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
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.

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.