West Midlands Industrial Strategy Consultation
Our plan is to drive growth and productivity whilst improving outcomes for all our communities, businesses and residents.

Based on our strengths, assets and our excellent track record of delivery.
WMCA – a trailblazer for local industrial strategy
The West Midlands Local Industrial Strategy area
Economic Renaissance

We are growing fast and we understand the strengths we have and how we can build on them.

The West Midlands is a major part of the UK economy, generating £92bn GVA (5% of UK economic output) and achieving over 20% growth in the last 5 years.

Youngest most diverse population outside London. 25% under 30. 70% of West Midlands born college leavers return here.

Distinctive competitive advantages in future mobility, health diagnostics and testing, our full service BPS sector and creative sector.

90% of UK markets within 4 hours. HS2 will put the region 38 mins from London. First 5g urban connected economy.
Productivity and output challenges

- £3.2bn: Insufficient skills levels
- £6.8bn: Fewer residents in employment
- £6.9bn: Weaker performance in competition, investment, enterprise and innovation

GVA per head £4,178 lower than UK average
The opportunity is huge

Over the next decade the West Midlands will see a massive programme of investment as we continue to build a connected, inclusive and innovative economy, integrating private and public capital. For example:

- **£50m investment to create the UK’s first multi-city 5G test bed across Birmingham, Wolverhampton and Coventry**

- **215,000 new homes by 2031, providing high quality places to live, with real choice**

- **Commonwealth Games 2022 – Athletes Village, investments to Alexander Stadium and facilities across the city**

- **City of Culture 2021 – unlocking investments and productivity improvements in arts, culture, visitor economy and a Year of Wellbeing**

- **9 new suburban rail stations and over 31km of new track will provide 20,000 new seats**
Major investment in infrastructure

HS2, new rail and tram routes along with investment in our road networks will support and drive further economic growth. Action will also be taken to give local people the skills they need to take advantage of new job opportunities. For example:

- £350m to support development of new skills – provided in ways that meet the needs of how people live and work

- A new Metro system, including East-West Metro with light rail extensions to Dudley/Brierley Hill and through East Birmingham to North Solihull and the HS2 Interchange station

- £10bn opportunities in identified and investor ready sites

- HS2 – with a £4.4bn HS2 Growth Strategy, including the Curzon Masterplan and 20 transport schemes to fully connect HS2 stations to local transport networks and communities
Our Commitments

1. High employment, with more good jobs and accessible opportunities, and diverse leadership in business and public life

2. A high quality and responsive regional skills system

3. Being known for the improvements we make to our natural environment, and a choice of high quality housing

4. A pre-eminent national creative & media cluster

5. Being the home of future mobility and transport innovation in the UK

6. Three globally and nationally-connected cities, where every part of the West Midlands is close to the rest of the world

7. The UK's leading exporting region with strong demand-led innovation support – where businesses and people come to develop and build new products, processes and services

8. The UK centre for health diagnostics, devices and testing and translational medicine, based on our unique population and driven by big data and Artificial Intelligence (AI)

9. A globally renowned 21st century advanced manufacturing and engineering centre

10. Innovative and successful new approaches to energy generation, storage and transmission and clean growth
Sectors and Economic Drivers

- Automotive
  - Battery development
  - Drive train
  - CAV

- Metals & materials
  - Precision component manufacturing
  - Integrated & diverse supply chains

- Aerospace
  - Devices
  - Diagnostics, trials Data testing

- Rail
  - Full services sector

- Life sciences
  - Food & drink
  - Machinery, Food & fluid control tech, Photonics R&D

- Professional services
  - Games, Next Gen Content, Creative Collaborations, Design & Makers

- Food & Drink
  - Business & cultural tourism

- Creative
  - Offsite modern manufacturing
  - Land remediation

- Tourism
  - Future mobility

- Construction
  - Energy

- Logistic / transport technology

People

Ideas

Infrastructure

Business environment

Place

Inclusive Growth and Productivity Gains
Actions

Building on our competitive advantages
Using evidence to identify existing and emerging strengths which will enable the West Midlands to make a significant contribution to the major opportunities and challenges facing the UK, whilst driving growth across our cities, towns and rural communities.

Improving connectivity and opportunity
Alongside transport connectivity and our digital infrastructure, this includes improving the accessibility of skills and jobs for all our communities and the networks and linkages between businesses, universities and colleges that drive ideas and innovation.

Driving opportunities in supply and value chains
The focus will be on interventions that maximise impact by driving change into our deep and diverse supply chains, identifying unconnected supply chains and enhancing value chains.
Delivery

1. Reflecting our unique places
We are not starting from scratch. Public organisations, business and communities in the different parts of the West Midlands have a strong history of working together to drive economic opportunities. Our strategy and approach to delivery reflects the unique contributions and needs of our places. With local delivery reflecting the best way to get things done locally.

2. Focussed on delivery and impact
At the core of delivering sustained and inclusive growth in the West Midlands is our ability to integrate different kinds of investment and increase connectivity for all our residents and communities.

3. A focussed, strong partnership
Our approach to partnership and decision making reflects our diverse make-up. With the Mayor, Council leaders, LEPs, Businesses, Universities, colleges and voluntary organisations all working together through the West Midlands Combined Authority.

This strategy sets out 10 commitments that we will work together to deliver, and the actions needed to achieve increased productivity and our wider ambitions.
Inclusivity

- Inclusive growth means all our residents being able to touch, taste and feel the benefits of rising prosperity within the region.

- The West Midlands is on the rise again – but we know it will take a proactive, targeted approach to ensure that those communities left behind can play a full part.

- The case for inclusive growth is clear – both in terms of the need for a national economic re-balancing, and the regional case for productivity improvement through closing skills, public health and housing gaps.

- Our opportunity is to use our Industrial Strategy and the potential of devolution to act boldly where we have the levers to do so.
The West Midlands contribution to the Grand Challenges

Three areas where the West Midlands can play a leading role:

**Future Mobility**
A global centre for mobility innovation and the smart, autonomous, and low carbon movement of people and goods

**AI and Data**
A globally recognised centre for data driven diagnostics, devices and testing and resident involvement in health

**Clean Growth**
Putting the West Midlands at the forefront of developing local energy infrastructure and markets

Other opportunities for innovative new markets driven by these large-scale trends and changes, linked to major investment and events in the West Midlands include:

**City of Culture**
Using the City of Culture as an opportunity to bring creative approaches to engaging with older citizens and communities and reduce isolation

**Commonwealth Games**
Making the Commonwealth Games a showcase for driving digital services and smart city applications at scale and leaving a legacy of digital citizen services
Delivery and funding partnership

Partners
Businesses, LEPs, Universities, Colleges, CA, Constituent and Non Constituent Local Authorities, NHS

Industrial Strategy
Integrating Delivery and Investment
Inclusive Growth

Funding
- CA Revenue and Gainshare
- Private Investment
- Project specific e.g.
- 5G, CAV, HS2
- National innovation and Research funding
- ESIF - to 2020?
- LEP / local growth funding
- Shared Prosperity funding (from 2020)
- HIF / Land Fund

Delivery
- Regional Skills Strategy
- Housing Deal and Delivery Plan
- Commonwealth Games
- City of Culture
- Movement for Growth
- National and Local Sector Action Plans
- Cluster Development Plans
- Internationalisation Strategy
- HS2 Growth Strategy
- Inclusive Growth Corridors

Metrics by 2030
Including:
- Increased healthy life expectancy
- 500,000 new jobs
- 215,000 new homes
- 20,000 new businesses
Informal consultation

In the weeks ahead, a large number of organisations will be running events and discussions about the ideas and actions in this consultation document.

1. Have we identified the right strengths and competitive advantages in our sectors?
2. Are the challenges and opportunities facing our economy accurately articulated?
3. Are these the right opportunities for the West Midlands take in order to benefit from these Grand Challenges and make a major contribution to the UK’s response?
4. Are these the right ten strategic commitments?
5. How could your organisation get involved to help?
6. Does this emerging approach to inclusive growth have the potential to meet the challenge?
7. Do they reflect the momentum which is underway and the opportunities ahead?
8. Will these emerging actions help your business or community grow and succeed?
9. What else will help your business and/or community grow and succeed?