



MARCH

2018

THE BLACK COUNTRY
**Annual
Economic
Review**

THE BLACK COUNTRY - A PLACE TO
LIVE, WORK, INVEST



How We Measure Success

The Black Country Performance Management Framework

The Black Country Performance Management Framework (PMF), set out on page 3, provides a clear framework to monitor progress and the changes required to achieve our 30-year Vision and the ambitions across the twelve programmes in our Strategic Economic Plan (SEP).

This framework was politically endorsed by the Association of Black Country Local Authorities in 2004 and is updated and reported annually.

The PMF is maintained and updated by the Economic Intelligence Unit (EIU) of Black Country Consortium Ltd. who provide in depth cross-thematic spatial analysis for the Black Country economy on behalf of the Black Country Consortium and the Local Enterprise Partnership.

The EIU also provides intelligence that can inform, support and influence important decision making in the Black Country and the West Midlands Combined Authority. The EIU supplies evidence that helps partners put forward a convincing case when reacting to emerging Central Government funding opportunities.

Understanding the economic impact of current and planned activity in the context of the Black Country and the WMCA SEP is fundamental to the work of the EIU and they continue to be at the forefront of new techniques and represent the region on a number of national panels.

To reflect the core themes of the Black Country Strategic Economic Plan, the analysis in this report is structured to provide an overview of the Black Country **as a place to live (place), work (people) and invest (business)**.

Introduction



Stewart Towe
Chairman of the Black
Country Consortium

"The Black Country Economic Review is produced annually by the Black Country Consortium's Economic Intelligence Unit (EIU) to provide an overview of the Black Country's economic performance during the year. The report measures success as set out in our Performance Management Framework and enables us to monitor real progress towards delivery of the Black Country Strategic Economic Plan (SEP).

2017 has seen many significant developments including the launch of the National Industrial Strategy. The Black Country Economic Intelligence Unit continues to provide a flexible intelligence resource to the West Midlands Combined Authority (WMCA) and produces the WMCA Annual Economic review. The EIU is currently working on the economic intelligence to support the development of the WMCA Local Industrial Strategy."

Our Measures of Success - The Black Country Performance Management Framework ^{1,2}				
In the Black Country by 2033 we will have:	Where we are now	Change over the last year	Direction of Travel Relative to National Average since 2004	Scale of Challenge
Grown our population and reversed net outward migration particularly to environs	1.18m	+ 9,262	+ 76% BC + 10.1% Eng.	+24,318 people
Raised incomes	85% (Eng = 100)	+ £485	+ 32.2% BC + 29.6% Eng.	+ £4,250 per person
Achieved better population balance	14% AB's	-	+0.2pp BC +2pp Eng.	23% AB's (+30,079 people)
Transformed the Environment	70.5% of residents satisfied with the Black Country as a place to live			77.8% resident satisfaction
By 2033 We Will Have Achieved Our 2 Primary Outcomes				
1. Regenerated Our Economy				
No Output Gap	£11.7bn	+£1.7bn	+ £6.9bn	- £11.7bn
Raised the number of local jobs	446,500	- 2,000 jobs	+21% BC +10.7% Eng.	+132,780 jobs
Increased the total employment rate	65.1%	- 1.4pp	- 3.2pp BC + 1.4pp Eng.	74.2% + 65,246 people employed
Increased the % of knowledge workers	34%	+ 5,100 people	+ 14.5% BC + 27.7% Eng.	46% +58,179 people
Raised the business birth rate	50 per 10,000 population	+750 new business births	+1,720 new businesses	68 per 10,000 population +2,062 new businesses
Reduced the number of people classed as workless	11.5% 83,700 people	- 1pp -6,270 people	- 3.3pp BC -3.2pp Eng.	8.1% - 24,952 people
Increased the number of visitors to the area	28.1m visitors	+420,000	+3.4m	A leading UK destination
2. Sustainable Environment Transformation				
Increased the hectares of local nature reserves	902.1ha	-	+9.4ha	1ha of Local Nature Reserve per 1,000 population
A sustainable environment - reduced CO ₂ emissions	4.3 ton per capita	- 0.2 ton per capita	- 2.4 ton per capita BC - 2.8 ton per capita Eng. ³	44 % reduction on 2005 figures - 1.35 ton per capita
By 2033 We Will Have Achieved Our 2 Economic Drivers:				
1. Raised Education and Skills				
Reduced the number of people with no qualifications	19.5% 139,600 people	+0.5pp + 3,900 people	-0.8pp BC -71pp Eng.	7.8% +83,814 people upskilled
Increased the number of people with NVQ4+	23.0% 164,400 people	+ 0.6pp + 4,400 people	+ 5pp BC + 12pp Eng.	37.9% +106,661 people
Increased pupils Progress 8 score	-0.32 (Below Average)	+0.04	N/A	0.03 (national avg) BC point score to improve by +0.29
Reduced the no. of 16-17 year olds Not in Education, Employment or Training (NEET)	2.5%	- 1pp	- 4pp BC - 3pp Eng. ⁴	No NEETs - 697 (16-17year olds)
2. Transformed our Environmental Infrastructure - Targets to 2026 in line with Core Strategy ⁵				
Increased net new homes	490,370	+ 2,540	+ 32,490 new homes	+ 36,870 net new homes
High Quality Employment Land	726ha	+15ha	+15ha	Create/transform +845ha of employment land to high quality
Additional office floorspace in strategic centres	42,085m ² developed since 2006	0m ²	+42,085m ²	+814,667m ²
Additional retail floorspace in strategic centres	384,000m ² (approximate stock in 2006)	+4,029m ²	+35,801m ²	+309,199m ²

¹ ● illustrates those indicators where the Black Country moved in a positive direction of travel compared to the national average
● indicates the reverse
● indicates a growth rate in the right direction but less than the national average growth rate

² pp = percentage points






³ Baseline data is 2005

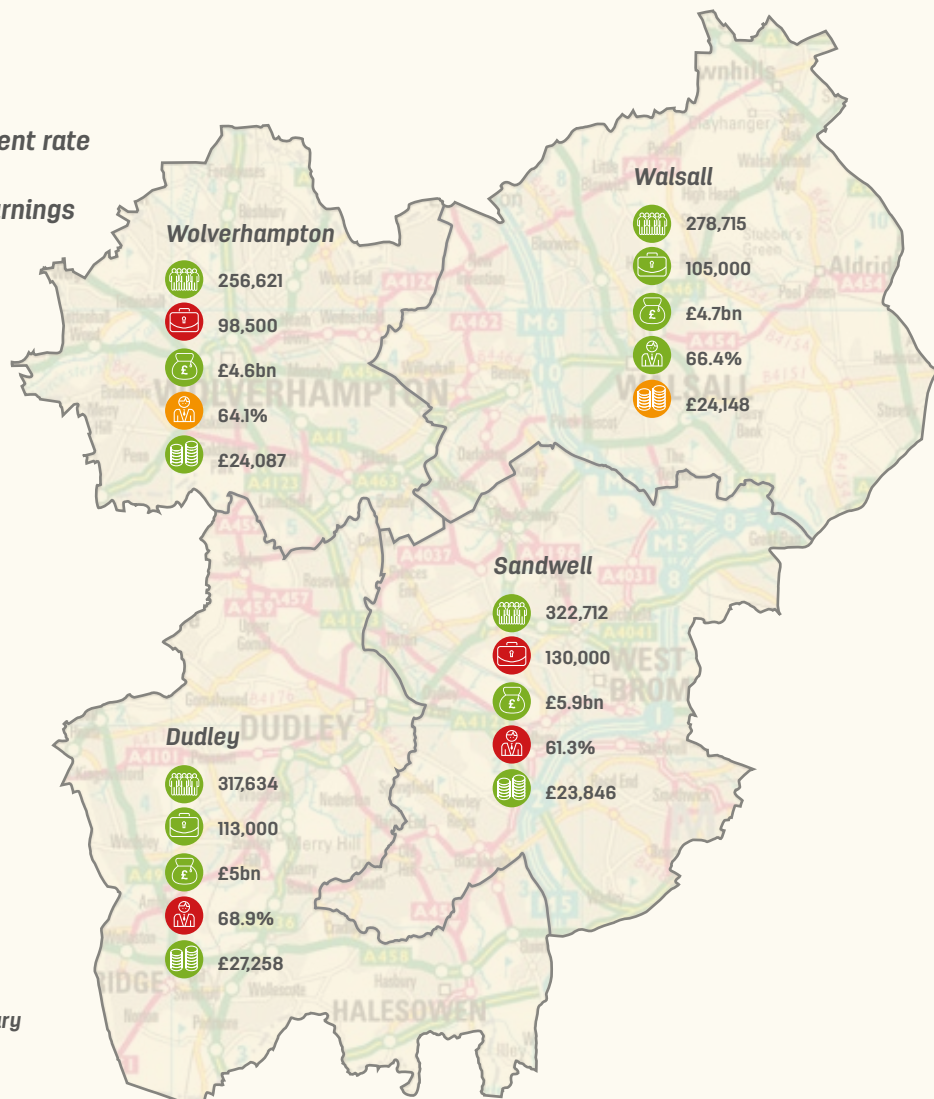
⁴ Baseline data is 2012

⁵ Figures based on Black Country Local Authority AMR completions for 2016/17, homes figures based on 2016 data from MHCLG all baseline data is 2006 excluding High Quality Employment Land which is 2009






Where We Are Now

Black Country 2017⁶

-  **1.18m people**
-  **446,500 jobs**
-  **£20.2bn GVA**
-  **65.1% employment rate**
-  **£24,835 avg. earnings**



KEY:

-  **Total Population**
-  **Jobs**
-  **GVA**
-  **Employment Rate**
-  **Average Full Time Salary**

⁶ ● indicates a positive increase
 ● indicating a less than 1% decrease
 ● shows a greater than 1% decrease from the previous year

Black Country Successes



Economy
continues to grow
£20.2bn



Record Number
of Businesses
37,490



Black Country Business
Base is growing with

5,895

new businesses in 2016,
highest level since 2004



Wages are up
£24,835



Number of NEETs is below
**national
average**
(2.5% vs 2.8% across England)



Growing Population – 1.18m
expected to reach

1.2m

2033 target by 2020



The number of people
claiming key out of
work benefits is at its

**lowest
level**

for more than a decade



Apprenticeships
13,570



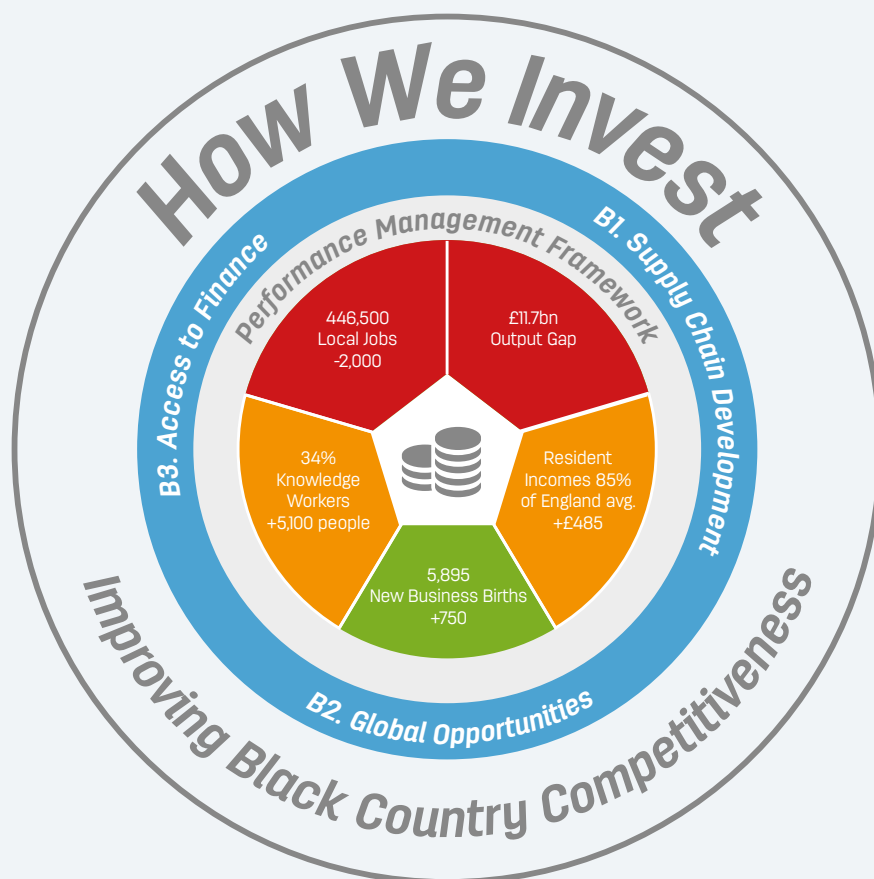
More
Homes **490k**

How We Invest

Improving Black Country Competitiveness

This section summarises the key evidence in relation to the three strategic programmes intended to raise competitiveness as set out in the Black Country SEP.

- **Total GVA reaches £20.2bn.**
- **The number of businesses in the Black Country is at its highest since 2004 with 37,490 businesses.**
- **Business births reach the highest level since 2004 - 5,895 businesses started in the Black Country in 2016.**



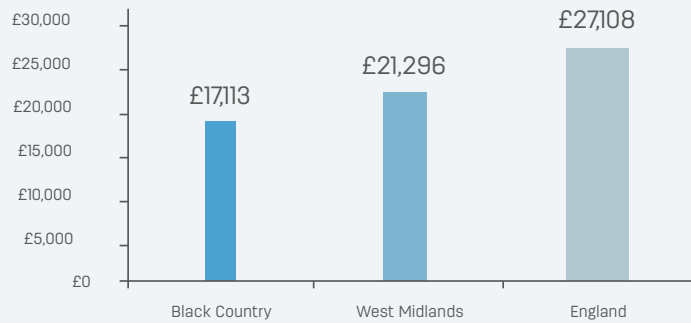
Productivity

- The Black Country's total Gross Value Added (GVA) continues to grow and in 2016 was £20.2bn. This is an increase of £497m compared to 2015. The Black Country accounts for 15.9% of the West Midlands region's GVA and 1.3% of national GVA⁷.
- The change in total GVA between 2004 and 2016 was 30.2% for the Black Country compared to the England average of 50.3%.
- GVA per head in the Black Country is at its highest since 2004 at £17,113, a £291 increase from 2015. This is £9,995 lower than the England average of £27,108.

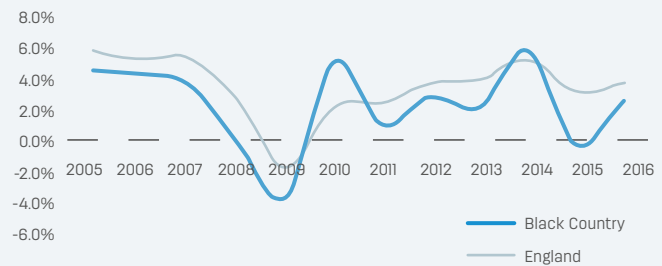


GVA in 2016
£20.2bn

GVA per head, 2016



GVA Annual Growth Rates 2004 - 2016



Black Country Output Gap

- Since 2010, total Black Country GVA has increased each year and overall by 14% (£2.5bn), compared to 24% across England. In the context of the national average, the Black Country output gap currently stands at £11.7bn. The figure below demonstrates the components of the output gap.
- Activities underway across the Business, People and Place strands of the Strategic Economic Plan are key to the Black Country closing the output gap by the year 2033.



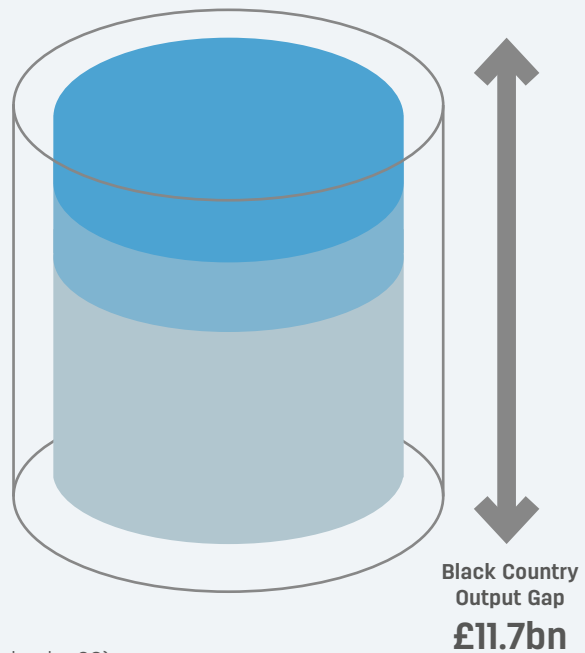
Skills Levels Insufficient
% with NVQ4 + (BC= 23%, England = 38%)
£1.8bn



Too Few in Employment
Employment Rate (BC= 65.1%, England = 74.2%)
£2.8bn



Economy Lacking in Dynamism
Business Births (BC= 50 per 10,000 population, England = 68)
£7.1bn

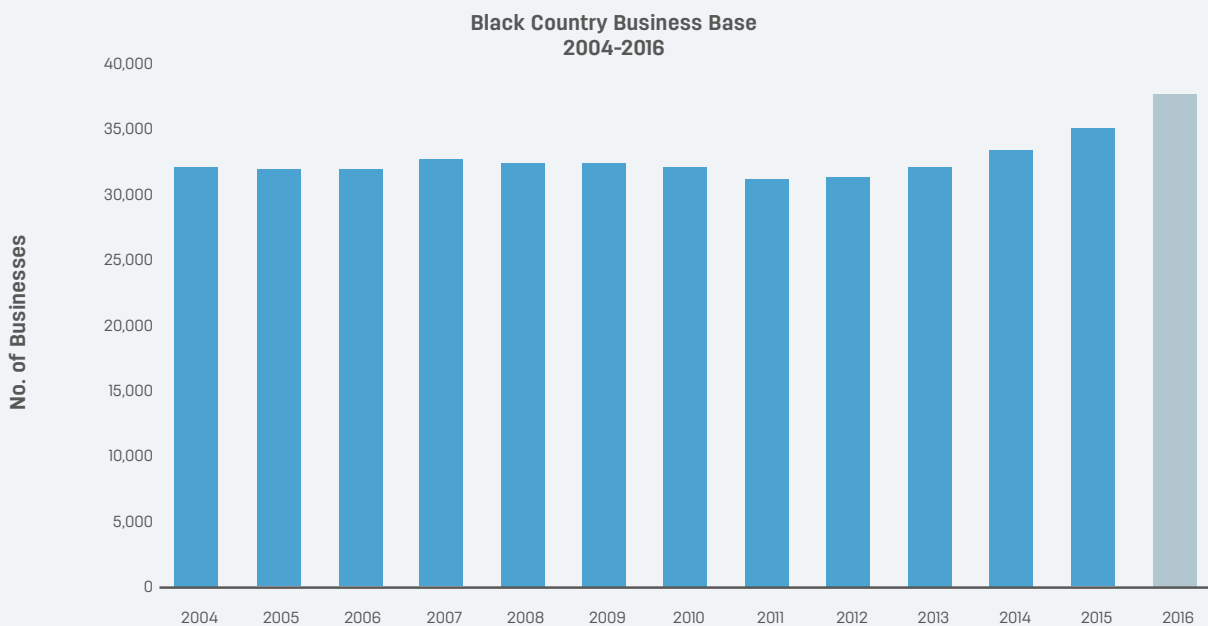


⁷ Office for National Statistics (2017) Gross Value Added (Balanced GVA) for Local Enterprise Partnerships

Source: Office for National Statistics, Annual Population Survey, Business Register and Employment Survey, 2017

Black Country Businesses

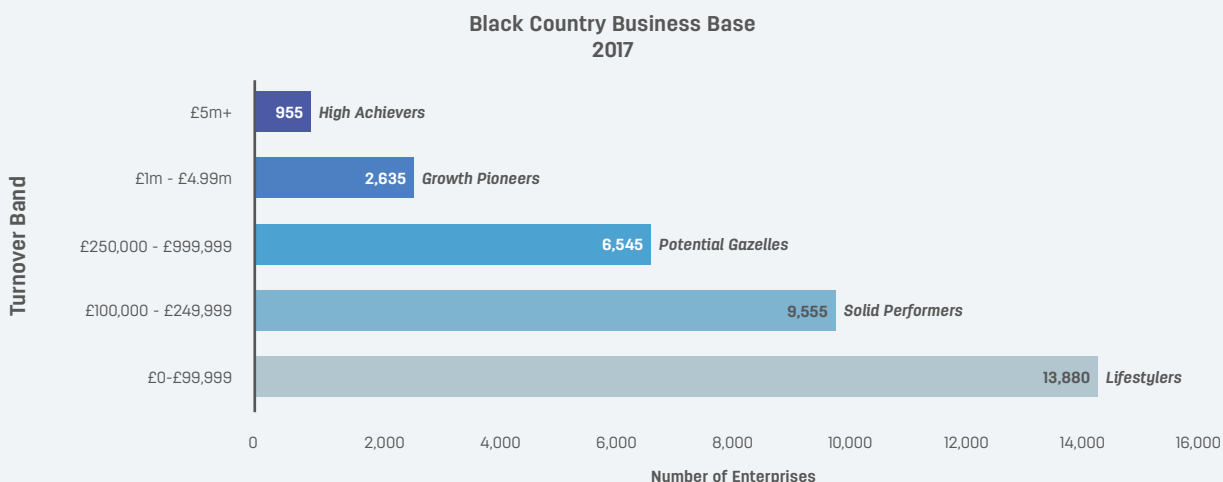
- There are currently 37,490 active companies in the Black Country, an increase of 2,540 businesses over the year⁸. From 2004-2016, the business base has increased by 17.1% compared to 32.6% nationally.



Source: ONS Business Demography, 2016

These firms have been categorised into five groups based on their turnover band⁹:

- There are 955 “High Achiever” companies, these firms have a turnover of more than £5 million a year and account for 3% of the business base.
- “Growth Pioneers” are those second-tier growth firms turning over £1m-£4.99m - 2,635 companies account for 8% of the business base.
- The 6,545 “Potential Gazelles” companies turning over £250k to £999k account for 19% of the business base.
- The 9,555 SMEs with a turnover between £100k to £249k are classified as “Solid Performers” account for 28% of the business base.
- Firms turning over less than £100k are classed as “Lifestylers”, this includes micro enterprises - 13,880. These account for 41% of the total business base in 2017 which is a 1% increase from 2016 (40%).

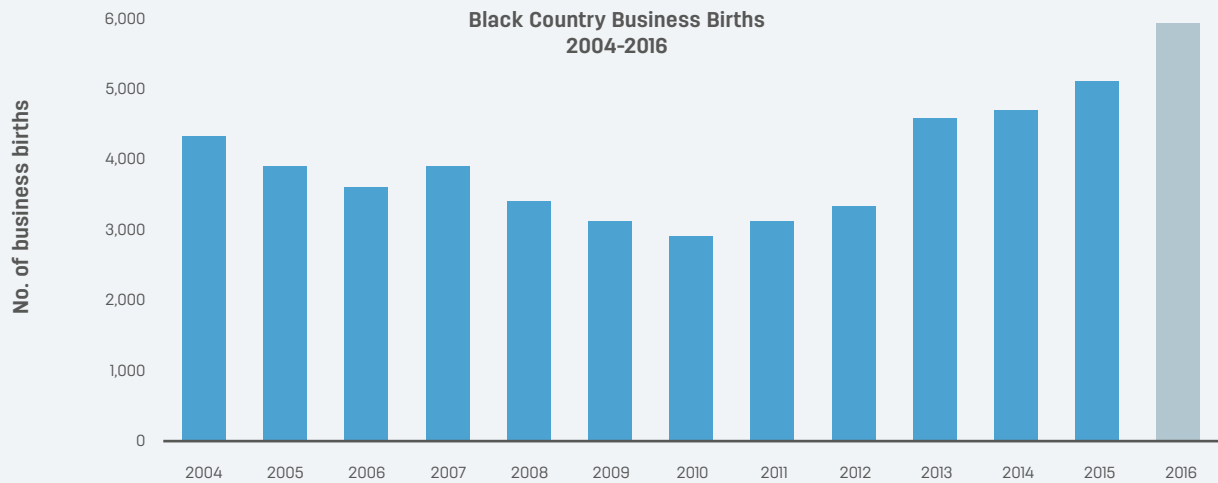


⁸ Office for National Statistics, Business Demography, 2016

⁹ Currently the Business Demography dataset does not provide a breakdown by turnover of the 37,490 registered enterprises. However, this breakdown can be obtained via the UK Business Count Dataset, which is a snapshot (March 2017) of the Business Demography dataset. At the time of the snapshot there were 33,570 enterprises in the Black Country which has been used for the turnover analysis.

Black Country Business Births

- 5,895 new businesses were started in the Black Country in 2016, the highest level since 2004. This represents an increase of 14.6% from 2015 compared to 8.6% nationally.
- The number of business births equates to 50 businesses per 10,000 population compared to 68 per 10,000 population for England.
- The Black Country needs to create an additional 2,062 businesses each year on top of the current 5,895 new business births to achieve the current national average.
- Out of 3,310 business births in 2011 94.3% survived their first year compared to 93.1% across England. By 2016 42.6% of businesses were still running compared to 44% across England.



Source: ONS Business Demography, 2016

Businesses across the Black Country

- There are 37,490 businesses across the Black Country of which 1,824 have been identified as strategic companies. The split by sector is set out in the following table:

	Business Base ¹⁰	% total	Strategic Companies ¹¹
Advanced Manufacturing	2,879	8%	652
Building Technologies	1,997	5%	227
Business Services	8,999	24%	186
Environmental Technologies	282	1%	40
Transport Technologies	2,582	7%	123
Health	3,655	10%	37
Public Sector	4,356	12%	17
Retail	9,515	25%	513
Sports	186	0.5%	3
Visitor Economy	3,039	8%	26
Total	37,490	-	1,824

¹⁰ To work out businesses across each sector the ONS Activity, Size and Location dataset 2017 has been used to calculate the proportion of local units across Black Country sectors and then aggregated across the ONS Demography active enterprises reported figure for 2016.

¹¹ Strategic companies are identified using the FAME database and are private sector companies with a minimum estimated turnover of £1m a year and have a registered trading office in the Black Country.

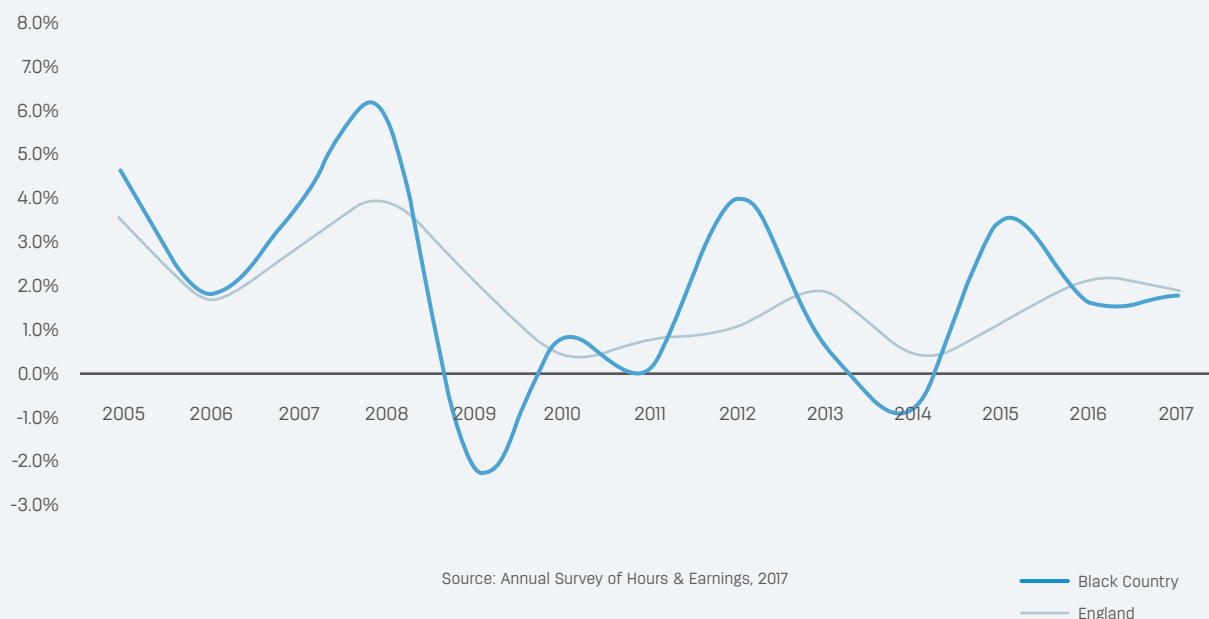
Foreign Direct Investment

- Invest Black Country focuses on improving the Black Country’s competitiveness through raising the profile of the Black Country and attracting foreign direct investment into the area working alongside the Department for International Trade to drive up the number of exporting businesses and increase exports by value.
- 16 successful FDI projects were delivered in 2016/17 which were a mix of new investment and existing company expansion.
- From 1st April to 31st December 2017 there have been 21 export wins in the Black Country from new exporters and £1.81m business won by new exporters. In addition, there have been 50 existing export wins and £59.04m business won by existing exporters¹².

Earnings

- Average full-time annual earnings for Black Country residents rose by £485 to £24,835 in April 2017. This is an increase of 2% compared to the national average increase of 2.1%¹³.
- The average Black Country resident earns £4,250 less than the England average. Resident earnings currently stand at 85% of the England average.
- Between 2004 and 2017, average annual full-time resident earnings in the Black Country have increased by £6,049. The growth rate over this period is 32.2% compared to 29.6% for England.

Average full-time gross annual resident earnings
Growth rates - 2004 to 2017



¹² Department for International Trade (2017) - the definition of export wins is the actual value of overseas sale/contract win in direct terms of the UK exported products or services delivering UK economic impact, brought about in part by the direct DIT support received.

¹³ Annual Survey of Hours and Earnings, Provisional Results, 2017

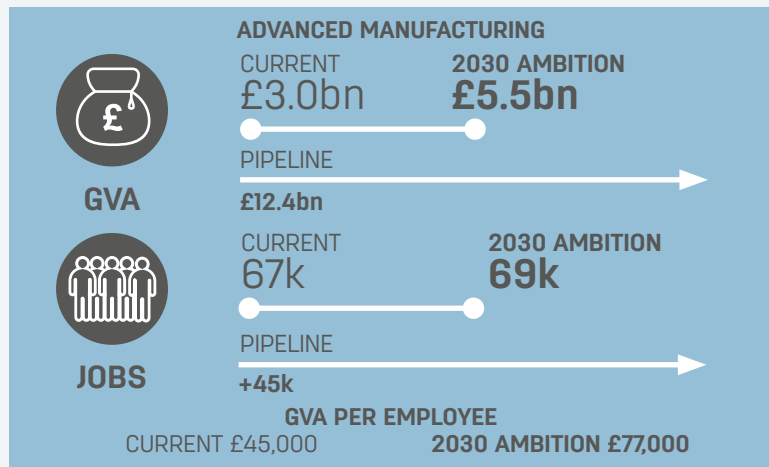
Productivity & Skills Commission and Local Industrial Strategy

- The Black Country has seen improvements in performance over the past year across a number of measures – GVA is continuing to grow at a seven-year high, wages are up, the number of people claiming key out-of-work benefits is at the lowest level for 10 years and there are more businesses and more homes in the area.
- However, current performance generally remains below the national average and productivity remains low. The gap in GVA per head between the Black Country and the England average is currently £9,995. There continues to be a significant gap between the Black Country and the rest of England on education and skills and unemployment remains a key challenge.
- To establish the true nature and extent of the Productivity & Skills challenge for the West Midlands and initiate action to address the issues identified, a Productivity and Skills Commission has been launched.
- The WMCA Productivity & Skills Commission has made significant progress since its initial call for evidence in April 2017. An array of sector “deep dives” have begun,

aiming to understand the differing productivity and skills issues occurring within sectors and local geographies. Through this analysis we are revealing in more detail the specific contributors to particular issues within sectors. The Commission will present recommended solutions for key sectors against these drivers in order to shape local policy.

- The Black Country LEP also supported the **Science and Innovation Audit** in June 2017 which was commissioned by the three LEPs across the WMCA.
- Government launched its industrial strategy white paper in November 2017 with the long-term aim of boosting productivity and earning power of people across the UK. We are working with government to develop a ‘local **Industrial Strategy**’ for the Black Country and the WMCA.
- The following sets out our ambitions for one of our sectors – Advanced Manufacturing, and the activity currently being delivered across the five ‘foundations’ of productivity to support that growth:

Black Country Local Industrial Strategy – Advanced Manufacturing & Engineering Activity against 5 Foundations of Productivity



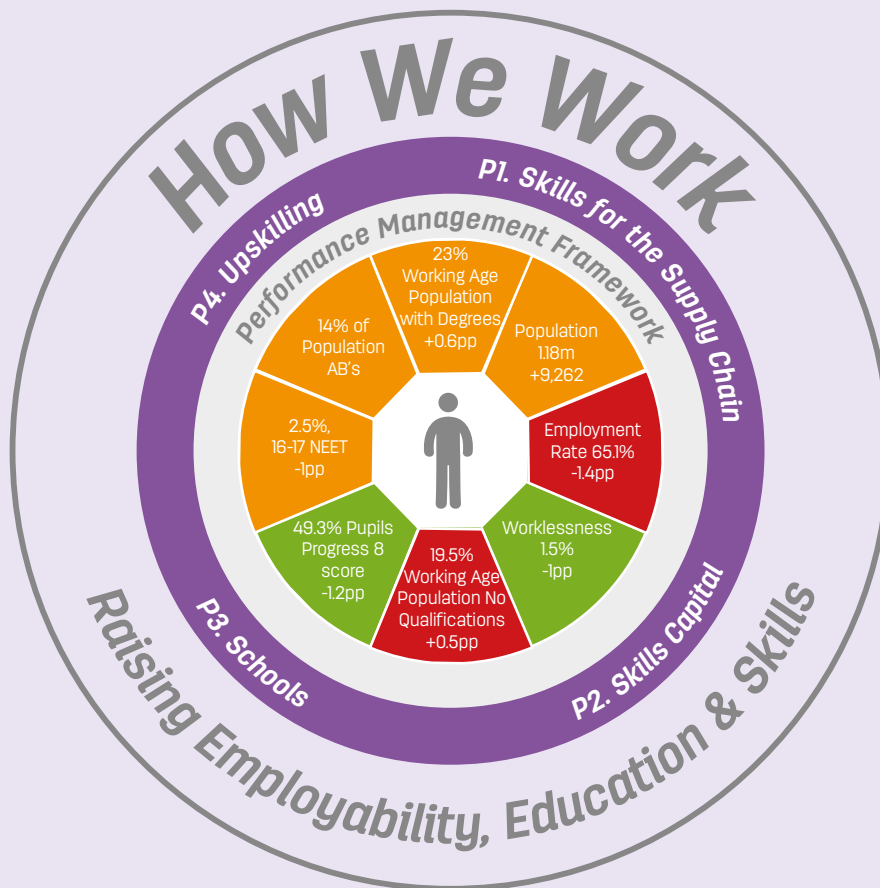
	People	<ul style="list-style-type: none"> • Black Country Skills Factory • Elite Centre for Manufacturing Skills • University of Wolverhampton – Apprenticeship Hub • University of Wolverhampton SciTech Hub, Engineering & Computer Science Research Centre • Walsall College • Careers & Enterprise programme • Sandwell Talent studio • Sandwell College • Dudley Advance • WMCA Employment Support Pilot • Growth Deal & City Deal
	Ideas	<ul style="list-style-type: none"> • High Value Manufacturing City Digital Platform • WMCA Science & Innovation Audit • Science, Technology & Prototyping Centre
	Business Environment	<ul style="list-style-type: none"> • Invest Black Country • Enterprise Zones • Advanced Manufacturing Supply Chain Initiative (AMSCI)
	Infrastructure	<ul style="list-style-type: none"> • HS2 Strategy • Black Country Broadband • Wednesbury to Brierley Hill Metro Extension
	Places	<ul style="list-style-type: none"> • Black Country Land & Property Investment Fund • Energy Capital • High Value Manufacturing City

How We Work

Raising Employability, Education & Skills

This section summarises the key evidence in relation to the four strategic programmes focused on raising employability, education and skills as set out in the Black Country SEP.

- **There are 446,500 local jobs reflecting an increase of 9,000 since 2009.**
- **There are a lower proportion of 16-17 NEETs across the Black Country (2.5%) than nationally (2.8%)**
- **The number of people claiming key out-of-work benefits is at the lowest level since 2004**



Local Jobs

- There are 446,500 jobs in the Black Country, which is an increase of 9,000 jobs from 2009¹⁴.



The following table shows the annual growth rates of total jobs for the Black Country since 2010:

Annual Jobs Growth Rates						
2010	2011	2012	2013	2014	2015	2016
1.0% ¹⁵	-2.9% ¹⁶	0.8%	1.0%	-0.8% ¹⁷	3.5%	-0.4%

- The largest number of jobs in the Black Country are in the retail sector (86,000) followed by public sector including education (71,200). Business Services employs approximately 70,600 people, the health sector 67,300 and the advanced manufacturing sector was made up of 55,900 employees in 2016.
- The Black Country has a higher than national average proportion of employment in many sectors including Advanced Manufacturing (13% vs 9%), Environmental Technologies (2% vs 1%), Transport Technologies (9% vs 7%), Health (15% vs 13%) and Retail (19% vs 15%).

	Black Country	England %
Advanced Manufacturing	55,900 (13%)	9%
Building Technologies	18,600 (4%)	5%
Business Services	70,600 (16%)	24%
Environmental Technologies	8,600 (2%)	1%
Transport Technologies	38,300 (9%)	7%
Health	67,300 (15%)	13%
Public Sector	71,200 (16%)	16%
Retail	86,000 (19%)	15%
Sports	5,500 (1%)	2%
Visitor Economy	24,500 (5%)	8%
Total	446,500 (100%)	100%

¹⁴ ONS Business Register and Employment Survey for years 2009 – 2014 figures exclude units registered for PAYE only.

¹⁵ ● indicates improvement from previous year

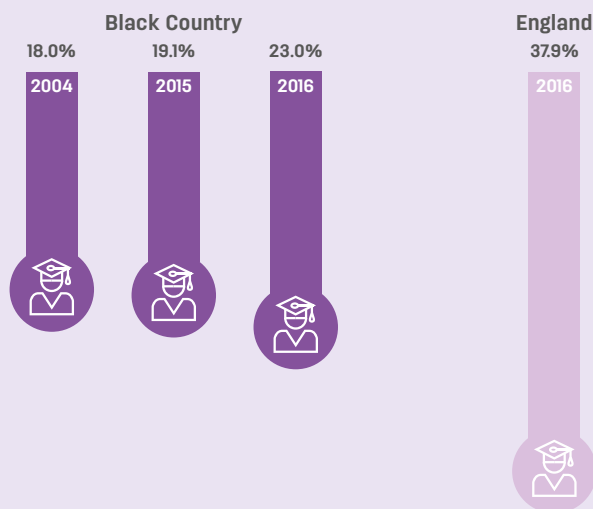
¹⁶ ● indicates +1% negative trend from previous year

¹⁷ ● indicates negative trend that is less than 1% from previous year

Qualifications

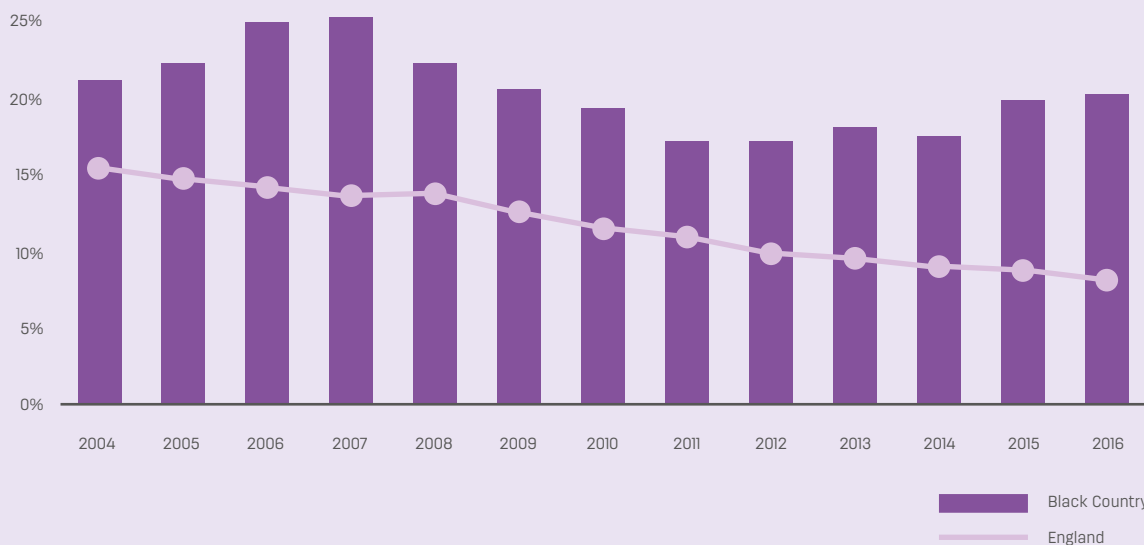
- The number of people in the Black Country qualified to NVQ4+ increased by 4,400 over the past year from 160,000 in 2015 to 164,400 in 2016. There has been a rise of 45,600 people qualified to NVQ4+ from 118,800 in 2004 (an increase of 38.4% compared to 61.9% nationally). To reach the national average of 37.9% requires a further 106,661 people qualified at this level¹⁸.

Percentage of people in the Black Country with NVQ4+ is below the England average but increasing year on year



- The proportion of Black Country residents with no qualifications increased from 19% (135,700) in 2015 to 19.5% (139,600) in 2016. To reach the current national average (7.8%) requires a further upskilling of 83,814 people.

Percentage of People with No Qualifications (2004-2016)



- The following table shows the annual growth rate of residents with no qualifications for the Black Country since 2005:

Annual Jobs Growth Rates											
2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016
1.1pp	2.6pp	0.3pp	-2.9pp	-1.6pp	-1.2pp	-2.2pp	0.2pp	0.8pp	-0.7pp	2.3pp	0.5pp

pp = percentage points

¹⁸ All qualifications data has been taken from the ONS Annual Population Survey 2017.

¹⁹ ● indicates +1% negative trend from previous year

²⁰ ● indicates negative trend less than 1% from previous year

²¹ ● indicates improvement from previous year

Apprenticeships

- Apprenticeship starts across the Black Country currently stand at 13,570 and are -2% lower in 2016/17 than in 2015/16. Apprenticeship starts have also fallen nationally at -3%, which is faster than the reduction in the Black Country. It is important to note that there have been some significant policy changes over the previous year with apprenticeships, most notably the Apprenticeship Levy and the move from frameworks to standards. Given these policy changes, reductions have been expected as companies and providers adjust to the new policy environment.
- The Black Country’s ambition is to raise apprenticeship starts to 23,000 by 2033. The Black Country is on target to achieve that ambition assuming all planned pipeline activity, including Local Growth Fund and the impact of the Apprenticeship Levy, is achieved. The Apprenticeship Levy is due to impact on around 300 businesses across the Black Country, with an estimated levy fund of £13m, and public-sector organisations including Local Authorities with a wage bill in excess of £3m.



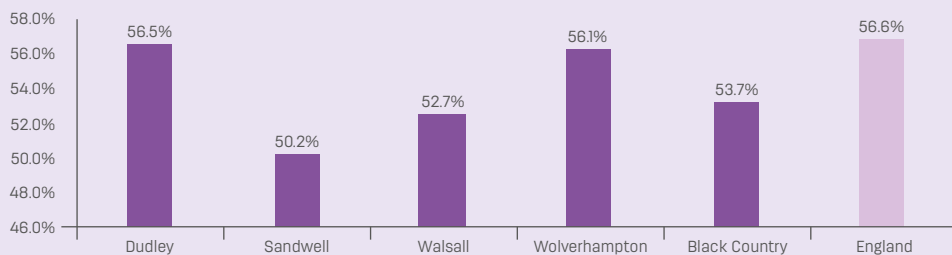
Schools Performance

- There have been some significant policy changes in schools data as to how achievement is measured. These are largely designed to encourage good teaching across a broad curriculum. The following outlines this performance in the Black Country by GCSE 4-9, Progress 8 and Attainment 8.

GCSE’s 4-9 (including English and Maths)

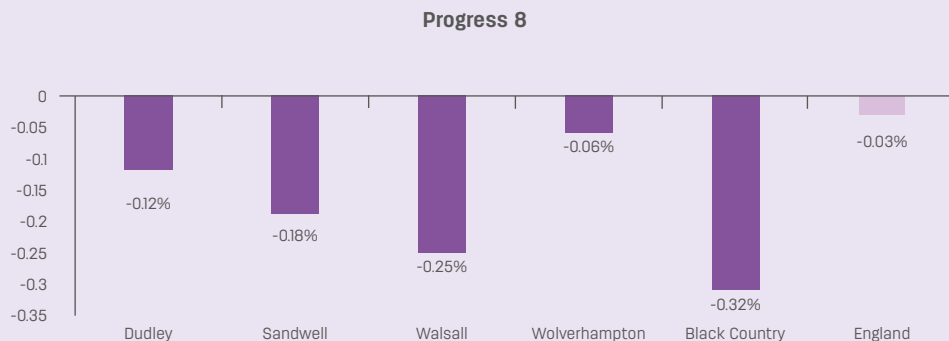
- The proportion of Black Country pupils who have achieved 5+ GCSEs 4-9 (including English and Maths) is currently 53.7% compared to the national average of 56.6%. These figures cannot be readily compared with previous years, as this new system of assessment began in the 2016/17 academic year.
- Among the 82 mainstream schools across the Black Country that have published these results, 37 are above the national average with 45 below. This is an improvement on last year which had 31 above the national average. Dudley is closest local authority to the national average at 56.5%. This is followed by Wolverhampton at 56.1%, Walsall at 52.7% and then Sandwell at 50.2%.

5 GCSE’s Grades 4-9 (Including English and Mathematics)



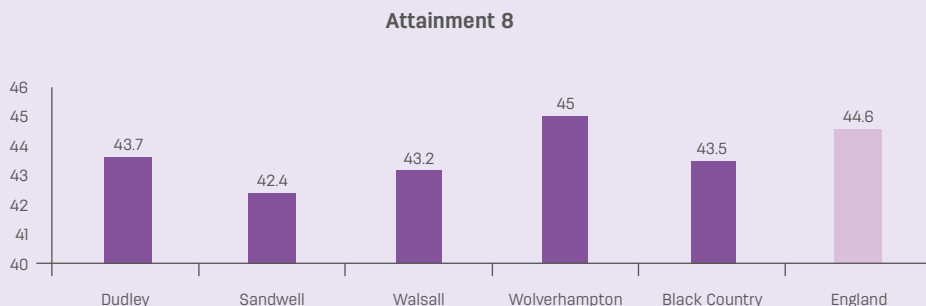
Progress 8

- Progress 8 is a new secondary accountability measure aimed at measuring the progress of pupils across a selected set of 8 subjects. It is a type of value added measure, meaning that pupils' results are compared to the actual achievements of other pupils with the same prior attainment.
- Results can be classified as follows: well above average, above average, average, below average and well below average. The results for all individual Black Country Local Authorities are classified as below average, with Wolverhampton the closest to the national average at -0.06. The national average is -0.03.



Attainment 8

- Attainment 8 measures a student's average grade across eight subjects – the same subjects that count towards Progress 8. All Black Country local authorities are below the national average except for Wolverhampton which is above at 45. The national average is 44.6.



Source: DfE, 2017

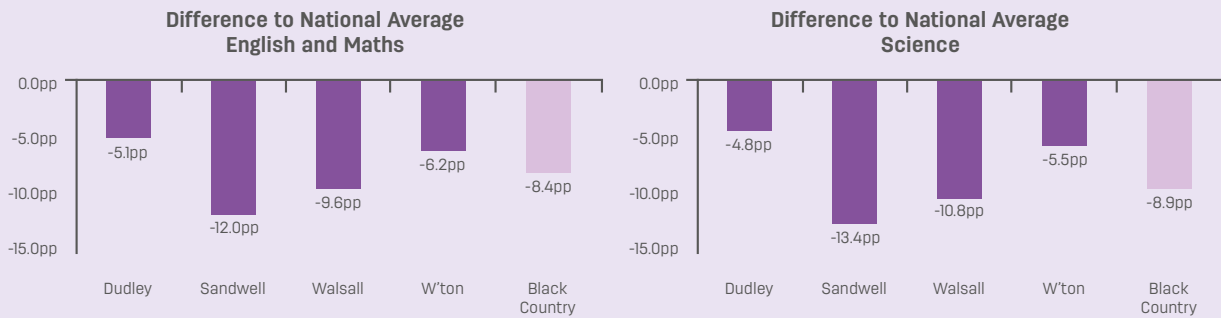
- Based on the 2016/17 GCSE results 37 of the 82 secondary schools in the Black Country performed above national average (56.6%), whilst 45 performed below this level.

	2013	2014	2015	2016	2017 ²²
Schools Above	35	35	33	31	37
National Average	59.2%	53.4%	53.8%	53.5%	56.6%
Schools Below	44	44	48	50	45

²² Please note that results prior to 2017 were measured using the previous A*-C GCSE system of assessment and therefore direct comparisons are not advisable.

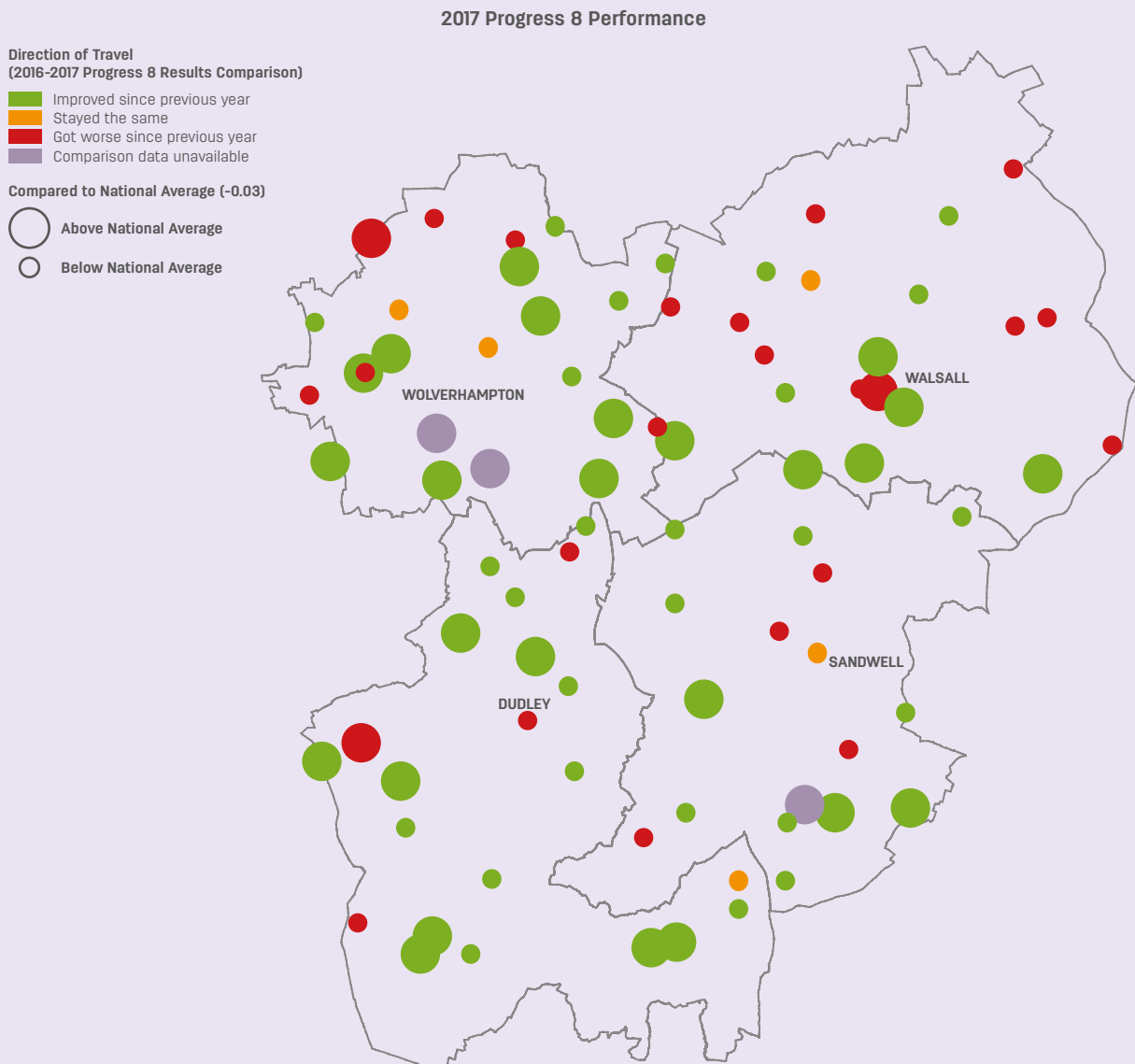
Performance by core subjects (English, Maths and Science)

- The following indicates performance of Black Country pupils in the core English and Maths GCSE qualifications. There is currently a 8.4pp gap to the national average in English and Maths in the Black Country. In Science, this gap is 8.9%.



Key Stage Performance Map – By Progress 8

- The below map indicates the number of schools by Progress 8 (including specialist schools²³) above and below the national average. There are 32 schools above and 59 below the national average.



²³ Please note specialist schools are included in this map as it is based on pupil progress rather than GCSE attainment. There are large disparities between specialist and mainstream schools in terms of GCSE performance, but not with Progress 8.

Careers

- The Gatsby Compass Tool helps schools and colleges to benchmark careers activity against best practice. The 8 Gatsby benchmarks are:

1. An embedded career and education guidance that is known and understood by pupils, parents, teachers, governors and employers.
2. Learning from career and labour market information (LMI).
3. Addressing the needs of the pupil.
4. Linking curriculum learning to careers.
5. Encounters with employers and employees.
6. Experiences of the workplace.
7. Encounters with further and higher education.
8. Personal guidance.

Distribution of Black Country Schools Score by Gatsby Benchmark



Health & Wellbeing

- The health of people across the Black Country is generally worse than the England average with higher levels of deprivation and children living in poverty (under 16s). The prevalence of smoking has shown a continual decrease over a three-year period, however there has been a small but steady rise in recorded diabetes over the same time frame.
- Based on the Active Lives Survey (Sport England 2017) 52% of the Black Country's population achieve the recommended activity levels of at least 150 minutes a week, equivalent to 504,750 people. In order to reach the national average of 60.6%, the Black Country requires an additional 83,058 participants achieving 150 minutes of sports or physical activity per week.

	Indicator	2011	2013	2015	2017	England Average
1	Deprivation	42.7%	54.1%	54.1%	54.1%	21.8%
2	Children in Poverty	27.9%	28.8%	27.0%	27.0%	18.6%
3	Obese Children ²⁴	23.4%	23.9%	24.8%	24.1%	19.1%
4	Under 18 Conception ²⁵	44.9	47.1	34.0	29.8	20.8
5	Smoking Prevalence	22.9%	21.7%	21.2%	16.8%	15.5%
6	Adults with Excess Weight	69.1%	69.1%	69.1%	67.1%	61.3%
7	Diabetes	6.7%	7.2%	7.9%	8.1%	6.4%
8	Life expectancy (Male)	78.0	78.0	78.0	77.7	79.5
9	Life expectancy (Female)	78.0	78.0	82.2	82.3	83.1

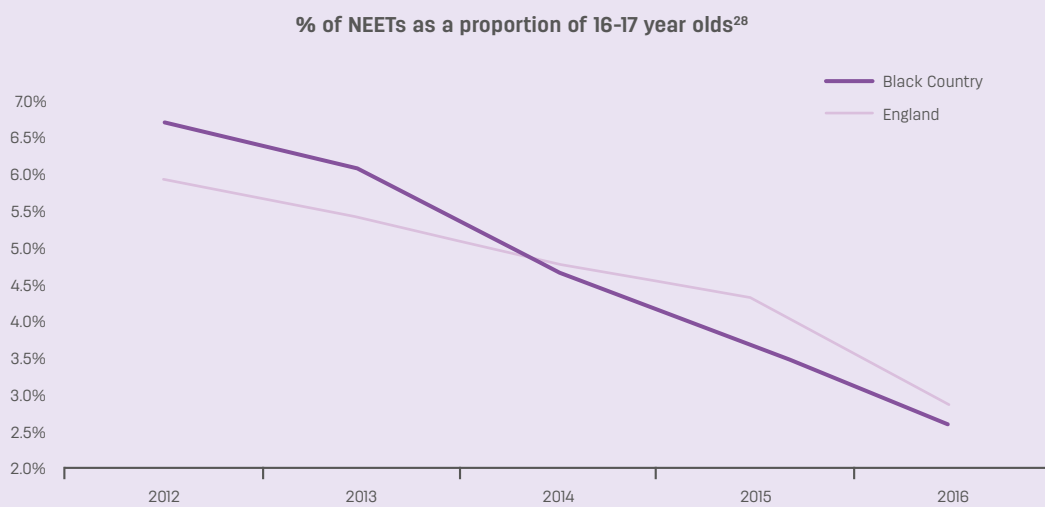
Source: Public Health England: Health Profile, 2017

²⁴ National Child Monitoring Programme children aged 10-11

²⁵ Per 1,000 females aged 15-17

Unemployment

- 83,700 people aged 16-64 in the Black Country are classed as claiming key out of work benefits (November 2016)²⁶. This equates to 11.5% of the working age population and is the lowest level for more than 10 years. The figure has dropped by 6,270 from the previous year (7%) and fallen by 17,920 since 2004 (17.6%).
- Jobs Seekers Allowance (JSA) account for 20% (figure excludes Universal Credit) of the 83,700 people claiming benefits and this category has reported the largest fall over the past year - a decline of 2,690 people. The numbers claiming ESA and incapacity benefits fell by 2,640 over the same period but still account for 63% of all benefit claims. Lone parents account for 14% and this reported a small decline (-330).
- There were 24,160²⁷ claimants in the Black Country in November 2016 with a rate of 3.3%. This figure reflects 2,470 less claimants than the previous year (-11.4% compared to -3.8% across England). However, this rate is almost twice the national average of 1.7%.
- The proportion of Youth Claimants in the Black Country as a percentage of total claimants was 23.2% in November 2016 (5,605 youth claimants) compared to 21.9% nationally. This is 685 less than the previous year, a reduction of 13.9% compared to 3.6% across England. 697 people in the Black Country were classed as NEET (Not in Employment, Education and Training) in 2015. This is down from 3.6% in 2015 to 2.5% in 2016, lower than the national average of 2.8%



Source: ONS (2017) Annual Population Survey 2016

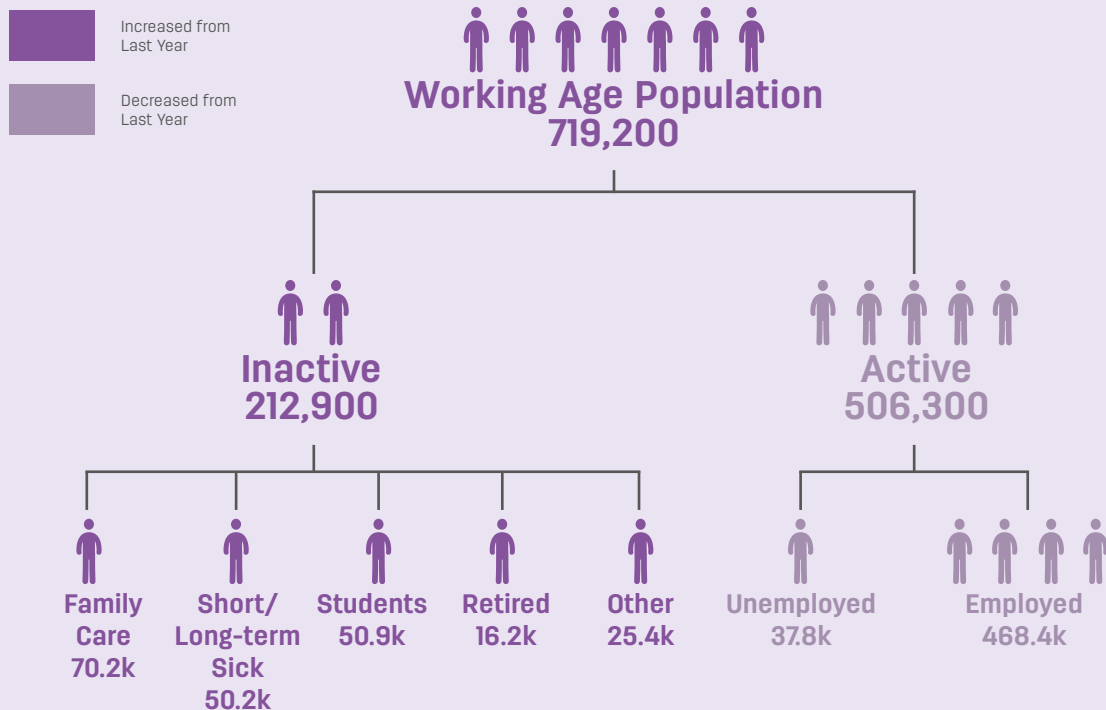
²⁶ Department of Works and Pensions, 2017

²⁷ Nomis: Claimant Count (Experimental Statistics). Please note from June 2015 Claimant Count statistics have been designated as experimental, due to the impact of Universal Credit on the count. Initially the impact of Universal Credit on the figures was small given the gradual phased roll-out. However, the impact has increased as the roll-out has progressed, therefore these numbers should be treated with caution

²⁸ Historically, LA responsibilities for tracking extended from ages 15 to 19, and to 20-25 year olds with a statement of educational need or disability (SEND). However, from September 2016 DfE relaxed the requirement on authorities to track academic age 18-year-olds. LAs are now only required to track and submit information about young people up to the end of the academic year in which they have their 18th birthday i.e. academic age 16 and 17-year-olds'. Therefore the latest 2016 NEET data does not include 18 year olds as was previously the case in previous years.

Economic Activity

- The total working age (16-64) population of the Black Country has increased by 1,400 people since the last year and is now 719,200. 70% of this, or 506,300 people, are economically active, decreasing from the past year. This includes both employed and unemployed²⁹ people. 212,900 people are economically inactive, and this has increased from the last year.



- The following table shows the annual growth rate of the employment rate for the Black Country in 2005:

Annual Growth Rate of Employment											
2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016
0.8pp ³⁰	-1.7pp ³¹	0.2pp	-2.1pp	-1.9pp	-0.4pp ³²	2.6pp	0.5pp	-1.3pp	1.7pp	-0.2pp	-1.4pp

pp = percentage points

²⁹ Economic activity data taken from the Annual Population Survey, January - December 2016. Please note figure does not include claimants.

³⁰ ● indicates a positive increase from previous year

³¹ ● indicates a +1% negative trend from previous year

³² ● indicates a less than 1% negative trend from previous years

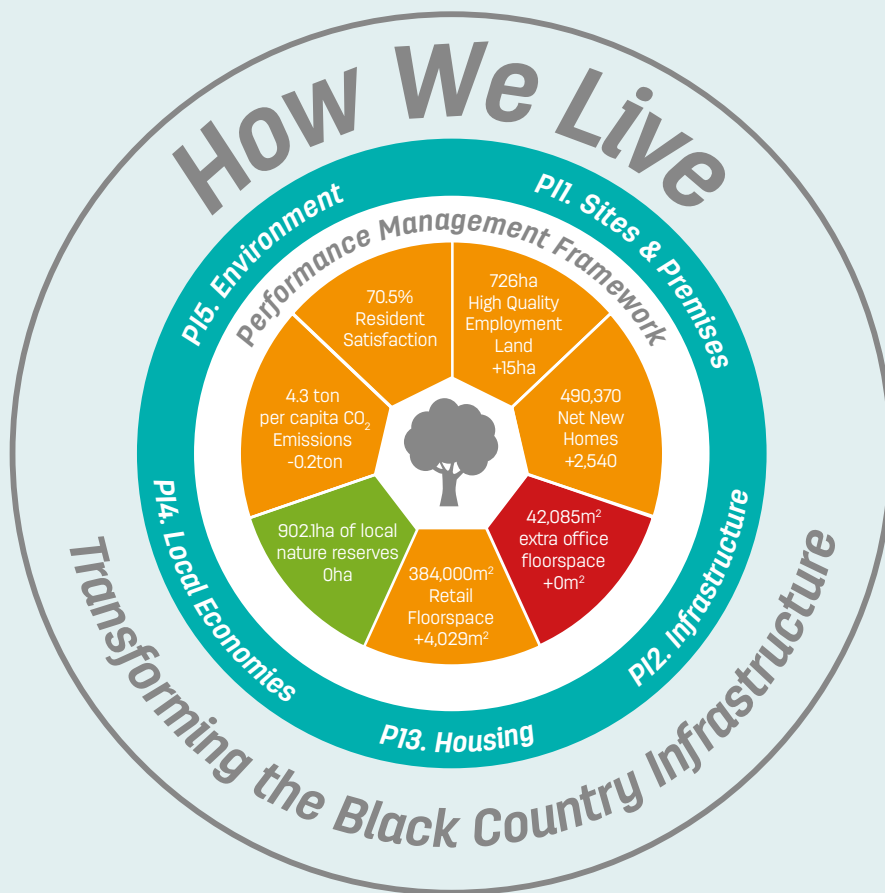
05

How We Live

Transforming the Black Country Infrastructure

This section summarises the key evidence in relation to the five strategic programmes focused on transforming the Black Country infrastructure as set out in the Black Country SEP.

- **1.18m people living in the Black Country.**
- **Over 2,500 new homes built in the Black Country**
- **726ha hectares of high quality employment land developed**
- **Superfast Broadband connectivity to 508,519 premises**



Black Country Ambitions

- The Black Country Core Strategy provides the spatial context for the four Super Corridors that are the focus of regeneration with the remainder of land forming an outside and serving area. Each corridor consists of a strategic centre and a number of regeneration corridors that have ambitions across the SEP programmes, focusing on economic growth such as delivering new homes, expanding the provision of high quality employment land and increasing GVA.

Black Country 2030 Total Ambitions

KEY:



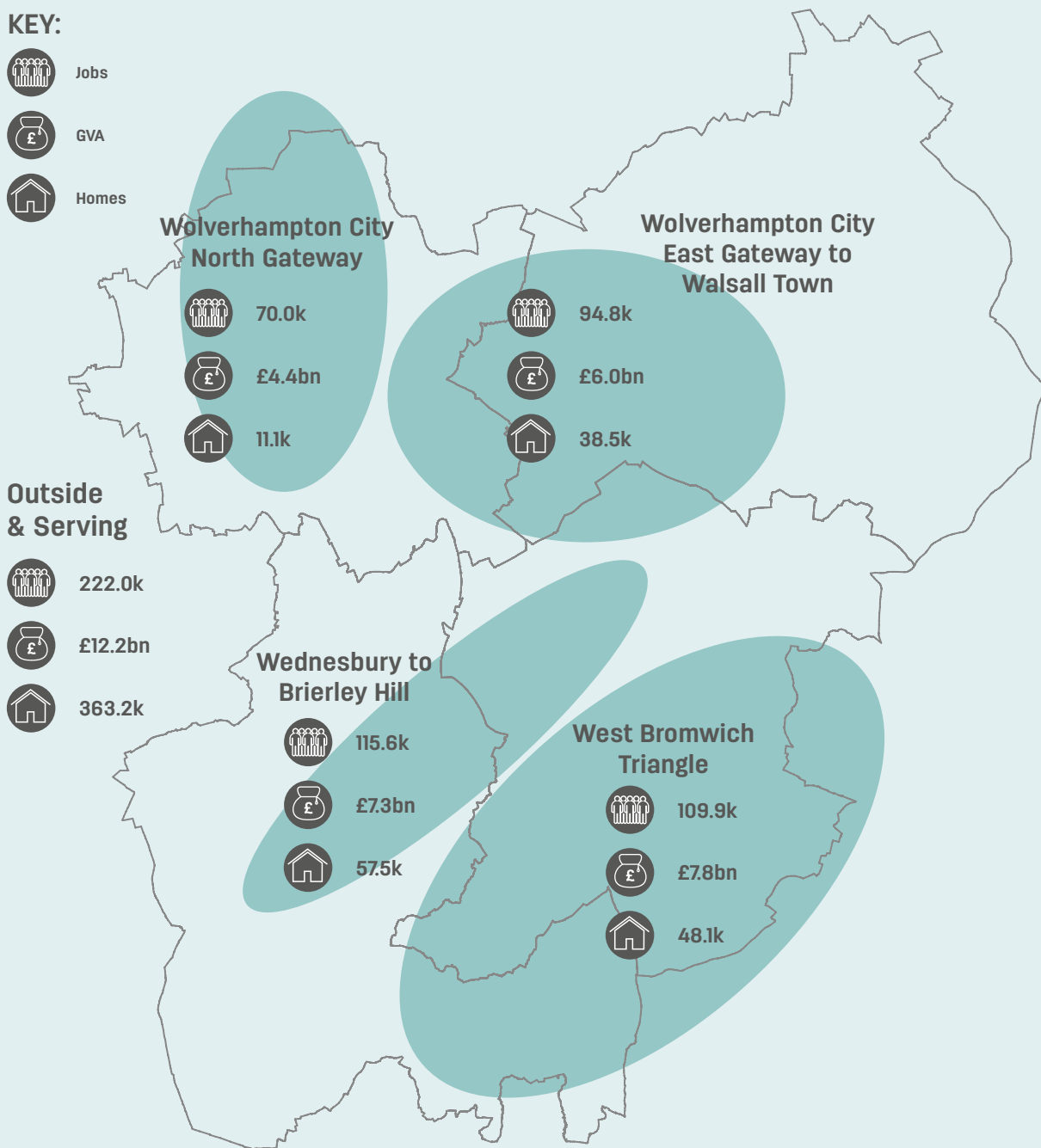
Jobs



GVA



Homes



- The map above shows the Black Country total ambitions by 2030 (current baseline plus the remaining target) with a spatial focus providing ambitions across the super corridors.
- We now have a comprehensive pipeline of sites for the Black Country across all of the SEP programmes that has the capacity to deliver investment and accelerate Black Country GVA.
- Analysis of the pipeline sites indicates the potential impact on jobs, GVA, homes built and employment land compared to the ambitions. This analysis shows that our current pipeline has the potential capacity to deliver our ambitions.

Priority Propositions

- The priority propositions are intended to both enable economic growth and demonstrate our commitment to transformational change. The propositions have been designed to capitalise on our strengths and assets and to address the issues that lie at the heart of our low productivity. They provide a prioritised and focused framework for investment by the private and public sector to help Black Country businesses fulfil their growth ambitions. These are set out below:

High Value Manufacturing City

- A series of interventions to accelerate the growth of high value manufacturing businesses in the Black Country, including action to improve the quality of existing employment locations.
- The aim of the Sites and Premises (PL1) programme of the SEP is to create and/or transform 1,571ha of high quality employment (HQE) land to meet the needs of our expanding and new companies. Currently, there are 726ha of HQE leaving a remaining target of 845ha. The new development opportunity sites in the pipeline will provide 398ha of the remaining ambition. 375ha will be delivered via a transformational renewal programme of existing employment land with a potential to be uplifted to HQE land via transport and accessibility interventions.

Airfield 55, Airfield Drive, Aldridge, Walsall



A new build, 55,000 sq ft, industrial development that will create a new employment area on 1.6ha of brownfield land and provide quality industrial premises.

Black Country Garden City

- A programme to accelerate housebuilding and improve our housing mix by treating our supply of brownfield land as an opportunity for place-shaping and the creation of sustainable communities.
- The aim of the Housing (PL3) programme of the SEP is to expand the construction and renewal of housing stock. The target set in the Core Strategy was to build an additional 63,000 new homes by 2026 to meet the demand created by a continued rise in population. Currently there are 490,370 homes in total in the Black Country. 26,130 homes have been built since 2006 and the remaining target of 36,870 homes have been identified via the development pipeline. The sites identified in the housing pipeline will form the Black Country Garden City.

Galton Lock, Smethwick, Sandwell



Galton Lock; a £32m development consisting of 180 two, three and four-bedroom new homes off Mafeking Road and Lewisham Road, Smethwick.

Economic Capital

- An action to seek maximum economic benefit from our strategic centres and ensure that they contribute to the attractiveness of the Black Country as a place to live, work, visit and invest.

Interchange 10, Wolverhampton



Interchange 10 is a £10m development that comprises 36,000 sq ft of office space over three floors. It has added a Grade A office accommodation offer in the city, constructed to BREEAM excellent standards, making it one of the most sustainable buildings in the city. The offices sit above 12,400 square feet of leisure and retail accommodation.

Black Country Geopark

- A Geopark is an area or territory with outstanding geological heritage and where there is considerable effort to conserve it and increase the public understanding and enjoyment of it.
- In the Black Country our landscapes, nature reserves, open air visitor attractions, historic buildings, museum collections and the history of development and settlement are a direct consequence of the geology beneath our feet.
- Abundant raw materials made way for the area to flourish in experimental science and technology that founded many aspects of the industrial revolution and transformed the world during the eighteenth and nineteenth centuries.
- Today it is an amazing place to explore with many 'hidden gems' of world class natural and manmade wonders to be found and explored. These are classed as the individual geosites such as Wren's Nest National Nature Reserve within the aspiring Black Country Global Geopark. The Black Country has applied for Global Geopark status and has submitted its bid to the international organisation (UNESCO) responsible for granting this status.



Connected Black Country

- A programme of investment in broadband and in transport to support growth by enabling the movement of goods and people.

Broadband Infrastructure

- The Black Country Broadband Project will extend the availability of high-speed fibre broadband to over 99 per cent of homes and businesses across the Black Country. Over 500,000 households and businesses are now able to access superfast broadband. So far, nearly 290 kilometres of optical fibre and more than 520 fibre broadband road-side cabinets have been installed.

Transport Infrastructure

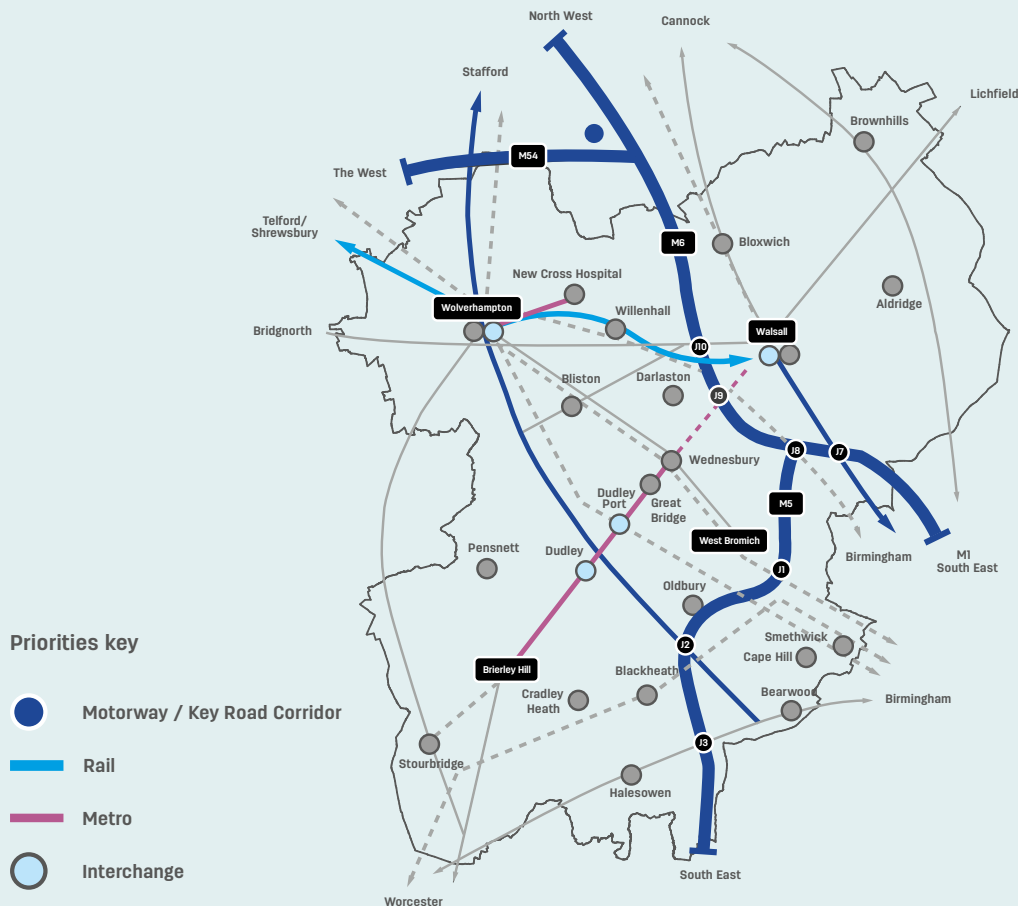
- The Black Country and Transport for West Midlands have developed a Black Country Transport Strategy - Connected for Growth that will provide a vision for the area over the next 10 years.
- The Black Country has an agreed set of transport priorities linked up to the Black Country's overall development approach. These transport priorities are clearly related to local plans and the wider strategies of the Midlands, including the West Midlands Strategic Transport Plan "Movement for Growth".

Black Country Transport Priorities

- Combined, the Black Country transport priorities amount to £2.1bn of investment. The schemes will support sustainability and act as a catalyst for new private sector investment and economic growth. The schemes will add value for decades to come by providing essential, high quality infrastructure for the Black Country.

Black Country Priority Transport Projects

Project Type	Project	Project Cost
Motorways	M6 Junction 10	£65m
	M5 Improvements (Junctions 1 and 2 and new Smart Motorway Section)	£150m
	M54 – M6 (Toll) Link Road	£205m
	Total Cost	£420m
Rail	Walsall – Willenhall – Wolverhampton Rail Link	£48m
	Midlands Rail Hub	£500m
	Wolverhampton – Shrewsbury Line Improvements	£100m
	Total Cost	£648m
Metro	Wednesbury – Brierley Hill, with a new Dudley Interchange	£343m
	Wolverhampton – New Cross Hospital	£100m
	Walsall – Stourbridge corridor tram-train extensions	£300m
	Total Cost	£743m
Key Road Corridors	Schemes to improve general reliability, public transport, cycling and walking A4123 Corridor Upgrade	£50m
	A449 Stafford Road Corridor Upgrade	£57m
	A34 Walsall Road Corridor Upgrade	£33m
	Total Cost	£140m
Interchanges	Wolverhampton Interchange	£120m
	Dudley Port Rail / Metro Interchange	£15m
	Walsall Interchange	£32m
	Total Cost	£167m
Total Cost: All Projects		£2.1bn



Black Country Regeneration

The following map outlines some of the key economic growth and infrastructure developments in the Black Country.



Midland Metropolitan Hospital

A £350m general hospital that will provide acute healthcare.



Walsall Waterfront

A £65m high quality mixed use development creating 700 new jobs, 650 new homes, 15,000 sqm of office, retail and leisure space.



Science, Technology & Prototyping Centre

A £10.1m recently completed development providing 4,000 sqm of space including high quality office.



Business Competitiveness



Economic Capital



Garden City



High Value Manufacturing City



Connected Black Country



Skills for Business Skills for Life



M6 J10

A £65m scheme that will improve connectivity by providing new widened bridges being built over the motorway, improvements to the motorway slip roads and installation of intelligent traffic signals.



i9 & i10

Interchange 9 : A development that will provide 3,700+ sqm of Grade A office space.

Interchange 10 : A recently completed £10m development providing 3,345 sqm of high quality office space and 1,152 sqm of retail and leisure space.



Very Light Rail Innovation Centre

A £35m research centre for design and construction of lightweight rail vehicles, with development laboratories and providing improved connectivity.



Metro Extensions

Wednesbury to Brierley Hill (7A) – an extension of the metro from the existing line in Wednesbury through Great Bridge, Dudley Port, Dudley, The Waterfront & Brierley Hill that will connect to DY5 EZ.

Wolverhampton Interchange (7B) – an extension of the existing line from St George's to Wolverhampton Interchange providing linkage to Wolverhampton Bus and Rail Stations



Galton Lock

A development providing up to 450 new homes, commercial premises and recreation space.



ECMS & BRIC

Elite Centre for Manufacturing Skills (ECMS) is a new employer-led training facility designed to enhance productivity in the region's high value manufacturing sector.

Brownfield Research & Innovation Centre (BRIC) will develop cost effective and sustainable solutions to brownfield development and remediation.



DY5 Dudley's Business & Innovation Enterprise Zone & Darlaston Enterprise Zone

DY5 (10A) will provide 12ha of developable land for offices, 24ha of industrial land & 18,000 sqm of existing available office space capable of creating 7,000 jobs.

Darlaston EZ (10B) will provide high quality employment land across a cluster of sites around M6 J10.



Bilston Urban Village

A development providing up to 450 new homes, commercial premises and recreation space.

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