

Agreeing our 2040 Vision for Worcestershire

Cover sheet	
Purpose	To articulate the 2040 Vision for Worcestershire
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Version	V1.0
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Decisions	To review and agree at a future date the Worcestershire 2040 Vision

Our 2040 Vision for Worcestershire



Worcestershire
Local Enterprise Partnership

“To build a connected, creative, dynamic economy that delivers increased prosperity for all those who choose to live, work, visit and invest in Worcestershire.”

Have we missed anything?

We sought to collate the Board's thoughts on:

1. **Connected** (well defined), **Creative** (will be defined), **Dynamic** economy (will be defined)
2. **Prosperity for All** or **Inclusive growth**?
3. **Live, work, visit & invest** – are there too many?

Board's thoughts on Vision (1/3)

Vision component	Feedback / discussion points
Grand challenge of 'AI & Data'	<ul style="list-style-type: none"> National government Grand Challenge definition for AI and data extremely narrow and focused on health - it needs to be broadened out as it does not take into consideration for example automated defense, autonomous mitigation etc.). An offer to share learnings from visit to IBM Watson was made [NW]
Inclusive growth	<ul style="list-style-type: none"> 'Groupthink' and the lack of diversity is a well documented threat to AI succeeding – some of the failures are down to bias in the data not being noticed [NW] Need to ensure that we consult with a diverse group of people and not just the business community, including young people (14-25 year old) [GW] An offer was made to connect the WLEP with AfroTech, if the focus is on diversity in relation to digitisation / technology
Future trends	<ul style="list-style-type: none"> Climate change will escalate as a priority. It is not going away and so we need to consult with relevant stakeholders in this regard [CA]
Productivity challenge	<ul style="list-style-type: none"> Will levels of employment continue or is it going to become a challenge? [SG] There is more frequent discussion of being in a recession, on the downward crest of the 'economic wave' [SG, MS, CA] Should look for a risk analysis of whether we are heading for a productivity challenge, and also given the different type of economy that we're driving for [SG] Need to have a clear understanding of what we will look like, recognising that there will be ups and downs – what is that 'North Star' we're heading for? [MS]

Board's thoughts on Vision (2/3)

Vision component	Feedback / discussion points
Cornerstone vis-à-vis breakthrough sectors	<ul style="list-style-type: none"> • Useful delineation to make between existing and emerging sectors, particularly in terms of volumes of jobs. Should be focusing on quality of jobs vs volume of jobs especially in order to emerge out of the recession we might be heading into [MB] • We do not want to focus on every sector, and we have got to understand our strengths [MS] • Lots of places doing 'Smart' digital and these tend to be very urban – the rural / urban piece is our advantage [GW] • Tech in agriculture – we are in a strong position for the rural / urban existence with the launch of 5G.
Branding	<ul style="list-style-type: none"> • Need to be clear about the place we live in, when you think about the branding on WLEP site [NW] • People buy stories and so we need lots of conversations about branding [MS] • WLEP branding is disconnected and so this needs work – e.g. physical connectivity piece alongside the urban / rural existence [NW] • Example of the branding of Pittsburgh is a good reference.
Live, work, visit & invest	<p>Live & work:</p> <ul style="list-style-type: none"> • What do you see and what's special to you if you 'live' in Worcestershire? [MS, GW] • Worcestershire as a whole needs to appeal to people to want to live here, and it has to have an economy to match [SG] • Equally if people want to live here and work elsewhere, that's ok too [GW]

Board's thoughts on Vision (3/3)

Vision component	Feedback / discussion points
Live, work, visit & invest	<p>Visit</p> <ul style="list-style-type: none">• Could drop 'visit' as feels like lower priority [GW] <p>Sustainable</p> <ul style="list-style-type: none">• We could add this particularly if we're going to drop 'visit' [DG]
Creativity	<ul style="list-style-type: none">• Creativity is important for enabling differentiation• Need this to be perceived as the dynamic that brings people into Worcestershire
Overall	<ul style="list-style-type: none">• The core concepts are great but the vision statement reads like it's been written by a Government department [NW]• On the point around 'storage and distribution', being in the centre of the country is an asset and so do we just ignore this market? [JD]. Not part of our mission and whilst we accept that there might be lost opportunities in terms of jobs, this isn't going to be a game changer in terms of quality of jobs for the Worcestershire economy [SG]• Need a strapline and so less concerned about adding more worthy words like diversity, health, well-being etc. [MB]• Need more work on how it resonates with who the customers are [FP].



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END
