.

SUPPORT FOR HOUSING

The property and regeneration sector is being hit particularly hard by the slowing economy. Across the region – as nationally – housebuilding is slowing rapidly whilst first time buyers and others are finding it harder to get mortgages, despite falling prices. Action is underway to tackle the various challenges in the housing market.

- Support for the mortgage market: The Government is committed to action to improve mortgage markets and, as well as facilitating the Bank of England's Special Liquidity Scheme, yesterday published analysis by Sir James Crosby that should assist this process.
- Investment in affordable housing: To ensure continued investment, the Government will be providing over £10bn from the Regional Housing Pot in England over the 2008-11 period, of which over £8bn is being invested in affordable housing, and has recently introduced flexibilities into the National Affordable Housing Programme including the new Rent to HomeBuy scheme to help prospective first-time buyers. Spending has been agreed for Yorkshire and Humber totalling £560m; £315m from the National Affordable Housing Programme, £82m for making local authority homes decent, and £163m to help bring private sector homes up to a decent standard.
- Supporting regeneration programmes:
 In parallel, Yorkshire Forward is working closely with developers, investors, local authorities and the emerging Homes and Communities Agency (following the merger between English Partnerships and the Housing Corporation) to ensure that regeneration schemes in towns and cities across the region are restructured to respond to the changed

market conditions. Yorkshire Forward is focusing on physical "de-risking" of sites, including access and services, while the market is slowing, with the intention of taking schemes to market at a later date. English Partnerships is working alongside Yorkshire Forward and local authorities to mitigate against the impact of the economic downturn.

SUPPORT FOR CONSUMERS

- Helping family finances: It is important for the success of local businesses that consumer demand holds up through more challenging times. The Government is committed to achieving this through reforms to the tax system. Most families across Yorkshire and Humber with children should be getting extra cash this year already as tax credits have gone up, and basic rate taxpayers can expect an extra £120 from this autumn due to the changes in tax allowances too.
- · Helping families to pay their mortgage or rent: Families struggling to pay their mortgage should talk to their lender as soon as they start to experience difficulties. Those out of work or getting Pension Credit may also be able to get support with paying their mortgage interest through the Support for Mortgage Interest Scheme. Details can be found at www.thepensionservice.gov.uk. The Financial Services Authority (FSA) has a detailed website which provides advice for those worried about increases in mortgage payments or coming to the end of their fixed rate mortgage. The website www.moneymadeclear.fsa.gov.uk/ mortgages contains impartial advice and practical tools for the people of Yorkshire and Humber on the web to help people make informed decisions. The Community Legal Advice helpline on 0845 345 4345 also provides independent advice about debt, benefits and tax credits, employment and housing problems, and will call back for free.
- Supporting families in meeting fuel and other bills: Rising fuel bills are causing stress to many families, but there are initiatives that can help. The energy companies have pledged an extra £225m over three years to help support vulnerable consumers. Energy Watch

- www.energywatch.org.uk can help families reduce their bill by switching supplier or getting a better deal. Switching to a water meter could also help save money. Certain groups can get a Government grant to pay for insulation and heating improvements, and pensioners on low incomes can receive free central heating or other fuel discounts. Information can be found at www.warmfront.co.uk or www.energysavingtrust.org.uk. The Government's Winter Fuel Payments give help of at least £200 to pensioners, and more to the over-80s, including extra money for this winter.
- · Assistance for those in debt or struggling to make ends meet: Families in debt may be able to manage their payments better following Government reforms to provide access to affordable credit. The Government has proposed changes which will make it easier for access responsible credit provided by local credit unions. The Government has also expanded access to free legal representation at county courts throughout England for households at risk of repossession. Those struggling with debt can also access one of the many debt advisors employed by Citizens Advice Bureau and Advice UK network throughout Yorkshire and Humber, or phone the National Debtline, which provides free confidential and independent advice on how to deal with debt problems, on 0808 808 4000.

Those worried about making ends meet and payment of regular bills may be able to access a range of benefits and support from the state depending on their circumstances. Some may be entitled to tax credits and help with childcare costs. Jobcentre Plus across the region will be able to advise on what they might be entitled to. People who cannot afford to pay their Council Tax may be able to get help by way of Council Tax Benefit. This can provide a full or partial rebate, depending on a household's council tax liability, income and savings, and there are more generous rules for pensioners. Advice is available from the local authority. The local authority also manages housing benefit, which may help those who cannot afford to pay their rent.

NEXT STEPS

This document sets out an initial framework for discussion with stakeholders across the region. Yorkshire Forward and the Government will be working closely with a whole range of local and regional partners over the coming months to address the challenges described at the start of this document, and to build on the support and initiatives described above. We will be asking councils, regional agencies and voluntary sector organisations to add to this framework and to work with us on how best we support businesses and households in the region. We expect this to feed into a comprehensive programme of work across a range of different organisations across Yorkshire and Humber, as well as informing the Government's work in the run-up to the Pre Budget Report.

Looking forward, Yorkshire and Humber will be refining its spending plans following the publication of Regional Funding Advice: guidance on preparing advice, and the Government will set out further steps to support the economy at the Pre Budget Report.

Yorkshire Forward will continue to use its strong links to individual businesses, developers and the CBI, IOD, Chambers of Commerce, FSB and EEF provide in-depth and timely intelligence and analysis to ensure that Government, including the Regional Minister, understand the challenges that businesses in the region are facing. Yorkshire Forward, which produced the regional analysis in this document, would welcome views from local businesses, third sector organisations and business groups on any of the issues contained in this document.

FOR FURTHER INFORMATION, PLEASE CONTACT:

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CITIZEN'S ADVICE BUREAU

There are a number of Citizen's Advice Bureau across Yorkshire and Humber. For details of the nearest branch, go to:

www.citizensadvice.org.uk

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