

**Sarah Middleton**  
**Chief Executive**  
**Black Country Consortium**

## **Evidence Led Vision and Economic Intelligence**

- Our Approach
- Sandwell and Black Country Economic Overview

## **Developing Our Green Infrastructure**

- Developing Our Tree Strategy
- Black Country Canal Strategy

## **Black Country Partnership Support**

- LEP transition
- LEP Governance & Board Make Up
- LEP Investment and Activity
- Capital Investments

## **Black Country Partnership Support - Active Black Country**

# Evidence Led Vision and Economic Intelligence

# Strategy into Delivery – An Evidence Based Approach

## Our Ambitions - Black Country Strategic Economic Plan – Black Country PMF

Annual Economic Review Report – sets out our key measures of success in the Black Country Performance Management Framework

### Delivering the Ambitions

12 Strategic Programmes covering 3 themes of People, Place and Business

### Thematic & Sectoral Approach – Black Country Propositions

- 6 priorities areas for proposition development:
- High Value Manufacturing City;
  - Black Country Business Competitiveness;
  - Economic Capital;
  - Black Country as Garden City;
  - Skills for Business, Skills for Life;
  - Connected Black Country
  - Sector Plans – 5 Transformational & 5 & 5 Enabling Sectors

### Spatial Approach – Spatial Opportunities

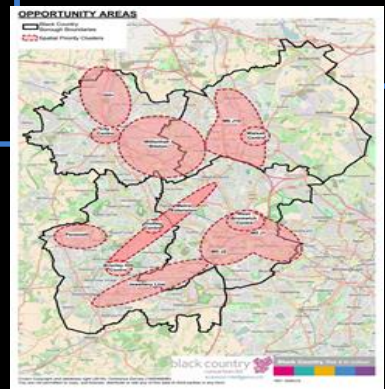
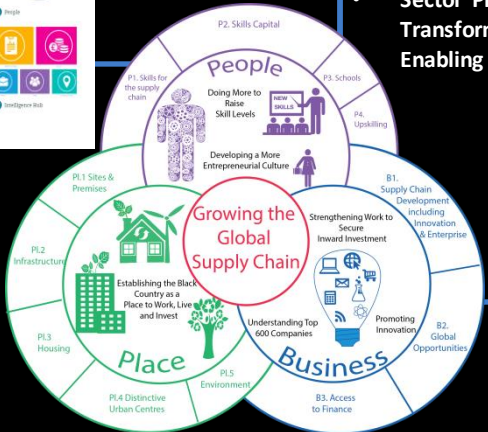
In depth analysis of pipeline opportunities in 11 identified spatial zones and the areas that are outside and serving with an integrated cross boundary BC Core Strategy.

### Programme Dashboards

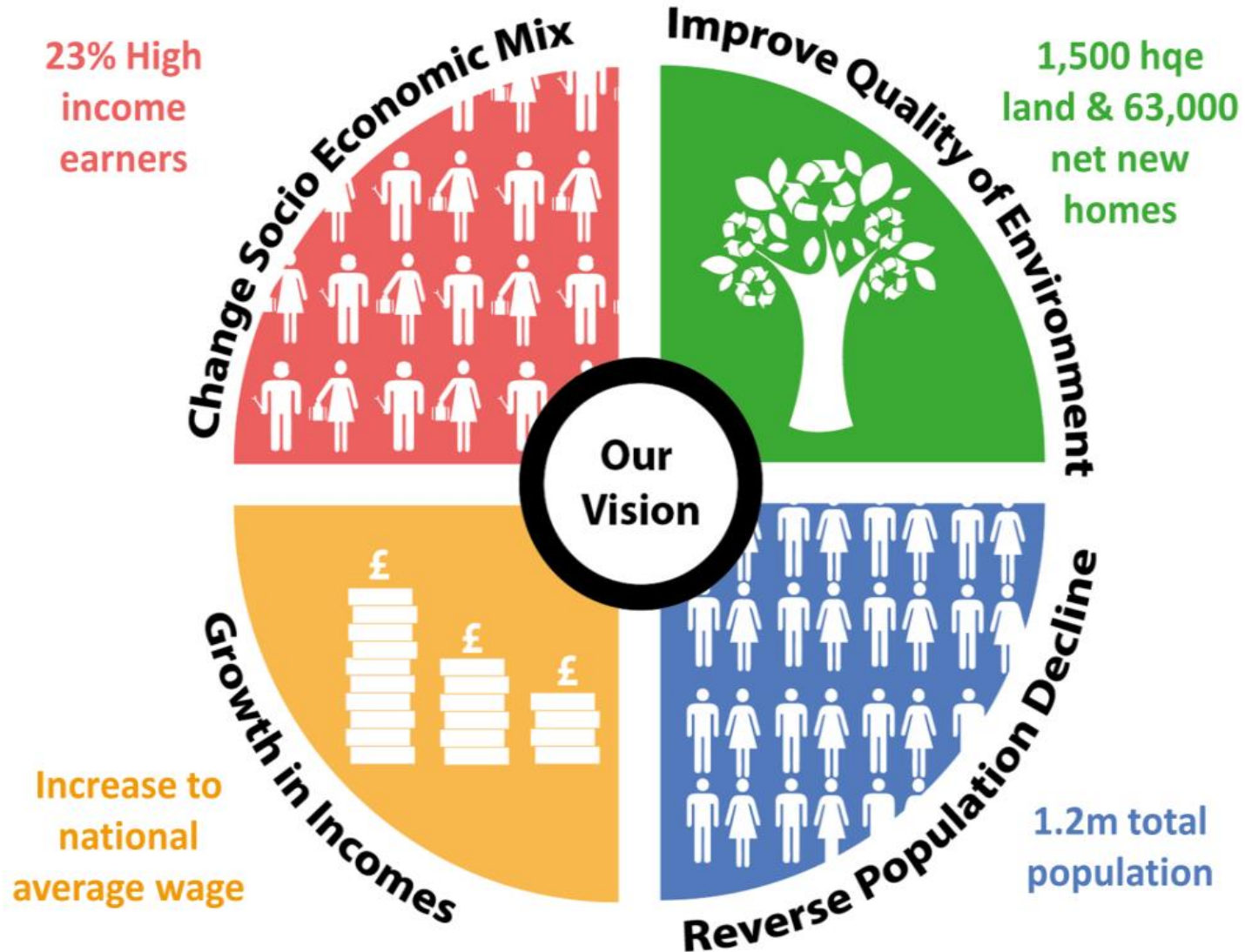
- Detailed programme dashboards including:
- ❖ Overall Priority Pipeline
  - ❖ Growth Funds
  - ❖ Land Remediation Fund (WMCA)
  - ❖ Broadband

### Sites Details

'Estate Agent' details are available for each of our pipeline sites, accessible via our online mapping tool, linking to Midlands Engine and WMCA Investment Prospectuses.



# Black Country Objectives



# Black Country Consortium Economic Intelligence Unit

## Priorities

## Key Achievements

Providing rigorous, “best in class”, economic analysis and place based compelling narrative

Interactive state of sub region report  
Black Country Intelligence Hub



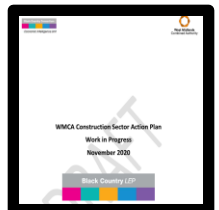
In-depth Labour Market Intelligence

Skills deep dive



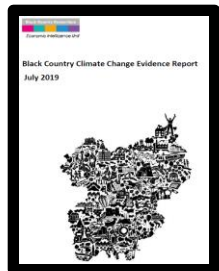
Business Competitiveness – Growing our Business Base

Sector Action Plans



Green transformation

Geopark support  
iTree Eco study  
Canal Strategy



# Black Country Economy

# Sandwell Economy



**Employment Rate was 73.4% in 2021**  
+1.4pp compared to -0.5pp nationally (since 2020)  
+12,431 people required to reach nat. average (75.1%)

**Employment Rate was 73.2% in 2021**  
+2.1pp compared to -0.5pp nationally (since 2020)  
+3,906 people required to reach nat. average (75.1%)



**5,520 Enterprise Births in 2020**  
+0.4% (+685) compared to -8.0% nationally (2019 – 2020)  
1,320 enterprise births P.A required to reach national level

**1,910 Enterprise Births in 2020**  
+22.0% (+345) compared to -8.0% nationally (2019 – 2020)



**Resident Wages were £28,169 in 2021**  
+1.5% compared to -0.9% nationally (2020-2021)  
Shortfall of £3,321 to the England average (£31,490)

**Resident Wages were £26,630 in 2021**  
+2.7% compared to -0.9% nationally (2020-2021)  
Shortfall of £4,860 to the England average (£31,490)



**31.1% (227,100) of the WAP had NVQ4+ Quals in 2021**  
+6.4% compared to +0.6% nationally (2020-2021)  
But 88,047 people still require upskilling to reach 43.1%

**27.5% (56,800) of the WAP had NVQ4+ Quals in 2021**  
+2.7% compared to +0.6% nationally (2020-2021)  
But 32,158 people still require upskilling to reach 43.1%



**Population was over 1.2 million in 2020** – reaching the BC target 13 years early!  
+0.3% compared to national rate of +0.5% since 2019

**Population was 329,042 in 2020**  
+0.2% (+592 residents) compared to +0.5% nationally since 2019

# Black Country Economy

# Sandwell Economy



**505,640 Dwellings** in March 2022  
+0.5% compared to +0.9% nationally since March 2021

**135,260 Dwellings** in March 2022  
+0.6% compared to +0.9% nationally since March 2021



**GVA was £21.8bn in 2020**  
-2.8% (-£609m) compared to -3.1% nationally (2019–2020)

**GVA was £6.6bn in 2020**  
-1.4% (-£92m) compared to -3.1% nationally (2019–2020)



**GVA per Head was £18,156 in 2020**  
-3.0% (-£563) compared to -3.5% nationally (2019-2020)  
With a **shortfall of £11,601** to national average

**GVA per Head was £20,192 in 2020**  
-1.5% (-£316) compared to -3.5% nationally (2019-2020)  
With a **shortfall of £9,565** to national average



**7,740 Apprenticeship Starts** in 2020/21  
-5.1% (-420) compared to -0.3% nationally (2019/20–2020/21)  
+15,260 to reach 23,000 apprenticeship starts target

**1,960 Apprenticeship Starts** in 2020/21  
-11.3% (-250) compared to -0.3% nationally (2019/20–2020/21)



The number of **Jobs** has decreased to **436,000** in 2020  
-1.8% compared to -1.9% nationally since 2019

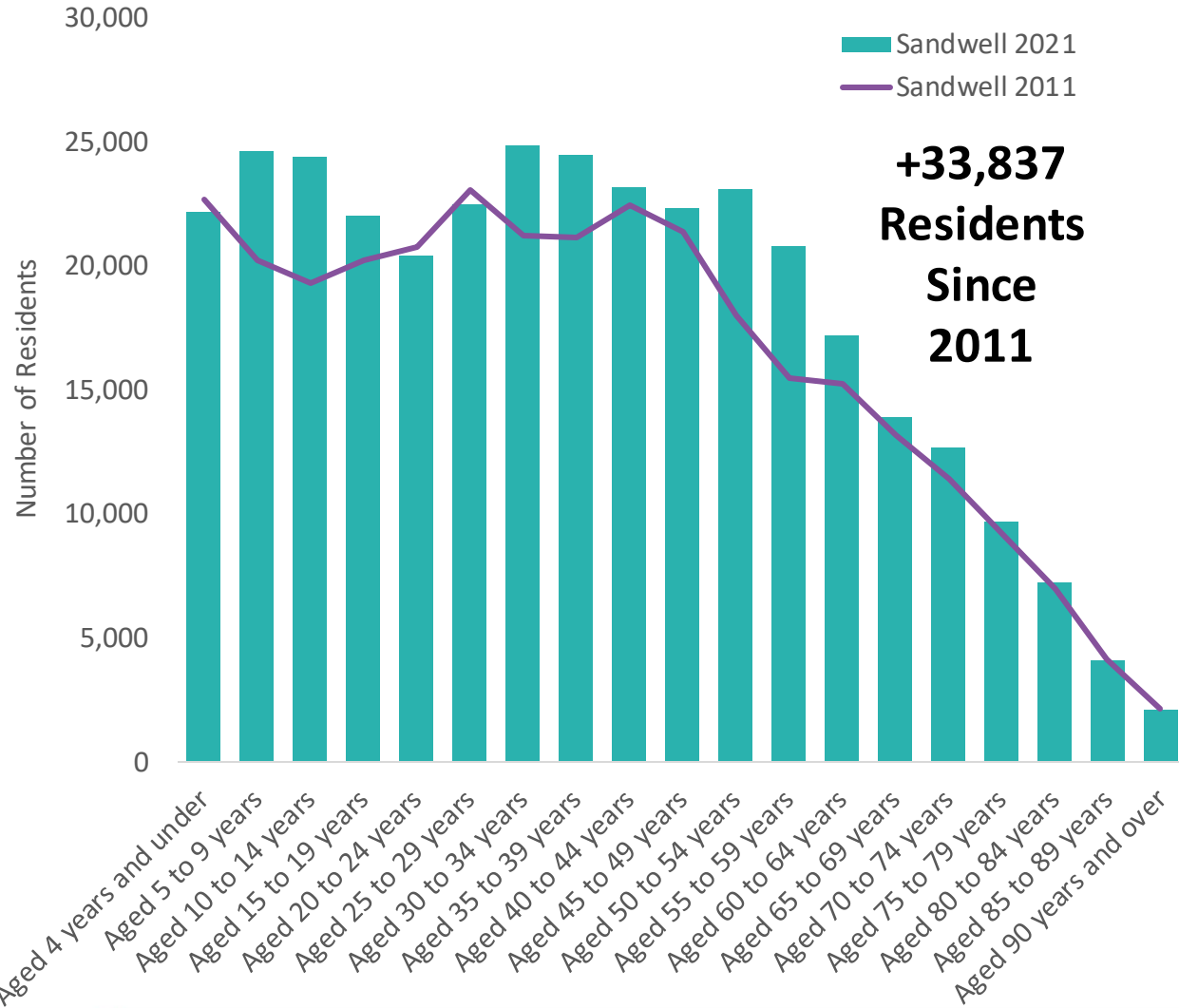
The number of **Jobs** has decreased to **121,000** in 2020  
-2.4% (-3,000) compared to -1.9% nationally since 2019



# Census 2021



## Sandwell



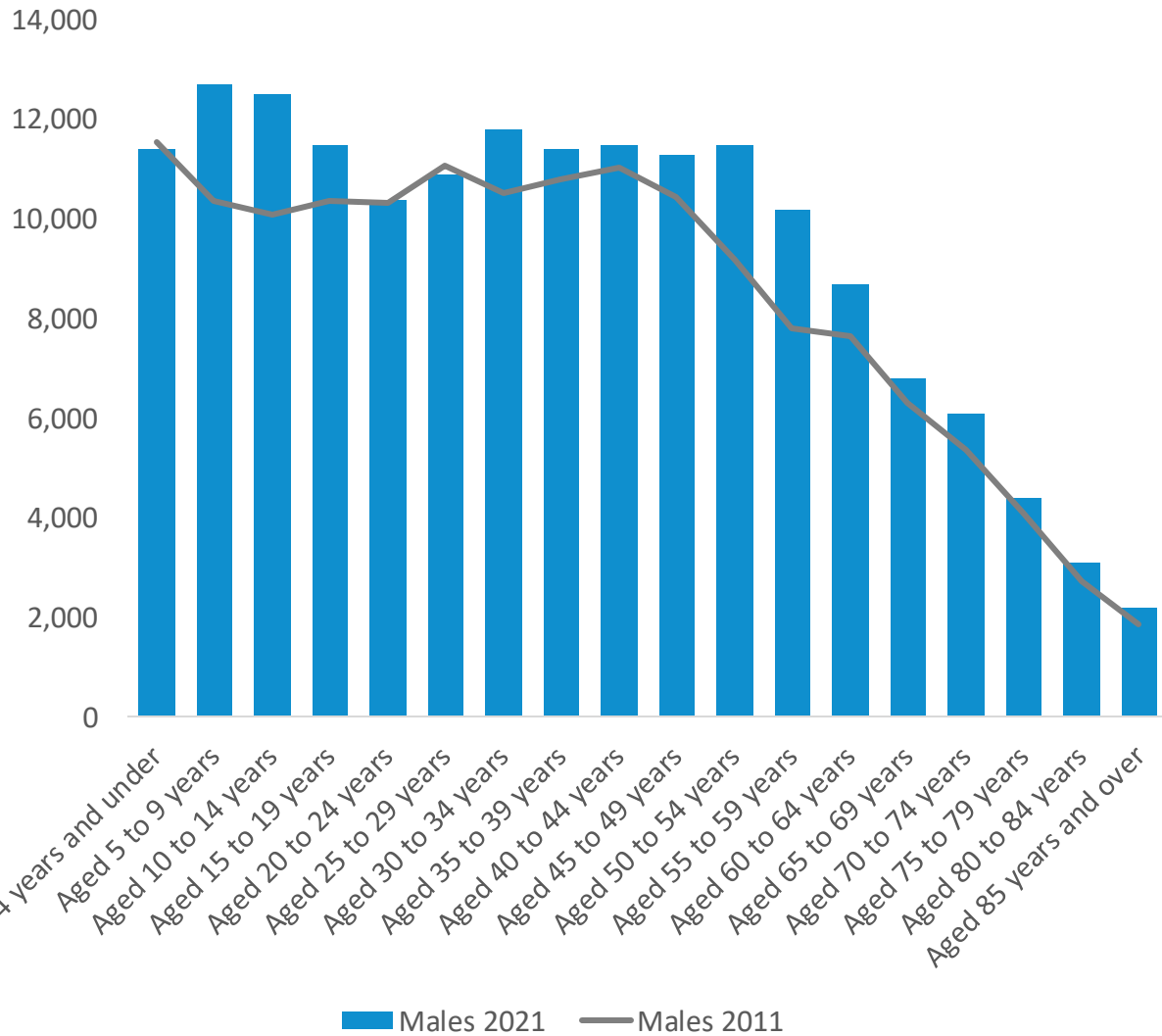
## Birmingham



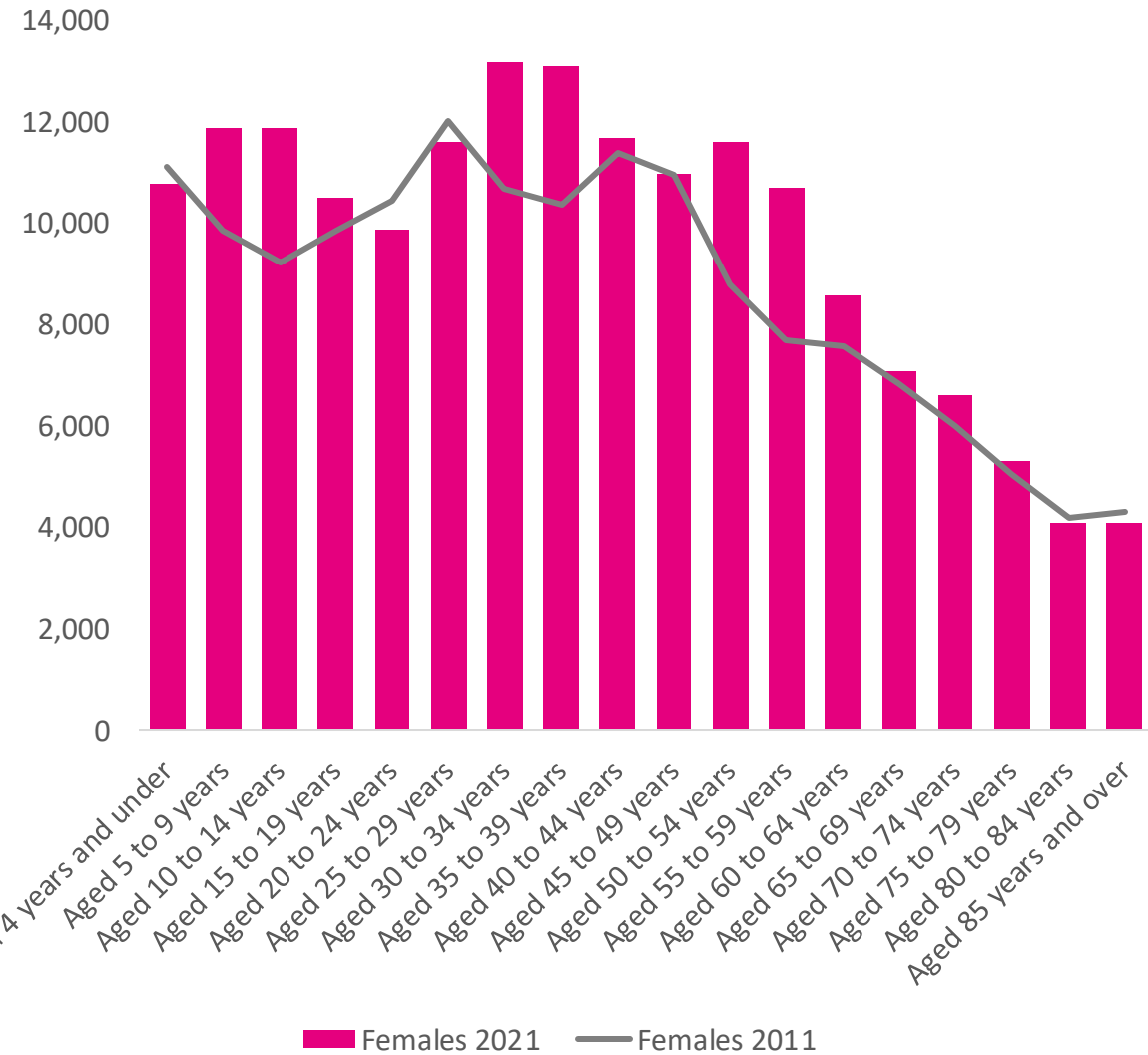
# Census 2021



### Age Breakdown for Male Sandwell Residents, 2011 vs 2021



### Age Breakdown for Female Sandwell Residents, 2011 vs 2021



# Sector Risks

## Covid-19

Black Country Consortium Economic Intelligence Unit	Skills & Labour - % furlough	A2F - diff. between % of loans & economy proportion	Lockdown	Order Books	Insolvency & Debt	Social Distancing	Testing & Labour Supply	Digital / Home Working	Risk Management Capability	Overall Risk to Future Growth
Advanced Manufacturing & Engineering	12%	-1.3%								MEDIUM
Metals & Materials										MEDIUM
Food & Drink										MEDIUM
Automotive										MEDIUM
Rail										MEDIUM
Building Technologies	16%	0.1%								MEDIUM
Retail	19%	-6.0%								HIGH
Visitor Economy	47%	-4.1%								HIGH
Tourism										HIGH
Business Services	12%	-2.3%								MEDIUM
Financial, Legal and Accounting		0.65%								LOW
Creative Industries	24%	0.25%								HIGH
Environmental Technologies	6%	-0.1%								MEDIUM
Sports	62%	2.6%								MEDIUM
Health	4%	2.3%								LOW
Transport Technologies	11%	-1.4%								MEDIUM
Public Sector inc. Education	5%	3.3%								LOW

## EU Exit

Black Country Consortium Economic Intelligence Unit	IMMEDIATE AND (POTENTIAL) "TEETHING PROBLEMS"						LONG-TERM STRUCTURAL CHANGE				
	VAT	Financial Equivalence	Travel	Customs Paperwork	Prof. Quals.	R. of Origin	Standards / Regulation	Skills Shortages	Loss of EUSIF Funding	Overall risk of reduced Competitiveness	
Advanced Manufacturing & Engineering										HIGH	
Metals & Materials										HIGH	
Food & Drink										HIGH	
Automotive										HIGH	
Rail										MEDIUM	
Building Technologies										MEDIUM	
Retail										HIGH	
Visitor Economy										MEDIUM	
Tourism										MEDIUM	
Business Services										MEDIUM	
Financial, Legal and Accounting										MEDIUM	
Creative Industries										MEDIUM	
Environmental Technologies										MEDIUM	
Sports										MEDIUM	
Health										MEDIUM	
Transport Technologies										HIGH	
Public Sector inc. Education										LOW	

# Recovery Plan



## Seizing the Moment

The Black Country Plan for Green Growth and the Economy of Together



## Black Country Economic Recovery Prospectus

V1.0



1. Backing Black Country Businesses

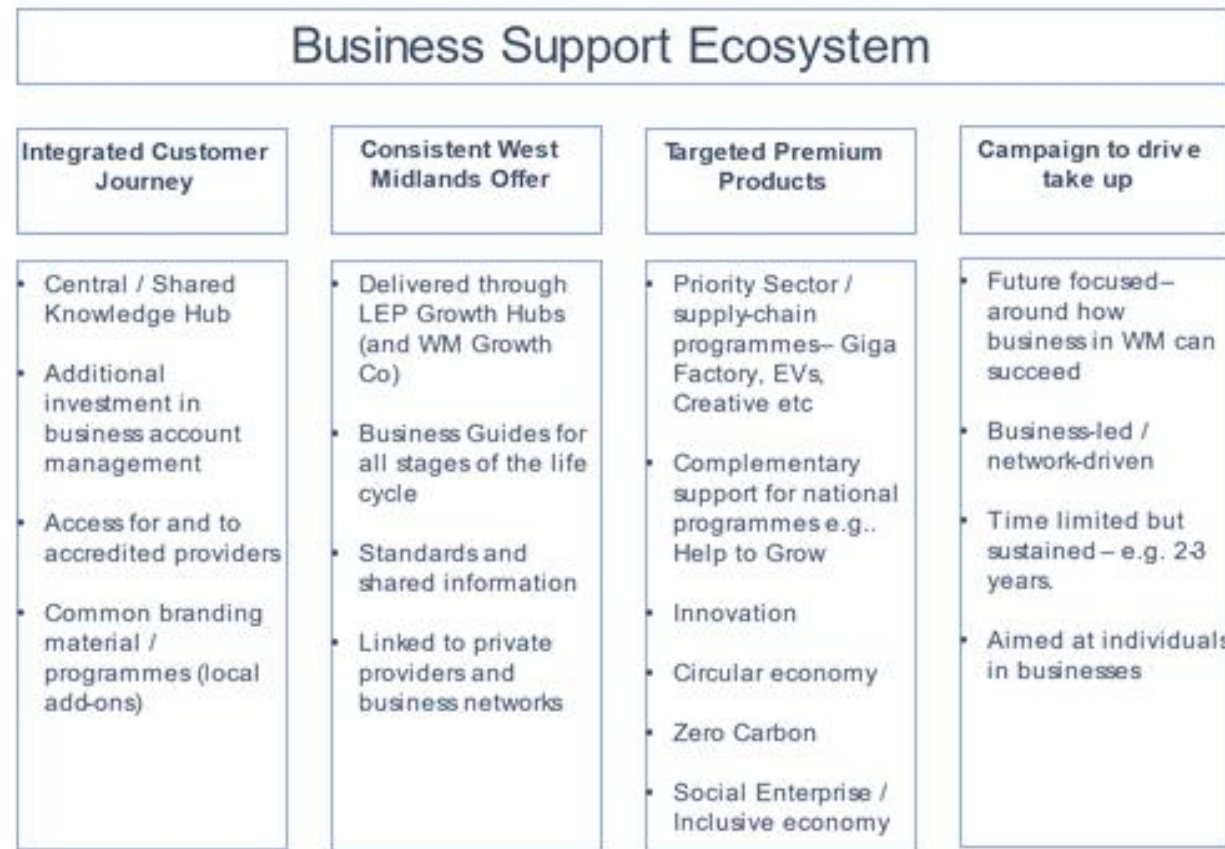
2. Delivering Skills for Today and the Future

3. Nurturing Green Growth

4. Creating Vibrant, Safe and Healthy Places

5. Mobilising Devolution and Public Service Reform

## Interventions – 4 pillars of the new system



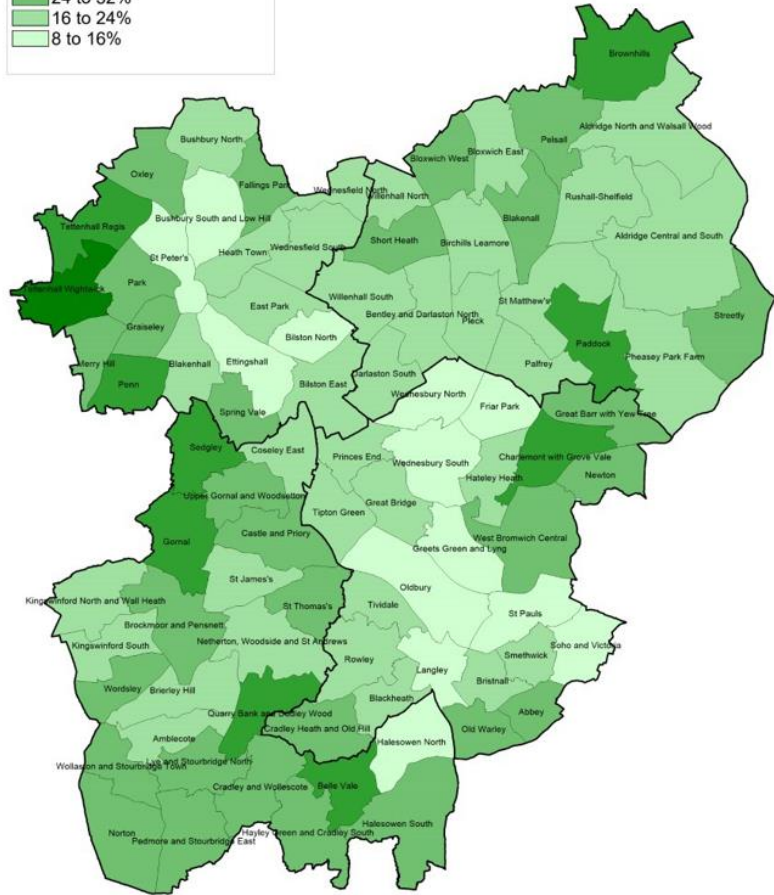
# Developing Our Green Infrastructure

# Developing Our Tree Strategy



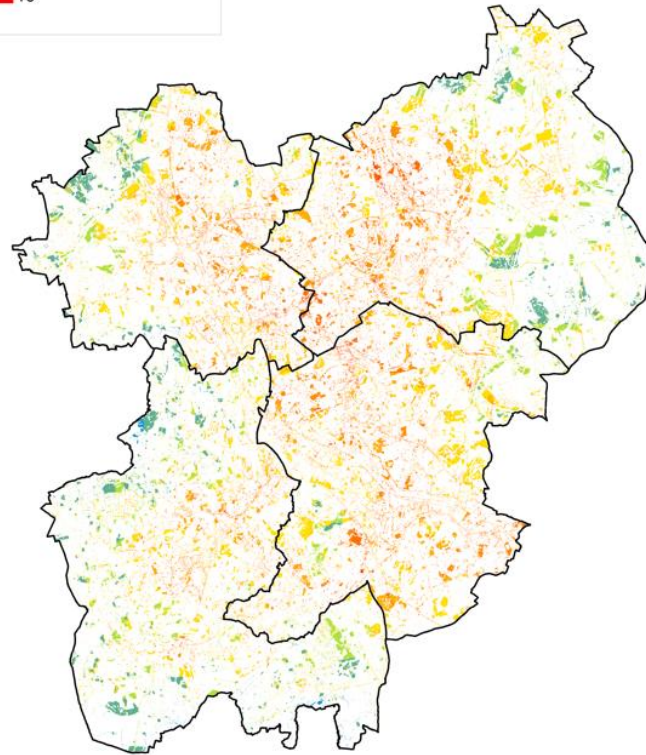
## Canopy Cover % per Ward

- 40 to 50%
- 32 to 40%
- 24 to 32%
- 16 to 24%
- 8 to 16%



## Actual Plantable Space

- 1
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9
- 10



## VALUING SANDWELL'S URBAN FOREST



Most Common Tree Species:  
**Field Maple, English Oak, Bird Cherry**

Urban forests provide people with a range of benefits (or ecosystem services) that help make our towns and cities better places to live. Trees filter air pollution, improve our health, store carbon and reduce flooding, whilst also providing important habitat for wildlife and a multitude of other benefits.

Black Country Consortium Ltd worked in partnership with Birmingham Tree People, Barton Hyett Associates and Treeconomics to survey the trees in Sandwell. Using a plot sample assessment in i-Tree Eco the team quantified the structure of Sandwell's urban forest and valued a range of the ecosystem services it provides to society.

The tree measured with the highest replacement cost in the Black Country is a Beech in Sandwell valued at £28,367. It stands 28m high, has a DBH of 274cm, and provides ES worth £37.80 annually!

## Black Country Natural Capital Valuation



### 1,000 trees: benefiting over

- Leaf area is equivalent to 24 times the area of Sandwell Valley Country Park (308 ha)!
- Avoided runoff is equivalent to 52 olympic swimming pools of water!
- Carbon sequestration is equivalent to the annual CO<sub>2</sub> emissions of 11,730 cars!
- Carbon storage is equivalent to the weight of 29,000 new London double-decker buses (12.4 tonnes)!

Information Contact:

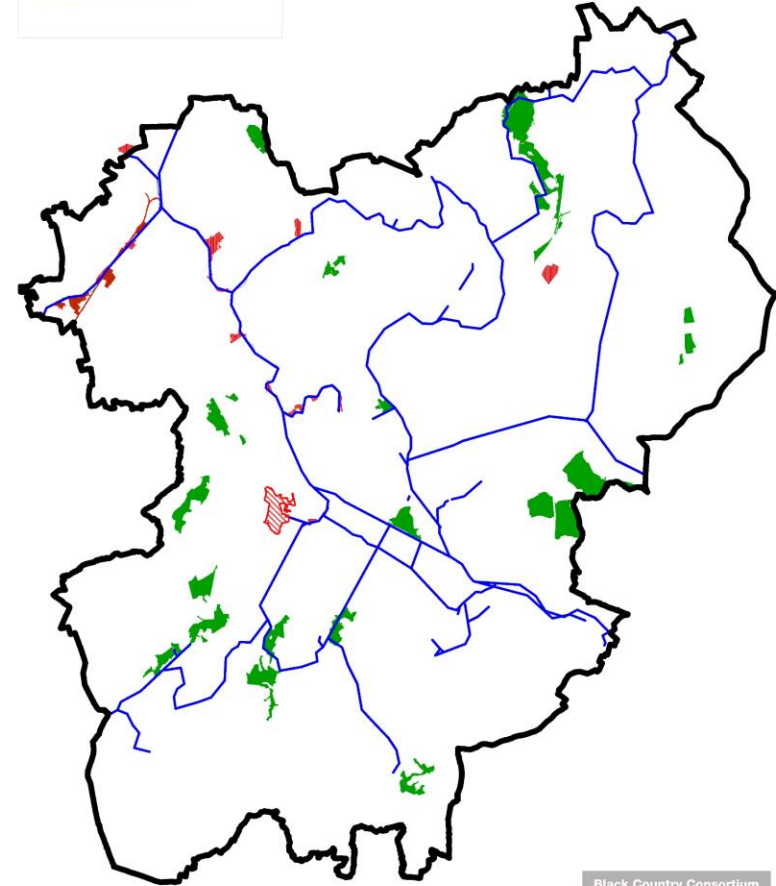
es@sandwell.gov.uk

# Black Country Canal Strategy

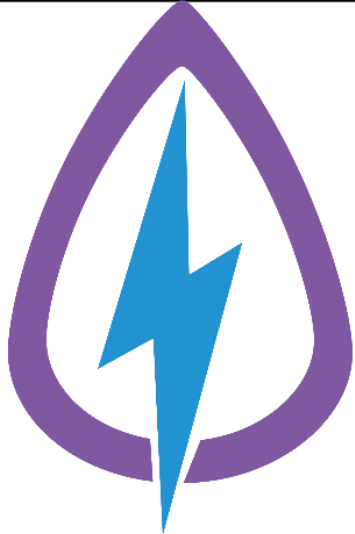


## BLACK COUNTRY AS AN URBAN PARK

- URBAN PARK**
- 20 Living Landscapes
  - Living Landmarks
  - Canal Network







## Repowering the Black Country

10 Business Led Hubs



# Black Country Partnership Support

# Levelling Up White Paper



# LEP Board – July 2022



**Tom Westley DL**

Chairman Westley Group,  
LEP Board Chair, Enterprise Zone Board  
Lead



**Lindsey Flynn**

Chief Executive, WELL Associates Ltd, LEP  
Board Deputy Chair, Chair of the Funding  
Sub-Group  
Commonwealth Games Board Lead and  
Small Business Champion



**Councillor Mike Bird  
(Conservative)**

Leader of Walsall Council  
Walsall Council



**Councillor Ian Brookfield  
(Labour)**

Leader of Wolverhampton Council  
City of Wolverhampton Council



**Councillor Kerrie Carmichael  
(Labour)**

Leader of Sandwell Council  
Sandwell Council



**Martin Dudley**

CEO  
Thomas Dudley Group Limited



**Kevin Davis**

CEO Vine Trust Group  
Chair of the Ladder Apprenticeship  
Foundation



**Rachel Eade MBE**

Director  
RED Ltd,  
Chair BC Competitiveness Board



**Cherry Elliott**

Partner and Head of Property  
Higgs & Sons Solicitors



**Maxine Espley**

Executive Director  
GreenSquareAccord



**Tim Steele**

Pro Vice-Chancellor - University  
of Wolverhampton,  
Chair BC Employment and Skills  
Board



**Councillor Patrick Harley  
(Conservative)**

Leader of Dudley Council  
Dudley Council



**Ian Campbell**

Interim Vice Chancellor,  
University of Wolverhampton



**Jatinder Sharma OBE**

Principal & Chief Executive, Walsall  
College  
Education Board Lead (FE)



**Amanda Tomlinson**

Chief of ABC  
Black Country Housing Group

# Black Country Careers Hub



104 Enterprise Advisers Volunteers matched and Active in Schools/Colleges ( In Sandwell all mainstream Schools matched 2 AP and 1 college unmatched)

Sandwell Coordinators : Sandwell Connexions match fund 0.5 of a post and SIPS Education Sandwell 0.8 of a post

Supporting Sandwell Council with speakers and marketing to deliver an employer engagement event in September 2022 at the Hawthorns

## SEND Work in Sandwell

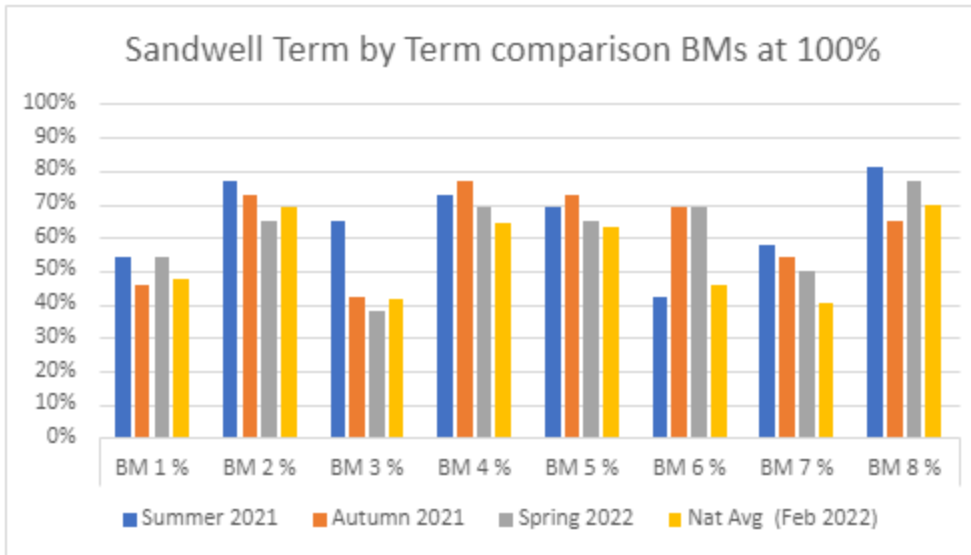
❖ The Careers Hub secured and facilitated a pop up shop for SEND students - 60 students from Sandwell took part over 2 terms

## Transition Work

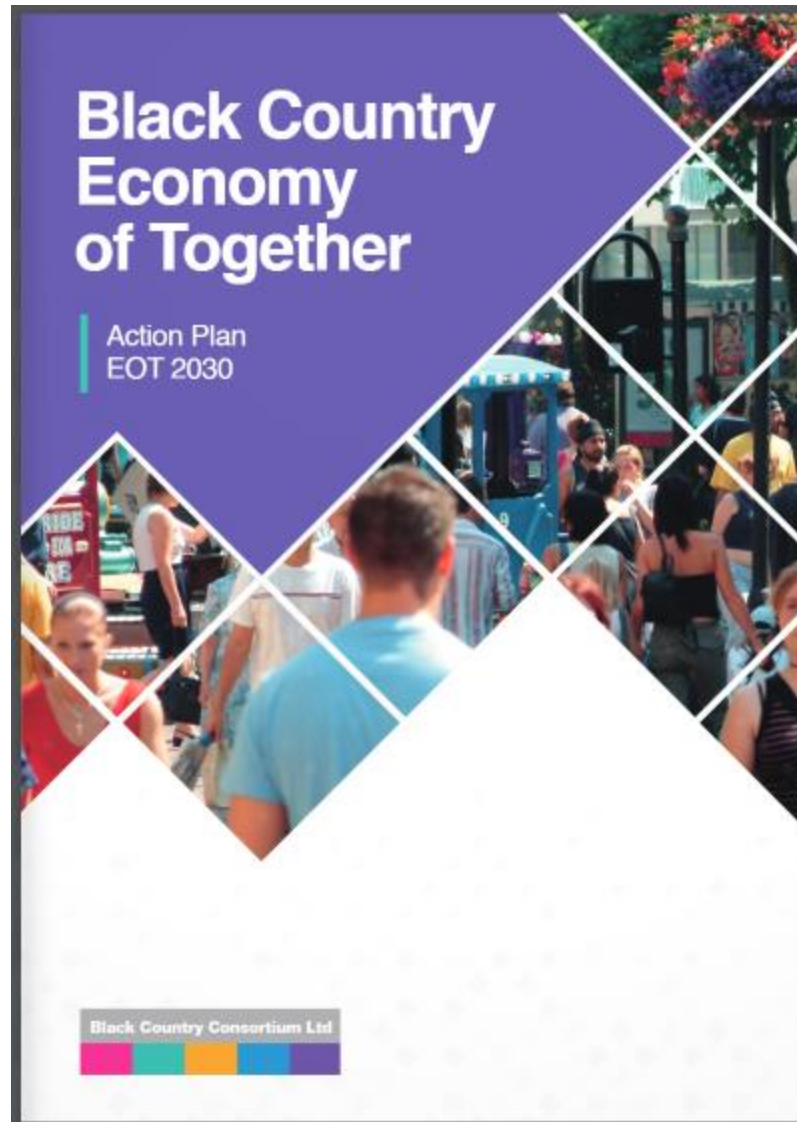
Funding and supporting Sandwell Connexions to provide intensive support to Year 11 NEETS from June-December 22

## Some of the Activities/Projects:

- ❖ Inspiring Black Country Live Event (Skills Show) in June 22 Skills Show 14-24 year olds
- ❖ Sandwell Schools involved in the BAME Apprenticeship project - workshops, workplace visits and Inspirational speakers
- ❖ Brades Lodge a Sandwell AP School received an intensive year long careers programme funded by the CEC via Careers Hub for 25 students



# Economy of Together

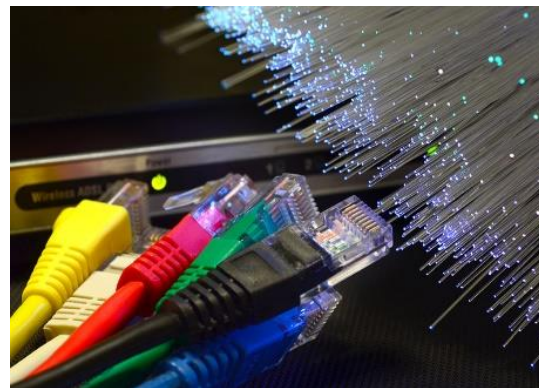
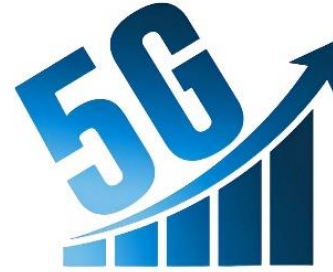


## Recent Activities

- WM5G Project Evaluation
- Full Fibre – Private Sector Deployment
- Gain Share from BDUK
- Digital Strategy

## Future Activities

- Digital Inclusion
- Cyber Security
- Project Gigabyte
- Connected Places Agenda



# GAINSHARE

**Project Gigabit**  
£5 billion for fast, reliable  
broadband across the UK

# Legacy of Superfast Broadband and the Future

City of Wolverhampton Superfast and Fibre Coverage

Latest Figures History ?



Black Country Superfast and Fibre Coverage

Latest Figures History ?



Dudley Superfast and Fibre Coverage

Latest Figures History ?



Sandwell Superfast and Fibre Coverage

Latest Figures History ?



Walsall Superfast and Fibre Coverage

Latest Figures History ?

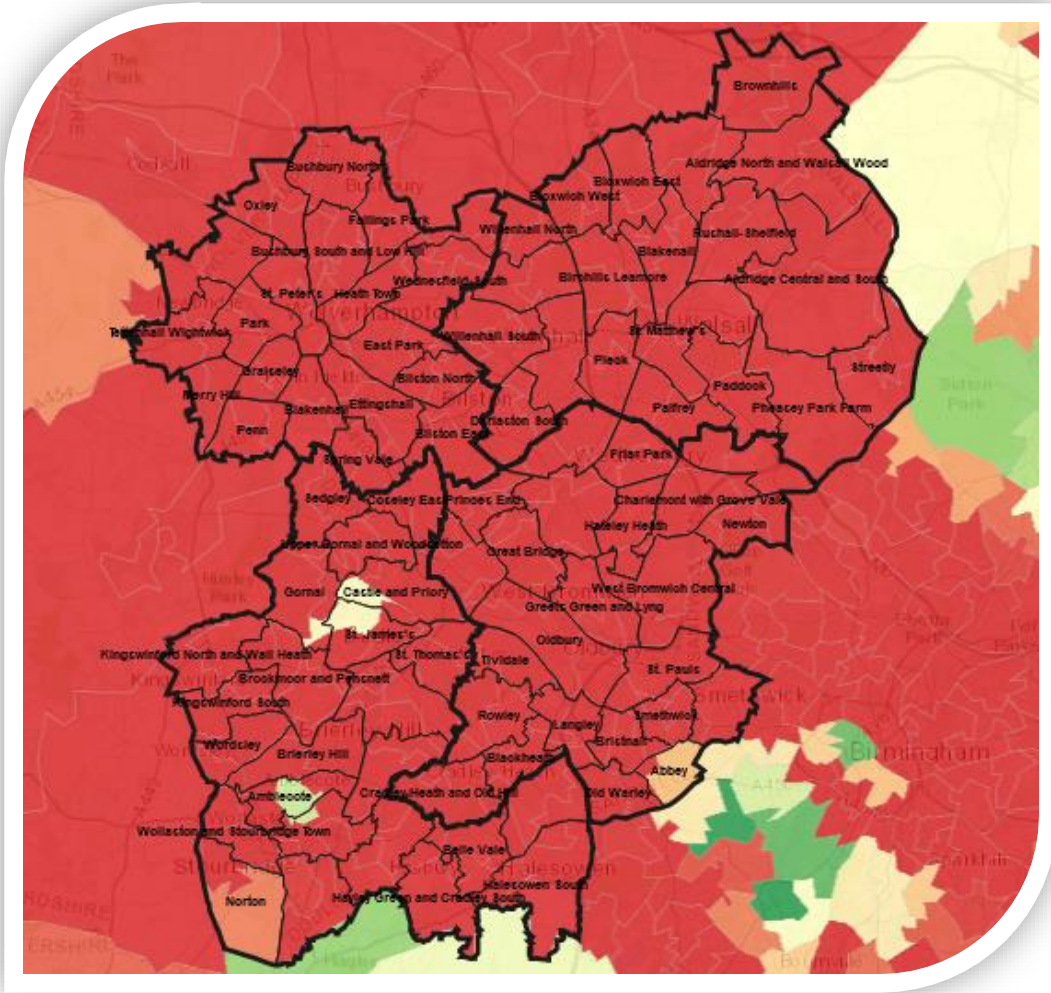


- BDUK – Superfast Broadband Programme – Complete
- Over 39,000 homes and businesses were connected for the first time, over 60,000 in total.
- Over 600 DSLAM Cabinets enabled, with over 250km of fibre.
- From 91.3% to 99.4% Superfast coverage.
- Black Country in top 3 best connected in the UK for Superfast Broadband (Fibre to the Cabinet)



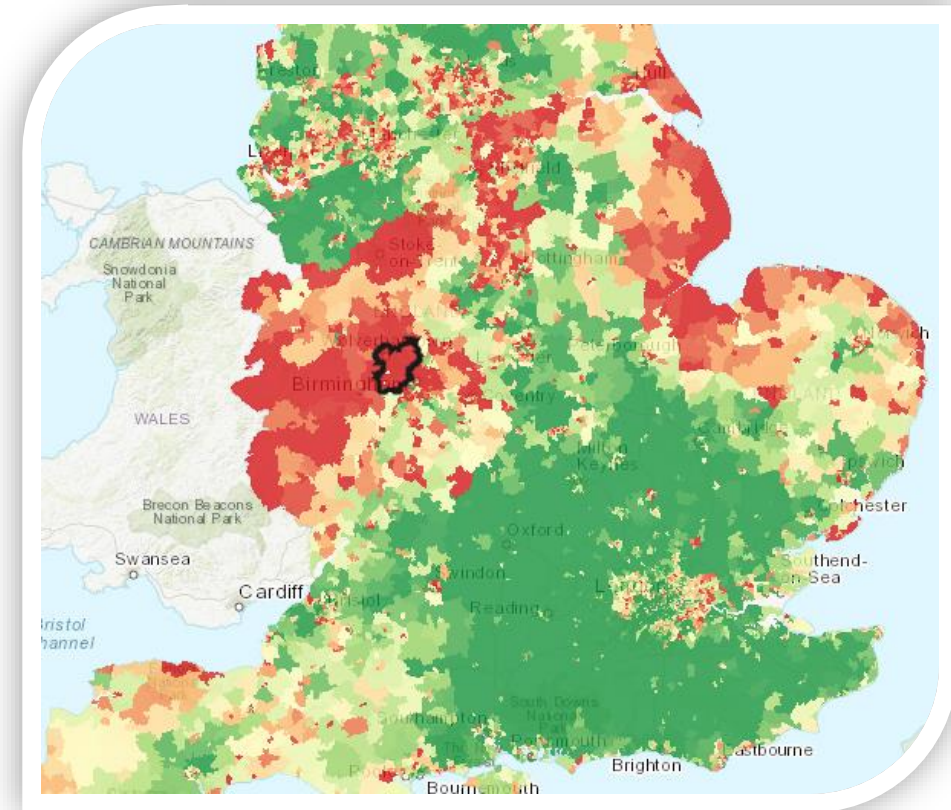
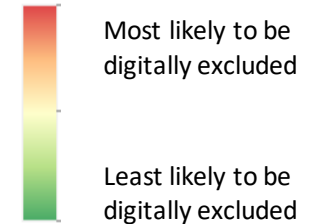


# Digital Exclusion



From postcode-level data provided by CACI:

- Broadband speed
- Buying online
- Managing current accounts online
- Mobile phone ownership
- Internet usage
- People agreeing with the statement “computers confuse me, I will never get used to them”



# Capital Investments

# Growing Places Fund



Superfast broadband BDUK- £2.9m



YMCA Black Country Western Gateway - £3.4m



Opus Blueprint Wednesbury - £2.2m



# Growth Deal

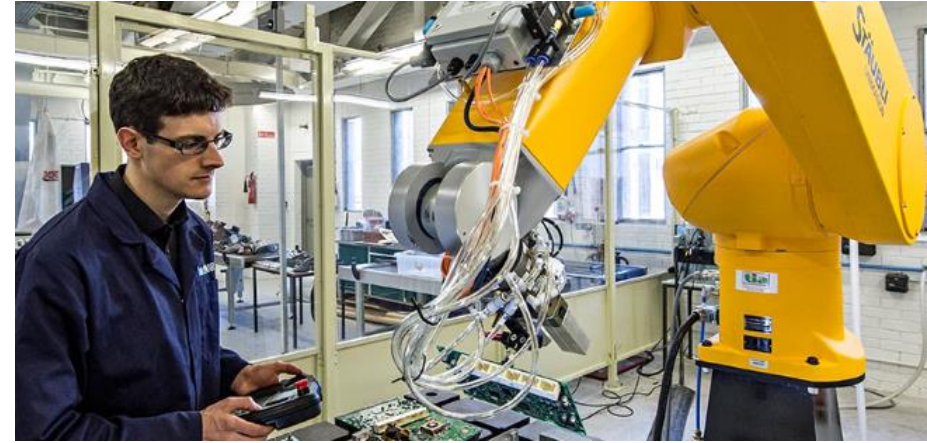
Woods Lane Phase 1 - £4.4m



Birchley Island Development Funding £1.3m



Growing Priority Sectors - £8.2m



Sandwell Aquatic Centre £5m

# Land & Property Investment Fund

Sandwell Housing Gap funding - £1.68m



Tibbington Open space Site Investigation - £0.02k

# Pipeline

Timescale: **All** | Funding Source: **All** | Programme: **All** | Black Country Consortium Economic Intelligence Unit  
 Project:  | Local Authority: **Sandwell** | Town: **All** | Ward: **All** | Constituency: **All** | [Home](#)

- Transport: [ABC Live](#) [Closed Projects](#) [Closed Transport Proj...](#) [Full Business Case](#) [Initial Proposal](#) [Live Projects](#) [Live Transport Projects](#)
- Skills: [Long Term Pipeline](#) [Project Monitoring](#) [Short Term Pipeline](#) [Skills Pipeline](#) [Transport Pipeline](#) [Transport Project Mon...](#)

BCC Reference	Project Name / Site	Project Gateway	Funding Required	% Gap	Funding Secured	Leverage	Project Investment to date	BCR
PR000256	Swan Lane, Former Gas Works, West Bromwich	Full Business Case	£3,175,134	9%	£4,998,000	£25,784,281	£30,782,281	0.00
PR002689	Swan Village Industrial Estate, New Swan Lane	Long Term Pipeline	£0	0%	£0	£70,000,000	£70,000,000	TBC
PR000518	Tan House Kebab And Fish Bar, Hamstead Road	Closed Projects	£0	0%	£0	£65,501	£65,501	N/A
PR000510	Tatbank Road, Oldbury	Long Term Pipeline	£65,501	6%	£0	£1,026,189	£1,026,189	TBC
PR000507	Thandi Coach Station, Alma Street, Smethwick	Short Term Pipeline	£1,024,181,280	100%	£0	£0	£0	TBC
PR000506	The Avenue, Rowley Regis	Closed Projects	£825,000	100%	£0	£0	£0	N/A
PR000500	The Boat Gauging House & Adjoining Land Factory Road	Long Term Pipeline	£65,501	6%	£0	£1,026,189	£1,026,189	TBC
<b>Total</b>			<b>£1,669,805,340</b>	<b>41%</b>	<b>£294,796,010</b>	<b>£2,100,679,937</b>	<b>£2,395,475,947</b>	

**Other**  
 £3,666,371 Business Rates | £32,607,007 Council Tax | 27,453 Jobs | 24,630 Houses Started | 231 Business Assists | 1,185 Apprenticeship Starts  
 8,392 Learner Assists | 673,252 Commercial Floorspace | 523 Land Remediated | 0 Newly Built Roads | 1 Resurfaced roads (km) | 0 New Cycleways (km)

[CLEAR FILTERS](#)

- Transport
- Skills
- Residential
- Commercial
- Public Realm
- Mixed Use
- Other

# Pipeline

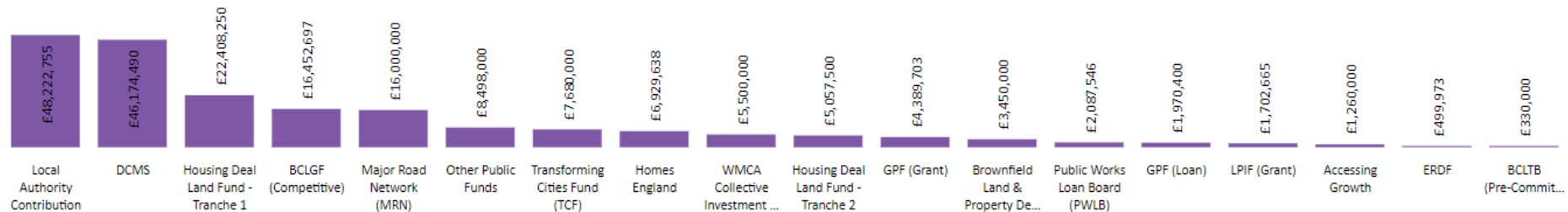


Funding Source	Funding Secured
Non Listed	£96,182,393
Local Authority Contribution	£48,222,755
DCMS	£46,174,490
WMCA	£36,415,750
LEP	£28,193,011
DfT	£16,000,000
Local Authority funds	£8,498,000
TfWM	£7,680,000
Homes England	£6,929,638
European Funds	£499,973
<b>Total</b>	<b>£294,796,010</b>

Funding Source	Leverage
Private Sector	£2,097,923,415
Public Sector	£2,756,522
<b>Total</b>	<b>£2,100,679,937</b>

Project Name	Identified Need
Thandi Coach Station, Alma Street, Smethwick	£1,024,181,280
Sheepwash Lane / Whitehall Road	£65,501,000
West Midlands Board Co Ltd, Dudley Road East	£65,501,000
The Lyng	£40,064,000
Black Patch, Smethwick	£37,350,000
Site in Wednesbury, West Bromwich	£20,000,000
College of Health Professions - A centre of Excellence for Health & Life	£18,000,000
<b>Total</b>	<b>£1,669,805,340</b>

- Click on a funding source in the purple table to see a breakdown of how that funding source is made up.



# Black Country Partnership Support - Active Black Country



## Collaboration and Foundation



**Black Country 2022 Commonwealth Games Legacy Framework**  
September 2020  
Final Draft



**Active Black Country**  
Creating a healthy, active region



Black Country LEP

### Why we are working together in the Black Country?

*Purpose: Figure 1*

*OUR AMBITION FOR WORKING TOGETHER*

We will bring partners together to **MAKE 2022 A TRANSFORMATIONAL MOMENT**, creating a more prosperous, active and healthy future for the people of the Black Country.

*WORKING TOGETHER TO...*





## Black Country CG Progress:

- Black Country Consortium/Active Black Country launched the Gen22 programme with DWP support to align with Kickstart opportunities.
- Commonwealth Active Communities project secured to £1.9m funding to get people active, focus on activation of parks and open spaces and connectivity through transport infrastructure. Focus on the Sandwell wards - Langley, Soho and Victoria, St Paul's (determined by the Sport England Active Lives data).

- Black Country Built Sport Facilities strategy work commencing – evidence base to support healthy placemaking and future Levelling Up bids.
- Black Country Canal strategy due for completion September 2022.

- In partnership with SMBC ‘We Can Swim’ campaign was soft launched at the Primary School Conference in May outlining intentions for the campaign to schools and the headline ambition around seeking to ensure ‘Every child in the Black Country to be water safe and able to swim 25 metres by September 2024.
- Small Grants programme started in May 2022 – Improving health & wellbeing: focus on participation including those who are inactive to be active. £23,000 funding into Sandwell community organisations in the 1<sup>st</sup> month.
- Cycling for Everyone programme due to start summer 2022 – a range of support to help people who currently don’t cycle start.

**Any Questions?**