

# Appendix 1

<b>Report Title</b>	<b>West Midlands Growth Company Q1 and Q2 Performance Report against the ‘Global West Midlands’ Business Plan</b>
<b>Accountable Chief Executive</b>	Neil Rami, Chief Executive, West Midlands Growth Company
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## Recommendations

Economic Growth Board is recommended to:

- Note and comment on the issues outlined in this report in relation to West Midlands Growth Company’s (WMGC) performance against its Business Plan - *Global West Midlands* - over the period 1<sup>st</sup> April – 30<sup>th</sup> September 2023; noting that the Business Plan itself was not approved until July 2023.

### 1 Purpose of Report

- 1.1. To update the Economic Growth Board on progress against the four strategic objectives and the headline targets set out in WMGC’s 2023-25 Business Plan – *Global West Midlands*.
- 1.2. To provide narrative and commentary on key issues, challenges and opportunities.

### 2 Background

- 2.1 WMGC’s Business Plan – *Global West Midlands* – was approved by the WMGC Board at its meeting in June 2023 and then formally agreed by the Economic Growth Board in July 2023. It sets out the following four strategic objectives:

- **Enhance the profile & reputation of the region**  
Improving perceptions of the region as a place to invest, visit and host events.
- **Create & sustain good jobs for local people**  
Growing and increasing the productivity of the regional economy by attracting inward investment to the West Midlands.
- **Facilitate the regeneration of the built environment**  
Securing transformational capital from global and domestic investors in brownfield real estate and regeneration projects.
- **Create & sustain vibrant destinations**  
Harness sustainable domestic tourism and growing demand for inbound international tourism to enhance the region’s quality of life by growing and strengthening the visitor economy.

- 2.2 The Business Plan sets out how each of these objectives will be delivered by a series of:

- **campaigns** – a strategic series of steps and activities, with specific messages designed to promote the WM’s offer to specific target audience groups.
- **core services (Key functions)** – functions agreed as part of the WMGC Review and are defined as ‘ongoing’ services that broadly benefit the whole region; and
- **projects & programmes** – initiatives that WMGC plans to deliver outside of our “core services” – they may be place-specific and/or time-bound.

2.3 These activities will enable the delivery of identified local and regional priorities.

2.4 A series of outputs, leading and lagging indicators for each strategic objectives have been identified with minimum and stretch targets set against them.

2.5 This report provides an update on WMGC’s performance against the Business Plan to the end of Quarter 2. It is important to note that whilst Quarter 1 activity included ‘core service’ delivery, it was also focused on the close-down of the Business and Tourism Programme. Much of the ‘new’ activity as set out in the Business Plan only began to be initiated in Quarter 2 after the Plan’s agreement. Some of the activity will not begin in earnest until Quarter 3 when necessary recruitment has taken place.

2.6 It should also be noted that the total funding to deliver the Plan was agreed by the Investment Board when it met on 16th October 2023.

2.7 As this is the first WMGC performance report to the Economic Growth Board, feedback from Members on the format and contents would be welcomed so that the right level any type of information is provided going forward.

### 3. Key Results

3.1 Appendix A which shows performance against the key targets in the Business Plan to Quarter 2. Performance against the targets is referred to in the sections below on each of the Strategic Objectives.

3.2 Overall, performance against the targets is strong particularly for this stage of the programme. There are likely to be a number of contributing factors to this, including the fact the region is still enjoying the ‘halo effect’ of the Commonwealth Games, the strength of the pipeline that was built up through the Business and Tourism Programme and the fact that economy is performing better than expected. This positive trajectory may not be able to be sustained for the duration if these factors change. At the end of this financial year, there will be a stage gate to review performance in the round. If at that point progress against the targets continues to be very strong, the Leadership Team will review if an enhanced stretch target is needed across any of the metrics.

### 4. Enhancing the Global Profile and Reputation of the Region

4.1 *Global West Midlands* includes 12 strategic and proactive campaigns that directly respond to the priorities of the WMCA and Local Authorities through digital, media and event-led content. These will all articulate the West Midlands’ most competitive and compelling offer through messaging, proposition and collateral creation, rooted in a strong evidence base.

4.2 The majority of the campaigns are due to commence in Quarter 3 with different activation points dependent on the campaign. Ahead of that, WMGC has continued

to seek to enhance the profile and the reputation of the region through its marketing and communications activity.

- Media relations coverage is on track to exceed targets set due to the national traction of Birmingham Tech Week stories ahead of the week itself. Since 1st April 2023 the team has successfully placed 224 articles in print and online media, compared to a figure of 332 for the same period of 2022 (see appendix B) and against the stretch target set in our business plan to place 800 by 31st March 2025. This has generated an audience reach of more than 140 million compared to a figure of just over 101 million for the same period of 2022 and against an end of programme stretch target of 700 million. Examples include:
  - BBC News – [Visit Britain national tourism agency to open Birmingham HQ](#)
  - India Today – [New tech roles reinforce West Midlands' world-class innovation strengths ahead of global Birmingham Tech Week event](#)
  - Yahoo News! – [Birmingham beats Miami and Dubai to be named 'Event Destination of the Year'](#)
  - Business Live – [Commonwealth Games economic programme delivers 2,600 jobs](#)
  - Meetings & Incentive Travel – [Destination of the Month: Wolverhampton](#)
- More than 670,000 new unique users have visited WMGC's investment, leisure and business tourism website, compared with a figure of just under 520,000 for the same period of last year in the context of an end of programme stretch target of 1.18 million.

#### 4.3 Key examples include:

- Strategic communications activity has included proactive national media relations to shape a more balanced narrative surrounding Birmingham, in light of **Section 114** related negative headlines. The Financial Times was subsequently hosted in Birmingham, with the publication and local spokespeople briefed on positive economic indicators. Coverage in the [Financial Times](#) represented the first media article on the Council's financial situation to include positive proof points surrounding the region's economic performance.
- Strategic communications campaigns extended to public affairs surrounding **HS2 Phase 2**, in conjunction with the WMCA. WMGC compiled a briefing paper and pooled its private sector network to orchestrate a large-scale lobbying campaign to highlight the detrimental impact of cancelling the northern leg of the network. A number of tactics were deployed to support lobbying objectives, including the commissioning of a UK-wide public poll to show Number 10 and CCHQ the impact of abandoning the Manchester-Birmingham section amongst key voters, which achieved coverage in [The Mirror](#). As a consequence, HS2 became the UK's leading story in the press, although ultimately it did not stop the cancellation of the line north of Birmingham.

#### 4.4 Further activity to support this priority includes:

- Building on a successful London Tech Week in June, planning for the Global West Midlands programme which forms part of **Birmingham Tech Week** was a key focus of Quarter 2 activity. The week has now taken place and formed an important part of the WMGC's innovation-centred campaign, "**The Tech That**

**Makes Tomorrow Work**". It included a full day's programme on 18<sup>th</sup> October and various satellite events across the week (including one on the Visitor Economy) designed to demonstrate the scale of convergence and innovation within the region and how its tech community is at the forefront of cutting-edge advanced technologies, opening new market opportunities across industries. Familiarisation visits and events to R&D facilities across the region were arranged so that delegates could hear directly from the people and organisations benefitting from the West Midlands location.

- Paid social has begun to target **investor audiences in key markets**; providing a drumbeat of regional awareness outside of key in-market activations, and supporting audience acquisition and lead generation. From October this will expand to also specifically target intermediaries (see 5.5 below) via the "Mobilising Multipliers" campaign
  - Planning is underway for attendance at the **Medica exhibition** in Germany in November. Working in conjunction with Medilink, the WMGC team will have space on their pavilion and a speaker slot within the main conference itinerary. This will act to surface the region's life sciences proposition, including key innovation assets and the 6D innovation accelerator.
  - A **regional innovation narrative** has been developed with substantial stakeholder engagement and with the support of WMCA. As well as shaping messaging and regional differentiators for the innovation campaign and namechecking key innovation assets, it also references strategic capital investment opportunities and the innovation accelerator programmes.
  - The **'Where the World Meets'** campaign is also in progress with [WMGC securing Wolverhampton as exclusive Destination of the Month](#) in specialist trade publication M&IT (Meetings & Incentive Travel), following locations such as Sardinia and Strasbourg. The dedicated event guide outlines Wolverhampton's event and exhibition proposition in detail, including strong profile and commentary surrounding The Halls. Dedicated activity for other parts of the West Midlands is being planned throughout the campaign's duration.
- 4.5 In addition, the Birmingham and West Midlands Convention Bureau has recently been awarded **'Event Destination of the Year'** by Exhibition News. This is a huge achievement, not least because it was part of a very strong international shortlist including Miami, Spain, Greece, Japan and Dubai. The team was also shortlisted for Best Convention Bureau through M&IT. Both of these accolades are helping to further raise the profile of the region as a fantastic place to host business conferences and events.
- 4.6 The ultimate objective of all of this activity is to improve the profile and reputation of the West Midlands among key audiences. Latest **Perceptions Research**, completed in September 2023, indicates that, even though there have been no substantial regional marketing campaigns yet this year given the timing for final approval of Global West Midlands programme funding, the visibility of the region's offer among WMGC's key target audiences (i.e. potential tourists, investment intermediaries, business conference organisers, sporting event organisers and travel trade professionals) has edged up over the last 12 months. This reflects the impact of the substantive campaigns ran as part of the Business and Tourism Programme in 2022 – there can often be a time-lag between initial interaction with campaigns and subsequent conversion.

- 4.7 Furthermore, of those that were exposed to those campaigns:
- 94% of potential tourists say that they are more aware of the region's offer compared to 62% a year ago and 74% of intermediaries are more aware compared to 66% a year ago.
  - 93% of potential tourists are more positive about it compared to 61% previously and 71% of intermediaries are more positive compared to 64% previously.
  - 90% of potential tourists are actively considering it compared to 83% previously and 66% of intermediaries are actively considering it compared to 56% previously.
- 4.8 Overseas tourists, who highlight the region's range of attractions, people and culture, landscape and buildings, are more positive than domestic tourists who are more likely to have a more negative, outdated image of the region. Intermediaries are particularly positive, highlighting the region's good connectivity, strong talent pool, competitive real estate offer, high quality venues and facilities, track record of hosting events and its mix of landscapes, culture and attractions. And the proportion with a positive sentiment has risen year-on-year in relation to all parts of the region – Birmingham, Coventry, Dudley, Sandwell, Solihull, Wolverhampton and Walsall alike.
- 4.9 All that said, however, much work remains to be done to achieve our ambitions to raise the region's profile:
- The visibility of the region as a whole continues to lag behind key competitors (24% of tourists say that they know a lot or little about it compared to 80% for London and 50% for Manchester and 53% of intermediaries are familiar with the West Midlands offer compared with 93% with London and 65% for with Manchester.
  - The visibility of Birmingham's offer compares better but awareness of the offer of other parts of the region is lower.

## 5. Creating and Sustaining Good Jobs for Local People

- 5.1 WMGC aims to grow the region's economy, increase its productivity and enable the development of its clusters by attracting firms who are looking to relocate or expand. This in turn will create good quality, high value jobs for those that live here.
- 5.2 Since 1st April 2023, the conversion of the substantial pipeline of inward investment leads generated by the BAMP has continued:
- 37 projects have been landed across the region to the end of Q2 which compares with a figure of 25 for the same period of 2022 (see appendix one)
  - and against an end of programme stretch target of 117, creating or safeguarding 2,891 jobs so far, compared with 1,296 for the same period of last year and against an end of programme target of 5,148.
  - Of these successes, 12 are in the business, professional and financial services sector, 12 are in tech and creative, seven are in advanced manufacturing and two projects have been landed in the low carbon and life sciences sectors respectively.
  - Amongst these successes, projects notable for the number of jobs created and/or safeguarded include: the expansion of **Lloyds Bank's Birmingham** presence (400 new jobs), the expansion of **Sigma Connected** in Birmingham (500 new

jobs), **Mott MacDonald** growth into a new premises (creating 275 jobs in Birmingham), the expansion of **Talbots Law** (200 jobs, mostly in Dudley, but with additional sites across the region), Japanese owned **Sanko Gosie** (150 jobs in Birmingham), the expansion of **RBW Cars** (150 jobs in Lichfield) and Indian owned **Norton Motorcycles** (120 jobs in Solihull).

- 5.3 Year to date, the WMGC's inward investment activity has generated 363 new leads, against an annual target of 1,000. It is hoped that this number will grow further as a result of activity delivered during Birmingham Tech Week. 68 new qualified projects have been identified from amongst WMGC's pipeline of leads, taking the number of active projects to 187, with the potential to deliver a combined 12,000 jobs. Of these 187, 15 are at active final stage, indicating they have a high probability of translating to successfully landed projects within the next 90 days.
- 5.4 WMGC's active inward investment project pipeline includes a number of projects with the potential to deliver significant impact and job creation across the region. Selected high profile projects include:
- **Schumacher Packaging** – seeking to develop a new, state of the art net zero packaging facility with potential to deliver 600 new jobs on top of their existing headcount in Birmingham. WMGC has worked with them to expand their geographical scope beyond Birmingham (unable to meet their site requirements), with promising conversations now underway with **Wolverhampton** and Stoford in relation to i54.
  - **Project Dawn** – a major international retail brand seeking to enter the UK bricks and mortar market in the West Midlands. They have now signed a lease for a flagship store at Merry Hill, **Dudley** (set to create up to 250 jobs including corporate back office) and in dialogue with a number of other locations across the region, including in **Birmingham** and **Solihull**, with appetite to consider sites in **Wolverhampton**, **Coventry** and **Sandwell**. WMGC engaged with C-suite and hosting Global CEO in September, to facilitate engagement with target locations, the Mayor's office and WMCA skills infrastructure.
  - **Hexaware** – Indian IT consultancy set to establish its UK HQ in **Birmingham**, with the expectation of 250 jobs. Lease now signed at Brindleyplace and WMGC working with DBT to maximise impact of announcement.
  - **Aubay** – French-owned IT firm will establish its UK HQ in **Solihull** and will recruit 50 staff to service the needs of a core customer located in the West Midlands. Potential to scale significantly subject to securing additional contracts.
  - **Tata Elxsi** – part of the Tata Group and delivering engineering services to both group companies and external private clients. Currently employing 200 engineers in the **Coventry** and **Warwickshire** area but have now outgrown their existing physical hub at Coventry University Technology Park. WMGC supporting with identification of premises to accommodate growth to 800 employees over three years (150-200 desks) and development of partnerships with regional universities.
- 5.5 Other key activity and developments related to this objective to the end of Q2 includes:
- **Visit Britain/VisitEngland decision that Birmingham should become the location for its new headquarters**, following a competitive national process. WMGC had worked very closely with VB/VE prior to this decision in July, emphasising



alignment with their priorities and requirements (particularly on skills), and providing insights and data as required to strengthen their business case for the city.

- The development of the region-wide **Strategic Relationship Management (SRM)** programme is continuing at pace, in partnership with Local Authorities, the WMCA and Department for Business and Trade. The headline purpose and value proposition of the programme has been developed and consulted upon and existing provision reviewed. A Head of SRM started in early September and external consultancy support has been procured to provide additional capacity.
- WMGC is exploring the expansion of the successful **Global Growth Programme** to other sites in the region. WMGC has engaged consultants and a number of prospective delivery partners across the WMCA geography to scope the minimum viable product for the GGP to operate effectively in individual locations throughout the geography.
- WMGC undertook a series of events and activities during **London Tech Week** in June 2023 showcasing the strengths and opportunities of the region.
- WMGC has commenced its delivery as part of the consortium working on the **West Midlands Healthtech Innovation Accelerator** and has begun planning to promote the opportunity to FDI Healthtech companies via both direct business development and key international industry events.
- WMGC was successful in its bid to become a major subcontractor on the **DIATOMIC Innovation Accelerator** programme. WMGC will now play a key role in integrating the research work undertaken by the project with the development of the West Midlands International Strategy and will develop a bi-lateral 'global accelerator' programme, to grow SME FDI Cleantech trade and investment links between the West Midlands and key global partner locations, by harnessing the existing Global Growth Programme model.

## 6. Facilitating the Regeneration of the Built Environment

- 6.1 The process of landing capital investment projects is often very complex, involving a wide range of public and private sector partners, with lengthy lead times. While considerable efforts were made to promote the region as an investment location and to generate a pipeline of leads over the course of the BATP, by 31st March only five investment opportunities had been generated and none of these had been converted into landed projects.
- 6.2 Since then, however, the team's work has started to bear more fruit. While there are no new landings to report this year, the team has generated, and is actively working on, six new opportunities. Activity is focused across the region and includes the following:
- Aston BIQ
  - West Bromwich Heat Network
  - Smithfield Birmingham
  - University of Warwick Innovation Campus at Wellesbourne
  - Old Ikea Building (Cultural Gateway), Coventry
  - Planet Ice, Dudley

### 6.3 Other key developments related to this strategic objective include:

- WMGC has led on compiling and submitting representations to Government on behalf of the West Midlands to include various internationally significant capital investment and FDI opportunities for promotion within HMG's **Global Investment Summit (GIS)** in November. WMGC has worked with partners to produce detailed submissions which included University of Warwick's Wellesbourne Campus, Smithfield Birmingham, Birmingham Innovation Quarter, West Brom Heat Network and Green Innovation Corridor. All projects are being appraised for 'invest ability' by HMG prior to confirmation re GIS promotion.
- WMGC has continued to make **key investor introductions** directly to Local Authorities for some of their priority projects, including taking recent Wolverhampton investor Catella to Walsall to discuss the Sadler Centre and wider town centre regeneration, and a number of affordable housing developers to Sandwell. In relation to the latter, Octopus' affordable housing fund are now under an MOU with Sandwell in relation to two sites.
- WMGC has consulted with LAs and the WMCA on a programme for regional engagement across key real estate events. As a result, there will be a WM pavilion at **UKREiIF** next year. Planning for this is underway with initial themes being crafted around the transformative power of the West Midlands. Partner packages have been developed and are being discussed with an initial target list to secure support from the commercial organisations in the region. A region-wide Steering Group has been established so that Local Authorities and the WMCA can shape plans.
- WMGC led on regional engagement at **Expo Real**, Europe's largest real estate and investment trade fair on 4-6 October 2023 in Munich. WMGC was part of the first UK pavilion alongside other city regions. Six strategic development opportunities were promoted at the event and were featured within an inventive digital prospectus and regional innovation map. These are Arden Cross, - Birmingham Innovation Quarter, Smithfield, University of Warwick Innovation Campus (Wellesbourne), Gigapark and Green Innovation Corridor.
- WMGC is also supporting the development of other market facing opportunities that support regional and local priorities, this includes engaging with the market for the procurement of a **hotel feasibility study**.

## 7. Creating and Sustaining Vibrant Places

- 7.1 WMGC's activity to promote and support the region's visitor economy includes attracting business conferences and events and major sporting events alongside work to support the growth of the region's travel trade and leisure tourism. As above, this financial year has seen the continued conversion of the substantial pipeline of leads generated over the life of the B ATP.
- 7.2 Since the 1st April 2023, three major, high-profile business conferences have been landed, which compares with a figure of four over the same period of 2022 (see appendix one) and against an end of programme target of 11:
- The **International Forum for Integrated Care Conference**, which is a 3-day conference with circa 1,000 delegates which will be hosted at either the ICC or the University of Birmingham.
  - The **British International Studies Conference**, which is a 3-day conference with 500-900 delegates which will be hosted at the Hilton Metropole Hotel in Solihull.



- The **Association of Lifestyle Medicine Conference**, which is a 3-day conference with 700-800 delegates which will be hosted at the University of Warwick.
- 7.3 Over this period, 17 new business conference bidding opportunities have also been generated including:
- The **European Congress of Clinical Microbiology and Infectious Diseases** which will host around 9,000 delegates over 3 days.
  - The **International Association for the Study of Pain Conference** which will host circa 4,000 delegates over 3 days.
  - The **International Society for Behavioural Nutrition and Physical Activity Conference** which will host around 1,300 delegates over 2 days.
- 7.4 In relation to Major Sporting Events, the **SportAccord World Business and Sport Summit**, has been secured for the region, utilising £3m from the Major Events Fund (see below) and will take place in April 2024. The 6-day event brings together over 1,500 delegates from more than 145 International Sporting Federations and is attended by global leaders of sport at the highest levels. It therefore provides the West Midlands with a fantastic opportunity to showcase its credentials for hosting sporting events and to generate its pipeline of major events for the next decade. Campaign activity to optimise the event for the region will be starting from November 2023 when the International Federations meet in Lausanne.
- 7.5 12 bidding opportunities for Major Sporting Events have also been generated over the period, including:
- The **British Rowing Indoor Championships**, which is the world's biggest indoor rowing event and the UK's biggest mass-participation indoor sports event with over 3,000 participants.
  - The **World Football Summit**, which is the largest and most influential gathering of industry leaders in the world with delegates drawn from a platform of 80,000 stakeholders.
  - The **FISU World University Games**, a 12-day event which is among the world's largest and most prestigious multi-sport events, attracting several thousand students.
  - The **ISF Gymaside/Multi-Sport Games**, which is the largest school sport event in the world and includes high level sport competitions, cultural exchanges and educational programmes.
- 7.6 Wider activity to support this objective includes:
- The Programme Business Case for the **£6m Major Events Fund** was approved by the WMCA's Investment Board in July 2023. The Fund will support major sporting, business and cultural events across the region. A Major Events Advisory Group was established to oversee the utilisation of the Fund, reporting to EGB; with WMGC providing the secretariat. A framework for evaluating the proposals and the application process was developed and agreed with the Advisory Group and EGB. WMGC supported Local Authority colleagues with the application process and in identifying suitable opportunities. A total of 23 events applied for funding support, totalling almost £8m. Formal evaluation and due diligence reviews of the data have been undertaken against the agreed Framework. The Major Events Advisory Group

has considered the evaluated bids and a prioritised list is on the Economic Growth Board's agenda for consideration.

- WMGC worked closely with Local Authority and sector partners to secure **Local Visitor Economy Partnership** (LVEP) accreditation for the Birmingham, Black Country & Solihull LVEP, and supported the successful application for the Coventry & Warwickshire LVEP confirmed in July 2023.
- Work is continuing to secure designation as a second national **Destination Development Partnership** (DDP) pilot from VisitBritain and DCMS. This will see the Birmingham, Black Country & Solihull LVEP and the Coventry & Warwickshire LVEP come together to form a DDP to support the growth of the visitor economy.
- The **WM Tourism Awards 2024** was launched to celebrate and promote excellence in the industry supported by extensive regional coverage. Tourism and Hospitality Advisory Board members, and other senior stakeholders are volunteering as lead judges across two rounds of judging. The West Midlands Tourism Awards evening will take place in February 2024.

7.7 WMGC has worked closely with **Birmingham Airport** to support the recovery of direct routes to countries that form the Gulf Cooperation Council (GCC) i.e. Bahrain, Kuwait, Qatar, Oman, Saudi Arabia, and the United Arab Emirates. On 1st July 2023 Emirates brought back its iconic 615-seater A380 'superjumbo,' adding capacity on its twice-daily Dubai service. July 2nd saw Saudia, the national flag carrier of Saudia Arabia, begin to fly thrice weekly to and from Jeddah, its vibrant second city and commercial centre; and on July 6th Qatar Airways returned to BHX, following a three-year absence, with daily services to Doha.

## 8. Strategic Matters

8.1 Aside from work to deliver the strategic objectives of the Global West Midlands programme, WMGC is currently working on a number of strategic matters:

8.2 WMGC has led on the development of the **West Midlands Internationalisation Strategy** (WMIS) Green Paper which also on the agenda for this Economic Growth Board meeting; working closely with the WMCA, Local Authorities, Department for Business & Trade, universities, Chambers of Commerce, Birmingham Airport and other partners.

8.3 WMGC is actively engaged in work to develop the region's **Investment Zone**. As set out above, work is already underway to attract investors, occupiers and capital including through the Global West Midlands Programme by promoting the sites, including at Expo Real and the GIS. Further ways to utilise the current programme are also being explored as well as starting to develop a potential programme of activity post-March 2025.

8.4 Work is continuing with regard to identifying **sustainable funding** for WMGC from April 2025. The Board's Task and Finish Group is meeting monthly to consider "live" opportunities, i.e. the Investment Zone programme and the Single Settlement and other sources of potential additional income that should be progressed.

## 9. Quarter 3 Progress

9.1 Whilst this report highlights *Global West Midlands* activity to date in 2023/24, it also refers to some significant milestones for the Programme that have taken place, or are due to, in Quarter 3. These include the *Global West Midlands* day at Birmingham

Tech Week, with linked fringe events and familiarisation visits across the region; promoting key innovation projects at Expo Real in Munich; completion of the first phase of SRM; securing DDP status; facilitating the allocation of resources from the Major Events Fund; and producing the International Strategy Green Paper. More detail on these, and further activity undertaken in Q3 will be provided in the next performance report.

## **10. Conclusions**

- 10.1 This report provides a high-level summary of performance and key activity to date across the four strategic objectives contained within WMGC's Business Plan – Global West Midlands. Overall performance against the targets in the Plan is positive for this stage in the programme. There will be a strong focus over the coming quarters on initiating the remaining elements of the Plan and on continuing to work closely with partners, including the Local Authorities, the WMCA and the universities to ensure good progress on delivering against local and regional priorities is made.

## **11 Financial Implications**

- 11.1 Following the Investment Board's decision on 16 October 2023, full approval has now been given for funding to deliver WMGC's Business Plan 2023-25. This is comprised of:
- £14.1m from the Commonwealth Games Legacy Enhancement Fund, of which £0.7m has been granted to Local Authorities from WMCA to support an increase in capacity to deliver against priorities in the programme, with the balance of £13.4m for WMGC
  - £3.2m from the UK Shared Prosperity Fund
  - £1.4m from the WMCA core budget
- 11.2 When combined with £3.8m generated by WMGC from commercial and other funding, this results in a budget of £22.5m over two years.
- 11.3 The table at Appendix C shows that forecast to year end is on track overall with key variances explained as follows:
- The Business and Tourism Programme has a £79k transfer between 3rd party costs and payroll costs compared to Budget due to a change in the make-up of costs as the programme closes out.
  - Third party costs for the year to date are significantly lower than budget due to the time taken to receive final approval on entire funding settlement and therefore the ability to start activity in full. Significant work is currently being carried out to support workstreams to go through procurement as quickly and efficiently as possible to ensure forecast spend for full year is achieved and therefore outcomes delivered.
  - Overheads are slightly over budget for the year to date due to timing differences and a historical rates issue from Baskerville House (WMGC's previous office space). However, the forecast for the full year is still on track.

## **12. Legal Implications**

- 12.1 WMGC is required by law to submit statutory accounts and financial statements no later than 31 December every calendar year. As part of the preparation of statutory

accounts and financial statements, WMCA secures the services of third-party auditors (currently Dains LLP) who consider whether the control and functional tests have been met.

- 12.2 There are no legal implications for WMCA resulting from this report. WMCA has a general power of competence in relation to economic development and has the necessary legal powers to invest in WMGC.

### **13 Equalities Implications**

- 13.1 There are no direct equalities implications.

### **14 Inclusive Growth Implications**

- 14.1 The focus of WMGC's activity supports the delivery of the region's inclusive growth ambitions. For example, WMGC's inward investment activity is creating new employment opportunities for local people across the region – both directly and indirectly through supply chains; capital investment activity is focusing on new, brownfield development and the refurbishment and repurposing of existing assets in line with local priorities. Ultimately, this work will improve the living conditions of local residents, drive economic uplift through new investment and champion a more sustainable future landscape for the region.
- 14.2 Activity to promote the West Midlands visitor economy domestically and globally, drive visitor footfall across local authority areas, will support local businesses, materially improve perceptions of these destinations, promote cultural and social wellbeing and foster the civic pride of citizens. WMGC is also targeting major events, conferences and sporting federations which will deliver social and economic benefits to businesses and residents and support the region's sporting, cultural, events and hospitality supply chain.

### **15 Geographical Area of Report's Implications**

- 15.1 WMGC has historically served the three-Local Enterprise Partnership (LEP) geography, albeit with a focus on the seven Mets. Following the integration of specific LEP functions into the WMCA, and as agreed as part of the Review of WMGC, the future geographical focus of activity will be subject to further discussions with the WMCA and Local Authorities. International promotional activity to date has promoted the region's key assets across a wider geography to increase the global competitiveness of the West Midlands; whilst investment, landings and events have been proactively sought across the seven Metropolitan Local Authority areas.

### **16 Schedule of Background reports**

## Appendix A

	Strategic objective	Metric	Actual	% of minimum target	Minimum target	% of stretch target	Stretch target
Output measures	Enhance the profile and reputation of the region	Media articles placed	224	34%	650	28%	800
		Media audience reach	140,323,375	26%	550,000,000	20%	700,000,000
		Web uniques	670,170	81%	826,000	57%	1,180,000
Outcome measures	Create and sustain vibrant places	Business conference bidding opportunities generated	17	81%	21	57%	30
		Sporting event bidding opportunities generated	12	55%	22	38%	
	Facilitate the regeneration of the built environment	Capital investment opportunities generated	6	86%	7	60%	10
	Create and sustain good jobs for local people	Inward investment leads created	363	35%	1,050	24%	1,500
		Inward investment opportunities developed	76	54%	140	38%	200
Impact measures	Create and sustain vibrant places	Business conferences landed	3	38%	8	27%	11
		Sporting events landed	1	13%	8	8%	12
	Create and sustain good jobs for local people	Inward investment projects landed	37	45%	82	32%	117
		Jobs created or safeguarded by inward investment	2,891	80%	3,604	56%	5,148

## Appendix B – Year on Year Trends

	1st April - 30th Sept 2022	1st April -30th Sept 2023
<b>Outcome measures</b>		
Business conference bidding opportunities	8	17
Sporting event bidding opportunities	10	12
Capital investment opportunities	4	6
Inward investment leads	183	363
Inward investment opportunities	15	76
Media articles placed	332	224
Audience reach	101,535,596	140,323,575
Web traffic	519,661	670,170
<b>Impact measures</b>		
Business conferences landed	4	3
Sporting events landed	4	1
Inward investment projects landed	25	37
Jobs created by inward investment	1,296	2,891



## Appendix C – Year to date Budget

Results to 30th September 2023						
	YTD			Forecast to 31st March 2024		
	Budget	Actual	Variance	Budget	Actual	Variance
<b>Regional Contribution</b>						
<b>WMCA CORE FUNDING</b>						
<b>UKSPF</b>						
<b>CWGLEGACY</b>						
West Midlands Combined Authority	2,945,402	2,284,836	- 660,567	8,750,000	8,752,861	2,861
<b>Other</b>						
University Contributions	70,000	70,000	0	140,000	140,000	0
DBT Key Account Management	85,500	85,500	-	171,000	171,000	-
GBSLEP Proftech	9,296	9,296	-	9,296	9,296	-
BATP	1,357,522	1,317,854	- 39,668	1,357,522	1,357,297	- 225
	<b>1,522,317</b>	<b>1,482,650</b>	<b>- 39,668</b>	<b>1,677,817</b>	<b>1,677,592</b>	<b>- 225</b>
<b>Commercial</b>						
Corporate Partners	179,206	173,975	- 5,231	375,000	358,324	- 16,676
Tourism Partners	45,851	53,014	7,163	90,000	103,491	13,491
Convention Bureau	29,298	12,581	- 16,717	80,000	80,000	0
BATP Sponsorship	19,777	19,777	-	262,510	262,510	-
Other - Research, WMT, BCC Grant		4,250	4,250		4,250	4,250
	<b>274,132</b>	<b>263,597</b>	<b>- 10,535</b>	<b>807,510</b>	<b>808,575</b>	<b>1,065</b>
<b>Total Revenue</b>	<b>4,741,851</b>	<b>4,031,082</b>	<b>(710,770)</b>	<b>11,235,327</b>	<b>11,239,028</b>	<b>3,701</b>
<b>Staff Costs</b>						
Direct Staff	1,755,175	1,706,611	- 48,564	4,867,324	4,866,586	- 738
Direct Staff BATP	560,048	640,526	80,478	560,048	640,526	80,478
Indirect Staff	294,273	294,522	248	602,498	603,236	738
<b>Overheads</b>	525,790	563,701	37,911	1,254,636	1,254,636	0
<b>Third Party Costs</b>						
<b>Regional Contribution</b>						
Supplier costs for WMCA SLA	852,147	208,675	- 643,472	3,148,904	3,148,903	- 1
Supplier costs for BATP	729,002	599,285	- 129,718	729,002	648,298	- 80,704
<b>Other</b>						
DBT Key Account Management	15	15	-	15	15	-
GBSLEP Proftech	1,750	1,750	-	2,100	1,750	- 350
	<b>1,765</b>	<b>1,765</b>	<b>-</b>	<b>2,115</b>	<b>1,765</b>	<b>- 350</b>
<b>Commercial</b>						
Corporate Partners	8,521	3,146	- 5,375	24,900	24,900	- 0
Tourism Partners	6,305	115	- 6,190	24,900	24,900	- 0
Convention Bureau	8,795	8,457	- 338	21,000	21,000	- 0
BATP Sponsorship	29	29	-	0	29	29
Other	-	4,250	4,250	-	4,250	4,250
	<b>23,650</b>	<b>15,997</b>	<b>- 7,654</b>	<b>70,800</b>	<b>75,079</b>	<b>4,278</b>
<b>Total Expenditure</b>	<b>4,741,851</b>	<b>4,031,082</b>	<b>(710,770)</b>	<b>11,235,327</b>	<b>11,239,029</b>	<b>3,701</b>
<b>Surplus/(Deficit)</b>	<b>(0)</b>	<b>(0)</b>	<b>0</b>	<b>(0)</b>	<b>(0)</b>	<b>0</b>