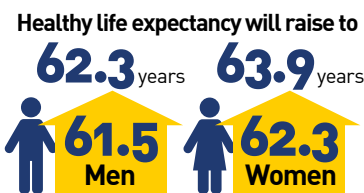
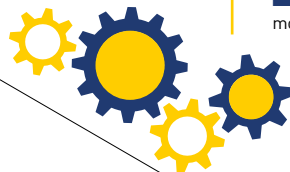
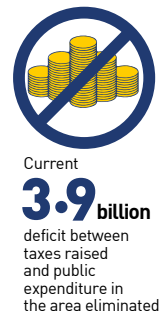
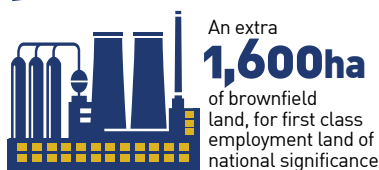


DELIVERING THE VISION BY 2030

THE FIGURES



Rail travel to London | **38 minutes**



Productivity (measured in Gross Value Add-GVA per head) will be **5%** higher than the national average



WEST MIDLANDS
COMBINED AUTHORITY

MAKING OUR MARK...

...THE WEST MIDLANDS, THE BEST REGION IN THE UK TO DO BUSINESS

The full version of the Strategic Economic Plan, more information and technical appendices are available on the WMCA website:
www.westmidlandscombinedauthority.org.uk



2

Our Strategic Economic Plan (SEP) sets out our vision for improving the quality of life of everyone who lives and works in the West Midlands.

We have worked with **people, organisations** and **businesses** across the region to show how we will make the most of devolution and the new West Midlands Combined Authority.

Our plan is based on our proud **manufacturing history, central location** and track record **in innovation** and it shows that a stronger West Midlands is not just good for local people and businesses, but the whole of the UK.

Devolution and the new West Midlands Combined Authority give us a once in a lifetime chance to change our region and focus on the issues that matter most to the people who live here.

Our plan shows how we will use devolved powers and resources to deliver a stronger West Midlands, with a focus on **skills, innovation, transport** and **inward investment**.

Devolution gives us the chance to change **public services for the better** and **pool our resources and technology** to help local people.

We plan to deliver services that **improve health and wellbeing, reduce dependency**, use **untapped assets** in our **communities** and support our ageing population.

Our economy already boasts world famous names such as Jaguar Land Rover and Cadbury and gives us a strong starting point. And as well as our **historic manufacturing and engineering base**, we have **new industries** growing all the time, such as **creative and digital**.

3

Our great rail, road and air links give us a significant competitive edge – and that will be strengthened by development at **Birmingham International Airport** and the arrival of **HS2**, which will bring us even closer to London and make us **a world class business location**.

There is a strong sense of **pride** in our home of the West Midlands and we will use that to help us deliver our plan and create opportunities for the years ahead.

We have **Birmingham** city centre at the heart of our region, the two cities of **Coventry** and **Wolverhampton** ready to build on their potential, and the surrounding areas of **southern Staffordshire, north Worcestershire** and **Warwickshire** adding more appeal.

We have vibrant cities, towns and villages, surrounded by beautiful countryside and home to tourist attractions such as Shakespeare’s Birthplace.

We also have excellent **research and development facilities** to drive innovation, with the skills and resources of **universities, science parks** and **research institutes** that can help us change the way we work and improve people’s lives.

But despite all these strengths, forecasts show the gap between our output and the rest of the UK will widen between now and 2030 if nothing is done, with issues including low skill levels and poor mental health.

So we have to tackle these issues, and devolution and the new WMCA means we have a great chance of doing this.

4

We will work with **local enterprise partnerships** to deliver thousands more jobs and bring in more investment and income. And we will tackle the priority issues that will help make the most change, including:

1. **New manufacturing economy:** Creating the biggest concentrations of high value manufacturing businesses in Europe and their supply chains.
2. **Creative and digital:** Further developing this vibrant and flourishing sector.
3. **Environmental technologies:** Securing transformational environmental improvements.
4. **Medical and life sciences:** Enabling the further growth of the medical and life sciences sector.
5. **HS2 growth:** Maximising the benefits of the largest infrastructure project in Europe.
6. **Skills for growth and employment for all:** Ensuring the skills needs of businesses are met and everybody can benefit from economic growth.
7. **Housing:** Accelerating the delivery of current housing plans to increase the level of house building to support increased level of growth.
8. **Exploiting the economic geography:** Making the most of the scale and diversity of the West Midlands’ geography to enable economic growth and community wellbeing throughout urban and rural areas.

This plan will make sure we put the right resources in the right places at the right times to deliver fast, effective change for the people, businesses and communities of the West Midlands.

It is an ambitious plan, but our area deserves the best.