

# 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]*

PRIORITIES

**BOOSTING PRODUCTIVITY & EARNING POWER  
&  
INCREASING LEVELS OF INNOVATION & R&D**

**TACKLING STUBBORN DEPRIVATION  
&  
IMPROVING LIVING STANDARDS**

**INTEGRATED POLICY FRAMEWORK TO ADDRESS THESE PRIORITIES  
(COVERING POWERS & FUNDING)**

EVIDENCE BASE / POLICY  
DEVELOPMENT - ONGOING

## BUSINESS & WORKFORCE

### GROWING & PRODUCTIVE ECONOMY

(Science & innovation, R&D, enterprise, digital, trade and investment)

### LIFELONG LEARNING

(Skills, opportunity, progression, young people, education)

### HEALTHY & INCLUSIVE WORKFORCE

(Good work, welfare, health & Wellbeing)

## INDUSTRIAL STRATEGY

3 BIG IDEAS TO BOOST  
PRODUCTIVITY & EARNING POWER

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

## PLACE & CONNECTIVITY

### TRANSPORT, CONNECTIVITY & MOBILITY

(World class connectivity)

### STRATEGIC HOUSING & EMPLOYMENT SITES

(Affordable housing, stronger communities)

### ENERGY, CLEAN GROWTH & THE ENVIRONMENT

(Green & sustainable city region)

### QUALITY OF LIFE

(High quality culture and citizen experience)

## PARTNER PLANS & STRATEGIES

GOLDEN  
THREAD

**INCLUSIVE GROWTH**

**IMPROVING PRODUCTIVITY**

**PLACE LEADERSHIP**

**INTEGRATED INVESTMENT**

IMPACT  
AREAS

GROWTH & PRODUCTIVITY   GOOD JOBS & EARNINGS   SKILLS UPLIFT   IMPROVING CONNECTIVITY   REDUCING DEPRIVATION   ENVIRONMENTAL SUSTAINABILITY

CITY REGION PROJECTS / PROGRAMMES