

Cabinet

18 March 2025

Name of Cabinet Member:

Cabinet Member for Jobs, Regeneration and Climate Change – Councillor J O’Boyle

Director Approving Submission of the report:

Director of Regeneration & Economy

Ward(s) affected:

All

Title:

Coventry & Warwickshire Economic Strategy

Is this a key decision?

Yes – as it is significant in terms of its effect on communities living or working in an area comprising two or more wards or electoral divisions in the area of the city

Executive Summary:

Following the closure of Coventry and Warwickshire Local Enterprise Partnership (CWLEP) in 2023, it was agreed by both Coventry City Council and Warwickshire County Council that the economic function of the subregion remained a key priority. It was also agreed that the area needed a new economic strategy that aligned with broader national economic policies and enabled local challenges and opportunities to be tackled in a focused and co-ordinated manner.

In 2023, Warwickshire County Council, working with Coventry City Council and other sub-regional economic partners, commissioned SQW (an independent economic development consultancy) to produce the new Economic Strategy for Coventry & Warwickshire. The commission included economic forecasting work to develop a fresh baseline and scenarios to better understand the area’s economic growth potential, and by the creation of the Economic Strategy and Action Plan.

The development of the strategy has been informed by the evidence base and a consultation process, which featured discussions with the area’s Local Authorities, local business bodies and round tables with a range of local businesses. Stemming from the evidence base and consultation process, a 10-year vision (2024 – 2034) has been proposed to frame the Coventry & Warwickshire Economic Strategy:

“Coventry & Warwickshire will be recognised for the role of its innovation focused knowledge economy, particularly in nurturing creativity, harnessing digital possibilities and solutions, enabling future mobility, and unlocking the potential of electrification. This will be achieved through major research-intensive businesses and universities/ institutions, but also through the dynamism and effectiveness of a rich but varied innovation ecosystem in which creativity flourishes and new businesses are formed, nurtured and grown. Over the next decade, Coventry & Warwickshire will see economic transformation and growth, through new skills and competencies, and through a process of economic restructuring (especially as established businesses/sectors pivot in response to regulatory and technological change). As a result, the whole area will be known around the world for its economic vibrancy, founded on creativity and innovation. The productivity of the local economy will also have grown. The benefits will be enjoyed by all who live and work in Coventry & Warwickshire, and inequalities between people, communities and places will be much reduced”.

Building on this vision, the strategy and action plan is based around five themes and outcomes that will facilitate diversification of the economy through innovation (especially key sectors such as Electric Vehicles & Batteries and CreaTech, building on the area’s knowledge base assets), attract new investment, create new job opportunities for local people through increasing the number of high growth and scale up businesses and securing new investment, and realise major strategic infrastructure enhancements and capital projects notably the CW Gigapark Investment Zone site and developments at Ansty and the University of Warwick. The strategy helps to support the work of the Coventry and Warwickshire LVEP which is looking at several strategic objectives around the visitor economy. They are examining areas where efficiencies can be driven and opportunities to showcase the profile of the two LA areas to attract new visitors, events, and conferences, working closely with the West Midlands and Visit England.

The cost of producing this Strategy was met by Warwickshire County Council, with Coventry City Council’s contribution being in-kind only. Although there will be no funding coming in directly as a result of the Strategy, it will create the framework for shaping major business support, sector development and economic growth activities covering the full Coventry & Warwickshire area. It will also give local businesses a voice in shaping major future economic development and business support programmes.

Recommendations:

The Cabinet is asked to:

- 1) Approve the adoption of the Coventry & Warwickshire Economic Strategy (2024-2034).
- 2) Delegate authority to the Director of Regeneration & Economy, following consultation with the Director of Law and Governance, the Director of Finance and Resources and the Cabinet Member for Jobs Regeneration and Climate Change, to further amend edit and adapt the Coventry & Warwickshire Economic Strategy in the future in response to subsequent review, opportunity and consultation as required.

- 3) Agree for a Round Table to be hosted in partnership with Coventry & Warwickshire Chamber of Commerce and local businesses to identify how to deliver the activities in the Strategy, and to get further detail on the types of support services local businesses will need to realise their growth ambitions.

List of Appendices included:

Appendix 1 - Coventry & Warwickshire Economic Strategy

Background papers:

None

Other useful documents

Coventry Economic Development [Strategy](#) 2022-2027

West Midlands Combined Authority [Plan for Growth](#)

Has it been or will it be considered by Scrutiny?

Yes - A progress report will be added to the work programme of the Business, Economy and Enterprise Scrutiny Board (3), for a date during the 2025/26 Municipal Year

Has it been or will it be considered by any other Council Committee, Advisory Panel or other body?

No

Will this report go to Council?

No

Coventry & Warwickshire Economic Strategy (2024-2034)

1. Context and Background

- 1.1 Coventry & Warwickshire, known for its rich history in manufacturing and innovation, continues to face numerous economic challenges and opportunities. To ensure that the local functional economic area can address these effectively and in a co-ordinated manner with full stakeholder buy-in, a cohesive and comprehensive economic strategy is essential.
- 1.2 Following the closure of Coventry & Warwickshire Local Enterprise Partnership (CWLEP), it was agreed by both Coventry City Council and Warwickshire County Council that the economic functionality of the sub-region remained a key priority and needed an economic strategy that aligned with broader national economic policies while focusing on local strengths and addressing specific regional issues.
- 1.3 After a tender process in 2023, SQW (an independent economic development consultancy) was selected to carry out this commission, with Coventry City Council and Warwickshire County Council working closely with SQW to guide the process. The cost of producing this Strategy was met by Warwickshire County Council, with Coventry City Council's contribution being in-kind only. The commission comprised two aspects – firstly economic forecasting work that developed a fresh baseline and different growth scenarios to understand the economic growth potential of the area, and secondly the creation of the new Economic Strategy for Coventry & Warwickshire. The Strategy includes a vision, strategic objectives and priorities for action, and a related action plan.
- 1.4 The development of the vision, strategic objectives and action plan has been informed by the evidence base, as well as an extensive consultation process. The consultations featured discussions with the area's Local Authorities and as local business bodies, such as the Coventry & Warwickshire Chamber of Commerce, and the Coventry & Warwickshire Growth Hub. A critical aspect of the consultation process was engagement with a wide range of local businesses, which included a series of one-to-one consultations to establish the key challenges local businesses were facing and where they saw potential opportunities.
- 1.5 The evidence base showed that between 2008/09 and 2016/17, Coventry & Warwickshire was the fastest growing local economy in the country. However, growth of the local economy has slowed in recent years, relative to national trends. Analysis from The Scale-Up Institute has also identified that Coventry & Warwickshire has the second lowest concentration of high growth businesses of all local economies. More therefore needs to be done to accelerate economic and business growth in the area.
- 1.6 The economic forecasts produced for the strategy expect economic output (measured by Gross Value Added – GVA) to grow by 2.9% per annum between 2022 and 2032, before slowing slightly in the following decade. The economic forecasts also project employment growth of 0.7% per annum between 2022 and 2032, and 0.8% per annum over the following decade – significantly lower than the employment growth rates witnessed between 2012 and 2022.

- 1.7 The Strategy highlights that Coventry & Warwickshire is structurally vulnerable to the full implications of decarbonisation and shift away from fossil fuels, with the transition to electrification likely to result in winners and losers – this presents both challenges and opportunities. It also highlights a need to address the skills gaps to facilitate successful economic restructuring and ensure that local skills provision keeps pace with employers' ever-changing requirements.
- 1.8 The Strategy identifies the need to build on the strong local assets that could help deliver economic prosperity economic prosperity, notably the strong innovation and knowledge base, led by two highly acclaimed universities. It also highlights the need to build on Coventry & Warwickshire's thriving advanced manufacturing and gaming sectors, and rapidly growing cultural and creative sectors and strong tourism offer. Coventry & Warwickshire's central location, strong road and rail links and good connectivity also makes the area attractive for new investment, especially with the onset of a digital revolution brought about by automation and artificial intelligence.
- 1.9 The Strategy is driven by a vision for Coventry & Warwickshire for the decade ahead:

Coventry & Warwickshire will be recognised for the role of its innovation focused knowledge economy, particularly in nurturing creativity, harnessing digital possibilities and solutions, enabling future mobility, and unlocking the potential of electrification. This will be achieved through major research-intensive businesses and universities/institutions, but also through the dynamism and effectiveness of a rich but varied innovation ecosystem in which creativity flourishes and new businesses are formed, nurtured and grown. Over the next decade, Coventry & Warwickshire will see economic transformation and growth, through new skills and competencies, and through a process of economic restructuring (especially as established businesses/sectors pivot in response to regulatory and technological change). As a result, the whole area will be known around the world for its economic vibrancy, founded on creativity and innovation. The productivity of the local economy will also have grown. The benefits will be enjoyed by all who live and work in Coventry & Warwickshire, and inequalities between people, communities and places will be much reduced.

- 1.10 Building on this Vision, the Strategy and action plan are focused around five key themes:
- **Theme 1: Responding to Economic Change** – ensuring the area supports and nurtures its economic assets through a period of significant economic and industrial change (including autonomy, automation and the growth of artificial intelligence), and that key economic sectors transition successfully (notably the electrification of the automotive and aerospace industries).
 - **Theme 2: Creativity and Innovation** – encouraging creativity and innovation across all sectors of the economy, with knowledge exchange as a key driver.
 - **Theme 3: The Scale-Up Journey** – identifying and addressing the systematic barriers to businesses scaling-up. This theme particularly seeks to unlock the

growth potential of the creative entrepreneurship and start-up businesses that exist in the area.

- **Theme 4: International Profile** – this theme is concerned with Coventry & Warwickshire’s ‘place in the world’. It stresses the need to raise the area’s international profile, notably by building on the world-class assets and sectoral specialisms currently within the area. It also focuses on supporting local businesses to trade internationally and growing the international visitor economy.
- **Theme 5: Strategic Infrastructure and Major Projects** – this theme is concerned with the necessity to support economic growth by putting in place the requisite infrastructure, including transport, energy, water, and employment space, and build on infrastructure investments that are currently progressing.

1.11 The five themes are strongly inter-related and have been identified to:

- provide flexibility and agility in the context of risk and uncertainty (politically, economically, institutionally)
- make it clear what Coventry and Warwickshire needs to ‘do’ (given the area’s assets, opportunities, and challenges)
- be appropriate at a sub-national scale (given the raft of strategies and plans at both larger and smaller spatial scales)
- allow real progress to be made in pursuit of an overall Vision.

1.12 Ultimately, the Strategy is seeking to realise five key outcomes for Coventry & Warwickshire:

- **Economic Resilience:** A diversified and robust local economy capable of withstanding external shocks.
- **Job Creation:** Increased employment opportunities, particularly in high-growth sectors.
- **Skills Development:** A highly skilled workforce equipped for future challenges.
- **Improved Infrastructure:** Enhanced connectivity and modern infrastructure supporting economic activities.
- **Inclusive Prosperity:** Equitable economic growth benefiting all communities within the region.

1.13 The Coventry & Warwickshire Economic Strategy has been designed to complement the City Council’s existing strategies, such as the One Coventry Plan (notably the Economic Prosperity Pillar) and Economic Development Strategy. The Strategy seeks to raise current and future aspirations and opportunities on the national and international stage. It also places a strong emphasis on delivering inclusive economic growth, raised living standards for everyone, and for inequalities to be tackled.

1.14 This Strategy will also aim to complement, support and influence Coventry City Council’s future strategies, policies and planning decisions, including any future potential Local Plan review, although it should be noted that in relation to planning

decisions, this Strategy will be treated as a material consideration but will have limited weight until any Local Plan review is completed.

- 1.15 The Strategy proposes a range of performance indicators to measure its impact on the sub-region. These include key baseline economic indicators that have benchmarked Coventry & Warwickshire's performance, both over time and against other regions of the country. These include (but not limited to) GVA, employment levels, economic inactivity, claimant count and qualification levels. Coventry City Council, Warwickshire County Council and key local partners will therefore need to track published data and collate additional information to monitor changes in the area's economic performance and understand how much local residents are benefiting from future economic growth.
- 1.16 The delivery of the Strategy will rely on maintaining and developing strong working relationships with partners, such as local universities and colleges, and local business bodies (including but not limited to Coventry & Warwickshire Chamber of Commerce and the Coventry & Warwickshire Growth Hub). It will also require strong engagement with WMCA, neighbouring Local Authorities and national government to influence the focus of future regional and national level policies, regional funding settlements and national funding streams (the National Wealth Fund being one key example, given that gigafactories and green technologies are named as priority areas of focus). There is a strong track record of joint working between Coventry City Council and Warwickshire County Council across employment, economy, infrastructure, and investment, and successful delivery of this strategy will rely on the continuation of this relationship.
- 1.17 Coventry City Council and Warwickshire County Council are in positive dialogue with Coventry and Warwickshire Chamber of Commerce about their emerging manifesto on economic growth and productivity and how our Strategy can be the foundation for this manifesto in setting the context and aspirations of the area. Once this Strategy is politically endorsed, the intention is to create a vehicle to ensure the local business voice is heard and understood, especially on barriers to growth, to then help shape the ongoing implementation of this Strategy.
- 1.18 Although there are no specific funds attached to this endeavour, the Coventry & Warwickshire Economic Strategy will be an important tool in both making the case for new funding for the sub-region and also ensuring that we carefully target future funds to realise optimal economic benefit.

2 Options Considered and Recommended Proposal

- 2.1 **Option 1 (Not recommended).** The Council could choose not to have a Coventry & Warwickshire Economic Strategy, and to instead rely on strategic plans of the WMCA, such as the Plan for Growth, as well as Coventry City Council and Warwickshire County Council's individual Economic Development Strategies. The risk with this approach is that there would be no joined up strategy that addresses economic needs and opportunities that cover the full Coventry & Warwickshire sub-region, reflects the functional economic area, and reflects the geographical focus of key business representative bodies such as the Growth Hub, Chamber of Commerce and Federation of Small Businesses. Following the closure of the

Coventry & Warwickshire Local Enterprise Partnership in 2023, there would also be no clear means of the private sector being able to shape economic planning and major business support and economic development activities at the sub-regional scale.

- 2.2 **Option 2.** The endorsement of the Coventry & Warwickshire Economic Strategy that charts a course of economic prosperity for the sub-region. It is aimed at fostering economic growth, improving regional competitiveness, and enhancing the quality of life for residents within the Coventry and Warwickshire area. It has been developed in response to key policy papers while ensuring it captures the unique and local context of Coventry & Warwickshire economy. It has been shaped through extensive engagements with partners, stakeholders, and representatives from both the private and public sectors. By leveraging local strengths and addressing key challenges, the Strategy aims to create a vibrant, resilient, and competitive economy that benefits across the area.
- 2.3 It is recommended that the Cabinet supports Option 2 and endorses the Coventry & Warwickshire Economic Strategy (2024-2034).

3 Results of Consultation Undertaken

- 3.1 The development of the Strategy has been informed by a consultation process primarily with business and stakeholders involved in economic growth between January and June 2024, which consisted of:
- Ten one-to-one consultations with stakeholders, including local universities, business representative organisations, and wider regional stakeholders.
 - Ten one-to-one consultations with businesses identified by CCC and WCC.
 - A roundtable event attended by 14 business and business representative organisations.
 - A follow-up roundtable event attended by seven business and business representative organisations.
- 3.2 The purpose of the consultations was to understand more about the current economic and business environment in Coventry & Warwickshire, and some of the relative strengths and weaknesses of the area. They also sought to investigate how labour markets are functioning in the post-pandemic era, and what effect this was having on businesses and the wider economy. The consultations also sought to consider how the transition to net zero is affecting local businesses. As well as evaluating the current state of the economy, the goal of the consultations was to identify future opportunities, barriers and threats.
- 3.3 The consultations gathered a significant level of intelligence about Coventry & Warwickshire, from which several conclusions were made that are reflected in the Strategy:
- Broad consensus of the importance of the Coventry & Warwickshire functional geography, and the need to promote it.
 - The lack of labour with the correct skills being a challenge for businesses, and skills provided locally do not always match the need.

- The lack of ‘stability’, both nationally and locally, has had a negative effect on business confidence, meaning that businesses are increasingly making short-term decisions on investment, rather than long-term commitments.
- Businesses feeling increasingly confused at the complex political and funding landscape, the relationships between existing and new entities, and how these tie together.
- Ongoing concerns over the disjointed nature of business support and approaches to inward investment.
- Too many businesses do not know what they need or how to access available access to finance and investment readiness support.
- Ongoing infrastructure constraints are restricting investment, including energy, transport, and land availability.
- Those businesses not able to offer ‘hybrid’ working (i.e. splitting time between working at home and in an office) feeling at a disadvantage in recruiting staff.
- The need for better linkages between higher / further education and industry.
- The need to learn from other successful places / functional economies / geographies outside of the West Midlands.

4 Timetable for Implementing This Decision

- 4.1 The Coventry & Warwickshire Economic Strategy (2024-2034) is a ten-year strategy. Progress and will be reported annually to the relevant Cabinet Member (Jobs, Regeneration & Climate Change).

5 Comments from the Director of Finance and Resources and the Director of Law and Governance

5.1 Financial implications

5.1.1 Although there will be no funding coming in directly off the back of this exercise, the Strategy will create the framework for shaping major business support, sector development and economic growth activities that need to cover the full Coventry & Warwickshire area. It will also give local businesses a voice in shaping major future economic development and business support programmes covering the sub-region. The Strategy could also help to influence future government funds, notably by emphasising key activities that have been successful at the Coventry & Warwickshire scale, including the Coventry & Warwickshire Immersive & Creative Launchpad, which has received £7.5m of funding from Innovate UK to help grow the region’s Creative Technologies (CreaTech) cluster. All of this will be crucial in light of the Small Business Strategy and new national Business Growth Service, which are expected to be launched in the first half of 2025.

5.1.2 By emphasising the strengths of the Coventry & Warwickshire functional geography, this Strategy could be an important tool in positioning the area to bid for future schemes that need to be delivered at the Coventry & Warwickshire level. One example of this is the Coventry & Warwick Gigapark, which encompasses both Coventry and Warwickshire Local Authority areas, providing potential economic benefits at a sub-regional scale. With Coventry being part of the WMCA and the new government’s plans to devolve more powers to regional mayors through

integrated settlements, it is important that there remains a voice for the significance of the Coventry & Warwickshire functional economy, and that it must continue to be recognised as such.

5.2 Legal Implications

5.2.1 There are no direct legal implications arising out of this report at this stage, save for noting the Council's duty under the Equality Act 2010.

5.2.2 Whilst there is no statutory duty to produce a Coventry & Warwickshire Economic Strategy, doing so provides an important framework for helping to deliver the Council's statutory obligations and will help drive forward the One Coventry Plan 2022-2030. The Coventry & Warwickshire Economic Strategy (2024-2034) will sit alongside other Council policies and strategies (not least the Coventry Economic Development Strategy 2022-2027) and will provide a clear and achievable economic vision for the Coventry & Warwickshire sub-region, therefore underpinning and reinforcing the Council's aims and objectives.

5.2.3 The Equality Act 2010 requires public authorities to have regard to the need to eliminate discrimination and advance equality of opportunity. The Council must further take into account its wider Public Sector Equality Duty (PSED) under s. 149 of the Equality Act 2010 when making its decisions. The public sector equality duty (s.49, Equality Act 2010) requires the Council when exercising its functions, to have 'due regard' to the need to eliminate unlawful discrimination, harassment and victimisation and other conduct prohibited by the Act, advance equality of opportunity between those who share a 'protected characteristic' and those who do not share the protected characteristic and foster good relations between persons who share a relevant protected characteristic and persons who do not share it (this involves having due regard, in particular, to the need to (a) tackle prejudice and (b) promote understanding). As such, Diversity, Equality and Inclusion has been identified as a cross-cutting theme within the Strategy.

5.2.4 The Council will consider the impact of any projects or changes to service delivery that might arise as a result of implementing work coming out of this Strategy on those protected equality characteristics. Individual projects or proposals that come forward as a result of this Strategy are likely be subject to an Equality Impact Assessment (wherever relevant) prior to any decision taken to proceed, including the identification of mitigating action, where possible.

6 Other implications

6.1 **How will this contribute to the Council Plan**
[\(www.coventry.gov.uk/councilplan/\)](http://www.coventry.gov.uk/councilplan/)?

6.1.1 The Coventry & Warwickshire Economic Strategy will help to deliver the five objectives within the One Coventry Plan.

6.1.2 **Increasing the Economic Prosperity of the City and Region.** This Strategy will contribute heavily towards delivering this objective, not least because creating a

strong and resilient economy underpins the Economic Development Strategy's objectives and key deliverables. The Strategy will provide the strongest possible enabling framework for local businesses to prosper, (notably through providing the support ecosystem and infrastructure for more businesses to grow rapidly and invest in innovation), for good quality jobs to be protected, for new domestic and international investment to come into Coventry, for new good quality jobs and training opportunities to be created, and for growth of key sectors of the sub-regional economy to be accelerated.

6.1.3 Improving Outcomes and Tackling Inequalities Within our Communities.

Aligned to the Strategy's focus of creating new good jobs and training opportunities, we will use the local business support and employment and skills support ecosystem (notably the Job Shop Hub & Spoke Model) to ensure that residents from all parts of Coventry are able to access growth opportunities, and more local businesses are able to access new supply opportunities. This will help to improve the standard of living of Coventry's residents and tackle longstanding inequalities.

6.1.4 Tackle the Causes and Consequences of Climate Change. The Strategy recognises the need to address the causes and consequences of climate change, and the challenges and opportunities that presents. It highlights the changing nature of industry, with the rapid take-up of new, low carbon technologies and how vital it is that the West Midlands continues to play a pivotal role in that transition. It advises on growing the 'green' sectors of our local economy and also emphasises the need to deliver green infrastructure, such as clean renewable energy.

6.1.5 Continued Financial Sustainability of the Council. The Strategy provides a framework that will enable businesses across a wide range of sectors to accelerate their growth and for local residents to improve their standard of living. All of this should help to support the financial sustainability of the Council by providing income generation opportunities, not least through business rates and Council tax revenues.

6.1.6 Council's Role as a Partner, Leader and Enabler. Partnership working is integral to the delivery of all elements of this Strategy. As such, the Council will have a vital role to play in facilitating strong partnerships with other local economic development and business representative bodies, and also acting as an important partner to regional and national organisations in designing and delivering priority actions.

6.2 How is Risk Being Managed?

6.2.1 One of the key risks for successful delivery of this Strategy will be the ability of Coventry City Council, Warwickshire County Council and key partners to secure sufficient funds to deliver priority activities and projects highlighted within the strategy. The City Council has a strong track record of securing funds, as well as managing risks and maintaining significant financial controls and well-established procedures when handling public funds. The key risks associated with the Strategy, and how they will be managed include:

- **Economic uncertainty.** With the UK having emerged from a recession in late 2023 and slow growth prevailing during 2024, the Council will need to act flexibly and be able to adapt projects and services to support businesses, and

deliver the necessary infrastructure schemes, through both times of economic contraction and times of economic recovery and expansion.

- **The changing public funding environment.** Since the UK has been no longer able to access EU Structural Funds, the way many business, skills and employment support activities will be funded in Coventry and other areas of the UK has changed regularly, with many economic development funds having been lower in value and shorter in timescales as a result. Coventry City Council and other Local Authorities have needed to be increasingly proactive in responding to these changes through identifying more innovative and flexible ways of funding priorities (and using external partners where they add value) and further strengthening partnership approaches to delivery.
- **Securing commitment of partners to work jointly on delivery of the Strategy.** Both local public and private sector stakeholders have responded very positively to the Strategy, and we envisage that already strong partnership working arrangements across Coventry & Warwickshire will be enhanced in delivering the strategy.

6.3 What is the Impact on the Organisation?

6.3.1 The implications of this Strategy in terms of there being no direct funding attached has been covered in Section 5.1. Staff from the Regeneration & Economy Division will need to work effectively with other public and private sector organisations to roll out the strategy and design interventions to fulfil its objectives. In respect of the wider Council, the Strategy will have wide-reaching positive impacts on the residents of Coventry, including the growth of local businesses, creation of new jobs, and improvements to health and wellbeing. All of this should reduce reliance on Council welfare services (thereby mitigating against risks of the need to find extra financial resources for additional staff) and have public health benefits.

6.3.2 The staff impact within the Strategy is positive. Any matters arising that impact staff as the Strategy progresses will be dealt with in accordance with the appropriate policies that relate to specific matters arising.

6.4 Equalities/EIA?

6.4.1 One of the key aspirations of the Coventry & Warwickshire Economic Strategy is to realise areas of untapped potential, and to have a positive impact on people who are identified as more vulnerable in terms of economic wellbeing and gaining sustainable employment. Initiatives, projects and programmes will be tailored to meet those vulnerable groups. Data is regularly collected and analysed to ensure continuous improvement and effective identification of the most vulnerable groups and areas both within Coventry and more widely in Warwickshire.

6.4.2 In ensuring that Equality and Diversity is integrated into all elements of Strategy design, a widespread consultation process took place to inform the content of the Strategy, which included twenty one-to-one consultations, and two roundtable events, which were attended by businesses of a differing sizes and from a range of

sectors. The area's Local Authorities, universities, and business representative organisations and wider regional stakeholders also fed into this process.

6.5 Implications for (or impact on) Climate Change and the Environment

As detailed above, the Strategy will have positive impacts on climate change and the environment and will be one of the most important strategies in achieving the One Coventry Plan's objective of "Tackling the Causes and Consequences of Climate Change". This strategy will also be strongly aligned with the new Coventry Climate Change Strategy. It also emphasises the importance of growing the 'green' economy in Coventry and Warwickshire, especially in the face of radical industrial change as energy-intensive industries seek lower cost, lower emission alternatives, such as electrification and hydrogen power. This will inevitably present opportunities for job creation, but it is vital that we have the skills here in this region to fill them. And for these businesses in the green economy to prosper it's critical that we provide for them the necessary infrastructure, such as clean renewable energy.

6.6 Implications for Partner Organisations?

The Strategy will be delivered in partnership with stakeholders across the city, sub-region and West Midlands region. It is a strategy that the Council cannot deliver on its own. Engagement with Warwickshire County Council and other local, regional and national public and private sector partners to align programmes, investments and collaboration on key projects and services will be required if we are to see its successful implementation. In many cases, it will involve the Council enhancing what are already strong partnerships.

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Councillor J O'Boyle	Cabinet Member for Jobs, Regeneration and Climate Change	-	20/02/2025	26/02/2025

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Appendix 1 - Coventry & Warwickshire Economic Strategy (2024 – 2034)

