

Making Places Last – Sustainable Homes & Communities - 2017

Beverley Nielsen

Event Chairman

**Associate Professor & Director
Institute for Design & Economic
Acceleration**

Birmingham City University

...exploring the art of the possible



Key **Overall** Recommendations

- 1) Create a **Regional Growth Council** and **Business Development Company**
 - Benchmark Birmingham and West Midlands against other successful European / international cities
 - Develop **city region scorecard** to monitor comparative performance
 - **AUDIT our indigenous companies** and identify the scale-ups (medium sized Growth-focused)
- 2) Focus on Talent Retention – **Careers Enterprise Company**
- 3) Initiatives to change **Corporate Cultures** to **Design and Brand-led** from Engineering-led
- 4) Demand **Fiscal Devolution**
- 5) Empower **Public Sector** -- Municipal Co's, JVs, Co-ops, CICs, etc:
 - Skills
 - Procurement
 - Transport
 - Housing
- 6) **Foresight Programme** – how do we want to live in 30 years time?