



West of England Partnership

Bath & North East
Somerset Council



MAA

12 March 2009, West of England Partnership Board

Strengthening the draft



Why an MAA?

- Set out our strengths and potential, and the challenges we face
- Focuses partners on our priorities
- Provides better ways of doing business with partners
- Concludes specific agreements which join-up the work of public agencies, reduce uncertainty and speed-up delivery
- Secures more flexibility, powers and resources for the sub-region



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- Secures greater commitment to investment in infrastructure

Economic Assessment

- Underlying strengths of the economy
PP8-9 PP92 -108
- Challenges in the short-term
- Exploiting our potential
- Meeting challenges

Priority Outcomes

- Mitigate the impact of the current **Economic Recession** and act to support an early Upturn
- Successfully plan and manage the **growth** in homes, jobs and communities, **within environmental limits**
- **Improve access** and reduce traffic congestion to increase competitiveness and quality of life
- Attract and **grow business investment** to increase economic growth and competitiveness
- **Improve skills and reduce worklessness** to increase competitiveness, growth and regeneration



Economic Recession

- Supporting individuals
- Retaining / getting development started
- Prioritising affordable homes
- Ensuring support for business
- Supporting the Upturn



Growth within Environmental Limits

- Align core strategies within the sub-region
- Determine location, sequencing and phasing of development in housing and employment in the sub-region
- Agree policy to deliver mixed & sustainable communities
- Renegotiate sub-regional housing supply targets
- Produce Joint Investment Plan with HCA / RDA / CLG
- Agree governance and delivery capacity
- Simplify business planning and monitoring requirements



Improve Access

- Ensure planned & future sub-regional transport investment supports growth in homes, jobs & communities
- Secure formal arrangements which require Highways Agency, Network Rail and rail operators to take into account sub-regional priorities
- Conclude arrangements which improve the quality of bus services, using new the legislation as appropriate
- Secure changes through DFT which increase the pace of delivery and release capacity



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Grow Business Investment

- Invest in well-serviced sites & premises
- Improve marketing, services & business support to investors
- Increase competitiveness through business support
- Increase business-led innovation and enterprise; maximise the competitive advantage of innovative, knowledge-based businesses



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Improve Skills and Reduce Worklessness

- Increase higher level and intermediate skills through employer engagement, a sectoral approach and joint working with FE / HE
- Reduce worklessness through more effective client engagement and wider use of the Recruit & Train model
- Reduce the number of young people in jobs without training through employer engagement
- Increase the capacity of the employer-led Employment & Skills Board



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Strengthen Governance & Delivery

City Region Pilot



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