

**ANDY
STREET**
4WMMAYOR

ANDY STREET'S DIGITAL PLAN FOR THE WEST MIDLANDS

 **Conservatives**



“The digital revolution is coming to the West Midlands. We need someone who has the necessary experience and skills to make it a success”

Why I Want the Job of Mayor

As a proud Brummie, brought up here, I have seen the beginning of the renaissance in the West Midlands. But it needs to go much further and touch the daily lives of many more residents. I care deeply about this region and have a passion to see people's lives improved.

The new role of Mayor offers a once in a generation opportunity to accelerate this transformation and truly realise our potential.

I gave up a job I loved at John Lewis, to come back home and fight for the West Midlands.

We must not squander this opportunity. The region faces a stark choice: do we embrace this renaissance by growing the economy in a way which benefits everybody and become Britain's beating economic heart? Or, do we look backwards? There is only one answer. If I'm the Mayor, I will work tirelessly to make this happen.

Andy Street, Conservative Candidate for West Midlands Mayor

Why Digital Is So Important

I saw the power of the digital revolution at John Lewis. In my time in charge we went from 12% orders online to over 50% during the last Christmas period. We needed to innovate to keep up with the needs of our customers.

Digital is vital to the continued success of the West Midlands economy because it is the golden thread across all the industries which will provide jobs in the twenty-first century. Advanced manufacturing, automotive, life sciences, professional services, construction, low carbon, transport, healthcare, and public services are all being transformed by the power of digital technologies.

There are currently over 72,000 digital and creative jobs in the West Midlands with businesses such as Codemasters, Serious Games International, ASOS and Fujitsu flourishing. We are expecting there to be 29,000 more jobs in digital and creative industries by 2030, and **the Mayor needs to lead the charge to bring the digital skills and the digital jobs to the West Midlands.**

Build Digital Skills for the 21st Century

- **Create a Mayor's Digital Skills Institute with responsibility for leading digital training efforts in the West Midlands**
- **Support innovative new approaches to skills training such as digital apprenticeships, digital boot camps and online learning**
- **Focus the adult skills budget on courses of twenty-first century skills** such as digital skills, engineering, design and advanced construction
- **Launch a 'Mayor's Mentors' scheme** where thousands of people who have been successful in their careers can mentor young people just starting out, or those who wish to retrain or move into new work
- **Create a West Midlands Skills Fund** from the £150-180 million Apprenticeship Levy paid by West Midlands businesses each year, in particular the underspend which is estimated to be tens of millions of pounds per year
- **Retain graduates who study in the West Midlands or who grew up in the West Midlands with a 'West Midlands First' programme**, similar to Teach First which would encourage students to begin their careers in the region



Create Places for Innovation to Flourish

- **Build on the West Midlands' successes in the high growth and future facing Technology and Creative Industries** by supporting the growth of proven business clusters such as the Custard Factory and STEAMhouse in Digbeth, the Knowledge Quarter in Coventry and the Lighthouse complex in Wolverhampton
- **Co-sponsor technology accelerators with large businesses across the West Midlands to develop new spin-off start up ventures** in their industries (for example an automotive start up accelerator with Jaguar Land Rover)
- **Turn unused public sector office space into co-working spaces** for use by West Midlands entrepreneurs



Secure the Funding for Digital

- **Work with banks, venture capital firms and other investors to make it easier for start-up entrepreneurs to access capital**
- Support the Challenge Fund which will **finance research and development in areas like smart energy, robotics, artificial intelligence and 5G mobile technology**
- **Launch a Finance Commission** to further understand the options to improve the availability of funds for economic development in the West Midlands
- **Call for Government to devolve further funds to the West Midlands**, including any underspend on West Midlands Apprenticeship Levy contributions



Attract Technology and Creative Businesses

- **Attract Tech and Creative start ups to come to the West Midlands** by presenting the benefits of our youthful, diverse and well educated work force, high quality of life and low cost of doing business
- **Seek a globally recognised digital or tech company to set up a major operation in the West Midlands** (for example Google, Facebook or Apple)
- **Seek globally recognised tech conference events** to come to the region to help build the West Midlands' reputation as a UK Tech hotspot
- Lobby Government to make sure the West Midlands is at the **top of the list when any national cultural or creative organisation is considering relocation** from the South East, for example bringing Channel 4 to the region
- Create the funds and **support for the autonomous automotive supply chain** in the West Midlands and ensure the region's roads are available and equipped for the **testing of driverless cars**



Provide a World-Class Digital Infrastructure

- Make sure Government funds **access to superfast broadband (24Mb/s or more) for every business and household** in the West Midlands
- Use the Mayor's transport and planning powers to **speed up the rollout of high-speed fibre infrastructure**
- Support the roll-out of **free wifi and charging plugs on trains across the region**, pushing the rail companies to bring in new trains as quickly as possible
- Push bus companies to **rollout new buses with free wifi and cleaner engines** sooner
- **Get our fair share of the £1bn of new Government funding committed to digital infrastructure**, to roll out fibre and trial 5G technology in the West Midlands



Use Digital to Transform Government

- **Launch a Mayor's public sector technology accelerator to develop start up ventures** which tackle the most difficult problems we face in the West Midlands, for example congestion, housing and creating jobs
- Become a **world-leading region in Open Data initiatives**, to give citizens and businesses the data they need to help their businesses grow, whilst protecting the privacy of individuals
- Use the Mayor's public service reform role to **make sure all parts of government in the West Midlands are making the most of digital technologies** to provide better, more efficient public services
- **Publish an online report card on how the West Midlands is doing every three months**, with the latest information on the economy, jobs, skills, unemployment, transport and housing



As Mayor I'll Need Your Help

We've got an ambitious digital agenda for the West Midlands, but the Mayor can't do it alone. If I win, I will need your help to deliver it. We must work together.

Here are a few things which I will be asking for your help with if I win:

- Become a Mayor's Mentor to coach young people in the West Midlands
- Join me with your technology business on trade missions to fast-growing markets, for example Silicon Valley
- Spread the word about the renaissance of the West Midlands

Read My Other Policies Online

Read Andy's full Renewal Plan for the West Midlands online at www.andy4wm.co.uk/renewalplan

Join My Campaign

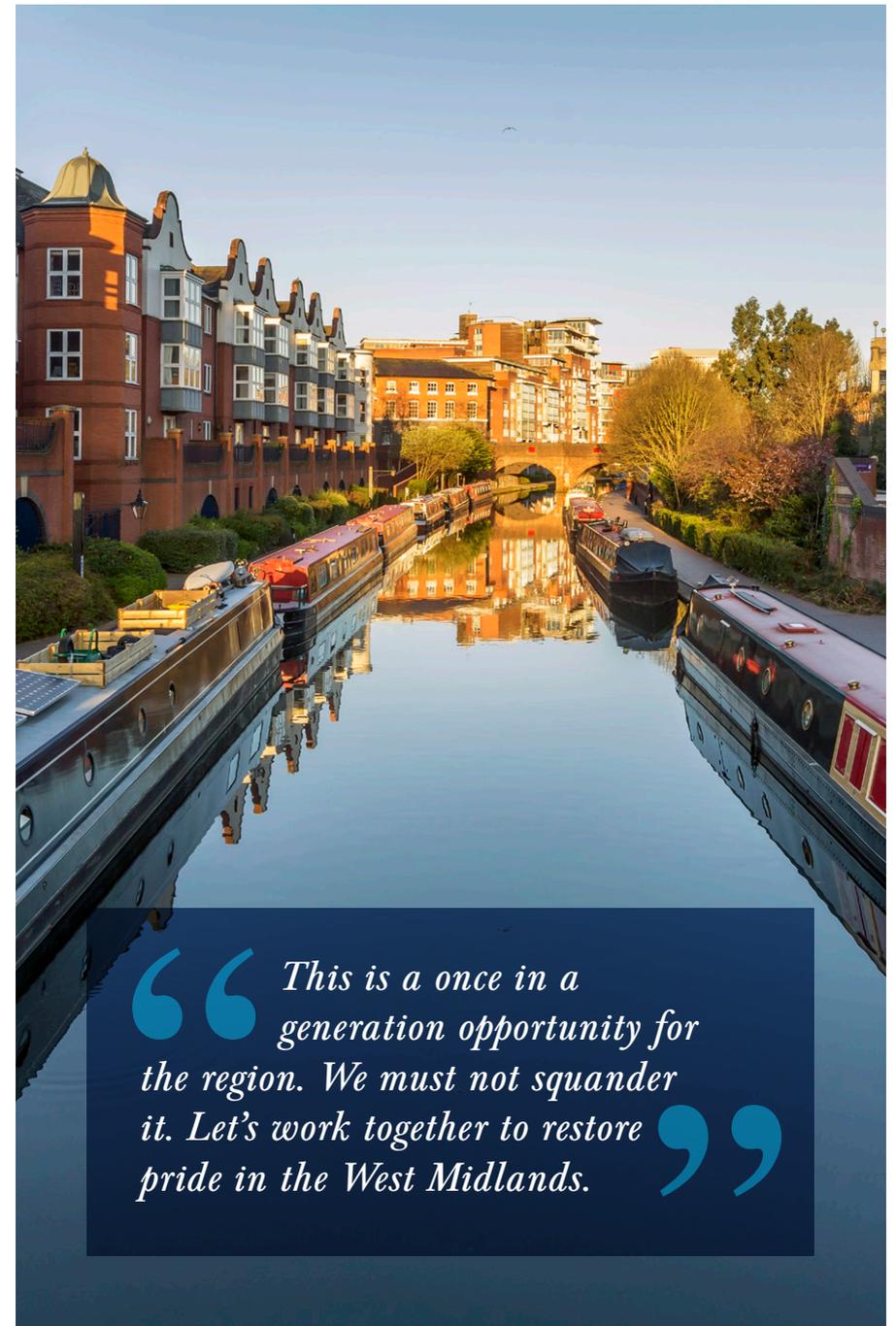
If you like my Digital Plan for the West Midlands, and you believe that together we can reclaim our rightful place in the world, I would love to have your help with my campaign:

- Volunteer to help canvass voters or deliver leaflets
- Help call voters as part of our campaign phone banks
- Sign up to receive updates on the campaign
- Spread the word about Andy on social media
- Tell your family and friends about Andy
- Donate to Andy's campaign

Visit our website to find out more:

 andy4wm.co.uk

 fb.me/andy4wm



“ This is a once in a generation opportunity for the region. We must not squander it. Let's work together to restore pride in the West Midlands. ”



Promoted and printed by Mike Dolley on behalf of Andy Street, both of 8 Greenfield Crescent, Birmingham, B15 3BE