

Industrial Strategy: The local Response

Tim Bowles, Mayor of the West of England

We welcome

- The opportunity for a new working relationship between regions, business and central government
- The opportunity for Government to benefit from our region's wealth of insights and understanding to develop productivity and prosperity
- Place at the core of the government's industrial strategy.



WE: Strategy launch for discussion this month

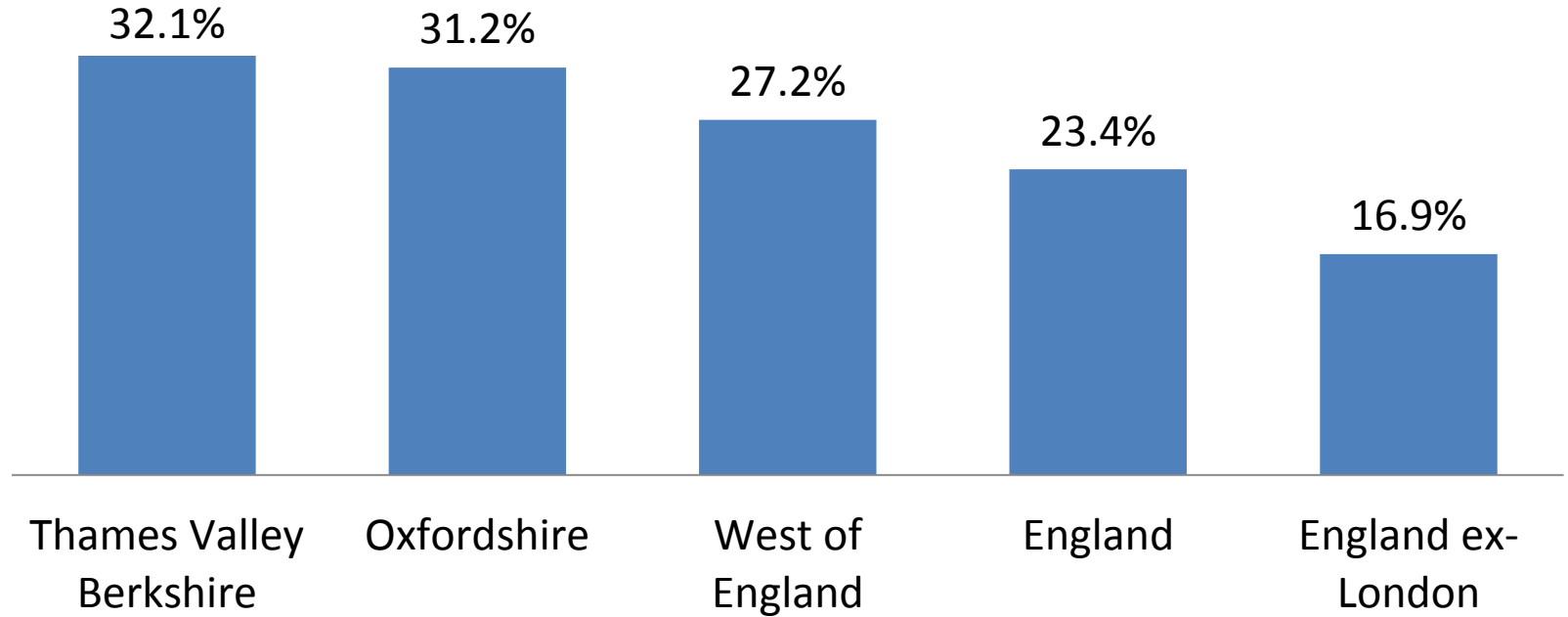
- Based on evidence and a deep understanding of the region
- Developed in partnership between the CA, Unitary Authorities, Business and Universities
- Builds on our region's strengths and sets framework to address key challenges.



WE: The most productive city region outside London

- Only net contributor city region to UK economy outside London
- Business base combines traditional industries such Aerospace/advanced engineering and professional services, with our strong technology, digital, creative and knowledge economy
- 4 world class universities.

WE: A higher share of employees in knowledge-based industries and tech manufacturing



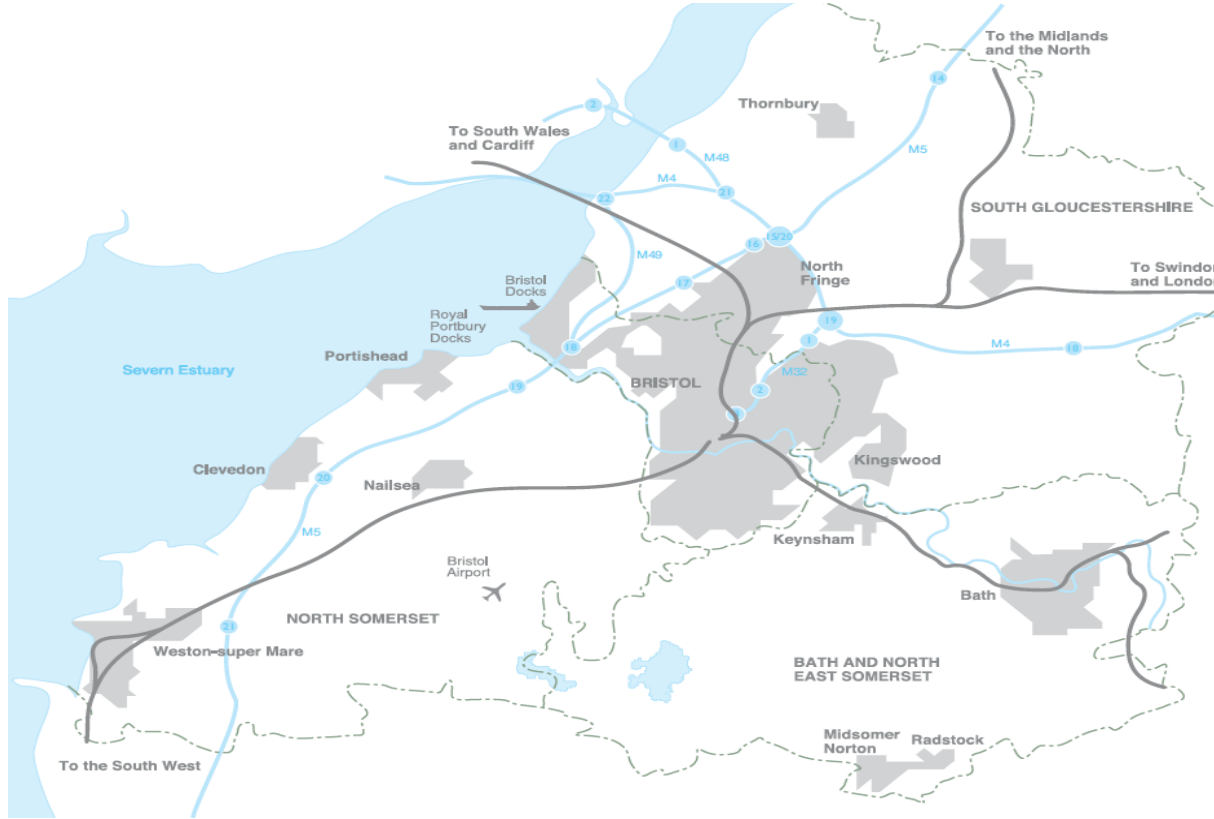
WE: SMEs have the highest survival rate in England

11.3%

Business Death Rate
2014

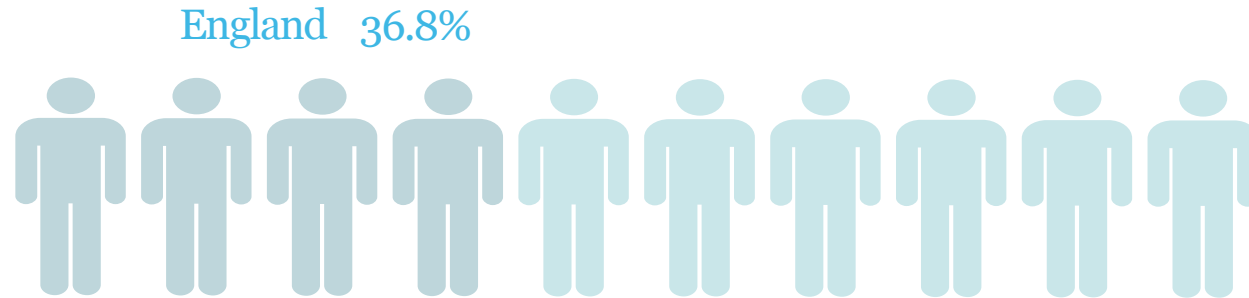
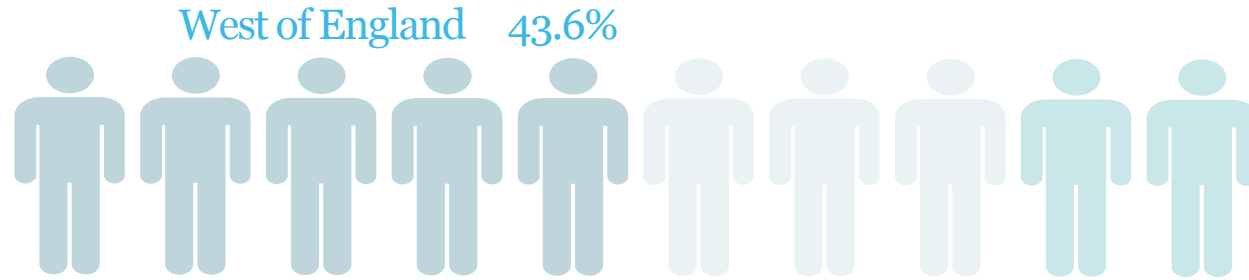
1st/8 lowest City-
region LEP areas

WE: Connect regionally, nationally and internationally



WE Connect: Highly educated and highly skilled workforce attracting and retaining businesses and talent in the region

Percentage of population with NVQ4 or above/at least degree level qualifications



WE Connect: Priorities and challenges

- Enabling, attracting and retaining business
- Congestion amongst the worst in the UK
- Skills for the future
- Housing affordability
- Broadband speed and connectivity
- Ensuring that prosperity delivers for everybody in the region.

Our Vision

To be a beacon of growth and innovation; a place where everyone has the opportunity to reach their potential and that prosperity delivers for everybody.

WE Connect ...to Government

Our key messages to government:

- We all want our region to prosper
- You can benefit from our wealth of analysis and understanding of our region
- We have a strategy to address our challenges:
Work with us in delivering our strategy in a coherent and joined up way.

We are up for this: Is Government?

- Government's industrial strategy is about delivering for the nation
- Devolution is about delivering regionally
- But this requires a massive shift in the workings of Whitehall.

...We are up for this: Is Government?