

Our Measures of Success - The Black Country Performance Management Framework ¹				
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 ²	Scale of the Challenge
Grown our population and reversed net outward migration particularly to environs	1.15m	+5,700	+ 5.5% BC + 7.3% Eng.	+ 47,500 people
Raised incomes	84.6% (UK=100)	£190	+23% BC +23% Eng.	+£4,177 per person
Achieved better population balance	14% AB's		+0.2pp BC +2pp Eng.	23% AB's
Transformed the Environment	70.5% of residents satisfied with 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 (pp = percentage points ³)				
No Output Gap	£8.1bn	+£0.3bn	+£3.3bn	-£8.1bn
Raised the number of local jobs	439,200	+6,800 jobs	-3.9% BC +3.6% Eng.	+105,760 jobs
Increased the total employment rate	65.2%	-1.7pp	-3pp BC -1.1pp Eng.	80% +100,818 jobs
Increased the % of knowledge workers	33%	-4,600 people	+6.5% BC +16.8% Eng.	44% +50,940 people
Raised the business birth rate	39 per 10,000 population	+1,085 new business births	+310 business births	54 per 10,000 population +1,744 new businesses
Reduced the number of people classed as workless	14.2%	-8.6%	-1.7% BC -8.9% Eng.	35,192 less people classed as workless
Increased the number of visitors to the area	25.7m	+473,000	+899,000	A leading UK destination
2. Sustainable Environmental Transformation				
Increased the hectares of local nature reserves	902.1ha	0ha	+9.4ha	1 hectare of Local nature Reserves per 1,000 population
A sustainable environment - reduced CO ² emissions	5.3 ton per capita	+0.2 ton per capita	-1.41 ton per capita BC -1.55 ton per capita Eng.	44% Reduction -1.55 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	17.3%	+0.9pp	-3pp BC -5.8pp Eng.	9.1% -55,811 people
Increased the number of people with degrees	22.1%	-0.3pp	+4.2pp BC +9.2pp Eng.	35% +87,650 people
Increased the number of pupils achieving 5+ A*-C GCSEs including English & Maths	49.5%	-8.7 pp	+12 pp BC +6.8pp Eng.	52.6% +412 pupils
Reduced the no. of 16-18 year olds Not in Education, Employment or Training (NEET)	5.6%	-0.75pp	-0.8pp BC -0.11pp Eng.	No NEETS -2,447 16-18 year olds
2. Transformed our Environmental Infrastructure – Targets to 2026 in line with Core Strategy ⁴				
Increased net new homes ⁵	482,410	+2,200	+17,631 New homes	+45,369 net new homes
High Quality Employment Land	696ha	+62ha	+163ha ⁶	Create/transform +875 ha of employment land to high quality
Additional office floorspace in strategic centres	23,696m ² developed since 2006	+448m ²	+23,696m ² ⁷	+833,056m ²
Additional retail floorspace in strategic centres ⁸	348,000m ² (approximate stock in 2006)	+14,209m ²	+16,121m ²	+ ²

The green shading illustrates those indicators where the Black Country moved in a positive direction of travel compared to the national average, the red shading indicates the reverse and the orange indicates a growth rate in the right direction but less than the national average growth rate.

¹ Direction of travel for some indicators is from other baseline years.

² Percentage point is the unit that represents the difference between two percentages.

³ Figures based on Black Country Local Authority AMR completions for 2013/14

⁴ Homes figures based on 2013 data from DCLG ; baseline 2006

⁵ Baseline date is 2009

⁶ Baseline date is 2006

⁷ Includes additional comparison retail floorspace

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