



60-SECOND SUMMARY

In 2030 the northern powerhouse will be run by the millennial generation. For the first time they and their successors will make up the majority of the electorate, and will form the overwhelming majority of the workforce: millennials (aged 22–37) and ‘Generation Z’ (aged 21 and younger) will be a political and economic force for change in the North and across the country.

They have already made their political presence felt: frustrated by Brexit in 2016, they clipped the government’s wings in 2017, denying the Conservatives their majority and tipping the government into an escalating crisis.

They will inherit a North rich in assets but poor in opportunity. Previous generations have hoarded economic power in central government: England has no regional government, unlike almost every other developed country. And central governments of all political colours have failed to invest in the North’s strengths: instead they have left this once-thriving region with creaking infrastructure and people, young and old, without the chance to thrive in a rapidly changing world.

This new generation must unlock northern potential much more effectively than their predecessors. They will have to meet significant new challenges, and seize new opportunities that arise. There are five big challenges which this generation will need to meet as they gradually take up the reins.

- 1. Demographic change:** A growing, diversifying and ageing population. They will live in a more ethnically diverse and urban future, but will need to find a way to support a population that will live longer in poor health and at great cost.
- 2. Brexit: An uncertain future ahead.** Brexit will have had a major and longlasting impact on the North’s economy, especially in areas which are already struggling or stagnated.
- 3. Globalisation: A new wave of global growth.** Globalisation will continue to present severe challenges; whatever form it takes in the decades ahead, it will not have an equal impact on people or regions.
- 4. Technological change: Towards ‘digital capitalism’.** Technological change will give rise to particular challenges for the North: automation is likely to have an acute impact, digital infrastructure will need investment and digital skills will need to keep up.
- 5. The environmental imperative: Greening the economy.** The North will need to play its part in mitigating global climate change, and has the assets and expertise to lead on this agenda.

To meet these challenges the North’s millennials need to push for devolution. In the 21st century, the country and the world will need the North’s assets more than ever before. Without devolution they will continue to be wasted, as they were throughout much of the 20th century.

MILLENNIAL NORTH IN NUMBERS

By 2030...

50%

Millennial and Generation Z population groups will make up more than half of the Northern electorate

The North produces

**27,500
GWh**

of renewable electricity – more than one third of the UK total

Weekly pay for 1.1 million wholesale and retail workers in the North is

£14

below the national average

More than...

1/2

of Northern local authorities have a higher than average number of apprenticeship starts in the digital sector

The North of England will create

46,000

new jobs in the digital sector as its grows by 2.8% per annum

By 2030...

2X

Brexit will have nearly twice the impact on the North's northern GDP as it will on London's

More than...

40%

of northern jobs are in occupations likely to be at high risk of being done by robots or other forms of automation

By 2030...

2.7m

more working-age people to support the North's ageing population – or for people to retire later

From 2005-2015, per capita carbon emissions reduced by

1/3

in the North – faster than in any other UK region or nation.

The progressive policy think tank

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Institute for Public Policy Research

IPPR North, 20th Floor, City Tower, Piccadilly Plaza, Manchester M1 4BT | www.IPPR.org/north | [@IPPRNorth](https://twitter.com/IPPRNorth)

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