

DUDLEY BOROUGH ECONOMIC STRATEGY 2007/08 UPDATE

**Presentation to the Select Committee on
Regeneration, Culture and Adult
Education (Economic Regeneration)
Working Group**

23 January 2007

BACKGROUND AND CONTEXT

- **Provides a long term vision for economic regeneration in the Borough**
- **Revised for 2007/08 to include new developments**
- **Underpins the Dudley Community Strategy – Creating a Prosperous Borough priority and Dudley Council Plan – Regeneration theme**
- **Supports the work of the Economic Development & Regeneration Partnership (EDRP)**
- **Recognises the importance of partnership and agency working to deliver the strategy**
- **Consultation process underway**

REGIONAL, SUB-REGIONAL AND LOCAL STRATEGIES

Spatial

- West Midlands Regional Spatial Strategy
- Black Country Study
- Dudley Unitary Development Plan

Economic

- West Midlands Regional Economic Strategy
- Regeneration Zone Implementation Plan
- Black Country Study

Borough

- Dudley Borough Community Strategy
- Dudley Local Area Agreement
- Dudley Borough Council Plan

KEY FACTS & FIGURES

- **Productivity gap is increasing**
£2.8bn in Black Country
Gross Value Added (GVA) Dudley/Sandwell (2003) - £13,488 – lowest in Region
- **Average Full Time Gross Weekly Earnings (Annual Survey of Hours & Earnings, 2006)**
£360.90 - lowest weekly average in West Midlands (workplace)
- **Unemployment (Office for National Statistics)**
3.6%, 6,626 claimants (JSA Claimant Count, Nov 2006)
16.2%, 29,920 claimants (Overall Benefits Claim Rate, May 2006)
- **Skills Gap (Annual Population Survey)**
16% of residents of working age without qualifications
20.8% of working age population with Level 4 qualification, compared to 26% for England
- **Restructuring of local economic base continues (Annual Business Inquiry, 2004)**
Manufacturing decrease - 16.8% of employment
Service sector increase – over 70% of employment

KEY CHALLENGES

- **Raising productivity/GVA (Gross Value Added)**
- **Increase earnings levels**
- **Reducing unemployment/economic inactivity**
- **Increasing skills levels**
- **Diversifying structure of economy**

STRATEGIC ACTION PLAN

STRATEGIC AIMS

- 1. To optimise the opportunities for local people – including the most vulnerable people and those from deprived areas - to obtain local jobs**
- 2. To support and develop new and existing businesses and to attract inward investment to the Borough**
- 3. To encourage and support the development of a diverse and dynamic business base that increases the proportion of well paid jobs across the Borough**
- 4. To improve the economic and environmental infrastructure of Dudley Borough and its town centres**
- 5. To champion the interests and assets of Dudley Borough, securing additional resources and improving its position regionally, nationally and internationally**

Aim 1 - To optimise the opportunities for local people – including the most vulnerable people and those from deprived areas - to obtain local jobs

- **Addressing the training and employment needs of residents particularly in the Borough's most deprived areas, making the most of local employment opportunities.**
- **Maximising the benefits of working in partnership, to support the Local Jobs for Local People agenda.**
- **Promoting social inclusion**

Aim 2 - To support and develop new and existing businesses and to attract inward investment to the Borough

- Maintaining a balanced supply of industrial land and premises**
- Providing a package of support to businesses on key industrial estates through the Dudley & Sandwell Business Parks Network**
- Supporting new and existing businesses through a range of business support programmes and initiatives**

Aim 3 - To encourage and support the development of a diverse and dynamic business base that increases the proportion of well paid jobs across the Borough

Objectives and actions to be reviewed when West Midlands Business Link Plan is available – expected February 2007

Aim 4 - To improve the economic and environmental infrastructure of Dudley Borough and its town centres

- **Maximising the potential of the Borough's major development sites**
- **Promoting the regeneration of the Borough's Town Centres**
- **Promoting the regeneration of the Borough's District and Local Centres**
- **Developing the Borough's Visitor Economy**
- **Providing a comprehensive public transport system in the Major Urban Areas and ensuring the expeditious movement of traffic within the Borough**

Aim 5 - To champion the interests and assets of Dudley Borough, securing additional resources and improving its position regionally, nationally and internationally

- **Supporting the development of a comprehensive spatial strategy for the Borough**
- **Maximising resources and funding opportunities to support economic regeneration activities**
- **Raising the profile of Dudley Borough regionally, nationally and internationally**

SOME KEY ACHIEVEMENTS

- 170 people accessing employment through Jobs Plus in Brierley Hill (since June 2003)
- 57 jobs achieved through the local jobs brokerage programme (Adult & Community Learning Team)
- Savoy Centre officially opened – 23 residents have entered employment
- 1795 adults have participated in family learning programmes through the Family Learning Network
- 6 Children's Centres operational in the borough
- 76 new business start-ups supported in the Black Country through the Prince's Trust
- Business support provided to over 1900 businesses and over 1000 individuals in the borough receiving new business start-up support through Business Link Black Country
- Cavendish Quarter opportunity site selected by English Partnerships for National Brownfield Land Pilot Study (£4.53m)
- Final government approval for the Brierley Hill Sustainable Access Network (£20.32m)
- £5.35m AWM funding approved for Castle Hill development
- Halesowen town centre – clearance of CPO process with guaranteed start date
- Since April 2003, over £27m of external funding secured to support economic regeneration. A further £11m identified in the Regeneration Zone Implementation Plan

NEW DEVELOPMENTS – 2007/08

New projects and initiatives included within the 2007/08 strategy update include:

- Development of financial model to deliver the developments in Dudley town centre and secure funding to establish the Dudley Town Centre Regeneration Partnership
- Feasibility study for Business Improvement District for Stourbridge Town Centre
- Submission of bid to AWM to extend the scope of the Brierley Hill Sustainable Access Network
- Employment Heart – development of an innovation campus around the area of the Dudley southern by-pass
- Support for the development of the Glasshouse Project – Ruskin Mill Education Trust
- Implement the Lye District Action Plan and complete regeneration plans for Shell Corner, Cradley, Quarry Bank and Pensnett
- Support the development of the Black Country People's Millions bid to the Big Lottery Fund
- Submit Stage 2 Townscape Heritage Initiative bid
- The Prince's Trust Get Into Insurance pilot – sector specific pilot programme
- Deliver contact and support programme for Dudley companies identified on the Black Country FTSE 150 companies list
- Follow up work following feasibility study for the Transport Innovation Fund
- Establish a Black Country Olympics Business Club – Black Country Chamber
- Progression of the City Region agenda

CONSULTATION AND PARTNERSHIP

Internal

- Chief Executive
- Directors
- Assistant Directors
- Heads of Service - across the local authority.

Important to note that a number of Departments from across the authority have been closely involved in the input to the document, in addition to Economic Regeneration Division, and the Directorate of the Urban Environment, particularly in terms of the activity under each of the Strategic aims.

CONSULTATION AND PARTNERSHIP

External

External Consultation has included:

- Black Country Chamber & Business Link
- Black Country Consortium
- Black Country Learning & Skills Council
- Black Country Investment
- Black Country Housing Association
- Brierley Hill Regeneration Partnership
- Connexions
- Dudley Community Partnership
- Dudley Racial Equality Council
- Dudley Colleges
- Dudley NHS Primary Care Trusts
- Dudley NHS Group of Hospitals
- DOSTI
- Federation of Small Businesses
- Jobcentre Plus
- Prospects Careers
- The Prince's Trust

NEXT STEPS

- **Consultation – December 2006/January 2007**
- **Presentation to EDRP – 15 January 2007**
- **Presentation to Select Committee for Regeneration, Culture & Adult Education (Economic Regeneration) Working Group – 23 January 2007**
- **Presentation to DOSTI – tbc**
- **Report to Cabinet – 21 March 2007**
- **Report to Council – 16 April 2007**