

# Stronger City Economy Scrutiny Panel

21st March 2017

<b>Report title</b>	Developing a new Strategic Economic Plan	
<b>Cabinet member with lead responsibility</b>	Councillor John Reynolds City Economy	
<b>Wards affected</b>	All	
<b>Accountable director</b>	Keren Jones, City Economy	
<b>Originating service</b>	City Economy	
<b>Accountable employee(s)</b>	Keren Jones Tel Email	Service Director City Economy 01902 554739 <a href="mailto:keren.jones@wolverhampton.gov.uk">keren.jones@wolverhampton.gov.uk</a>
<b>Report to be/has been considered by</b>	Cabinet Member for City Economy Place Leadership Team Strategic Executive Board	

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## Recommendation(s) for action or decision:

- The Scrutiny Panel consider the proposals and progress for the development of a revised City Strategic Economic Plan, and agree the role of the Scrutiny Panel in the development process.

## 1.0 Purpose

- 1.1 The purpose of this report is to update Stronger City Economy Scrutiny Panel on the proposals to refresh the City Strategy, and re-name it as the City Strategic Economic Plan. The refresh will also ensure there is a better alignment between the City Economic Plan, the Black Country Strategic Economic Plan (SEP) and the West Midlands Combined Authority Super-SEP.

## 2.0 Background

- 2.1 The City Strategy, Prosperity for All, was published in 2011 and still provides the overarching Economic Strategic Framework for the City. It was ratified by full Council, and developed in collaboration with a wide range of partners across the city. It's priority is inclusive growth, and its high level targets are:
- **Increase in jobs:** By 2026 the number of jobs per head of population will have grown from 0.77 to 0.85 (on track to deliver)
  - **High employment rate:** By 2026 we will have an employment rate of at least 70% from a baseline of 61.3% in 2010 (This is a challenging target, but is on track to deliver, partly because of the UK economy being in a stronger position than it was in 2010)
  - **Longer, healthier lives:** By 2026 life expectancy at birth will be 80 years for men, and 83 years for women, from a baseline of 76.3 for men and 80.10 (This remains a challenging target, albeit with some improvement in relation to the baseline. The most recent figures over the period 2012/14 shows men at 77.6 and women at 81.8).
  - **Reduction in child poverty:** By 2026 we will have no more than 10% of our families living in poverty (The latest government published child poverty data at local level is 2011 shows 29.2% of families living in poverty. This is down from the 2006 figure of 29.6%, which reached a peak at 31.5% in 2009. However this remains a challenging target).
- 2.2 The City Strategy has formed the basis of much of the City of Wolverhampton Council's Corporate Plan, particularly in helping to shape the City of Wolverhampton Council's own economic policies, priorities and actions.
- 2.3 The City Board was established in 2014 to foster cross sector and organisational collaborations that would contribute to the delivery of the City Strategy, primarily through:
- The City Economic Growth Board (led by business)
  - The Inclusion Board (led by the voluntary sector)
  - The Health and Wellbeing Board (led by the City of Wolverhampton Council)
  - A City Conference Programme, to celebrate and showcase success

### 3.0 Why the need for a refresh of the City Strategy?

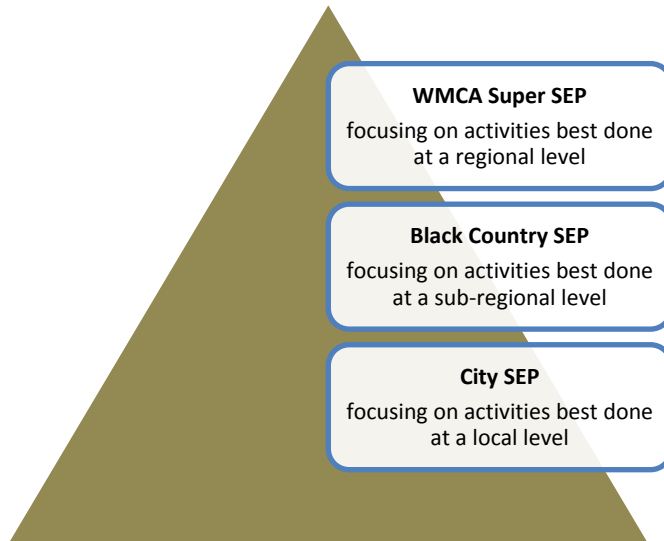
3.1 Since the City Strategy was produced and approved, there have been many significant changes to the context in which the City operates:

- **A significantly changed political context**, including the creation of the West Midlands Combined Authority, the West Midlands Devolution Deal and the result of EU Referendum in May 2016
- **Radical changes in local government finance**, and importance of the city being able to grow its local tax base (business rates and council tax) by having an improved offer to businesses and residents
- **Growing confidence in Wolverhampton** as a place to invest, develop and do business amongst the business, investor and developer communities.
- **The new overarching City Vision 2030**, published in early 2016, with input from many partners and organisations across the city
- **A strong project pipeline** and the significant progression of a number of key projects e.g. i54, Interchange, City Centre Westside, City centre learning Quarter, the city Cultural Venues Improvement Programme, Bilston Urban Village and Town Centre Regeneration
- **Significant improvements in support services** that help businesses to grow and local people to get the right skills, get and retain a job. This includes the leadership role the city of Wolverhampton Council is playing in cross boundary business support, as accountable body for the Black Country Growth Hub
- **CWC's corporate objective to create a joint Financial Plan for the city**, together with its key partners, following the recent peer review

### 3.0 Proposed process for the refresh

3.1 On 13<sup>th</sup> December 2017, SEB discussed and supported the proposed framework for the new City Strategic Economic Plan, as set out in appendix 1.

3.2 The refreshed City SEP will sit within a hierarchy of plans to deliver inclusive economic growth. The suite of plans will adhere to the principle of subsidiarity i.e. that issues should be dealt with at the most immediate (or local) level that is consistent with their resolution:



- 3.3 The refresh will also support the development of a City-Wide Financial Strategy and plan which will enable Councillors, officers and other stakeholders to understand the scale of the economic challenge faced by the city. It will also help the Council to strategically plan with partners, to reduce the forecast deficit between public income and public expenditure to enable the City of Wolverhampton’s economy to be more sustainable in the long term. This was discussed and supported at a recent meeting of the City Board.
- 3.4 Since December 2017, a procurement exercise has been undertaken to appoint economic consultants that will compile a comprehensive evidence base. The research institute City-REDI, based at the University of Birmingham, has been appointed. They have a wealth of relevant experience, including working on the WMCA Strategic Economic Plan, Evaluation Framework and performance monitoring and working with Cabinet Office providing academic support and evidence into the industrial strategy writing group.
- 3.5 By mid-April, City-REDI will have collated the key evidence base for the city and complete a strategic analysis of all reports and data, and will work closely with the council and partners to ensure there is a sustainable way of maintaining the evidence base and analysis going forward. This will include a website/portal to provide a ‘digital library’ to maintain an evidence based approach to our work and to continue to support the delivery of the key performance boards within the Council.
- 3.6 The evidence base will be used to inform the refreshed City SEP, the timeline and key milestones for which are as follows:

What	How	When (by)	Who
<b>Corporate endorsement</b>	Proposal presented at PLT, SEB and Portfolio briefing.	<b>02/12/16 Complete</b>	Service Director City Economy

<b>Complete refresh of economic evidence base</b>	Complete procurement process for specialist economic consultant to support process	<b>28/02/17 Complete</b>	Head of Strategic Programmes
	Commence evidence collation, data capture and strategic analysis	<b>01/03/17 Complete</b>	City-REDI Head of Strategic Programmes Corporate Business Intelligence Manager
	Set up a digital library to provide a shared site for evidence and strategy development	<b>31/03/17</b>	Head of Strategic Programmes Corporate Business Intelligence Manager Customer Services City-REDI
	Complete and publish refresh of evidence base and analysis	<b>20/04/17</b>	Service Director City Economy Head of Strategic Programmes City-REDI
	Knowledge transfer to ensure on-going maintenance of economic evidence base	<b>20/04/17</b>	Head of Strategic Programmes Corporate Business Intelligence Manager
<b>Linking vision and strategy, using our economic evidence base</b>	HoS to review priorities, actions, activities and timescales for delivery using new evidence base	<b>19/05/17</b>	All relevant HoS
	Workshops with key stakeholders (including representatives from the Council, City Board and sub-Boards) to review economic evidence base, make links to the City vision and identify specific and tangible contributions to delivery.	<b>19/05/17</b>	Service Director City Economy All HoS – City Economy Service Director City Environment Black Country Consortium People Directorate – TBC Corporate Directorate - TBC
<b>Developing the City SEP</b>	Draft City SEP using economic evidence base	<b>8/06/17</b>	Service Director City Economy

	and outputs from workshops, ensuring incorporation of priorities in City Vision, super SEP and SEP.		Head of Strategic Programmes
	First draft City SEP signed off by PLT	<b>12/06/17</b>	Service Director City Economy
	First draft City SEP signed off by SEB	<b>20/06/17</b>	Service Director City Economy
	First draft City SEP signed off by Portfolio Holder	<b>27/06/17</b>	Service Director City Economy
<b>Engagement and Consultation</b>	Eight week consultation internally and externally through City Board structure, and sub-structures, on first draft	<b>03/07/17 – 27/08/17</b>	Service Director City Economy City Board Other partnership boards as necessary
<b>Finalising the City SEP</b>	Draft SEP updated with feedback received in consultation	<b>14/09/17</b>	Service Director City Economy
	Final draft City SEP signed off by PLT	<b>18/09/17</b>	Service Director City Economy
	Final draft City SEP signed off by SEB	<b>26/09/17</b>	Service Director City Economy
	Final draft City SEP signed off by Portfolio Holder	<b>28/09/17</b>	Service Director City Economy
	Cabinet meeting (papers by 4 October 2017)	<b>18/10/17</b>	Service Director City Economy
	Council (papers by 25 October 2017)	<b>8/11/17</b>	Service Director City Economy
	City Board	<b>TBC</b>	Service Director City Economy

#### 4.0 Financial implications

- 4.1 It is anticipated that all costs associated with the preparation of the City SEP will be met through existing City Economy revenue resources. This includes procurement of an economic consultant to review our evidence base. [ES/13032017/P]

## **5.0 Legal implications**

5.1 There are no legal implications to this report. [Legal Code: TS/03032017/G]

## **6.0 Equalities implications**

6.1 Equalities considerations will be included as part of the economic evidence base, and an equality analysis will be conducted on the draft city SEP.

## **7.0 Environmental implications**

7.1 There are no environmental implications.

## **8.0 Human resources implications**

8.1 There are no human resource implications.

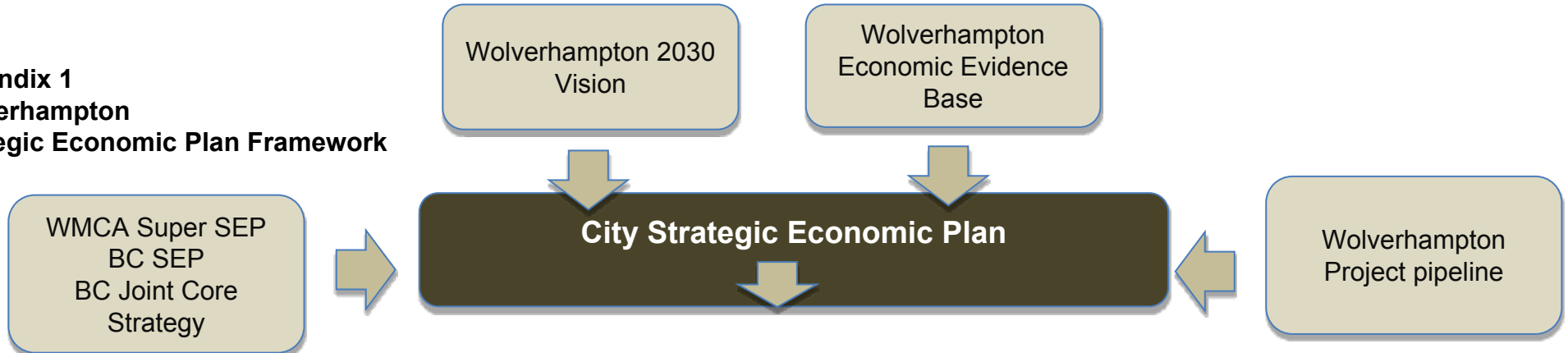
## **9.0 Corporate landlord implications**

9.1 There are no corporate landlord implications to this report.

## **10.0 Schedule of background papers**

10.1 There are no background papers.

**Appendix 1  
Wolverhampton  
Strategic Economic Plan Framework**



Supporting the creators of growth (business, innovators, entrepreneurs and the workforce)		Creating the conditions for growth (infrastructure, investors, visitors and marketing the offer)	
An enterprising city	A working and inclusive city	A vibrant city	Future City
Business support Priority sectors Enabling sectors e.g. health and social care Innovation International trade Inward investment Local procurement and spend Corporate social responsibility	Education Skills Employment Volunteering Digital Inclusion Financial Inclusion Adult Learning Learning city	City centre development District centre development Industrial growth corridors  Supported by Infrastructure: Transport Housing Environmental services Cultural, sport, leisure, visitor economy	Strategic planning City planning Sustainability Smart city
Wider dependencies			
<b>Place marketing</b>	<b>Place marketing,</b> Health and wellbeing, Early years, Families in Focus	<b>Place marketing,</b> One Public Estate	<b>Place marketing,</b> Digital transformation

- Number of jobs per head of population
- % of the working age population that are economically active
- £s million invested in the city
- Number of visitors to the city
- tbc