

Sarah Middleton
Chief Executive
Black Country Consortium

Evidence Led Vision and Economic Intelligence

- Our Approach
- Wolverhampton and Black Country Economic Overview

Developing Our Green Infrastructure

- Developing Our Tree Strategy
- Black Country Canal Strategy

Black Country Partnership Support

Capital Investments

Black Country Partnership Support - Active Black Country

- Commonwealth Games

Evidence Led Vision and Economic Intelligence

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
 - Sector Plans – 5 Transformational & 5 & 5 Enabling Sectors

Spatial Approach – Spatial Opportunities

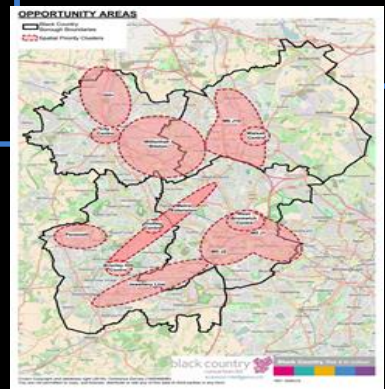
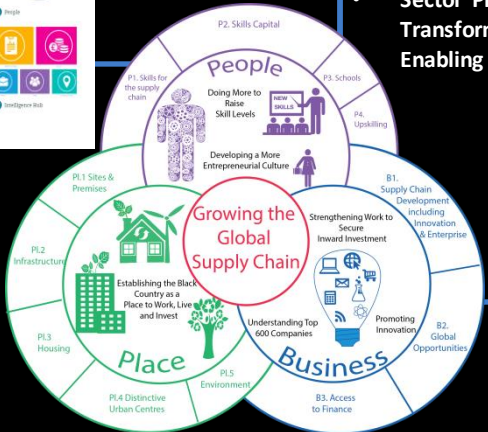
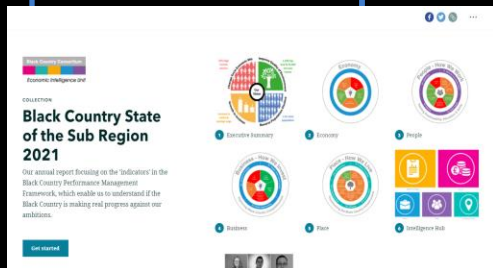
In depth analysis of pipeline opportunities in 11 identified spatial zones and the areas that are outside and serving with an integrated cross boundary BC Core Strategy.

Programme Dashboards

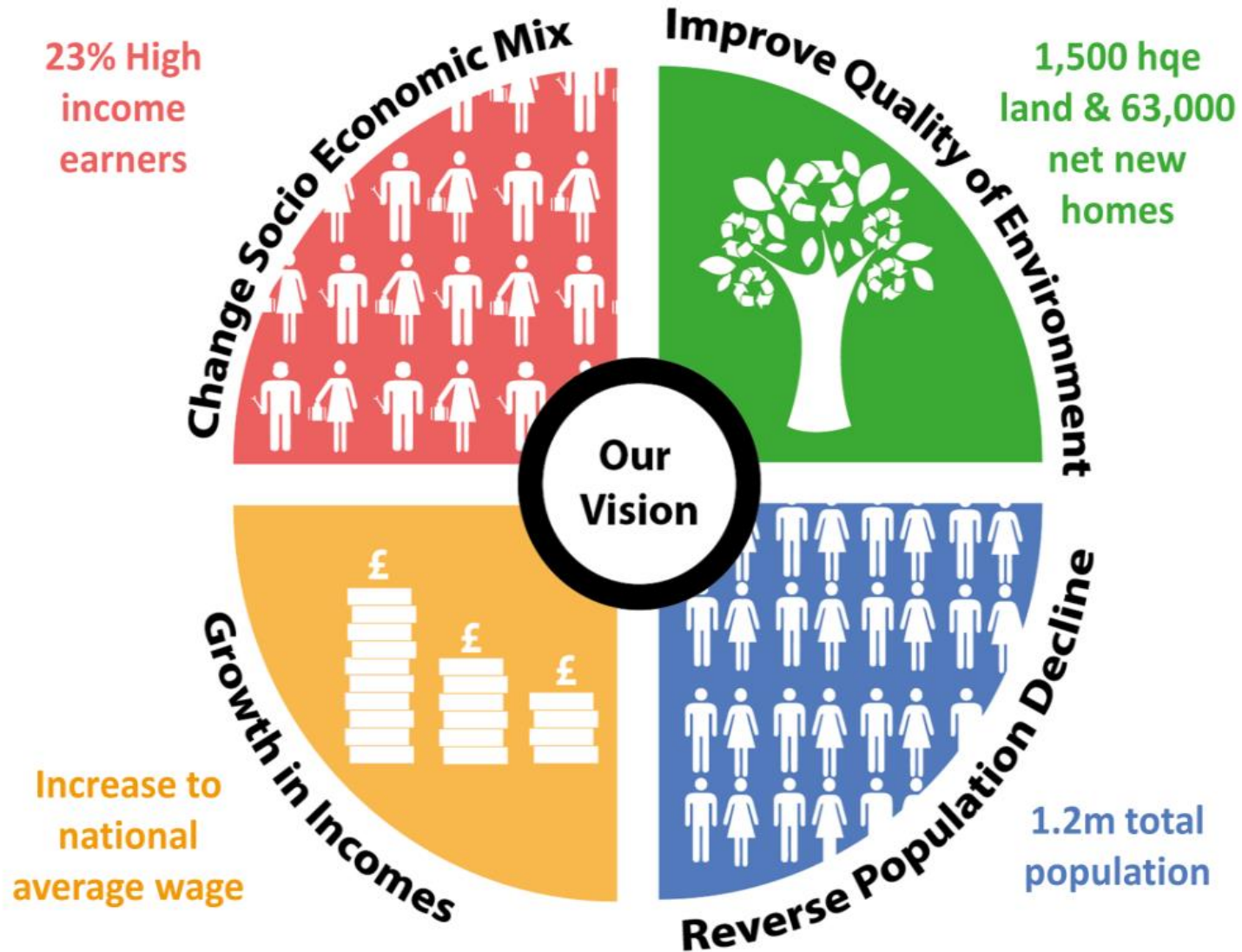
- Detailed programme dashboards including:
- ❖ Overall Priority Pipeline
 - ❖ Growth Funds
 - ❖ Land Remediation Fund (WMCA)
 - ❖ Broadband

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 Objectives



Black Country Consortium Economic Intelligence Unit

Priorities

Key Achievements

Providing rigorous, “best in class”, economic analysis and place based compelling narrative

Interactive state of sub region report
Black Country Intelligence Hub



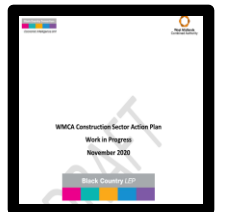
In-depth Labour Market Intelligence

Skills deep dive



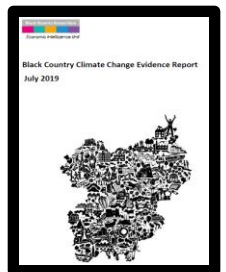
Business Competitiveness – Growing our Business Base

Sector Action Plans



Green transformation

Geopark support
iTree Eco study
Canal Strategy



Black Country Economy

W'ton Economy



Employment Rate was 73.0% in year ending Sept 2021
+1.2pp compared to -0.9pp nationally (since year ending Sept 2020)
+13,768 people required to reach nat. average (74.9%)

Employment Rate was 70.1% in year ending Sept 2021
-2.2pp compared to -0.9pp nationally (since year ending Sept 2020)
+7,736 people required to reach nat. average (74.9%)



5,520 Enterprise Births in 2020
+0.4% (+20) compared to -8.0% nationally (2019-2020)
1,340 enterprise births P.A required to reach national level

1,245 Enterprise Births in 2020
No Change compared to -8.0% nationally (2019-2020)
+259 enterprise births P.A required to reach national level



Resident Wages were £28,169 in 2021
+1.5% compared to -0.9% nationally (2020-2021)
Shortfall of £3,321 to the England average (£31,490)

Resident Wages were £27,503 in 2021
+7.4% compared to -0.9% nationally (2020-2021)
Shortfall of £3,987 to the England average (£31,490)



28.8% (210,600) of the WAP had **NVQ4+ Quals** in 2020
+16.8% compared to +7.2% nationally (2019-2020)
But 102,011 people still require **upskilling** to reach 42.8%

31.5% (51,000) of the WAP had **NVQ4+ Qualifications** in 2020
+25.6% compared to +7.2% nationally (2019-2020)
But 18,165 people still require **upskilling**



Population was over 1.2 million in 2020 – reaching the BC target 13 years early!
+0.3% compared to national rate of +0.5% since 2019

Population was 264,407 in 2020
+0.4% (+1,050 residents) compared to +0.5% nationally since 2019

Black Country Economy

W'ton Economy



GVA was £22.3bn in 2019
+1.3% compared to +3.7% nationally (2018–2019)

GVA was £5.2bn in 2019
+2.5% compared to +3.7% nationally (2018–2019)



GVA per Head was £18,586 in 2019
+0.8% compared to +3.1% nationally (2018-2019)
With a shortfall of £11,653 to national average

GVA per Head was £19,798 in 2019
+2.0% compared to +3.1% nationally (2018-2019)
Shortfall of £10,441 to national average



501,464 Dwellings in 2020
+0.5% compared to +1.0% nationally since 2019

111,588 Dwellings in 2020
+0.7% compared to +1.0% nationally since 2019



7,750 Apprenticeship Starts in 2020/21
-4.9% (-400) compared to -0.3% nationally (2019/20–2020/21)
+15,250 to reach 23,000 apprenticeship starts target

1,640 Apprenticeship Starts in 2020/21
No Change compared to -0.3% nationally (2019/20–2020/21)



The number of **Jobs** has decreased to **436,000 in 2020**
-1.8% compared to -1.9% nationally since 2019

The number of **Jobs** has remained at **103,000 in 2020**
No Change compared to -1.9% nationally since 2019

Sector Risks

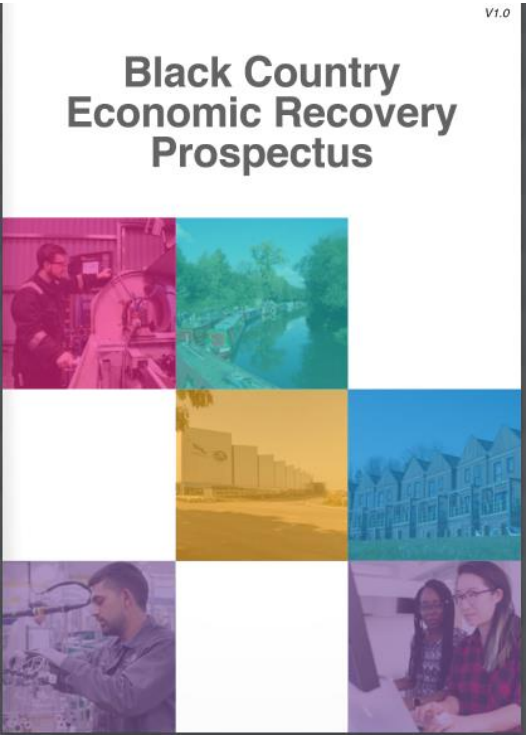
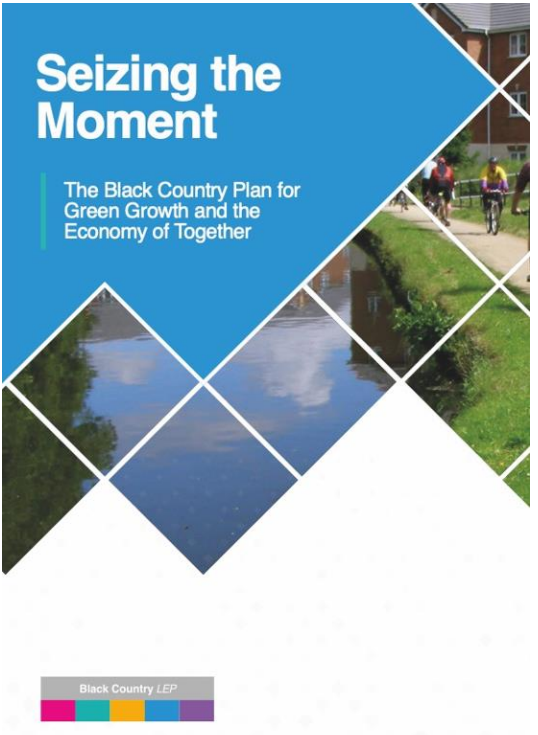
Covid-19

Black Country Consortium Economic Intelligence Unit	Skills & Labour - % furlough	A2F – diff. between % of loans & economy proportion	Lockdown	Order Books	Insolvency & Debt	Social Distancing	Transition to New Business Models	Testing & Labour Supply	Digital / Home Working	Risk Management Capability	Overall Risk to Future Growth
Advanced Manufacturing & Engineering	12%	-1.3%									MEDIUM
Aerospace											HIGH
Metals & Materials											MEDIUM
Food & Drink											MEDIUM
Automotive											MEDIUM
Rail											MEDIUM
Building Technologies	16%	0.1%									MEDIUM
Retail	19%	-6.0%									HIGH
Visitor Economy	47%	-4.1%									HIGH
Tourism											HIGH
Hospitality											HIGH
Business Services	12%	-2.3%									MEDIUM
Financial, Legal and Accounting		0.65%									LOW
Creative Industries	24%	0.25%									HIGH
Real Estate, Property & Consultancy		-3.8%									LOW
Environmental Technologies	6%	-0.1%									MEDIUM
Sports	62%	2.6%									MEDIUM
Health	4%	2.3%									LOW
Health & Care											LOW
Life Sciences											MEDIUM
Transport Technologies	11%	-1.4%									MEDIUM
Public Sector inc. Education	5%	3.3%									LOW

EU Exit

Black Country Consortium Economic Intelligence Unit	IMMEDIATE AND (POTENTIAL) "TEETHING PROBLEMS"						LONG-TERM STRUCTURAL CHANGE				
	VAT	Financial Equivalence	Travel	Customs Paperwork	Prof. Quals.	R. of Origin	Standards / Regulation	Data Sharing	Skills Shortages	Loss of EUSIF Funding	Overall risk of reduced Competitiveness
Advanced Manufacturing & Engineering											HIGH
Aerospace											MEDIUM
Metals & Materials											HIGH
Food & Drink											HIGH
Automotive											HIGH
Rail											MEDIUM
Building Technologies											MEDIUM
Retail											HIGH
Visitor Economy											MEDIUM
Tourism											MEDIUM
Hospitality											LOW
Business Services											MEDIUM
Financial, Legal and Accounting											MEDIUM
Creative Industries											MEDIUM
Real Estate, Property & Consultancy											LOW
Environmental Technologies											MEDIUM
Sports											MEDIUM
Health											MEDIUM
Health & Care											MEDIUM
Life Sciences											MEDIUM
Transport Technologies											HIGH
Public Sector inc. Education											LOW

Recovery Plan



1. Backing Black Country Businesses

2. Delivering Skills for Today and the Future

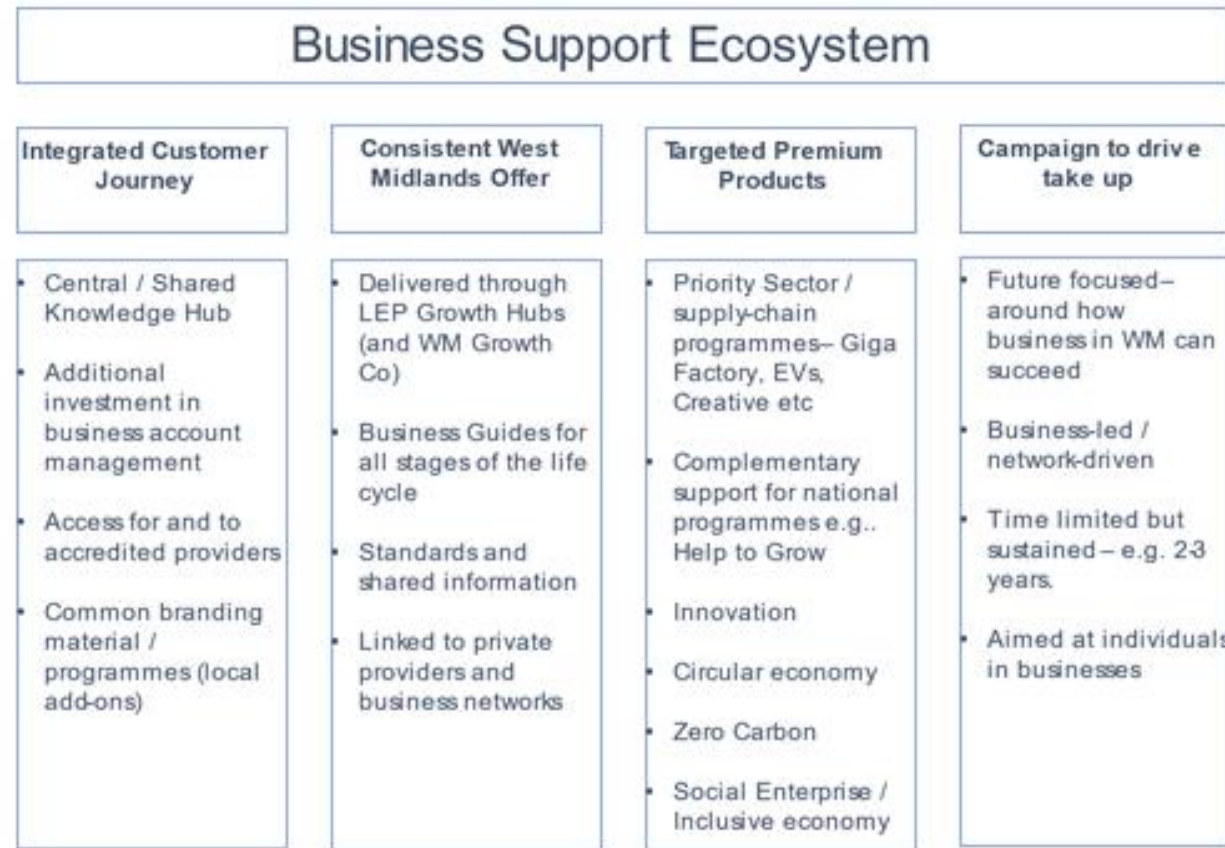
3. Nurturing Green Growth

4. Creating Vibrant, Safe and Healthy Places

5. Mobilising Devolution and Public Service Reform



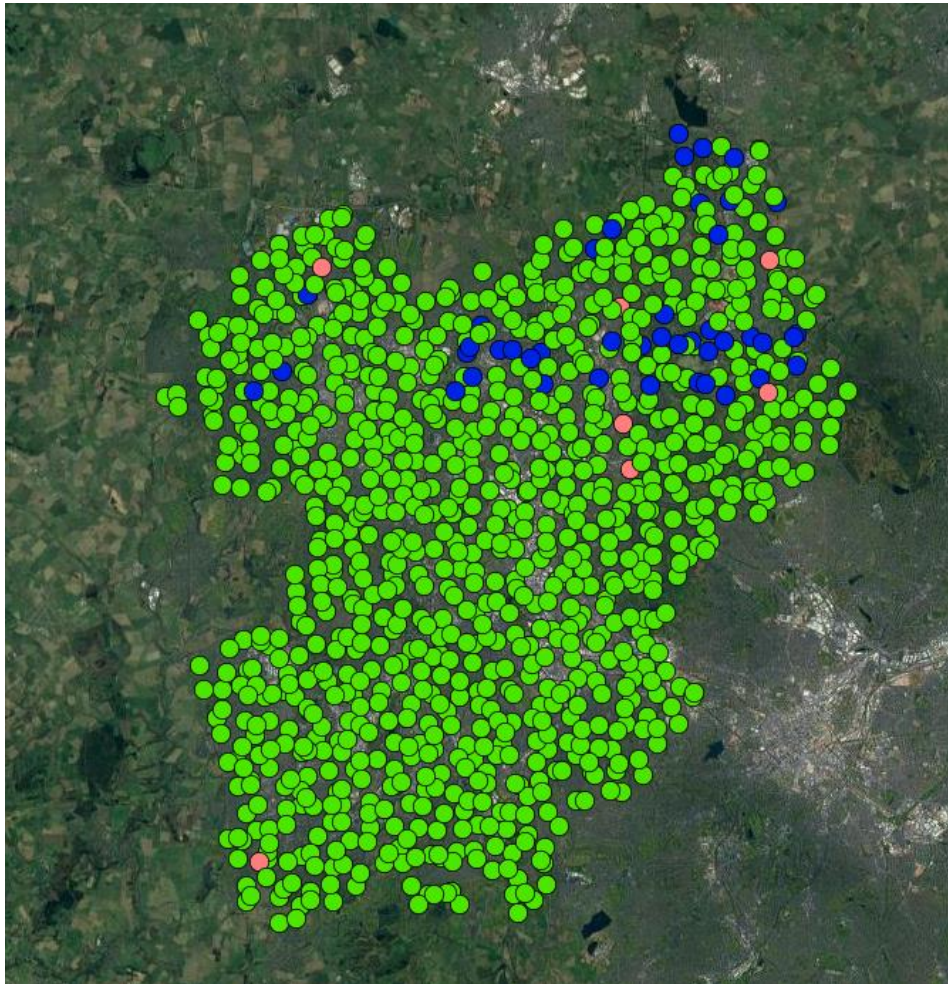
Interventions – 4 pillars of the new system



Developing Our Green Infrastructure

Developing Our Tree Strategy

Map of plots sampled



VALUING THE CITY OF WOLVERHAMPTON'S URBAN FOREST



Figures subject to change

Urban forests provide people with a range of benefits (or ecosystem services) that help make our towns and cities better places to live. Trees filter air pollution, improve our health, store carbon and reduce flooding, whilst also providing important habitat for wildlife and a multitude of other benefits.

Black Country Consortium Ltd worked in partnership with Birmingham Tree People, Barton Hyatt Associates and Treeconomics to survey the trees in Wolverhampton. Using a plot sample assessment in i-Tree Eco the structure of Wolverhampton's urban forest was assessed and a range of the ecosystem services it provides to society were valued.

The replacement cost* of Wolverhampton's Urban Forest is **£375 Million**

*Replacement cost refers to the CITA Valuator, and does not account for the health or amenity value.

Number of Trees
473,000

16.5%
Tree Cover

78
Tree Species

68
Trees per hectare

Wolverhampton's urban forest contains an estimated 473,000 trees benefiting over 262,000 people. That's 1.8 trees per person

In addition Wolverhampton's Trees:

- Cover an area equivalent to 1,150 ha with a leaf area of 8,670 ha.
- Intercept around 152,000 cubic metres of rain water every year, equivalent to an estimated £158,000 in avoided stormwater treatment costs.
- Filter an estimated 78 tonnes of airborne pollutants each year.

- Remove an estimated 6,000 tonnes of carbon from the atmosphere each year, estimated to be worth £5.8 million.
- Store an impressive 169,000 tonnes of carbon worth £153 million.
- Are at risk from pests and diseases- Ash dieback could affect 31,800 trees in Wolverhampton.

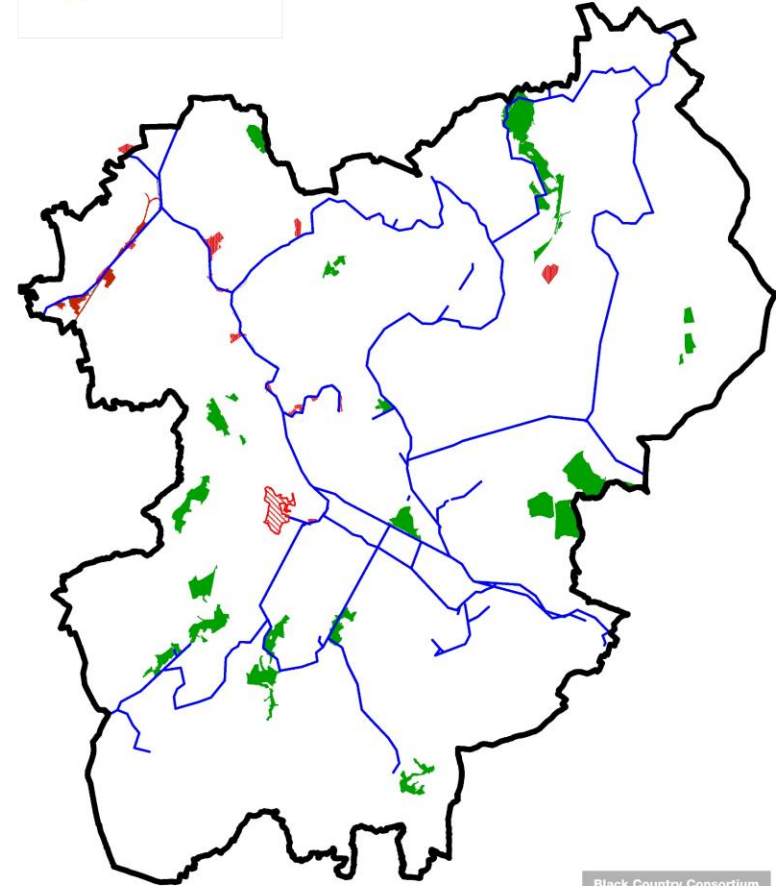
Most Common Trees:
Common Hawthorn,
Silver Birch and
Sycamore

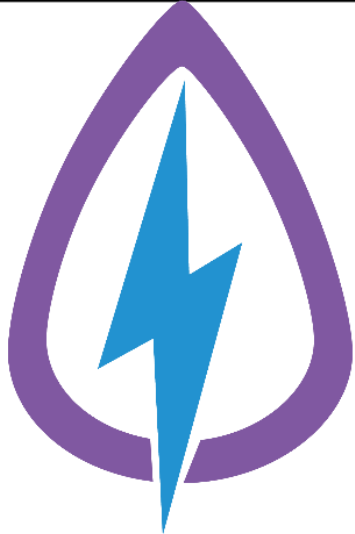
Black Country Canal Strategy



BLACK COUNTRY AS AN URBAN PARK

- URBAN PARK**
- 20 Living Landscapes
 - Living Landmarks
 - Canal Network





Repowering the Black Country

10 Business Led Hubs



Black Country Partnership Support

Black Country Careers Hub

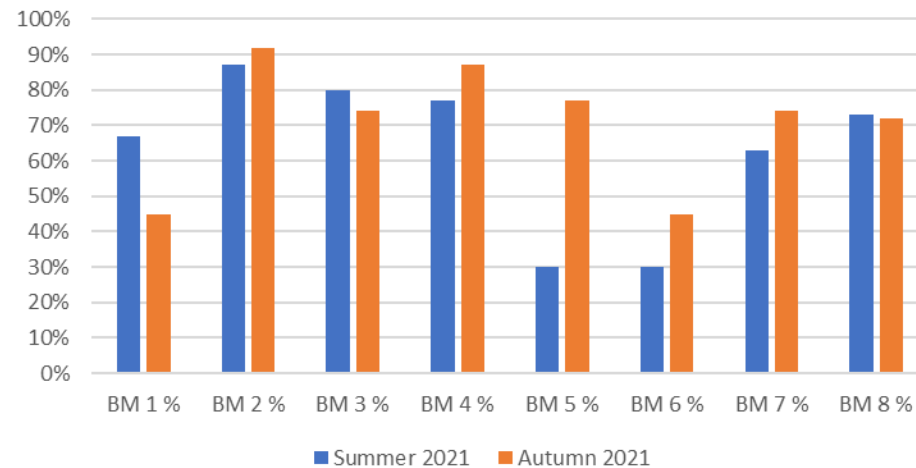


7.9 match funded Coordinator Posts working across 112 Black Country institutions 1 post match funded by Wolverhampton with a £25K contribution

Our Schools are fully achieving 5.4 benchmarks above national and West Midlands average of 4.2

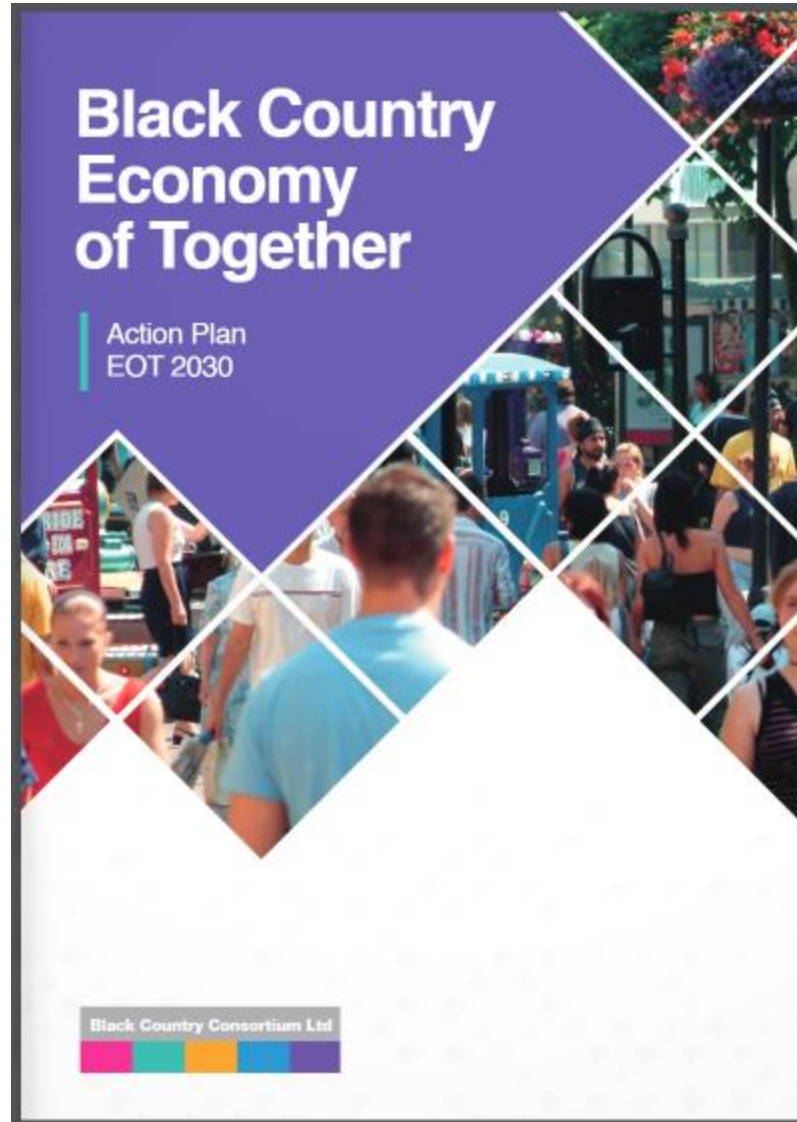
100 Enterprise Advisers Volunteers matched and Active in Schools/Colleges (Wolverhampton 100% secondary schools/college/AP/SEND matched)

Wolverhampton LA Gatsby BM Achievement



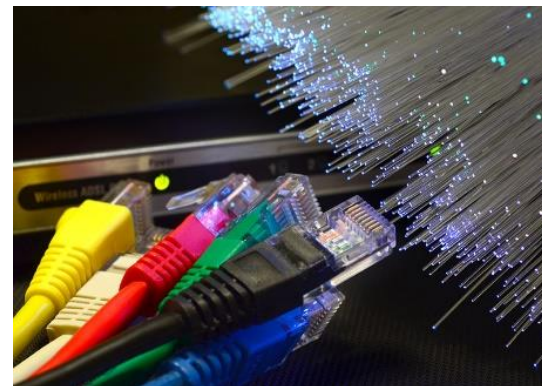
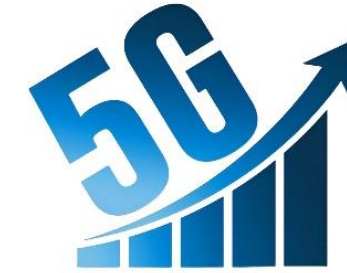
Visit from Toby Perkins MP Shadow Minister to SWBA in October 2021

Economy of Together



Recent Activities

- WM5G Project Evaluation
- Full Fibre – Private Sector Deployment
- Gain Share from BDUK
- Digital Strategy



Future Activities

- Digital Inclusion
- Cyber Security
- Project Gigabyte
- Connected Places Agenda



GAINSHARE

Project Gigabit
£5 billion for fast, reliable
broadband across the UK

Levelling Up White Paper



Capital Investments

Growing Places Fund

Wolverhampton Canalside - £600k



Residential Site investigations – Daisy Bank and
Wolverhampton Environment Centre £15k

Growth Deal

Wolverhampton Interchange - £17m



School of Architecture and Springfield campus £8m

Civic Halls and the Grand Theatre
£5.4m



Land & Property Investment Fund



i54 western extension - £5m



Getting Building Fund

National Brownfield Institute - £14.875m



Black Country Partnership Support - Active Black Country

Collaboration and Foundation



Black Country 2022 Commonwealth Games Legacy Framework
September 2020
Final Draft



Active Black Country
Creating a healthy, active region



Black Country LEP

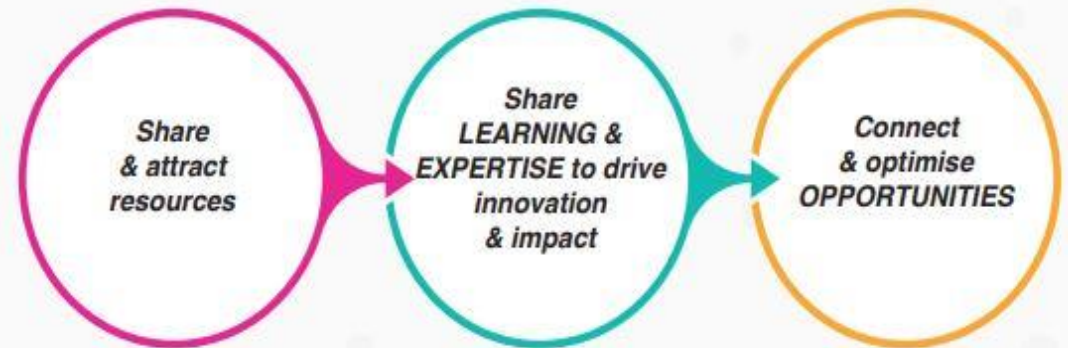
Why we are working together in the Black Country?

Purpose: Figure 1

OUR AMBITION FOR WORKING TOGETHER

We will bring partners together to **MAKE 2022 A TRANSFORMATIONAL MOMENT**, creating a more prosperous, active and healthy future for the people of the Black Country.

WORKING TOGETHER TO...





Black Country CG Progress:

- Announcement of full Cycling Time Trail Route
- Volunteering programme reached 41,000 applications.
- Jobs and Skills Academy.
- Black Country Consortium/Active Black Country piloting the Gen22 programme with DWP support to align with Kickstart opportunities.
- Commonwealth Active Communities submission up to £1.9m funding to get people active, focus on green recovery and connectivity through transport infrastructure.
- QBR route planning underway via LA partners.

Any Questions?