

VISION

“TO BE A GLOBALLY RECOGNISED ECONOMY WHERE GOOD GROWTH DELIVERS HIGH LEVELS OF PROSPERITY, JOBS AND QUALITY OF LIFE FOR EVERYONE”

[range of expressions of this vision will be developed so that it speaks to our different audience in a language and format they understand]

CHALLENGE
/ PRIORITIES

R&D & INNOVATION LEVELS
ARE TOO LOW

PRODUCTIVITY GAP
WIDENING

LIVING STANDARDS &
EARNINGS HAVE STALLED

STUBBORN DEPRIVATION
PERSISTS

CITY REGION PROJECTS / PROGRAMMES

POLICY FRAMEWORK
COVERING POWERS & FUNDING

BUSINESS
COMPETITIVENESS
(Growth, skills & workforce)

CULTURE AND
CITIZEN EXPERIENCE
(Quality of life)

INDUSTRIAL STRATEGY
3 BIG IDEAS TO BOOST
PRODUCTIVITY & EARNING
POWER

ENVIRONMENT &
CLEAN GROWTH

HOUSING &
REGENERATION

LIFELONG LEARNING
(Young people,
education)

SOCIAL POLICY
(Health, welfare, poverty)

1. PRODUCTIVITY REVOLUTION
2. THE TECH REGION
3. INCLUSIVE GROWTH CORRIDORS

TRANSPORT &
CONNECTIVITY
(HS2, NPR, LTP, etc.)

PLACE APPROACH
(city/rural/town)

DISTRICT ECONOMIC GROWTH PLANS

PARTNER PLANS & STRATEGIES
(HE/colleges, Voluntary sector, HMG departments)

EVIDENCE BASE / POLICY
DEVELOPMENT - ONGOING

GOLDEN
THREAD

INCLUSIVE GROWTH

IMPROVING PRODUCTIVITY

PLACE LEADERSHIP

AGGLOMERATION (e.g. in SPAs)

IMPACT
AREAS

GROWTH & PRODUCTIVITY GOOD EMPLOYMENT & INCREASED EARNINGS SKILLS UPLIFT REDUCED DEPRIVATION ENVIRONMENTAL SUSTAINABILITY
[SUCCESS MEASURES TO BE DEVELOPED]

DIFFERENCE FOR WHOM (COHORTS/SEGMENTATION)