

## STRATEGIC IMPERATIVES

1. People with the opportunity to transform passion into prosperity	2. Revitalised and distinctive places	3. Connecting all our communities to opportunity	4. A dynamic business base that creates opportunity	5. Collaboration that transforms research into reality
RATIONALE	RATIONALE	RATIONALE	RATIONALE	RATIONALE
<ul style="list-style-type: none"> <li>The people of the City Region are its greatest asset and the bedrock of a strong economy.</li> <li>Our people our known for their passion, spirit and solidarity.</li> <li>But too many residents are unable to fulfil their potential, we have significant economic and social polarisation .</li> <li>Weaknesses in the education system, low skills, a fragmented skills system, poor health, poverty and a lack of suitable employment opportunities hold our residents back.</li> <li>Tackling these challenges and improving opportunity will enable more people to reach their potential and contribute to economic success and society.</li> </ul>	<ul style="list-style-type: none"> <li>Strong places and communities are essential for the prosperity and wellbeing of the LCR and its residents.</li> <li>LCR has a distinctive sense of place and cultural vibrancy.</li> <li>Despite this we have too many communities facing entrenched and widespread deprivation.</li> <li>We have a housing quality issue and a number of town centres that are in decline.</li> <li>Taken together, these factors have implications for image and reputation.</li> <li>Addressing place-based challenges will improve the quality of life of our citizens and enable the LCR to attract and retain more people and businesses.</li> </ul>	<ul style="list-style-type: none"> <li>Infrastructure is a critical economic and social enabler</li> <li>We have a number of key strengths in our transport infrastructure but not all of our communities, are well connected to amenities and strategic employment centres.</li> <li>This is limiting our agglomeration potential and the ability of all residents to access local employment and services.</li> <li>Digital connectivity is becoming increasingly important and we have the right infrastructure for LCR to be at the forefront but we have low levels of digital inclusion.</li> <li>A well connected city Region will ensure benefits of growth can be felt in every community.</li> </ul>	<ul style="list-style-type: none"> <li>Businesses are a key driver of jobs and growth.</li> <li>We have a diverse business base spanning a range of sectors</li> <li>Historically high business birth rates reflects entrepreneurship...</li> <li>...but there are not enough businesses in the LCR to provide the growth we need or good quality jobs.</li> <li>The majority of our businesses are anchored in low productivity sectors.</li> <li>Too few businesses scale-up and grow, or are maximising global trade potential.</li> <li>Helping businesses across the whole economy will be central to raising productivity and providing much needed high quality jobs and progression within the workplace.</li> </ul>	<ul style="list-style-type: none"> <li>We are in a period of rapid technological change...</li> <li>...and we have leading innovation assets to exploit the opportunities this change provides.</li> <li>World-leading research with the potential for huge societal benefit is produced here.</li> <li>We need to fully utilise these research and innovation assets.</li> <li>Developing an innovation eco-system has the potential to deliver transformational change to our economy and society.</li> <li>Co-ordinating our innovation assets will deliver a critical mass of digitisation and innovation needed across all corners of the economy and society.</li> </ul>
OBJECTIVES	OBJECTIVES	OBJECTIVES	OBJECTIVES	OBJECTIVES
<ul style="list-style-type: none"> <li>Reduce the barriers that prevent residents being able to fulfil their potential.</li> <li>Reduce health related barriers to employment.</li> <li>Increase the skills levels of all residents</li> <li>Improve the opportunities for progression within the labour market.</li> <li>Become the best place in the UK to complete an apprenticeship.</li> <li>Increase the number of residents with the skills employers need, both now and in the future.</li> <li>Create a City Region where ambition and aspiration can be realised.</li> <li>Reduce low pay-no pay cycle and increase the opportunities for good work.</li> </ul>	<ul style="list-style-type: none"> <li>Create a joined up, strategic approach to support place-based interventions.</li> <li>Disrupt long-term deprivation effectively.</li> <li>Reduce the inequalities between our most and least deprived communities</li> <li>Improve the quality of the housing stock.</li> <li>Empower our communities to mobilise and revitalise.</li> <li>Protect and enhance the value of our natural environment.</li> <li>Improve perception of place through effective place based marketing.</li> </ul>	<ul style="list-style-type: none"> <li>Develop an integrated approach to infrastructure investment.</li> <li>Ensure joined up policy planning and investment in infrastructure.</li> <li>Improve connectivity between communities, services and employment.</li> <li>Reduce exclusion through improved infrastructure.</li> <li>Increase digital inclusion.</li> </ul>	<ul style="list-style-type: none"> <li>Support our home-grown business to become successful high-growth firms.</li> <li>Support more businesses to move up the value chain.</li> <li>Protect our high performing industry leaders and their supply chains</li> <li>Reduce barriers to growth throughout the economy.</li> <li>Help businesses connect through deep, sustainable supply chains.</li> <li>Reduce the complexity of the business support landscape through our Growth Platform - become a place where it is easy to do business.</li> <li>Provide high quality and co-ordinated business support.</li> <li>Provide the right mix of accommodation space that businesses need to grow and realise their ambitions.</li> </ul>	<ul style="list-style-type: none"> <li>Forge collaborative relationships across the research base, businesses, government and end-users of innovation.</li> <li>Develop a critical mass of R&amp;D investment.</li> <li>Increase the amount of research translated into commercialised products and services.</li> <li>Increase the accessibility and use of our leading innovation assets</li> <li>Enable digitisation across LCR's industries.</li> <li>Develop test-bed environment in the LCR, with local solutions to global challenges.</li> <li>Create an environment that enables more visionary researchers, innovators, and civic entrepreneurs to develop new technologies.</li> </ul>

**CROSS CUTTING GRAND CHALLENGES**

**A CARBON-NEUTRAL, SUSTAINABLE CITY REGION**

**AT THE FOREFRONT OF 'TECH FOR GOOD'**

**THE MOST INCLUSIVE ECONOMY IN THE UK**

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