



Economic Growth Board

Date: Friday 22 September 2023

Time: 9.00 am **Public meeting** Yes

Venue: Council Chamber, Wolverhampton Civic Centre, St. Peter's Square, Wolverhampton
WV1 1RL

Membership

Tom Westley (Vice-Chair)
Councillor Adrian Andrew
Councillor Paul Bradley
Councillor John Cotton
Councillor Matthew Dormer
Councillor Ian Courts
Councillor George Duggins
Councillor Bob Piper
Councillor Stephen Simkins
Councillor Bob Sleigh
Andy Street
Lee Barron
Anita Bhalla

Sarah Windrum
Corin Crane
Matthew Hammond
Professor Aleks Subic
Mike Wright

Business Representative
Walsall Metropolitan Borough Council
Dudley Metropolitan Borough Council
Birmingham City Council
Non-Constituent Authorities
Solihull Metropolitan Borough Council
Coventry City Council
Sandwell Metropolitan Borough Council
City of Wolverhampton Council
Portfolio Lead for Finance & Investments
Mayor of the West Midlands
Midlands Trades Union Congress
Greater Birmingham & Solihull Local Enterprise
Partnership
Business Representative
West Midlands Chambers of Commerce
West Midlands Growth Company
Higher Education Sector
West Midlands Innovation Board

Quorum for this meeting shall be four voting members (Mayor, Nominees of 6 Constituent Authorities and Portfolio Lead for Economy & Innovation)

If you have any queries about this meeting, please contact:

Contact Wendy Slater, Senior Governance Services Officer
Telephone 07557 831344
Email wendy.slater@wmca.org.uk

AGENDA

No.	Item	Presenting	Pages	Time
Items of Public Business				
1.	Appointment of Chair To appoint Councillor Bob Sleight to chair this specific meeting, and to note that Councillor Stephen Simkins has been appointed by the Mayor as Portfolio Lead for Economy & Innovation and will assume the chair of the board with effect from its next meeting.	Wendy Slater	None	09:00
2.	Apologies for Absence (if any)	Chair	None	
3.	Declarations of Interest (if any) Members are reminded of the need to declare any disclosable prejudicial interests that have in an item being discussed during the course of the meeting. In addition, the receipt of any gift or hospitality should be declared where the value of it was thought to have exceeded £25 (gifts) or £40 (hospitality).	Chair	None	
4.	Chair's Remarks (if any)	Chair	None	
5.	Minutes - 12 July 2023	Chair	1 - 8	09:05
Intelligence and Policy				
6.	Economic Conditions in the West Midlands	Delma Dwight	9 - 22	09:10
7.	Deeper Devolution Deal - Economic Elements, including the Strategic Productivity Partnership	Jonathan Skinner	23 - 34	09:20
West Midlands Plan for Growth				
8.	Overview of the Digital Economy Workstream - Presentation	Yiannis Maos	Verbal Report	09:40
Delivery				
9.	Business Growth West Midlands	Paul Edwards	35 - 48	09:50
10.	Further Education Innovation Fund	Steven Heales / David Gaughan	49 - 54	10:00
11.	Major Events Fund Update	Caroline Pooley	55 - 114	10:10
12.	Leadership and Management Skills Training	Clare Hatton	115 - 118	10:20

13.	Economic Growth Board Work Programme	Jonathan Skinner	119 - 124	10:30
Date of Next Meeting				
14.	Thursday 16 November 2023 at 1.30pm	Chair	None	

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**West Midlands
Combined Authority**

Economic Growth Board

Wednesday 12 July 2023 at 2.00 pm

Minutes

Present

Councillor Adrian Andrew
Councillor Paul Bradley
Councillor John Cotton
Councillor Matthew Dormer
Councillor Ian Courts
Councillor Stephen Simkins
Councillor Bob Sleigh
Sarah Windrum
Corin Crane
Matthew Hammond
Mike Wright

Walsall Metropolitan Borough Council
Dudley Metropolitan Borough Council
Birmingham City Council
Non-Constituent Authorities
Solihull Metropolitan Borough Council
City of Wolverhampton Council
Portfolio Lead for Finance & Investments
Business Representative
West Midlands Chambers of Commerce
West Midlands Growth Company
West Midlands Innovation Board

Item Title No.

- 1. Appointment of Chair**
Following the very sad news of the passing of Councillor Brookfield, Chair of the Economic Growth Board, the board agreed that Councillor Bob Sleigh be appointed to chair this specific meeting.
- 2. Apologies for absence**
Apologies for absence were received from, Councillor Duggins (Coventry), Councillor Piper (Sandwell), Lee Barron (Midlands Trade Union Congress), Anita Bhalla (Greater Birmingham and Solihull LEP) and Tom Westley (Business Representative).
- 3. Notification of Substitutes (if any)**
Rob Johnston (Midlands Trade Union Congress) was nominated as a substitute for Lee Barron.
- 4. Welcome & Introductions**
The chair welcomed the new Leader of Birmingham City Council, Councillor Cotton to his first meeting and introductions were made and duly noted.

5. Chair's Remarks

The Chair led the tributes to Councillor Brookfield following the very sad news of his passing on 2 July. The board expressed their condolences to Councillor Brookfield's family and acknowledged his work and achievements as Leader of the City of Wolverhampton Council and the WMCA's Portfolio Lead for Economy and Innovation.

6. Minutes - 15 February 2023

The minutes of the meeting held on 15 February 2023 be agreed as a true record.

7. Revised Terms of Reference

The board considered a report of the Executive Director, Strategy, Integration and Net Zero that put forward changes to the terms of reference to the board and sought confirmation of its membership following LEP integration and other changes to meeting structures.

The Senior Policy Officer, Joe Baconnet, outlined the reason for the change which would address the quoracy issues faced by the board throughout the year. In relation to membership, it was felt that as one of the current members represents an SME, a further representative was not currently required; a full business recruitment policy would be undertaken later in the year.

Councillor Courts (Solihull) reported that SMEs need to be better represented across the new structures, following LEP Integration (referred to in paragraph 2.9 of the report) and asked that SME representation be considered as part of the business recruitment policy review when this is undertaken.

In relation to enquiry from Councillor Simkins (Wolverhampton) regarding a change to the quorate numbers (from five constituent authority members to four voting members of Economic Growth Board), he explained that the board would be more likely to be quorate and able to fulfil its function as a decision-making body. He added that this does not affect voting on the board and whilst there are currently 19 members of the Board, voting would be limited to the Mayor, Portfolio Lead for Economy & Innovation and nominees of the Constituent Authorities.

The board would retain the ability to vary its membership such as add business representatives as it sees fit. He advised that when complete, the governance review of the business recruitment policy would allow the board to recruit business members to the board in an open and transparent manner.

Resolved that:

1. The reasons for the proposed changes to the terms of reference, membership and scope of the Economic Growth Board be noted;
2. The revised terms of reference for the board at Appendix 1 be endorsed;

3. The WMCA Board be asked to approve these changes, specifically the change to the quorum; and
4. The structures supporting the work of the Economic Growth Board be noted.

8. Economic Conditions in the West Midlands

The board considered a report of the Executive Director for Strategy, Integration and Net Zero that provided a summary of the latest quantitative economic and regional labour market intelligence and qualitative insight from West Midlands businesses via the Regional Business Council and the West Midlands Business Insight Forum.

Delma Dwight (Economist Intelligence Unit) highlighted key insights from the report.

Resolved that:

The current economic conditions for the West Midlands including the monthly dashboard (Appendix 1) and insight from the region's businesses via the Business Insight Forum be noted

9. West Midlands Growth Company - Business Plan

The board considered a report of the Chief Executive of West Midlands Growth Company that proposed the West Midlands Growth Company's Business Plan, 'Global West Midlands' for discussion and approval.

Mathew Hammond, Chair of West Midlands Growth Company, (WMGC) introduced the report and conveyed a special thank you to Councillor Brookfield on behalf of WMGC for all his support and work behind the scenes on the WMGC review and on overseas trade missions.

The Director of Policy & Partnerships WMGC, Katie Trout reported that the draft Business Plan (attached as Appendix 1) has been developed to deliver the outcomes of the WMGC Review which was approved by the WMCA Board in March 2023. This board would oversee WMGC's four strategic objectives and key results and hold the company to account against key indicators for the strategic objectives.

It was noted a further review of the full Business Plan would be required to take account of the West Midlands International Strategy when published in autumn 2023 and therefore would remain a 'live' document with any proposed substantive changes brought to the Economic Growth Board for agreement.

In relation to an enquiry from Councillor Dormer as to whether WMGC would serve non-constituent authorities going forward, The Director of Policy & Partnerships advised that this issue was not resolved as part of the Growth Company review and a full discussion was required by the WMCA Board as to what geography it would cover.

The Mayor commented that he was very pleased to see the Business Plan and especially closer working with Government to follow-up on the Deeper Devolution Deal and hold them to account.

Councillor Courts considered that a strong narrative is needed for the promotion of the wider region which included non-constituent authorities such as Stratford Upon Avon.

Councillor Simkins expressed concerns on the equity of delivery and need for this to be fair and proportionate, especially if Warwickshire joins the WMCA as a constituent authority.

The Chair reported that the document had been prepared with a clear steer from local authorities and the need to promote key assets across the West Midlands geography.

Resolved that:

1. West Midlands Growth Company's draft Business Plan, 'Global West Midlands' for July 2023 to March 2025 be approved;
2. The Economic Growth Board receive quarterly reports on progress against the delivery of the Business Plan be noted and
3. The delivery of the Plan is predicated on a Full Business Case for the remaining unsecured regional funding being approved by the Investment Board in October 2023 be noted.

10. West Midlands Growth Company - Major Events Fund and West Midlands International Strategy Update

The board considered a report of the Executive Director of Strategy, Integration and Net Zero that provided an update on the development of the West Midlands International Strategy and Major Events Fund.

The Director of Policy and Partnerships (WMGC), Katie Trout, reported on progress in developing an International Strategy for the West Midlands with local and national stakeholders that would be aligned with the Regional Strategy and would seek to exploit the strengths of the West Midlands. The draft strategy would be submitted to the WMGC Board and to this board in September for consideration.

In relation to the Major Events Fund, the report outlined the headline activities that would be undertaken if the Programme Business Case, to be submitted the Investment Board on 24 July is approved. This includes establishing a Regional Advisory Group that would prioritise the pipeline of major events in accordance with the West Midlands Major Event Evaluation Framework.

Resolved that:

1. Progress with the West Midlands International Strategy be noted;
2. Progress with the Major Events Fund be noted;
3. The establishment of the Regional Advisory Group for the Major Events Fund that reports to the Economic Growth Board be noted; and
4. The International Strategy and the Major Events Fund be substantive items at the September meeting of the Economic Growth Board be noted.

11. Business Growth West Midlands

The board considered a report of the Executive Director of Strategy, Integration and Net Zero that reported on progress in delivering a Business Growth West Midlands Service.

The Head of Economic Development and Delivery, Paul Edwards presented the report and expressed his thanks and appreciation to local authority and Growth Hub colleagues for collaborative working on the service that will deliver regionally commissioned programmes for West Midlands Businesses. It was noted that following a 'soft launch' of the Business Growth West Midlands Service in April, work was underway to expand the service with a first phase due for completion in July and a further phase for September.

In relation to funding offered by the Department for Business and Trade to support regional programmes (referred to in paragraph 3.1 of the report), it is proposed that a Regional Operations Group is established to recommend options to Economic Growth Board on the best use of this funding.

In relation to the Shared Prosperity Fund funding to local authorities which has now been resolved, Councillor Cotton reported of the need to put pressure on Government regarding yearly funding arrangements which needs to change.

Resolved that:

1. Progress in delivery of the pan-region Business Growth West Midlands service, with day-to day delivery led by local authority partners be noted; and
2. The creation of a Regional Operations Group to oversee day-to-day delivery of the service be noted.

12. West Midlands Plan for Growth: Mobilisation & Delivery

The board considered a report of the Executive Director of Strategy, Integrations and Net Zero that provided an update on progress in delivering the West Midlands Plan for Growth.

The Head of Economic Development and Delivery, Paul Edwards presented the report and advised that a lot of activity has commenced since the last meeting of the board in February. He added that there is a need for cohesiveness of the programmes and work was underway to bring these together.

Councillor Courts commented there was no mention in the report of digital support, noting barriers to SME investment and that retail businesses often find it difficult to invest. He added that he hoped help could be offered in this area.

The Mayor concurred with Councillor Courts that this was a very important issue noting there was a lot of data on the subject and asked that Yiannis Maos submit a report on the matter to a future meeting.

Resolved that:

Progress against a broad range of activity in mobilising Plan for Growth be noted.

13. Local Skills Improvement Plan

The board considered a report of the Interim Director for Employment and Skills, and Health and Communities that sought approval of the findings of the employer representative bodies (ERB) research to support the Local Skills Improvement plan (LSIP), the supporting statement to the Department for Education and support of the Implementation of the Local Skills Plan.

The Head of Employer Services, David Gaughan, outlined the background to a Local Skills Improvement Plans that are produced on annual basis by the Coventry and Warwickshire Chamber of Commerce in partnership with the Greater Birmingham and Black Country Chamber of Commerce for the West Midlands and Warwickshire. It was noted that Solihull and University College would be the lead provider for the region that would hold the local skills improvement funding to develop up to 6 projects and respond to the findings of the ERB report.

Corin Crane (West Midlands Chambers of Commerce) reported that over 1,000 businesses were interviewed as part of the report and 75% of businesses had not engaged in the system but had skills needs. He reported of the need to utilise devolution powers to ensure the LSIP reflects what is needed by employers.

In relation to an enquiry from Councillor Dormer as to whether assistance would be provided to non-constituent members in developing their LSIP bid, Corin Crane advised that he was working with local authorities across the West Midlands and wider region and undertook to provide the data needed for the authority's bid.

Resolved:

1. The findings of the Employer Representative Body to support the Local Skills Improvement Plan and the supporting statement made by the WMCA (Annex A of the report) to the Department for Education in consultation with the portfolio lead, on how it views were considered in the process be approved; and
2. The WMCA's support of the implementation of the Local Skills Improvement Plan as part of the organisation's deeper devolution powers, including the expression of interest from Solihull College and University Centre to be the lead Local Skills Improvement Fund holder for WMCA areas in consultation with the portfolio lead be approved.

14. Understanding and addressing labour market challenges

The board considered a report of the Head of Intelligence and Insight that reported on progress on the jobs workstream in understanding and tackling labour market challenges across the WMCA and at local level and the next steps.

The Head of Insight and Intelligence, Dr Fiona Aldridge outlined the main highlights from the report and advised of the board of the work being undertaken with Economic Intelligence Unit colleagues to focus on 2-3 key challenges facing the region and local areas drawing on evidence of what works in tackling these labour market challenges to inform subsequent deep dive activity.

Resolved that:

Progress on the jobs workstream, including its overview of regional and labour market challenges emerging from the data and the organisation's plans for further work as part of deep dive activities be noted.

15. Skills Investment

The board considered a report of the Interim Director of Employment, Skills, Health and Communities that provided a summary of the WMCA's skills and investment for a 12-month period to June 2023 in comparison with recent years.

The interim Director of Employment, Skills, Health and Communities, Clare Hatton outlined the key highlights from the report.

Resolved that:

The level and profile of skills investment for the 12-month period to June 2023 compared with previous years be noted.

16. Economic Growth Board Work Programme

The board considered a report of the Senior Policy Officer that provided and an update on the work programme for the board for the current municipal year.

Resolved that:

The updated work programme attached as appendix 1 to the report be noted.

17. Exclusion of the Public and Press

Resolved:

That in accordance with s100 (a) of the Local Government Act 1972, the public and press be excluded from the meeting for the following items of business as they are likely to involve the disclosure of exempt information as specified in the paragraphs of the Act.

18. Innovation Board Priorities

The board considered a report of the Policy Manager (Innovation) that provided a six-month update on work of the West Midlands Innovation Board.

The Chair of the West Midlands Innovation Board, Mike Wright, outlined the work of the board including its five key priorities and next steps.

The Mayor conveyed his thanks to Mike Wright on the significant achievements of the Innovation Board to date for the region.

Resolved that:

1. The updates made to the membership of the West Midlands Innovation Board (WMIB) to reflect integration of Local Enterprise Partnerships functions to the Combined Authority be endorsed;
2. That the appointments of Sarah Windrum and Charlie Blakemore (business representatives) to the position of deputy chairs, to provide additional capacity and capability to the work of the Innovation Board be noted;
3. The priorities and work programme of the West Midlands Innovation Board, including its role in delivering aspects of the Deeper Devolution Deal that boost R & D, innovation and productivity across the region be noted; and
4. The draft Innovate UK- West Midlands action plan (attached as appendix 1) be endorsed.

The meeting ended at 3.30 pm.



Economic Growth Board

Date	22 September 2023
Report Title	Economic Conditions in the West Midlands
Portfolio lead	Economy & Innovation
Accountable Chief Executive	Laura Shoaf, West Midlands Combined Authority email: laura.shoaf@wmca.org.uk
Accountable Employee	Ed Cox, Executive Director for Strategy, Economy & Net Zero email: ed.cox@wmca.org.uk

Recommendations for action or decision:

- (1) To note current economic conditions for the West Midlands, including the monthly dashboard (Appendix 1) and insight from the region's businesses via the WM Business Insights Forum and the WM Regional Business Council.

1 Purpose of Report

- 1.1 To support the Economic Growth Board's decision-making by providing a summary of latest quantitative economic and regional labour market intelligence and qualitative insight from West Midlands businesses via the Regional Business Council and the WM Business Insight Forum.

2 Current regional economic conditions

Economic Intelligence Unit – West Midlands Economic Dashboard August 2023

- 2.1 The West Midlands' Economic Dashboard is attached as Appendix 1. Compiled by the Economic Intelligence Unit, it summarises headline data covering business, place, the economy, and people in the West Midlands. Some highlights of the latest edition include:
 - The **West Midlands Business Activity Index** decreased from 52.6 in June 2023 to 51.3 in July 2023, although remained above the 50-growth mark for the sixth month in a row. Growth was due to the launch of new products and services along with demand resilience. Restricting business activity was linked to the signs of an economic slowdown, client destocking and unfavourable conditions.

- The **West Midlands Future Business Activity** Index increased from 74.4 in June 2023 to 76.8 in July 2023. Optimism in West Midlands firms was linked to planned investment in staff and systems, expected gains in market shares and hopes that inflation would retreat.
- The number of **business deaths in the WMCA** area in Q2 2023 was 3,500. This figure is 16.5% lower than the number of business deaths in Q2 2022 reflecting a considerable (and positive) fall in business closures in the region, from recent highs. Quarter on quarter analysis (between Q2 2023 and Q1 2023) shows a 36.2% decrease in business deaths across the WMCA area (UK -21.0%).
- There were 126,125 **claimants in the WMCA** area in July 2023. Since June 2023, there has been an increase of 1.5% (+1,900) claimants in the WMCA area, while the UK increased by 1.8%. When compared to March 2020 (pre-Coronavirus pandemic), claimants have increased by 27.0% (+26,825) in the WMCA area, with the UK increasing by 23.3%.
- In July 2023, there were 23,315 **youth claimants in the WMCA** area. Since June 2023, there was an increase of 2.0% (+460) youth claimants in the WMCA area, while the UK increased by 2.2%. When compared to March 2020 (pre-Coronavirus pandemic), youth claimants have increased by 21.7% (+4,160) in the WMCA area, with the UK increasing by 12.9%.
- The latest (provisional) figures show that the growth rate in **payrolled employees for the WM 7 Met. area** has slightly eased (+0.5% vs +0.6% UK). There were over 1.24m payrolled employees in the WM 7 Met. area in July 2023. When compared to March 2020 payrolled employees were 6.4% higher (+74,448 in the WM 7 Met. area – above the UK growth of 5.1%).

2.2 The regional economic landscape provides a mixed picture of small victories and continued hardship for the economy and businesses in the West Midlands. On one hand, there is cause for celebration as we see a growth mark above 50 for the sixth month in a row (albeit slightly lower than the month prior), increased businesses confidence and a significant decline in business deaths in the WMCA between Q2 2022 and Q2 2023. However, there continues to be a tight labour market, expansionary pressures from workers, businesses, consumers and the government. Likewise, inflation has begun to fall but as of June 2023, remains at around 7.9% higher than the previous year, which is well above the Bank of England target of 2%.¹

West Midlands Regional Economic Development Institute Monitor

2.3 The West Midlands Regional Economic Development Institute (WM REDI) produces a monthly Monitor² which pulls together information across regional partners and beyond. The Monitor now includes a deep dive into data relating to a cluster from the West Midlands Plan for Growth. At the time of writing, the latest edition was published on the 3 August 2023.

¹ <https://www.bankofengland.co.uk/monetary-policy-report/2023/august-2023>

² <https://blog.bham.ac.uk/cityredi/west-midlands-economic-impact-monitor-3-august-2023/>

- **Logistics and Distribution in the West Midlands:** The West Midlands is strategically placed to support the logistics and distribution sector for the UK, given that it is within a 4-hour drive of 40% of the population, with easy access via the M1, M6 and M42 motorways. Therefore, it is unsurprising that the number of logistics and transportation businesses grew by 196% between 2019 and 2022. The WMCA area is located alongside strong road and rail transport links, as well as having one of the largest airports in the UK, Birmingham Airport, making it well-located for logistics, transport and distribution businesses. The WMCA area can increase market share and productive capacity by providing high-quality infrastructure and improving connectivity.
- **The Greater Birmingham Chamber of Commerce (GBCC) Quarterly Business Report for Q2 of 2023³:** The report by the GBCC described how the score for domestic sales had risen by 2 points, which was the second consecutive quarterly increase since a sustained fall throughout 2022. Firms reported an uptick in domestic sales, increasing from 46% in Q1 to 50% in 2022. Likewise, the export sales balance score rose by 11 points this quarter to reach 62- the highest figure recorded since Q4 2018. The balance scores for turnover and profitability have continued their upwards trajectory as business confidence continues to build despite the broader economic uncertainty locally and nationally.
- **West Midlands FDI⁴:** The WMCA has ranked top for foreign investment, seeing the highest growth in the UK, according to the West Midlands Growth Company. The West Midlands is the UK's leading regional location for FDI, seeing its highest performance on record and more projects than Scotland and Wales combined. The region sees the greatest growth in FDI projects in UK, surpassing London and outstripping the national average by fivefold. The region bucks the national trend, with FDI employment rising by 48% vs a UK decline.

2.4 The logistics and distribution sector continue to be one of the eight primary clusters identified in the West Midlands Plan for Growth, and the data presented in the WM REDI monitor indicates that supporting the cluster will enable the West Midlands to return to being the fastest growing region outside of London, as was the case prior to 2020.

Direct Insight from business and business groups

WM Business Insight Forum

2.5 In April 2023, the Economic Impact Group evolved to the WM Business Insight Forum. Meeting monthly, the group includes a broad base of business representative groups and partners, focused on the WM Plan for Growth and providing real-time feedback about key barriers faced by businesses in the region. Recent items include:

³ https://issuu.com/greaterbirminghamchamberofcommerce/docs/qbr_q2_2023_website_final?fr=sMmVkNzU2MzE0ODY

⁴ <https://wmgrowth.com/article/west-midlands-tops-regional-rankings-for-foreign-investment-and-sees-highest-growth-in-the-uk>

Update on clusters from the WM Plan for Growth: Since the last Economic Conditions report to the EGB, the WM Business Insight Forum has received an update on the Aerospace (including manufacturing of alternative fuels) cluster by the Midlands Aerospace Alliance. The presentation described what the cluster was, where some of the strategic organisations and facilities were based, but most importantly, what the risks were for the cluster on the short and long term. For example, some short-term risks for the cluster related to material shortage and inflation, severe recruitment issues caused by trade frictions with Europe and mass redundancies during 2020 and 2021 due to the COVID-19 pandemic. All this, accompanied by competition from other countries with better business environment. On the long term, some barriers for growth were identified as market failure to invest in new technology, institutional failure of UK publicly funded aerospace ecosystem to support Tier 1 companies and entire lower supply chains, compared to other countries which did invest in public-private collaborative R&D.

Employment Land Report: The Coventry & Warwickshire Chamber of Commerce (CWCC) produced a report called the Employment Land Report⁵, in which they argue that there is a lack of provision of adequate and affordable space for companies of all sizes and sectors to expand in Coventry and Warwickshire, and in turn is causing a lag in the local economy and preventing the creation of new jobs. The CWCC argue that this will also likely result in a reduction of inward investment and an exodus of companies moving to other regions unless more land is made available to support businesses in the region.

WM Regional Business Council

- 2.6 At the WM Regional Business Council on the 7 September 2023 members discussed the recent announcement of the Section 114 notice for Birmingham City Council. Members considered what the potential implications could be for businesses, the economy, and the investment appetite from international investors for the West Midlands. Lord Dominic Johnson, Minister of State in the Department for Business and Trade, joined the meeting to explore how he and his department could support bringing investment into the West Midlands. Members were keen to hear about the different types of inward investment support available across the Government to help businesses of all sizes and sectors to scale up. Lord Johnson outlined some of the products available in the Office for Investment and the British Business Bank and reiterated his support for helping businesses in the region thrive. After this, members received an item on the Good Jobs Report from Regenerate, which emphasised employing people from marginalised backgrounds in an effort to meet labour market demands.

3 Financial Implications

- 3.1 There are no direct legal implications arising from this report.

4 Legal Implications

- 4.1 There are no direct legal implications arising from this report.

5 Equalities Implications

- 5.1 There are no direct equalities implications arising from this report.

⁵ <https://www.cw-chamber.co.uk/about-us/policy-campaigns/employment-land-report/>

6 Inclusive Growth Implications

- 6.1 There are no direct inclusive growth implications, but the review is an opportunity to embed inclusive growth priorities in the commissioning of the WMGC.

7 Geographical Area of Report's Implications

- 7.1 The report refers to the West Midlands core economic area comprising Coventry and Warwickshire, Sandwell, Dudley, Walsall, Wolverhampton, Birmingham and Solihull.

8 Schedule of Background reports

- 8.1 Appendix 1 – WMCA Economic Dashboard August 2023

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Monthly/Quarterly Business Dashboard

Themes	Indicator	July 2022	August 2022	September 2022	October 2022	November 2022	December 2022	January 2023	February 2023	March 2023	April 2023	May 2023	June 2023	July 2023	Trend	Relative to Peer Group ¹	Commentary																								
Business	Regional Business Activity Index ² (monthly update)	50.3	49.3	47.8	49.6	48.8	48.9	49.0	53.0	52.7	52.8	54.2	52.6	51.3	<table border="1"> <thead> <tr> <th>Jul 2019</th> <th>Jul 2020</th> <th>Jul 2021</th> <th>Jul 2022</th> <th>Jul 2023</th> </tr> </thead> <tbody> <tr> <td>49.7</td> <td>61.9</td> <td>58.3</td> <td>50.3</td> <td>51.3</td> </tr> </tbody> </table>	Jul 2019	Jul 2020	Jul 2021	Jul 2022	Jul 2023	49.7	61.9	58.3	50.3	51.3	WM: 4 th Highest Region UK: 50.8 London: 52.3 (1 st) North East: 46.8 (12 th)	The West Midlands Business Activity Index decreased from 52.6 in June 2023 to 51.3 in July 2023, although remained above the 50-growth mark for the sixth month in a row. Growth was due to the launch of new products and services along with demand resilience. Restricting business activity was linked to the signs of an economic slowdown, client destocking and unfavourable conditions.														
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Regional Future Business Activity Index ³ (monthly update)	68.3	67.8	64.4	60.7	64.7	65.3	76.5	78.4	78.0	76.5	78.5	74.4	76.8	<table border="1"> <thead> <tr> <th>Jul 2019</th> <th>Jul 2020</th> <th>Jul 2021</th> <th>Jul 2022</th> <th>Jul 2023</th> </tr> </thead> <tbody> <tr> <td>68.5</td> <td>75.2</td> <td>74.4</td> <td>68.3</td> <td>76.8</td> </tr> </tbody> </table>	Jul 2019	Jul 2020	Jul 2021	Jul 2022	Jul 2023	68.5	75.2	74.4	68.3	76.8	WM: Highest Region South East: 75.2 (2 nd) Scotland: 59.1 (12 th)	The West Midlands Future Business Activity Index increased from 74.4 in June 2023 to 76.8 in July 2023. Optimism in West Midlands firms was linked to planned investment in staff and systems, expected gains in market shares and hopes that inflation would retreat.															
Jul 2019	Jul 2020	Jul 2021	Jul 2022	Jul 2023																																					
68.5	75.2	74.4	68.3	76.8																																					
National Business Investment ⁴ (monthly – update due Sep 2023, provisional)			£55.9bn (Q3)			£55.8bn (Q4)			£57.6bn (Q1)			£59.6bn (Q2)		<table border="1"> <thead> <tr> <th>2019</th> <th>2020</th> <th>2021</th> <th>2022</th> <th>2023</th> </tr> </thead> <tbody> <tr> <td>£55.8bn Q1</td> <td>£55.5bn Q1</td> <td>£47.6bn Q1</td> <td>£54.5bn Q1</td> <td>£57.6bn Q1</td> </tr> <tr> <td>£55.9bn Q2</td> <td>£44.0bn Q2</td> <td>£50.6bn Q2</td> <td>£55.8bn Q2</td> <td>£59.6bn Q2</td> </tr> <tr> <td>£56.6bn Q3</td> <td>£48.8bn Q3</td> <td>£51.7bn Q3</td> <td>£55.9bn Q3</td> <td></td> </tr> <tr> <td>£57.0bn Q4</td> <td>£50.2bn Q4</td> <td>£50.3bn Q4</td> <td>£55.8bn Q4</td> <td></td> </tr> </tbody> </table>	2019	2020	2021	2022	2023	£55.8bn Q1	£55.5bn Q1	£47.6bn Q1	£54.5bn Q1	£57.6bn Q1	£55.9bn Q2	£44.0bn Q2	£50.6bn Q2	£55.8bn Q2	£59.6bn Q2	£56.6bn Q3	£48.8bn Q3	£51.7bn Q3	£55.9bn Q3		£57.0bn Q4	£50.2bn Q4	£50.3bn Q4	£55.8bn Q4		N/A	Provisional figures show that UK business investment increased on the quarter by 3.4% in Quarter 2 2023 to £59.6bn. Investment in air transport was the main contributor to the increase in Quarter 2 2023, increasing by 23.0%. UK business investment is now 6.7% above where it was the same quarter a year ago.
2019	2020	2021	2022	2023																																					
£55.8bn Q1	£55.5bn Q1	£47.6bn Q1	£54.5bn Q1	£57.6bn Q1																																					
£55.9bn Q2	£44.0bn Q2	£50.6bn Q2	£55.8bn Q2	£59.6bn Q2																																					
£56.6bn Q3	£48.8bn Q3	£51.7bn Q3	£55.9bn Q3																																						
£57.0bn Q4	£50.2bn Q4	£50.3bn Q4	£55.8bn Q4																																						

The Dashboard has been updated to reflect the WMCA 7 Met. geography where available (due to data availability, FDI jobs and projects indicators have remained as WMCA 3 LEP geography). The dashboard has been RAG rated based on; Red indicating a decline in performance, Amber where they have been an improvement in performance and Green indicators an improvement above UK-wide (excluding the UK-wide indicator where they are either green or red depending on change each quarter and business activity and future business activity where amber shows a decline in performance but above the 50-growth mark and green indicators continually increases).

¹ Comparisons vary depending on geography; Birmingham has been compared to Bristol, Cardiff, Edinburgh, Glasgow, Leeds, Liverpool, Manchester and Newcastle. Due to data availability, the WM 7 Met. has been either compared to other combined authorities (following what is available Greater London Authority is not always included), (combined authorities are Greater Manchester CA (GMCA), Sheffield City Region, West Yorkshire CA, Liverpool City Region CA, Tees Valley CA, Cambridgeshire and Peterborough CA, West of England CA, North East CA and North of Tyne CA) or NUTS 2 geography. The West Midlands region has been compared to other regions in the UK. No comparators have been included for UK-wide.

² NatWest, UK regional PMI report for July 2023 – released August 2023.

³ NatWest, UK regional PMI report for July 2023 – released August 2023.

⁴ Office for National Statistics (ONS), Business investment in the UK: April to June 2023 provisional results – released August 2023.

WMCA ECONOMIC DASHBOARD – AUGUST 2023

Themes	Indicator	July 2022	August 2022	September 2022	October 2022	November 2022	December 2022	January 2023	February 2023	March 2023	April 2023	May 2023	June 2023	July 2023	Trend	Relative to Peer Group ¹	Commentary
Business	WMCA (7 Met.) Enterprise Deaths ⁵ (quarterly – update due Oct/Nov 2023 TBC)			3,310 (Q3)			3,560 (Q4)			5,485 (Q1)			3,500 (Q2)			WMCA: 2 nd Highest CA GMCA: 3,550 (1 st) Tees Valley: 630 (10 th)	<p>The number of business deaths in the WMCA area in Q2 2023 was 3,500. This figure is 16.5% lower than the number of business deaths in Q2 2022 reflecting a considerable (and positive) fall in business closures in the region, from recent highs.</p> <p>Quarter on quarter analysis (between Q2 2023 and Q1 2023) shows a 36.2% decrease in business deaths across the WMCA area (UK -21.0%).</p>
	WMCA (7 Met.) Enterprise Births ⁶ (quarterly – update due Oct/Nov 2023 TBC)			3,190 (Q3)			3,115 (Q4)			3,305 (Q1)			3,240 (Q2)			WMCA: 2 nd Highest CA GMCA: 3,455 (1 st) Tees Valley: 605 (10 th)	<p>The number of business births in the WMCA area in Q2 2023 was 3,240. This figure is 18.4% lower than the number of business births in Q2 2022 and is the lowest number of business creations in a second quarter since 2018 (excluding 2020 Q2 as a majorly Covid-affected quarter).</p> <p>Quarter on quarter analysis (between Q2 2023 and Q1 2023) shows a 2.0% decrease in business births across the WMCA area (UK -2.5%).</p>

⁵ ONS, Business demography, quarterly experimental statistics, low-level geographic breakdown, UK – released July 2023 (RAG rating based on quarterly change).

⁶ ONS, Business demography, quarterly experimental statistics, low-level geographic breakdown, UK – released July 2023 (RAG rating based on quarterly change).

Annual Business Dashboard

Themes	Indicator	2017	2018	2019	2020	2021	Trend	Relative to Peer Group	Commentary
Business	WMCA (7 Met.) High Growth Enterprises ⁷ (annual – update due Nov 2023)	430	455	415	380	340		WMCA: 2 nd Highest CA GMCA: 460 (1 st) Tees Valley: 80 (10 th)	The latest available data for the WMCA area shows that the number of high growth enterprises has decreased further, from 380 in 2020 to 340 in 2021. This equates to a decrease of 10.5% (-60 enterprises), which was below the UK decrease of 11.2%. The number of high growth enterprises has now decreased in each of the last 3 years, perhaps somewhat unexpected given major economic shocks.
	WMCA (7 Met.) Enterprise Births ⁸ (annual – update due Nov 2023)	13,795	15,785	15,310	14,125	16,550		WMCA: 2 nd Highest CA GMCA: 17,510 (1 st) Tees Valley: 2,620 (10 th)	In the WMCA area, there were 16,550 enterprise births in 2021. This represents an increase compared to 2020 above the national average (+17.2% compared to +9.3% across the UK) and are above pre-Covid-19 levels (15,310 births in 2019).
	WMCA (7 Met.) Enterprise Deaths ⁹ (annual – update due Nov 2023)	13,735	13,670	12,080	13,745	13,220		WMCA: 2 nd Highest CA GMCA: 14,410 (1 st) Tees Valley: 2,250 (10 th)	Enterprise deaths in the WMCA area decreased by 3.8% (-525 deaths) since 2020 to 13,220 in 2021. While in contrast, the UK increased by 9.4%.
	WMCA (7 Met.) 3 Year Enterprise Survival Rates ¹⁰ (annual – update due Nov 2023)		52.8% (2015 birth)	43.4% (2016 birth)	47.7% (2017 birth)	46.9% (2018 birth)		WMCA: Lowest CA UK: 57.6% West of England: 63.3% (1 st) GMCA: 51.9% (9 th)	The WMCA area performs better on short-term survival (1 year enterprise survival rates are higher than the UK average), but lags behind when it comes to longer-term survival (2-5 years enterprise survival rates in the UK are higher than in the West Midlands). Of the 15,785 enterprise births in 2018 in the WMCA area, 46.9% (7,405) were still active after 3 years compared to 57.6% for the UK.
	WM 7 Met. Innovation Active Businesses ¹¹ (Biennial – update due May 2024)		36.8% (2016-18)		45.0% (2018-20)			WM 7 Met.: Joint 17 th (with Kent and Northumberland & Tyne & Wear) / 40 UK: 44.9% Inner London-East: 58.9% (1 st) Highlands and Islands: 38.9% (40 th)	Prior to 2016-18, the WM 7 Met. area had more “innovation active” businesses than UK-wide proportions. There was a notable drop in 2016-18 which reflected national trends and the WM 7 Met. figure dropped below the UK (36.8% vs 37.6%). The latest available data shows the WM 7 Met. area has rebounded and was narrowly back above the UK-wide figure (45.0% vs 44.9%).

⁷ ONS, Business Demography, UK 2021 – released November 2022

⁸ ONS, Business Demography, UK 2021 – released November 2022

⁹ ONS, Business Demography, UK 2021 – released November 2022

¹⁰ ONS, Business Demography, UK 2021 – released November 2022

¹¹ Department for Business, Energy & Industrial Strategy, UK Innovation Survey 2021 – released May 2022

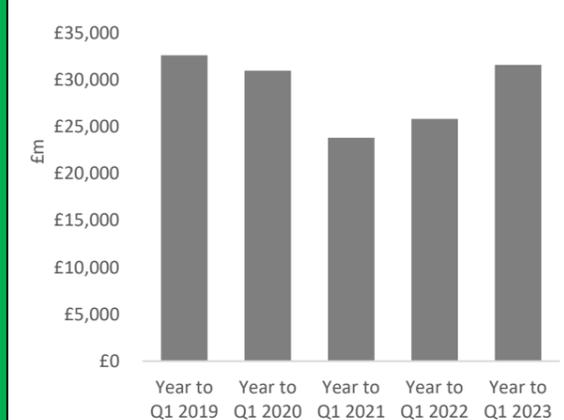
Quarterly Place Dashboard

Themes	Indicator	May 2022	June 2022	July 2022	August 2022	September 2022	October 2022	November 2022	December 2022	January 2023	February 2023	March 2023	April 2023	May 2023	June 2023	Trend	Relative to Peer Group	Commentary																														
Place	Birmingham City Centre Rent ¹² (Quarterly – update due Oct 2023)		£39.00 Per Sq ft (Q2)			£40.00 Per Sq ft (Q3)			£40.00 Per Sq ft (Q4)			£40.00 Per Sq ft (Q1)			£41.00 Per Sq ft (Q2)	<table border="1"> <thead> <tr> <th>Year</th> <th>2019</th> <th>2020</th> <th>2021</th> <th>2022</th> <th>2023</th> </tr> </thead> <tbody> <tr> <td>Q1</td> <td>£33.00</td> <td>£34.50</td> <td>£37.00</td> <td>£39.00</td> <td>£40.00</td> </tr> <tr> <td>Q2</td> <td>£34.00</td> <td>£37.00</td> <td>£37.00</td> <td>£39.00</td> <td>£41.00</td> </tr> <tr> <td>Q3</td> <td>£34.00</td> <td>£37.00</td> <td>£37.50</td> <td>£40.00</td> <td></td> </tr> <tr> <td>Q4</td> <td>£34.50</td> <td>£37.00</td> <td>£37.50</td> <td>£40.00</td> <td></td> </tr> </tbody> </table>	Year	2019	2020	2021	2022	2023	Q1	£33.00	£34.50	£37.00	£39.00	£40.00	Q2	£34.00	£37.00	£37.00	£39.00	£41.00	Q3	£34.00	£37.00	£37.50	£40.00		Q4	£34.50	£37.00	£37.50	£40.00		Birmingham: 3 rd Highest/ 9 Bristol and Edinburgh: £42.50 (Joint 1 st) Cardiff: £25.00 (9 th)	The city's prime rent is at £40.00 per Sq ft, up 5.1% on last year.
	Year	2019	2020	2021	2022	2023																																										
Q1	£33.00	£34.50	£37.00	£39.00	£40.00																																											
Q2	£34.00	£37.00	£37.00	£39.00	£41.00																																											
Q3	£34.00	£37.00	£37.50	£40.00																																												
Q4	£34.50	£37.00	£37.50	£40.00																																												
	WMCA (7 Met.) Gigabit broadband Connectivity ¹³ (tri-annual – update due Autumn 2023)	84.0% (As of May 2022)				88.7% (As of Sep 2022)				90.1% premises (As of Jan 2023)							WMCA: 2 nd Highest CA UK: 71.9% Tees Valley: 90.4% (1 st) North East: 67.5% (10 th)	As of January 2023, 90.1% of premises in the WMCA area had gigabit broadband availability - significantly above the UK-wide figure of 71.9%.																														

¹² Avison Young, The Big Nine – created August 2023.

¹³ Ofcom, connected nations – released May 2023 (RAG rating based on quarterly change).

Quarterly Economy Dashboard

Themes	Indicator	March 2022	April 2022	May 2022	June 2022	July 2022	August 2022	September 2022	October 2022	November 2022	December 2022	January 2023	February 2023	March 2023	Trend	Relative to Peer Group	Commentary
Economy	Regional Exports in Goods ¹⁴ (quarterly – update due Sep 2023)	£25.8bn (Year to Q1 2022)			£26.5bn (Year to Q2 2022)			£28.0bn (Year to Q3 2022)			£29.9bn (Full Year 2022)			£31.6bn (Year to Q1 2023)		WM – 6 th Highest Region London: 12.2% (1 st) Northern Ireland: 2.6% (12 th)	<p>In the year ending Q1 2023, the West Midlands region's export in goods value was worth £31.6bn, an increase of £5.7bn (+22.2%) since the year ending Q1 2022. The UK increased by 17.2% to £380.6bn worth of exports.</p> <p>The West Midlands had a trade deficit of £11.1bn in the year ending Q1 2023.</p>

¹⁴ HMRC, UK regional trade in goods statistics – released June 2023.

Annual Economy Dashboard

Themes	Indicator	2017	2018	2019	2020	2021	2022	2023	Trend	Relative to Peer Group	Commentary
Economy	WMCA (3 LEP) FDI Projects ¹⁵ (annual – update due Jun/Jul 2024)	114 (2016/17)	140 (2017/18)	131 (2018/19)	130 (2019/20)	118 (2020/21)	132 (2021/22)	160 (2022/23)			In total there has been 1,446 FDI projects from 2011/12 to 2022/23 in the WMCA (3 LEP) area. Data shows for 2022/23 there were 160 FDI projects to the WMCA (3 LEP) area, an increase of 21.2% (+28) compared to an increase of 4.1% for the UK since 2021/22. Black Country LEP total FDI projects decreased by 32.0% (-8) since 2021-22 to 17 in 2022-23. Coventry & Warwickshire LEP increased by 24.4% (+11) to 56 and Greater Birmingham & Solihull LEP increased by 40.3% (+25) to 87.
	WMCA (3 LEP) FDI New Jobs ¹⁶ (annual – update due Jun/Jul 2024)	5,149 (2016/17)	7,933 (2017/18)	4,666 (2018/19)	3,558 (2019/20)	4,183 (2020/21)	4,176 (2021/22)	7,605 (2022/23)			In total there has been 70,072 new jobs created from FDI projects from 2011/12 to 2022/23 in the WMCA (3 LEP) area. Data shows for 2022/23 there were 7,605 new jobs in the WMCA (3 LEP) area, an increase of 82.1% (+3,429) compared to a decrease of 6.1% for the UK since 2021/22. Black Country LEP new jobs from FDI projects increased by 9.5% (+55) since 2021-22 to 634 in 2022-23. Coventry & Warwickshire LEP increased by 108.3% (+1,661) to 3,195 and Greater Birmingham & Solihull LEP increased by 83.0% (+1,713) to 3,776.
	WMCA (7 Met.) GVA per Hour ¹⁷ (Annual – TBC update due June 2024)	£30.96	£31.85	£32.69	£33.55	£34.05				WMCA: 5 th Highest CA / 11 UK: £38.33 Greater London Authority: £51.08 (1 st) South Yorkshire Mayoral CA: £30.04 (11 th)	In 2021, GVA per hour in the WMCA area was £34.05. Since 2020, the WMCA area increased by 1.5% (+£0.50), which matched the UK growth rate. When compared to 2019, GVA per hour in the WMCA area increased by 4.2% (+£1.36) while the UK increased by 4.5% (+£1.64). In 2021, UK GVA per hour was £38.33 meaning the WMCA area had a shortfall of £4.28.

¹⁵ Department for Business and Trade (DBT), inward investment results – released July 2023.

¹⁶ DBT, inward investment results – released July 2023.

¹⁷ ONS, subregional productivity in the UK – released June 2023.

Monthly People Dashboard

Themes	Indicator	July 2022	August 2022	September 2022	October 2022	November 2022	December 2022	January 2023	February 2023	March 2023	April 2023	May 2023	June 2023	July 2023	Trend	Relative to Peer Group	Commentary											
People	WMCA (7 Met.) Claimants (16+) ¹⁸ (monthly update)	121,290 (6.6% of Pop. aged 16-64)	120,850 (6.6% of Pop. aged 16-64)	120,045 (6.5% of Pop. aged 16-64)	118,890 (6.5% of Pop. aged 16-64)	120,155 (6.5% of Pop. aged 16-64)	120,795 (6.6% of Pop. aged 16-64)	119,470 (6.5% of Pop. aged 16-64)	120,960 (6.6% of Pop. aged 16-64)	123,900 (6.7% of Pop. aged 16-64)	127,325 (6.9% of Pop. aged 16-64)	124,230 (6.7% of Pop. aged 16-64)	124,225 (6.7% of Pop. aged 16-64)	126,125 (6.8% of Pop. aged 16-64)	<table border="1"> <tr><th>Jul 2019</th><th>Jul 2020</th><th>Jul 2021</th><th>Jul 2022</th><th>Jul 2023</th></tr> <tr><td>90,000</td><td>167,555</td><td>156,490</td><td>121,290</td><td>126,125</td></tr> </table>	Jul 2019	Jul 2020	Jul 2021	Jul 2022	Jul 2023	90,000	167,555	156,490	121,290	126,125	WMCA: Highest CA UK: 3.7% GMCA: 5.0% (2 nd) West of England: 2.6% (10 th)	There were 126,125 claimants in the WMCA area in July 2023. Since June 2023, there has been an increase of 1.5% (+1,900) claimants in the WMCA area, while the UK increased by 1.8%. When compared to March 2020 (pre-Coronavirus pandemic), claimants have increased by 27.0% (+26,825) in the WMCA area, with the UK increasing by 23.3%	
	Jul 2019	Jul 2020	Jul 2021	Jul 2022	Jul 2023																							
	90,000	167,555	156,490	121,290	126,125																							
	WMCA (7 Met.) Youth Claimants (18-24) ¹⁹ (monthly update)	20,775 (7.3% of Pop. aged 18-24)	21,080 (7.4% of Pop. aged 18-24)	21,105 (7.4% of Pop. aged 18-24)	21,270 (7.5% of Pop. aged 18-24)	21,615 (7.6% of Pop. aged 18-24)	21,770 (7.7% of Pop. aged 18-24)	21,490 (7.6% of Pop. aged 18-24)	22,150 (7.8% of Pop. aged 18-24)	22,725 (8.0% of Pop. aged 18-24)	22,945 (8.1% of Pop. aged 18-24)	22,735 (8.0% of Pop. aged 18-24)	22,855 (8.0% of Pop. aged 18-24)	23,315 (8.2% of Pop. aged 18-24)	<table border="1"> <tr><th>Jul 2019</th><th>Jul 2020</th><th>Jul 2021</th><th>Jul 2022</th><th>Jul 2023</th></tr> <tr><td>17,050</td><td>34,230</td><td>29,645</td><td>20,775</td><td>23,315</td></tr> </table>	Jul 2019	Jul 2020	Jul 2021	Jul 2022	Jul 2023	17,050	34,230	29,645	20,775	23,315	WMCA: Joint Highest CA (with Tees Valley) UK: 4.9% West Yorkshire: 6.6% (3 rd) West of England: 2.3% (10 th)	In July 2023, there were 23,315 youth claimants in the WMCA area. Since June 2023, there was an increase of 2.0% (+460) youth claimants in the WMCA area, while the UK increased by 2.2%. When compared to March 2020 (pre-Coronavirus pandemic), youth claimants have increased by 21.7% (+4,160) in the WMCA area, with the UK increasing by 12.9%.	
Jul 2019	Jul 2020	Jul 2021	Jul 2022	Jul 2023																								
17,050	34,230	29,645	20,775	23,315																								
WM 7 Met. Payrolled Employees ²⁰ (monthly update)	1,214,091	1,211,435	1,216,950	1,224,160	1,236,043	1,234,203	1,222,568	1,222,469	1,223,848	1,224,058	1,230,860	1,237,445	1,243,525	<table border="1"> <tr><th>Jul 2019</th><th>Jul 2020</th><th>Jul 2021</th><th>Jul 2022</th><th>Jul 2023</th></tr> <tr><td>1,172,839</td><td>1,149,196</td><td>1,171,241</td><td>1,214,091</td><td>1,243,525</td></tr> </table>	Jul 2019	Jul 2020	Jul 2021	Jul 2022	Jul 2023	1,172,839	1,149,196	1,171,241	1,214,091	1,243,525	WM 7 Met.: 3 rd Highest NUTS 2 / 41 Surrey, East & West Sussex: 1,318,504 (1 st) Highlands & Islands: 209,871 (41 st)	The latest (provisional) figures show that the growth rate in payrolled employees for the WM 7 Met. area has slightly eased (+0.5% vs +0.6% UK). There were over 1.24m payrolled employees in the WM 7 Met. area in July 2023. When compared to March 2020 payrolled employees were 6.4% higher (+74,448 in the WM 7 Met. area – above the UK growth of 5.1%).		
Jul 2019	Jul 2020	Jul 2021	Jul 2022	Jul 2023																								
1,172,839	1,149,196	1,171,241	1,214,091	1,243,525																								
WMCA (7 Met.) Employment Rate ²¹ (quarterly – update due Oct 2023)			68.9% (Year Ending Sep 2022)			69.2% (Full Year 2022)				68.6% (Year Ending Mar 2023)				<table border="1"> <tr><th>Year to Mar 2018</th><th>Year to Mar 2019</th><th>Year to Mar 2020</th><th>Year to Mar 2021</th><th>Year to Mar 2022</th><th>Year to Mar 2023</th></tr> <tr><td>67.1%</td><td>69.0%</td><td>68.9%</td><td>70.4%</td><td>69.9%</td><td>68.6%</td></tr> </table>	Year to Mar 2018	Year to Mar 2019	Year to Mar 2020	Year to Mar 2021	Year to Mar 2022	Year to Mar 2023	67.1%	69.0%	68.9%	70.4%	69.9%	68.6%	WMCA: Lowest CA UK: 75.4% West of England: 79.3% (1 st) North of Tyne: 70.4% (9 th)	In the year ending March 2023, the employment rate in the WMCA area was 68.6%, compared to 75.4% UK-wide. The employment rate for the WMCA area decreased by 1.4pp when compared to the year ending March 2022. In contrast, the UK employment rate increased by 0.3pp. For the WMCA area to reach the UK rate of 75.4%, an additional 126,867 people are required to be employed.
Year to Mar 2018	Year to Mar 2019	Year to Mar 2020	Year to Mar 2021	Year to Mar 2022	Year to Mar 2023																							
67.1%	69.0%	68.9%	70.4%	69.9%	68.6%																							

¹⁸ ONS/DWP, claimant count – released August 2023.

¹⁹ ONS/DWP, claimant count – released August 2023.

²⁰ ONS, Labour Market in the Regions of the UK – released August 2023.

²¹ ONS, Annual Population Survey – released August 2023. Please note, figures are not comparable across the dashboard.

WMCA ECONOMIC DASHBOARD – AUGUST 2023

Themes	Indicator	July 2022	August 2022	September 2022	October 2022	November 2022	December 2022	January 2023	February 2023	March 2023	April 2023	May 2023	June 2023	July 2023	Trend	Relative to Peer Group	Commentary
People	WMCA (7 Met.) Economic Inactivity Rate ²² (quarterly – update due Oct 2023)			26.1% (Year Ending Sep 2022)			26.1% (Full Year 2022)			26.5% (Year Ending Mar 2023)						WMCA: Joint Highest CA UK: 21.7% North of Tyne: 26.3% (2 nd) Cambridgeshire & Peterborough and West of England: 18.4% (Joint 10 th)	In the year ending March 2023, the economic inactivity rate in the WMCA area was 26.5%, an increase of 1.5pp from the year ending March 2022. Over the same period the UK increased by 0.1pp to 21.7%. The WMCA area had a higher percentage of people that were inactive when compared to the UK in three categories; students (28.8% vs 26.3%), looking after the family/home (25.6% vs 19.6%) and discouraged (0.7% vs 0.3%).
	WMCA (7 Met.) Modelled Unemployment ²³ (quarterly – update due Oct 2023)			6.7% (Year Ending Sep 2022)			6.2% (Full Year 2022)			6.6% (Year Ending Mar 2023)						WMCA: Highest CA England: 3.7% North East: 4.4% (2 nd) West of England: 2.7% (10 th)	In the year ending March 2023, the modelled unemployment rate in the WMCA area was 6.6%, compared to 3.7% for England-wide. The modelled unemployment rate for the WMCA area increased by 0.1pp when compared to the year ending March 2022. England's modelled unemployment rate decreased by 0.5pp.
	WMCA (7 Met.) Economic Activity Rate ²⁴ (quarterly – update due Oct 2023)			73.9% (Year Ending Sep 2022)			73.9% (Full Year 2022)			73.5% (Year Ending Mar 2023)						WMCA: Lowest CA UK: 78.3% Cambridgeshire & Peterborough and West of England: 81.6% (Joint 1 st) North of Tyne: 73.7% (9 th)	In the year ending March 2023, the economic activity rate in the WMCA area was 73.5%, compared to 78.3% UK-wide. The economic activity rate for the WMCA area decreased by 1.5pp and for the UK, decreased by 0.1pp when compared to the year ending March 2022. For the WMCA area to reach the UK rate of 78.3%, an additional 88,097 people are required.
	WMCA (7 Met.) Unique Job Postings ²⁵ (monthly update)	100,645	91,120	92,601	95,572	97,450	94,282	94,183	101,541	113,560	109,967	124,038	124,676	117,348		WMCA: 2 nd Highest CA GMCA: 124,910 (1 st) Tees Valley: 16,827 (10 th)	There were 117,348 unique active jobs postings in July 2023. This has decreased by 7,328 since June 2023. When compared to July 2022, unique job postings increased by 16,703.

²² ONS, Annual Population Survey – released August 2023. Please note, figures are not comparable across the dashboard.

²³ ONS, modelled based estimates of unemployment – released August 2023. Please note, figures are not comparable across the dashboard.

²⁴ ONS, Annual Population Survey – released August 2023. Please note, figures are not comparable across the dashboard.

²⁵ Lightcast – accessed August 2023.



Economic Growth Board

Date	22 September 2023
Report Title	Deeper Devolution Deal - Economic Elements, including the Strategic Productivity Partnership
Portfolio Lead	Economy & Innovation
Accountable Chief Executive	Laura Shoaf, West Midlands Combined Authority email: laura.shoaf@wmca.org.uk
Accountable Employee	Ed Cox, Executive Director for Strategy, Economy & Net Zero email: ed.cox@wmca.org.uk
Report has been considered by	Topics considered by Directors of Economic Development (21 July, 8 September)

Recommendations for action or decision:

The Economic Growth Board is recommended to:

- (1) Comment on and endorse the economic rationale and approach to the Strategic Productivity Partnership, as set out in paras 2.4 - 2.7.
- (2) Agree the draft Terms of Reference for the Strategic Productivity Partnership attached as Appendix 1.
- (3) Endorse the approach to the Trade and Investment strand, including the West Midlands International Strategy and to agree that the West Midlands Growth Company will act as the lead agency for trade and investment on behalf of WMCA

1 Purpose

- 1.1 The report provides an overview of work underway to capitalise on the Deeper Devolution Deal, focusing largely on the three economic-focused chapters which are most relevant to the Economic Growth Board. The report considers the overarching rationale about how the region approaches Missions 1 and 2 of the Levelling Up White Paper - focused on productivity, wages and R&D – and thereby influence the shape of the respective Local Growth and Place pillar of the Single Regional Settlement.

- 1.2 Specifically, the report includes endorsing the proposed Terms of Reference for the Strategic Productivity Partnership, due to meet initially in November 2023 (see Appendix 1, to be formally agreed with Government at its first meeting).

2 Background

- 2.1 The Deeper Devolution Deal (DDD) explains the challenge and why the empowering of local leadership is part of the answer:

“The productivity of the West Midlands has remained at 90% of the national average for the past decade... Unleashing the potential of the people, entrepreneurs and businesses of the West Midlands requires a step change in our approach to realising local and regional economic growth.”

- 2.2 Across the 190 specific commitments in the DDD, arguably the most transformative is that Government will agree a single regional settlement with the region from the next spending review period (beginning in April 2025). This will have five pillars, including one focused on *Local Growth and Place*, and be supported by a new and stronger outcomes, data and accountability regime that ensures that devolved powers are delivering tangible benefits to the region’s residents and businesses.
- 2.3 The DDD itself includes three economic-focused sections - Business Productivity, Innovation and Trade & Investment. The Economic Growth Board is responsible for the local direction of those activities and the sections below describe, for comment and endorsement, the status of activity between partners within the region and Government officials and set the foundation for an ambitious policy and financial settlement from April 2025.

Business Productivity and overarching economic narrative

- 2.4 The DDD initiates a Strategic Productivity Partnership between the WMCA and government to meet at least biannually to provide focus, coherence and coordination across publicly funded business support and advisory services to maximise impact and value for money. It will achieve that by aligning agreed strategic policy priorities between Government and the West Midlands and these following-through into commissioning decisions for publicly funded local, regional and national interventions, recognising the WMCA as the lead institution for integrating business productivity interventions at the city region level and the opportunity offered by the single regional settlement.
- 2.5 It is vital this work is clear about how a place-based approach is different to (and an improvement on) the status quo. Working with DBT officials and local authority Directors of Economic Development, we have developed a framework which the Strategic Productivity Partnership will enhance, refine and turn into tangible decisions. The broad direction includes:
- Staying true to the economic rationale of the West Midlands position on devolution negotiations, as agreed by the Economic Growth Board (May 2022¹), including aims that relate to firms with levels of high, mid and low productivity.

¹ See: <https://governance.wmca.org.uk/documents/s6900/Item%205%20-%20Trailblazing%20Devolution%20Deal.pdf>

- Drawing on the lessons from the 2021 West Midlands Business Support Review, and particularly the principle of a business-centred - rather than provider-centred - approach. For example, Government's nationally commissioned and delivered programmes often relate to a nationally identified problem, such as business leadership and management, digital adoption or access to finance. This creates potentially disjointed or inefficient support compared to putting the business at the centre and activating all appropriate levers as part of a comprehensive and cohesive approach with firms at the right point in their life-cycle.
- Drawing on strong evidence about what works on business support – particularly on its timing and breadth. Academic analysis and evidence of what works shows that certain 'trigger points'² can precede firms experiencing episodes of high-growth or productivity improvements and the key is to deploy cohesive support at the right time so such growth periods are as long and large as possible.
- Recognising the scale of the productivity challenge in the West Midlands and acknowledging that in order to achieve meaningful change, interventions are likely to be focused mainly on larger SMEs (e.g. employing between 20 – 250 people).
- Tailoring objectives to regional economic and social priorities, such as catalysing growth in Plan for Growth clusters and/or supporting diversity and inclusion across the region's business base.
- Capitalising on the power of local leadership to complement the much larger offer from private sector and business representative organisations (see Item 9 on Business Growth West Midlands which includes signposts to offers from, for example, banks, The Prince's Trust, social enterprises, Catapults and universities). Further, the West Midlands Growth Company is initiating a structured approach to Strategic Relationship Management of the region's largest and most strategically significant firms which will improve the depth and coherence about how direct and supply chain issues are understood and addressed.

2.6 The Partnership should bring operational, strategic and economic benefits for the region. Operationally, it will improve the sharing of information about live and upcoming business support and advisory services and their impact, including use of data and impact analysis. Strategically, it will allow the West Midlands and Government to use the new, empowered role in integrating, promoting and overseeing business support commissioning to remove inefficiencies out of the system and configure an approach to the Local Growth and Place pillar of the single regional settlement that secures investment in the region's business services to achieve Mission 1 of the Levelling-Up White Paper³. This captures the economic impact of the partnership, to make support for business more effective, and seeing jobs, pay and living standards boosted for the region's residents.

² For example, a change in ownership/Management Buyout, a major relocation or investment in premises; move into a new market or capital spend on a new technology.

³ Mission 1: By 2030, pay, employment and productivity will have risen in every area of the UK, with each containing a globally competitive city, and the gap between the top performing and other areas closing.

- 2.7 For these reasons, the proposal from the DBT as the lead Government department for the Partnership is that it ought to be at official level, with regular reporting to the Economic Growth Board, the Partnership will formally report to the Minister for Enterprise, Markets and Small Business annually. The DDD names Department for Business and Trade (DBT), Department for Levelling Up, Housing and Communities (DLUHC) and Department of Culture, Media and Sport (DCMS) as members of the Partnership with other departments invited to join on an ad hoc basis.
- 2.8 The draft Terms of Reference for the partnership are attached as Appendix 1 for comment and endorsement. It is expected they will be approved at the first formal partnership meeting in November.
- 2.9 The Business Productivity section of the DDD also makes explicit reference to several explicit measures, including a closer relationship with British Business Bank, UK Infrastructure Bank and the Chartered Association of Business Schools (which delivers the Help to Grow programme). WMCA officers have met with British Business Bank staff to discuss the design, procurement and governance of the next phase of the Midlands Engine Investment Fund. A list of proposed local activity with British Business Bank is in development, which includes a campaign to encourage angel investing, marketing collateral and enhancing the flow of information between lenders, secondary finance providers and business support functions provided through Business Growth West Midlands. The relationship with the Chartered Association of Business Schools involves sharing information about registrations, future events and encouraging cross referrals to businesses who finish the Help to Grow scheme to other relevant business support products. This work is continuing in depth with Aston University, which delivers a Help to Grow course locally, to trial new ideas through its business and entrepreneur alumni community.

Innovation

- 2.10 The innovation section of the Deeper Devolution Deal builds upon the West Midlands Innovation Accelerator and Innovate UK West Midlands Action Plan. It seeks to give the WMCA and regional partners a new and influential role informing the national research and innovation ecosystem in the context of the White Paper's mission for domestic public investment in R&D outside the Greater South East to increase by at least 40%, and over the Spending Review period by at least one third.
- 2.11 The West Midlands Innovation Board considered the approach at its latest meeting on 13 September, noting the specific opportunities for the West Midlands to:
- a) Formally and periodically articulate its research and development priorities to UK Research and Innovation.
 - b) Be consulted on the development of future UK Research and Innovation strategies where appropriate and inviting the WMCA to work with the government research divisions on their respective research and development strategies and programmes.
 - c) Annually set out the region's regional research and innovation priorities to the government science ministers (via a West Midlands Strategic Innovation Partnership).

- d) Work with UK Research and Innovation to support the identification of regional comparative innovation advantages, helping to identify corresponding funding opportunities.
- 2.12 The Strategic Innovation Partnership aims to create senior level buy-in and governance of innovation policy regionally and within Government. This will include the Mayor of the West Midlands, Department of Science, Innovation and Technology, Science Minister, and other relevant senior innovation leaders in the region like the independent Chair of the West Midlands Innovation Board and university Vice Chancellors. It will create a pathway to work with DSIT and UK Research & Innovation on a submission to the next Spending Review for place-based funding – though not necessarily through the single regional settlement.
- 2.13 The Innovation Board, supported by WMCA officers and senior university leaders, are developing a strongly evidenced position about how public investment in R&D can be increased, and ensuring that has a genuinely transformative impact on the region's economy. This includes bringing together three strands:
- a) Knowledge of R&D excellence, covering the academic/research base and translational assets which help apply technologies to commercial use.
 - b) Business opportunity, given the nature and scale of the region's business base.
 - c) FDI and global market trends, to understand the direction and extent of growth and relationships with key investors and markets.

Trade & Investment

- 2.14 The DDD proposes how the WMCA and DBT should strengthen and deepen their successful partnership, by formalising engagement at the city region level by co-developing a West Midlands international strategy and delivery plan spanning both trade and investment.
- 2.15 Good progress is being made with the development of the West Midlands International Strategy (WMIS) and the engagement of key stakeholders. Local authorities, the WMCA, universities and a limited number of other anchor institutions – including Chambers of Commerce and Birmingham Airport – have been engaged on a 1:1 basis to discover their priorities for WMIS. Representatives from these organisations also attended a workshop on 30th August to discuss emerging issues. Representatives from the Department for Business & Trade (DBT) have been engaged throughout the process so far and Metro Dynamics also held a session with their Midlands' Leadership Team on 4th September. DBT have confirmed that they found the session useful.
- 2.16 To date, the following analysis has been undertaken:
- **Benchmarking** – the purpose of this analysis was to define the baseline of the West Midlands' current economic capabilities, visitor & talent attractiveness, and main sector performances; to identify strengths and weaknesses or gaps against similar comparator locations across a number of pillars and themes; and to identify areas of best practice as exemplified by other benchmarked locations that can be incorporated into the strategy and the Delivery Plan.

- A list of **assets** that can make a play on the international stage. The initial list identifies 22 internationally significant assets across the themes of Research & Development; Higher Education & Training; Transport Hubs; Real Estate; Business Clusters; Policy levers; Incubators & Accelerators; Utilities & Resources; and Quality of Life. The initial product was tested with the WMIS Working Group (7th September), whose representatives have committed to providing further comments in writing in due course.
- An initial headline **market prioritisation** across the pillars of FDI Attraction, Capital Investment, Exports and Trade, Innovation and Higher Education, and the Visitor Economy.

2.17 The stakeholder workshop on Wednesday 30th August considered the emerging findings and debated the key policy issues, such as priority markets and how best to grow the region's exports. Feedback from stakeholders on the workshop was that it was valuable and thought-provoking, to the extent that the consensus has been that the issues raised merit further detailed consideration. Wider engagement with a broader set of stakeholders – including the private sector – has also not been possible given the timeframes and summer holidays.

2.18 As a consequence, the product that was scheduled to go to the WMGC Board and Economic Growth Board in September would not have been as detailed – or consulted on as broadly – as intended. In addition, as the EGB has noted previously, there are wider matters to be resolved such as the WMCA's relationship with Warwickshire and how to reconcile it with the county's economic significance as part of the region's international pitch; and how best to align the International Strategy with the nascent work on West Midlands 2035 Symposium to ensure clarity and consistency of purpose and message.

2.19 WMGC had therefore agreed with WMCA that the WMCA Board will consider a product from the consultants at its meeting on 20th September. The feedback and discussion from this meeting will be used to shape a “green paper” – along with further detailed discussion with a smaller group of regional stakeholders – to be presented to EGB on 16th November.

2.20 This approach culminate in a final WMIS and Delivery Plan being recommended to the EGB in March 2024. This will essentially give WMIS and its subsequent Delivery Plan a longer development period, with more opportunity to consult with key stakeholders, the wider private sector, young people and an expert panel.

2.21 One of the key commitments in the Deeper Devolution Deal (DDD) was for DBT to strengthen and deepen its partnership with the region. The Deal text notes that:

“Upon the West Midlands Growth Company obtaining agreement with all local stakeholders (including WMCA and its local authority members and respective local enterprise partnerships), DBT will:

- *Recognise the West Midlands Growth Company as the lead agency for trade and investment on behalf of the WMCA; and*
- *Adopt the WMCA economic geography as the frame of reference for related DBT trade and investment matters for the WMCA area.”*

- 2.22 While the region's relationship with DBT (or DIT at the time) was considered by the WMCA Board on 13 January 2023 as part of the LEP Integration Plan, the decision taken does not wholly align with the wording in the Deal text; a further decision is required to give effect to this commitment.
- 2.23 Economic Growth Board is therefore recommended to agree that the West Midlands Growth Company will act as the lead agency for trade and investment on behalf of WMCA. In doing so, Economic Growth Board recognises that DBT will adopt the WMCA economic geography as the frame of reference for related DBT trade and investment matters for the WMCA area.

3 Financial Implications

- 3.1 There are no direct financial implications arising from this report, however the biannual meetings may result in further implications that will need to be considered according to WMCA governance. Any costs associated with the existing scope will be covered through existing budgets.

4. Legal Implications

- 4.1 Clause 7 of the Strategic Productivity Partnership states that the Terms of Reference may be varied only by a written agreement signed by both parties.
- 4.2 There are no other legal implications arising from the report.

5. Equalities Implications

- 5.1 There are no immediate adverse/negative implications arising from this report following consideration of the questions within the Health and Equity Impact Assessment
- 5.2 The focus of the Strategic Productivity Partnership on promoting business support and access to it includes considerations of equality. For example, removing barriers that prevent female- or ethnically-owned businesses from accessing finance or business support, will have a positive impact on productivity in the West Midlands. Increasing the accessibility of all parts of the business community to available support will be a key component of the Partnership's agenda.

6. Inclusive Growth Implications

- 6.1 The Partnership may offer potential for the WMCA to pilot innovative ways of delivering its inclusive economic growth agenda through the new structures, efficiencies or mechanisms.
- 6.2 The WMCA's definition of inclusive growth is: "A more deliberate and socially purposeful model of growth, measured not only by how fast or aggressive it is; but also, by how well it is created and shared across the whole population and place, and by the social and environmental outcomes it realises for our people". This definition, alongside the eight fundamentals of inclusive growth are detailed in the Inclusive Growth Framework that was approved by WMCA Board in 2018.

6.3 As the Strategic Productivity Partnership will develop over time, officers will work closely with the Inclusive Growth Team to ensure that the Inclusive Growth fundamentals are embedded into its activity.

7. Geographical Area of Report's Implications

7.1 The Strategic Productivity Partnership relates to the 7-met WMCA area.

8. Other implications

8.1 None.

West Midlands Strategic Productivity Partnership

Terms of Reference

1. Background

The Levelling Up White Paper sets a target to boost productivity, pay, jobs and living standards by growing the private sector, especially in places where they are lagging. However, UK productivity growth, which is the bedrock of higher living standards, has slowed since the global financial crisis and lags behind comparative economies.

At the firm-level, the uptake of business support is one of the key determinants of productivity, and businesses that seek external advice are more likely to experience high growth. The proportion of businesses in the UK accessing support and particularly for growth, however, is low compared to other countries, which evidence suggests is partly due to the complexity and fragmentation of the business support landscape.

2. Purpose

The West Midlands Strategic Productivity Partnership (SPP) is established to provide coherence, coordination and complementarity among business support and advisory services commissioned locally and nationally, and to maximise value for money. The SPP will comprise officers from Department for Business and Trade (DBT), Department of Levelling Up, Housing and Communities (DLUHC), Department for Culture, Media and Sport (DCMS) and West Midlands Combined Authority (WMCA).

3. Objectives

The objectives of the SPP are to:

- Help facilitate the WMCA's new, empowered role in integrating, promoting and overseeing business support and advisory services, small and medium-sized enterprise finance and the broader commitments agreed as part of the West Midlands Deeper Devolution Deal.
- Allow sharing of information and intelligence on live and upcoming business support and advisory services, to bring coherence between national and local activities and maximise value for money.
- WMCA will raise local priorities for future business support and advisory services to inform and influence government's future commissioning priorities.
- Establish how the West Midlands can become a test bed for what works in business support.

- Create a pathway for a submission to the next Spending Review regarding business support and advisory services.
- Government will work proactively with WMCA to put in place structures and mechanisms for the devolution or co-commissioning of future business support where it makes sense to do so. Business support may form part of the WMCA's simplified funding settlement in the future.
- Seek alignment between national support providers and products (e.g. Help to Grow, Made Smarter, Innovate UK EDGE, Export Academy) including data sharing agreements to facilitate cross referrals and analysis.
- Seek alignment between local government statutory functions (eg. business rates, planning, trading standards) and wider business support services and engagement.
- Coordinate activity with the Strategic Innovation Partnership and Strategic Place Partnership

4. **Membership**

The SPP will comprise:

- Deputy Director for Small Business, DBT
- Deputy Director for Investment, DBT
- Director, UK & Regional Funds, British Business Bank
- Deputy Director for Cities & Local Growth (tbc), DLUHC
- Deputy Director, tbc, DCMS
- Director of Strategy, Integration and Net Zero, WMCA

Officers from relevant departmental agencies as and when required.

4. **Meetings**

The SPP will meet at least twice a year. Meetings will be virtual, with the option of face-to-face meetings. The SPP will be chaired by WMCA.

5. **Procedures**

The SPP will establish its own procedures for conducting its business. The SPP will be guided by the following principles:

- Openness and transparency: actively seeking and listening to stakeholders' views and feedback
- Accountability: regularly reporting to stakeholders
- Efficiency: keeping agendas streamlined
- Effectiveness: working with purpose towards the agreed objectives
- Ambition: aiming at the Levelling Up Missions

The agenda will be prepared in collaboration with members prior to each meeting and shared by WMCA at least one week in advance.

6. Reporting

Following each meeting of the SPP, WMCA will provide notes to be agreed by participants as an accurate record.

The SPP will report to the Secretary of State for Business and Trade and the WMCA's Economic Growth Board at least once a year and will include a review its objectives, membership, procedures and performance.

7. Variation

These Terms of Reference may be varied only by a written agreement signed by both parties.

24 April 2023

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Economic Growth Board

Date	22 September 2023
Report Title	Business Growth West Midlands
Portfolio Lead	Economy & Innovation
Accountable Chief Executive	Laura Shoaf, West Midlands Combined Authority email: laura.shoaf@wmca.org.uk
Accountable Employee	Ed Cox, Executive Director for Strategy, Economy & Net Zero email: ed.cox@wmca.org.uk
Report has been considered by	Directors of Economic Development

Recommendations for action or decision:

The Economic Growth Board is recommended to:

- (1) The updates be noted.
- (2) The proposed approach for delivering additional support to West Midlands businesses be agreed.

1. Purpose

1.1 This paper updates Economic Growth Board on:

- Business Growth West Midlands progress since July
- UKSPF grant
- Commissioning of regional programmes
- DBT 'Growth Hub' funding

1.2 The paper also recommends a proposed approach for delivering additional support to West Midlands businesses, following the securing of £380,000 of Department for Business and Trade (DBT) 'Growth Hub' funding. This approach has been discussed with the Business Support Regional Operations Group and endorsed by Directors of Economic Development. The background information to this recommendation can be found in Section 6 of this paper.

2. Business Growth West Midlands (BGWM) Service Update

2.1 The overall BGWM service is now beginning to become established with key highlights from monthly data to 31 July 2023 presented below.

2.2 Over 1,800 businesses and start-ups were assisted in the first four months of financial year 2023/24. Given the pressures of transitioning the service and pivoting and mobilising teams across all seven local authorities this is an excellent start. In many instances, activity is led by legacy capacity in Birmingham, Solihull and Coventry, which demonstrates that despite the transitioning of the service that existing capability and capacity is continuing to deliver.

2.3 'Numbers of enquiries' from businesses has shown a significant jump from the initial promotion of the service while 'businesses supported' has shown more organic growth. These are both positive trends given the relative lack of marketing and push through from the regional website (and portal) which has only begun in earnest from September 2023.

2.4 The number of diagnostics completed in July 2023 was 110, which has doubled the total figure from Q1 2023. This is particularly noteworthy as it represents in-depth engagement with target businesses and the formulation of growth plans for them. This figure includes engagement with regional programmes and other support as well as, in identified companies, ongoing account management.

2.5 The launch event on Tuesday 12 September at Coventry Arena was well received with more than 650 attendees on the day. A significant proportion of those in attendance were businesses who had not previously engaged with publicly funded business support services. Local authority business support 'spokes' were fully represented and are working to follow-up on the queries received.

2.6 A fuller breakdown of region-wide performance for BGWM can be found below:

Enquiries	Apr-23	May-23	Jun-23	Jul-23	Total
Enquiries per month	271	221	275	417	1184
Enquiry Type - Website	80	107	96	186	469
Enquiry Type - Email	32	47	35	110	224
Enquiry Type - Phone	29	26	42	31	128
Enquiries from outside the area	31	31	44	21	127
Total	172	211	217	348	948*

* Not all enquiry types have been formally recorded

Unique Business Supported by Size	Apr-23	May-23	Jun-23	Jul-23	Total
Pre-start (not trading)	15	21	31	40	107
Start-up (trading less than 12 months)	56	52	65	67	240
Micro (trading, 1-9 employees)	238	248	262	235	983
Small (10-50 employees)	81	102	83	115	381
Medium (50-249 employees)	14	21	19	37	91
Large (250+ employees)	5	3	8	2	18
Total	409	447	468	496	1820

Data Collection	Apr-23	May-23	Jun-23	Jul-23	Total
Diagnostics completed	41	27	28	110	206
Referrals from core advisory service (internal and external)	129	66	115	121	431
EDI forms completed	226	276	262	483	1247
Feedback forms completed	6	7	5	1	19

- 2.7 The data above is being collected to provide a snapshot of performance of the service. Currently, it is self-reported and therefore has not been subject to full verification, which means some sections may not sum due to partial data recording (eg. enquiries).
- 2.8 To work towards a consistent and high-quality regional service, a monthly regional front-line advisers forum has been established and met for the first time on 7 September. This forum, attended by more than 50 advisors and account managers from across the region, will facilitate collaboration and the sharing of expertise, information and ideas and provide valuable feedback from the frontline on what is happening with businesses and the service.
- 2.9 In tandem with this, we have created an Innovation and Business Support Forum where, on a bi-monthly basis, delivery partners come together to build and share information, seek to align programmes and respond to challenges in building a more integrated ecosystem for West Midlands businesses. This new forum met for the first time on 7 September and included programmes that are not in the direct financial or contractual control of the WMCA.

3. UK Shared Prosperity Fund

- 3.1 UK Shared Prosperity Fund Year 2 allocation was formally confirmed by DLUHC on 16 August with all funds received. This confirms funding of £15,438,762 for business support to March 2024.

3.2 Back-to-back funding agreements were issued to local authorities on 24 August and, subject to signature, this will enable release of a first tranche of funding of 60% of the total double devolved Year 2 allocation to each local authority.

4. Commissioning of Regional Programmes

4.1 Contracts for the Decarbonisation Net Zero and the Investor Readiness programmes are now completed and mobilisation is well underway with launch activities planned for later this month.

4.2 The tender specifications for the High Growth Accelerator and Supply Chain Support programmes have been completed and the tender process for these programmes will commence later this month.

5. Overview of mobilising £84m of specialist programmes:

5.1 The following table provides an overview of all business support programmes offered on a regional basis.

Programme Name	Funding	Funding Route	Programme Summary	Delivery Partner	Targets/ Outputs	Status	Geography
Decarbonisation Net Zero Programme	£4,600,000	UKSPF	The Decarbonisation Net Zero Programme aims to provide information and expert advice and support to businesses enabling them to make significant decarbonisation and money saving changes to their business.	Consortium led by Aston University	2372 businesses supported with at least 3 hours of Information & Advice through 1-2-1/1-2-many 1437 Energy Assessments	Contracted	WMCA Area
Investor Readiness Programme	£2,200,000	UKSPF	The WM Investor Readiness programme aims to address demand-side weaknesses in Small to Medium Enterprises (SME) access to external finance in the West Midlands.	2 x consortia. One led by Oxford Innovation in six LA areas & one by C&W Growth Hub in Coventry	At least 3 hours of Information & Advice through 1-2-1/1-2-many 24 hours of 1-2-1 mentoring support to get businesses ready to pitch to potential investors	Contracted	WMCA Area
FDI Internationalisation	£3,200,000	UKSPF	Funding to the West Midlands Growth Company to support inward investment to the region	The West Midlands Growth Company	Generation of new regional businesses and job creation	In delivery	WMCA Area
High Growth Accelerator	£1,700,000	CWGLF	Aim to help high growth businesses in the West Midlands manage their growth more sustainably and increase the pace of growth.	TBC	50 businesses supported on their high growth journey.	Tender under development	WMCA Area

Programme Name	Funding	Funding Route	Programme Summary	Delivery Partner	Targets/ Outputs	Status	Geography
Supply Chain Transition	£1,000,000	CWGLF	The Supply Chain Transition Programme aims to help small and medium-sized enterprises (SMEs) in the West Midlands (WM) to diversify their customer base by winning new orders in growing areas of the economy. It will do this through a combination of workshops, intensive one-to-one coaching, peer to peer support and events that host buyers from organisations seeking to diversify their supplier base in the West Midlands.	TBC	Aims to help 160 firms in the West Midlands	Tender under development	WMCA Area
Social Economy							
Social Economy: Business Growth Support Programmes	£1,743,000	CWGLF	A suite of 6 programmes that will support up to 160 Social Entrepreneurs improve their business skill and confidence in order to improve their sustainability, grow revenue, increase employment and volunteering and increase their social impact. Participants on 4 of the 6 programmes will receive an incentivized grant to encourage income growth. LAs will be able to support recruit participants once this begins in October.	TBC	160 Social Entrepreneurs supported 4 incentivized grants to encourage growth	Currently out to tender	WMCA Area
Local Place Based Cluster Investments	£400,000	CWGLF plus others	8 locations (typically ward sized) will receive seed funding (£50k each) to develop an action and investment plan to build a sustainable ecosystem that supports a healthy social & circular economy. Each 'cluster' will be led by a local	TBC	£50k seed funding for 8 locations	The locations will be selected by the 7 LAs with the 8 th selected by	WMCA Area

Programme Name	Funding	Funding Route	Programme Summary	Delivery Partner	Targets/ Outputs	Status	Geography
			organisation who will bring the community and key stakeholders together to build the plan from the bottom up.			Power to Change as joint funder	
Heritage and Culture							
Business Resilience and Freelancer support	£250,000	CWGLF	The overall objective is to create a stronger and more resilient heritage and culture sector	TBC	Diversity, capacity/skills of cultural workforce with a more resilient heritage and culture sector	Tender under development	WMCA Area
Nationally funded programmes delivered across ITL1 West Midlands							
Business Energy Assessment Service (BEAS)	£24,610,871	DESNZ/ DLUHC	The objectives of this project are to support WMCA and regional efforts to overcome market failures inhibiting energy-exposed West Midlands manufacturers and businesses (in the ITL 1 region) from mitigating the impacts of energy cost rises and the transition to net zero. The approach has been developed with the help of the West Midlands Industrial Energy Taskforce.	TBC	2000+ Energy Efficiency Audits and £15.5m in grants to support energy efficiency improvements. (LINKED TO Decarbonization Net Zero)	Full Business Case to WMCA Board in September	West Midlands ITL1
Made Smarter – West Midlands (MSWM)	£6,900,000	DBT	To support manufacturing SMEs in the West Midlands to use digital technologies to overcome challenges or access opportunities to: increasing productivity developing resilience	Lead: C&W Growth Hub	330 Digital roadmaps 330 Businesses Assisted 1000 Businesses registered 132 Grant funded Projects	In delivery	West Midlands ITL1

Programme Name	Funding	Funding Route	Programme Summary	Delivery Partner	Targets/ Outputs	Status	Geography
			increasing competitiveness		£2,640,000 in grants 60 Leadership Training		
Innovation Accelerator							
DIATOMIC	£6,042,616	IUK	DIATOMIC (Digital InnovAtion TransfOrMatIve Change), is a multidisciplinary cross-cutting programme that will build the innovation capability and capacity to drive growth and prosperity locally, and enhance the reputation of the West Midlands globally. This project is led by Connected Places Catapult, and partnered by local universities, Birmingham City Council and the Birmingham Chambers of Commerce and Industry. It builds on existing projects, such as 'CREME', 'Unlocking Social and Economic Innovation Together' and 'Digital Innovation in Public Sector'.	Lead: Connected Places Catapult	<ul style="list-style-type: none"> • a digital twin to drive the use of data in place-based decision making • innovation in procurement to drive city challenges to SMEs • enabling new solutions around Health Tech / Clean Tech and Med Tech with an inclusive innovation network to ensure that all people, organisations and communities can contribute and take part in the challenges • opportunities to build bilateral international innovation links for the region and build on the existing relationship between Birmingham and Ulsan. 	In delivery	Birmingham and Solihull

Programme Name	Funding	Funding Route	Programme Summary	Delivery Partner	Targets/ Outputs	Status	Geography
WMIP2.0	£2,888,317	IUK	The Project addresses the "Capability and Capacity" strand of the West Midlands Innovation Accelerator, supporting cross-sector, demand-led innovation and enhancing the connectedness and operation of the region's innovation ecosystem.	Lead: WMCA	<ul style="list-style-type: none"> • 15 new demand-led business support programmes developed and delivered • 250 new collaborations, many of them cross-sector • 650 businesses assisted • 80 new jobs • 100 innovation network events for 6000 attendees • £20m private and public sector resource levered 	In delivery	WMCA Area
Clean Futures	£8,034,908	IUK	<p>The aim of Clean Futures (CF) is to develop the West Midland's innovation ecosystem and drive economic growth, engage with industry and address the:</p> <ul style="list-style-type: none"> • Route to market challenges faced by SMEs in the transport sector • Support the transition of manufacturing capability and associated supply chains from fossil-fuelled transport products to clean-tech transport • Support the selected SMEs to transition, develop and demonstrate clean tech transport solutions to Tier 1 and OEMs. 	Lead: Connected Places Catapult	providing focused support for 40 SMEs in total.	In delivery	WMCA Area

Programme Name	Funding	Funding Route	Programme Summary	Delivery Partner	Targets/ Outputs	Status	Geography
WMHTIA (6D)	£14,513,471	IUK	<p>The West Midlands '6D' Innovation Accelerator (6D-IA) will unite key players across the region (universities, hospitals, industry and government-funded 'Catapults' for manufacturing innovation) creating coordinated series of activities that will help companies to navigate "pinch-points" in the process of medical translation.</p> <p>The 6D-IA will also provide a national focus for the development and deployment of new healthcare technologies, growing a vibrant and self-sustaining cluster of activity centred in the new Precision Healthcare Technology Accelerator, leveraging major recent private investment alongside significant regional assets to attract and support medical innovators.</p>	Lead: University of Birmingham	<p>Consortium-wide triage approach to diagnose Company needs and development of action plan</p> <p>Programme of targeted training & support for innovators</p> <p>Innovation support for product development & prototyping</p> <p>Testing & evaluation services with global market access support</p> <p>Leverage strengths in manufacturing innovation to upskill Companies within the sector, and support non-health tech companies and supply chains to expand into it.</p> <p>Ongoing evaluation and sustainability work to refine activities and create regional/national evidence base for 'what works' in Health Tech sectoral support.</p>	In delivery	WMCA Area

Programme Name	Funding	Funding Route	Programme Summary	Delivery Partner	Targets/ Outputs	Status	Geography
Biochar	£1,822,376	IUK	The Biochar Innovation Accelerator project will strengthen the supply chains and also expand participation in the cluster of companies investigating market opportunities for applications of the technology. These include productive use of waste and residues to replace the need for fossil fuel-based resources in applications such as renewable heat and power, planting materials for green roofs, green walls, urban trees and plant growth enhancers. New, lower Technology Readiness Level (TRL) products could include use as advanced building materials and protective coatings.	Lead: Aston University	Core supply chain developed in the West Midlands Cluster of users to pilot new applications Customers for the equipment and materials Opportunities for supply chain and cluster Collaboration with businesses to develop new products and services Ongoing business and research development	In delivery	WMCA Area

6. Department for Business and Trade Funding

- 6.1 In addition to the already allocated UKSPF funds for regional programmes and the local authority led SME advisory service, core business support funding has also been offered by the Department for Business and Trade (DBT). This is of a total value of £420,000. This includes a £40,000 allocation for cluster lead duties in the ITL1 West Midlands, which has been undertaken by Coventry and Warwickshire Growth Hub in recent years. As previously highlighted, this activity will continue to be delivered by Coventry and Warwickshire Growth Hub for financial year 23/24.
- 6.2 The remainder of the funding will be used to fund the WMCA 'Core Hub' staff team on BGWM. This will allow the UKSPF allocation for supporting Core Hub staff to be recycled back into other regional priorities, freeing up an additional £380,000 of UKSPF for regional priorities.
- 6.3 Following consultation with the Business Support Regional Operations Group, and Directors of Economic Development, while there was no clear consensus over best use of these funds, there was majority support for increasing the small grants pot in localities. Given the early stage of the BGWM service, the need to spend in year, clearly demonstrated demand for grants and uncertain demand for regional programmes at this point, it is proposed to allocate the funding to small grants in localities.
- 6.4 Following the principles of the business support review, it is likely that any future regional underspends will focus on increasing the scale and/or scope of regional programmes. This will be done in full consultation with the Business Support Regional Operations Group and Directors of Economic Development (and Economic Growth Board as appropriate).

7. Strengthening links with the private sector offer

- 7.1 To gather private sector feedback into the business support ecosystem being developed under the auspices of Business Growth West Midlands, it is proposed that a Strategic Advisory Group be established. This will gather Business Representative Organisations, banks, professional services firms and other key stakeholders to ensure the support available is meeting the needs of local businesses, is not "crowding out" private sector provision and works in collaboration with it. It is proposed that the first meeting of this Advisory Group will be in early November.

8. Financial Implications

- 8.1 There are no direct financial implications from this paper, however it demonstrates how Business Growth West Midlands is supported, in full, by grant funding through a mix of, primarily, UK Shared Prosperity Fund with some additional funding through the Commonwealth Games Legacy Fund and Department for Business and Trade "core" funding.
- 8.2 There are likely to be financial implications in the future as the Business Growth West Midlands programme is deployed and delivered.

9. Legal Implications

9.1 There are no new direct legal implications arising from this report.

10. Equalities Implications

10.1 There are no direct equalities implications. However, Business Growth West Midlands is closely monitoring equality, diversity and inclusion as it relates to businesses supported through the service and will look to put in place additional measures and support, as required, to meet the needs of the diversity of the business base in the West Midlands.

11. Inclusive Growth Implications

11.1 There are no direct inclusive growth implications. However, the overarching aim of Business Growth West Midlands is to ensure that all businesses, regardless of geography, benefit from expert support that enables growth across the region and in all communities. In addition, commissioning of regional programmes is based on ensuring that businesses and communities across the geography benefit from those programmes and that is a key outcome of the tendering process.

12. Geographical Area of Report's Implications

12.1 The report relates to the seven constituent authorities area.

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Economic Growth Board

Date	22 September 2023
Report Title	Further Education Innovation Fund
Portfolio Lead	Economy & Innovation
Accountable Chief Executive	Laura Shoaf, West Midlands Combined Authority email: laura.shoaf@wmca.org.uk
Accountable Employee	Ed Cox, Executive Director for Strategy, Economy & Net Zero email: ed.cox@wmca.org.uk Clare Hatton, Interim Executive Director for Employment, Skills, Health and Communities email: clare.hatton@wmca.org.uk
Report has been considered by	Directors of Economic Development

Recommendations

Economic Growth Board is recommended to:

- (1) Note that WMCA area further education colleges are invited to submit bids for a share of £2.5m Grant funding from Innovate UK to run further education innovation projects.
- (2) Note that WMCA is convening and supporting relevant further education colleges to develop bids for the Grant that align to the West Midlands (WM) Local Skills Improvement Plan and the WM Plan for Growth.
- (3) Delegate authority to the WMCA to make the local selection decision for funded projects, to the below listed key and Statutory Officers:

- (a) Interim Director for Employment, Skills, Health and Communities,
 - (b) Section 151 Officer and Monitoring Officer, to make the local selection decision for funded projects.
- (4) Provide guidance for the types of projects that will add most value in delivering local priorities and inclusive economic growth.

1. Purpose of the report

- 1.1. The purpose of this report is twofold: Firstly; to bring to the awareness of the Economic Growth Board (EGB) plans for a new Further Education Innovation Fund for further education colleges in the WMCA area; Secondly; to document the recommendation put herein to the EGB in accordance with WMCA governance.

2. Background

- 2.1. The West Midlands Devolution Deal includes an innovation chapter which in summary outlines new arrangements between relevant government departments and the WMCA to:
- Continue to deliver, and learn lessons for future related programmes, through the West Midlands Innovation Accelerator pilot.
 - Form a new Strategic Innovation Partnership that will give the WMCA a new and influential role informing the national research and innovation ecosystem at the strategic level. This will maintain progress towards delivering the commitments set out in the Devolution Deal.
 - Work together to grow innovation clusters. Innovate UK and DSIT will work in partnership with the WMCA to grow the city region's innovation ecosystem.
- 2.2. As part of pillar three "work together to grow innovation clusters", there are a number of specific commitments to take action around. One such commitment under this pillar of the Devolution Deal is the Innovate UK and West Midlands Action Plan, which the Economic Growth Board endorsed for launch in July 2023.
- 2.3. Another explicit commitment is that, "the government and Innovate UK will work with WMCA to pilot new approaches to boost innovation adoption and diffusion across the local business base. This will include the pilot Innovate UK further education innovation fund, which will fund further education colleges to pursue innovation activities.
- 2.4. This report sets out arrangements for taking the commitments referred to at 2.2 and 2.3 above forward.

Innovate UK Further Education Innovation Fund

- 2.5. Innovate UK has £10m of grant funding to award to further education colleges in the UK for new pilot projects to strengthen their role in local innovation ecosystems.
- 2.6. As part of the Devolution Deal, Innovate UK has ringfenced £2.5m for WMCA area further education colleges.
- 2.7. A call for projects is anticipated to be issued in October 2023 and with funding awards completed by end of March 2024. Projects will then have 12 months to undertake delivery. Funding is limited to further education colleges, and they cannot pass on any funding to businesses or other institutions. Projects must use funding for activities and resources that will engage businesses in the WMCA area.
- 2.8. The aim of the funding is to create innovation centres of excellence in further education colleges around the UK, recognising that colleges work with distinct groups of employers when compared to universities, and also recognising that further education colleges often exist in places where universities do not.
- 2.9. The types of projects can include upskilling further education staff, student placements, and bespoke training programmes. Other interventions can also be considered provided that they meet the scope and eligibility of the funding call. All interventions should have a focus on supporting SMEs in the WMCA area to adopt innovative technologies, process, and/or business models.
- 2.10. Projects are required to align and enhance the growth of the West Midlands Plan for Growth clusters. They should create centres of excellence within further education colleges and or groups of further education colleges, in order to:
 - Address skills gaps for innovative businesses
 - Transfer knowledge to enable technology adoption.
 - Increase access and utilisation of technical equipment and facilities for businesses.
- 2.11. WMCA is invited to select which further education colleges can apply for this funding opportunity. In response it is proposed that further education colleges whose primary base is within a local authority area of one of the seven constituent members of the WMCA are able to apply as lead applicants. Further education colleges whose primary base is within a local authority area of a non-constituent member of the WMCA are able to be involved as part of a consortia. Consortia bids are encouraged to ensure distinctiveness and to pool resources, thereby enabling the bidding and delivery elements of this funding opportunity.

- 2.12. Independent Assessors identified by Innovate UK will assess bids and make funding award decisions. Of those projects that are assessed by Innovate UK as high-quality applications, WMCA is then invited to take final local selection decisions using local strategic fit considerations. It is recommended that final local selection decisions are delegated to the WMCA Interim Director for Employment, Skills, Health and Communities, Section 151 Officer and Monitoring Officer. The decision will be taken based on advice from a selection of relevant WMCA policy Officers and West Midlands Innovation Board members.
- 2.13. The recommendation for delegated decision reflects the timelines for local selection decisions which fall outside of the regular schedule of the Economic Growth Board. Accordingly, the the risk that timely decisions cannot be taken, leading to delays for further education colleges receiving funding, is appropriately treated.
- 2.14. WMCA Officers not involved in the local selection decision will support further education colleges who wish to apply in understanding eligibility and scope of the funding. Additionally, such Officers will function, as active peer reviewer of emerging applications to support with high quality submissions. This will also include convening regular community of practice meetings with all further education colleges that intend to apply.

Next steps

- 2.15. The Principals of all WMCA area further education colleges have been informed of this opportunity and are now able to access WMCA support, in the run up to the submission of applications in October 2023.
- 2.16. The Economic Growth Board is invited to note this approach and offer advice or comments on the approach to the funding opportunity that has been outlined in this report. There is a specific recommendation to delegate the local selection decision of projects to the Interim Director for Employment, Skills, Health and Communities, Section 151 Officer and Monitoring Officer.
- 2.17. The Economic Growth Board will be notified of the outcomes of applications in Spring 2024.

3. Financial implications

- 3.1. The paper is asking to delegate approval to make the local selection decision for funded projects to Statutory Officers including Section 151 Officer.
- 3.2. There are no direct funding implications from this proposal as WMCA will only be providing support from existing resource to further education colleges who wish to apply for the Innovate UK funding of £2.5m. The funding body is Innovate UK and the further education colleges will be the recipients accountable for delivery.
- 3.3. It is not expected to impact on existing adult education provision from WMCA to further education colleges, as this will be distinctly different provision.

3.4. Although unlikely, should any future financial implications arise, they will be resolved through the WMCA governance routes.

4. Legal implications

4.1. There are no direct legal implications at this stage of the WMCA governance process. This report exclusively sets out the parameters of the funding opportunity and does not constitute “Authority to Contract” or approval to expend WMCA funds in advance of execution of the correlating Grant Agreement contingent on successful award.

4.2. No presumption is made in relation to the success of respective applications under the projects herein proposed. Accordingly, it is anticipated that any correlating commercial relationships formed will be ratified by the appropriate Form(s) of contract.

4.3. It is strongly recommended that no assurances that commit WMCA’s reputation and financial resources are given to participating colleges/businesses in advance of fully executed contracts.

5. Equalities implications

5.1. As this fund is targeted towards FE colleges in the WMCA region there are potential positive socio-economic and project beneficiary impacts, if the FE college is in a socio-economically deprived area, and if the protected characteristics of staff and students are known or disclosed. To confirm the potential positive impacts, a Health and Equity Impact Assessment will be completed.

6. Inclusive Growth implications

6.1. Further education colleges will be invited to discuss how they can increase inclusive economic growth aspects of their projects with WMCA Inclusive Growth Team.

6.2. Further education colleges are known to engage a diverse and inclusive range of businesses and students over and above those that engage with universities. Therefore, this fund will directly increase the inclusive growth activities of R&D and Innovation in the West Midlands. This aligns with the WMCA Inclusive Growth Framework.

7. Geographical area of report’s implications

7.1. The report refers to the West Midlands core economic area comprising Coventry and Warwickshire, Sandwell, Dudley, Walsall, Wolverhampton, Birmingham and Solihull.

7.2. All further education colleges whose primary base is in a local authority area of the WMCA are able to be part of this funding opportunity, subject to the generation of high-quality applications.

7.3. The lead applicant must be a further education college in a constituent local authority area.

8. Schedule of Background reports

- 8.1. West Midlands Combined Authority Trailblazer deeper devolution Deal 2023 - [\[Title\]](#)
publishing.service.gov.uk
- 8.2. West Midlands Plan for Growth - [plan-for-growth.pdf \(wmca.org.uk\)](#)



Economic Growth Board

Date	22 September 2023
Report title	Major Events Fund Update
Portfolio Lead	Economy & Innovation
Accountable Chief Executive	Laura Shoaf, West Midlands Combined Authority email: laura.shoaf@wmca.org.uk Neil Rami, West Midlands Growth Company email: neil.rami@wmgrowth.com
Accountable Employee	Pip Abercromby, Director of Finance & Commercial, West Midlands Growth Company
Report has been considered by	Major Events Advisory Group Executive Board

Recommendations for action or decision:

The Economic Growth Board is recommended to:

- (1) Approve the following documents which were considered and agreed by the Major Events Advisory Group:
 - (a) the governance for the Major Events Fund (Appendix 1);
 - (b) the Guiding Principles for evaluation (Appendix 1);
 - (c) the process timeline and process flow (Appendix 2);
 - (d) the application form (Appendix 1) which has been issued to all eligible authorities, the Scoring Mechanism and Criteria (Appendix 3)
- (2) Note that it will receive a prioritised list of projects for consideration and approval at its November meeting.

1. Purpose

- 1.1. This paper provides an update on the progress of the Major Events Fund since the Economic Growth Board (EGB) met on Wednesday 12th July 2023. It includes an update on the first meeting of the West Midlands Major Events Advisory Group and seeks various approvals from EGB.

2. Background

- 2.1. At its meeting on Friday 17th March 2023, the WMCA Board agreed (inter alia) to allocate £6m from the Commonwealth Games Legacy Enhancement Fund to enable the hosting and staging of major sporting, business and cultural events that will deliver regional economic impact. These events will require competitive bids to be developed and won, and financial and operational commitments from Local Authorities (LAs) to host. The March report also set out the role the WMGC which is to provide the secretariat function for the Major Events Fund programme.
- 2.2. At its July meeting, the EGB agreed to the establishment of the West Midlands Major Events Advisory Group (WM MEAG) to oversee the process and make recommendations to the EGB for approval. It was agreed that the WM MEAG would include Councillor and Officer representation from each Local Authority, as well as representation from the West Midlands Combined Authority (WMCA), Department of Culture, Media and Sport and VisitBritain.

3. Activity Update

- 3.1. WMGC prepared a Programme Business Case for the Fund which has been taken through the WMCA's Single Assurance Framework. It was approved by the Investment Board on 24th July 2023.
- 3.2. In parallel, owing to the urgent nature of the opportunity, on 19th July 2023 WMCA approved the allocation of £3m from the Major Events Fund to secure Sport Accord in the region in 2024. The win was announced on 29th August following signing of the contracts between SportAccord and Birmingham City Council (BCC) and has received significant coverage and support. Details of WMGC role in supporting BCC with delivery of this event have been discussed and a paper shared to provide detail on the approach to planning, pre-event engagement and anticipated opportunities for broad regional impact.
- 3.3. The first meeting of the MEAG was subsequently held on Friday 4th August 2023. Membership of the Group is attached at Appendix 4. Cllr Adrian Andrew, Deputy Leader at Walsall MBC was elected as Chair. Full consideration was given to the items that EGB is being asked to formally approve, specifically:
 - Governance Structure (appendix 1)
 - Guiding Principles for Evaluation (appendix 1)

- Revised Process Timeline and Process Flow (appendix 2) – concerns were raised regarding the tight deadline for the submission of applications. The deadline was originally set for 1st September, with a view to a MEAG meeting taking place on 6th September to shortlist events. The deadline has subsequently been extended to 22nd September and the recommended shortlist will be presented to the November EGB for approval rather than September.
- Application Form (appendix 1) Scoring Mechanism and Criteria (appendix 3) - the application form was agreed and issued to the seven constituent authorities plus all non-constituent members in the week commencing 7 August 2023. Follow up meetings have been held with all LAs on request to ensure the process is clear and address any queries.

The application form features fields to be completed where the responses are a combination of Yes/No, numerical data (that falls within a set of ranges) and a small number of qualitative responses. The scoring mechanism has been pre-defined based upon industry best practice and major event expectation for the Yes/No and numerical responses, and based upon our agreed principles for evaluation, desired outcomes and values for the region for the qualitative questions. This generates a clear percentage score for sport, business and cultural events that will identify those events that meet industry and regional benchmarks.

4. Next Steps

- 4.1. The deadline for the receipt of applications from LAs to the Major Events Fund by WMGC is 22nd September 2023.
- 4.2. The MEAG will now meet shortly afterwards, at a date to be agreed with the Chair (week commencing 7th or 16th October), to review the ranked shortlist of applications received against the agreed scoring mechanism and provide recommendations to be put to EGB.
- 4.3. The shortlist will be recommended to the EGB for approval on 16th November, and from then each event approved will then follow the WMCA's Delegated Sign Off (DSO) process.
- 4.4. Funding Agreements will be drawn up with each relevant Local Authority for any allocations of the Commonwealth Games Legacy Funding of which Major Events may be part and will be itemised in the schedule of funding as part of this agreement.
- 4.5. It is currently anticipated that the Fund will be fully allocated through the above process based upon discussions with all eligible stakeholders. If this is not the case then a second round may be undertaken. If this is the case, then the Advisory Group will pivot to become a Programme Board with further meetings to be scheduled for evaluation purposes (bid vs impact) across 2023/2024/2025.

5. Legal Implications

- 5.1. Formal recommendations of the Major Events Advisory Group will be reviewed by the relevant Executive Director and, if endorsed, those recommendations will be put forward for a formal decision to EGB or WMCA Board (whichever is most appropriate).

6. Finance Implications

- 6.1. There are no direct financial implications from this report, however there will be in future when the West Midlands Major Events Advisory Group propose major events to be funded from the £6m Major Events Fund.
- 6.2. The governance outlined in the Programme Business Case states that all financial decisions go through WMCA Executive Board.

7. Equalities Implications

- 7.1. There are no immediate equalities implications arising from this report.

8. Inclusive Growth Implications

- 8.1. There are no immediate equalities implications arising from this report.

9. Geographical Area of Report's Implications

- 9.1. There are no immediate equalities implications arising from this report.

10. Other implications

- 10.1. None.

11. Schedule of appendices

- Appendix 1: WM MEAG – Supporting Document (WM MEAG terms of reference, governance structure and process, proposed project plan timeline, guiding principles evaluation, content scoring mechanism/criteria)
- Appendix 2: Revised Process Timeline and Process Flow
- Appendix 3: WM Major Events Fund Application Form Guidance Notes
- Appendix 4: WM MEAG members and advisors/observers

West Midlands Major Events Advisory Group
Supporting materials
August 2023

3.) West Midlands Major Events Advisory Group Terms of Reference - Draft

Purpose	To provide oversight and direction for allocation of funds from the Major Events Fund held by WMCA on behalf of the region (created from Commonwealth Games Legacy funding in order to bolster the economy, trade and tourism and support initiatives).
Remit	<p>Inaugural Meeting – Early August</p> <p>Agree the guiding principles for assessing event potential / suitability of Major Events (Sport, Business and Cultural) as developed by external consultants who are leading in their field - Framework</p> <p>Agree the proposed content and scoring mechanism criteria of the Major Events Fund Application Form and attached guidance notes – based on the framework</p> <p>Agree the proposed Governance structure and process for the Major Events Fund Application Forms and approval of funding from the Major Events Fund</p> <p>Agree the timeline required and support for the Local Authorities to apply for funding from the Major Events Fund for events taking place up to and including 31 March 2025 (via the Major Events Fund Application Form)</p> <p>Report to Economic Growth Board in September 23 on all of above with recommendations for approval</p> <p>Second Meeting – Late August / Early September</p> <p>Consider a short list of recommendations for funding, proposed by the WMGC following application of the evaluation framework to all bids, to the Economic Growth Board in September 23 for approval</p> <p>Final Meeting – TBC</p>

	<p>Review performance measures for impacts in the region based on agreed measures by WMCA as part of the Grant Agreement and as submitted via their original Major Events Fund Application Form.</p>
Decisions	<p>Any decisions will be made by a simple majority of the Group members attending.</p>
Membership	<p>Political representatives from each local authority as members (Leader or Cabinet member with relevant portfolio for major events – Sport, Business and Cultural)</p> <p>The membership shall comprise:</p> <p>Chair – TBC - this role will be drawn from the political membership of the Group</p> <p>Birmingham City Council</p> <p>Coventry City Council</p> <p>City of Wolverhampton Council</p> <p>Sandwell Metropolitan Borough Council</p> <p>Dudley Metropolitan Borough Council</p> <p>Solihull Metropolitan Borough Council</p> <p>Walsall Council</p> <p>Representative from the Wellbeing Thematic Board if not covered by one of the Members above (this is to ensure, where possible, alignment with the Communities Grant Fund which will be supporting local events).</p>
Advisors/ Observers	<p>Experts in (business & leisure) tourism and events management</p> <p>West Midlands Combined Authority</p> <p>DCMS</p> <p>Individual leading on the Inclusive Communities Grant Fund</p> <p>Tourism & Hospitality Advisory Board</p>

	<p>VisitBritain</p> <p>Arts Council.</p>
Frequency	<p>Meetings will take place as above or otherwise as agreed in Birmingham / virtually. Urgent business may be put to the Board between meetings by correspondence or a virtual meeting may be held if required.</p>
Quorum	<p>The chair plus 4 other Members of the Group, or their alternates, will constitute a quorum.</p>
Agenda and minutes	<p>The agenda will be developed by the secretariat in consultation with the members. Minutes, decisions and actions will be captured by the secretariat and circulated to the membership.</p>
Secretariat	<p>The secretariat will be provided by the West Midlands Growth Company.</p>
Reporting	<p>The Group will report on progress to the Economic Growth Board and seek their approval for major decisions.</p>

4.) Governance structure for Major Events Fund Application Form and process

MEF GOVERNANCE



MEMBERS

Economic Growth Board (EGB)

Tom Westley Vice Chair	Cllr A. Andrew	Cllr P. Bradley	Cllr J. Cotton	Cllr M. Dormer	Cllr I. Courts	Cllr G. Duggins	Cllr B. Piper	Cllr S. Simkins	Cllr B. Sleight	Mayor A. Street	Lee Barron	Anita Bhalla	Sarah Windrum	Corin Crane	Matthew Hammond	Prof A. Subic	Mike Wright
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EGB Meetings
22 nd September 2023
16 th November 2023

MEMBERS

West Midlands Major Events Advisory Group (WM - MEAG)

TBC	Cllr S. Suleman	Cllr B. Ghakal	N/A	Cllr P. Harley	Cllr C. Singh Padda	Cllr W. Qais	Cllr A. Andrew
Jonathan Skinner	Andy Newman	Ian Fegan	David Nuttall	Kevin O'Keefe / Helen Martin / Balvinder Heran / Paul Mountford	Ben Percival	Mary Morrissey / Clare Rudge	Simon Tranter
WMCA	Birmingham City Council	City of Wolverhampton Council	Coventry City Council	Dudley Metropolitan Borough Council	Sandwell Metropolitan Borough Council	Solihull Metropolitan Borough Council	Walsall Council

*Representative from the Wellbeing Thematic Board, if not covered by one of the Members above, will join the WM-MEAG. This is to ensure, where possible, alignment with the Communities Grant Fund which will be supporting local events.

ADVISORS/OBSERVERS

Lucy Phipps / Isabelle De Cecco	TBC	TBC
DCMS	Tourism & Hospitality Advisory Board	Visit Britain OR Arts Council

SECRETARIAT

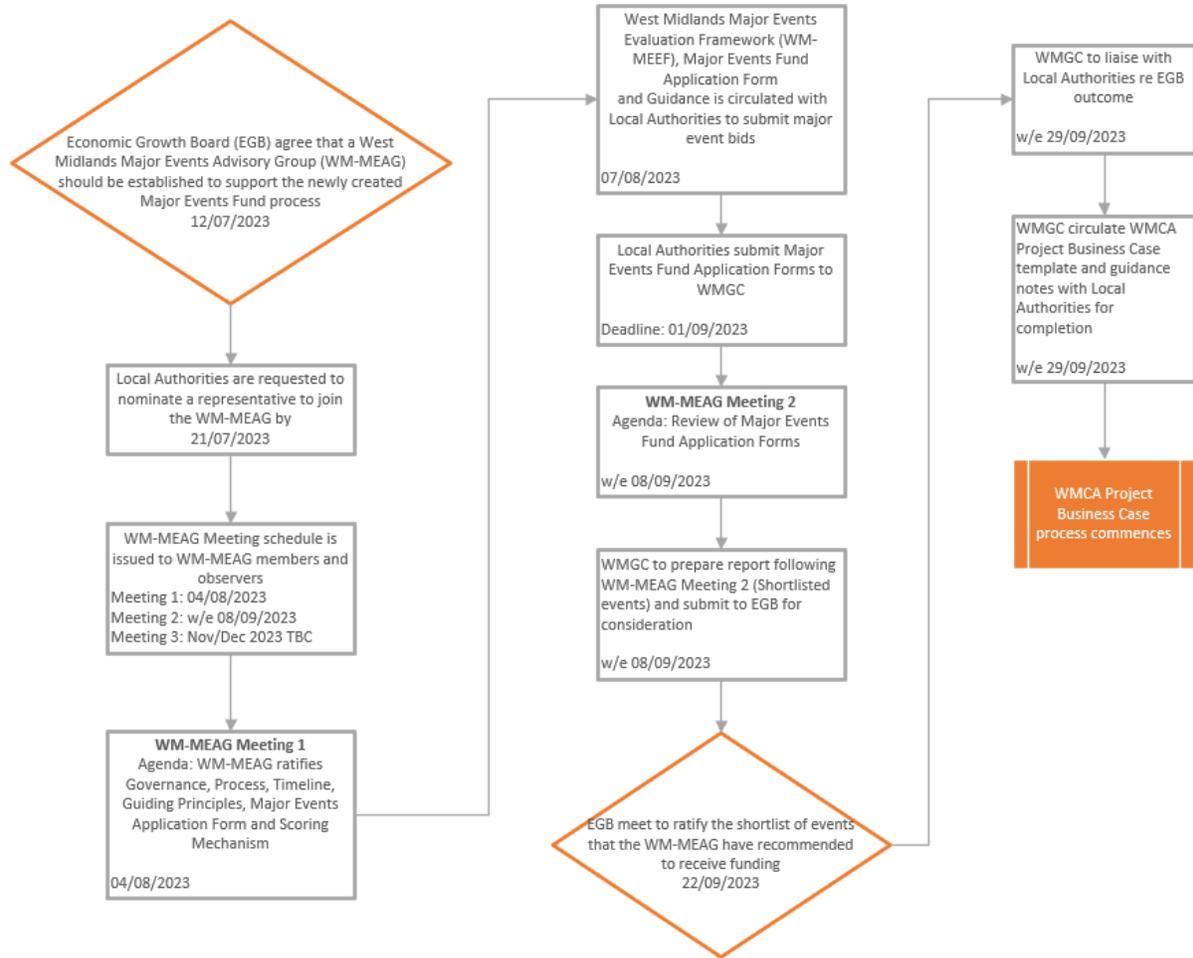
PA/CP/JL/FC/ED
WMGC

WM-MEAG Meetings
4 th August 2023
September 2023
TBC – Nov/Dec 2023

West Midlands Growth Company Internal Project Team

Pip Abercromby (Chair)	Caroline Pooley	Piyush Parmar	Joel Lavery	Fern Canning	Emma Davies	Jess Murphy	Consultants	Weekly Meetings
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Process Flow – outlining the timeline required and support for the Local Authorities to apply for funding from the Major Events Fund for events taking place up to and including 31 March 2025 (vis the Major Events Fund Application Form)



5.) Proposed Project Plan Timeline

MAJOR EVENTS FUND		31/07/2023	07/08/2023	14/08/2023	21/08/2023	28/08/2023	04/09/2023	11/09/2023	18/09/2023	25/09/2023	02/10/2023	09/10/2023	16/10/2023	23/10/2023	30/10/2023	06/11/2023
ACTIVITY/TASK	LEAD															
WM-MEAG Meeting 1: Meeting takes place	WM-MEAG	04/08														
WM-MEAG Meeting 1: Actions/Minutes are circulated	WMGC		07/08													
WM-MEAG Meeting 1: WM-MEAG decisions/recommendations are communicated to relevant stakeholders	WMGC		07/08													
West Midlands Major Events Evaluation Framework (WM-MEEF), Major Events Fund Application Form and Guidance is circulated with Local Authorities to submit major event bids	WMGC		07/08													
Local Authorities to complete Major Events Fund Application Form(s) and submit to WMGC	LAs															
Deadline for the submission of Major Events Fund Application Forms	LAs					01/09										
Major Events Fund Applications to be submitted to WM MEAG for consideration (WM-MEAG Meeting)	WMGC						05/09									
WM-MEAG Meeting 2: Meeting takes place	WM-MEAG						06/09									
WM-MEAG Meeting 2: Actions/Minutes are circulated	WMGC						06/09									
WM-MEAG Meeting 2: WM-MEAG decisions/recommendations are communicated to relevant stakeholders	WMGC						06/09									
WMGC to prepare report following WM-MEAG Meeting 2 (Shortlisted events to progress to WMCA PBC SAF)	WMGC						07/09									
Documents to be submitted to Economic Growth Board (EGB) for consideration (2 weeks prior to meeting)	WMGC						08/09									
EGB meeting to take place (22nd September 2023)	EGB							22/09								
EGB decisions/recommendations to be communicated to WMCG	EGB								25/09							
WMGC to communicate decisions/recommendations of EGB to relevant LAs	WMGC								26/09							
WM-MEAG and EGB ratified events to commence WMCA Project Business Case (PBC) Single Assurance Framework (SAF) Process	WMCA/LAs															

6.) Guiding principles Evaluation

Guiding principles for assessing event potential / suitability		
Strategic Priority	Criteria	Definition
Vision	Become known globally for being a great host of Major International Events	
Definitions	Sporting Events	Sporting events of national and international significance which focus eyes of the world onto our region and draw new visitors to our cities, towns and villages and building a region where our citizens, businesses and communities thrive.
	Cultural Events	Cultural Events, Awards and Festivals of national and international significance which focus the eyes of the world on our region, attract visitors and deliver positive outcomes for our citizens, communities and businesses (incl. music, performing arts, visual arts, crafts, literature, film, screen and digital culture)
	Business Events	Business Meetings and Conferences which draw new delegates into the region and drive economic impact and help promote our key sectors and strengths.
Alignment to stated priorities around Major Events	Welcoming	Events which are culturally inclusive, accessible and promote West Midlands as a welcoming event city region globally and across the UK
	Inclusive	Proactively engages communities, and provides opportunities for residents and visitors to spectate and participate in large scale events

	Diverse	Promotes engagement amongst protected groups/characteristics and strengthens social cohesion and cultural engagement
	Youthful	Target non-traditional audiences and appeal to the younger audiences especially building on the strength of our universities sector
	Innovative	Target events and formats which are new, innovative and emerging
	Collaborative	Work collaboratively across the region for shared interest and benefits for all stakeholders across the public, private and voluntary community sectors
	Sustainable	Develop sustainable opportunities and outcomes for long term sustainable impact
Strengthens Our Regional Events Portfolio	Sports, Cultural and Business Sectors	Hosting major events which align with our priority sports, cultural sector strengths and key business sectors and working with partners to identify new and emerging opportunities
	Venues	Working with primary venues and event hosts to consider gaps in the major event calendar targeting those which can help increase utilisation
	Seasonality	Achieving a year-round offer of major events which take place both indoor and outdoor venues during the summer and winter months
	Size	Targeting events that vary in scale from smaller niche events which might attract a strong and loyal following to major events which include large numbers of spectators or participants

	Frequency	A good blend of recurring, annual or bi-annual events which become a firm fixture on the major event calendar, complemented by one-off mega event hosting opportunities
Contributes to WM Regional Outcomes	Media Profile and Image	Events which enhance our status nationally and internationally as a major events region and help promote our unique assets and expertise
	Business and Economy	Events which provide opportunities for businesses, the economy and help stimulate economic and employment growth
	Engagement and Participation	Events which encourage citizens of all abilities and ages to take part and improve their mental and physical health and wellbeing.
	Environment and Infrastructure	Events which promote our regional host venues and assets, enhance our environments, infrastructure and improve facilities and support sustainable practices in event delivery.
	Employment and Skills	Events which develop and promote volunteering, leadership and apprenticeship opportunities to enhance the skills, capacity and employability of our communities.
	Social Inclusion and Diversity	Events which work with our diverse communities to ensure they are inclusive and connect with our citizens in a way that helps to deliver civic pride.
	Power and Partnerships	Events that enhance our reputation, leverage and soft power and support our partnerships regionally, nationally and internationally, support good governance and are ethical and sustainable.

Feasibility Our ability to host event both operationally and financially	Viability	Realistic hosting opportunity due to cost, available funding, venue suitability, timeframes
	Value for Money	Does it present good value for money when compared to similar events in scale and size
	Transport and Infrastructure	Are there any significant impacts on transport and infrastructure which need to be factored in
	Return on Investment	Does the event present a good (ROI) return on investment for the region with revenues generated for region
	Match Funding	Does the Host/Sponsor Local Authority have match funding or Value in Kind to support event.
	Quality	Status and track record of organisers/rights holder to deliver a quality high profile event
	Risk	Reputational risk of event not being delivered or organisers cancelling

7.) Supporting Guidance Notes

Please find this attached to the email as a separate document.

8.) Content scoring mechanism/criteria

Tab 1 – Event Details

Event Details							
Event Title		Event Genre		<input type="checkbox"/> Please tick this box to confirm the information/data provided in this document is correct to the best of your knowledge			
1.00	Event Details	Value	Comments	Scoring or Non-Scoring			
1.01	Event Years?				Funded events must take place before 31st March 2025 - If the event you are submitting takes place after this date, please do not complete any further fields.		
1.02	Event Month?						
1.03	Event Start Date						
1.04	Event Finish Date						
1.05	Event Days?					Non-Scoring	
1.06	Event Frequency?					Non-Scoring	
1.07	Event Level?					Scoring	
1.08	Event Category?					Non-Scoring	
1.09	Event Type?					Non-Scoring	
1.10	Event Held in WM for more than one year?					Non-Scoring	
2.00	Venue Details	Value	Comments	Scoring or Non-Scoring			
Venues							
2.01	Number of Venues					Non-Scoring	
2.02	Venue Capacity					Non-Scoring	
2.03	Venue /Location Name					Non-Scoring	
2.04	Venue Type					Non-Scoring	
Hotels							
2.05	Number of Hotels					Non-Scoring	
2.06	Category of Hotels					Non-Scoring	
Cities							
2.07	Number of Cities					Non-Scoring	
3.00	Sector Details	Value	Comments	Scoring or Non-Scoring			
3.01	Number of Sports/Sectors					Non-Scoring	
3.02	Primary Sport/Sector					Non-Scoring	
3.03	Is the event-owner a not-for-profit organisation?					Non-Scoring	

Tab 2 – Event Financials

Event Financials					
Event Title		Event Genre			
0		0			
4.00 Funding		Value	Comments		Scoring or Non-Scoring
4.01	Amount being applied for:				Non-Scoring
4.02	Does the host/sponsor/local authority have match funding or Value in Kind to support event? If yes, please provide confirm the amount and (if applicable) details of the Value in Kind				Non-Scoring
5.00 Costs		Value	Comments		Scoring or Non-Scoring
5.01	What is the anticipated total cost to deliver this event (not including this funding)?				Non-Scoring
5.02	What percentage of the total event budget does this application for funding make up?				Non-Scoring
5.03	If successful, what aspect(s) of the event will this money fund?				Non-Scoring
6.00 Risk Management		Comments			Scoring or Non-Scoring
6.01	Please outline in less than 500 words, the top 5 areas of risk for your LA in hosting this event. A comprehensive Risk Management Policy and Risk Management Plan Outline will be required during the individual Business Case development.				Scoring
7.00 Organiser/Rights Holder Track Record		Comments			Scoring or Non-Scoring
7.01	Please outline and evidence in less than 500 words the Status and track record of organisers/rights holder to deliver a quality high profile event				Scoring

Tab 3 – Business Event Profile

Business Event Profile

Event Title	Event Genre
0	0

8.00 Values		Value	Comments	Scoring or Non-Scoring
8.01	Welcoming - Events which are culturally inclusive, accessible and promote West Midlands as a welcoming event city globally and across the UK			Scoring
8.02	Inclusive - Events which proactively engage communities, and provide opportunities for residents and visitors to spectate and participate			
8.03	Diverse - Events which promote engagement amongst protected groups/characteristics and strengthens social cohesion and cultural engagement			
8.04	Youthful - Events which target non-traditional audiences and appeal to the younger audiences especially building on the strength of our universities sector			
8.05	Innovative - Events and formats which are new, innovative and emerging			
8.06	Collaborative - Events which work collaboratively across the region for shared interest and benefits for all stakeholders across across the public, private and voluntary community sectors			
8.07	Sustainable - Events which develop sustainable opportunities and outcome for long term sustainable impact			
9.00 Participants/Athletes/Delegates		Value	Comments	Scoring or Non-Scoring
9.01	Number of Participating Continents			Non-Scoring
9.02	Number of Participating Nations			Scoring
9.03	Number of Participants/Athletes			Scoring
9.04	% Overseas Participants/Athletes			Scoring
9.05	% of Male Participants/Athletes			Non-Scoring
9.06	% of Female Participants/Athletes			Scoring
9.07	% of Disabled Participants/Athletes			Scoring
9.08	Number of Supporting Staff/Team Officials/Technical Officials			Non-Scoring
9.09	% Overseas Supporting Staff/Team Officials/Technical Officials			Non-Scoring
9.10	% of Male Supporting Staff/Team Officials/Technical Officials			Non-Scoring
9.11	% of Female Supporting Staff/Team Officials/Technical Officials			Non-Scoring
9.12	% of Disabled Supporting Staff/Team Officials/Technical Officials			Non-Scoring
10.00 Attendance/Spectators		Value	Comments	Scoring or Non-Scoring
10.01	Estimated Total Attendance/Spectators			Scoring
10.02	Estimated Unique Attendance/Spectators			Scoring
10.03	% Out-of-Town Spectators (excluding residents - domestic)			Scoring
10.04	% Overseas Spectators (international)			Non-Scoring

11.00 Media Profile and Image		Value	Comments	Scoring or Non-Scoring	
Broadcast					
11.01	Does the event's marketing & communication plan include West Midlands featuring in the media coverage of the event (eg space allocated to local stakeholders/campaigns before and during the event)?			Scoring	
11.02	Will key broadcast metrics be gathered through the event? (Audiences, viewing figures)?			Scoring	
11.03	Please indicate the number of nations the event was broadcast to in the most recent occurrence of that event (or estimate for a new event).			Scoring	
11.04	Please indicate the media value - AVE - achieved in the last occurrence of this event.			Scoring	
11.08	Will the event be broadcast nationally?			Scoring	
Online Broadcast/Streaming					
11.12	Will the event be streamed/broadcast online (Live or Highlights) through the event website?			Scoring	
11.13	Estimated online audience for web streaming/online broadcast based on previous online statistics?			Scoring	
Web Traffic					
11.14	Will web traffic figures be gathered during the event?			Scoring	
Press					
11.16	Will press coverage be monitored through the event?			Scoring	
11.17	No. of accredited media representatives attending the event			Scoring	
Social Media					
11.20	Will key metrics be measured for social media engagement during the event? (Posts, mentions, shares, retweets, likes, comments, and overall sentiment)?			Scoring	
11.21	No. of social media followers of event/event-owner (All Social Media Accounts)?			Scoring	
11.22	Will you measure social media impressions/reach among key target audiences and markets for this event?			Scoring	
Satisfaction Survey					
11.23	Will attendee and/or viewer attitudes to the event be monitored and reported?			Scoring	
11.24	Will ticket purchasing only be available for public to buy at limited times (thereby driving interest)?			Scoring	

12.00 Business and Economy		Value	Comments	Scoring or Non-Scoring	
12.01	Is there a plan to promote event-related business to local suppliers?			Scoring	
12.02	Estimated economic benefit forecast using industry-recognised methodology (eg eventIMPACTS)?			Scoring	
12.04	Overnight stays in paid accommodation by visiting participants			Scoring	
12.05	Total operational budgeted expenditure (excluding Value-in-Kind)			Non-Scoring	
12.06	What % of your supply chain will you commit to sourcing from the West Midlands Region?			Scoring	
12.07	Value of contracts with local suppliers			Scoring	
12.08	Proportion of operation event costs funded by commercial revenue			Non-Scoring	

13.00 Engagement and Participation		Value	Comments	Scoring or Non-Scoring	
13.01	Is there a plan to proactively engage and include local host communities and residents across the West Midlands in the event, and encourage participation (in sport/physical activity or arts)?			Scoring	
13.02	Will the event have a regional community engagement strategy in place?			Scoring	

14.00 Environment and Infrastructure		Value	Comments	Scoring or Non-Scoring	
14.01	Please confirm you are willing to commit to delivering this event with a focus on at least three of the focus areas outlined in the Sustainability West Midlands Roadmap to 2030			Scoring	
14.02	Will there be any investment in venues or physical infrastructure designed for sustainable long-term use?			Scoring	
14.05	Will the carbon footprint of the event be calculated?			Scoring	
14.06	Will the event have ISO2021 accreditation, or other recognised certification?			Scoring	
14.07	Will the event encourage spectators/delegates and all other attendees to travel to the event via sustainable transport?			Scoring	
14.08	Proportion of spectators/delegates using public or sustainable transport			Non-Scoring	
14.09	Will the event have an environmental strategy in place?			Scoring	
14.10	Will the event have a waste management plan in place?			Scoring	
14.11	Will the event have a water management policy in place?			Scoring	
14.12	Will the event have a energy management plan in place?			Scoring	
14.13	What % of energy is planned to come from renewable energy?			Non-Scoring	
14.14	Will the event have a Sustainable Procurement Code in place for all products and services?			Scoring	
14.15	Will the event have a bio-diversity plan in place?			Scoring	
14.16	Will the event have initiatives to improve the local environment in place?			Scoring	

15.00 Employment and Skills		Value	Comments	Scoring or Non-Scoring	
15.01	Is there a plan for target segments of the WM community to benefit from improved skills and employability as a result of the event workforce and volunteer programme?			Scoring	
15.02	Will volunteers be specifically recruited and trained from target members of the local community?			Scoring	
15.08	Is there a written equal opportunity policy in place for the organisation of the event?			Scoring	
15.09	What % of staff will be from minority populations?			Scoring	
15.10	What % of staff will be female?			Non-Scoring	
15.11	What % of staff will be disabled?			Non-Scoring	
15.12	Will new jobs and/or upskilling of local staff be part of your core recruitment strategy?			Scoring	

16.00 Social Inclusion and Diversity		Value	Comments	Scoring or Non-Scoring	
16.01	Is there a plan to use the event to actively promote diversity and inclusion, including minority groups applicable to target segments of the local population (eg disabled people, Asian, Black)?			Non-Scoring	
16.02	Is there a plan to proactively engage and attract young people and work with our HE and FE sectors to reach the under 25 audience?			Scoring	
16.03	Will you have a diversity and inclusion policy for the event?			Scoring	
16.04	Will you have a gender equality policy for the event?			Scoring	
16.05	Will you have a disability and accessibility policy for your event?			Scoring	
16.06	Does the event include plans for "outreach" programmes?			Scoring	

17.00 Power and Partnerships		Value	Comments	Scoring or Non-Scoring
17.01	Is there a plan for the event to take an innovative approach to event delivery. E.g use of technology, audience engagement and experience?			Scoring
17.02	Is there a plan for the event to work with stakeholders and partners across the region and collaborating across sectors to deliver positive outcomes?			Scoring
17.03	Will the event enable local or national organisations to have more international influence (eg through membership of international associations)?			Scoring
17.04	Estimate minimum number of co-created fringe or associated events with WM based organisations			Non-Scoring
17.05	Does the event contribute to any national policy agendas linked to government departments or NDPBs?			Scoring
17.06	Is there a plan to engage athletes/speakers/delegates to help promote sustainability in the region?			Scoring
17.07	Will the event have a risk management policy?			Scoring
17.08	Will the event or rights-owner have a human rights policy or commit to international labour rights?			Scoring
17.09	Does the event have an audience in relevant international markets for tourism or trade?			Scoring
17.10	Does the event involve international nations being represented?			Scoring

18.00 Notes		Value	Comments	Scoring or Non-Scoring
18.00	If you are-unable to answer any fields within your submission and would like to provide extraordinary information or insight as to why this event should be considered for funding support, please add in the comments box			Non-Scoring

Tab 4 – Cultural Event Profile

Cultural Event Profile					
Event Title		Event Genre			
0		0			
8.00	Values	Value	Comments	Scoring or Non-Scoring	
8.01	Welcoming - Events which are culturally inclusive, accessible and promote West Midlands as a welcoming event city globally and across the UK				Scoring
8.02	Inclusive - Events which proactively engage communities, and provide opportunities for residents and visitors to spectate and participate				
8.03	Diverse - Events which promote engagement amongst protected groups/characteristics and strengthens social cohesion and cultural engagement				
8.04	Youthful - Events which target non-traditional audiences and appeal to the younger audiences especially building on the strength of our universities sector				
8.05	Innovative - Events and formats which are new, innovative and emerging				
8.06	Collaborative - Events which work collaboratively across the region for shared interest and benefits for all stakeholders across across the public, private and voluntary community sectors				
8.07	Sustainable - Events which develop sustainable opportunities and outcome for long term sustainable impact				
9.00	Participants/Athletes/Delegates	Value	Comments	Scoring or Non-Scoring	
9.03	Number of Participants/Athletes			Scoring	
9.04	% Overseas Participants/Athletes			Scoring	
9.05	% of Male Participants/Athletes			Non-Scoring	
9.06	% of Female Participants/Athletes			Scoring	
9.07	% of Disabled Participants/Athletes			Scoring	
9.08	Number of Supporting Staff/Team Officials/Technical Officials			Non-Scoring	
9.09	% Overseas Supporting Staff/Team Officials/Technical Officials			Non-Scoring	
9.10	% of Male Supporting Staff/Team Officials/Technical Officials			Non-Scoring	
9.11	% of Female Supporting Staff/Team Officials/Technical Officials			Non-Scoring	
9.12	% of Disabled Supporting Staff/Team Officials/Technical Officials			Non-Scoring	
10.00	Attendance/Spectators	Value	Comments	Scoring or Non-Scoring	
10.01	Estimated Total Attendance/Spectators			Scoring	
10.02	Estimated Unique Attendance/Spectators			Scoring	
10.03	% Out-of-Town Spectators (excluding residents - domestic)			Scoring	
10.04	% Overseas Spectators (international)			Non-Scoring	

11.00 Media Profile and Image		Value	Comments	Scoring or Non-Scoring	
Broadcast					
11.01	Does the event's marketing & communication plan include West Midlands featuring in the media coverage of the event (eg space allocated to local stakeholders/campaigns before and during the event)?			Scoring	
11.02	Will key broadcast metrics be gathered through the event? (Audiences, viewing figures)?			Scoring	
11.03	Please indicate the number of nations the event was broadcast to in the most recent occurrence of that event (or estimate for a new event).			Scoring	
11.04	Please indicate the media value - AVE - achieved in the last occurrence of this event.			Scoring	
11.08	Will the event be broadcast nationally?			Scoring	
Online Broadcast/Streaming					
11.12	Will the event be streamed/broadcast online (Live or Highlights) through the event website?			Scoring	
11.13	Estimated online audience for web streaming/online broadcast based on previous online statistics?			Scoring	
Web Traffic					
11.14	Will web traffic figures be gathered during the event?			Scoring	
11.15	Estimated audience size of event/event owner web traffic (average unique users per month)?			Scoring	
Press					
11.16	Will press coverage be monitored through the event?			Scoring	
11.17	No. of accredited media representatives attending the event			Scoring	
Social Media					
11.20	Will key metrics be measured for social media engagement during the event? (Posts, mentions, shares, retweets, likes, comments, and overall sentiment)?			Scoring	
11.21	No. of social media followers of event/event-owner (All Social Media Accounts)?			Scoring	
11.22	Will you measure social media impressions/reach among key target audiences and markets for this event?			Scoring	
Satisfaction Survey					
11.23	Will attendee and/or viewer attitudes to the event be monitored and reported?			Scoring	
11.24	Will ticket purchasing only be available for public to buy at limited times (thereby driving interest)?			Scoring	

12.00 Business and Economy		Value	Comments	Scoring or Non-Scoring	
12.01	Is there a plan to promote event-related business to local suppliers?			Scoring	
12.02	Estimated economic benefit forecast using industry-recognised methodology (eg eventIMFACTS)?			Scoring	
12.05	Total operational budgeted expenditure (excluding Value-in-Kind)			Non-Scoring	
12.06	What % of your supply chain will you commit to sourcing from the West Midlands Region?			Scoring	
12.07	Value of contracts with local suppliers			Scoring	
12.08	Proportion of operation event costs funded by commercial revenue			Non-Scoring	
13.00 Engagement and Participation		Value	Comments	Scoring or Non-Scoring	
13.01	Is there a plan to proactively engage and include local host communities and residents across the West Midlands in the event, and encourage participation (in sport/physical activity or arts)?			Scoring	
13.02	Will the event have a regional community engagement strategy in place?			Scoring	
13.03	Is there a dedicated engagement role with the purpose of driving engagement in the region?			Scoring	
13.04	Estimated number of people to be engaged (at least aware of the event)?			Scoring	
13.05	Will the event aim to increase physical activity/sport / arts within the adult population in the region?			Scoring	
13.06	Estimated number of adults to be involved?			Non-Scoring	
13.07	Will the event aim to increase physical activity/sport/arts within the schools population in the region?			Scoring	
13.08	Estimated number of school children to be involved?			Non-Scoring	
13.09	Planned no. of attendees at free activity related to the event			Scoring	
13.11	Money invested in grass-roots programmes as a result of the event			Non-Scoring	
13.12	Proportion of spectators inspired to participate more (sport/physical activity or arts)?			Non-Scoring	

14.00 Environment and Infrastructure		Value	Comments	Scoring or Non-Scoring	
14.01	Please confirm you are willing to commit to delivering this event with a focus on at least three of the focus areas outlined in the Sustainability West Midlands Roadmap to 2030			Scoring	
14.02	Will there be any investment in venues or physical infrastructure designed for sustainable long-term use?			Scoring	
14.05	Will the carbon footprint of the event be calculated?			Scoring	
14.06	Will the event have ISO2021 accreditation, or other recognised certification?			Scoring	
14.07	Will the event encourage spectators/delegates and all other attendees to travel to the event via sustainable transport?			Scoring	
14.08	Proportion of spectators/delegates using public or sustainable transport			Non-Scoring	
14.09	Will the event have an environmental strategy in place?			Scoring	
14.10	Will the event have a waste management plan in place?			Scoring	
14.11	Will the event have a water management policy in place?			Scoring	
14.12	Will the event have a energy management plan in place?			Scoring	
14.13	What % of energy is planned to come from renewable energy?			Non-Scoring	
14.14	Will the event have a Sustainable Procurement Code in place for all products and services?			Scoring	
14.15	Will the event have a bio-diversity plan in place?			Scoring	
14.16	Will the event have initiatives to improve the local environment in place?			Scoring	

15.00 Employment and Skills		Value	Comments	Scoring or Non-Scoring	
15.01	Is there a plan for target segments of the WM community to benefit from improved skills and employability as a result of the event workforce and volunteer programme?			Scoring	
15.02	Will volunteers be specifically recruited and trained from target members of the local community?			Scoring	
15.03	Estimated number of total volunteers			Scoring	
15.04	Estimated % of volunteers from WM target communities			Scoring	
15.05	Will the event have a volunteer training programme in place?			Scoring	
15.06	Will volunteer attitudes to the event be monitored and reported?			Scoring	
15.07	Will there be dedicated employment opportunities (eg internships)?			Scoring	
15.08	Is there a written equal opportunity policy in place for the organisation of the event?			Scoring	
15.09	What % of staff will be from minority populations?			Scoring	
15.10	What % of staff will be female?			Non-Scoring	
15.11	What % of staff will be disabled?			Non-Scoring	
15.12	Will new jobs and/or upskilling of local staff be part of your core recruitment strategy?			Scoring	

16.00 Social Inclusion and Diversity		Value	Comments	Scoring or Non-Scoring
16.01	Is there a plan to use the event to actively promote diversity and inclusion, including minority groups applicable to target segments of the local population (eg disabled people, Asian, Black)?			Scoring
16.02	Is there a plan to proactively engage and attract young people and work with our HE and FE sectors to reach the under 25 audience?			Scoring
16.03	Will you have a diversity and inclusion policy for the event?			Scoring
16.04	Will you have a gender equality policy for the event?			Scoring
16.05	Will you have a disability and accessibility policy for your event?			Scoring
16.06	Does the event include plans for "outreach" programmes?			Scoring
16.07	Planned no. of participants in outreach programmes			Scoring
16.08	Will local community groups benefit from outreach activity?			Scoring
16.09	Will the attitudes of participants in outreach activity linked to the event be monitored and reported?			Scoring
17.00 Power and Partnerships		Value	Comments	Scoring or Non-Scoring
17.01	Is there a plan for the event to take an innovative approach to event delivery. E.g use of technology, audience engagement and experience?			Scoring
17.02	Is there a plan for the event to work with stakeholders and partners across the region and collaborating across sectors to deliver positive outcomes?			Scoring
17.03	Will the event enable local or national organisations to have more international influence (eg through membership of international associations)?			Scoring
17.04	Estimate minimum number of co-created fringe or associated events with WM based organisations			Non-Scoring
17.05	Does the event contribute to any national policy agendas linked to government departments or NDPBs?			Scoring
17.06	Is there a plan to engage athletes/speakers/delegates to help promote sustainability in the region?			Scoring
17.07	Will the event have a risk management policy?			Scoring
17.08	Will the event or rights-owner have a human rights policy or commit to international labour rights?			Scoring
17.09	Does the event have an audience in relevant international markets for tourism or trade?			Scoring
17.10	Does the event involve international nations being represented?			Scoring
18.00	Notes		Comments	Scoring or Non-Scoring
18.01	If you are-unable to answer any fields within your submission and would like to provide extraordinary information or insight as to why this event should be considered for funding support, please add in the comments box			Non-Scoring

Tab 5 – Sporting Event Profile

Sport Event Profile					
Event Title		Event Genre			
<input type="text"/>		<input type="text"/>			
8.00	Values	Value	Comments	Scoring or Non-Scoring	
8.01	Welcoming - Events which are culturally inclusive, accessible and promote West Midlands as a welcoming event city globally and across the UK			Scoring	
8.02	Inclusive - Events which proactively engage communities, and provide opportunities for residents and visitors to spectate and participate				
8.03	Diverse - Events which promote engagement amongst protected groups/characteristics and strengthens social cohesion and cultural engagement				
8.04	Youthful - Events which target non-traditional audiences and appeal to the younger audiences especially building on the strength of our universities sector				
8.05	Innovative - Events and formats which are new, innovative and emerging				
8.06	Collaborative - Events which work collaboratively across the region for shared interest and benefits for all stakeholders across the public, private and voluntary community sectors				
8.07	Sustainable - Events which develop sustainable opportunities and outcome for long term sustainable impact				
9.00	Participants/Athletes/Delegates	Value	Comments	Scoring or Non-Scoring	
9.01	Number of Participating Continents			Non-Scoring	
9.02	Number of Participating Nations			Scoring	
9.03	Number of Participants/Athletes			Scoring	
9.04	% Overseas Participants/Athletes			Scoring	
9.05	% of Male Participants/Athletes			Non-Scoring	
9.06	% of Female Participants/Athletes			Scoring	
9.07	% of Disabled Participants/Athletes			Scoring	
9.08	Number of Supporting Staff/Team Officials/Technical Officials			Non-Scoring	
9.09	% Overseas Supporting Staff/Team Officials/Technical Officials			Non-Scoring	
9.10	% of Male Supporting Staff/Team Officials/Technical Officials			Non-Scoring	
9.11	% of Female Supporting Staff/Team Officials/Technical Officials			Non-Scoring	
9.12	% of Disabled Supporting Staff/Team Officials/Technical Officials			Non-Scoring	
10.00	Attendance/Spectators	Value	Comments	Scoring or Non-Scoring	
10.01	Estimated Total Attendance/Spectators			Scoring	
10.02	Estimated Unique Attendance/Spectators			Scoring	
10.03	% Out-of-Town Spectators (excluding residents - domestic)			Scoring	
10.04	% Overseas Spectators (international)			Non-Scoring	

11.00 Media Profile and Image		Value	Comments	Scoring or Non-Scoring	
Broadcast					
11.01	Does the event's marketing & communication plan include West Midlands featuring in the media coverage of the event (eg space allocated to local stakeholders/campaigns before and during the event)?			Scoring	
11.02	Will key broadcast metrics be gathered through the event? (Audiences, viewing figures)?			Scoring	
11.03	Please indicate the number of nations the event was broadcast to in the most recent occurrence of that event (or estimate for a new event).			Scoring	
11.04	Please indicate the media value - AVE - achieved in the last occurrence of this event.			Scoring	
11.05	Estimated number of live hours of coverage internationally?			Non-Scoring	
11.06	Will the event be broadcast in key international tourism markets (see guidance notes)?			Scoring	
11.07	Estimated number of tourism markets?			Scoring	
11.08	Will the event be broadcast nationally?			Scoring	
11.09	Estimated number of live hours of coverage nationally?			Non-Scoring	
11.10	Will local stakeholders be recognised as part of the pre-event media coverage of the event?			Scoring	
11.11	If the event is broadcast, are plans in place to give equal broadcast time to female and male?			Scoring	
Online Broadcast/Streaming					
11.12	Will the event be streamed/broadcast online (Live or Highlights) through the event website?			Scoring	
11.13	Estimated online audience for web streaming/online broadcast based on previous online statistics?			Scoring	
Web Traffic					
11.14	Will web traffic figures be gathered during the event?			Scoring	
11.15	Estimated audience size of event/event owner web traffic (average unique users per month)?			Scoring	
Press					
11.16	Will press coverage be monitored through the event?			Scoring	
11.17	No. of accredited media representatives attending the event			Scoring	
11.18	Estimated % of media representatives from outside the UK			Non-Scoring	
11.19	Estimated % of media representatives from UK			Non-Scoring	
Social Media					
11.20	Will key metrics be measured for social media engagement during the event? (Posts, mentions, shares, retweets, likes, comments, and overall sentiment)?			Scoring	
11.21	No. of social media followers of event/event-owner (All Social Media Accounts)?			Scoring	
11.22	Will you measure social media impressions/reach among key target audiences and markets for this event?			Scoring	
Satisfaction Survey					
11.23	Will attendee and/or viewer attitudes to the event be monitored and reported?			Scoring	
11.24	Will ticket purchasing only be available for public to buy at limited times (thereby driving interest)?			Scoring	

12.00 Business and Economy		Value	Comments	Scoring or Non-Scoring
12.01	Is there a plan to promote event-related business to local suppliers?			Scoring
12.02	Estimated economic benefit forecast using industry-recognised methodology (eg eventIMPACTS)?			Scoring
12.03	Overnight stays in paid accommodation by visiting spectators			Scoring
12.04	Overnight stays in paid accommodation by visiting participants			Scoring
12.05	Total operational budgeted expenditure (excluding Value-in-Kind)			Non-Scoring
12.06	What % of your supply chain will you commit to sourcing from the West Midlands Region?			Scoring
12.07	Value of contracts with local suppliers			Scoring
12.08	Proportion of operation event costs funded by commercial revenue			Non-Scoring

13.00 Engagement and Participation		Value	Comments	Scoring or Non-Scoring
13.01	Is there a plan to proactively engage and include local host communities and residents across the West Midlands in the event, and encourage participation (in sport/physical activity or arts)?			Scoring
13.02	Will the event have a regional community engagement strategy in place?			Scoring
13.03	Is there a dedicated engagement role with the purpose of driving engagement in the region?			Scoring
13.04	Estimated number of people to be engaged (at least aware of the event)?			Scoring
13.05	Will the event aim to increase physical activity/sport / arts within the adult population in the region?			Scoring
13.06	Estimated number of adults to be involved?			Non-Scoring
13.07	Will the event aim to increase physical activity/sport/arts within the schools population in the region?			Scoring
13.08	Estimated number of school children to be involved?			Non-Scoring
13.09	Planned no. of attendees at free activity related to the event			Scoring
13.10	Are individuals or teams from the West Midlands be provided enhanced access to the event (eg qualifying roster, special delegate access)?			Scoring
13.11	Money invested in grass-roots programmes as a result of the event			Non-Scoring
13.12	Proportion of spectators inspired to participate more (sport/physical activity or arts)?			Non-Scoring
13.13	Will resident attitudes to the event be monitored and reported?			Scoring

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14.00 Environment and Infrastructure		Value	Comments	Scoring or Non-Scoring
14.01	Please confirm you are willing to commit to delivering this event with a focus on at least three of the focus areas outlined in the Sustainability West Midlands Roadmap to 2030			Scoring
14.02	Will there be any investment in venues or physical infrastructure designed for sustainable long-term use?			Scoring
14.03	Total Investment in venues and equipment for long-term use			Non-Scoring
14.04	Does the event have public commitment to positive environmental policies?			Scoring
14.05	Will the carbon footprint of the event be calculated?			Scoring
14.06	Will the event have ISO2021 accreditation, or other recognised certification?			Scoring
14.07	Will the event encourage spectators/delegates and all other attendees to travel to the event via sustainable transport?			Scoring
14.08	Proportion of spectators/delegates using public or sustainable transport			Non-Scoring
14.09	Will the event have an environmental strategy in place?			Scoring
14.10	Will the event have a waste management plan in place?			Scoring
14.11	Will the event have a water management policy in place?			Scoring
14.12	Will the event have a energy management plan in place?			Scoring
14.13	What % of energy is planned to come from renewable energy?			Non-Scoring
14.14	Will the event have a Sustainable Procurement Code in place for all products and services?			Scoring
14.15	Will the event have a bio-diversity plan in place?			Scoring
14.16	Will the event have initiatives to improve the local environment in place?			Scoring

15.00 Employment and Skills		Value	Comments	Scoring or Non-Scoring
15.01	Is there a plan for target segments of the WM community to benefit from improved skills and employability as a result of the event workforce and volunteer programme?			Scoring
15.02	Will volunteers be specifically recruited and trained from target members of the local community?			Scoring
15.03	Estimated number of total volunteers			Scoring
15.04	Estimated % of volunteers from WM target communities			Scoring
15.05	Will the event have a volunteer training programme in place?			Scoring
15.06	Will volunteer attitudes to the event be monitored and reported?			Scoring
15.07	Will there be dedicated employment opportunities (eg internships)?			Scoring
15.08	Is there a written equal opportunity policy in place for the organisation of the event?			Scoring
15.09	What % of staff will be from minority populations?			Scoring
15.10	What % of staff will be female?			Non-Scoring
15.11	What % of staff will be disabled?			Non-Scoring
15.12	Will new jobs and/or upskilling of local staff be part of your core recruitment strategy?			Scoring

16.00 Social Inclusion and Diversity		Value	Comments	Scoring or Non-Scoring	
16.01	Is there a plan to use the event to actively promote diversity and inclusion, including minority groups applicable to target segments of the local population (eg disabled people, Asian, Black)?			Scoring	
16.02	Is there a plan to proactively engage and attract young people and work with our HE and FE sectors to reach the under 25 audience?			Scoring	
16.03	Will you have a diversity and inclusion policy for the event?			Scoring	
16.04	Will you have a gender equality policy for the event?			Scoring	
16.05	Will you have a disability and accessibility policy for your event?			Scoring	
16.06	Does the event include plans for "outreach" programmes?			Scoring	
16.07	Planned no. of participants in outreach programmes			Scoring	
16.08	Will local community groups benefit from outreach activity?			Scoring	
16.09	Will the attitudes of participants in outreach activity linked to the event be monitored and reported?			Scoring	
17.00 Power and Partnerships		Value	Comments	Scoring or Non-Scoring	
17.01	Is there a plan for the event to take an innovative approach to event delivery. E.g use of technology, audience engagement and experience?			Scoring	
17.02	Is there a plan for the event to work with stakeholders and partners across the region and collaborating across sectors to deliver positive outcomes?			Scoring	
17.03	Will the event enable local or national organisations to have more international influence (eg through membership of international associations)?			Scoring	
17.04	Estimate minimum number of co-created fringe or associated events with WM based organisations			Non-Scoring	
17.05	Does the event contribute to any national policy agendas linked to government departments or NDPBs?			Scoring	
17.06	Is there a plan to engage athletes/speakers/delegates to help promote sustainability in the region?			Scoring	
17.07	Will the event have a risk management policy?			Scoring	
17.08	Will the event or rights-owner have a human rights policy or commit to international labour rights?			Scoring	
17.09	Does the event have an audience in relevant international markets for tourism or trade?			Scoring	
17.10	Does the event involve international nations being represented?			Scoring	
18.00 Notes		Value	Comments	Scoring or Non-Scoring	
18.01	If you are-unable to answer any fields within your submission and would like to provide extraordinary information or insight as to why this event should be considered for funding support, please add in the comments box			Non-Scoring	

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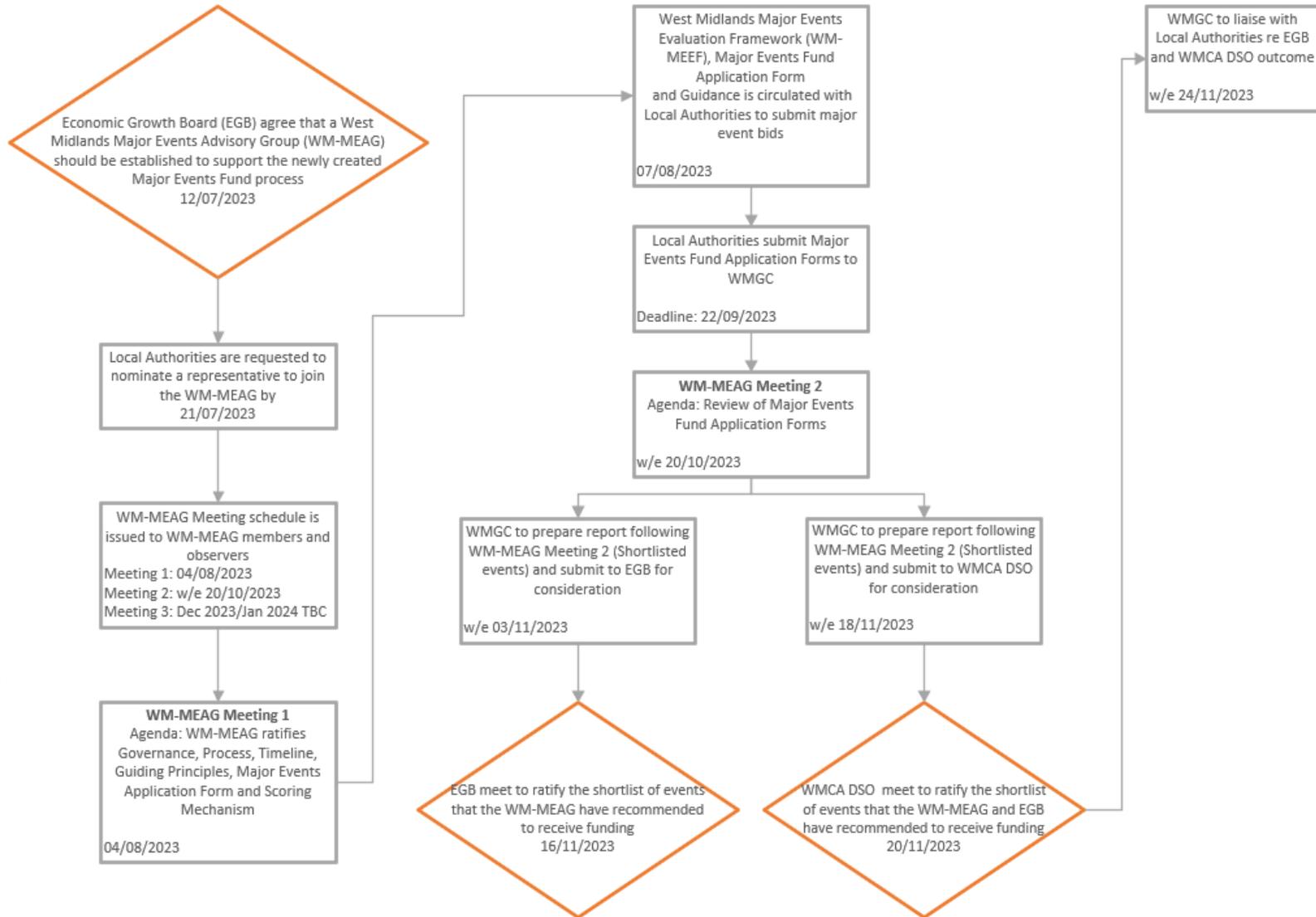
Revised Process Timeline

MAJOR EVENTS FUND		31/07/2023	07/08/2023	14/08/2023	21/08/2023	28/08/2023	04/09/2023	11/09/2023	18/09/2023	25/09/2023	02/10/2023	09/10/2023	16/10/2023	23/10/2023	30/10/2023	06/11/2023	13/11/2023	20/11/2023	27/11/2023	
ACTIVITY/TASK	LEAD																			
WM-MEAG Meeting 1: Meeting takes place	WM-MEAG	04/08																		
WM-MEAG Meeting 1: Actions/Minutes are circulated	WMGC		07/08																	
WM-MEAG Meeting 1: WM-MEAG decisions/recommendations are communicated to relevant stakeholders	WMGC		07/08																	
West Midlands Major Events Evaluation Framework (WM-MEEF), Major Events Fund Application Form and Guidance is circulated with Local Authorities to submit major event bids	WMGC		08/08																	
Local Authorities to complete Major Events Fund Application Form(s) and submit to WMGC	LAs																			
Deadline for the submission of Major Events Fund Application Forms	LAs								22/09											
WMGC to score Event Applications against WM-MEEF Framework and prepare papers to be submitted to WM-MEAG (ahead of Meeting 2)	WMGC																			
Major Events Fund Applications to be submitted to WM MEAG for consideration (WM-MEAG Meeting)	WMGC																			
WM-MEAG Meeting 2: Meeting takes place	WM-MEAG																			
WM-MEAG Meeting 2: Actions/Minutes are circulated	WMGC																			
WM-MEAG Meeting 2: WM-MEAG decisions/recommendations are communicated to relevant stakeholders	WMGC																			
WMGC to prepare report following WM-MEAG Meeting 2 (Shortlisted events to progress)	WMGC																			
Documents to be submitted to Economic Growth Board (EGB) for consideration (2 weeks prior to meeting)	WMGC																			
EGB meeting to take place	EGB																			
EGB decisions/recommendations to be communicated to WMCG	EGB																			
Documents to be submitted to WMCA DSO for consideration (1 week prior to meeting)	WMGC																			
WMCA DSO meeting to take place	WMCA DSO																			
WMCA DSO decisions/recommendations to be communicated to WMCG	WMCA DSO																			
WMGC to communicate decisions/recommendations of EGB and WMCA DSO to relevant LAs	WMGC																			

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Process Flow – outlining the timeline required and support for the Local Authorities to apply for funding from the Major Events Fund for events taking place up to and including 31st March 2023 (vis the Major Events Application Fund)



WEST MIDLANDS MAJOR EVENTS FUND APPLICATION FORM GUIDANCE NOTES

Major Events Evaluation Framework

Purpose of the Fund and the Framework

The Major Events Fund (held by WMCA) seeks applications made by Local Authorities to provide funding toward the total cost of a MAJOR EVENT (business, cultural or sporting) that they would like to host in their City/Region. This Framework provides overarching areas of significance that events must address in their bid submission and future planning, as well as a robust mechanism that enables objective assessment for funding.

Events that are successful in securing monies from the Major Events Fund must evidence their ability to support at least **four** event delivery VALUES of the Region (as listed below) and to achieving improvements in at least **three** anticipated focus OUTCOME areas.

WM Event Values	Welcoming	Inclusive	Diverse	Youthful	Innovation	Collaborative	Sustainable
WM Focus Outcomes	Media Profile & Image	Business & Economy	Engagement & Participation	Environment & Infrastructure	Employment & Skills	Social Inclusion & Diversity	Power & Partnerships

Criteria assessment:

The submission form utilises the industry-recognised indicators (such as those recommended in eventIMPACTS.com, the [ASOIF/IAEH Common Indicators](#) and [OECD guidance](#)) to inform definitions and methodologies for the measurement of impacts of major events.

A briefing note detailing the roles, responsibilities, process has been supplied to Local Authorities by WMGC.

Guidance Notes for the Framework and for completion of the applications for funding have been provided by the Framework development team.

Financial criteria:

- Event requires £250k+ funding* in order to be won by and hosted in the West Midlands region as opposed to an alternative location or not take place at all
- The lower of 5% or £50,000 of the funding awarded to the Local Authority must be allocated to evaluation that evidences the meeting of some of the values and outcomes outlined above.
- Only submissions that have satisfactory management of risk, and track record for delivering quality events will qualify for funding.

* Unless there is a significant reason as to why else it would be considered as a major event.

Major Events Fund Application Form – Guidance Notes

£6m of Commonwealth Games legacy funding has been used to set up a Major Events Fund. The Major Events Fund Application Form enables Local Authority applicants to demonstrate how their proposed event fulfils the criteria set out in the framework and ensures that they have the optimal chance of securing funding for the proposed event in their geographic remit.

The application form contains a comprehensive list of relevant questions and requests applicants to provide evidence where it is available, based on existing plans and/or data from previous editions of the event . This evidence is then used to calculate a series of assessment scores to determine whether the agreed funding criteria and objectives of the region, have been met, and a ranking of the level of impact the event provides to the region.

The application form is tailored to Sport, Cultural and Business events and requires applicants to submit the following types of information:

- Core event details
- Short text submissions
- Yes/no questions
- Data indicators, of which some form part of the scoring model, others are for context for the Advisory Board.

Over the coming pages, each section of the application form has been detailed within the Additional notes fields to ensure that a) what respondents are expected to complete is clear and b) they are clear whether the question is being scored during the analysis or not. If you have any additional evidence (case studies, reports etc) that you wish to supply, please attach to the email, when returning your completed document to mef@wmgrowth.com.

Legacy Funding Application – Major Events Fund Assessment

To qualify for the funding, events must satisfactorily demonstrate how they address **Risk**, track record of delivering **Quality** and at least four **Values**. This assessment will be made by comparing the short text submission against the criteria set out in these Guidance Notes.

In addition, a ranking score for the event will be calculated for each of the seven **Outcomes**. Scores from each Outcome area will also contribute to a total score to determine which are shortlisted to secure funding. All questions are mandatory. Some will be scored for the purpose of this evaluation, others are to provide due diligence and context during the Advisory Group review stage and to provide information that will be required during the post-award process.

Some questions have been identified as key indicators of an event likely to fulfil the defined criteria for a Major Event funding award. Industry benchmarks have been applied where they exist to determine the score, as shown in the table below.

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Score awarded	10	5	3	1	0
Outcomes assessment scoring					
- High priority data indicators	Top range	Mid range	Low range		
- Other scoring data indicators		Top range	Mid range	Low range	
- High priority yes/no questions		Yes			No
- Medium priority yes/no questions			Yes		No
- Low priority yes/no questions				Yes	No

For events that are successful in securing funding, further evidence related to yes/no questions (e.g. evidence of plans or policies) may be requested during the post-award process and included in grant agreements.

Legacy Funding Application Form

The Legacy Funding Application Form includes the following sections which must be completed by applicants:

Event Details	Event Financials	Event Profile
<p>Applicants are required to complete details of the Event, Venues or Locations to be used across the region and Sector or Sport that the Event attracts/covers.</p> <p>Funded events must take place before 31st March 2025 - If the event you are submitting takes place after this date, please do not complete any further fields.</p>	<p>Applicants are required to complete headline details around the Funding of the event, the Costs attached to delivery, Track Record of delivering quality events and early identification of any potential Risks associated with the delivery of the Event.</p> <p>Only submissions that have satisfactory responses to the Risk and Track Record questions will qualify for funding.</p>	<p>Please ensure you complete the tab related to the event type – Business, Cultural or Sport event.</p> <p>Applicants are required to answer questions related to the region’s event Values, which are detailed on the pages 7 to 9.</p> <p>Applicants are then required to complete details around the expected Participants and audience Attendance at the event as well as provide evidence or plans for the seven event Outcome areas (Media, Business, Engagement, Inclusion, Environment, Employment and Partnerships).</p> <p>There is a notes box provided at the end for you to provide extraordinary information or insight.</p>

Legacy Funding Application – Event Details

This section enables the Advisory Board to be able to understand basic characteristics of the event and the venue(s) where the event is held, as part of the overall mix of events included in the Major Events Fund.

	Question	Value	Additional notes	
	Event Details			
1.01	Event Years	Year(s)	Year (or years) when the event is proposed to be held	Funded events must be before 31 March 2025
1.02	Event Month	Month	Month when the event is proposed to be held	
1.03	Event Start Date	Date	Proposed start date	
1.04	Event Finish Date	Date	Proposed end date	
1.05	Event Days	Number	Days the event is held (not including set-up or take-down days)	Not scoring
1.06	Event Frequency	Option	If the event staged regularly, with what frequency (eg annually/every 2 years)?	Not scoring
1.07	Event Level	Option	International status of the event (eg world, continental or national)	Scoring
1.08	Event Category	Option		Not scoring
1.09	Event Type	Option		Not scoring
1.10	Event held in WM for more than one year?	Yes/No		Not scoring
2.00	Venue Details			
2.01	Number of Venues	Year(s)		Not scoring
2.02	Venue Capacity	Number		Not scoring
2.03	Venue/Location Name	Text		Not scoring
2.04	Venue Type	Option		Not scoring
2.05	Number of Hotels	Number	Hotel(s) formally used for accommodating participants, staff and spectators	Not scoring
2.06	Category of Hotels	Option	Rating of hotel(s)	Not scoring
2.07	Number of Cities	Number		Not scoring

Legacy Funding Application – Event Details

This section enables the Advisory Board to be able to understand basic characteristics of the event and the venue(s) where the event is held, as part of the overall mix of events included in the Major Events Fund.

	Question	Value	Additional notes	
3.00	Sector Details			
3.01	Number of Sports/Sectors	Number	Number of individual sports or industry sectors the event includes	Not scoring
3.02	Primary Sport/Sector	Text		Not scoring
3.03	Is the event-owner a not-for-profit organisation?	Yes/No		Not scoring

Legacy Funding Application Form – Event Financials

This section enables the Advisory Board to be able to assess how the funding requested contributes to the overall cost of the event, how its funding will help leverage additional funding, and the risks of the event being delivered successfully in a high quality way.

	Question	Value	Additional notes	
4.00	Funding			
4.01	Amount being applied for	£		Non scoring
4.02	Does the Host/Sponsor Local Authority have match funding or Value in Kind to support event?	Yes/No	If yes, please provide confirm the amount and (if applicable) details of the Value in Kind support. Please include the key areas of expenditure and projected spend within each area.	Not scoring
5.00	Costs			
5.01	What is the anticipated total cost to deliver this event (not including this funding)?	£		Not scoring
5.02	What percentage of the total event budget does this application for funding make up?	%		Not scoring
5.03	If successful, what aspect(s) of the event will this money fund?	Text		Not scoring
6.00	Risk Management			
6.01	Top 5 areas of risk for your LA in hosting this event	Text (less than 500 words)	A comprehensive Risk Management Policy and Risk Management Plan Outline will be required during the individual Business Case development	Requires satisfactory response
7.00	Organiser Track Record			
7.01	Track record of organisers to deliver a quality high profile event	Text (less than 500 words)	Organiser/rights holder must provide evidence of an experienced team involved, experience of similar size and profile events and insurance requirements for nature of event are already known/in situ. Submission includes evidence of understanding and responsiveness required for crisis management.	Requires satisfactory response

Legacy Funding Application Form

Event Profile – 8.Values

Applicants are required to complete a short written description to provide evidence of how their event aligns with the following major event values for the region. Examples can be found below.

8. Values	Definition	Example
<p>8.01 Welcoming Page 99</p>	<p>Events which are culturally inclusive, accessible and promote West Midlands as a welcoming event city globally and across the UK</p>	E.g.
		Event is open to people of all cultural backgrounds and/or broad physical capability
		A cultural programme which promotes diversity and inclusivity is planned to run alongside the event
		Consideration is given to festivals, holidays and celebration dates of local authority's diverse communities in the scheduling of activity
		Event promotes activities that will encourage visitors to return to the region
		The event uses welcoming features through its marketing imagery, language and/or languages used/translations before and at-event
		The event programme utilises local and/or new artists or performers offering unique opportunities for talented emerging artists, writers and performers to exhibit their work to a diverse audience.
		The event is open to and aims to attract visitors from different parts of the world
<p>8.02 Inclusive</p>	<p>Events which proactively engage communities, and provide opportunities for residents and visitors to spectate and participate</p>	E.g.
		Event encourages participation and/or attendance from people from diverse communities, including local residents
		Event addresses accessible design in its planning and delivery enabling all spectators / delegates to attend and fully participate
		Event considers inclusive communication, language and channels in its marketing and at-event collateral/signage
		Event is conscious of gender, sexuality and religious inclusivity in participants and/or spectators
		Event is conscious of inclusivity in its catering provision if relevant
Staff are trained in cultural and disability awareness to provide a warm welcome to all guests.		

Legacy Funding Application Form

Event Profile – 8.Values

8. Values	Definition	Example
<p>8.03 Diverse</p> <p>Page 100</p>	<p>Events which promote engagement amongst protected groups/characteristics and strengthens social cohesion and cultural engagement</p>	<p>E.g. Organising Committee/Team is made up of a diverse group of individuals (gender, age, cultural background, sexuality, disability or impairment etc)</p> <p>Event intends to invite diverse group of speakers/participants/spectators as relevant.</p> <p>Event promotes content that appeals to diverse group of individuals.</p> <p>Event considers communication, language and channels to reach diverse groups where appropriate.</p> <p>Event considers DEI target-setting to drive behaviours and focus e.g: Diversity of event panels? Invitations or engagement with minority business enterprises? What was your satisfaction score among underrepresented audience groups post-event?</p> <p>Event reaches the traditionally unengaged through non-traditional spokespeople, media channels or other mechanisms</p>
<p>8.04 Youthful</p>	<p>Events which target non-traditional audiences and appeal to the younger audiences especially building on the strength of our universities sector</p>	<p>E.g. Event considers content designed to appeal to non-traditional young audiences</p> <p>Event considers marketing channels and language designed to appeal to non-traditional audiences</p> <p>Event speakers will be non-traditional in nature e.g. participants, speakers, sponsor organisations</p> <p>Event considers our broad University sector in terms of participation, spectators or opportunity.</p>
<p>8.05 Innovative</p>	<p>Events and formats which are new, innovative and emerging</p>	<p>E.g. Event considers alternative or innovative forms of marketing, content creation, speaker engagement and delivery</p> <p>Event considers new formats (sports or cultural for example) and / or technologies in its organisation, planning or delivery</p> <p>Event takes experiential ideas from consumer events into mainstream sports, business or culture events e.g. secrecy led, "unconferences", silent meetings or workshops.</p>

Legacy Funding Application Form

Event Profile – 8.Values

8. Values	Definition	Example
8.06 Collaborative Page 101	Events which work collaboratively across the region for shared interest and benefits for all stakeholders across the public, private and voluntary community sectors	E.g.
		Event steering group is made up of multiple stakeholders in the region
		Event objectives include shared regional benefit and / or collaborations between regional organisations
		Event programme considers longer term collaborations between regional organisations
		Event considers involvement from private, public and third sector.
		8.07 Sustainable
Event has a focus on sustainability – environmental, impact and/or profit for the region		
Event considers provenance and credentials of suppliers (from local region) during planning and live stages		
Event objectives include long term impacts for the region (physical, geographic, infrastructure, cultural, collaborations, environmental)		
Event will define targets that are designed to evidence (and report on) long term success post-event.		
Event ensures robust governance focussed on regional sustainable impact		
Event uses its own platforms to champion sustainable approaches within the region		

Legacy Funding Application Form

Event Profile: 9. Participants and 10. Attendance

If you are-unable to answer any fields within your submission and would like to provide extraordinary information or insight as to why this event should be considered for funding support, please add in the comments box...

	Value	Additional notes	Sport	Culture	Business
9.00 Participants					
9.01 Number of Participating Continents	Number	Continents where participants/delegates are from	Not scoring	NA	Not scoring
9.02 Number of Participating Nations	Number	Nations where participants/delegates are from		NA	
9.03 Number of Participants/Athletes	Number				
9.04 % Overseas Participants/Athletes	%				
9.05 % of Male Participants/Athletes	%		Not scoring	Not scoring	Not scoring
9.06 % of Female Participants/Athletes	%				
9.07 % of Disabled Participants/Athletes	%				
9.08 Number of Supporting Staff/Team Officials/Technical Officials	Number	In addition to participants and spectators, other attendees inc staff, officials, administrative support	Not scoring	Not scoring	Not scoring
9.09 % Overseas Supporting Staff/Team Officials/Technical Officials	%		Not scoring	Not scoring	Not scoring
9.10 % of Male Supporting Staff/Team Officials/Technical Officials	%		Not scoring	Not scoring	Not scoring
9.11 % of Female Supporting Staff/Team Officials/Technical Officials	%		Not scoring	Not scoring	Not scoring
9.12 % of Disabled Supporting Staff/Team Officials/Technical Officials	%		Not scoring	Not scoring	Not scoring
10.00 Attendance					
10.01 Estimated Total Attendance/Spectators	Number				
10.02 Estimated Unique Attendance/Spectators	Number	Pages 33 of the ASOIF Common Indicators describes how unique and total attendance differs			
10.03 % Out-of-Town Spectators (excluding residents - domestic)	%				
10.04 % Overseas Spectators (international)	%		Not scoring	Not scoring	Not scoring

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Legacy Funding Application Form

Event Profile: 11. Media Profile & Image

Providing opportunities for businesses and help stimulate economic and employment growth

11. Media Profile and Image	Value	Additional notes	Sport	Culture	Business
Broadcast		See page 45-47 of the ASOIF Common Indicators			
11.01 Does the event's marketing & communication plan include West Midlands featuring in the media coverage of the event (eg space allocated to local stakeholders/campaigns before and during the event)?	Yes/No	Not all events will have TV broadcast however with increasing use of digital media there are increasing ways of providing some form of digital coverage			
11.02 Will key broadcast metrics be gathered through the event? (Audiences, viewing figures)?	Yes/No				
11.03 Please indicate the number of nations the event was broadcast to in the most recent occurrence of that event (or estimate for a new event).	Number	ASOIF Common Indicators reference IM-B1.2 Enter zero for events with no TV			
11.04 Media value/AVE (advertising value equivalent) achieved in the last occurrence of this event.	Number	Only include if available based on experience from a previous relevant edition			
11.05 Estimated number of live hours of coverage internationally?	Number	Only include if available based on experience from a previous relevant edition	Not scoring	NA	NA
11.06 Will the event be broadcast in key international tourism markets?	Yes/No	The key markets for the West Midlands are France, Germany, Ireland, Poland, China, USA, Australia, Singapore, Malaysia, Canada and India		NA	NA
11.07 Estimated number of tourism markets?	Number	From the 11 markets shown above		NA	NA
11.08 Will the event be broadcast nationally?	Yes/No				
11.09 Estimated number of live hours of coverage nationally?	Number	Only include if available based on experience from a previous relevant edition	Not scoring	NA	NA
11.10 Will local stakeholders be recognised as part of the pre-event media coverage of the event?	Yes/No			NA	NA
11.11 If the event is broadcast, are plans in place to give equal broadcast time to female and male?	Yes/No	Pages 52-53 of the ASOIF Common Indicators describe the relevance of this to UN SDGs		NA	NA
Online Broadcast/Streaming		See page 46 of the ASOIF Common Indicators			
11.12 Will the event be streamed/broadcast online (Live or Highlights) through the event website?	Yes/No				
11.13 Estimated online audience for web streaming/online broadcast based on previous online statistics?	Number	Based on statistics from previous events. See ASOIF Common Indicators reference IM-B2.1			

Legacy Funding Application Form

Event Profile: 11. Media Profile & Image

Providing opportunities for businesses and help stimulate economic and employment growth

11. Media Profile and Image	Value	Additional notes	Sport	Culture	Business
Web Traffic					
11.14 Will web traffic figures be gathered during the event?	Yes/No				
11.15 Estimated audience size of event/event owner web traffic (average unique users per month)?	Number				NA
Press					
11.16 Will press coverage be monitored through the event?	Yes/No	See page 52-53 of the ASOIF Common Indicators			
11.17 No. of accredited media representatives attending the event	Number	ASOIF Common Indicators reference IM-P2.1			
11.18 Estimated % of media representatives from outside the UK	%	Only include if available based on experience from a previous relevant edition	Not scoring	NA	NA
11.19 Estimated % of media representatives from UK	%	Only include if available based on experience from a previous relevant edition	Not scoring	NA	NA
Social Media					
11.20 Will key metrics be measured for social media engagement during the event (eg Posts, mentions, shares, retweets, likes, comments, and overall sentiment)?	Yes/No				
11.21 No. of social media followers of event/event-owner (All Social Media Accounts)	Number	ASOIF Common Indicators reference IM-SM1.1			
11.22 What do you expect to spend on Social Media Monitoring during your event?	£				
Satisfaction Survey					
11.23 Will attendee and/or viewer attitudes to the event be monitored and reported?	Yes/No	eventIMPACTS.com contains advice on how an event satisfaction survey can be created			
11.24 Will ticket purchasing only be available for public to buy at limited times (thereby driving interest)?	Yes/No	Promotion of limited offers in the media increases interest however may not be relevant to all events			

Legacy Funding Application Form

Event Profile: 12. Business and Economy

Providing opportunities for businesses and help stimulate economic and employment growth

12. Business and Economy	Value	Additional notes	Sport	Culture	Business
12.01 Is there a plan to promote event-related business to local suppliers?	Yes/No				
12.02 Estimated economic benefit forecast using industry-recognised methodology (eg eventIMPACTS)?	Number	eventIMPACTS.com provides an online calculator to be able to estimate economic benefit			
12.03 Overnight stays in paid accommodation by visiting spectators	Number	This data is a component of the economic benefit calculation (see also ASOIF reference EC-S2.2)		NA	NA
12.04 Overnight stays in paid accommodation by visiting participants	Number	This data is a component of the economic benefit calculation (see also ASOIF reference EC-P2.2)		NA	
12.05 Total operational budgeted expenditure (excluding Value-in-Kind)	Number	ASOIF Common Indicators reference EC-OE1.1	Not scoring	Not scoring	Not scoring
12.06 What % of your supply chain will you commit to sourcing from the West Midlands Region?	%				
12.07 Value of contracts with local suppliers	£	Estimate of value based on the expected % of the event expenditure being sourced within the WM			
12.08 Proportion of operation event costs funded by commercial revenue	%	ASOIF Common Indicators reference EC-OE2.2	Not scoring	Not scoring	Not scoring

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Legacy Funding Application Form

Event Profile: 13. Engagement and Participation

Encouraging citizens of all abilities and ages to take part and improve their mental and physical health and wellbeing

13. Engagement and Participation	Value	Additional notes	Sport	Culture	Business
13.01 Is there a plan to proactively engage and include local host communities and residents across the West Midlands in the event, and encourage participation (in sport/physical activity or arts)?	Yes/No				
13.02 Will the event have a regional community engagement strategy in place?	Yes/No	Pages 59-61 of the ASOIF Common Indicators describe how event can engage communities			
13.03 Is there a dedicated engagement role with the purpose of driving engagement in the region?	Yes/No	Someone involved in the organisation of the event who is dedicated to delivering this strategy			NA
13.04 Estimated number of people to be engaged (at least aware of the event)?	Number	Estimate based on realistic reach of the strategy			NA
13.05 Will the event aim to increase physical activity/sport/arts within the adult population in the region?	Yes/No	See page 78-79 of the ASOIF Common Indicators			NA
13.06 Estimated number of adults to be involved?	Number		Not scoring	Not scoring	NA
13.07 Will the event aim to increase physical activity/sport/arts within the schools population in the region?	Yes/No	This refers specifically to young people at school			NA
13.08 Estimated number of school children to be involved?	Number		Not scoring	Not scoring	NA
13.09 Planned no. of attendees at free activity related to the event	Number	See page 64-65 of the ASOIF Common Indicators			NA
13.10 Are individuals or teams from the West Midlands be provided enhanced access to the event (eg qualifying roster, special delegate access)?	Yes/No	For international event these may be in-built opportunities as a result of hosting the event		NA	NA
13.11 Money invested in grass-roots programmes as a result of the event	Number	Some events may result in funding allocated to grass-roots activities alongside the event	Not scoring	Not scoring	NA
13.12 Proportion of spectators inspired to participate more (sport/physical activity or arts)?	Number	ASOIF Common Indicators reference SP-SP2.1	Not scoring	Not scoring	NA
13.13 Will resident attitudes to the event be monitored and reported?	Yes/No			NA	NA

Legacy Funding Application Form

Event Profile: 14. Environment and Infrastructure

Promoting the host venues and assets; enhancing its environment and facilities; and supporting sustainable practices

14. Environment and Infrastructure	Value	Additional notes	Sport	Culture	Business
14.01 Please confirm you are willing to commit to delivering this event with a focus on at least three of the focus areas outlined in the Sustainability West Midlands Roadmap to 2030	Yes/No	See Sustainability West Midlands Roadmap to 2030			
14.02 Will there be any investment in venues or physical infrastructure designed for sustainable long-term use?	Yes/No				
14.03 Total Investment in venues and equipment for long-term use	£		Not scoring	NA	NA
14.04 Does the event have public commitment to positive environmental policies?	Yes/No	See page 84 of the ASOIF Common Indicators		NA	NA
14.05 Will the carbon footprint of the event be calculated?	Yes/No	ASOIF Common Indicators reference EN-EP1.2			
14.06 Will the event have ISO2021 accreditation, or other recognised certification?	Yes/No	ASOIF Common Indicators reference EN-EP2.1			
14.07 Will the event encourage spectators/delegates and all other attendees to travel to the event via sustainable transport?	Yes/No	See page 85 of the ASOIF Common Indicators			
14.08 Proportion of spectators/delegates using public or sustainable transport	%	ASOIF Common Indicators reference EN-T2.1	Not scoring	Not scoring	Not scoring
14.09 Will the event have an environmental strategy in place?					
14.10 Will the event have a waste management plan in place?	Yes/No	See page 86 of the ASOIF Common Indicators			
14.11 Will the event have a water management policy in place?	Yes/No				
14.12 Will the event have a energy management plan in place?	Yes/No	See page 88 of the ASOIF Common Indicators			
14.13 What % of energy is planned to come from renewable energy?	%	ASOIF Common Indicators reference EN-EN2.1	Not scoring	Not scoring	Not scoring
14.14 Will the event have a Sustainable Procurement Code in place for all products and services?	Yes/No	Further references provided on page 89 of the ASOIF Common Indicators (ref EN-P1.1)			
14.15 Will the event have a bio-diversity plan in place?	Yes/No	See page 90 of the ASOIF Common Indicators			
14.16 Will the event have initiatives to improve the local environment?	Yes/No	ASOIF Common Indicators reference EN-LB1.1			

Legacy Funding Application Form

Event Profile: 15. Employment and Skills

Developing & promoting volunteering, leadership and apprenticeship opportunities to enhance the skills, capacity and employability of the host communities

15. Employment and Skills	Value	Additional notes	Sport	Culture	Business
15.01 Is there a plan for target segments of the WM community to benefit from improved skills and employability as a result of the event workforce and volunteer programme?	Yes/No				
15.02 Will volunteers be specifically recruited and trained from target members of the local community?	Yes/No	"Target members of the local community" relates to the specific needs where the event is hosted			
15.03 Estimated number of total volunteers	Number	Reference ASOIF Common Indicator SO-V1.1			NA
15.04 Estimated % of volunteers from WM target communities	%	Reference ASOIF Common Indicator SO-V1.2			NA
15.05 Will the event have a volunteer training programme in place?	Yes/No				NA
15.06 Will volunteer attitudes to the event be monitored and reported?	Yes/No				NA
15.07 Will there be dedicated employment opportunities (eg internships)?	Yes/No				NA
15.08 Is there a written equal opportunity policy in place for the organisation of the event?	Yes/No	Specific elements of a policy referred to on page 68 of the ASOIF Common Indicators (ref SO-DI1.1)			
15.09 What % of staff will be from minority populations?	%	Minority populations classified as Black, Asian and Minority Ethnic			
15.10 What % of staff will be female?	%		Not scoring	Not scoring	Not scoring
15.11 What % of staff will be disabled?	%		Not scoring	Not scoring	Not scoring
15.12 Will new jobs and/or upskilling of local staff be part of your core recruitment strategy?	Yes/No	See Skills Development Plan on page 70 of the ASOIF Common Indicators (ref SO-SD1.1)			

Legacy Funding Application Form

Event Profile: 16. Social Inclusion & Diversity

Working with diverse communities to ensure the events are inclusive and connect with citizens in a way that enhances civic pride

16. Social Inclusion and Diversity	Value	Additional notes	Sport	Culture	Business
16.01 Is there a plan to use the event to actively promote diversity and inclusion, including minority groups applicable to target segments of the local population (eg disabled people, Asian, Black)?	Yes/No	Page 68-69 of the ASOIF Common Indicators provide additional references and example definitions relating to diversity and inclusion			Not scoring
16.02 Is there a plan to proactively engage and attract young people and work with our HE and FE sectors to reach the under 25 audience?	Yes/No				
16.03 Will you have a diversity and inclusion policy for the event?	Yes/No	ASOIF Common Indicators reference SO-DI1.1			
16.04 Will you have a gender equality policy for the event?	Yes/No				
16.05 Will you have a disability and accessibility policy for your event?	Yes/No				
16.06 Does the event include plans for "outreach" programmes?	Yes/No	This refers to activity before the event (see page 66 of the ASOIF Common Indicators)			
16.07 Planned no. of participants in outreach programmes	Number	Reference ASOIF Common Indicator SO-O1.1			NA
16.08 Will local community groups benefit from outreach activity?	Yes/No	Reference ASOIF Common Indicator SO-O1.2			NA
16.09 Will the attitudes of participants in outreach activity linked to the event be monitored and reported?	Yes/No				NA

Legacy Funding Application Form

Event Profile: 17. Power and Partnerships

Enhancing the hosts reputation; leveraging soft power; supporting partnerships regionally, nationally and internationally; and supporting good governance in an ethical and sustainable way.

17. Power and Partnerships	Value	Additional notes	Sport	Culture	Business
17.01 Is there a plan for the event to take an innovative approach to event delivery, e.g. use of technology, audience engagement and experience?	Yes/No				
17.02 Is there a plan for the event to work with stakeholders and partners across the region and collaborating across sectors to deliver positive outcomes?	Yes/No	This refers to specific plans to form partnerships with organisations across local boundaries in the WM			
17.03 Will the event enable local or national organisations to have more international influence (eg through membership of international associations)?	Yes/No	Hosting international events can raise the profile of national organisations within international bodies			
17.04 Estimate minimum number of co-created fringe or associated events with WM based organisations	Number	If possible, make reference to any specific initiatives	Not scoring	Not scoring	Not scoring
17.05 Does the event contribute to any national policy agendas linked to government departments or NDPBs?	Yes/No	WM can take a lead role for the country by hosting events with national significance			
17.06 Is there a plan to engage athletes/speakers/delegates to help promote sustainability in the region?	Yes/No				
17.07 Will the event have a risk management policy?	Yes/No				
17.08 Will the event or rights-owner have a human rights policy or commit to international labour rights?	Yes/No	Further references provided on page 70 of the ASOIF Common Indicators			
17.09 Does the event have an audience in relevant international markets for tourism or trade?	Yes/No	Is the event particularly popular in international			
17.10 Does the event involve international nations being represented?	Yes/No	This refers to not just international participants but where they are formally representing their country			

Legacy Funding Application Form

Event Profile: 18. Additional Information

Enhancing the hosts reputation; leveraging soft power; supporting partnerships regionally, nationally and internationally; and supporting good governance in an ethical and sustainable way.

	18.00 Notes	Sport	Culture	Business
18.01	If you are-unable to answer any fields within your submission and would like to provide extraordinary information or insight as to why this event should be considered for funding support, please add in the comments box	Non-scoring	Non-Scoring	Non-Scoring

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Members:		
Local Authority	Nominated Representative	Role
City of Wolverhampton Council	Cllr Bhupinder Ghakal	Cabinet Member for Visitor City
City of Wolverhampton Council	Ian Fegan	Director of Communications and External Relations
Birmingham City Council	Cllr Saima Suleman	Cabinet Member for Digital, Culture, Heritage & Tourism
Birmingham City Council	Andy Newman	Director of Legacy
Coventry City Council	David Nuttall	Head of Service – Sports, Culture, Destination and Business Relationships
Solihull Metropolitan Borough Council	Cllr Wazma Qais	Communities & Leisure
Solihull Metropolitan Borough Council	Mary Morrissey	Director of Economy & Infrastructure
Solihull Metropolitan Borough Council	Clare Rudge	Group Manager - Economic Growth
Dudley Metropolitan Borough Council	Councillor Patrick Harley	Leader of the Council
Dudley Metropolitan Borough Council	Kevin O’Keefe	Chief Executive
Dudley Metropolitan Borough Council	Helen Martin	Director of Regeneration & Enterprise
Dudley Metropolitan Borough Council	Balvinder Heran	Deputy Chief Exec
Dudley Metropolitan Borough Council	Paul Mountford	Head of Economic Growth & Skills
Walsall Council	Cllr Adrian Andrew	Deputy Leader
Walsall Council	Simon Tranter	Head of Regeneration, Housing and Economy
Sandwell Metropolitan Borough Council	Cllr Charn Singh Padda	Cabinet Member for Leisure and Tourism
Sandwell Metropolitan Borough Council	Ben Percival	Assistant Director (Borough Economy)



Observers:		
Local Authority	Nominated Observer	Role
WMCA	Jonathan Skinner	Head of Economy and Local Industrial. Strategy
WMCA	Phil Cole	Finance Business Partner
WMCA	Cat Orchard	Head of Commonwealth Games Legacy Extension Fund
WMCA Finance	Jag Johal	Finance Business Partner
DCMS	Isabelle De Cecco	Major Sporting Events
DCMS	Lucy Phipps	Head, Legacy and Benefits, Commonwealth Games 2022
Visit Britain	William Smart	Programme Manager



Economic Growth Board

Date	22 September 2023
Report Title	Leadership and Management Skills Training
Portfolio lead	Skills & Productivity - Councillor George Duggins
Accountable Chief Executive	Laura Shoaf, West Midlands Combined Authority email: laura.shoaf@wmca.org.uk
Accountable Employee	Clare Hatton, Interim Director for Employment, Skills and Health & Communities email: clare.hatton@wmca.org.uk
Report has been considered by	LA Skills Officers Group Directors of Economic Development

Recommendations for action or decision:

The Economic Growth Board is asked to:

- (1) To approve the increase investment of leadership and management skills training across the WMCA through devolved adult education budget.
- (2) To note the WMCA response to the local skills investment plan (LSIP) report specific to leadership and management training needs for employers

1 Purpose

- 1.1 The purpose of this paper is to set out how the WMCA will respond to recent reports setting out that deficits leadership and management skills are holding back the region's growth and creating a productivity challenge.

2 Background

- 2.1 Leadership and Management skills have never been in greater demand as our regional economy and businesses grapple with challenges brought about by the pandemic, Brexit, net zero and rapid technological change. These challenges coupled with a tight labour market and changing ambitions and demands of workers and customers means that businesses everywhere are thinking again about how they can bring about transformational change to improve productivity and increase growth.

- 2.2 In the UK, many managers – particularly those in SMEs – have not had any formal leadership and management training to equip them for their position and role in today’s workplace in sectors. In the recent CMI report ‘Bridging the Triple Gap’ focusing on productivity, skills and inclusivity it set out that poor management skills are a key driver of poor productivity, and that making small improvements in management practices can make all the difference both for the individual and the business that they represent. The report also highlighted the need to consider equality especially amongst underrepresented groups including those from black and minority ethnic group, females and those with disabilities.
- 2.3 Recent research conducted through the WM Local Skills Improvement Plan (LSIP) also identified that 14% of leaders and managers do not have adequate skills to overcome challenges and/or maximise opportunities associated with the digitisation and advancement of new technologies, and that 16% of businesses conveyed that they do not believe that all leaders and people managers have adequate skills to overcome challenges and/or maximise opportunities associated with the transition towards net zero over the next 3 years.
- 2.4 The University of Warwick also prepared a report for the Midlands Regional Productivity Forum of the Productivity Institute focused on maximising productivity through managing new technology. Through research interviews that report identified that to fully realise productivity gains from new technology investments, management skills must be addressed. Larger firms had the internal capacity and resources to have ongoing strategic reviews of management training and a dedicated business function focused on identifying the potential of technology to achieve business aims. However smaller and less resourced firms may have relied on business support programmes to accomplish these strategic tasks.
- 2.5 The WMCA is already supporting leadership and management training for example through the Made Smarter programme focusing on tech adoption amongst engineering and manufacturing business, through our adult skills budget on a range of management qualifications e.g team leading and management and through funding apprenticeship levy transfer supporting SME’s developing current staff. However, to respond to the above research findings from a range of WM focused reports we need to scale up our investments in leadership and management skills training to lead to improved productivity and growth.

3. What we will do

- 3.1 We will invest £3m of our adult skills funds to secure a flexible leadership and management skills training offer through competitive tender which will be launched in September with delivery taking place from January 2024. Our aim is to support growth and productivity across the region through upskilling and reskilling those working in SMEs, giving our residents the tools they need to support the businesses and sectors that they work in. This will include supporting our plan for growth clusters where its identified that leadership and management training alongside digital skills are sector cross cutting skills needs.
- 3.2 We will establish four key strands to leadership and management skills training to support businesses in accessing the training they need to support them and their employees development:

<p>Aspiring Leaders: Supporting future aspiring leaders from under-represented groups specifically targeting BAME, women and those with disabilities through a career accelerator approach.</p>	<p>Healthy and Inclusive Workforces Supporting Good Work: Creating healthy workforces eg. healthy lifestyles and behaviour changes to support health and wellbeing and adoption of an inclusive working environment to support talent recruitment, retention and career progression for all.</p>
<p>Strategic Leadership: Supporting businesses to develop the capacity and capability to improve productivity and drive growth through Leadership and Management training. We are particularly interested in targeting women in the health care sector who have progressed into leadership roles without any formal leadership and management training, and men in small and medium sized companies in the manufacturing sector in the black country.</p>	<p>Adoption of Technology: Building on the Made Smarter Programme which was designed to support small and medium sized businesses in the manufacturing and engineering sector, we are seeking to extend the “Made Smarter” approach into other sectors aligned to the Plan for Growth, which will support the implementation of technology leading to business growth, improving productivity and innovation.</p>

- 3.3 To support colleges in responding to the LSIP, we have also committed to establishing the above offer for all of colleges within the parameters of their existing adult skills grant agreements. Therefore, enabling them to respond to the LSIP through their accountability agreement with DFE.
- 3.4 To support engagement with SMEs, the leadership and management skills training offer will be easily accessible through a range of engagement platforms including Business Growth West Midlands (BGWM) to support SMEs. We are working with colleges and independent training provider representative groups to develop a blueprint for the role skills training to support business growth as a product within BGWM. Part of this work will align to the local skills improvement fund (LSIF) established to support the college and training provider response to the LSIP report.
- 3.5 The adoption of technology strand will be aligned to the current ‘Made Smarter’ programme, valued at £1.9m, which is specific to engineering and manufacturing SMEs. We know that tech adoption is cross cutting especially through our work with Plan for Growth and a similar type of offer can support other SMEs in other sectors embrace.

4. Financial Implications

- 4.1 This activity will be funded from the devolved Adult Education budget therefore is fully funded as eligible activity. There is synergy with other grant funded activity noted in the paper to maximise the impact of resources.

5. Legal Implications

- 5.1 The proposal herein accords with WMCA governance and is duly endorsed.

6. Equalities Implications

6.1 There are no immediate equalities implications arising from this report

7. Inclusive Growth Implications

7.1 There are no immediate inclusive growth implications arising from this report.

8. Geographical Area of Report's Implications

8.1 The LSIP report covers the 7-met WMCA area and Warwickshire. The WMCA's devolved skills powers are related to 7-met WMCA only, therefore this leadership and management training response will only be able to support employees resident in the WMCA area.

9. Other implications

9.1 None



Economic Growth Board

Date	22 September 2023
Report Title	Economic Growth Board Work Programme
Portfolio Lead	Economy & Innovation
Accountable Chief Executive	Laura Shoaf, West Midlands Combined Authority email: laura.shoaf@wmca.org.uk
Accountable Employee	Ed Cox, Executive Director for Strategy, Economy & Net Zero. email: ed.cox@wmca.org.uk
Report has been considered by	Directors of Economic Development

Recommendations for action or decision:

The Economic Growth Board is asked to:

- (1) Note the updated work programme attached at Appendix 1.

1 Purpose

- 1.1 For the Economic Growth Board to update its work programme. EGB's work and decisions will support the region's overall vision to build a healthier, happier, better connected and more prosperous West Midlands.

2 Background

- 2.1 Economic Growth Board (EGB) was established to strengthen democratic leadership, working with business. The Board's work programme is divided into four topic areas based on its terms of reference, plus any standing items.
- 2.2 The revised work programme is attached at Appendix 1 and will continue to evolve as work is required.

3 Financial Implications

- 3.1 There are no immediate financial implications arising from this report.

4. Legal Implications

4.1 There are no immediate legal implications arising from this report

5. Equalities Implications

5.1 There are no immediate equalities implications arising from this report.

6. Inclusive Growth Implications

6.1 The work programme of EGB places inclusive economic growth at the heart of CA decision making.

7. Geographical Area of Report's Implications

7.1 The Economic Growth Board's remit is for the WMCA area with all constituent and non-constituent authorities within that area. Subject to the individual items of work being considered by the EGB, work, policies and programmes might relate to either the 7-met WMCA area, or the wider economic footprint.

8. Other implications

8.1 None

Appendix 1 Updated Work Programme

		22 nd Sept '23	16 th Nov '23	25 th January '24	6 th March '24
1	Oversight of regional economic strategies, plans, and their implementation, including influencing plans to attract government and commercial investment	<p>Overview of the Digital Economy workstream of the West Midlands Digital Roadmap</p> <ul style="list-style-type: none"> - Birmingham Tech Cluster Plan <p>Further Education Innovation Fund pilot agreement sign-off with Innovate UK</p> <p>Major Events Fund (Governance and evaluation framework) – WMGC</p> <p>International Strategy (WMGC)</p>	<p>Inclusive Growth policy</p> <p>Investment Zone progress – if applicable</p> <p>Future House Building Strategy (cluster development)</p> <p><i>Update on the next steps of the Circular Economy Routemap and fit with work programmes.</i></p>	<p>Midlands Aerospace Alliance Cluster update</p> <p>Commercial Land Strategy, in line with West Midlands Plan for Growth priorities?</p>	<p>Annual Report of the Midlands Engine for its benefits to the West Midlands</p>
2	Deliver inclusive economic growth through the West Midlands Jobs Plan, ensuring we link local	<p>Leadership & Management Skills in the workforce</p>	<p>Skills Delivery Overview</p> <p>Report on Good Work</p>		



		22 nd Sept '23	16 th Nov '23	25 th January '24	6 th March '24
	communities to new jobs and opportunities.				
3	Oversee a coherent and complementary approach to business support across the region.	Business Growth WM Updates	WMGC Progress Q1 update Access to Finance (report) and update on West Midlands Co-Invest Fund	Business Growth WM Updates Night Time Economy Update	WMGC Progress Update
4	Oversee the work of the Innovation Board and other relevant sub-Boards	DDD/Strategic Productivity Partnership	Report on Tourism: work of Tourism and Hospitality Advisory Board Update Report from the Industrial Energy Taskforce (subject to confirmation from Matthew Rhodes)	Innovation Board update	Innovation Board update Strategic Productivity Partnership report
5	Standing Item(s)	Economic Conditions Report - Latest economic evidence (including qualitative issues from BIF and Regional Business Council), forecasts	Economic Conditions Report - Latest economic evidence (including qualitative issues from BIF and Regional Business Council),	Economic Conditions Report - Latest economic evidence (including qualitative issues from BIF and Regional Business Council),	Economic Conditions Report - Latest economic evidence (including qualitative issues from BIF and Regional Business Council), forecasts and key impact measures



		22 nd Sept '23	16 th Nov '23	25 th January '24	6 th March '24
		and key impact measures Summary Reports (if Appropriate) – short updates on on-going work & projects	forecasts and key impact measures Summary Reports (if Appropriate) – short updates on on-going work & projects	forecasts and key impact measures Summary Reports (if Appropriate) – short updates on on-going work & projects	Summary Reports (if Appropriate) – short updates on on-going work & projects

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