

Yorkshire & Humberside

A REGION
OF THE



European Union



Photo: COI Picture Library

Yorkshire & Humberside

A REGION
OF THE

European Union

The dynamic diversity of the European Union is embodied in its regions. The Union, a Community of 12 Member States where decisions are taken by Ministers responsible to national parliaments, is committed to preserving this diversity as it advances towards ever closer integration.

Each of the regions of the European Union has its own particularities. Each is affected by Community policies. The increasing recognition of this fact underlies the vast growth in cooperation between the regions, from the humblest twinning links to large cross-frontier spending programmes such as INTERREG. Cross European links in transport, energy and telecommunications are being initiated from the smallest to the greatest. These links are the nerves of the European Union as a Community with a common purpose based on national and regional self-interest with a blossoming regional diversity.

Development of the Regions

The removal of frontiers has brought regions in direct contact with each other. There are increasing trans-frontier exchanges and cooperation on projects. Many policies of the Union will be of special benefit to the regions. Just to mention a few, competition policy has helped create a level playing field where firms from all regions can compete on fair terms on EU markets; the deregulation of transport policy has cut the cost of moving goods between the regions. Small and medium-sized enterprises (SMEs) have been among the prime beneficiaries of EU action. Measures include helping them make contacts with partners in other countries and provide them with business start-up aid.

The harmonious development of the regions can only be achieved by reducing the disparities between the economically strong and the less advanced among them. This is why the European Union is committed to re-allocate more of its resources (25% of its budget) to the regions which are lagging behind. The Structural Funds

The term "European Union" stemming from Maastricht is preferred in this text. However, whenever funding programmes or policies/laws stemming from the original EEC or ECSC treaties are referred to the term "European Community" is used.

consist of the European Regional Development Fund, the guidance section of the Agricultural Fund and the European Social Fund. Nearly two-thirds of the money goes to disadvantaged priority regions. The aims include helping regions seriously affected by industrial decline and promoting the development of rural areas.

The European Union must also promote the balanced social development of its regions. The citizens benefit from education, training and mobility programmes. These include help for technology training, vocational training for young people, as well as student exchanges under the ERASMUS programme.

The Single Market

Community spending programmes do not by any means represent the whole picture. Much of this spending has a wider impact by the very fact that the Community is addressing common problems, such as the difficulties of frontier areas, coal and steel closures or the telecommunication needs of the outer regions. Similarly, the scientific and education programmes have a far wider impact than the amount of money involved might suggest, through the large number of cooperation networks that these programmes have helped to establish.

At the heart of the European Union lies the Single Market. Its economic impact is of a different order of magnitude. Here lie the freedoms leading to Europe's competitive edge in the rest of the world: free movement of goods, people, services and capital. Its counterpart is the Community external trade policy. Here the economic benefits of the Union acting together, for example, in the recent Uruguay round of the GATT negotiations, dwarfed any impact of the funds in the regions. The regions and the Union itself are indivisible.

1. Europe in Yorkshire and Humberside

Yorkshire and Humberside, being on the western side of the North Sea, have historically had a long tradition of links with Europe. Normans, Vikings, the Romans and the Dutch all left their imprints on a rich and varied landscape which now embraces conurbations as well as industrial and coal mining areas in decline, outstanding national parks, isolated rural areas and moors as well as bustling seaside towns. These are reflected in the local traditions, cultures, arts, names, sites and architectural heritage.

Once a Roman fortress, later a great medieval European city, York's recorded history dates from AD 71. Its Minster is encompassed in two and half miles of medieval walls with four great gateways which find echoes to the south in Beverley. Old waterside inns and Dutch architecture are found in Hull and in adjacent Hedon, formerly a major medieval port.

Hull developed a considerable Baltic trade through the Hanseatic League. William Wilberforce, the anti-slave trade campaigner was the son of a Baltic merchant. He became MP for Hull in 1780 and for Yorkshire in 1784. Hull is home to a whaling museum and to the 600 year old Guild or Fraternity of Masters and Pilots, seamen of the Trinity House.

To the West history was made again, this time by Titus Salt, a local philanthropist and industrialist who built housing for his workers at Saltaire, near Bradford - once at the heart of the textile industries. Now the former mill houses the paintings of David Hockney.

The region stretches from the Pennines to the North Sea. It is culturally rich, and economically diverse with agricultural regions complemented by market towns, cities, industries and places both of industrial decline and economic regeneration.

Located at the cross-roads of a potential trans-European network where north-south rail links intersect with east-west trans-Pennine and international routes, the ports are growing fast after years of decline occasioned, in part, by technological advances and the impact of fisheries policy changes.

Yorkshire and Humberside have projected annual GDP growth of 2.4% in the 1994-2000 period compared with the 2.6% forecast for the UK as a whole. They remain areas requiring assistance to promote economic regeneration and will seek support under the trans-European network programmes. The potential of the Humber ports can be developed by these networks with links across the Pennines and beyond, developing a "bridge" from Ireland to Northern and Central Europe.

2. The Economy of the Region

Five million people live in Yorkshire and Humberside, 42% of whom live in West Yorkshire, 26% in South Yorkshire, 17% in Humberside and 15% in North Yorkshire.

Population growth is estimated at 2.2% (less than the UK average) and labour force growth at 2% until 2001. Unemployment remains slightly above the national average.

Since 1981, unemployment has risen steadily in primary industries including agriculture, coal mining and the utilities where some 78,000 jobs have gone thereby reducing the labour force in those sectors from 8% in 1981 to 3.7% in 1992, a figure only half a percentage point above the national average. Equally damaging was the loss of 94,000 jobs in manufacturing in the early 1980s although during 1984-89 employment rose in mechanical engineering and heavy metal industries.

By the early 1990s, there had been a modest rise in employment in manufacturing outside the textile, food, drink and tobacco sectors. Gains here were offset by a further 7% decline in manufacturing between 1989-92. This compared with a 14% fall nationally.

Construction industry jobs also fared badly although marginally better than nationally. Regionally the job losses were 17% against the 21% decline nationally. Gains in the service sector up to 1987 did not compensate for such losses, nor did the more rapid rise in services after 1987.

The major areas of concern remain agriculture, textiles and clothing, steel and engineering. The gradual phasing out of the multi-fibre agreement is likely to increase competition in West Yorkshire. Financial services are seen as a growth area, notable in West Yorkshire.

In the past, the major conurbations of Leeds and Sheffield were dominated by coal mining, metal manufacture and textiles. All these industries are now in decline.

Yorkshire and Humberside has some of the finest agricultural land in the country ranging from the hill farmers in the Pennines and North Yorkshire to the arable farms and pig farms around the estuary. In Humberside some 12% of the country's pigs are reared.

Humberside alone has some 85% of its land given over to agriculture, almost half of which is top-grade. Humberside produces over 7% of the country's oilseed rape, 6% of its wheat and peas and 9% of the country's vegetables.

Not surprisingly, the area is flanked by food and drinks industries. Northern Foods has its Headquarters in Hull and other household

names - Bird's Eye, Walls, Reckitt & Colman are among Humberside's largest employers.

Agriculture remains important in the rural areas and the extensive agricultural and rural land includes important wild life habitats with some 25% of the land being designated as National Parks. Rural incomes are, however, low and opportunities for diversification are limited.

South and West Yorkshire and Scunthorpe in South Humberside are traditional industrial regions whose economies have been subject to extensive re-structuring and de-industrialisation. This continues and is reflected in relatively high unemployment levels. Economic regeneration and environmental clean-ups are important local priorities.

Humberside, as home to the Humber, has probably the last undeveloped deep-water estuary in Europe. Development land is well-sited and the wharves and ports are strategically vital to the whole region. After losing traditional fishing grounds, Hull remains vulnerable as a fishing port due to foreign competition and falling fish stocks.

The region as a whole, has plenty of potential as inward investment and foreign companies have been drawn by its location and by the availability of a large, skilled workforce and education and industrial cooperation offered by the region's nine universities.

Compared to most other UK regions, Yorkshire and Humberside have not performed quite as well on inward investment although Humberside has over 100 foreign-owned companies and remains an attractive location for inward investment.

The Yorkshire and Humberside region has a role to play in developing the northern arc trading axis from Ireland across northern Germany to the Baltic and Eastern Europe and will both generate growth and deflect trade from the congested south.

The GDP per head for the region is 88% of the European Union average.

3. Regeneration and Growth

The regeneration of the Yorkshire and Humberside region has been substantially boosted over the years by the investment of funds provided by the European Community in partnership with local authorities, business, education and commerce.

Funds have been directed towards efforts at urban regeneration, re-training, education, "Small and Medium Sized Enterprises" (SMEs), infrastructure and environmental improvement. These have not only helped to offset some of the worst effects of industrial decline and change, notably in the collieries and traditional industries, but have boosted new industries and new ventures in an imaginative and innovative way.

Long term forecasts for the 1990s suggest that Yorkshire and Humberside will retain their mid-point position in the re-emerging north-south economic divide. Yorkshire and Humberside remain overall one of the lowest cost-of-living areas in Britain.

Projected GDP Growth in Regions

% per annum	1991-4	1994-2000
UK	1.2	2.6
Yorks & Humberside	1.3	2.4
Humberside	2.3	2.7
North Yorks	0.8	1.9
West Yorks	1.8	2.4
South Yorks	0.1	2.4

Source: Humberside TEC Economic Bulletin January 1994

Productivity continues to rise in agriculture and fishing and utilities. The metal industries face short term demand problems, and over-capacity in Europe has caused major problems. Scunthorpe's steel industry made remarkable efficiency gains but still faces serious problems. Pit closures in Yorkshire had a negative impact overall as did cuts in engineering and the "peace dividend". Transport and communications are continuing to cut back on employment and to re-deploy within them.

Public sector expenditure constraints affect many areas including health, education, services and public administration.

All these factors put a premium on the acquisition of aid from the European Community Structural Funds to assist training, re-training and economic regeneration across the region.

In order to ensure that the aid to the regions is used as efficiently as possible, three basic principles have to be respected. They are:

1. Partnership

Active involvement among all with a contribution to make is required at local, regional, national and Community level.

2. Subsidiarity

Decision making is to take place at the most appropriate level whether local, regional, national or European.

3. Additionality

EC funding is to be used in addition to (not instead of) national funds.

The Structural Funds are:

The European Regional Development Fund which identifies the less advantaged regions in the Community in which it can support a variety of industrial and infrastructure projects. In particular, Objective 2 of the guidelines of the Fund identifies areas of industrial decline. In Yorkshire and Humberside these areas are: all of South Yorkshire; in West Yorkshire the travel-to-work areas of Bradford, Castleford and Pontefract and Wakefield and Dewsbury; in Humberside the travel to work areas of Doncaster, Grimsby, Hull and Scunthorpe. Under the previous rules support went to Goole, Bridlington and Driffield. The eligible areas will be reviewed again after three years.

Operational programmes are drawn up in the various parts of eligible regions laying down the way the Fund will operate in detail; the Mid-Yorkshire Operational Programme, for example. However, there are also a number of programmes which address themselves specifically to Community-wide problems, such as areas where the key local industry is suffering from severe contraction; eg RETEX (Textiles) RECHAR (Coal) RESIDER (Steel), KONVER (Defence Industries).

The European Social Fund concerns itself with vocational training and job creation. The new guidelines address the problems of the young unemployed, the long term unemployed and the adaptation of the workforce to industrial and technological change. There have been three special Community-wide programmes:- NOW (New Opportunities for Women), HORIZON (Help for the Disabled to obtain employment) and EUROFORM (Training to meet new needs resulting from the completion of the Single Market and technological development).

The European Agricultural Guidance and Guarantee Fund concerns itself with helping the farm sector to be viable, efficient and diverse as well as improving processing and marketing in agriculture together with the modernisation and restructuring of fisheries. It also helps projects in specified rural areas, which are thus also eligible for Regional Development Fund assistance. The latest rules specify areas within Humberside and North Yorkshire as eligible.

There is also the European Investment Bank which is of particular use for large infrastructure projects in energy, the environment and telecommunications, together with industrial projects and investments in advanced technology. European Coal and Steel Community Grants and Loans are of particular help to regions and workers affected by closures in these sectors.

Between 1989-93 some £230 million went to Objective 2 areas (Yorkshire and Humberside steel area, Bradford, Mid-Yorkshire, Hull, Grimsby, Goole and the East of England ESF Unifund Programme). Additional parts of Yorkshire and Humberside got monies under the Social Fund. For example, £10 million came from the ESF to projects in Humberside (1990-93).

Public sector projects dominate the list of beneficiaries from ERDF. These cover measures to:

- provide industrial and business premises and sites;
- improve infrastructures - road, rail, waterways and public transport
- facilitate business development and tourism;
- develop new businesses, especially SMEs;
- improve the image of the region (eg reclamation of derelict land, landscaping etc);
- develop tourism, and sites of historical and cultural interest;
- support research and technology to improve business competitiveness

Hull City Council alone has received over £1 million from the ESF to tackle long-term and youth unemployment.

From the ERDF, since its establishment in 1975, Hull has secured almost £17.5 million for nearly 100 schemes including land reclamation, infrastructure developments for industrial estates, telecommunications, tourist developments, training, support for SMEs and the unemployed.

ERDF recipients in the Hull and Humberside region include local government, Associated British Ports, British Rail, the Hull Truck Theatre Company and Hull Enterprise Development.

From 1989-93 Leeds received over £13 million from the ESF and nearly £0.5 million from the ERDF.

Bradford won big ERDF aid towards major infrastructure projects such as the Ring Road, the St James Business Park, the refurbishment of the Alhambra Theatre, the building of the Business and Innovation Centre and the Bradford Beck Flood Alleviation scheme.

Following the virtual collapse of steel in Sheffield in the 1980s derelict land was a major problem for the city. The ERDF financed its reclamation, redevelopment and expansion of new and existing industries at East End Park. ERDF funds also helped in the refurbishment of the Lyceum Theatre and the construction of the Sheffield Arena.

European Social Fund support has been used in a variety of imaginative ways to assist people from all walks of life. Two examples illustrate the diversity of schemes supported by the ESF:

- in Sheffield, ESF funds have boosted training at the Sheffield College in leisure and recreation; catering and hotel management; information technology; electronics; engineering; construction; managements; design; media and European languages;
- in Bradford, ESF funds have supported courses in office skills for women returners, computing, supervisory management, painting and decoration, dry stone walling and motor vehicle maintenance.

Bradford alone secured over £10 million from the ESF between 1989-93 and over £3.5 million from the ERDF.

Examples of some imaginative projects are:

- In 1993 a mobile counselling double-decker bus run by the South Kirklees Rural Partnership took counselling into isolated rural areas of high youth unemployment.
- In Huddersfield Ray Street Enterprise Centre set up high level training in industrial sewing fashion, design and business administration skills with courses aimed mainly at the Afro-Caribbean and Asian communities.

Much European aid is channelled through integrated programmes such as the mid-Yorkshire Operational Programme (some £8 million going to Kirklees and Wakefield), the Bradford Operational Programme (£3.1 million to Bradford Council and £400,000 to Bradford University); and nearly £14 million to Hull and Humberside under the Humberside Operational Programme.

In addition to aid from these funds, Yorkshire and Humberside gain through the loan and investment facilities of the European Investment Bank.

For example, in 1992 £24 million was lent to Humberside County Council for road and air transport infrastructure improvements including: the upgrading of Humberside International Airport to allow its use by short-haul jets; the Ennerdale link road in Hull; the South Humber industrial link road, phase 1; Peakes Parkway stage 2, Grimsby; the Barton Eastern relief road, and the Brandesburton-Leven by-pass.

The region also benefits from several European community-wide programmes under the ERDF:

- KONVER, which helps regions hit by decline in the defence industry helped the region to the extent of some £0.5 million of which £0.25 million went to Leeds. In addition, Kirklees secured £74,200 for training in conjunction with local colleges. Others submitted by Leeds, North Yorkshire Council and Hull and Beverley colleges were successful.

- Between 1992-93, Kirklees secured from RECHAR £325,000 which was used on a number of projects including the Dewsbury Electronic Village (which provide informal training in IT), redundancy and careers counselling.

The region's coalmining areas suffer some of the highest levels of unemployment in the country. RECHAR has been important in offsetting some of the problems occasioned by pit closures. Between 1990-92 over 9 million Ecu benefitted over 16,000 people in the region.

A further £2.7 million went through the RECHAR Mid-Yorkshire Programme to Selby, Kirklees and Wakefield. Bradford has been allocated over £7 million for 1993 and Humberside over £22 million.

- Under RETEX (areas hit by textile decline) projects have been assisted in Leeds and in Bradford through WOOLTAC, the West Yorkshire Textile and Clothing Industry Action Committee.
- Worklink, a guidance service for the disabled, has also benefitted and assisted their social integration. Bradford and Shipley colleges received ESF grants totalling £196,000 in 1993 under HORIZON (Vocational Training for the Disabled), one of which was designed to boost the self-esteem of unemployed people with special needs. The Cellar project helped those within the mental health system to gain jobs and BICC won £220,670 for new teaching methods and materials, including satellite broadcasting and trainee exchanges, for the disabled.

Also under HORIZON, an innovative distance-learning project was funded using cable television and involving 40 homes on Bradford's Holme Wood estate geared towards people unable to access mainstream education.

- NOW (New Opportunities for Women) has granted £50,000 to the Yorkshire and Humberside Child Network.

Two Case Studies:

Barnsley

With the closure of its coal mines and other industrial restructuring, Barnsley's economy has been subjected to a period of unprecedented change. The area now faces the future without the industry that has shaped every aspect of life in the Borough.

Not only have industrial jobs fallen by 50% since 1981, but there has been a fundamental change in the way the labour market operates. Apprenticeships are no longer available for school leavers. Demand for traditional skills has fallen away to be replaced with new skills, different working practices and more often than not part-time employment. The shock is as much cultural as economic.

In coming to terms with the new realities, Barnsley has drawn heavily on the European Union's Structural Funds. Along with UK grant regimes, they have played a very important part in the regeneration process, laying the foundations for economic recovery through:

- opening up new industrial land and the construction of new premises for small firms;
- extensive support for the growth of small firms;
- improving the skills base of the area;
- improving the road network so that traffic flows more freely;
- improvements to the public transport system to make the journey to and from work easier and more congenial;
- improving the built and natural environments so that the area is a better place in which to live and work.

The result has been to offset some of the effects of the collapse of the coal industry. New firms have been attracted; new jobs created; new investment undertaken, but more has to be done before the area can be sure about its future. The need for European funding is as great as ever.

Since 1987, schemes in Barnsley have attracted about £17.9 million of ERDF. In 1993 ESF grants totalled £1.9 million.

Bradford's Integrated Development Operation is a five-year partnership between the Council, European Community, Government and the private sector bringing £206 million into Bradford and creating or saving up to 12,000 jobs. For example, a £6.5 million grant from the European Union made Bradford's Chunnel possible.

Funds have been directed towards efforts at urban regeneration, re-training, education, SMEs and infrastructure. These have not only helped to offset some of the worst effects of industrial decline and change, notably in the collieries and traditional industries, but have boosted new industries, economic regeneration and new ventures in an imaginative and innovative way.

In addition, of £700,000 given to Bradford under RETEX for five projects, two were geared to environmental issues minimising the damage industrial processes inflict on the environment.

4. Education and Research

The European Community has a variety of programmes in the fields of Education and Scientific Research and Yorkshire and Humberside have taken full advantage of these. The region fully participates in initiatives to encourage joint ventures, such as COMETT - the Community Action Programme for Education and Training for Technology and educational mobility such as ERASMUS - the European Action Scheme for the mobility of University Students. TEMPUS establishes links between universities in the European Union and those in Central and Eastern Europe. Over fifty TEMPUS projects are running in the region involving eleven universities and a number of other organisations.

Around half the 26 eligible institutions in Yorkshire and Humberside participate in Erasmus with unique degree programmes being initiated for students of politics and business studies, for example at the University of Hull and at the University of Humberside. Engineering is also important in the region and universities participate in Erasmus accordingly. For example, the University of Leeds has exchanges in the field of mechanical engineering.

More than 2,050 students from Yorkshire and Humberside spent part of the 1992-93 academic year at other European Union universities. The number of student exchanges alone represented more than 12% of the UK total, making Yorkshire and Humberside the second highest participant after institutions in Southeast England.

PETRA is aimed at improving the vocational training of young people. Bradford has won support under PETRA for a Euro-caravan and for training. For example, a team of visitors from Germany, Italy, Greece and Spain visited Bradford's Information Technology Centre to examine how it had fostered training between local industry and young people.

The region is one of the most active in the LINGUA programme for language teaching. A further 110,000 ECU went on training under PETRA and 5,000 ECU on a Youth Initiative Project enabling homeless or badly-housed young people to renovate housing for their own use. Just under 1,000 young people participated in the Youth for Europe projects that secured 71,800 ECU.

Bradford's Women's Technology Centre is one of several projects in the UK selected so far to join IRIS - the European Network for Women's Training Projects. Reciprocal fact-finding missions among participants has proven useful and Bradford's earliest visitors came from Belgium, Holland, Denmark, Germany and Italy. This certainly broadened horizons and gave a European dimension to training.

The FORCE programme, which promotes continuing education, allocated over 250,000 ECU to training projects in the areas of food retailing, clothing, secretarial skills, the environment and cultural industries including the media, arts and crafts.

In scientific R&D the European Community funds joint research programmes in a variety of areas. Most are geared closely to improving Europe's industrial competitiveness. These areas include Information Technology, Telecommunications, Industrial Technologies, including a special section for the textile industries, biotechnology, energy and the environment. There is even a small fisheries programme which has funded research in Humberside. There is a Telematics programme with several sections including one, DRIVE, concerned with the use of information technology to improve vehicle safety, efficiency and environmental friendliness. Leeds obtained a £300,000 grant under the programme.

Between 1987-1992, universities, research institutes and private firms in the region participated in more than 160 cross-border R&D projects resulting in over 400 working links with European counterparts drawn predominantly from France (80), Germany (69) and Italy (37).

One of the Community priorities for many years has been energy, including energy efficiency, and alternative energy sources. The THERMIE programme supports demonstration projects in this sector including: support for the vertical glass smelter at Welton (525,618 ECU); Yorkshire Wind Power Ltd's Ovenden Moor Windfarm (2 million ECU); the 5.85 megawatt Royd Moor Windfarm and 450 kw wind turbine project (1.5 million ECU).

5. The Single Market

The Community's Structural Funds and Grants and Loans in general should be set in the context of the Community's policy as a whole, and especially that of the creation of a Single Market within the European Union and even beyond its boundaries to a wider European Economic Area. Geography itself makes this Single Market of immense importance to towns on the Humber. The Humber ports of Immingham, Hull, Grimsby, Goole and ten independent wharves on the rivers Humber, Trent, Ouse and Hull handle over 60 million tons of cargo per year, accounting for over an eighth of UK overseas trade by volume. Humberside is as near to Rotterdam as it is to London and Edinburgh. It handles more trade with Europe than any other UK port, serving more than 50 destinations.

The importance of the Single Market was quickly recognised in this region. Local councillors and officials were among the first in the region to enrol in language courses in preparation for the Single Market. Universities and colleges developed courses on the Single Market and all aspects of the European Union to meet the demand for training and information, often using existing or developing new links across Europe in this enterprise.

Derek Myers, Director of the Hull Chamber of Commerce and Shipping, says that having a market of that size without barriers clearly enhances the opportunities for extended trade beyond the shores of the UK. The particular position of the Humber estuary affords ready access for the movement of cargo between the UK and the remainder of Europe.

Malcolm Sewell, Manager Leeds and Bradford Chamber Services Ltd, said – “We are not talking about international trade here. Europe is our home market”.

Christopher Haskins, Chairman Northern Foods PLC said:

“The creation of the Single Market, combined with the symbolic Channel Tunnel link between Britain and the rest of Europe, is the most significant political, social and economic event which has occurred since the end of World War II – more important than the original membership of the EEC. With its strong emphasis on regionalism, the Single Market is both an opportunity and a threat to the North of England and Northern Foods. We must ensure that we make it an opportunity.”

Of Humberside's businesses, 88% are Small and Medium-Sized Enterprises.

The European Community has a number of initiatives aimed specifically at SMEs designed to assist them in making the most of the Single European Market. Two specific ESF programmes channel money into the region: the Yorkshire and Humberside Steel Area Integrated Development Operational programme and the Eastern England ESF Unifund programme.

In future, the new European Investment Fund, approved in 1993, may support similar developments through equity operations to back the trans-European networks and SMEs which are important to economic regeneration in the region.

6. Open to Europe

All kinds of links span the European Union, from major trading relationships, joint programmes down to the smallest twinning links. Indeed the European Union has encouraged the creation of links beyond its boundaries and especially to Eastern and Central Europe with programmes such as TEMPUS and OUVERTURE. A simple example under the latter is an European Community funded joint project between Bradford, Galway in Ireland and Szeccin in Poland to develop a tourism strategy for the latter.

The region has been in the forefront in appreciating the importance of the European dimension to its future.

The first ever European week in the UK was held in Hull and Humberside in 1988. It set the pattern for future weeks in the region in bringing together the public and private sectors, SMEs and large businesses, the DTI, Chambers of Commerce, social partners, local authorities, enterprise, libraries, the European Community Research Unit at the University of Hull, and education and leisure sectors. People from all walks of life and all ages were involved and in response to demand a one-stop Euro-shop was set up. Similar events ran across the Yorkshire region and had a major impact on the public in increasing appreciation of the "human face" of the Single Market.

All across the Yorkshire and Humberside region European awareness, enthusiasm and involvement have grown.

Special Euoweeks, the establishment of one-stop Euro-information shops, the creation of European liaison offices, European Business Information Centres and training initiatives have flourished.

Bradford and Hull, for example, have Euro-info points in the centre of the city. The West Yorkshire European Business Information Centre, based in the offices of Bradford's Economic Development Centre, like its sister EBICs in Hull, Leeds and Sheffield, is part of a network of over 200 information points set up across Europe by the Commission.

They all work on the basis of local cooperation between the private and public sectors and have direct access to European databases, providing information on every aspect of EC legislation, public contracts, grants, trade and tendering. An up-to-date documentation service complements hotlines to Brussels and provides invaluable service to the community of SMEs in the region.

In short, the region's approach, based on using European funds in a strategic way to complement existing initiatives and to provide additional, innovative and keenly targeted aid, has benefitted the region overall. The impact is far greater than the sum of its parts.

Partnership with Europe has enhanced partnership at home.

Sources of Information in Yorkshire and Humberside

1. European Documentation Centres

Official publications of the EC

Bradford

J B Priestley Library
University of Bradford
Richmond Road
BRADFORD BD7 1DP

Tel: 0274 383402
Contact : Grace Hudson

Hull

Brynmor Jones Library
University of Hull
Cottingham Road
HULL HU6 7RX

Tel: 0482 465941
Contact: Freda Carroll

Leeds

Leeds Metropolitan
University Library
Calverley Street
LEEDS LS1 3HD

Tel: 0532 832600 x 3126
Contact: Meg Gardiner

Leeds

The Library
Lyddon Terrace
University of Leeds
LEEDS LS7 9JT

Tel : 0532 431 751
Contact : Jenny Cooksey

Sheffield

The Library
Sheffield Hallam University
Pond Street
SHEFFIELD S1 1WB

Tel: 0742 532126
Contact: Graham Wells

2. European Information Centres

Provide up-to-date information on all aspects of Community affairs to small and medium-sized enterprises.

Bradford

WYEBIC
Bradford Economic Development Centre
Britannia House
Broadway
BRADFORD BD1 1JF

Tel: 0274 754 262
Contact: Jenny Lawson

Hull

Brynmor Jones Library
University of Hull
Cottingham Road
HULL
HU6 7RX

Tel: 0482 465940
Contact: Sally Hewitt

Leeds

Leeds Metropolitan
University Library
Caverley Street
LEEDS LS1 3HE

Tel: 0532 833126
Contact: Meg Gardiner

Sheffield

Sheffield Hallam University
Pond Street
SHEFFIELD
S1 1WB

Tel: 0742 532126
Contact: Graham Wills

United Kingdom Regions

YORKSHIRE & HUMBERSIDE
AND THE EUROPEAN UNION

1 South West

Devon
Cornwall

2 West

Dorset
Wiltshire
Somerset
Avon
Gloucestershire

3 East

Norfolk
Cambridgeshire
Suffolk
Bedfordshire
Essex
Hertfordshire

4 West Midlands

Staffordshire
Shropshire
Birmingham
Warwickshire
Herefordshire
Worcestershire

5 North

Newcastle
Middlesborough
Durham
Tyne and Wear
Cleveland
Northumberland
Cumbria

6 South East

Kent
West Sussex
East Sussex
Surrey

7 South

Hampshire
Berkshire
Oxfordshire
Isle of Wight
Buckinghamshire

8 East Midlands

Leicestershire
Nottinghamshire
Northamptonshire
Lincolnshire
Derbyshire

9 Yorkshire & Humberside

South Yorkshire
West Yorkshire
North Yorkshire
Humberside

10 North West

Greater Manchester
Merseyside
Lancashire
Cheshire

11 Greater London

12 Scotland

13 Wales

14 Northern Ireland

Author: Professor Juliet Lodge

We would like to thank all those individuals and organisations in the region, without whose enthusiastic assistance this brochure could not have been produced.



**Yorkshire &
Humberside Region**

- 1** South Yorkshire
- 2** West Yorkshire
- 3** North Yorkshire
- 4** Humberside