

A MORE DELIBERATE AND SOCIALLY PURPOSEFUL MODEL OF GROWTH

APPLYING DOUGHNUT ECONOMICS TO REGIONAL GOVERNANCE

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A GREEN INDUSTRIAL REVOLUTION AT THE HEART OF THE FIRST INDUSTRIAL REVOLUTION

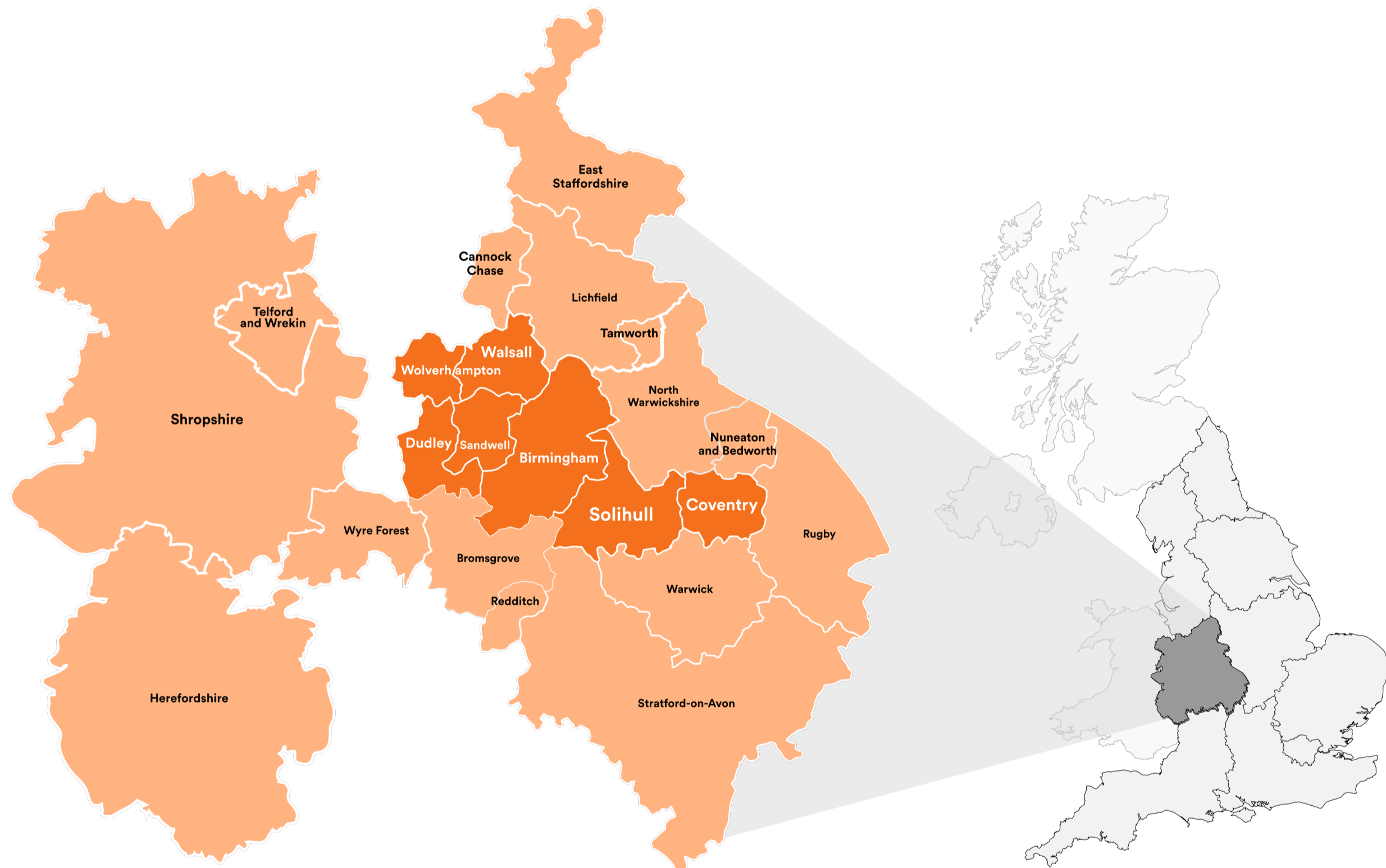
The West Midlands in the United Kingdom (UK) was the engine room of the world's first Industrial Revolution in the 18th century. However, in recent decades, as technology changed, the region lagged behind London, Europe, and elsewhere in the world. In some neighbourhoods, residents and communities face significant levels of deprivation, with people not achieving their full potential, and people in the most deprived neighbourhoods dying 12 years earlier than people in the least deprived neighbourhoods.

Today, the West Midlands is one of the UK's most diverse places, with nearly 4 in 10 residents from a diverse ethnic background. It is also amongst the UK's youngest, with a median age of 34 years in its biggest city, Birmingham. Now, in the 21st century, the West Midlands is reinventing itself to become the beating heart of the Green Industrial Revolution. This requires moving away from a traditional economic model where some people benefit first, in the hopes that it trickles-down to other people. Instead, the WMCA wants to grow the West Midlands economy in a way which builds inter-generational wealth within our communities and respects, protects, and enhances the climate and planet Earth's ecological boundaries.

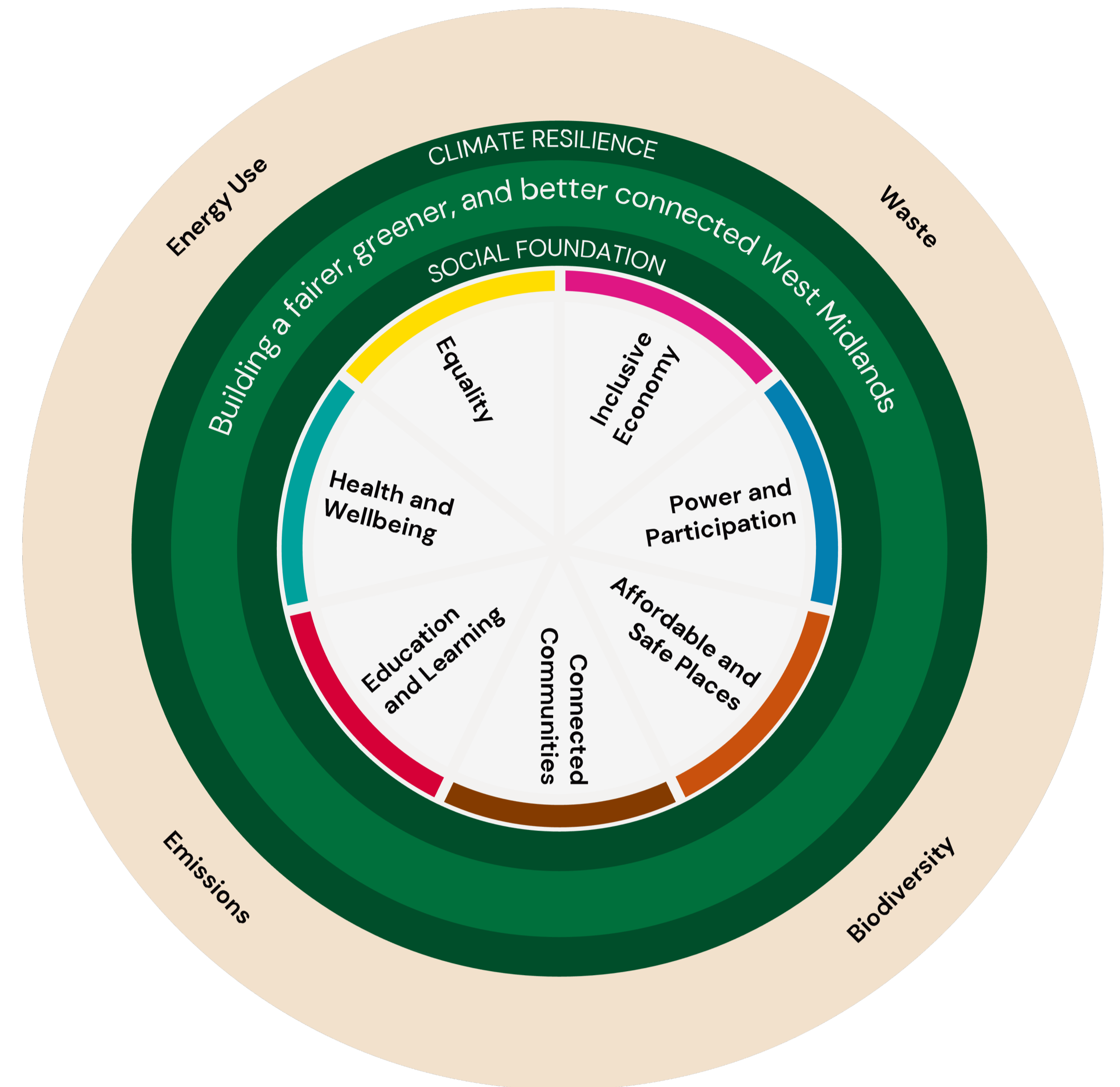
HANDING POWER BACK TO WHERE IT BELONGS: IN OUR COMMUNITIES

The UK is currently undergoing another revolution: that of our democratic governance. Historically, the UK was amongst the most centralised of any developed economy; but powers and money are now being transferred from central government to the people and places who know the region best.

In 2016, the West Midlands Combined Authority (WMCA) was created as a voluntary partnership between seven **constituent** local governments, plus **non-constituent** local governments and other public bodies. Thus, although the WMCA is at the regional tier of government, it is unlike arrangements in other countries, in that the regional layer exists at the pleasure of the local governments that have chosen to pool together resources to ask for power and money from the central government to improve the lives of people in the region.



Map of the WMCA area in relation to the West Midlands Region, England, and the United Kingdom



REDEFINING 'GROWTH' TO FOCUS ON THE THINGS THAT BUILD A FAIRER, GREENER AND BETTER CONNECTED REGION

Traditional metrics of economic vitality such as growth, jobs, and trade do not tell enough. They don't tell who is involved in creating growth, who is (and isn't) benefiting from that growth, or which social and environmental outcomes (good and bad) result from that growth. Existing economic models are not fit-for-purpose: it externalises the inconvenient and creates an unhelpful divide between public investments and private ones.

In 2018, the WMCA Board – made up of the elected Mayor of the West Midlands, plus elected members appointed by member authorities – approved a different way of growing our economy, one which redefines 'growth' into 'inclusive growth':

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.

The Inclusive Growth Framework translates inclusive growth from an intellectual concept into a reality that can be put into practice, by focusing all types of investment – public, private, capital, revenue, time, attention – on the same set of social and environmental missions. These missions – the eight 'fundamentals' of inclusive growth – also connect to one another, ensuring that the real people, places, and businesses across the WMCA are not lost in thematic silos. The fundamentals are derived by grouping the United Nations (UN) Sustainable Development Goals into the context of the people and places of a post-industrial 'developed' economy in the landlocked geography of the West Midlands. It does so through adapting 'renegade economist' Kate Raworth's Doughnut Economics, which sets out a model for meeting the social foundations of everybody while staying within the planetary boundaries which serves as an outer limit to growth.

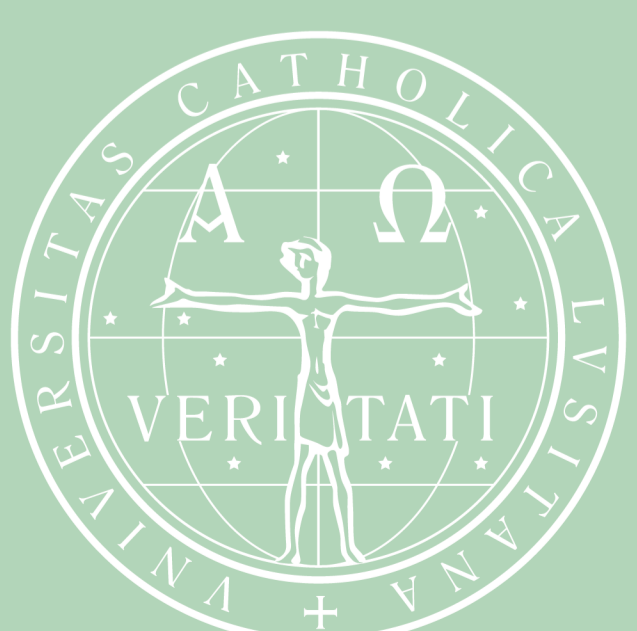
Climate Resilience	Inclusive Economy	Power and Participation	Affordable and Safe Places	Connected Communities	Education and Learning	Health and Wellbeing	Equality
Carbon emissions decoupled from economic growth and reduced to net zero by 2041.	People experience an increase in their household incomes and a better standard of living.	People have the power and can fully participate in influencing and exercising agency in the things that matter to them.	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 can thrive and flourish regardless of their protected characteristics and backgrounds.

The eight fundamentals of the Inclusive Growth Framework



UN Sustainable Development Goals & Kate Raworth (2016) Doughnut Economics

 **West Midlands Combined Authority** wmca.org.uk/inclusivegrowth/



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