

#OneYorks

One Yorkshire devolution Toolkit

One coherent economy

One shared identity

One historic opportunity

October 2018

Join the call for One Yorkshire devolution

1. Introduction: One Yorkshire devolution

18 Yorkshire councils and the Sheffield City Region Mayor are seeking a One Yorkshire devolution deal with Government that would see a historic transfer of powers and investment from Whitehall to our region – enabling the decisions that affect Yorkshire to be taken in Yorkshire, by people who know and understand the region.

Securing a One Yorkshire devolution deal would have huge benefits for our economy, for rural, coastal and urban communities across Yorkshire and for people's quality of life.

2. Purpose of this toolkit

Securing a historic One Yorkshire devolution deal needs everyone who backs this approach to make their voice heard. Strong local support is one of the key criteria Government has set in relation to the One Yorkshire devolution proposals.

This toolkit aims to provide organisations and individuals who want to get behind One Yorkshire devolution with all the materials you need to show your support.

It includes:

- Key messages
- Social media, website and email graphics
- Example wording for social media, websites, newsletters and letters
- FAQs and lines to take

If you would find any other resources helpful, please contact communications@westyorks-ca.gov.uk

3. Key messages

The case for One Yorkshire devolution centres on the following key messages:

1. One coherent economy

Yorkshire is a coherent economic area. Together it is greater than the sum of its parts.

2. One shared identity

People, businesses and civic leaders are united behind the strong Yorkshire identity, which is also a globally recognised brand.

3. One historic opportunity

One Yorkshire devolution will provide demonstrable economic and social benefits for Yorkshire's communities and the country.

4. One Yorkshire delivers

One Yorkshire provides the scale, the voice and the economic potential to not only deliver for Yorkshire but for the whole of the North and the UK.

Supporting messages and proof points

The following messages, statistics and proof points can be used to support the key messages:

1. One coherent economy

- According to a credible, independent economic study Yorkshire is a coherent economic area. Together it is greater than the sum of its parts.
- All parts of Yorkshire share distinct economic opportunities and challenges
- There are demonstrable commonalities across key sectors such as manufacturing; energy/low carbon; food and drink, health and digital
- Yorkshire is hindered by artificial sub-regional barriers in areas such as transport and skills which can be overcome by One Yorkshire approach

2. One shared identity

- People, businesses and civic leaders are united behind the strong Yorkshire identity.
- One Yorkshire builds on this strong collective identity and a world-recognised brand
- 75% of people in the region identify with Yorkshire – more than in any other region of the country
- The majority of business supports devolution at a Yorkshire level and believes that brand Yorkshire is an asset to international trade and tourism
- One Yorkshire has the cross-party support of 18 councils plus the Sheffield City Region Mayor

3. One historic opportunity

- One Yorkshire devolution will provide demonstrable economic and social benefits for Yorkshire's communities and the country
- According to an independent economic study, One Yorkshire devolution could deliver up to a £30bn-a-year increase in Yorkshire's economic output, equating to £5,400 per person per year over 20 years
- This includes uplifts across exports (up to £10.4bn), inward investment (up to £19.7m), R&D (up to £1.3bn) and skills (up to £1.56bn)
- A thriving Yorkshire economy is good for the UK – it is already worth £112bn a year to UK plc and is home to 5 million people (half the Northern Powerhouse population) and 2.5 million jobs

4. One Yorkshire delivers

- One Yorkshire is a deliverable evidence-based proposal that can bring the benefits of devolution to Yorkshire, the North and the UK
- One Yorkshire answers all of Government's requirements for devolution to the region: a coherent economy, local support and a directly elected Mayor
- The Mayor will oversee a system which brings power from Whitehall to Yorkshire, ensuring decisions are taken at the right level to maximise the benefit for all communities and which complements existing structures
- The Mayor for One Yorkshire will be a powerful representative of the region working with a cabinet bringing every leader together where all have a say

4. Assets and example content

This section contains assets and content that you can use across all of your channels to show your support for One Yorkshire devolution.

If you are planning to show your support on social media or other channels please post the One Yorkshire devolution Executive Summary and the independent economic study (both enclosed) on your own website and link to this page.

Social media


The following example tweets and graphic can be used on Twitter and other social media channels. The hashtag for One Yorkshire is **#oneyorks**. Where we refer to *[link]* in the example tweets this should be the link to the documents on your own website.

Individuals and organisations you may wish to tag in tweets or images include:

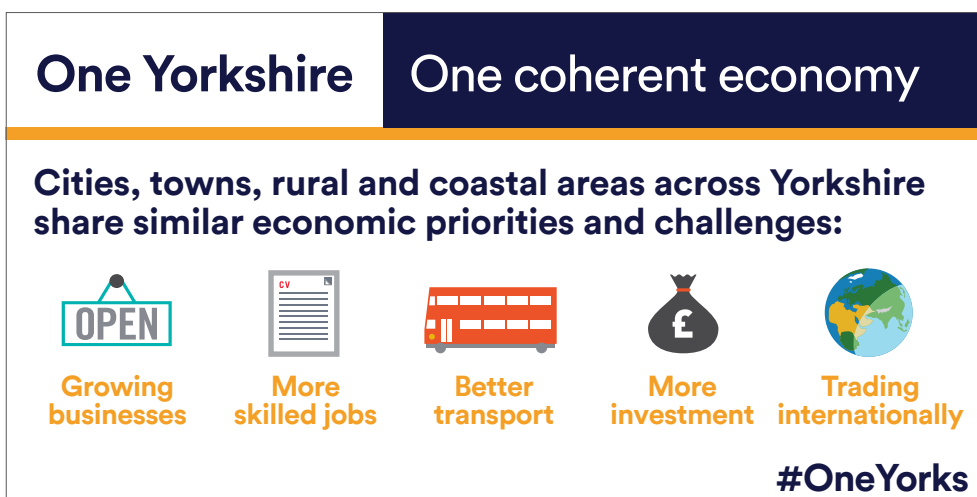
- James Brokenshire, Secretary of State for Housing, Communities and Local Government - @JBrokenshire
- Jake Berry, Minister for the Northern Powerhouse - @JakeBerry
- UK Prime Minister - @10DowningSt
- HM Treasury - @hmtreasury
- Ministry of Housing, Communities and Local Government - @mhclg
- Your local MP or council
- The Leader and/ or Chief Executive of your local council
- Dan Jarvis, Mayor of Sheffield City Region - @SCR_Mayor

One coherent economy

Example tweet:






 #Yorkshire is a coherent economic area, with distinct economic challenges + opportunities according to an independent economic study *[link]*. #OneYorks #devolution will address these for the benefit of all.

Graphic:



One Yorkshire **One coherent economy**

Cities, towns, rural and coastal areas across Yorkshire share similar economic priorities and challenges:

-  **Growing businesses**
-  **More skilled jobs**
-  **Better transport**
-  **More investment**
-  **Trading internationally**

#OneYorks

One shared identity

Example tweets:

- 🐦 Businesses, civic leaders and local people are all backing a #OneYorks #devolution deal. We are proud to lend our support as well.
- 🐦 The majority of businesses in our region believe brand #Yorkshire is good for business, good for international #trade and good for #tourism according to an independent economic study [\[link\]](#). That's why we're backing a #OneYorks #devolution deal.

One historic opportunity

Example tweets:

- 🐦 A #OneYorks #devolution deal is a historic opportunity that would bring many economic and social benefits to #Yorkshire according to an independent economic study [\[link\]](#). That's why we're showing our support.
- 🐦 #DidYouKnow? A #OneYorks #devolution deal could add up to £30bn to #Yorkshire's economy according to an independent economic study [\[link\]](#) – that's £5,400 per person a year over 20 years. That's why we're showing our support.
- 🐦 #DidYouKnow? A #OneYorks #devolution deal could boost international trade after #Brexit by up to £10.4bn a year according to an independent economic study [\[link\]](#). That's why we're showing our support.
- 🐦 #OneYorks is good for #Yorkshire, good for the #NorthernPowerhouse and good for the #UK according to an independent economic study [\[link\]](#). Time to unleash the potential of a £112bn economy + 5m population for the benefit of all.

Graphics:



One Yorkshire
One historic opportunity

#OneYorks

Up to
£1.56bn
a year



more for our economy
from increased
investment in skills

One Yorkshire
One historic opportunity

#OneYorks

Up to
£30bn
per year
added to Yorkshire's
economy...

...with the power and
scale to narrow the
productivity gap with
the UK average



One Yorkshire
One historic opportunity

#OneYorks



Up to
£10.4bn



extra in exports
per year

One Yorkshire
One historic opportunity

#OneYorks



Up to
£1.3bn
a year



more for our economy
from increased
investment in R&D

One Yorkshire delivers

Example tweets:

-  #OneYorks answers all of Government's requirements for #devolution to the region: a coherent economy (according to an independent economic study [\[link\]](#)), local support and a directly elected Mayor.
-  #OneYorks is a deliverable, evidence-based solution to bringing the benefits of #devolution to all of #Yorkshire and the #NorthernPowerhouse – backed up by an independent economic study [\[link\]](#). That's why we're showing our support.

Graphic:



Government asked... #OneYorks
One Yorkshire delivers

The One Yorkshire devolution proposals deliver against Government's ambitions for economically flourishing places:


-  **Coherent economic area**
-  **Directly elected Yorkshire mayor**
-  **Local support**

The One Yorkshire proposals are supported by 18 Yorkshire councils and the Sheffield City Region Mayor

Benefits of devolution

Public-facing organisations and individuals may find the following graphic helpful in explaining the benefits of devolution to followers:

Example tweet:

-  Not sure what #OneYorks #devolution means? In short it's about more decisions taken locally, more investment for our region, and more benefits for the UK from a stronger #Yorkshire economy.

Graphic:



One Yorkshire devolution #OneYorks

Is all about:

-  **Decisions that affect Yorkshire made in Yorkshire**
-  **More investment for all communities**
-  **A Yorkshire that plays its full part in UK prosperity**

Website, email and newsletter graphics

You may wish to add one of the following graphics to your website, email signature or newsletter to demonstrate your support for One Yorkshire devolution.

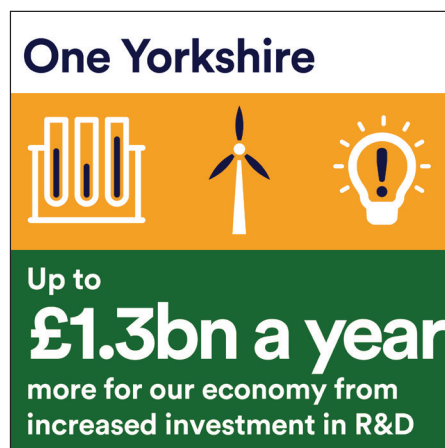
Supporter banner / button



Economic benefit graphics

When using the smaller economic benefit graphics, please always include the following text and link taking people to the full independent economic study for context:

“According to an independent economic study, One Yorkshire devolution will bring benefits to Yorkshire, the North and the wider UK. Read the full study here [\[link\]](#).”



Example wording

Here is some suggested wording which you can use or adapt for websites, newsletters, letters to your MP/ Government or media statements.

Website / newsletter

[Name] is supporting a One Yorkshire devolution deal for Yorkshire.

One Yorkshire is about transferring more powers from Whitehall to Yorkshire, giving local people much greater say over the issues that affect them, providing more investment in those areas that will make the biggest difference to the region's economy, businesses and people, and enabling Yorkshire to play its full part in driving growth and productivity after Brexit.

The benefits of One Yorkshire devolution for the region and for the UK could be huge. According to an independent economic study, the proposals could add up to £30billion to the region's economy, which equates to £5,400 per person per year over 20 years. It could also significantly increase exports from the region and see more investment from skills, innovation/ R&D and inward investment.

A One Yorkshire devolution deal would see the creation of a directly elected Mayor, who would oversee the historic transfer of powers and funding to the region. This is one of Government's key requirements for devolution proposals, along with ensuring proposals refer to a coherent economic geography and have local support – both of which One Yorkshire has.

Letter

Dear **[name]**,

I/ we are writing to confirm my/ our support for the One Yorkshire devolution proposals put forward by 18 Yorkshire councils and the Sheffield City Region Mayor.

I/ we believe that these proposals are an opportunity to extend the benefits of devolution to all of the 5 million people and over 400,000 businesses that make up our large and economically significant region, as early as 2020.

I/ we have seen the results of an independent economic study into the benefits of One Yorkshire devolution – which include an up to £30bn uplift in Yorkshire's economic output; equating to £5,400 per person per year over 20 years. I/ we urge the Government to do all it can to unlock these benefits as soon as possible by moving forward with a One Yorkshire devolution deal at the same time as the existing South Yorkshire deal. As a region that generates £112bn a year for UK plc, these benefits will not just make a difference to the Yorkshire economy, but to the whole of the UK as it looks to an economic future outside of the EU.

The One Yorkshire proposals have broad support among civic leaders, businesses and local people, and credible governance proposals have been put in place that would see a directly elected mayor for the whole of the One Yorkshire geography.

As far as I/ we can see all of Government's requirements for devolution to Yorkshire have been met, and we ask that progress towards devolution for all of Yorkshire can be made swiftly for the good of the region and the country post-Brexit.

Yours,

[Name]

Media Statements

Press releases on the economic study and on the 18 councils' and Sheffield City Region Mayor's One Yorkshire devolution submission to Government will be shared separately.

You may wish to consider providing a supportive quote or statement to your local media contacts, referencing the key messages set out above. If you would like to discuss this, please contact communications@westyorks-ca.gov.uk or your local council communications team (details on page 14).

5. Frequently asked questions

Please feel free to share these FAQs with your contacts and members of the public who want to know more about One Yorkshire devolution.

1. What is devolution?

Devolution is about taking decisions as near as possible to where they will have an impact. As an example, it makes most sense for the Government in London to take decisions about defence but your local council will decide when your bins will be emptied.

At the moment, a large proportion of decisions about what happens in Yorkshire are taken by the Government and its departments. Through a process known as 'devolution deals' the Government is giving areas more powers to make their own decisions on issues such as transport, skills and support for business.

2. Why do we need an elected mayor?

The Government has decided that to take on new powers, areas have to agree to have a mayor, voted for by the public, who can be held responsible for how the powers are used. Under One Yorkshire, the whole region would have a single elected mayor sitting with a 'combined authority' made up of council leaders.

3. What is the One Yorkshire devolution plan?

18 councils in Yorkshire and the Sheffield City Region Mayor are supporting the One Yorkshire devolution proposal. This would involve the creation of a One Yorkshire Mayor, elected by voters in the region, overseeing powers transferred by the Government with a Combined Authority of council leaders, similar to a Cabinet.

4. What would the elected mayor do?

The powers of the Mayor would depend on the final devolution deal agreed with the Government but it is expected they would work with council leaders to develop regional plans in areas such as business support, inward investment and skills. How they decided to use those powers would depend on the policies the mayor put before the public

5. When will this happen?

With the support of the Government an agreement could be in place and the One Yorkshire Mayor elected by 2020.

6. How would the mayor be held to account?

The Mayor would be part of a Combined Authority with Yorkshire council leaders who would all have a say in the decisions taken at a regional level. There would also be an Overview and Scrutiny process similar to that in place in local authorities. The Mayor would be responsible to voters and re-elected every four years.

7. Why not have devolution deals for smaller areas such as West Yorkshire or the Humber?

The 18 councils and Sheffield City Region Mayor believe devolution at a Yorkshire level would deliver the most for our communities in the most streamlined way. The independent economic study suggests working at a Yorkshire level could deliver economic uplift worth £30bn a year.

8. Would councils be merged/scrapped?

No. This is about transferring powers down from the Government to Yorkshire.. Councils would continue to have their existing responsibilities.

9. Isn't this just more bureaucracy and more politicians?

Devolution is about reducing bureaucracy. By taking decisions closer to where they will have an impact we can reduce the lengthy processes involved with dealing with Government and secure better outcomes offering better value for money. The only additional elected person would be the Mayor working with the Combined Authority and committees drawn from existing councillors.

10. What happens if we don't have a devolution deal and a mayor?

Without a devolution deal, a large proportion of decisions over what happens in Yorkshire will continue to be taken in London. Areas with elected mayors will enjoy powers, over public transport for example, which will give them an advantage over Yorkshire. Areas with devolution deals and mayors have also been given priority for some Government spending. An example is the Government's Transforming Cities Fund worth £840m where elected mayors were given a share automatically but other areas had to compete for a share

11. What does this mean for the Sheffield City Region devolution deal?

The future of the Sheffield City Region deal is a matter for the local authorities in that area. The Sheffield City Region Mayor supports the One Yorkshire idea. The 18 councils and the Sheffield City Region Mayor have committed to working with the Government to find a way to deliver the benefits of the Sheffield City Region deal while progressing towards a wider One Yorkshire agreement with a mayor elected in 2020.

12. What happens next?

The findings of the independent economic study and the details of how the Mayor and the Combined Authority would work have been submitted to the Government. We are ready to meet Ministers at any time to progress them.

6. Lines to take

This section is for your benefit as a key stakeholder in the One Yorkshire devolution discussions. It is intended to help you answer any potentially difficult questions you may receive, but is not intended to be shared more widely.

1. Why should people care about devolution?

We all want a better future for our communities. Devolution is a way of getting the funding and decision-making powers to do that faster. Devolution is about improving the standard of living for all our communities and making important decisions closer to where their impact will be felt.

2. How are you going to persuade the Government to agree to One Yorkshire?

As the independent economic study makes clear, the One Yorkshire deal will bring significant benefits to the region and therefore the UK. The Government asked for ground-up proposals: One Yorkshire is backed by 18 councils and the Sheffield City Region Mayor. The Government wanted to see the economic case: The independent economic study shows the £30bn a year which could be added to the Yorkshire economy with all the benefits that would have for the wider UK. We're ready to work with the Government to deliver this by 2020.

3. Why not just strike a deal for the 16 authorities outside South Yorkshire?

Barnsley and Doncaster have made clear they would like to be part of a One Yorkshire devolution arrangement. The independent economic study has also identified the benefits of working together at a Yorkshire level. We want to work with the Government to find a way to unlock the benefits of the Sheffield City Region for those communities while progressing a One Yorkshire agreement delivering an elected mayor in 2020.

4. Aren't the figures in the economic study just optimistic/hypothetical forecasts?

The study is an independent look at the Yorkshire economy and the benefits a devolution agreement could unlock – which are significant. We believe it presents a compelling basis for discussion with the Government, demonstrating Yorkshire has a coherent economy and that devolution on a One Yorkshire basis could deliver a significant economic uplift for the region and the country.

5. The economic study concedes there are different 'functional economies' - doesn't that undermine the case for One Yorkshire?

What the study says is that there are strong interconnections and shared issues and opportunities for Yorkshire. We have always been clear that with a region of 5m people and an economy of £112bn there will be diversity – indeed that is one of our strengths. This is about identifying the challenges and opportunities we share in areas such as transport and skills where by taking powers and funding from Government we can accelerate improvements.

6. How do the benefits of One Yorkshire compare to deals covering city regions or Greater Yorkshire?

One Yorkshire has the support of 18 council leaders and the Sheffield City Region Mayor. The independent study makes clear such a deal could deliver significant economic benefits for the region. One Yorkshire is the only approach which has those two key elements together with widespread support across the region. Now it is time to move forward and deliver a One Yorkshire agreement with a mayor elected in 2020.

7. Won't a One Yorkshire devolution deal create unnecessary bureaucracy? Can't we do this without a mayor?

The Government demands all areas with devolution deals have an elected mayor overseeing a combined authority responsible for the powers that are transferred. We have set out a streamlined structure where decisions would be taken at the appropriate level. We have committed to delivering this at no extra cost to taxpayer. The one extra appointment would be the directly-elected Mayor, the Combined Authority would be made up of existing councillors.

8. With a 'Yorkshire Combined Authority' will we still need the vast array of county, unitary and district councils?

This is about transferring powers from Government to the region. Councils who will continue to have their current responsibilities.

9. Wouldn't it make sense to have a single local enterprise partnership for Yorkshire?

The Government's review of LEPs, including LEP boundaries, continues and all areas have made representations on that. We see the LEP arrangements that emerge from that process as a building block for One Yorkshire where decisions are taken at the appropriate level. Some decisions could be taken at a more local level if felt most appropriate by the Mayor, the Combined Authority and local leaders.

10. Given all the pressures on national and local government is this really a priority?

Devolution is a way to tackle some of the challenges and maximise the opportunities we have as a region in the coming years. We also need to ensure that we do not fall behind other areas where devolution agreements have already been reached and who the Government favours when it comes to releasing investment.

7. Key contacts

- West Yorkshire Combined Authority communications team – communications@westyorks-ca.gov.uk