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Black Country Consortium



Strategy

- Economic snapshot
- WM Local Industrial Strategy
- Integrated delivery approach
- BC Local Implementation Plan

Delivery

- Early actions for implementation
- WM LIS Foundations funding summary
- BC & Dudley funding summaries & fund tracker
- Sector actions plans
- Dudley companies
- Environment
- Careers and Enterprise
- Next steps

Strategy into Delivery – An Evidence Based Approach

Black Country See it in colour

Our Ambitions - Black Country Strategic Economic Plan – Black Country PMF

Annual Economic Review Report – sets out our key measures of success in the Black Country Performance Management Framework

Delivering the Ambitions

12 Strategic Programmes covering 3 themes of People, Place and Business

Thematic & Sectoral Approach – Black Country Propositions

- 6 priorities areas for proposition development:
- High Value Manufacturing City;
 - Black Country Business Competitiveness;
 - Economic Capital;
 - Black Country as Garden City;
 - Skills for Business, Skills for Life;
 - Connected Black Country
- Sector Plans – 5 Transformational & 5 & 5 Enabling Sectors

Spatial Approach – Spatial Opportunities

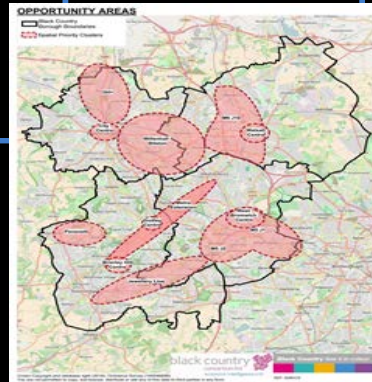
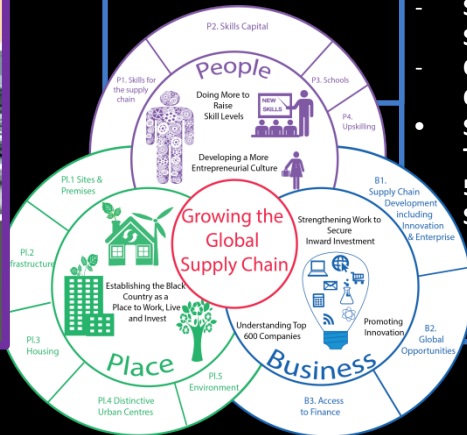
In depth analysis of pipeline opportunities in 11 identified spatial zones and the areas that are outside and serving with an integrated cross boundary BC Core Strategy.

Programme Dashboards

- Detailed programme dashboards including:
- ❖ Overall Priority Pipeline
 - ❖ Growth Funds
 - ❖ Land Remediation Fund (WMCA)
 - ❖ Broadband

Sites Details

‘Estate Agent’ details are available for each of our pipeline sites, accessible via our online mapping tool, linking to Midlands Engine and WMCA Investment Prospectuses.



Black Country Economy

Dudley Economy

Black Country LEP



Resident **Wages** are increasing and stand on average at £26,335 in 2019 +3.4% growth compared to **2.7% nationally** (2018-2019)
But with a **shortfall of £4,326** to national average



The number of **Apprenticeship Starts** has increased to **10,300** in the Black Country in 2018/19
+9.5% growth compared to **+4.7% nationally** (2017/18 – 2018/19)



The **Employment Rate** is **68.7%** (Jan- Dec 2018)
+49,066 people required to be employed to reach national average



Population is increasing and stands at **1.19m**
Matching the national growth rate of **+0.6%**



GVA is increasing and stands at **£21.2bn**
+2.5% growth compared to **+3.1% nationally** (2017 – 2018)



Resident **Wages** are increasing and stand at £29,122 in 2019 +6.8% growth compared to **2.7% nationally** (2018-2019)
But with a **shortfall of £1,539** to national average



The number of **Apprenticeship Starts** has increased to **2,910** in Dudley in 2018/19
+7.4% growth compared to **+4.7% nationally** (2017/18 – 2018/19)



The **Employment Rate** is **69.1%** (Jan-Dec 2018)
+12,073 people required to be employed to reach national average



Population is increasing and stands at **320,626**
+0.4% growth in Dudley compared to **+0.6% nationally**



GVA is increasing and stands at **£5.6bn**
+4.6% growth compared to **+3.1% nationally** (2017 – 2018)

Black Country Economy

Dudley Economy

Black Country LEP



GVA per Head is £17,759

+1.9% growth compared to **2.5% nationally** (2017-2018)
But with a **shortfall of £11,597** to national average



24.5% of the Working Age Population have
NVQ4+ Qualifications
But **105,669 people** still require **upskilling**



495,840 Dwellings in 2018

+0.6% (+2,950) dwelling since 2017 compared to
+0.9% nationally



The number of **Jobs** has **decreased to 450,000**
-2.6% compared to **+0.6% nationally** (2017-2018)
+129,280 jobs required to reach 2033 target



4,810 Enterprise Births

- 430 enterprise births compared to 2017
+2,439 enterprise births P.A required to reach
national level



GVA per Head is £17,575

+4.2% growth compared to **2.5% nationally** (2017-2018)
Shortfall of **£11,781** to national average



24.4% of the Working Age Population have
NVQ4+ Qualifications in 2018
28,192 people still require **upskilling**



138,460 Dwellings in 2018

+0.5% (+720) net new **dwellings** built from
2017 in Dudley compared to **+0.9%** nationally



The number of **Jobs** has **decreased to 113,000**
-5.0% compared to **+0.6% nationally** (2017-2018)
+43,320 jobs required to reach 2033 target



1,220 Enterprise Births

- 15 births compared to 2017
+728 enterprise births P.A required to reach
national level



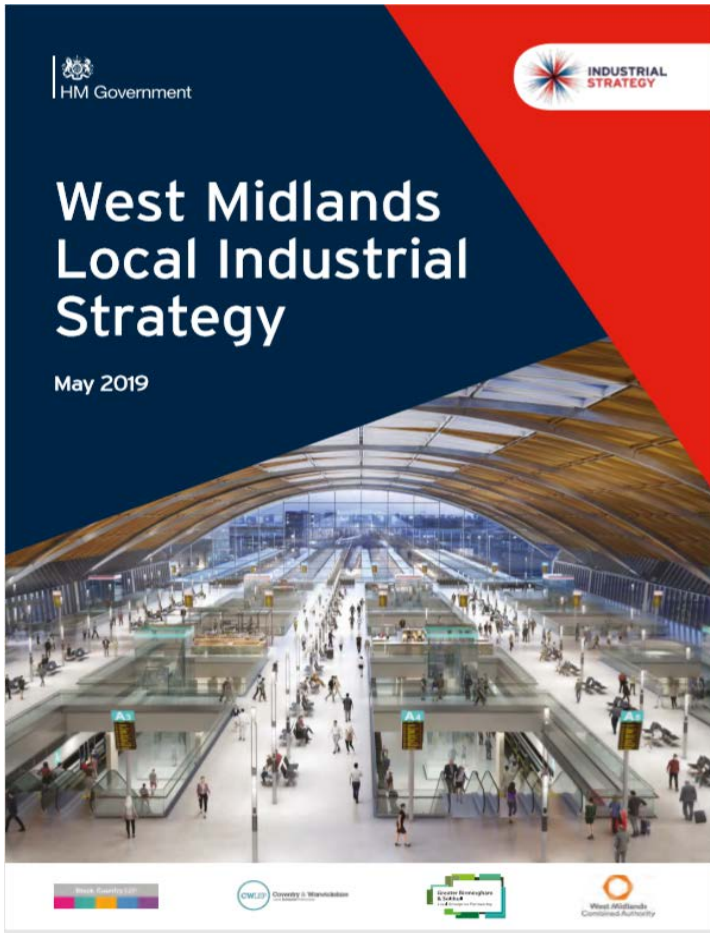
Ambitions in relation to the Foundations of Productivity

| Foundation | Indicator | Where we are now | | Change over the last year | UK average | Scale of the Challenge |
|------------------------------|--|------------------|-------|---------------------------|------------------|--|
| Business Environment | Enterprise Births (per 10,000 pop.) | WMCA (3 LEP) | 59 | +1 | 58 | - |
| | | Black Country | 40 | -4 | | +18 (or +2,026 births per year to reach 58 per 10,000 pop.) |
| | | Dudley | 38 | -1 | | +20 (or +617 births per year to reach 58 per 10,000 pop.) |
| | | | | | | |
| People, Skills & Employment | No Qualifications | WMCA (3 LEP) | 11.0% | -2.5% | 8.0% | +78,284 upskilled |
| | | Black Country | 15.7% | +1.6% | | +58,740 upskilled |
| | | Dudley | 14.1% | +7.1% | | +12,547 upskilled |
| | | | | | | |
| People, Skills & Employment | Employment Rate (Jan- Dec 2018) | WMCA (3 LEP) | 71.7% | +0.7pp | 75% | +85,400 jobs |
| | | Black Country | 68.7% | +0.4pp | | +46,150 |
| | | Dudley | 69.1% | -2.6pp | | +11,300 |
| | | | | | | |
| Infrastructure & Environment | CO ₂ Emissions (Tonnes Per Capita) | WMCA (3 LEP) | 5.0 | -0.1 | 5.1 (England) | Net Zero |
| | | Black Country | 4.0 | -0.1 | | - |
| | | Dudley | 3.7 | -0.1 | | - |
| | | | | | | |
| Place | House Price to Income Ratio | WMCA (3 LEP) | 7.13 | +0.26 | 8 (England) | |
| | | Black Country | 5.98 | +0.19 | | |
| | | Dudley | 6.03 | +0.34 | | |
| | | | | | | |



West Midlands Local Industrial Strategy

Black Country LEP



Major new market opportunities

Future of mobility

Data driven health and life sciences

Creative content, techniques and technologies

Modern services

A distinctive economy – Creative and innovative, with global supply chain strengths a diverse and young population, well connected, trading and entrepreneurial. Unique opportunities ahead in the Commonwealth Games and City of Culture.

Sector strengths

Low carbon technology
Energy and clean growth

Aerospace
Precision component manufacturing

Logistics / transport technology
Future mobility

Metals & materials
Innovative supply chains

Life sciences
Devices
Diagnostics, real life testing

Professional skills
Skills and a full services sector

Rail
Digital rail
High Speed 2

Construction
Offsite modern manufacturing
Land remediation

Creative
Games, Next Gen content, process and product design and designer maker

Food & drink
Machinery, food & fluid control tech, Photonics R&D

Automotive
Battery development
Drive train
CAV

Tourism
Shakespeare's England
Commonwealth Games
Business
City of Culture

Actions to unblock barriers to productivity and growth, integrated in places and communities to drive inclusion

Foundations of productivity – drivers and enablers of growth

People, skills & employment

Infrastructure & environment

Ideas / Innovation

Business environment

Place



Principles for implementation

- Create a single pipeline of significant, strategic projects and programmes
- Be proactive – biased towards action
- Be collaborative and complement existing activity
- Projects and programmes integrate commitment to a balanced and a more inclusive economy, engaging with communities and employees



West Midlands
Combined Authority



**Greater Birmingham
& Solihull**
Local Enterprise Partnership



Coventry & Warwickshire
Local Enterprise Partnership



Black Country LEP

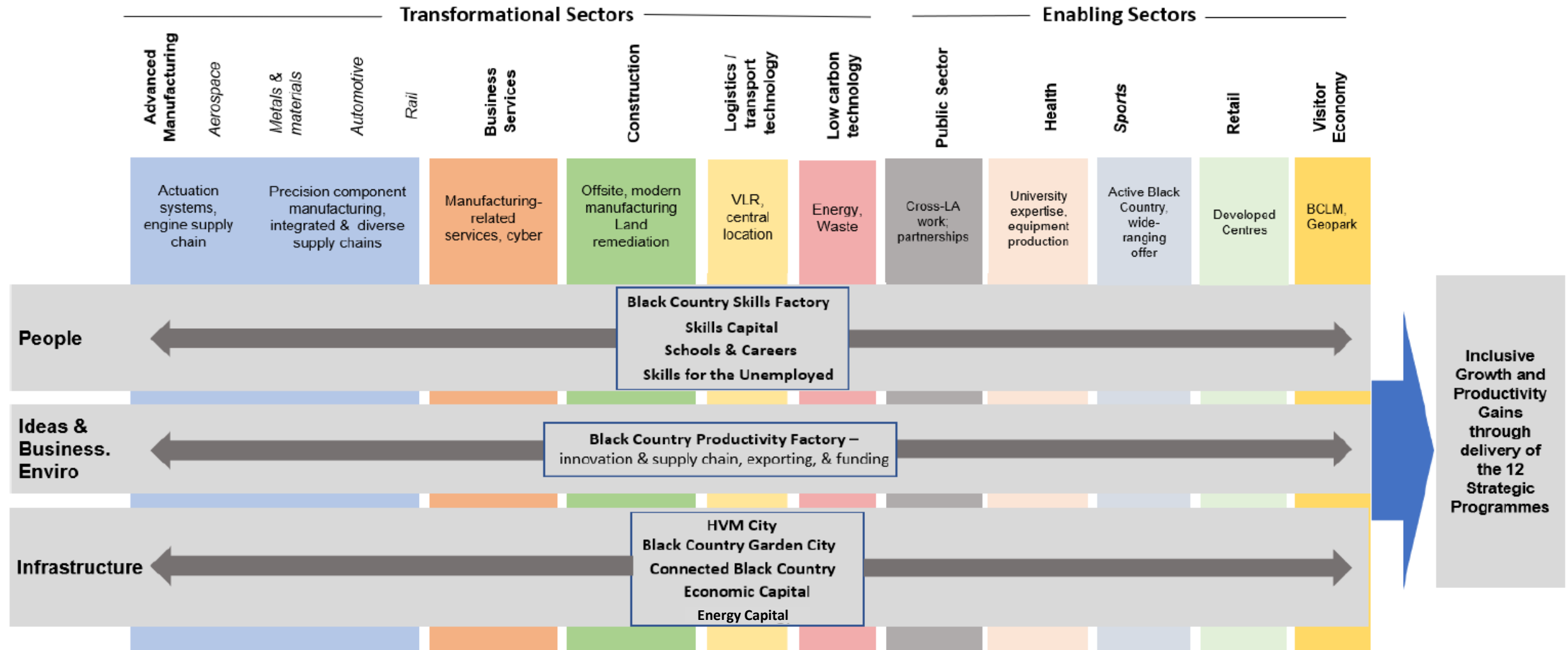
Integrated delivery approach

1. Existing portfolios, LEPs and boards, including the Strategic Economic Delivery Board, will be responsible for delivering the majority of actions
2. Task and finish groups, led by businesses and clinicians / academics and supported by the CA and LEPs, to drive forward the four new strategic opportunities
3. Each LEP to lead on a number of the sector plans, on behalf of the whole region, working with businesses from across the area
4. The inclusion portfolio and WMCA SED Board take an overview to ensure inclusion impacts are maximised and to monitor progress against our economic and social goals



























Black Country Local Implementation Plan

Black Country LEP



























Funding Summary: Black Country

Black Country LEP

| | Example Streams | Funding | Total Leverage | Total Investment |
|---|--|--|---|---|
| 2.1 Funded – BC LEP Direct Funds (Awarded to Date) | <ul style="list-style-type: none"> Growth Deal Growing Places Enterprise Zones |  £0.3bn |  £1.8bn |  £2.1bn |
| 2.2 (a) LEP Influenced Funds (2018/19 – 2021/22) | <ul style="list-style-type: none"> EUSIF Transport |  £0.3bn |  £0.5bn |  £0.8bn |
| 2.2 (b) WMCA Funds (2018/19 – 2021/22) | <ul style="list-style-type: none"> WMCA Collective Investment Fund Productivity & Skills |  £0.6bn |  £0.4bn |  £1bn |
| 2.3 Pipeline – Funding Stream Identified | <ul style="list-style-type: none"> Growth Deal LPIF 5G |  £1.5bn |  £2.5bn |  £4bn |
| <u>Identified Funds Total</u> | |  <u>£2.7bn</u> |  <u>£5.2bn</u> |  <u>£7.9bn</u> |
| 2.4 Pipeline – Funding Solution to be Identified | |  £0.9bn |  £6.0bn |  £6.9bn |
| 2.5 Market- Led | |  £0.6bn |  £0.9bn |  £1.5bn |
| <u>Funded & Pipeline Total</u> | |  <u>£4.3bn</u> |  <u>£12.0bn</u> |  <u>£16.3bn</u> |

Funding Summary: Dudley

| | Example Streams | Funding | Total Leverage | Total Investment |
|---|--|--|--|--|
| 2.1 Funded – BC LEP Direct Funds (Awarded to Date) | <ul style="list-style-type: none"> Growth Deal Growing Places Enterprise Zones |  £71m |  £186m |  £257m |
| 2.2 (a) LEP Influenced Funds (2018/19 – 2021/22) | <ul style="list-style-type: none"> EUSIF Transport |  £0.6m |  £1.8m |  £2.4m |
| 2.2 (b) WMCA Funds (2018/19 – 2021/22) | <ul style="list-style-type: none"> WMCA Collective Investment Fund Productivity & Skills |  £237m |  £38m |  £275m |
| 2.3 Pipeline – Funding Stream Identified | <ul style="list-style-type: none"> Growth Deal LPIF 5G |  £47m |  £50m |  £97m |
| <u>Identified Funds Total</u> | |  <u>£355m</u> |  <u>£276m</u> |  <u>£631m</u> |
| 2.4 Pipeline – Funding Solution to be Identified | |  £102m |  £1.3bn |  £1.4bn |
| 2.5 Market- Led | |  £70.5m |  £124.5m |  £195m |
| <u>Funded & Pipeline Total</u> | |  <u>£0.5bn</u> |  <u>£1.7bn</u> |  <u>£2.2bn</u> |

Fund Tracker – Black Country

Black Country LEP

Corridor Centre

All

Super Corridor

All

Funding Status

All

Funding Stream

All

Town or High Street Fund

All

LA Priority

All

Search

+ ☐ BC Wide

- ☐ Dudley

+ ☐ Brierley Hill

+ ☐ Coseley

+ ☐ Cradley

+ ☐ Dudley

Black Country Consortium

Economic Intelligence Unit

CLEAR

FILTERS

Home

Project/Site Name

All

SEP Programme

All

Funded & Pipeline Total

£4.3bn

£12.0bn

£16.3bn

Funding

Leverage

Total Investment

Identified Funds

£2.7bn

£5.2bn

£7.9bn

Funding

Leverage

Total Investment

| | Funding | Leverage | Total Investment |
|--------------------------------------|----------------|----------------|------------------|
| Funded - BC LEP Direct Funds | £320,837,972 | £1,798,182,389 | £2,119,020,361 |
| LEP Influenced Funds (18/19 - 21/22) | £329,500,000 | £463,127,639 | £792,627,639 |
| WMCA Funds (18/19 - 21/22) | £606,480,158 | £396,911,819 | £1,003,391,977 |
| - | Funding | Leverage | Total Investment |
| Funding Stream Identified | £1,445,363,570 | £2,537,218,454 | £3,982,582,024 |

- Click to Hide -

Pipeline - Funding Solution to be Identified

£968.6M

£6.0bn

£6.9bn

Funding

Leverage

Total Investment

No Funding Required

£585.4M

£891.8M

£1.5bn

Funding

Leverage

Total Investment

Outputs

| | Forecast Outturn | Target | % of Target |
|----------------------|------------------|--------|-------------|
| Homes | 61.4K | 40.7K | 151% |
| Land Remediated (Ha) | 287.1 | 875 | 33% |
| Jobs | 56.0K | 149.4K | 38% |
| GVA | £16.5bn | 15.9bn | 103% |

Click Here for Output Details

Click Here for Project Details

Fund Tracker – Dudley LA

Black Country LEP

Corridor Centre

All

Super Corridor

All

Funding Status

All

Funding Stream

All

Town or High Street Fund

All

LA Priority

All

Search

+ ☐ BC Wide

+ ☒ Dudley

+ ☐ Sandwell

+ ☐ Walsall

+ ☐ Wolverhampton

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Home

Funded & Pipeline Total

£528.1M

£1.7bn

£2.2bn

Funding

Leverage

Total Investment

Identified Funds

£355.4M

£275.9M

£631.4M

Funding

Leverage

Total Investment

| | Funding | Leverage | Total Investment |
|--------------------------------------|--------------|--------------|------------------|
| - | | | |
| Funded - BC LEP Direct Funds | £70,758,654 | £186,079,415 | £256,838,069 |
| LEP Influenced Funds (18/19 - 21/22) | £600,000 | £1,800,000 | £2,400,000 |
| WMCA Funds (18/19 - 21/22) | £237,269,895 | £37,653,299 | £274,923,194 |
| - | | | |
| | Funding | Leverage | Total Investment |
| Funding Stream Identified | £46,810,447 | £50,385,874 | £97,196,321 |

- Click to Hide -

Pipeline - Funding Solution to be Identified

£102.2M

£1.3bn

£1.4bn

Funding

Leverage

Total Investment

No Funding Required

£70.5M

£124.5M

£195.0M

Funding

Leverage

Total Investment

Project/Site Name

All

SEP Programme

All

Outputs

| | Forecast Outturn | Target | % of Target |
|----------------------|------------------|--------|-------------|
| Homes | 15.5K | 12.0K | 129% |
| Land Remediated (Ha) | 26.8 | 154 | 17% |
| Jobs | 8,509 | 35.7K | 24% |
| GVA | £3.3bn | 3.5bn | 93% |

Click Here for Output Details

Click Here for Project Details

Fund Tracker – Dudley Town

Black Country LEP

Corridor Centre

All

Super Corridor

All

Funding Status

All

Funding Stream

All

Town or High Street Fund

All

LA Priority

All

Search

+ ☐ BC Wide

- ☒ Dudley

+ ☐ Brierley Hill

+ ☐ Coseley

+ ☐ Cradley

+ ☒ Dudley

Black Country Consortium

Economic Intelligence Unit

CLEAR FILTERS

Home

Funded & Pipeline Total

£213.4M

£457.4M

£670.8M

Funding

Leverage

Total Investment

Identified Funds

£188.7M

£176.4M

£365.1M

Funding

Leverage

Total Investment

| | Funding | Leverage | Total Investment |
|--------------------------------------|--------------|--------------|------------------|
| Funded - BC LEP Direct Funds | £43,453,764 | £113,581,441 | £157,035,205 |
| LEP Influenced Funds (18/19 - 21/22) | £600,000 | £1,800,000 | £2,400,000 |
| WMCA Funds (18/19 - 21/22) | £117,781,854 | £35,718,220 | £153,500,074 |
| - | Funding | Leverage | Total Investment |
| Funding Stream Identified | £26,855,439 | £25,274,224 | £52,129,663 |

- Click to Hide -

Pipeline - Funding Solution to be Identified

£18.5M

£249.6M

£268.1M

Funding

Leverage

Total Investment

No Funding Required

£6.2M

£31.4M

£37.7M

Funding

Leverage

Total Investment

Project/Site Name

All

SEP Programme

All

Outputs

| | Forecast Outturn | Target | % of Target |
|----------------------|------------------|--------|-------------|
| Homes | 4,098 | 1,082 | 379% |
| Land Remediated (Ha) | 14.4 | 32 | 45% |
| Jobs | 1,383 | 9,687 | 14% |
| GVA | £1.2bn | 954.7M | 123% |

Click Here for Output Details

Click Here for Project Details

Addressing our Short-Term Challenges...

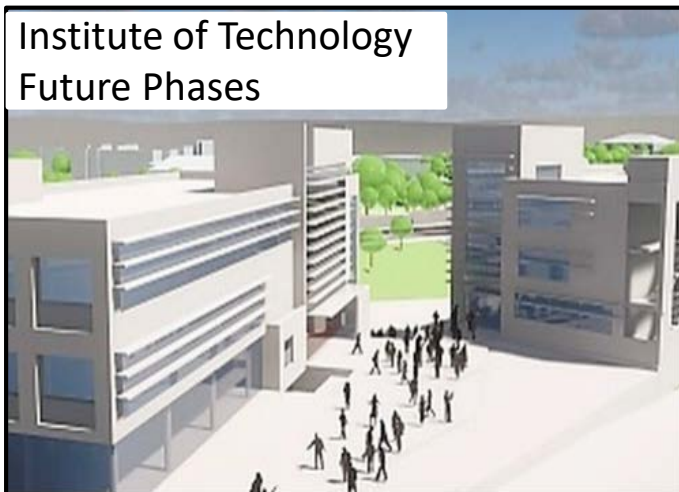
Black Country LEP



Portersfield



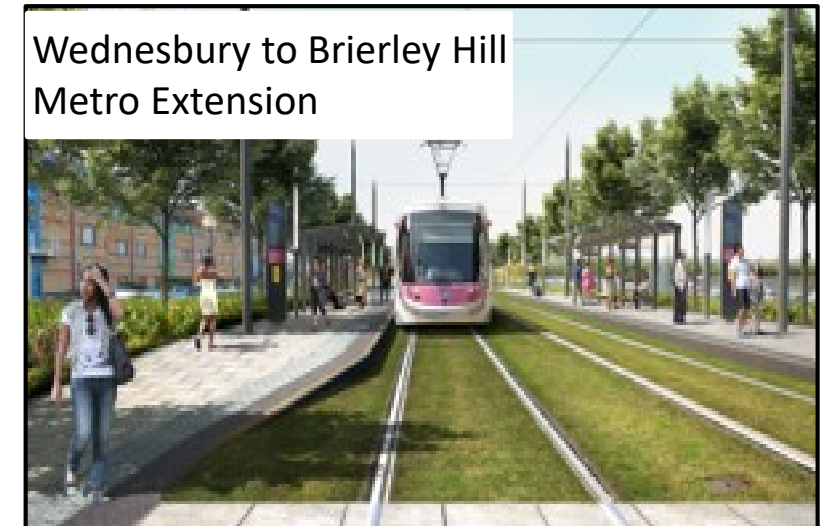
Light Rail Innovation
Centre & Test Track



Institute of Technology
Future Phases



Dudley Interchange



Wednesbury to Brierley Hill
Metro Extension



Sector Action Plans

Black Country LEP



1. Advanced Manufacturing & Engineering



1.1 Automotive



1.2 Aerospace



1.3 Rail



1.4 Metals & Materials



2. Business, Professional & Financial Services



3. Energy & Environment



4. Logistics & Transport Technologies



5. Construction



6. Visitor Economy



7. Sports



8. Public Sector



9. Health



10. Retail

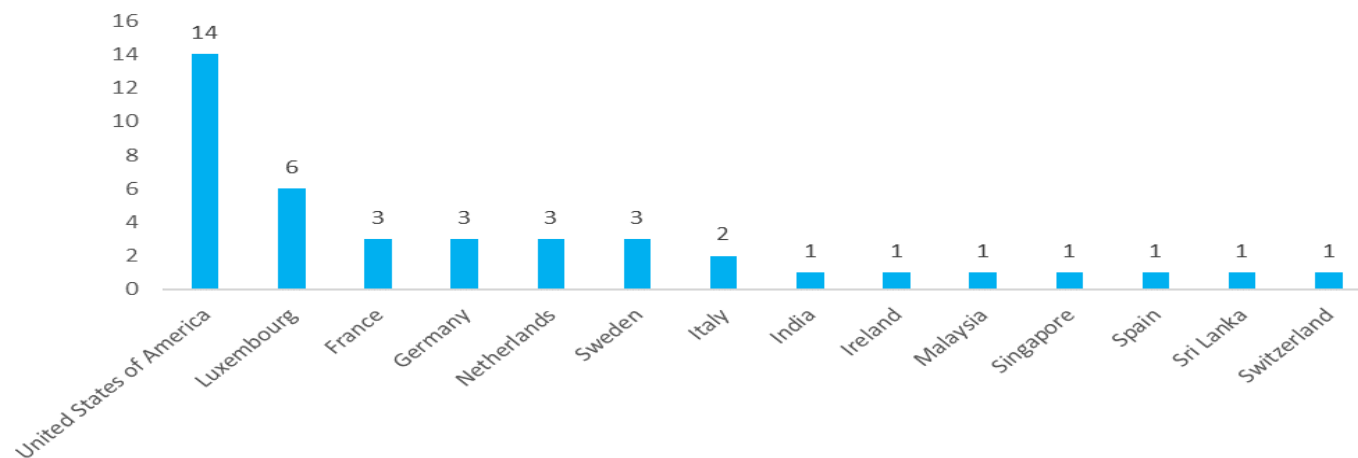
Dudley Companies

Black Country LEP

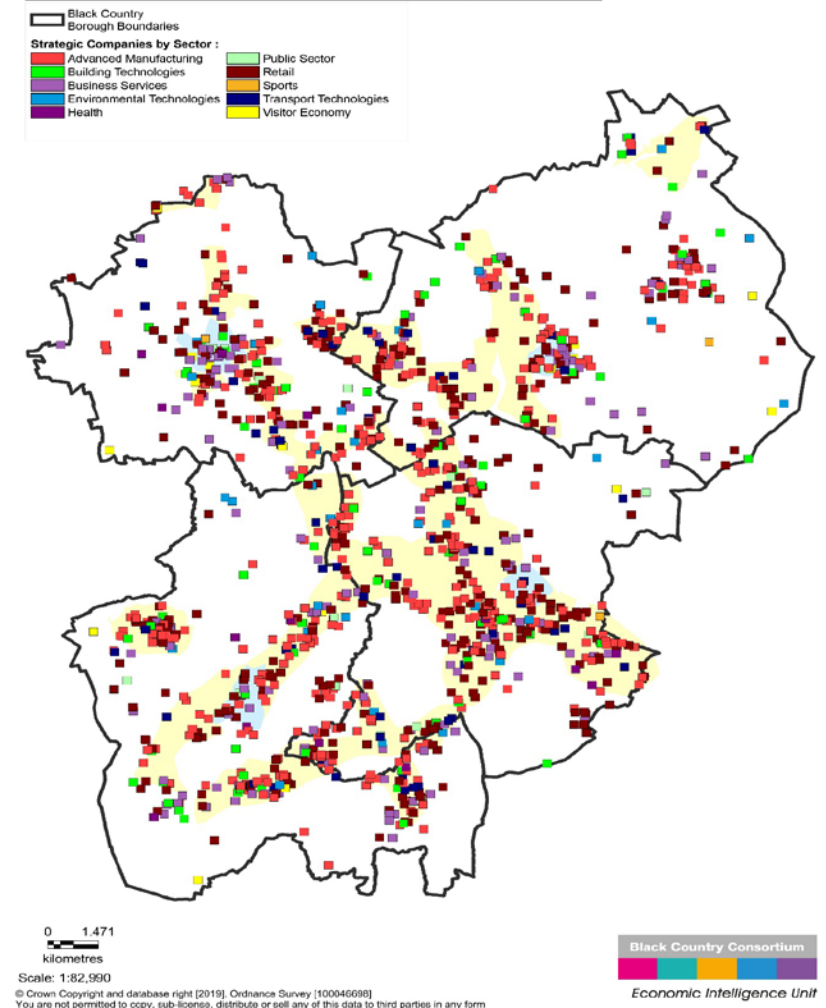
Dudley Strategic Companies

| Row Labels | Dudley | % of Dudley total |
|----------------------------|------------|-------------------|
| Advanced Manufacturing | 186 | 35.1% |
| Building Technologies | 40 | 7.5% |
| Business Services | 81 | 15.3% |
| Environmental Technologies | 14 | 2.6% |
| Health | 10 | 1.9% |
| Public Sector | 8 | 1.5% |
| Retail | 148 | 27.9% |
| Sports | 0 | 0.0% |
| Transport Technologies | 36 | 6.8% |
| Visitor Economy | 7 | 1.3% |
| Grand Total | 530 | 100.0% |

Black Country Strategic Companies - Foreign Owned Companies



BLACK COUNTRY STRATEGIC COMPANIES 2019



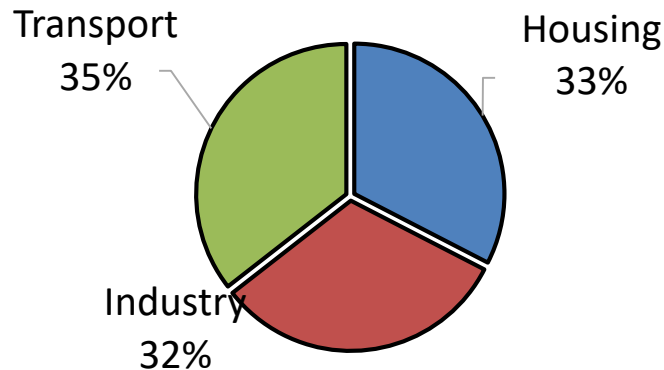
The spread of companies is fairly even across the Black Country with 30.7% of firms located in Dudley.

Energy Capital

Securing appropriate energy infrastructure for the West Midlands

Without greater control over local energy infrastructure investment, we cannot deliver our local industrial strategy either meaningfully or cost-effectively

Percentage of West Midlands energy used by sector today

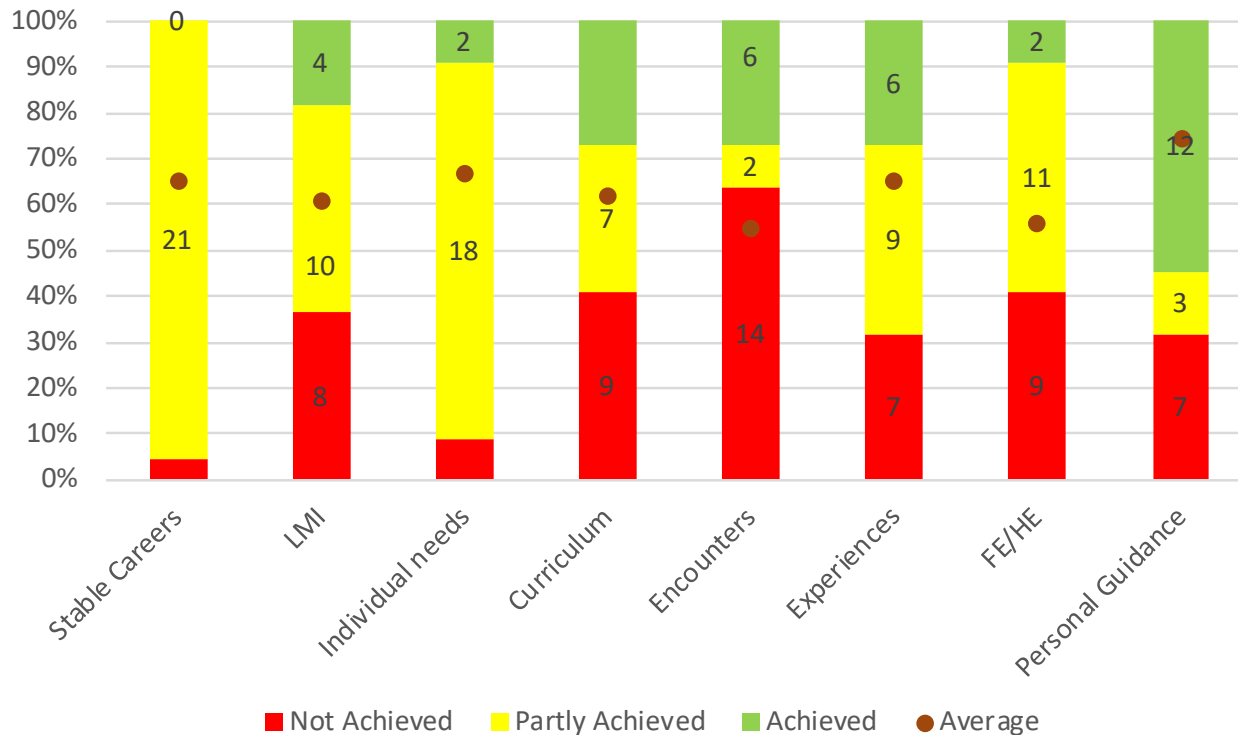


- Critical short-term issues for strategic sectors such as automotive manufacturing and established supply chains
- Virtually no existing resource (at any level of public sector governance) competent to deal with energy network and infrastructure providers in a strategic and value-creating way
- Totally centralised UK energy infrastructure planning
- This means:
 - **energy costs for industry are 41% higher than competitors**
 - **energy costs for consumers are 25% higher than necessary**
 - **grid connection charges are often twice (and can be up to 20 times higher) than sensibly-informed, locally-planned options**
- Multiple independent reports show that 'do nothing' will hold back economic growth and cost the region at least £1bn p.a. in GVA
- Risk of falling behind other devolved authorities in an area where we have potentially significant competitive advantage in our academic institutions

Enterprise Adviser Network (since Spring 2017)

Black Country Skills Factory

Distribution of Score by Gatsby Benchmark



Work to date :-

- Black Country Enterprise Advisor network supported by **7** Enterprise Coordinators.
- **2 Careers Hubs**
- Aim - Accelerate Achievement of All 8 Gatsby Benchmarks - **Black Country now Exceeding National Average for Gatsby Benchmarks**
- **All Senior school (with exception of 1) matched to a business Enterprise Adviser**
- **Primary Fund – Careers 2030** - One of 6 Pilot Programme Nationally Sep 2019 – Aug 2020 - 22 Black Country Primary schools in mini “Careers Hub”



Next Steps

- Funding baseline, fiscal asks, new funding streams e.g. UK shared prosperity fund
- Ongoing pipeline development
- Cross LEP collaboration
- Policy development in Brexit context
- Provides evidence and intelligence for future “asks” of Government
- Detailed delivery plans that outline short, medium and long term actions needed for major new market opportunities, foundations and sectors are now being developed

Questions?