

GLOBAL WEST MIDLANDS 2023-2025

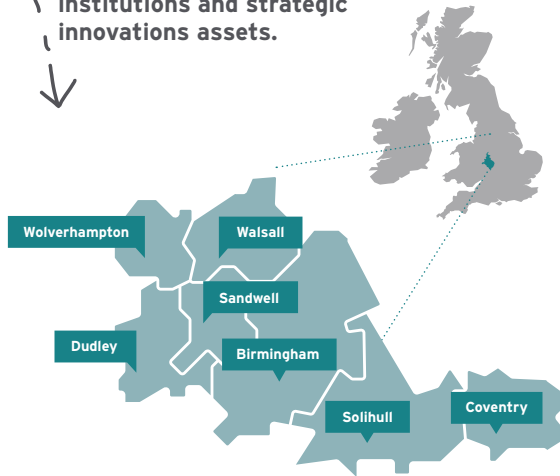


OVERVIEW

Ensuring the West Midlands remains globally competitive through to 2030. Unlocking inclusive economic growth.

Bringing together economic development priorities from WMCA and our 7 local authorities.

Underpinned by vital partnership working, leveraging our anchor institutions and strategic innovations assets.



STRATEGIC OBJECTIVES

Enhance the profile and reputation of the region. Improving perceptions of the region as a place to invest, visit and host events.



Create and sustain good jobs for local people. Growing and increasing the productivity of the regional economy by attracting inward investment to the region.

Facilitate the regeneration of the built environment. Securing transformational capital from global and domestic investors in brownfield real estate and regeneration projects.



Create and sustain vibrant destinations. Harness sustainable domestic tourism. Growing demand for inbound international tourism to enhance the region's quality of life by growing and strengthening the visitor economy.

KEY FUNCTIONS



Inward Investment
Investment promotion and facilitation.

Visitor Economy
Creating bookable travel trade products, tourism marketing and route development, attracting business and major sporting events.



Capital Attraction
Shape and take investable opportunities to market.

Strategic Relationship Management
Supporting region's strategic employers to help them remain and grow in the West Midlands.



DELIVERY



Campaigns
Getting the right message to the right audience.

Key Functions

- Narrative development
- Audience acquisition
- Marketing
- Research & Insight

Projects & Programmes*
Place and time specific activity to support the plan's objectives.

Programmes

- GGP2
- Sport Accord
- Major events fund
- Deeper Devo Deal
- Culture & Tourism Connected



Projects

- International Strategy
- Innovation Accelerators
- Strategic Sites Promotion
- CityPass
- Public sector relocations

* Programme & project lists not exhaustive

West Midlands Growth Company is the region's Investment promotion and destination management agency, bringing together public sector, private sector and academic institutions for the growth and promotion of the West Midlands.

Funded by:

