

# Fiona Piercy

Programme Director



# Midlands Engine KPIs

**Enabling us to evidence the story - delivering the vision, adding value, being a trusted partner and securing more investment into the Midlands**

- Condition of receiving funding, previously reported to Exec Board and agreed by Government.
- Performance Framework comprises 8 strategic measures & 19 Headline KPIs
- 3 levels of KPIs – Headline, Operational and Diagnostic
- Today's focus : **Strategic & Headlines**

# 8 Strategic Measures



1. Vision for Growth Delivery
- 2a+b Trusted and Capable Delivery Partner – Funds Management & Commercial Contracts
3. Programme Development & Performance
- 4 a+b Partnership Value- Funds & Advocacy
5. Trade & Investment
6. Housing
7. Communications
8. Business Engagement

# Headlines 1-3



<b>SM1</b>	<b>‘Vision for Growth’ Delivery</b>	Increase GVA by £54bn by 2030  Progress to be monitored Observatory.	
<b>SM 2a</b>	<b>Trusted and Capable Delivery Partner – Funds Management</b>	4 Funding Calls and allocations over 2 years to develop the pipeline	
<b>SM2b</b>	<b>Trusted and Capable Delivery Partner-commercial contracts</b>	Award of contracts 2018/19 : <ol style="list-style-type: none"><li>1. Midlands Economic observatory</li><li>2. Communications Campaign</li><li>3. ESOL Funds</li><li>4. Mental Health Funds</li></ol>	
<b>SM3</b>	<b>Programme Development &amp; Performance</b> (measure of commit for growth)	<ul style="list-style-type: none"><li>• At least [16] Investment ready projects across all 8 priority areas and projects over 2 year period</li><li>• Operational level KPIs to be established</li><li>• Quality of Pipeline supported by stakeholders as reflected in Ministerial announcements</li></ul>	

# Headlines 4-6



<b>SM4a</b>	<b>Partnership Value - Funds</b>	Support and secure funding for regional bids through IS Challenge Funds and others  £4 million core grant to be matched minimum 1:1	
<b>SM4b</b>	<b>Partnership Value-Advocacy</b>	100 new advocates and partners brought on board to actively support the ME  90% of ME Universities and LEPs support the ME through pro-active advocacy	
<b>SM5</b>	<b>Trade and Investment</b>	Increase ROI from International Trade missions - establish baseline and develop strategy for increasing economic value of internationalisation activities by Autumn 2018.	
<b>SM6</b>	<b>Housing</b>	Promote all housing developments unlocked by Housing Infrastructure Fund	

# Headlines 7-8



<b>SM7</b>	<b>Communications</b>	Double awareness of the term Midlands Engine and Midlands Connect among the business, university and consumer audience  Double twitter followers  Double circulation of the Midlander	
<b>SM8</b>	<b>Business Engagement</b>	Positive value added Engagement with 500 businesses over two years through the Midlands Engine Business Forum as measured through feedback mechanisms	

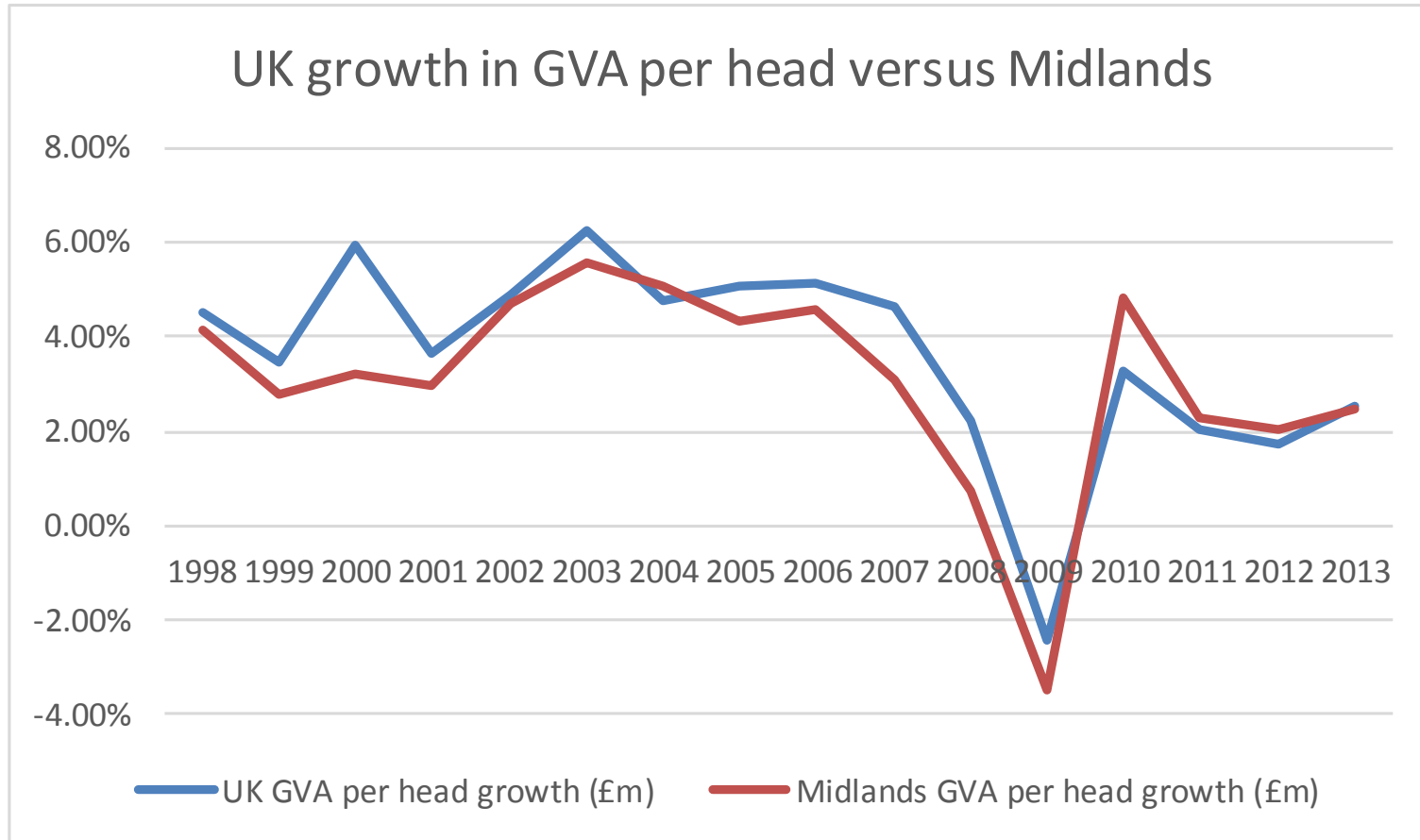
# Strategic Measure



## The Midlands Engine target

The quoted Midlands Engine economic target, within the Vision for Growth, is 'to match or exceed the national average GVA per head by 2030

# Empirical economic growth

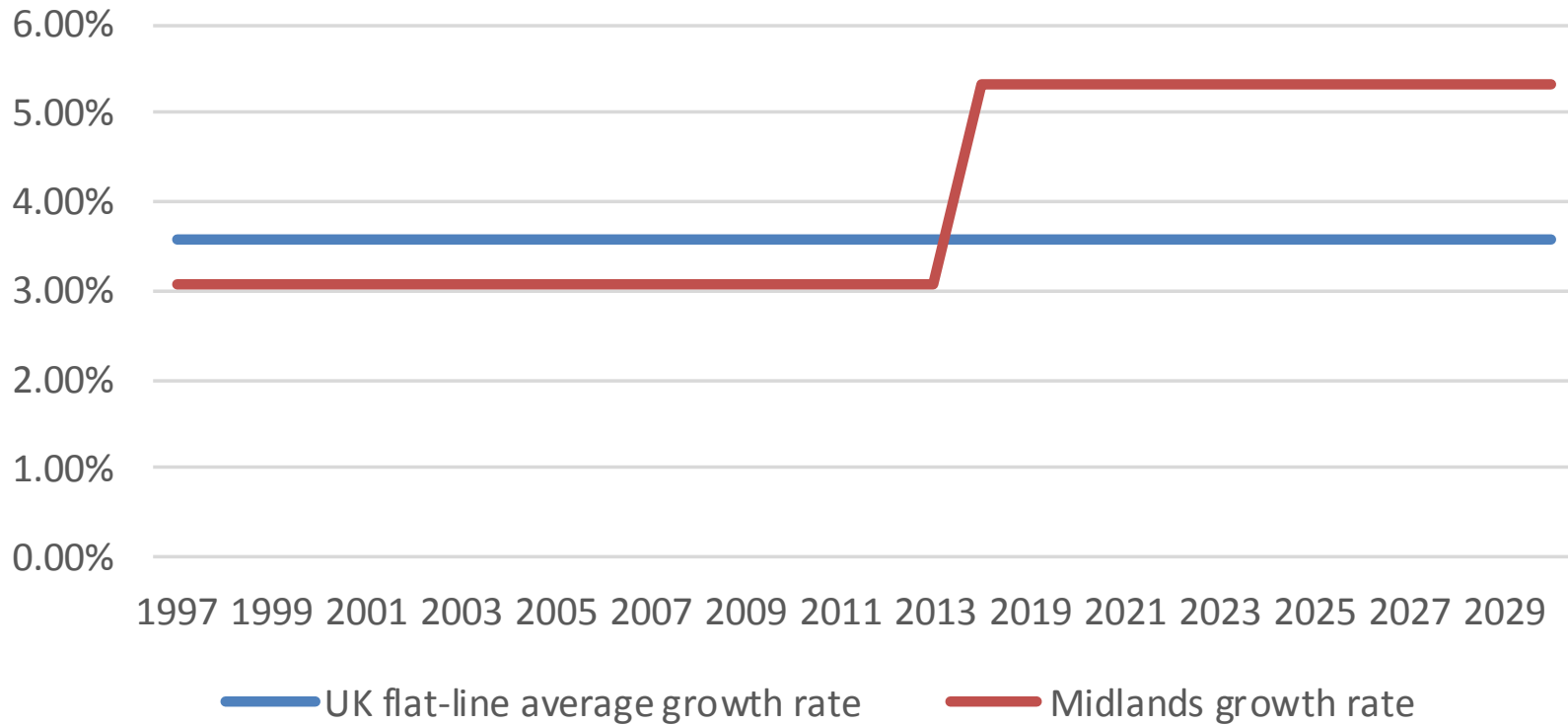




# Growth required



Step change required in Midlands Growth rate relative to UK (not adjusted for inflation)



# Midlands growth target comparisons

- IMF current growth (GDP) projections:
  - Advanced Economies: 2.4%
  - EU countries: 2.2%
  - UK: 1.4%
  - France: 1.6%
  - Germany: 1.9%
- Midlands would be required to grow consistently at more than double the rate of UK and France and almost double that of Germany

# Next Steps

- Work underway to identify where growth will come from and assess the impact of programme activities to shape things going forward
- Performance Measurement is underway
- Assurance Meetings with Government