

# Putting Inclusive Growth into Practice in the West Midlands

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# Purpose





# Fairer





# Greener





# Better connected



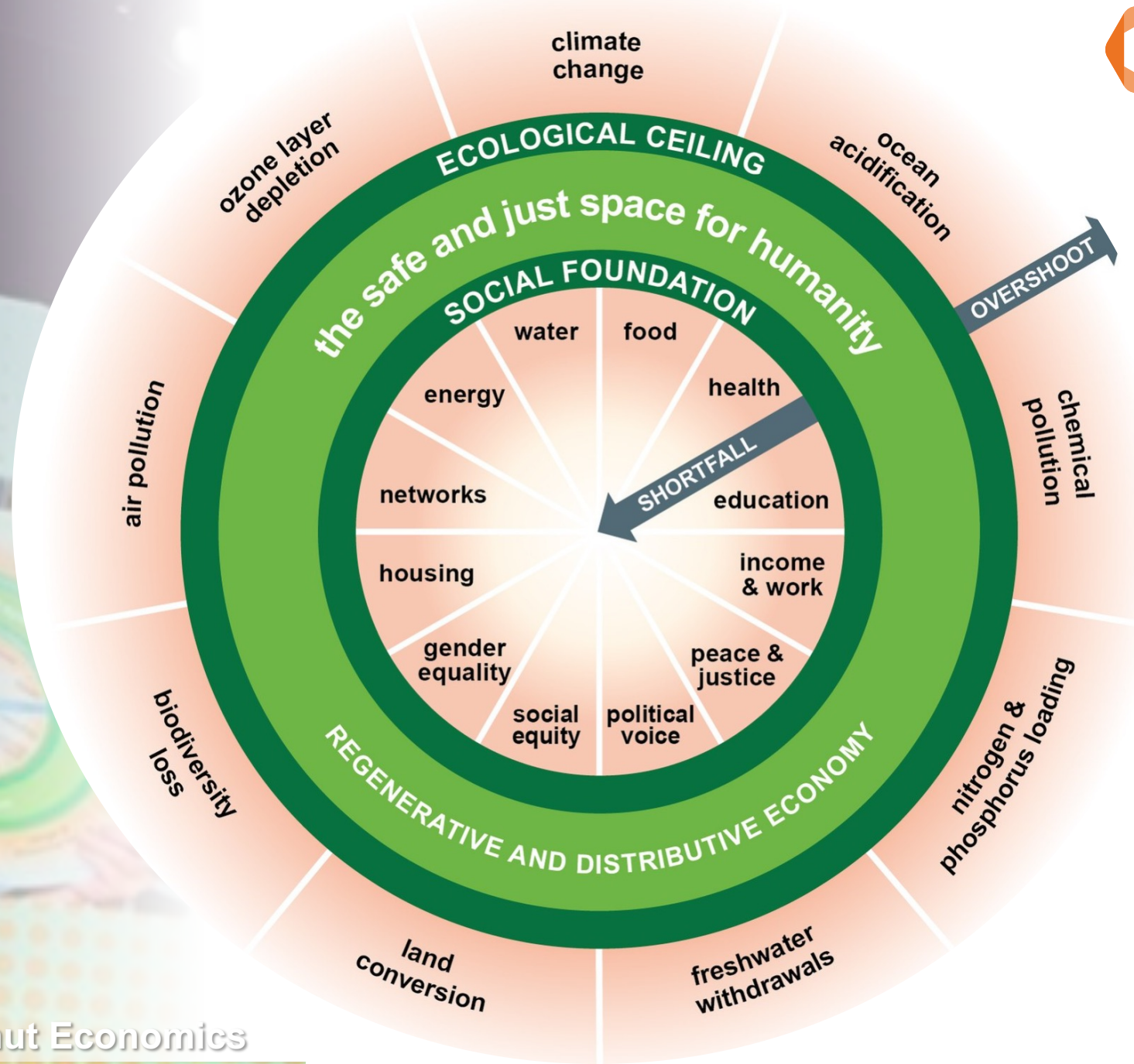












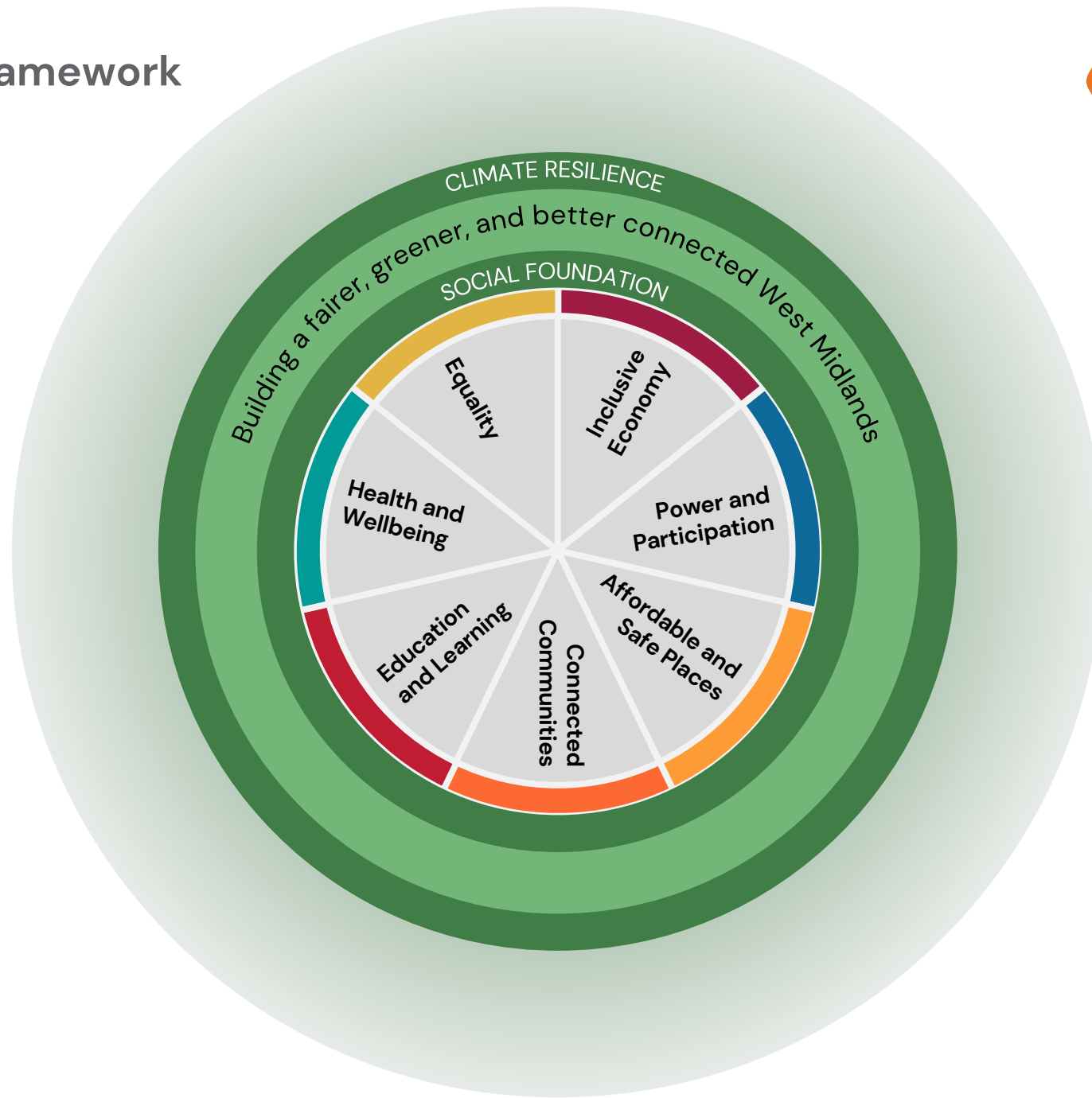


***“A more deliberate and socially purposeful model of growth, measured not only by how fast or aggressive it is; but also, by how well it is created and shared across the whole population and place, and by the social and environmental outcomes it realises for our people.”***

*West Midlands Combined Authority definition of Inclusive Growth*

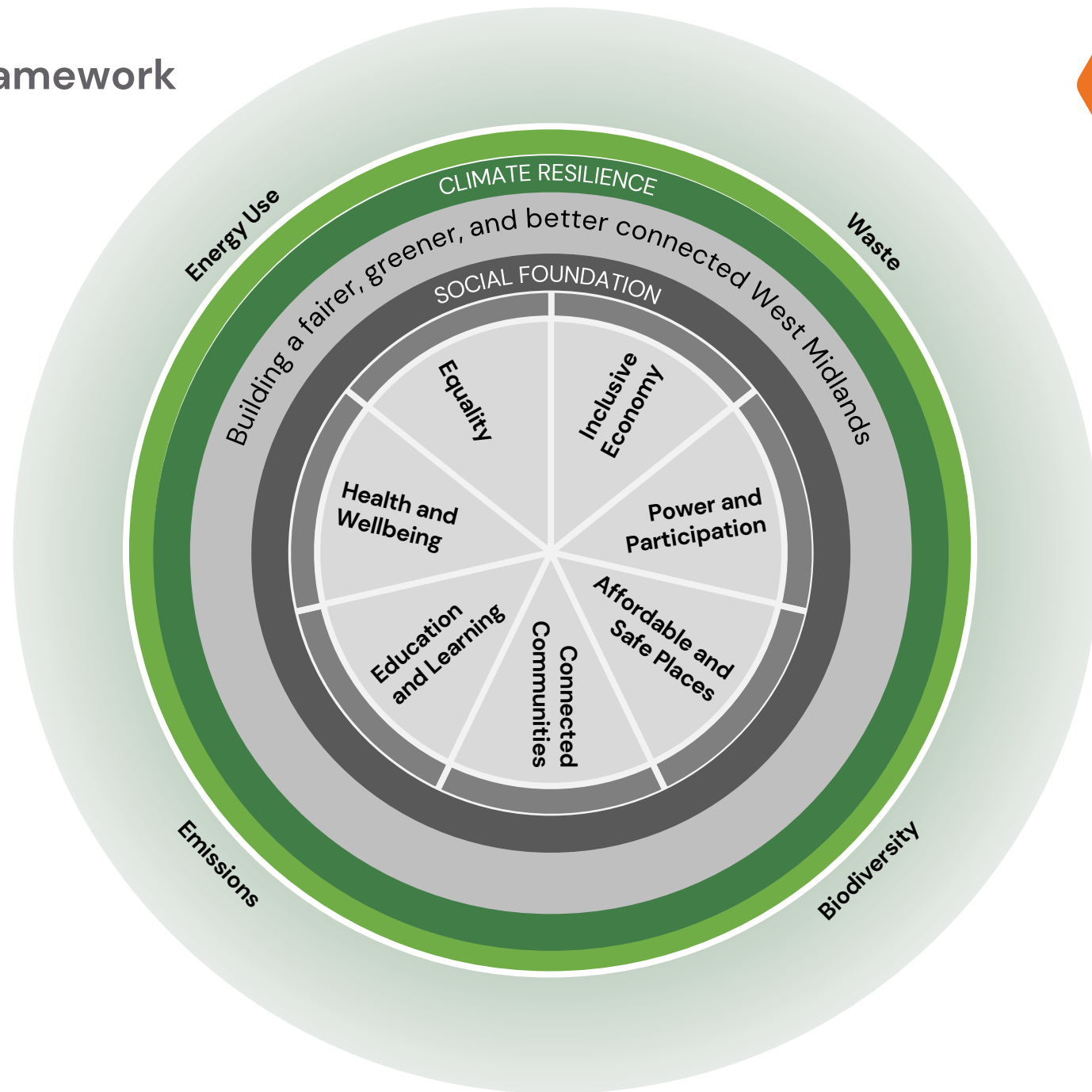


# Inclusive Growth Framework

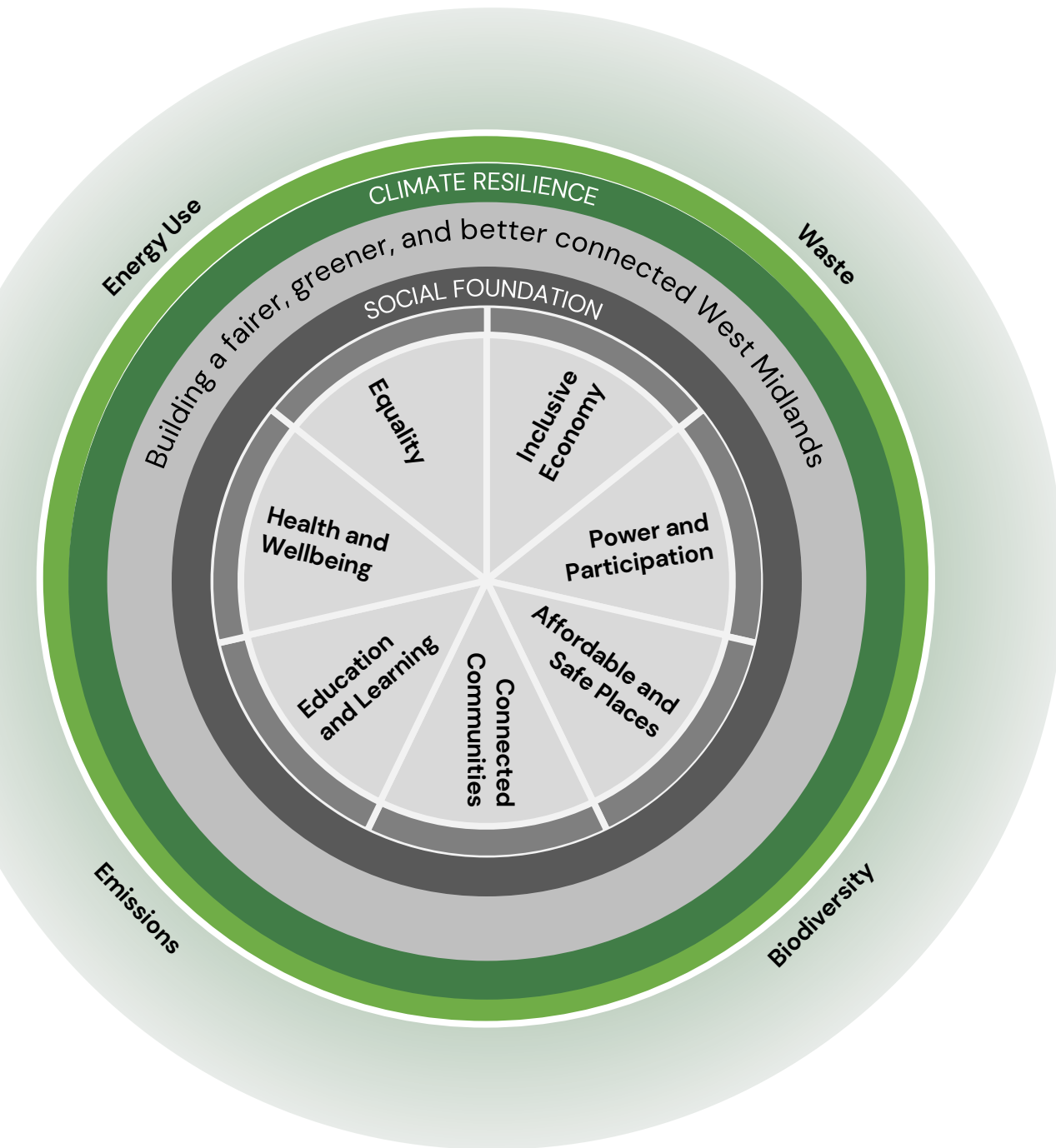




# Inclusive Growth Framework







Carbon emissions decoupled from economic growth and reduced to net zero by 2041.





People have the power and can fully participate in influencing and exercising agency in the things that matter to them.





People experience an increase  
in their household incomes  
and a better standard of living.





Designing out homelessness in the West Midlands through prevention by design: ensuring a supply of affordable homes, tackling welfare related poverty, good employment, information, integrated prevention, advice and guidance.





People live in connected communities which enable everyone to interact with the world around them, both physically and digitally.

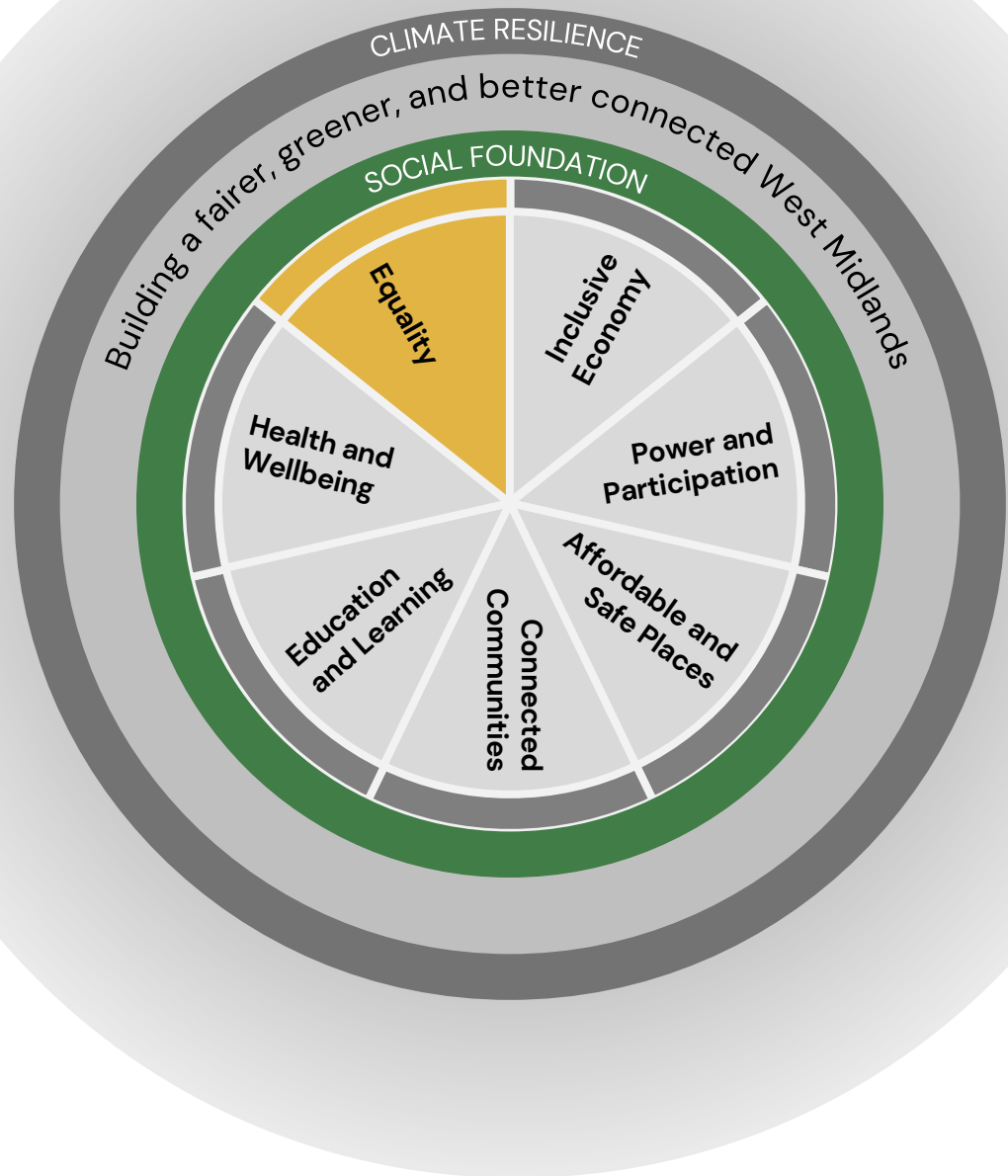


Improved levels of skills for all  
to flourish and realise their  
potential.





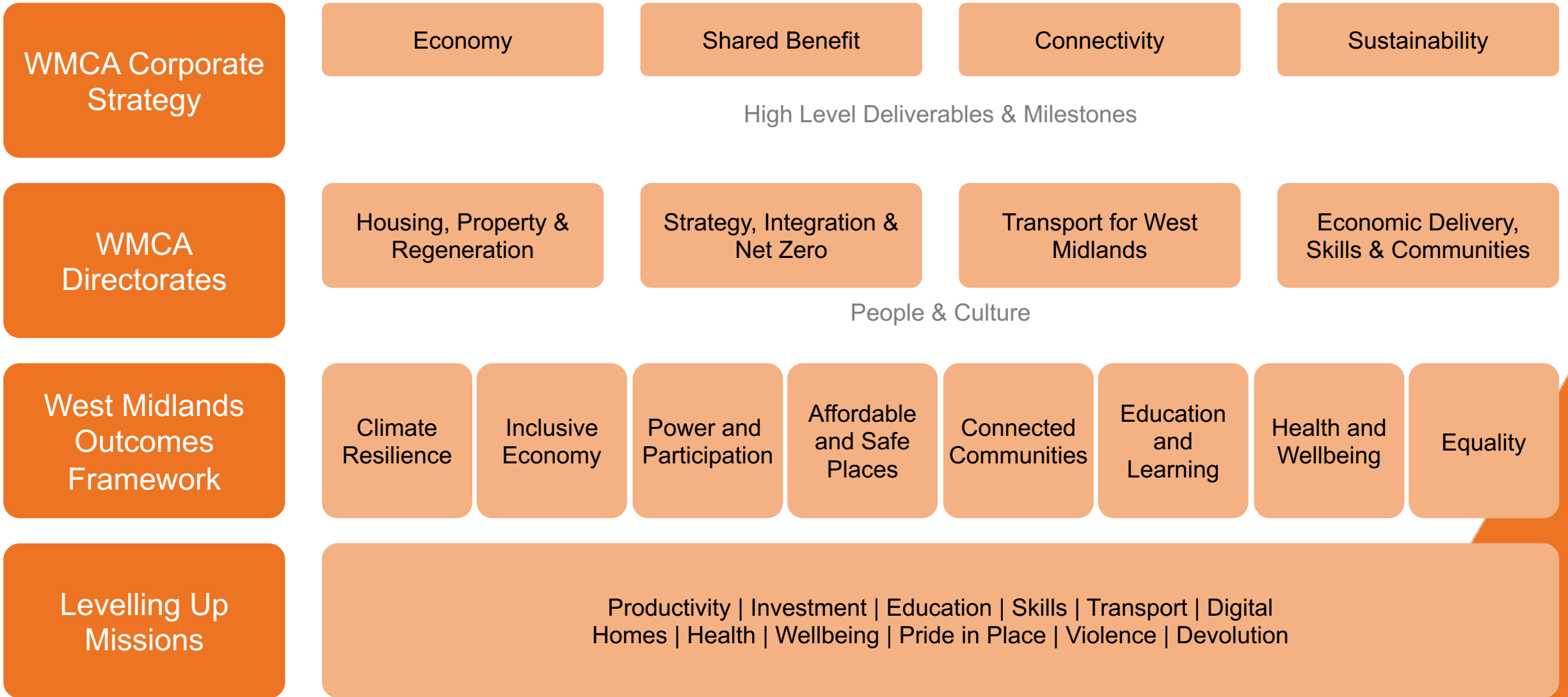
Avoidable differences in health outcomes are reduced so that everyone can live longer, healthier, and happier lives.



Reduced employment inequalities so that people have the opportunity to thrive and flourish regardless of their protected characteristics and backgrounds.



# Single Outcomes and Accountability Framework





**West Midlands**  
Combined Authority