

# **The Birmingham, Coventry and Black Country City Region**

## **2020 Vision.**

In 2020 the Birmingham, Coventry and Black Country City Region will have high levels of personal prosperity, business success and population growth equal to those in the south east of England with every individual realising his or her full potential. It will be well on the way to achieving carbon neutrality.

The Birmingham, Coventry and Black Country City Region is a voluntary partnership driven by locally set priorities and outcomes that will build upon existing cooperation between the local authorities of Birmingham, Coventry, Dudley, Sandwell, Solihull, Telford, Walsall and Wolverhampton, the West Midlands Regional Assembly, Advantage West Midlands, the regional Learning and Skills Council, and the business community.

### **Creating Employment and Prosperity**

*By 2020 the City Region will have high levels of investment by existing, and new national and international businesses, and increasing numbers of people in work.*

The City Region will have;

- higher than the national average earnings,
- wealth creation per person above the national average,
- higher than the national average employment rate
- an unemployment rate below the national average.
- a higher percentage of knowledge workers than the national average,
- increasing numbers of high skilled, high paid jobs.

### **Connecting People with Opportunities**

*By 2020 the City Region will have a workforce with the right skills for individuals and businesses to succeed in the modern economy.*

The City Region will have;

- higher than national average basic, intermediate and higher level skills and qualifications,
- above the national average numbers of skilled and qualified entrepreneurs, self-employed and business start ups.
- Made a major move towards no one in work or seeking work being without at least the minimum vocational skills and qualifications to gain and maintain a job,
- improving levels of skills and education of those already with qualifications and in work,

### **Connecting the City Region**

*By 2020 the City Region will have an environmentally sustainable transport system and services that connects people, businesses, towns and cities with the opportunities to succeed and prosper in the modern economy.*

The City Region will have;

- less congested roads enabling car, public transport, freight, and service vehicles, free flowing access at all times,
- above the national average levels of people using our bus services and our rail services and rail stations,
- a complete Midland Metro network,
- Birmingham International Airport equipped to deal with more local, national and international travellers.

### **Creating a Better Quality of Life**

*By 2020 the City Region will be an attractive and popular place in which to live, work and relax, with a growing population.*

The City Region will have;

- all communities enjoying, success, prosperity, and rising aspirations.
- increasing numbers of people living, working and relaxing in all its parts
- a large and wide ranging mixture of modern housing able to meet the needs of any individual or family,
- a cleaner and greener environment with above national average levels of recycling
- made progress towards carbon neutrality,
- an international reputation for its cultural, sporting and leisure facilities and events.

### **The City Region will**

- Seek to accelerate large scale urban developments by coordinating strategic cross boundary decisions and funding.
- Produce a series of connected Joint Investment Plans for economic growth and inward investment, skills and employment, transport, housing, regeneration, and quality of life.
- Use its influence to encourage environmental protection and carbon neutrality.
- Seek only to influence decisions of a genuinely strategic city region and regional nature, neither creating new layers of bureaucracy nor duplicating existing functions or services. This principle will be strictly adhered to.
- Be open, accountable and visible, consulting regularly and widely.
- Work with neighbouring non metropolitan and rural areas.
- Deliver existing and forthcoming agreed regional strategies
- Use its collective strength and influence to negotiate with central government, and other key partners.

**Cllr Mike Whitby**  
Leader



**Cllr Ken Taylor**  
Leader



**Cllr David Caunt**  
Leader



**Cllr Bill Thomas**  
Leader



**Cllr Ted Richards**  
Leader



**Cllr Keith Austin**  
Leader



**Cllr Tom Ansell**  
Leader



**Cllr Roger Lawrence**  
Leader



**Cllr David Smith**  
Chairman



**Mr Nick Paul**  
Chairman



**Mr Mike Beasley**  
Chairman



**Mr Ben Reid**  
Representative

