

# National Housing Summit

Friday 21 October 2016

**Dr Martin Reeves**  
**Chief Executive, Coventry City Council**  
**Chief Executive, WMCA**



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Strategic Economic Plan

# MAKING OUR MARK...

...THE WEST MIDLANDS, THE BEST REGION IN THE UK TO DO BUSINESS

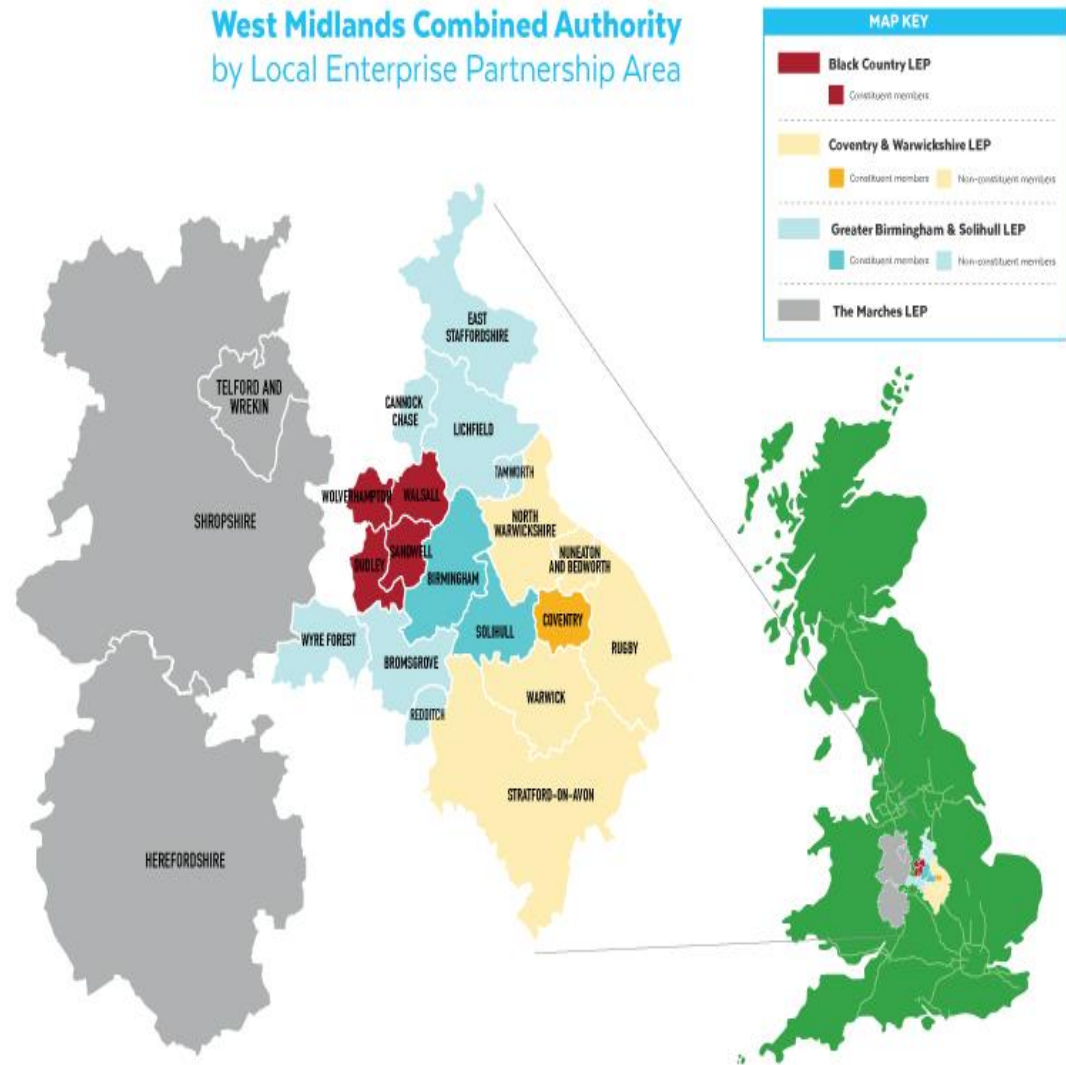


# Scale of ambition

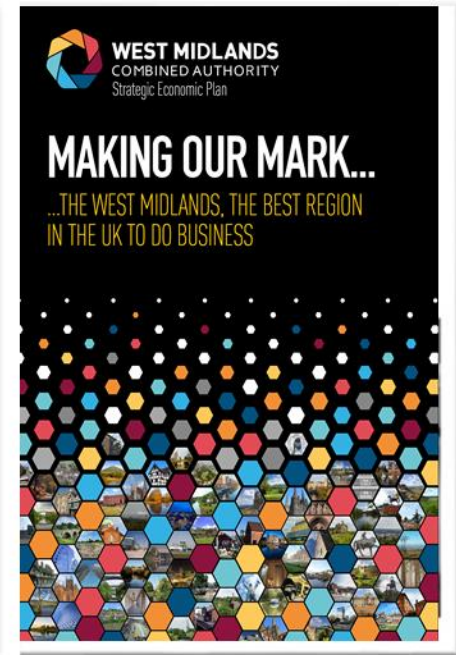
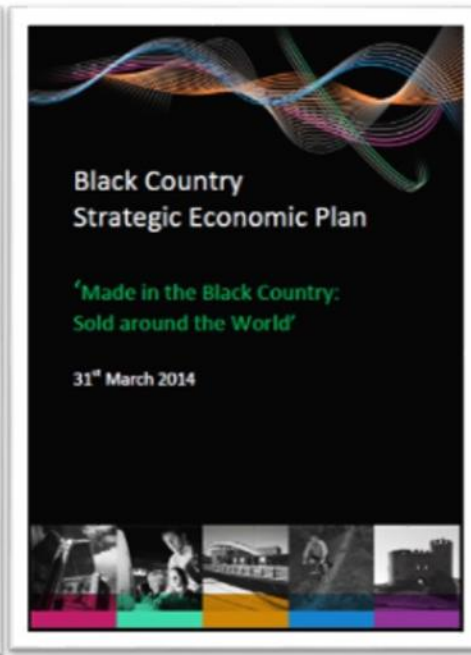
## 3 LEPs – Key Benefits

- 4 million people
- £80bn GVA
- 20 local authorities
- 90% self-containment

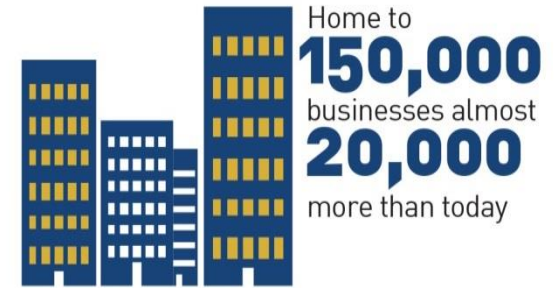
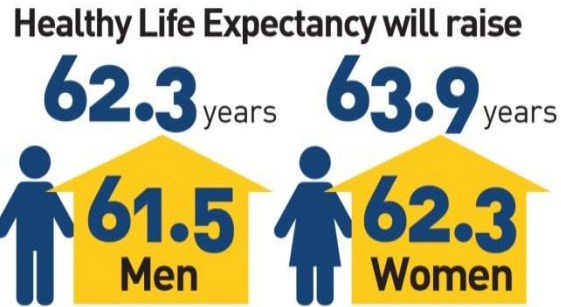
West Midlands Combined Authority  
by Local Enterprise Partnership Area



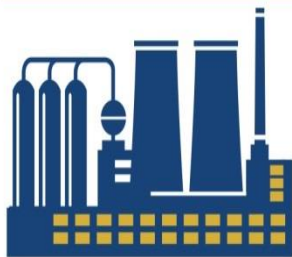
# A family of SEPs



# DELIVERING THE VISION BY 2030 – THE FIGURES



Productivity (measured in Gross Value Add-GVA per head) will be  
**5%** higher than the national average



An extra  
**1,600ha**  
of brownfield land, for first class employment land of national significance

Current  
**3.9 billion**  
deficit between taxes raised and public expenditure in the area eliminated

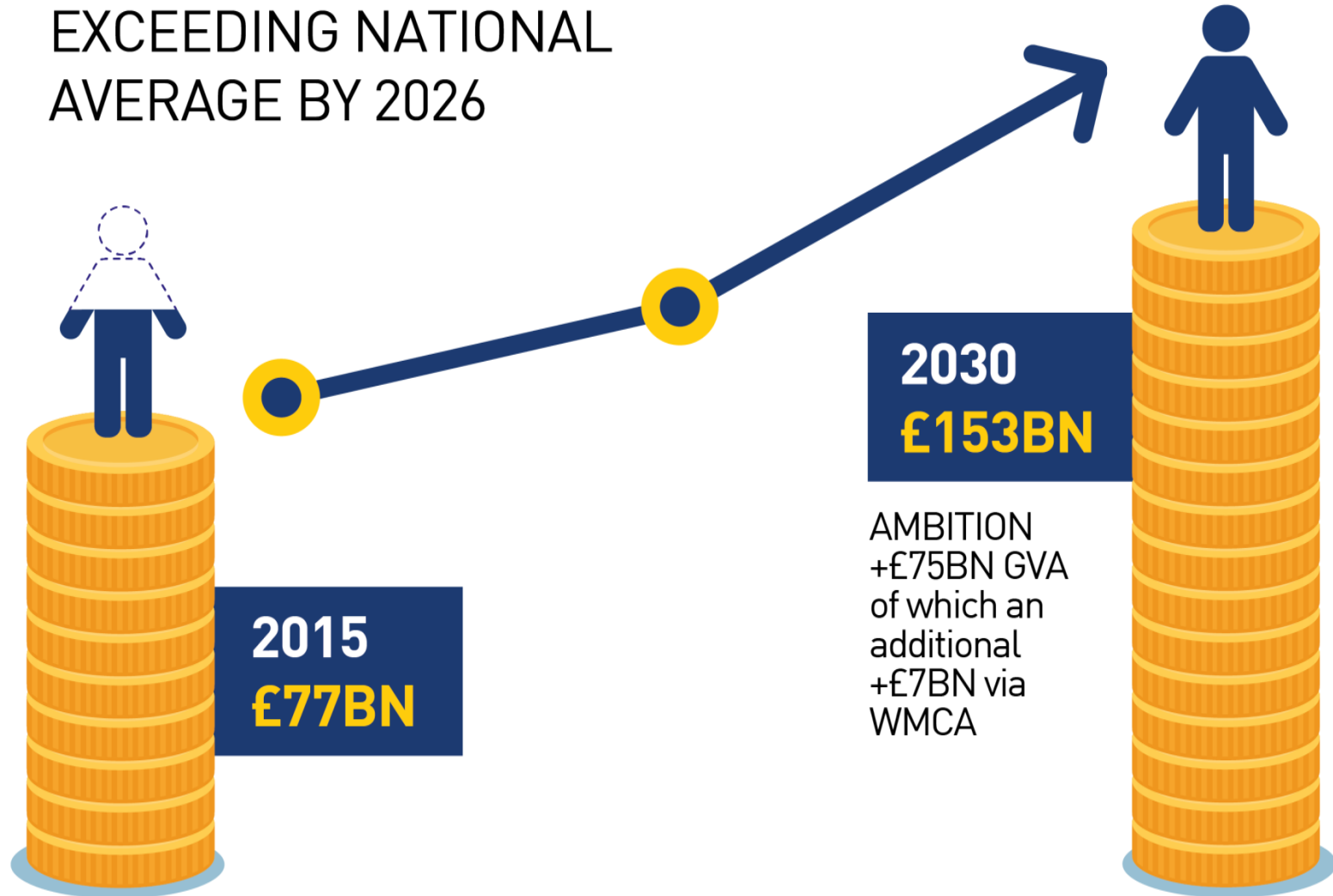


Rail travel **38** minutes  
to London



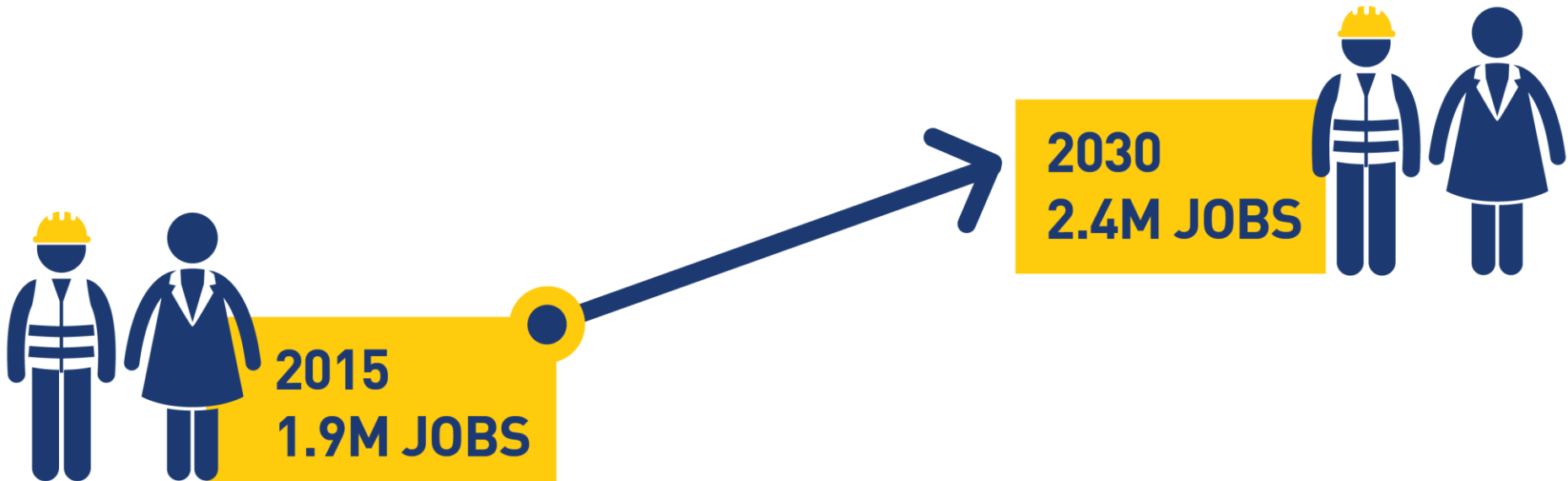
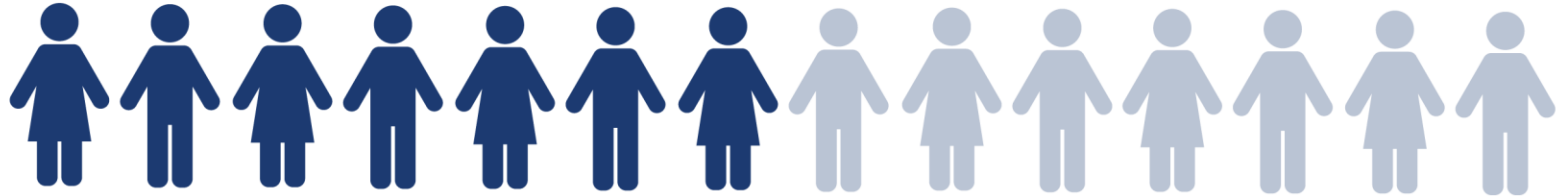
# DELIVERING OUR AMBITIONS – GVA

GVA PER HEAD  
EXCEEDING NATIONAL  
AVERAGE BY 2026

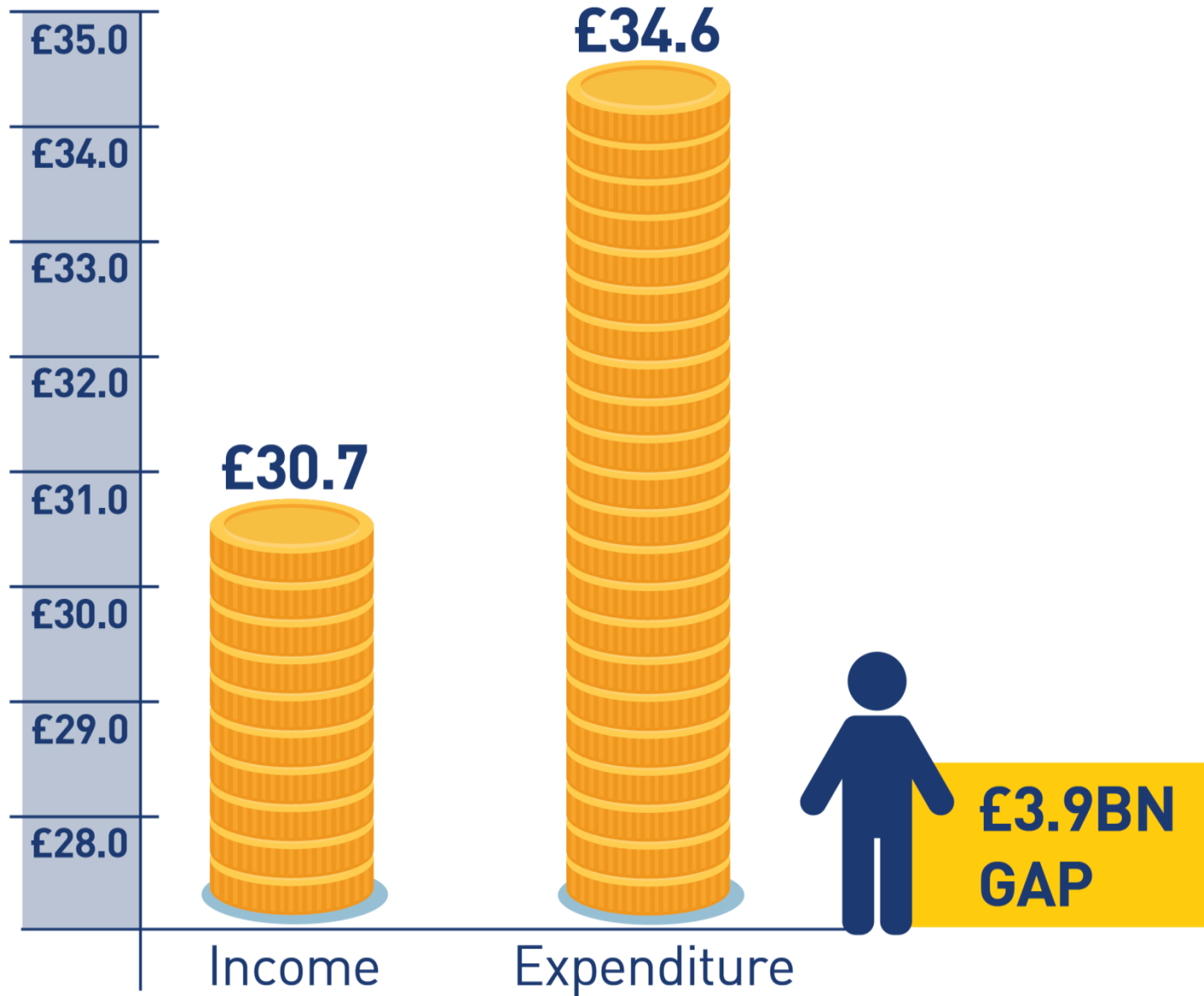


# DELIVERING OUR AMBITIONS - JOBS

AMBITION **+504,000** JOBS OF which  
an additional **+49,000** via WMCA

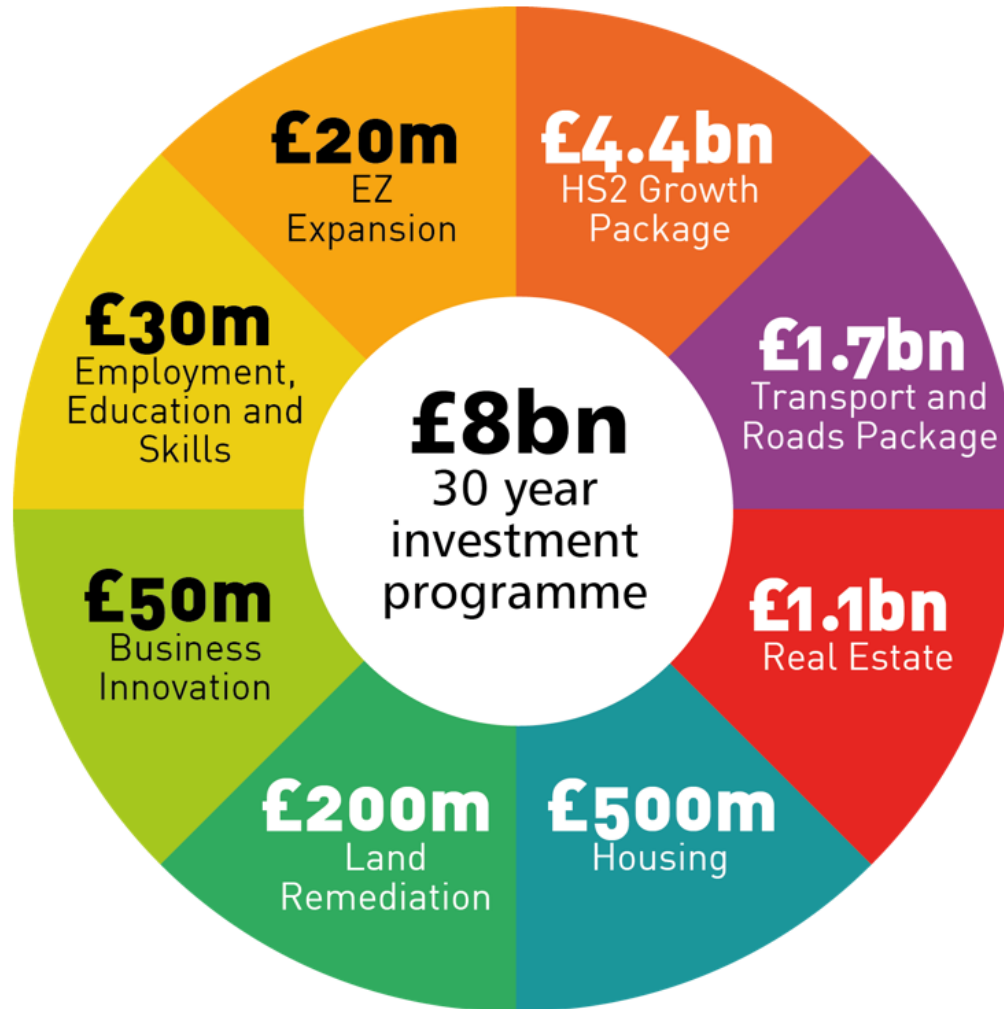


# INCOME AND EXPENDITURE FISCAL OPPORTUNITY



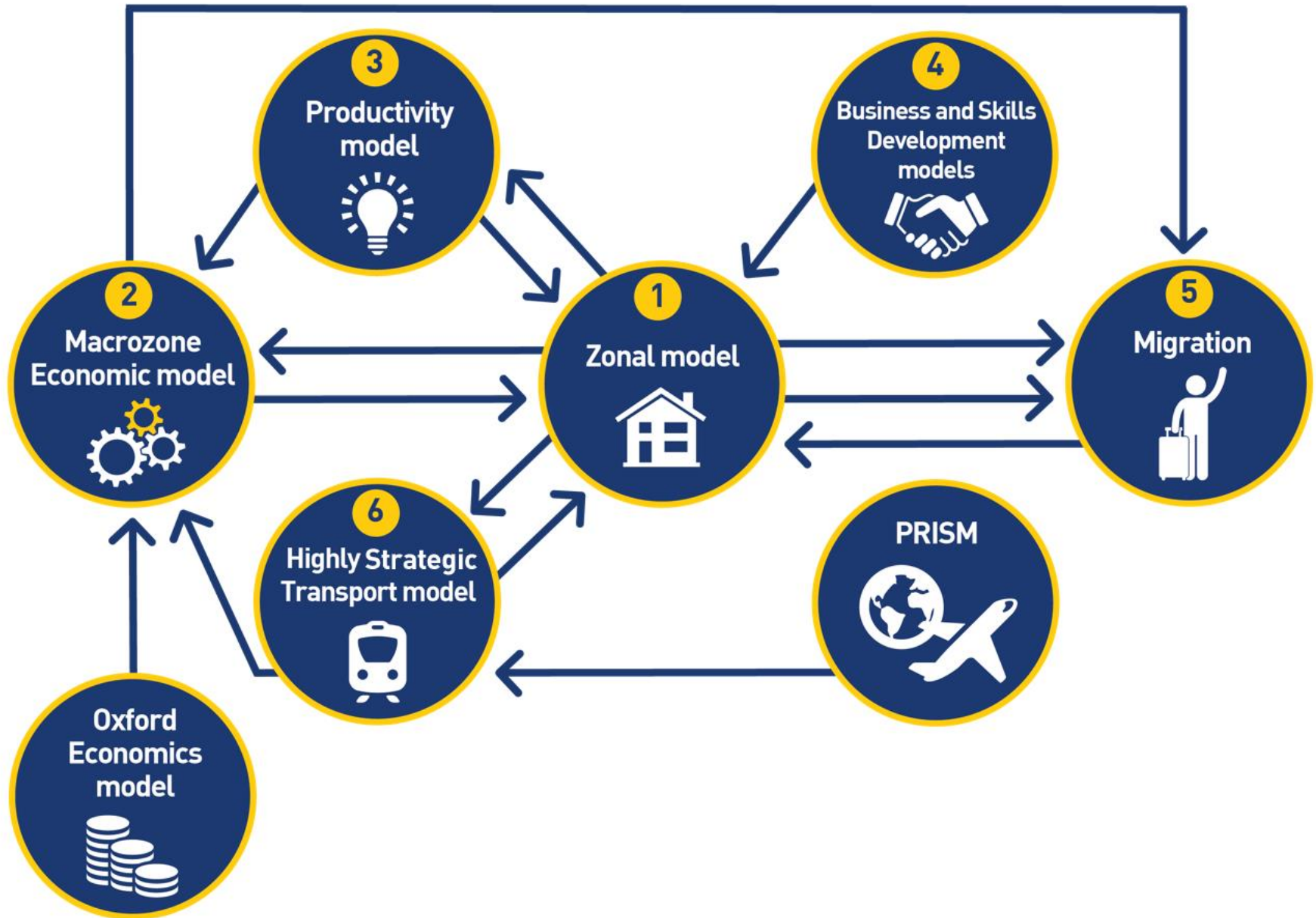


# £8bn INVESTMENT PACKAGE

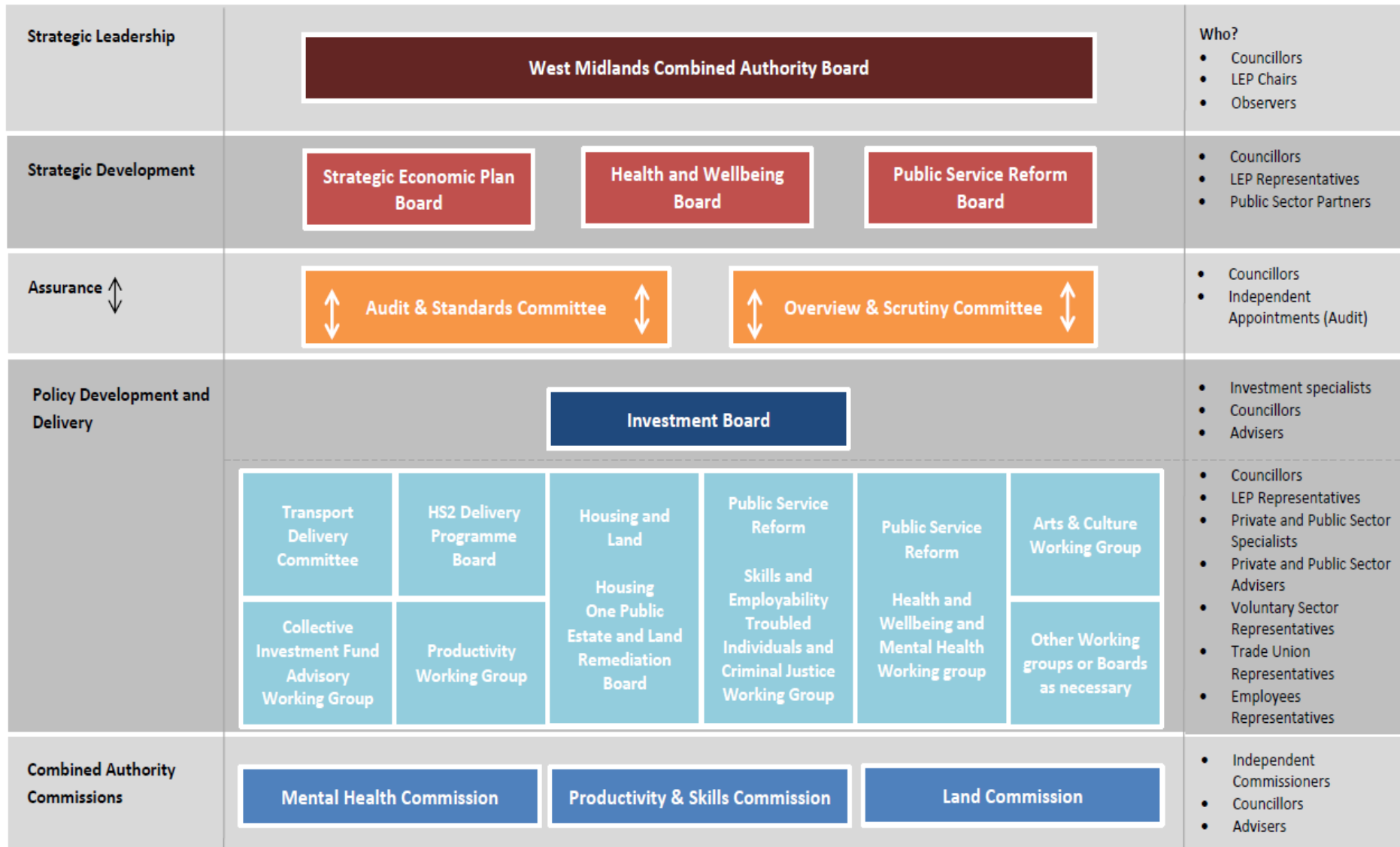


Underpinning - WMCA Public Service Reform Agenda  
Key link to the devolved 19+ Adult Skills Budget

# WMCA DYNAMIC ECONOMIC IMPACT MODEL



# Governance Framework



# ROUTE MAP



# More and better homes

- Accelerating the delivery of current housing plans to increase the level of house building to support increased level of growth



Wide choice of housing with more than

**1.9** million homes



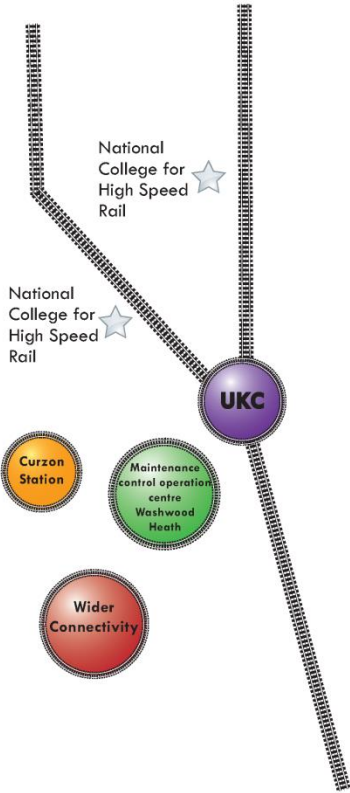
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# Productivity and Skills

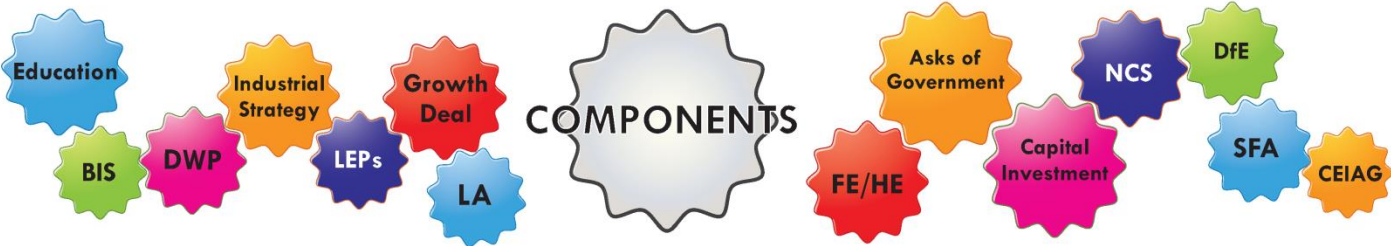


# Skills Masterplan The Engine of Growth

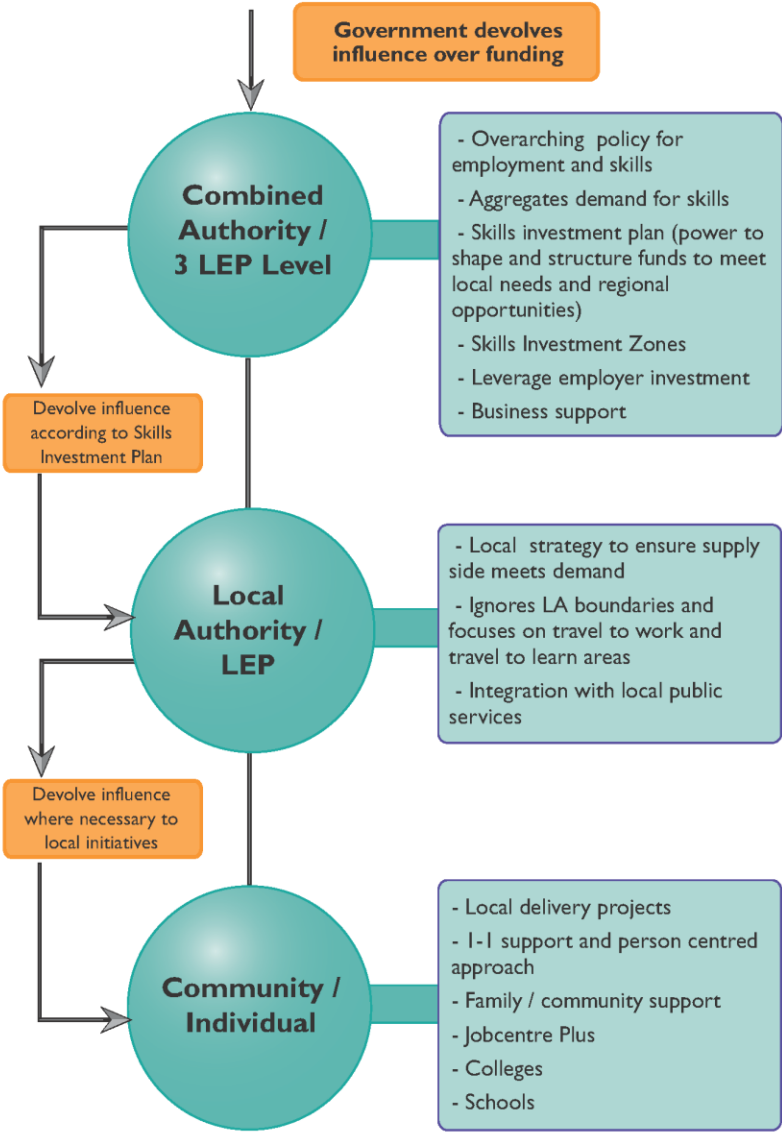
## HS2 Growth Strategy



IGNITE	ACCELERATE	RE-TUNE
<p>College Qualifications IAG                      Careers advice                      Business engagement                      Skills Show                      Education                      Traineeships                      Young people                      Universities                      Parents                      CV                      Inclusion                      Step Up                      Apprenticeships                      Schools                      Work experience                      Social                      Interview skills</p>	<p>Adaptable Workforce                      Career Pathway                      Innovation                      Leadership                      Reduction Staff Turnover                      On the job training                      Increased confidence                      Higher level skills                      Appraisal                      Joint investment                      Career Pathway                      Courses                      Plans                      Workforce development                      Workplace                      Work Ready Programme                      Management                      Upskill                      Personal Development                      Learner Qualifications                      Career pathway                      Increased Productivity                      Promotion                      AG</p>	<p>Work Ready Programme                      Career                      IAG                      Conversion Course                      Work experience                      Qualifications                      Social Inclusion                      Sector based work academy                      Universal Credit                      Pathway CV                      Interview Skills                      Work Clubs                      Careers Advice</p>



# Skills Devolution Deal



### Guiding Principles

- ▶ One strategic framework
- ▶ One common set of KPIs and reporting structure
- ▶ One clear simple governance structure

**We no longer have the resources to work any other way!**

### Skills Investment Zones

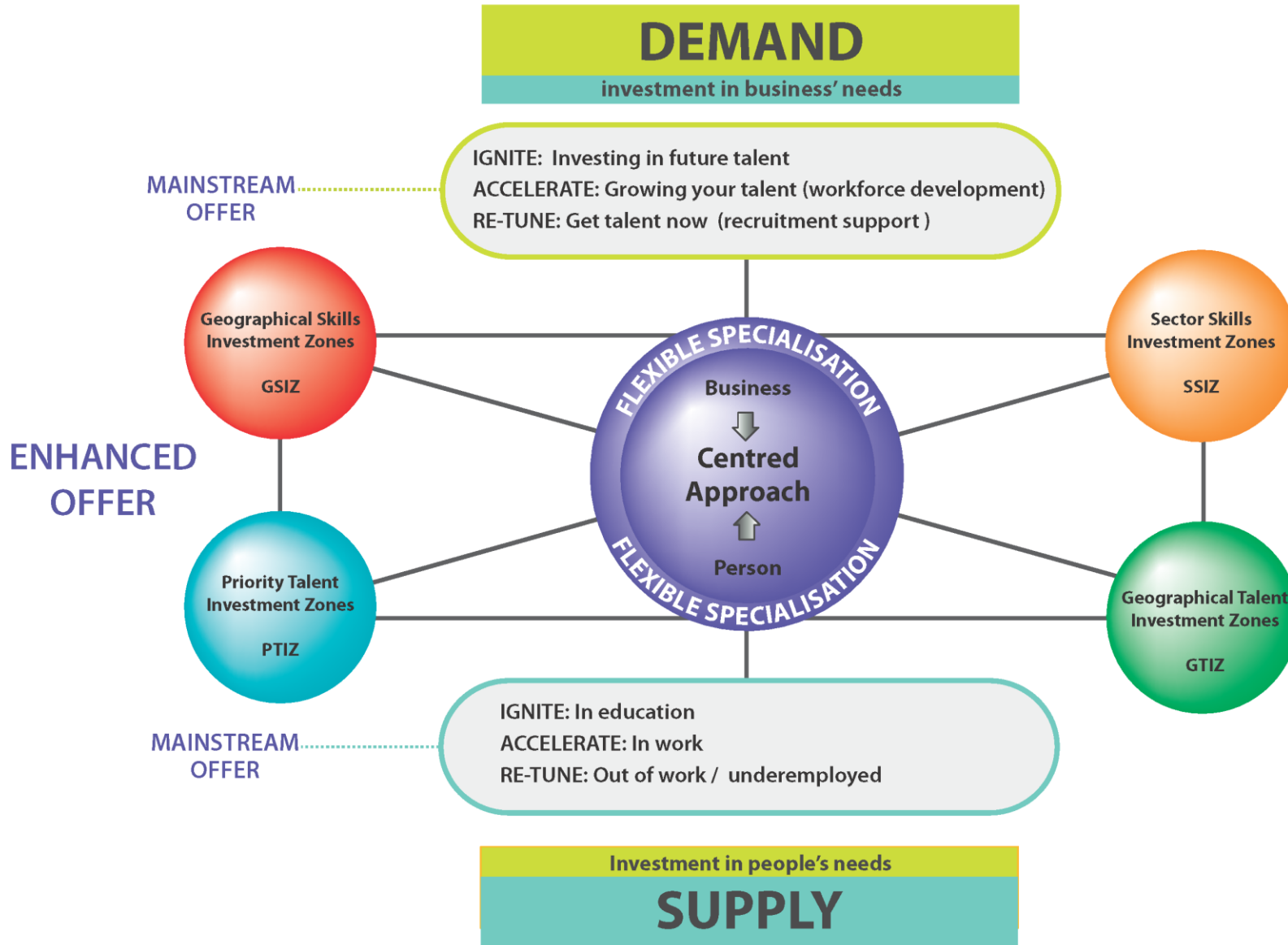
Based on opportunity not need

- Identify and quantify opportunities within a geographical area (eg Enterprise Zone) or sector (eg Advanced Manufacturing & Engineering)
- Skills Investment plan identifies programmes / projects requiring investment to correct supply and demand for skills
- Local Authority level strategy identifies the mix of services required to enable local supply side to meet demand within the Skills Investment Zone
- Direct connection between business support and employment & skills opportunities

Key Components at all levels		Deal
<b>IGNITE</b>	Targeting those in education / training	Invest to save through reduction in future NEETS and Youth Unemployment and development of higher level skills
<b>ACCELERATE</b>	Targeting those in work that can progress supporting increase in productivity	Skills profile in line with England average = increase in GVA of 2.7% (£2,163m) + an increase of £865m p.a in tax revenue
<b>RE-TUNE</b>	Targeting unemployed and those whose skills don't match demand	Unemployment rate in line with England average = £62.8m p.a saving in benefit spend + an increase of £49.3m p.a in tax revenue



# EMPLOYMENT & SKILLS MARKET SHAPING





**Q and A**

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