

Inclusive Economy Deal

Amy Harhoff

Director of Regeneration and Growth

Councillor Chris Worsey

Sandwell Council





















Sandwell Vision 2030



- Vision 2030 recognises the importance of nurturing a local economy that benefits all Sandwell people and businesses – an inclusive economy
- This means making sure we have the right skills, jobs, environment, land and transport
- Sandwell must position itself to make the most of the opportunities that being part of a successful wider region can bring
- This is why working with the Combined Authority is so important























What is an inclusive economy?

- An economy that benefits everyone
- Where we build on the strengths of our community
- Where wealth is more evenly spread
- Where we work to ensure no one is left behind
- Sandwell Inclusive Economy Deal
- Everyone invited to contribute



















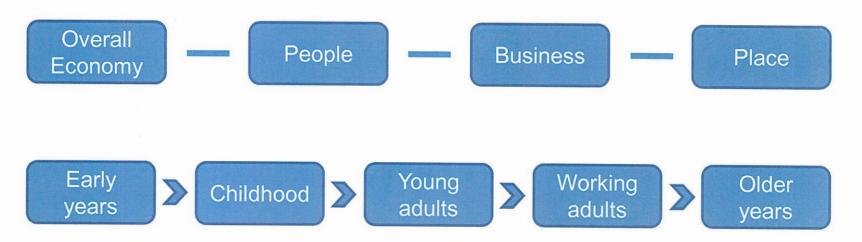


What is a deal based approach



The Evidence

The State of the Borough Report



An economy starting from a low base but factors that could help it grow

Sandwell has the largest economy in the Black Country, worth

£6.2bn or £19,016 per person

But this is lower than:

The WMCA average (£22,583 / person)

And the **UK** average (£27,096 / person)

Sandwell is also less productive than elsewhere, producing...

£26.79 / hour worked

Compared to:

The WMCA (£30.72 / hour)

And the UK (£33.65 / work)

Like many places in the UK, productivity has fallen since 2010

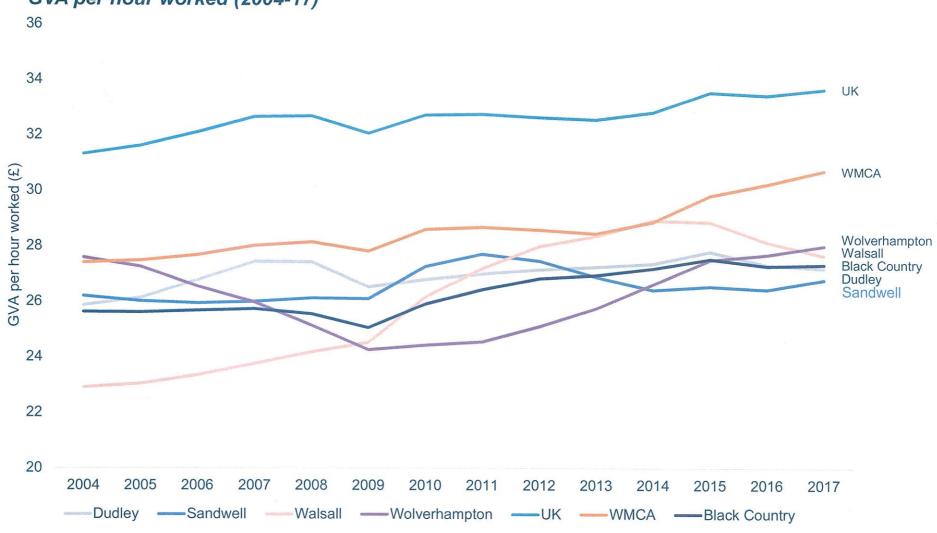
And average wages are the lowest in the Black Country, at

£24,573 / year

So Sandwell has the potential to become much more prosperous

Overall productivity

GVA per hour worked (2004-17)



The population of Sandwell is diverse and growing

A population of 325,460

the largest borough in the Black Country

Made up of...



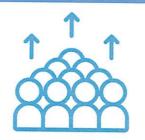
&



161,422 men 164,038 women

With a young population relative to regional and national averages...

Scheduled to grow...



8.4%

between 2017 & 2030 to...

352,937

...which is faster than the Black Country, regional and national averages

o 1

> aged under 30

40.4%

UK = 30.7%



15.1%

aged 65+

UK = 18.2%

And a diverse community...



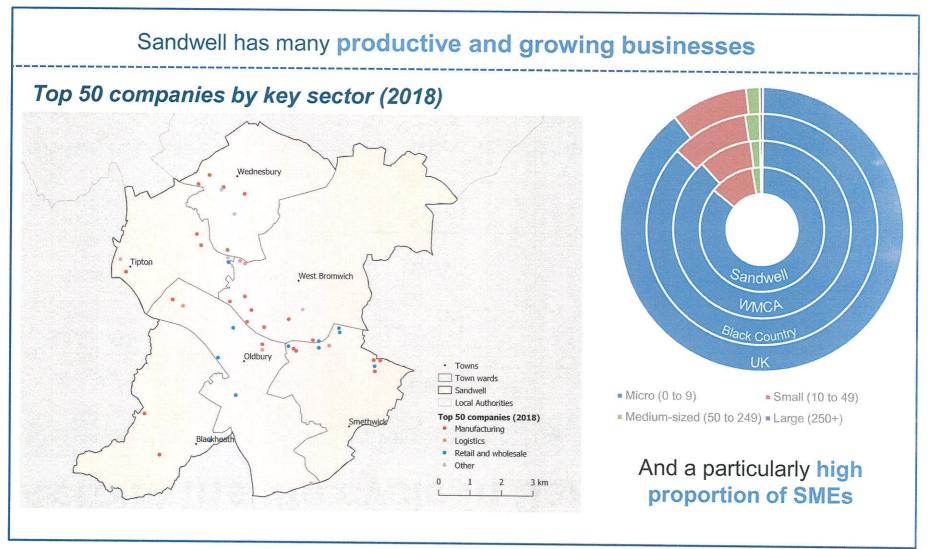
of residents are from an ethnic minority*

Compared to UK average of 14.0% and regional average of 18.8%

Across the life cycle in Sandwell

Early years	Childhood	Young adults	Working years	Older years
Education School readiness	Education KS2 and KS4 attainment	Skills No or low qualifications	Skills No or low qualifications	Employment Over 50s employment
Health Overweight in reception Dental caries	Health Overweight in year six Social, emotional & mental health needs	Work Youth unemployment and NEETs	Work Worklessness and low wages	Health Healthy life expectancy
Poverty/exclusion Living in low income families	Poverty/exclusion Living in low income families	Health Substance misuse	Housing Housing affordability ratio and median rents	Poverty/exclusion Excess winter deaths
Key Performing better than regional and national averages Performing around either the regional or national average			Health Excess weight and smoking	
Performing worse that	an regional and nation			

Business in Sandwell



Young adults

It's a mixed picture for young adults in Sandwell

Sandwell underperforms on skills – around 26% of 16-24 year olds have no or low qualifications

Compared to 22.3% in the West Midlands region

And 19.2% across England

More positively, the proportion of 16-17 year olds not in education, employment or training is lower than both the national and regional averages. Aspirations are high but not linked to opportunities in Sandwell

89.5% of KS3 students feel that 'working hard is important to me', but only 45% agreed that there were many career options available in the Borough.

Youth unemployment is the same as the regional average at 14.7%

This is higher than the England average of 11.8%

Sandwell town profiles

Wednesbury

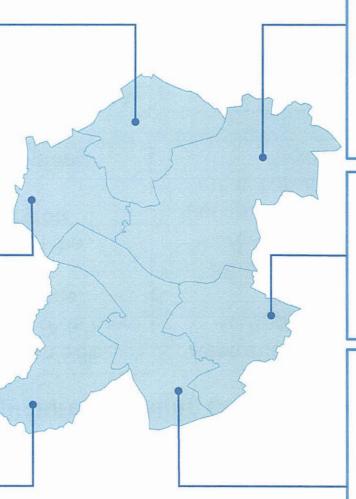
Wednesbury is the smallest town in Sandwell with 38,791 residents and is growing more slowly than others at only 3%. It has higher employment than expected for its size - large companies include KTC Edibles, Bevan Motor Bodies and Kuka Robotics.

Tipton

Tipton is the smallest town with 43,053 residents and a younger than average age profile. Tipton residents has higher skills on average than other towns, but it is amongst the lowest for the share of its workers in high-level roles.

Rowley Regis

Rowley Regis has 50,569 residents but is growing very slowly, at only 1.4%. It has the lowest jobs density of the towns, at 917 per square kilometre. In a survey of secondary school students, Rowley Regis pupils had the lowest aspirations in Sandwell.



West Bromwich

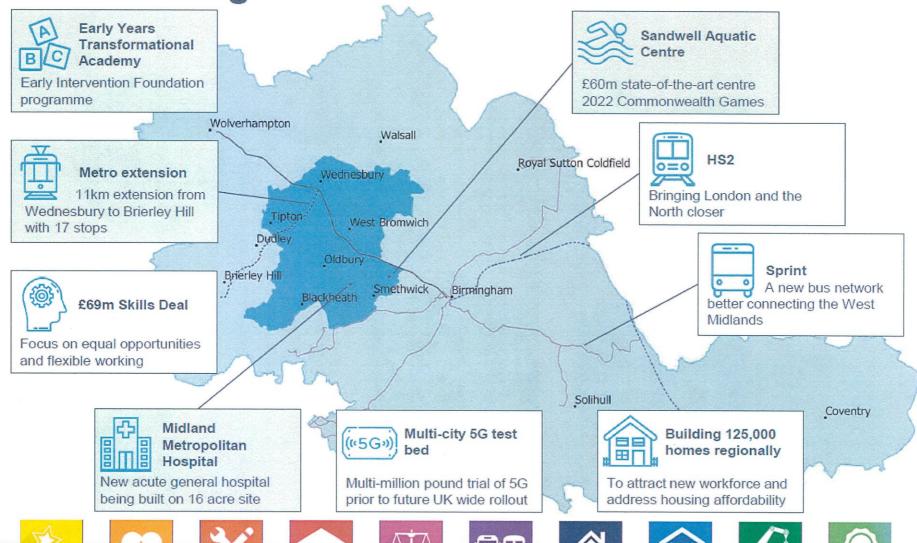
The largest town by area and population, with over 80,000 residents and many jobs (36,400). West Bromwich residents have the highest skills across Sandwell's six towns, with 26% of its workers having high skills.

Smethwick

There are 55,757 residents in Smethwick and it is growing fast – 7.5% since 2012 – far outstripping the Sandwell, region and national averages. In a survey of secondary school students in Sandwell, Smethwick pupils had the highest aspirations among the towns.

Oldbury

Second largest population but with the most jobs, growing 14.2% over the last five years. Business have grown by a third over the same period. Key companies include Direct Corporate Clothing, A Mir & Co, and manufacturing company Rotala. A double growth and investment dividend for both the region and Sandwell























IMPACT OF ANCHOR INSTITUTIONS . FAIR PAY PROGRESSION EQUITABLE LAND ROUTES DEVELOPMENT LOCAL SUPPLY CHAIN DEVELOPMENT OF PROGRESSIVE **UNDER-UTILISED ASSETS** LAND AND WEALTH RETENTION PROCUREMENT EMPLOYMENT ASSETS DEMOCRATIC FINANCIAL OWNERSHIP OF . WEALTH IS HELD BY POWER THE LOCAL COMMUNITY WEALTH THE COMMUNITY ECONOMY BUILDING . COUNTERACT WEALTH . HARNESS LOCAL WEALTH EXTRACTION MUTUAL

Metropolitan Borough Council



- Agree the evidence is robust
- Co- development phase commences significant borough wide engagement plan
- Deliver on early phases (CWB)
- Outline a Sandwell Inclusive Economy
 Deal
- Long-term culture legacy



















