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Strategy into Delivery – An Evidence Based Approach

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

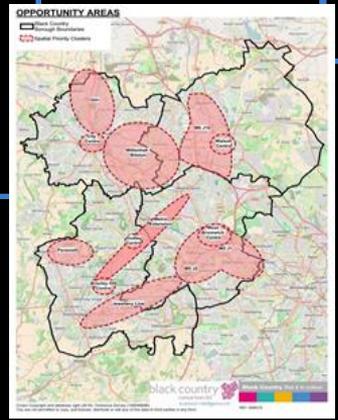
Thematic & Sectoral Approach – Black Country Propositions

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

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.



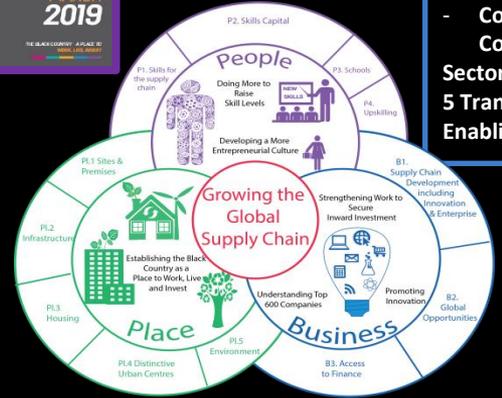
Programme Dashboards

Detailed programme dashboards including:

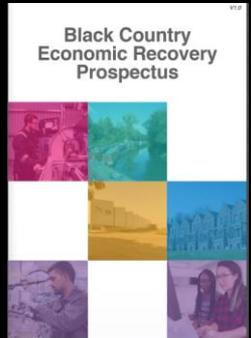
- ❖ Overall Priority Pipeline
- ❖ Growth Funds
- ❖ Land Remediation Fund (WMCA)
- ❖ Broadband

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.



Sector Plans – 5 Transformational & 5 Enabling Sectors



Black Country Economy

Wolverhampton Economy



5,500 Enterprise Births* in 2019
+685 enterprise births compared to 2018



1,245 Enterprise Births* in 2019
+115 compared to 2018
+391 enterprise births P.A required to reach national level



The **Employment Rate** was **72.0%** (Year ending Sept 2020)
Increased at a **faster rate** than the national average
+1.8pp vs +0.1pp YE Sept 2019 – YE Sept 2020)



The **Employment Rate** was **72.2%** (Year ending Sept 2020)
Increased at a **faster rate** than the national average
+4.8pp vs +0.1pp (YE Sept 2019 – YE Sept 2020)



Resident Wages are increasing and stood at **£27,839** in 2020
+5.7% growth compared to **3.5% nationally** (2019-2020)
But with a **shortfall of £3,927** to national average



Resident Wages are increasing and stand at **£25,706** in 2020
+1.0% growth compared to **3.5% nationally** (2019-2020)
But with a **shortfall of £6,060** to national average



24.7% (180,300) of the Working Age Population had **NVQ4+ Qualifications*** in 2018
But **111,380** people still require **upskilling**



24.9% (40,600) of the Working Age Population have **NVQ4+ Qualifications*** in 2018
24,640 people still require **upskilling**



Population* was nearly **1.2m** in mid-2019
+0.5% growth compared to national growth rate of **+0.6%**
(2019-2020)



Population* was **263,357** in mid-2019
+0.5% growth compared to national growth rate of **+0.6%**
(2019-2020)

* Pre COVID-19

Black Country Economy

Wolverhampton Economy

Black Country LEP



GVA per Head* was £17,759 in 2018
+1.9% growth compared to 2.5% national (2017-2018)
With a shortfall of £11,597 to national average



GVA per Head* was £17,938 in 2018
+0.3% growth compared to 2.5% national (2017-2018)
With a shortfall of £11,418 to national average



GVA* was £21.2bn in 2018
+2.5% growth compared to +3.1 nationally (2017 – 2018)



GVA* was £4.7bn in 2018
+1.1% growth compared to +3.1 nationally (2017 – 2018)



498,850 Dwellings* in 2019
+0.6% (+3,010 dwellings) compared to +1.0% nationally
since 2018



110,770 Dwellings* in 2019
+0.6% (+690) dwellings compared to +1.0% nationally
since 2018



The number of **Jobs*** decreased to 444,000 in 2019
-1.3% compared to +1.4% nationally (2018-2019)
+168,000 jobs required to reach BC target



The number of **Jobs*** remained at 103,000 in 2019
No change compared to +1.4% nationally (2018-2019)
+31,976 jobs required to reach target



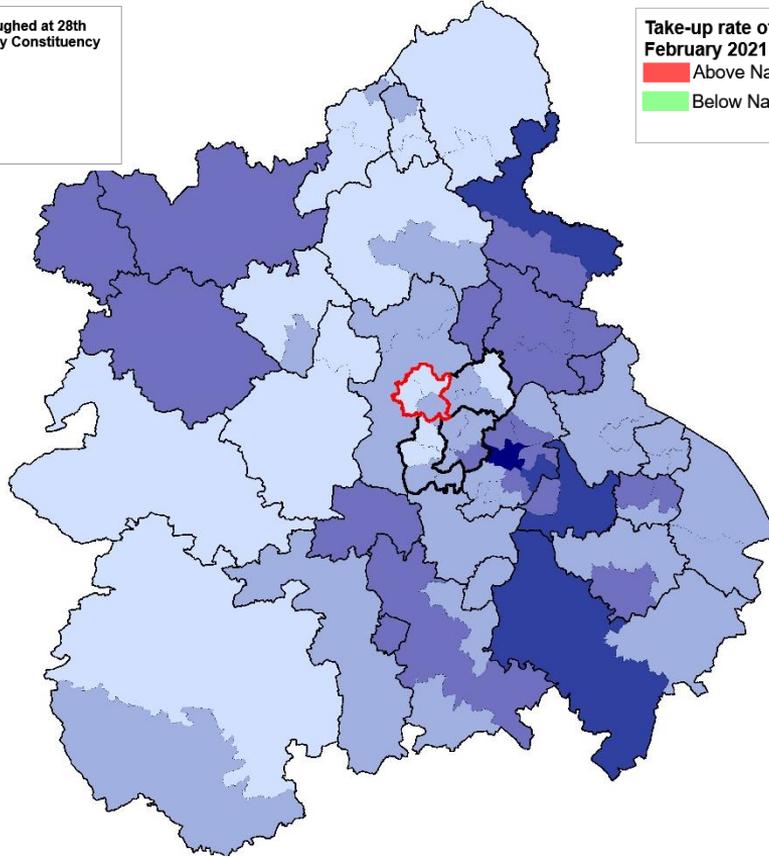
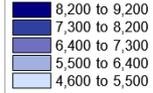
The number of **Apprenticeship Starts** decreased to 8,160 in
the Black Country in 2019/20
-20.8% compared to -18.0% nationally (from 2017/18)



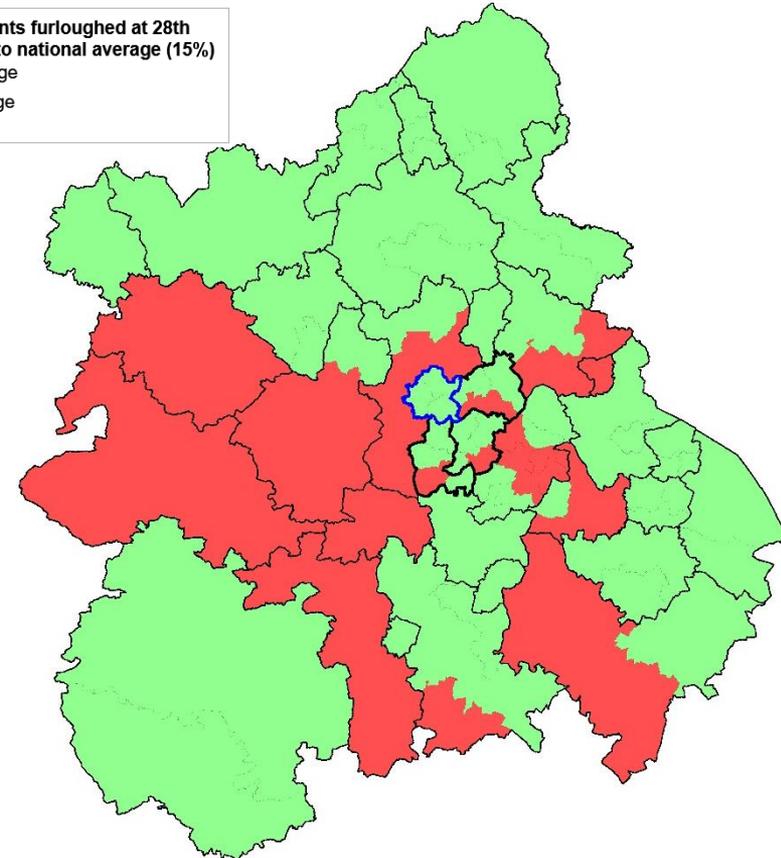
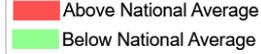
The number of **Apprenticeship Starts** decreased to 1,640 in
2019/20 due to COVID-19
-25.5% compared to -18.0% nationally from 2018/19

Pandemic Impact – Wolv/BC/WM

Number of employments furloughed at 28th February 2021 by Parliamentary Constituency



Take-up rate of employments furloughed at 28th February 2021 in relation to national average (15%)



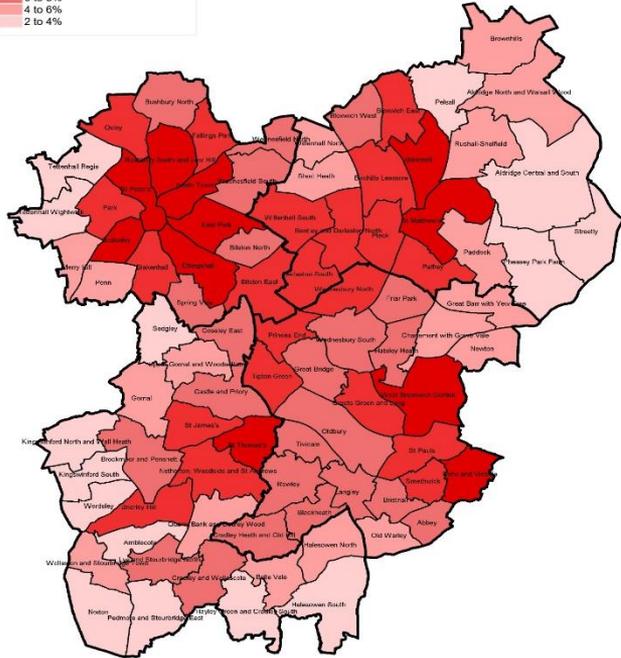
Claimant Count



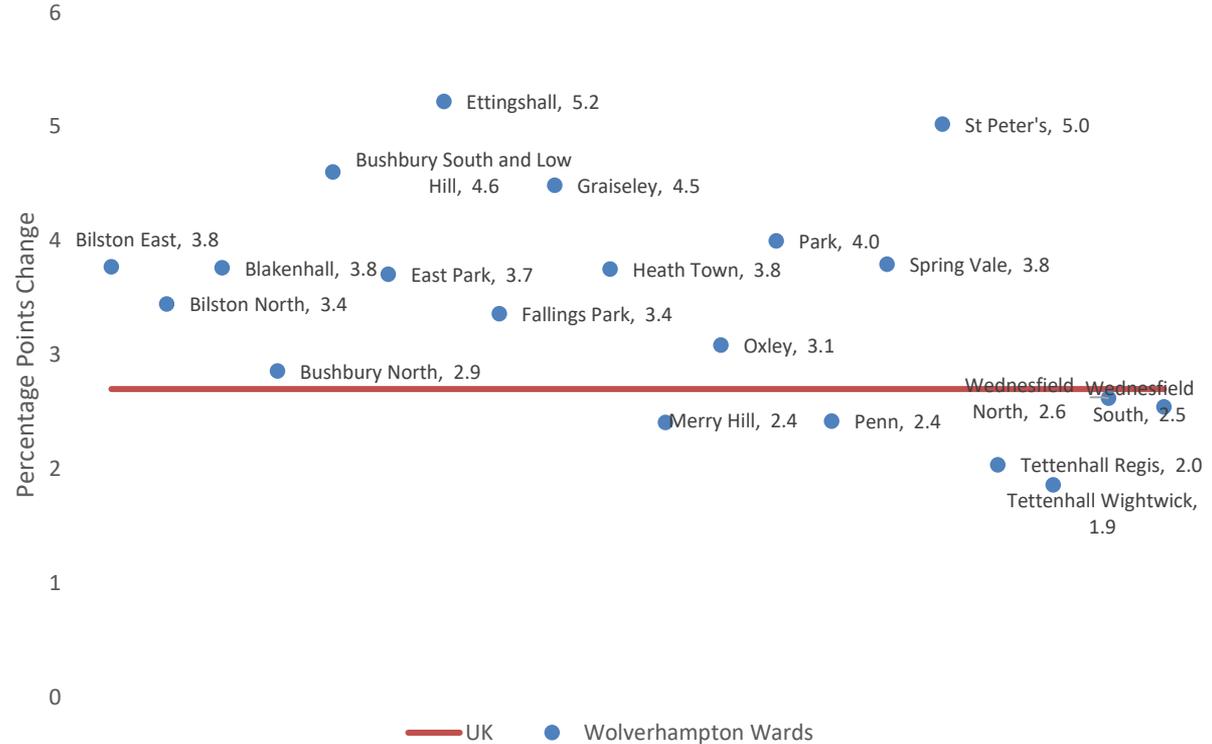
CLAIMANTS

Claimants as % of all residents aged 16+ per ward (February 2021)

- 10 to 14%
- 8 to 10%
- 6 to 8%
- 4 to 6%
- 2 to 4%



Percentage point change in claimants as a % of population aged 16+ Between Feb 20 to Feb 21 by Wolverhampton ward



Digital Activities in the Black Country



Significant Investment in Broadband Infrastructure

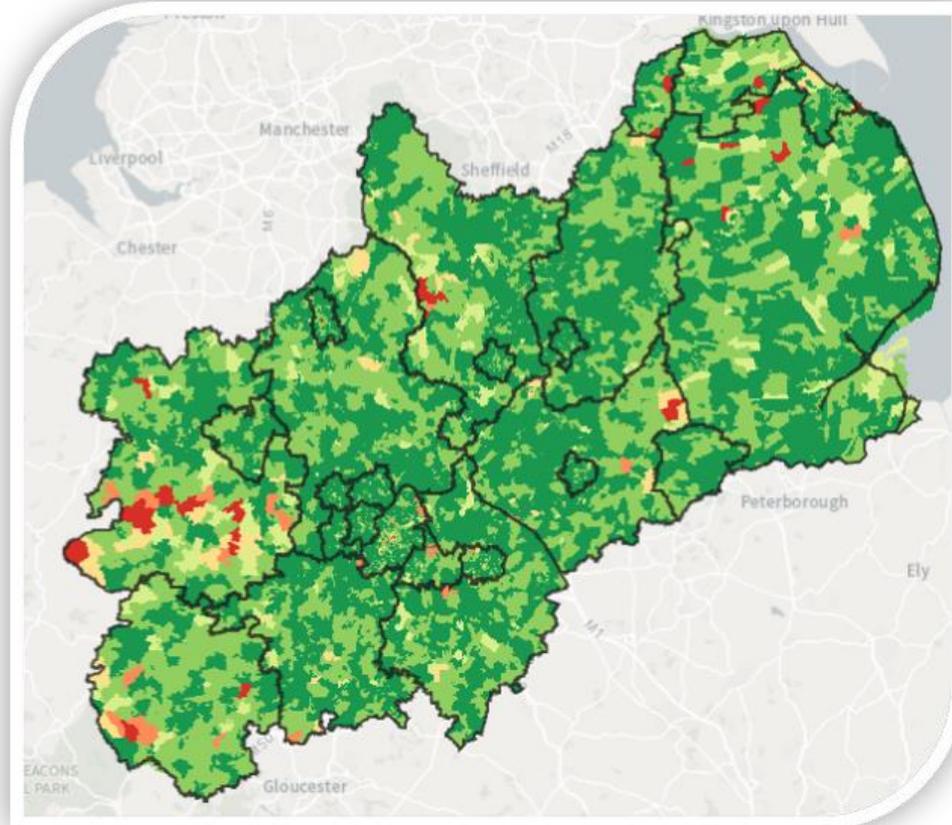
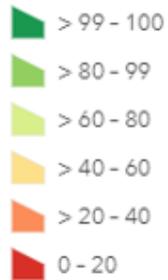


NGA Broadband / Internet Connectivity – Midlands Engine

Midlands Engine

% of premises with NGA per Output Area in 2020 in Midlands Engine

% of premises with NGA access



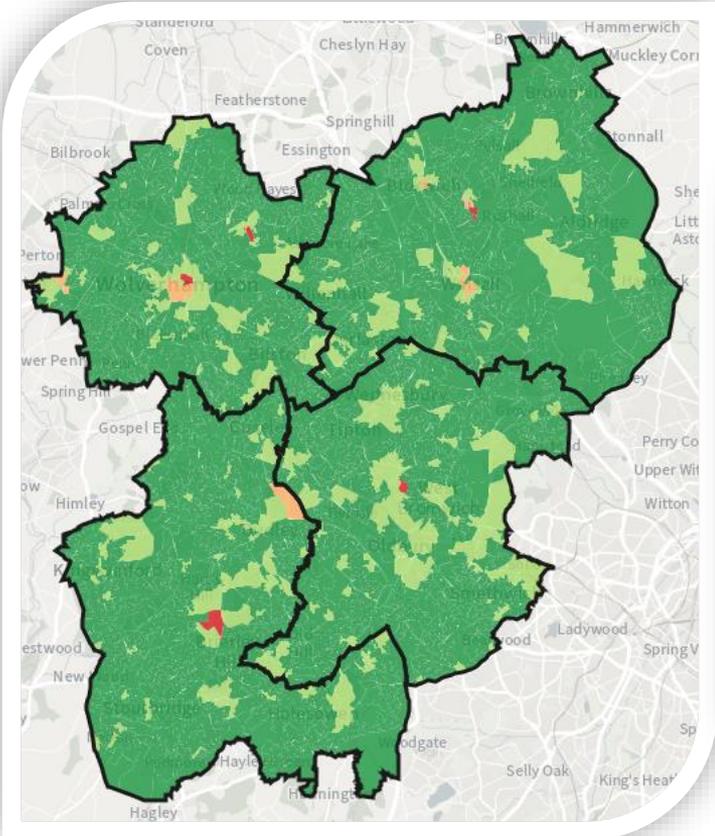
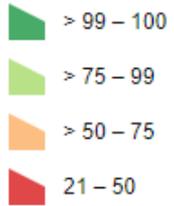
Source: Ofcom
Connected Nations 2020

NGA Broadband / Internet Connectivity – Black Country



Black Country

% of premises with NGA



Wolverhampton City Centre



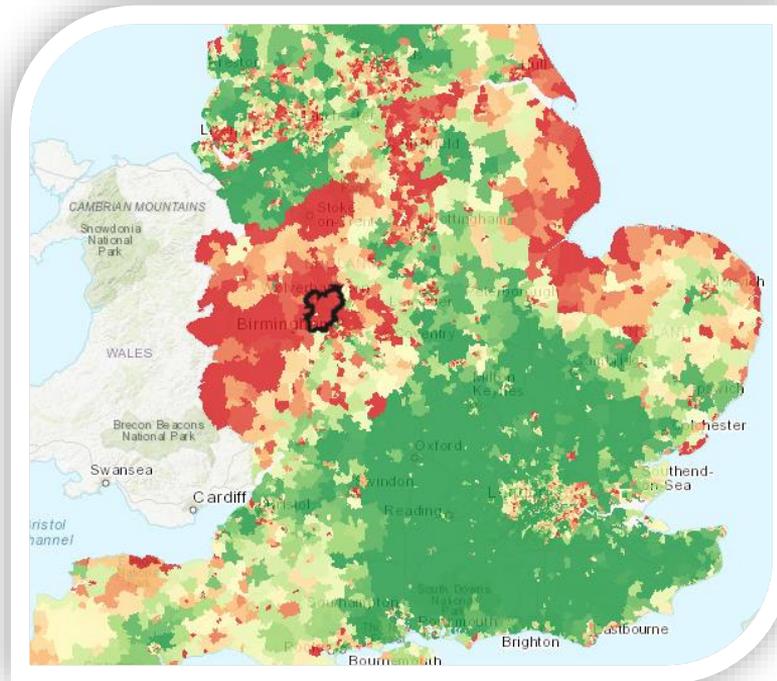
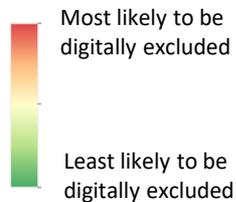
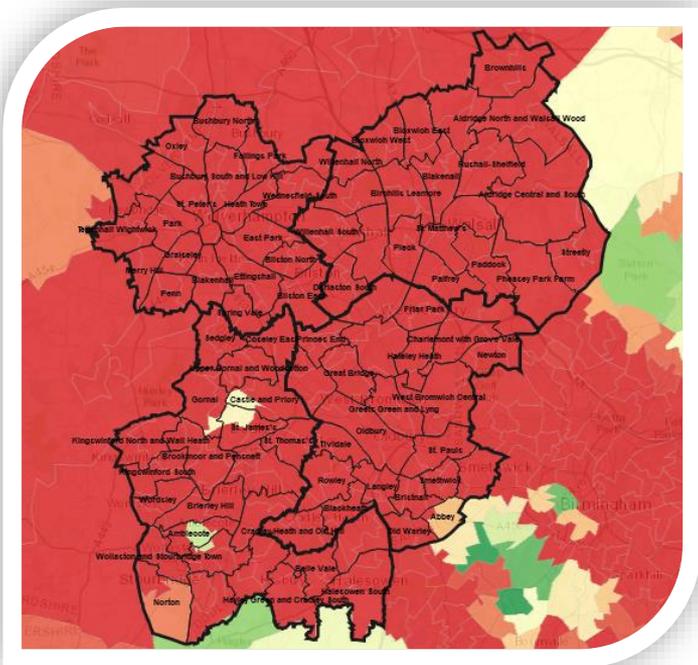
Source: Ofcom
Connected Nations 2020

Digital Exclusion

Each indicator is scored between 0 and 1, with higher values meaning greater digital exclusion (e.g. less likely to own a mobile or more likely to have slower broadband). These indicators were aggregated into MSOAs by taking the mean value of the MSOA's constituent postcodes.

From postcode-level data provided by CACI:

- Broadband speed
- Buying online
- Managing current accounts online
- Mobile phone ownership
- Internet usage
- People agreeing with the statement "computers confuse me, I will never get used to them"



Superfast Broadband and Ultrafast Broadband

1

Accelerated the deployment of Superfast broadband provisions across the Black Country

The Black Country benefited from a BDUK funded Broadband project which connected 61,493 premises in the Black Country to Superfast Broadband between 2014 - 2018.

- **Approximately 9,000 premises across Wolverhampton were connected as part of the BDUK project.**
- Wolverhampton City Centre specifically was not included due to a previous application to a Government voucher scheme.
- Openreach rolling out ultrafast broadband – Gfast including parts of Wolverhampton
- Fibre to the Cabinet (FTTC) infrastructure is being upgraded to full fibre by Openreach (replacing the copper network), which puts the Black Country in a great position considering that 99.4% of the Black Country is connected to Superfast Broadband via FTTC.
- Full Fibre coverage across the Black Country remains desperately low – with **Wolverhampton showing only 1.87% full fibre coverage.**
- Full Fibre coverage will improve in Wolverhampton with the City Fibre project



Growing
Connectivity across
the Black Country



61,493
Premises
connected



37,167
Connected for the
first time



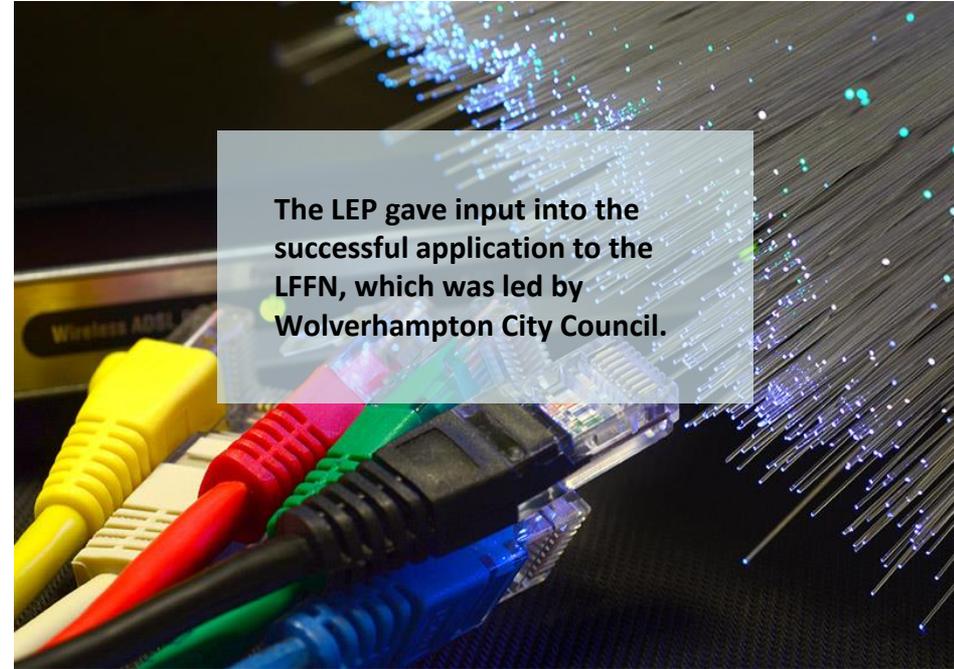
£16.6m
Approx. Total funding
for the project

2

Outside In, Full Fibre and LFFN

As the Governments focus moves to Full Fibre, it offers an opportunity for the Black Country to utilise its current infrastructure to help accelerate the deployment of full fibre across the region.

- **Government has an ambition to support gigabit-capable broadband to the hardest-to-reach areas of the UK as soon as possible, with a £5bn infrastructure programme – called Outside In.**
- Cityfibre secured the LFFN contract in Wolverhampton
- Full fibre deployment is being accelerated
- Virgin - 10,000 premises in Sandwell
- Openreach has added Sandwell and Walsall to the list of areas in which it will roll out its 'Fibre Cities' programme.
- LEP is keen to maximise full fibre opportunities for the whole of the Black Country – especially Wolverhampton.



The LEP gave input into the successful application to the LFFN, which was led by Wolverhampton City Council.

Growing
Fibre Connectivity
across the Black
Country



£5bn
Outside-In DCMS
Programme



£12bn
Fibre Cities
Openreach



£3bn
Virgin Project
Lightening

3

5G and Beyond

As the Urban Connected Cities 5G Programme increases its activity in the region, it presents an opportunity for the whole of the Black Country to benefit from the testbeds taking place. think post 5G.

- **The chance to have co-ordinated 5G innovation use cases, and activity, will be an asset for the Black Country to showcase.**

- £250k for WM5G

- Application Accelerator in Wolverhampton

- Roll out of related Business support schemes

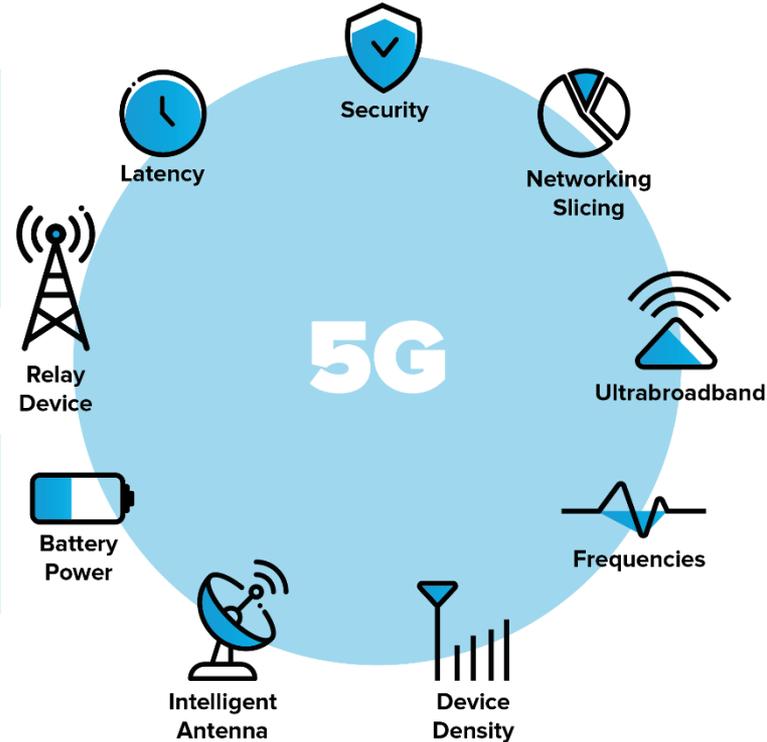
- Manufacturing 5G testbed - AE Aerospace

- Potential National Tele-comms Training Centre in Wolverhampton

- What happens post WM5G?

The LEP and BC partners input during the bid, helped the region in winning this opportunity

Testbeds offer opportunity to the whole of the Black Country



4G
Target of 100% coverage

5G
What does it real mean for SME's?

6G
Ambition to lead in this area

Skills
Telecomms training centre

The region successful won the Urban Connected Cities Programme when a regional bid was submitted via the WMCA.

The collaboration demonstrated in the bid was considered a strength

Smart Street Lighting

- Initially an ERDF funded project
- Upgrading all street lights to LED lighting
- Allows remote control and capturing data e.g. footfall with Smart sensors that can monitor air quality and temperature.
- Smart sensors can inform smarter delivery of services e.g. inform gritting routes so focusing on areas that most need gritting.
- Potential to align sensors with future 5G pilots
- Completed in Wolverhampton, and being rolled out in Dudley and Walsall, with Sandwell to follow.



Voucher Schemes – past, present and predicted?

4

From the Black Country BDUK Broadband project, we have intelligence on all postcodes across the Black Country that do not have low broadband connectivity speeds

Voucher schemes have targeted these postcodes and SME's to help them access connectivity.

The Black Country has worked particularly well together in promoting Government Voucher schemes to 'not-spots' across the Black Country

- **Previous voucher schemes have been effective in targeting not-spots, and SME's in need of broadband connectivity.**
- ERDF funded business support schemes
- Gigabyte Voucher Scheme will continue
- Opportunity for the Black Country
- This again presents an opportunity for the Black Country
- How many vouchers in BC and Wolverhampton
- Case Study - Blakenhall Action Community Forum



Supper Connected Cities



Better Broadband Scheme



Gigabyte Voucher Scheme



Project Gigabyte

The Black Country has a fantastic track record of being innovative, however, we can be poor at talking about our successes.

- **The following slides will highlight briefly activity taking place across the Black Country that can be emulated in all 4 local authorities, and highlighted in future funding applications to Government schemes.**
- **Digital Strategy - 2016**
- **Smart City Strategy - 2016**
- **Smart City Group**
- **Smart City Network**
- **New Strategies – 2021**
- **Digital Infrastructure Strategies in the region**
- **Examples of Smart City activity include:**



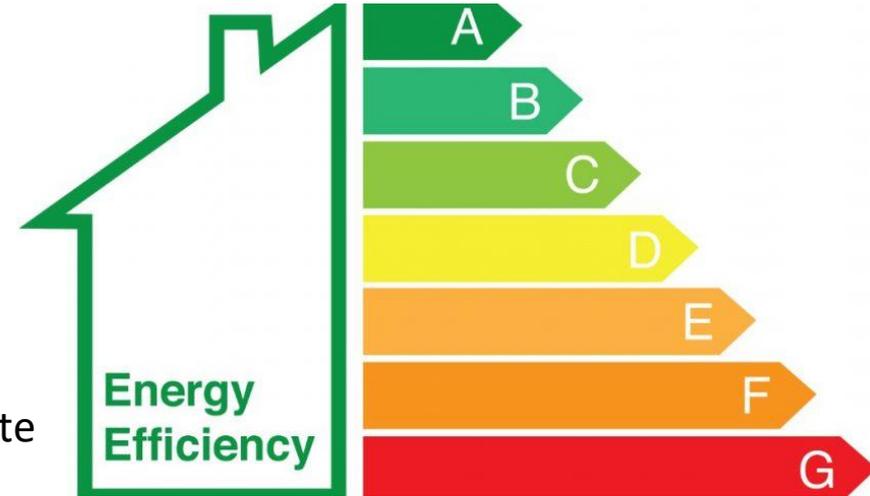
Health Innovation Case Study examples

- Health pilots in Royal Wolverhampton NHS Trust, with Babylon Health, and Sensyne Health.
- WM5G Health / Citizen wellbeing testbed – Care homes project in Newlyn Court, Bilston
- WM5G Health testbed - Capsule Endoscopy pilot at the Royal Wolverhampton NHS Trust
- AI to help health and social care providers to predict future demand for services
- NHS Digital Social Care Digital Pathfinder Programme



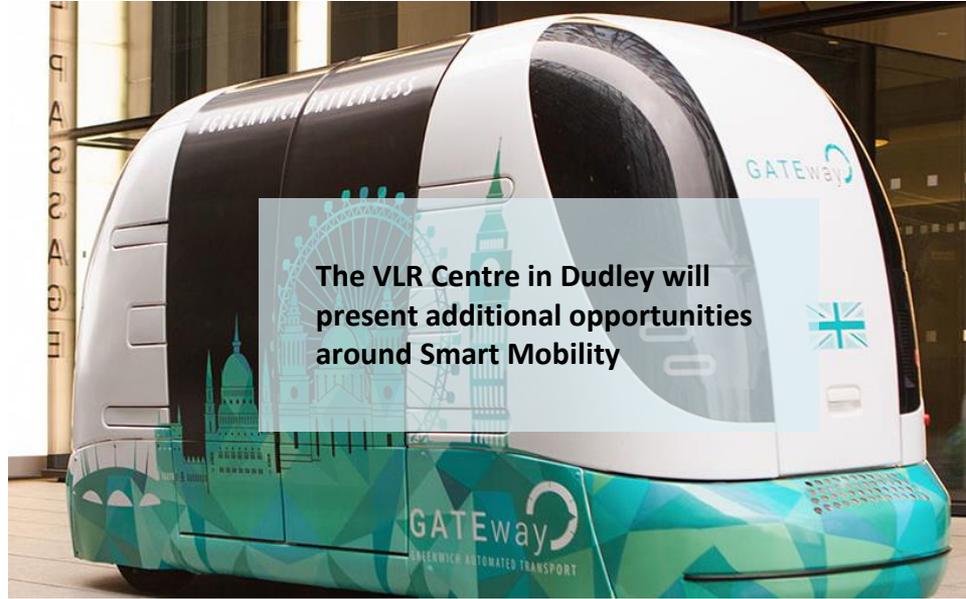
Repowering the Black Country Roadmap

- Deliver roadmap to decarbonise Black Country – with focus on smart
- Identify locations for zero carbon power hubs
- Business plan for large scale energy efficiency programme designed to support manufacturers
- £120k planning study – April – July 2020 - Innovate UK funded with partners involved
- Full programme has the potential to be around £70m in size



Autonomous Vehicles

- Westfield Autonomous POD
- UK's first fully autonomous vehicle for first mile – last mile transportation
- Heathrow Airport Terminal 5 POD Parking.
- Trials continue
- Autonomous Vehicle testing track in Dudley
- Potential to trial autonomous drones in the Black Country – a BC wide project?



- Black Country Digital Skills Strategy
- Digital Engineering Skills Centre – Walsall College
- Construction Innovation Centre – Wolverhampton College
- Cyber Security and Digital Tech Research at the University of Wolverhampton
- **Future opportunities?**



Any Questions?

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