

PRESENT

Hannah Crookes	Hull & East Yorkshire LSIP
Joshua Wright	Bishop Burton College
Kevin Kendall	RKK Ltd
Thomas Price	NFU
Heidi Greaves	Connexin Academy
Chris Ardron	Connexin Academy
Jamie Goodwin	DWP
Emma Milson	East Riding of Yorkshire Council
Andrew Steel	Ample Innovation

HEY LSIP 2.0

a) Themes & Priorities

Hannah Crookes provided an update on the development of HEY LSIP 2.0, including information already shared at the HEY LSIP Webinar on 23rd March. The discussion outlined the move towards a more pan-sector approach, recognising that occupations and skills needs increasingly cut across multiple sectors.

The four proposed LSIP themes were outlined as:

- Technical Skills
- Preparation for Working Life
- Educational Workforce
- Knowledge Point

Key cross-cutting priorities identified through employer engagement included:

- Advanced digital skills including AI, cyber security, CRM systems and digital technologies
- Net zero and sustainability skills
- Leadership and management capability
- Employability skills including communication, resilience, teamwork and adaptability
- Basic digital and financial literacy

It was reiterated that the LSIP remains employer-led under the statutory responsibilities of the Hull & Humber Chamber of Commerce, while continuing to work collaboratively with the Hull & East Yorkshire Combined Authority (HEYCA).

Hannah explained that the LSIP Annex A occupational mapping would align with the Hull & East Yorkshire Combined Authority sector framework, which details sectors as Growth Driving; Growth Potential; and Growth Enabling. It was confirmed Agri-food and agri-tech was included within the Growth Driving sectors.

Members went on to discuss a number of recurring workforce challenges within the agri-food and land-based sectors. Discussions focused around recruitment & employability, career awareness & perceptions, work experience, early interventions and educational workforce and support needs.

Recruitment and Employability

- Employers continue to struggle to recruit individuals with the right skills and attitudes.
- Members highlighted that enthusiasm, willingness to learn, resilience and communication skills are often more important than technical capability alone.
- Concerns were raised regarding reduced work ethic, confidence and resilience amongst younger people entering the workforce.

- Younger people often lack understanding of workplace expectations and career pathways.

Careers Awareness and Perceptions

- There remains a stereotypical perception of agriculture focused solely on farming roles.
- More needs to be done to showcase the breadth of careers available across agri-tech, environmental management, engineering, science and technology.
- STEM engagement opportunities, including STEM Fest 2027, were highlighted as potential mechanisms to improve awareness and engagement.

Work Experience

Significant concerns were raised regarding the practicalities of work experience within agriculture due to:

- Health and safety risks
- Lone working environments
- Cost of PPE and supervision
- Risks associated with operating expensive machinery

Members discussed whether virtual or digital work experience opportunities could help address some of these barriers.

Education and Early Intervention

There was a strong consensus around the need to address challenges earlier within the education system, particularly at primary and secondary level.

Concerns were raised around:

- Lack of flexibility in teaching methods
- Pressure surrounding English and maths attainment
- Lack of vocational pathways and practical learning opportunities
- Reduced confidence amongst learners who struggle academically

Attendees emphasised the importance of recognising different learning styles and improving application of learning within real-world settings.

Educational Workforce and Support Needs

The importance of supporting educational staff through CPD and industry engagement was reiterated. Discussions also highlighted the increasing complexity of learner needs, including SEND and mental health challenges, and the implications for employers and providers.

b) Roadmap to Delivery

Hannah Crookes advised that the substantive LSIP draft would be submitted to Skills England by the end of the week. The next phase of work would then focus on developing the LSIP Roadmap, which will remain a live document to enable responsiveness to: emerging technologies; policy developments; and changing employer needs

Attendees were asked to contribute ideas regarding actions, priorities and delivery mechanisms that should form part of the roadmap. Suggested priorities included:

- Greater employer engagement within schools and colleges
- Improved careers education and sector awareness
- Enhanced support for work experience and industry placements
- Earlier intervention within primary and secondary education, although understanding the LSIP remit was for post-16
- Increased flexibility in education delivery
- Better communication of funding and apprenticeship support available to employers

HEY LSIP FORUM – MONDAY 20th APRIL 2026

Members were informed of details for the next HEY LSIP Forum taking place on Monday 20th April 2026 from 9.30am until 1.00pm at Hull Guildhall. Planned presentations included: Humber and Hull Prisons; Hull City Council Employment Hub; and Logistics Institute/Chartered Institute of Logistics and Transport.

PARTNER UPDATES

Due to time constraints, formal partner updates were not completed.

FORWARD PLANNING – WORKING GROUPS

Hannah Crookes confirmed that further engagement activity and provider discussions would continue to support development of the LSIP roadmap and ensure proposed actions remain realistic and deliverable.

Attendees would continue to be updated as work progresses, and the future plans for the sector working groups would be shared in due course.

ANY OTHER BUSINESS

Heidi Greaves provided an update on activity relating to youth unemployment and employability support.

This included:

- Collaborative work with HEYMind and Matthew's Hub
- Planned employer engagement activity
- Development of support mechanisms for individuals with mental health barriers entering employment
- Bidding for a contract to support young people getting into work

Heidi Greaves also advised that work is underway to develop a horticulture training programme in response to local workforce shortages following the closure of previous horticulture provision in the area.