

DEVELOPMENT VISION STATEMENT

Our vision

Our vision is to create and support a globally competitive knowledge economy, the natural home for Europe's entrepreneurs and wealth creators. Reflecting Birmingham's tradition for attracting innovators, risk takers, entrepreneurs and mavericks, within ten years the economic area will be renowned for being the easiest place in Europe in which to set up and run a business.

This vision has been developed and shared with our business and other local authority partners in the Local Enterprise Partnership. Partnership working on long term activities is at the core of our work in the Development Directorate as we work towards a sustainable strong economic future for all Birmingham residents.

The Development Directorate will contribute to the achievement of the Local Enterprise Partnership's key aims to:

- Increase economic output (GVA) in the area by 30% (£8.25 billion) by 2020;
- Create 100,000 private sector jobs by 2020;
- Stimulate growth in the business stock, survival rates and business profitability;
- Boost indigenous and inward investment;
- Achieve global leadership in key sectors, including: automotive assembly; low carbon R&D, transport and building technologies; business, professional and financial services; clinical trials; ICT; creative and digital sectors;
- Build a world class workforce with the skills needed to achieve our ambitions whilst dramatically reducing worklessness.

The Directorate's strategic approach focuses on two mutually reinforcing strands emerging from the Partnership:

- creating an enterprise culture and
- investing in the required infrastructure to support it.

(a) We will make it easy to:

- Believe in enterprise - work with our schools to excite young people about business.
- Start-up and grow existing businesses - establish a peer support mechanism for new and existing businesses, including social enterprises, and remove regulatory barriers.
- Access finance - grow the existing local stock exchange (Investbx) into a debt and equity supplier for SMEs and develop community-based finance programmes for small business.
- Recruit skilled people - collaborate with our world class HE and FE institutions to drive skill levels to

(b) We will make it easy to:

- Connect with other businesses and markets - renovation of New Street Station, extension to Birmingham International Airport runway, High Speed rail links, rapid transit solutions, well maintained roads and superfast broadband.
- Accelerate infrastructure investment and growth - along the M42 corridor including purpose NEC and Blythe Valley Park, Birmingham city centre (Arena Central, Paradise Circus, New St Station, Wholesale Markets, Bordesley Park), at Longbridge, North West and East Birmingham.

<p>meet the needs of the local economy whilst increasing economic activity.</p> <ul style="list-style-type: none"> • Exploit our key sectors - take forward the best of sector and cluster programmes, with increased leadership from business. • Invest in new ideas - promote innovation and R&D, maximising the commercial potential of the output from our universities, Science Parks, Digital Birmingham and Birmingham Science City. 	<ul style="list-style-type: none"> • Invest and develop - work with Government and business ambassadors to attract investment through a more focussed local strategy, supported by a growth in quality housing. • Enjoy a high quality of life – develop cultural, sporting, leisure and heritage facilities
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Our strategic business and our values

We want all Birmingham's people to succeed economically:

'Succeed economically is about people benefiting from education, training, jobs and investment. Our ultimate aims are to reduce poverty, ensure more people have jobs and a choice of high quality housing whilst creating an innovative, low carbon economy.'

Birmingham 2026: Our Vision for the Future – Birmingham's [Sustainable Community Strategy](#)

This strategic outcome consists of four elements:

1. Increased individuals' personal wealth and reducing relative poverty within the city
2. Increased employment and economic activity within the city. People have the education and skills to make the most of job opportunities
3. A vibrant low carbon, low waste economy through the best use of environmental technologies and Birmingham prepared for the impact of climate change
4. Raised quality, choice and affordability of housing

The work we do will place Birmingham in a position to recover rapidly from the downturn. The strategic priorities most of which are identified in the Council Business Plan **are:**

- Creating an enterprise culture through the newly established Local Enterprise Partnership supporting a globally competitive knowledge economy and making Birmingham the natural home for entrepreneurs and wealth creators
- Raising Birmingham's profile, especially as a business location and a communication hub, nationally and on the global stage, we want to work with business and partners to bring investment and jobs into the City. Through bodies such as [Marketing Birmingham](#), and Finance Birmingham we will use our influence to help provide the conditions for economic growth

- Investing in the City's physical and digital infrastructure by bringing forward important regional projects leading to inward investment and employment growth such as the Big City Plan, the Area Investment prospectus Longbridge, Icknield Port Loop and Bordesley Park to help provide the conditions for economic growth and we will support the regeneration of local centres with support from Town Centre Managers
- We will develop the policy framework for City's Growth Agenda and progress major infrastructure projects including opening Selly Oak New Road to traffic, commencing preliminary works for Midlands Metro Extension (2012), Birmingham Gateway (New Street Station), the new Library of Birmingham, City Park and make progress towards funding for city rail infrastructure."
- We will build on Birmingham's reputation as a digital city to drive innovation and entrepreneurship and attract inward investment and support the creation of new, high value jobs through the establishment of next generation digital networks.
- Through our excellent service we will enable Developers to make changes to highway infrastructure in order to facilitate growth and development.
- Through our high quality planning and building regulations services we will encourage excellent development and investment in the City
- We will ensure the construction of a smart, safe, healthy, sustainable and accessible built environment for homeowners, businesses and users of buildings.
- Our trading organisations will maintain a clear focus on the aim of generating income whilst delivering value for money services.
- We will implement the high priorities from the Carbon Reduction Plan Commitment and Carbon Management Plan including:
 - the roll out of decentralised energy provision (Combined Heat and Power) throughout the City Centre contract area ensuring all city council properties are connected and private sector connections are maximised
 - exploring funding streams to procure a Multi-Utilities Services Company (MUSCO) to provide lower cost energy and reduced CO2 emissions across the whole City and to other regional partners. The MUSCO will create jobs and mitigate fuel poverty
 - working smartly in our transport planning to achieve our sustainability and economic objectives
- Developing a new "Energy Cooperation Platform" with the city's energy grid infrastructure providers will reduce the city's overall £1.5bn annual energy bill through the Birmingham Energy Plan
- We will develop a range of waste and energy efficiency initiatives such as the [Birmingham Energy Savers](#), the fitting of solar PV panels to residential and commercial properties and waste management and energy efficiency project
- We are developing Birmingham as a leading European and UK location for electric/low carbon vehicle and transport infrastructure (charging points, digital connectivity, electric vehicle procurement and usage)

- We will publish the new Core Strategy and the Strategic Housing Land Availability Assessment linked to the measure net additions to the housing stock and the supply of ready-to-develop housing sites
- We will be supporting enterprise and innovation, through our branded partnership working and activity – Finance Birmingham: Enterprise Birmingham: Innovation Birmingham: Green Birmingham: [Birmingham Energy Savers](#): Digital Birmingham and Business Birmingham
- We are preparing business cases for Building Consultancy and Urban Design who are currently engaging in detailed consultation with clients, employees and the trade unions regarding the formation of Special Purpose Vehicles. Cabinet has approved the setting up of a city council wholly owned company to transform delivery of a number of services, reduce operating costs and maximise income.