

WEST OF ENGLAND GROWTH STRATEGY EXECUTIVE SUMMARY

Foreword

The West of England is where I am proud to call home. It is a place of diverse talents and communities. A place where we are pushing boundaries and shaping the future, a place bold for business and full of restless creativity. Our region is a national growth opportunity. In this new chapter, I am determined to deliver the growth we need to improve people's lives right across the region.



WEST | **HELEN GODWIN**
OF ENGLAND | MAYOR OF THE
WEST OF ENGLAND

Economic growth is a top priority for the Government and that is an ambition I share. For me, growth means that the residents of this region will see and feel a real difference in the opportunities they and their families can access, the services available to them and the places they live. This strategy sets out the action we will take over the coming decade.

Productivity growth is important and will drive tangible change, but we are not pursuing economic growth for its own sake. This Growth Strategy is about securing investment for our part of the world: new jobs for local people; better transport to cut congestion and boost productivity; and cleaner, cheaper energy.

I am driven by an ambition for a better future for everyone across the West, something shared by all our councils' Leaders. Through this Growth Strategy, together we will deliver:

- Better paid jobs that offer career progression and opportunities that support us all to reach our full potential.
- A region where residents feel better off and more able to manage household costs and have a little extra to enjoy West Country life.
- A transport network that meets the needs of our region – enabling people to get where they need to be easily, quickly and safely.
- Action to help lift children here out of poverty, giving families the support that they need.
- Step change on the childcare crisis, supporting families to access affordable childcare and working with businesses to help recruit and retain staff.

- A clear route from education into work for our young people, working with education, business and families to offer pathways to jobs of the future.
- Thousands of new homes in the right places, helping more people get on the housing ladder or have a secure tenancy.
- Vibrant new districts across our region where businesses want to be, where people want to live, and where we can access nature and culture.
- The protection of the stunning landscapes and nature that attract people to the region.
- An economy transformed to drive green innovation and opportunity, and cut pollution, as we progress towards net zero.
- A truly diverse and outward-facing economy, with strong global trade and investment relationships that will directly benefit our communities.
- New investment in our four world-class universities linked to their areas of academic excellence.
- More businesses based here and thriving – accessing a talented workforce and amazing facilities.
- A region that is resilient to the climate challenges of now and the future, so our growth can be sustained.

Growth should not be an intangible economic concept. It is about all of us – it is about our region working together for a brighter future.

We are the West of England. The future starts here.

The West of England is a place where people have freedom to create, space to explore, and bold ambitions for our future.

Our region is open to new ideas and is a place for people to build their futures – to live, work and play.

The West of England's strong economic base and regional diversity make it a key driver on national growth – and a smart choice for investors.



A place with energy and ambition to push boundaries

Action to unlock growth:

To deliver economic growth and improve lives for residents, we will create the conditions for regional success by...

- 1.** Contributing to national economic growth helping our businesses succeed & creating jobs
- 2.** Connecting the region through better public transport & active travel
- 3.** Creating and building homes and communities that are affordable, attractive and sustainable
- 4.** Empowering residents with the skills to access the jobs that will shape our future
- 5.** Making the West of England the home for green jobs and green growth
- 6.** Lifting children and families out of poverty in the West of England

Our places



Opportunities for investment: our initial prospects for growth

1. West of England Future Places Fund
Securing land to enable comprehensive development across our Growth Zones

2. Unlocking Mass Transit
With catalytic public investment, Mass Transit will be a significant opportunity for broader investment into the region

3. Engine West
Investment opportunities linked to our strengths in advanced manufacturing & security expertise

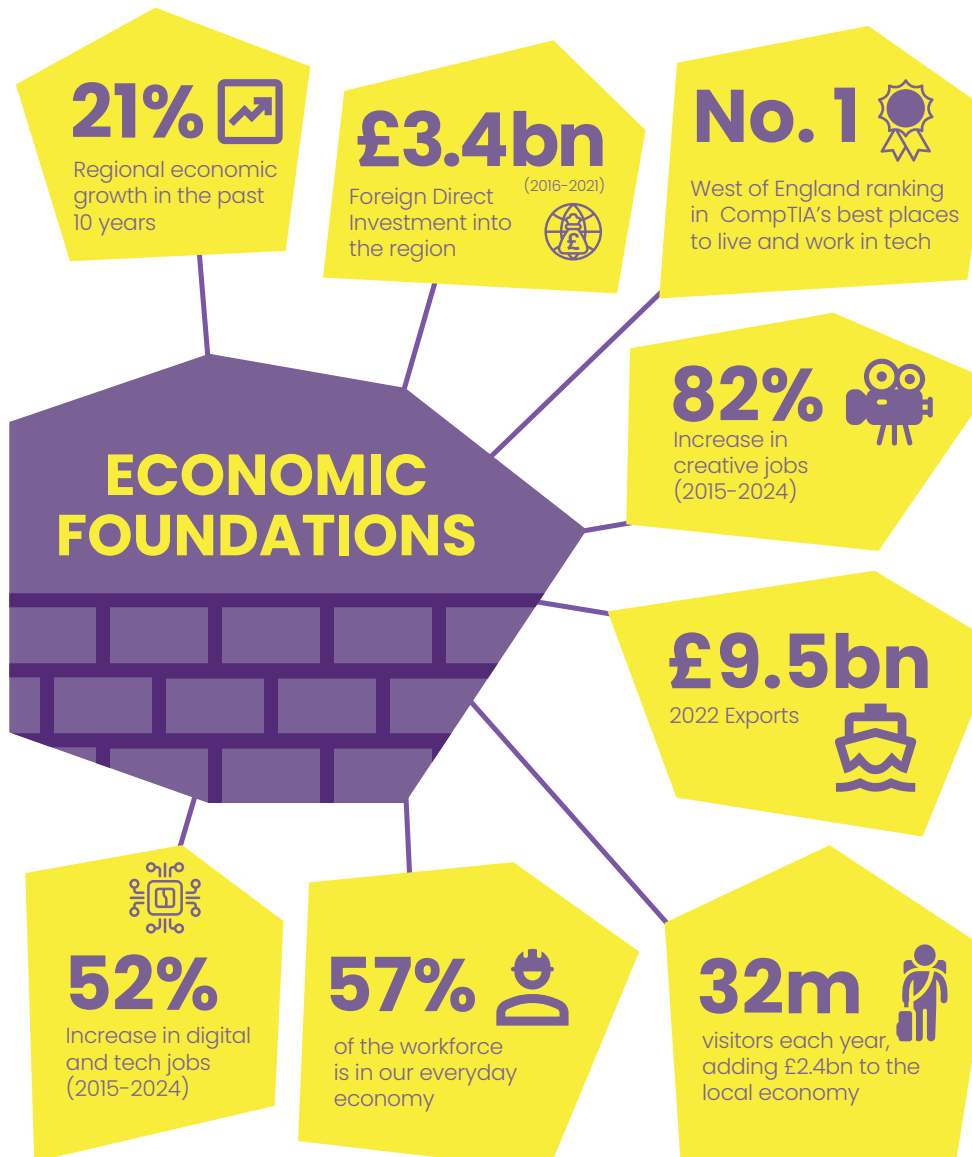
4. AI Supercluster
A globally competitive ecosystem bringing together research, infrastructure, talent and industry adoption

5. Creative Growth West
Building on this fast-growing sector of the regional economy with new production and research facilities

6. Clean Energy West
Building the next generation of clean energy infrastructure – investment in wind, nuclear and other energy priorities

7. Rural Productivity Incubator
A national testbed for rural productivity opportunities. Prospects for investment in the facilities and infrastructure needed to drive rural productivity.

8. Innovation in digital technologies, production & logistics
Maximizing the dual opportunity of investment in innovative production and manufacturing; and growth opportunities in digital technology and its supply chain.



The West of England is a hub of innovation and opportunity – home to world-class aerospace, advanced manufacturing, clean energy, tech, and creative industries.

With 18,000 jobs in advanced engineering, 95,000 jobs in professional services, and over 65,000 tech jobs, the region is scaling innovation. Bristol leads the UK in tech, ranked #1 by CompTIA in 2022.

Creative industries are booming, with 40,000 jobs and an 82% rise in employment since 2016. These aren't just economic strengths—they're strategic assets. The region underpins national resilience, from AI safety and clean energy to ecosystem restoration and secure food systems.

Exports hit £9.5 billion in 2022, and our visitor economy attracts over 32 million people annually.

The everyday economy is vital too – 57% of all jobs span retail, education, and care, including 91,000 in health and social care and 8,000 teachers.

With deep capabilities and strong foundations, the West of England is building – and protecting – the future.

Over the next decade 5 priority sectors will drive our growth potential

WEST OF ENGLAND PRIORITY GROWTH SECTORS

- 1 ADVANCED MANUFACTURING**
- 2 DIGITAL & TECHNOLOGIES**
- 3 CLEAN ENERGY INDUSTRIES**
- 4 CREATIVE INDUSTRIES**
- 5 EVERYDAY ECONOMY**

The West of England is a place of energy, ambition and growth potential. To unlock the full potential of the region, we will work together to take bold and positive action for growth. Our focus will be on:

The six core areas

- 1** Contributing to national economic growth helping our businesses succeed and creating jobs
- 2** Connecting the region through public transport & active travel
- 3** Building affordable and attractive homes in sustainable communities
- 4** Empowering residents with the skills to access the jobs that will shape our future
- 5** Making the West of England the home for green jobs and green growth
- 6** Lifting children and families out of poverty in the West of England

Our initial action for growth across each of these areas is set out on the next pages. We will build on these actions over time – shaping a future the West of England can be proud of.

1 Contributing to national economic growth helping our businesses succeed and creating jobs

1. Launch a new Business Board to support development of regional sector plans, supporting an acceleration in growth.
2. Publish a regularly refreshed investment prospectus detailing new investment opportunities across the region.
3. Explore innovative ways to deliver a variety of employment spaces, and to regenerate high streets and industrial areas.
4. Refresh our support for businesses looking to scale up.
5. Work with Government to strengthen international trade missions, and develop national and international partnerships.
6. Seek to agree an Innovation Deal with Government through the Local Innovation Partnership Fund.
7. Maximise the high-growth potential of our Creative Sector with new investment to unlock potential.
8. Deliver clearly defined pathways from education to work. Explore impact investment opportunities to unlock greater investment in the region and deliver social impact.
9. To future proof the region, deliver the digital and utilities infrastructure we need.
10. Support start-ups, spinouts, scaleups, and established businesses to grow locally through linking government, the MCA and the business community.

2 Connecting the region through better public transport & active travel

1. Deliver a new, bold, regional transport strategy to get the West of England moving.
2. Improve the suburban rail network – working with partners to deliver at pace.
3. Finally deliver mass transit for the West of England.
4. Make it easier to walk, wheel and cycle – working with Active Travel England and investing to do this.
5. Invest in the local people to upskill for delivery – from construction to engineering to green energy development.
6. Make it easier for people to travel across the network, moving between services on a single ticket and with single timetables across operators.
7. Working with national Government and transport agencies (like the Department for Transport, Network Rail, Highways England) to ensure our transport network plans unlock the housing growth opportunities across the region.
8. Make it easier to use public transport, offering support to people to access jobs, training and opportunities.
9. Align our transport, housing and climate resilience plans

3 Creating and building homes and communities that are affordable, attractive and sustainable

1. Establish a £500m Future Place Fund, enabling land acquisition to unlock growth opportunities.
2. Utilise our Strategic Place Partnership to unlock our pipeline of 15,000 homes that are stalled.
3. Deliver a Spatial Development Strategy, unlocking opportunity across the region.
4. Explore the case for new housing delivery mechanisms such as development corporations to deliver our nationally significant new city districts.
5. Pilot a Small Sites Accelerator in Bristol, delivering new social homes on council-owned brownfield sites.
6. Work to set the strategic direction of the new £39bn Social and Affordable Homes Programme.
7. Take an infrastructure first approach to delivering new homes, enhancing communities.
8. Work with all stakeholders to tackle high construction costs in the region.
9. Deliver homes and places that are low carbon, attractive, affordable to heat, well integrated with nature, and resilient to the impacts of climate change.
10. Deliver a Local Remediation Acceleration Plan, ensuring homes with cladding are remediated as soon as possible.

4 Empowering residents with the skills to access the jobs that will shape our future

1. Develop a new regional skills strategy: delivering on the ambition of this Growth Strategy.
2. Develop a new regional approach to support young people into high-quality education and skills pathways.
3. Support further devolution in the skills and post 16 space to provide residents with the skills for our future regional economy.
4. Boost skills training and employment support in the key sectors set out in our Growth Strategy.
5. Work with Further Education Colleges and Universities to support more young people from disadvantaged backgrounds into Higher Education.
6. Continue to deliver the West of England Connect to Work and Youth Guarantee Programmes – getting more people into work.
7. Deliver on our Get West of England Working Plan ambitions.
8. Increase apprenticeship numbers by setting up an Apprenticeships for Growth programme.
9. Support and work with more families in poverty to increase economic activity.
10. Develop a network of skills academies geared to our priority sectors – linking residents to jobs.
11. Deliver universal digital skills access and reskilling support.
12. Build the facilities our region needs to deliver skills for the future.
13. Work with the Department for Work and Pensions and Department for Education to identify national policy changes to deliver growth that benefits all.
14. Work closely with employers to recruit and upskill local talent.

5 Making the West of England the home for green jobs and green growth

1. Support Bristol Port to attract investment in the development of Floating Offshore Wind.
2. Unlock the opportunities of tidal energy on the Severn Estuary.
3. Continue to lead nationally in retrofit services.
4. Support businesses to accelerate the growth of green jobs through tailored skills and training programmes.
5. Deliver the West of England Local Industrial Decarbonisation Plan.
6. Work to identify local solutions to grid capacity constraints.
7. Turbo charge our clean energy industries by growing our nuclear energy capability.
8. Further support our strong community energy sector including considering further wind turbines and rooftop solar programmes.
9. Deliver the West of England Clean Energy Investment Plan.
10. Grow our regional leadership in the development of innovative approaches to building resilient places.
11. Work with partners to deliver the priorities of the region's Local Nature Recovery Strategy, protecting natural assets.
12. Work with partners to deliver the Bristol Avon Flood Strategy and other flood protection measures to protect our communities and businesses.
13. Work with R&D capabilities in the region to continue to innovate for the green economy.

6 Lifting children and families out of poverty in the West of England

1. Launch a strategy to tackle child poverty, by the end of 2025.
2. Explore and develop social impact investment opportunities to bring new solutions to structural challenges for young people in poverty.
3. Support more parents to work the hours they want through a renewed focus on affordable and accessible childcare.
4. Develop a regional co-operative bank of early years workers to support the childcare industry and increase economic activity.
5. Partner with Local Authorities, the VCSE sector, Integrated Care Boards and wider partners to improve health and wellbeing levels through identifying and tackling the wider determinants of health.
6. Work across the region to improve access to cultural activity – especially for young people.
7. Launch a new Social Value Framework to encourage a cross sector commitment to supporting children and young people in the region who are in poverty.
8. Through the Youth Guarantee Trailblazer programme, strengthen our support for young people at risk of leaving education, employment or training without a clear plan for their future.
9. Work with government to identify and make the case for national policy changes to improve lives for children and families.
10. Commit to using all the policy levers across the region to take as many young people out of poverty as possible.

The places across our region are ready for growth

Our region is a vibrant melting pot of creativity, community, and innovation. A region with thriving urban districts, a wealth of diverse cultural opportunities, natural assets and rural landscapes that attract both new residents and visitors to the region. We're committed to ensuring it's a place where everyone can live well.

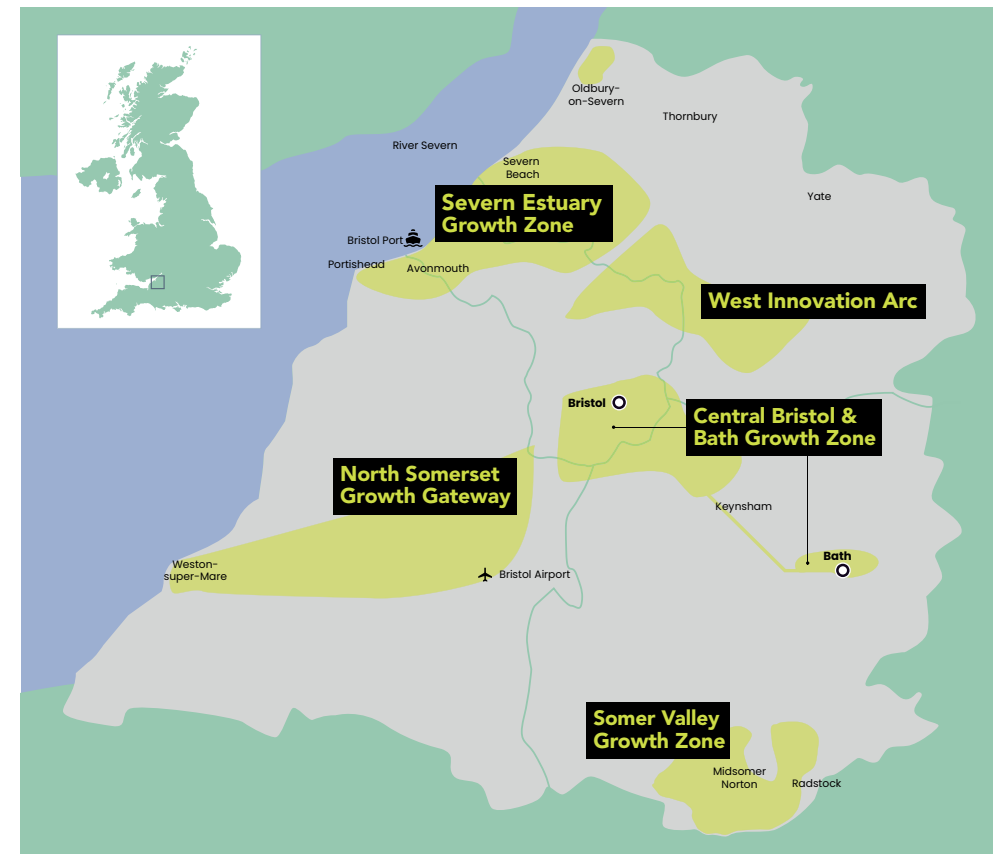
A network of regional growth zones will be central to our decade of growth, opening up a wealth of new opportunities for businesses and residents right across the West of England.

THE WEST INNOVATION ARC

The Arc is a growing new district that is home to our R&D, advanced manufacturing, innovation and security capability. With the new district of Brabazon at its heart, and fast-growing innovation led job creation, the West Innovation Arc will deliver nationally significant growth over the next decade. South Gloucestershire, home to the expanding Innovation Arc, is the fastest-growing part of our regional economy – and is rapidly emerging as a catalyst for nationally significant growth.

CENTRAL BRISTOL & BATH

Our major cities have a unique and diverse economic mix, including a thriving creative sector, internationally significant digital sector strengths and a culture that attracts visitors and new residents. With large scale development opportunities including housing growth – our cities will be our engines of growth.



Note: The picture on this page is illustrative, showing areas that will play a crucial role in driving economic growth. It does not reflect specific housing growth locations

SEVERN ESTUARY

The home of clean energy transition in the West of England, the Severn Estuary growth zone includes industrial capacity for nuclear energy, floating offshore wind and more. It is a place that can deliver at scale – making clean energy transition a reality. This zone includes Oldbury, a nationally significant site for nuclear, it also includes The Bristol Port, stretching into North Somerset and the surrounding industrial areas offer major investment opportunities in clean energy sectors. As well as the existing strengths in freight and logistics, Severn Estuary offers major investment opportunities in clean energy sectors. The Severn Estuary will be at the core of our national clean energy transition.

SOMER VALLEY

The Somer Valley is the West of England's opportunity to showcase rural innovation and sustainable industry. With a rich legacy of mining, engineering and manufacturing, the Somer Valley is now entering a new chapter, evolving from its industrial past into a modern, green productivity zone, where sustainable business, vibrant communities and landscape-led regeneration can go hand in hand.

NORTH SOMERSET GROWTH GATEWAY

The North Somerset Growth Gateway offers the dual opportunity of investment in innovative production and manufacturing; and growth opportunities in digital technology and its supply chain, stemming from the new Epic Campus.



WELCOME TO THE WEST OF ENGLAND. THE FUTURE STARTS HERE.

Investing in the West of England makes sense: Every pound put into our region delivers real returns

The West of England offers one of the most dependable investment climates in the UK. With a skilled workforce, strong infrastructure, and a clear vision for growth that benefits all, this region delivers consistent returns. Backing the West isn't just safe – it's strategic.

Over the next decade, we will publish an annual investment prospectus setting out the growing range of investment opportunities. With an economy that has grown 21% in the past decade – faster than the national average – and plans for significant new infrastructure that will create homes, transport network, employment sites and much more, the West of England is a place for growth.

This plan sets out an initial set of investment opportunities, which will evolve and grow in the coming years. Government, regional and local investment will be needed to unlock our growth. A new regional Investment Strategy and thematic investment plans will set out the public sector investment that will unlock delivery.

We're bold for our future – those looking to invest in an ambitious, creative, innovative and positive region should come and talk to us.

Investment for growth: opportunities in the West of England

Future Places Fund: An opportunity to invest in a £500m fund that will pool private and public sector investment to unlock land for comprehensive and high-quality development. Building the homes and places fundamental to our economic growth ambitions.



Unlocking Mass Transit: Delivering mass transit will be driven by catalytic devolved infrastructure funding but will also represent a major investment opportunity for the private sector. From construction, to rolling stock, to service provision – Mass Transit will deliver returns on investment.



Engine West: Investment opportunities to grow the West Innovation Arc as the home of UK advanced engineering. The region is well placed to unlock billions of private and institutional investment, sustain thousands of high-value jobs and establish the UK as a global leader in future flight, resilient space and AI-enabled engineering.



West of England AI Supercluster: Establishing the Supercluster will create a wealth of investment opportunities, particularly in the industrialisation of AI, which will be phase 2 of development. Across Bristol, Bath, and South Gloucestershire – home to the West Innovation Arc – new business investment will follow the growth of university and industry led R&D institutions.



Create Growth West: Investment opportunities across the region will include the West of England Film and TV Centre, creative industries scale up investment and investment in new and existing heritage and cultural institutions, capitalising on the fast-growing creative sector and strengths of the West of England.



Clean Energy West: Significant investment opportunities linked to the rapid growth plans for Floating Offshore Wind and nuclear energy. Building on regional experience at Hinkley, skills and supply chain investment opportunities will come forward, alongside direct investment in new energy generation.



Rural Productivity Incubator: We are establishing a national testbed for rural productivity, ensuring this vital part of our economy grows. Investment opportunities for innovative new businesses and construction opportunities will come forward.



Innovation in digital technologies, production & logistics: The North Somerset economy, which works hand in hand with the wider region, contains the dual opportunity of investment in innovative production and manufacturing; and growth opportunities in digital technology and its supply chain, stemming from the new Epic Campus.



Investing to strengthen our vital Everyday Economy

Alongside the investment opportunities that will accelerate growth in 4 of our core growth sectors, we will take action to strengthen the 5th growth sector – our vital Everyday Economy

We will direct more funding towards the everyday economy and launch the Mayor's Everyday Economy Fund



We are absolutely committed to supporting the caring economy and will focus on developing a broader workforce and support more people from across communities into these roles.



We will promote the sector, launching a "This Is Essential Work" campaign highlighting the value of roles in the everyday economy and the career opportunities the sector offers



We will explore how we can better support workers in the night-time economy, who are essential both to people's lives and the wider economy



We will take investment decisions around skills, housing, and transport that deliver for essential workers



We are transforming our region

The next decade will see the West of England change. Growth will mean more job opportunities, new homes, an injection in pace and investment in the transformation of our transport network, and the strengthening of those relationships that will help us deliver. In 10 years, the action in this plan will deliver tangible change and improve the lives of the people who call this region home.

The change we will deliver:

15%

Employment growth in our core areas of economic sector strength

72,000

New jobs across a range of sectors

28%

Increase in GDP

7,750

Subject to agreement in our Spatial Development Strategy, we will aim for this annual growth of homes

45%

The proportion of commuting journeys by active travel and public transport

135

megawatts clean energy capacity installed, contributing to UK net zero

25%

Decrease in young people not in employment, education or training

WE ARE THE WEST OF ENGLAND

WE ARE PUSHING BOUNDARIES AND SHAPING THE FUTURE

Our future growth will be underpinned by the set of world class universities that are located here and are home to globally significant expertise in a range of disciplines that underpin the economic sector strengths of the region. Working together, our universities and industry are creating a new generation of innovators and ideas that will once again be a catalyst for growth. From Artificial Intelligence (AI) to cyber security, national resilience to clean and green energy generation. The West of England is at the forefront of discovery.

WE'RE A PLACE WHERE HERITAGE MEETS INNOVATION

We're a place with UNESCO world heritage status. We're the longstanding home of the aerospace sector and we were at the heart of Victorian industrial innovation. The West of England celebrates its past, drawing on our history to shape our future. Our future will once again deliver advances in the way the world travels with expertise in sustainable aviation, autonomous vehicles and more. And we're a place where enduring curiosity and new ideas are celebrated: our heritage underpins our confidence to nurture innovation – we know it delivers.

WE'RE A PLACE THAT IS BUILT FOR BOLD BUSINESS

The next decade of growth in the West of England will see our growing strength in green industries become a bedrock of the regional economy permeating every sector. From green energy generation to green construction to green transport developments, our future will not be a choice between economic growth and our environment, green growth is fast becoming the major driver of our economic opportunities.

WE'RE A PLACE OF RESTLESS CREATIVITY

Our future economic growth will be driven by the creativity of our region. As a growing home to UK film and TV production, digital creativity, art, theatre, music and festivals – the West of England will become a key national creativity centre over the next decade. The connections between our creative industries and our cutting-edge innovators create the sparks where new ideas are found. That restless creativity will drive a new wave of ideas and growth opportunities.

WE'RE A PLACE PEOPLE CHOOSE

Our growth will be driven by the diverse people and communities that call the West of England home. A thriving Everyday Economy will mean people and businesses across the West of England have access to the services they need to thrive and grow – from public transport, to retail, to childcare – the West of England's growth will be underpinned by a focus on the social infrastructure and services that are crucial to successful places. Our future economic growth will be supported by the creation of resilient new places and the redevelopment of key growth locations. We're creating new towns and districts where homes, jobs, services and opportunity go hand in hand. As we grow, we will ensure our nature and biodiversity continue to be protected – they are a vital component of why people choose the region. Our future will be driven by a desire for people to see and feel the benefits of growth – by a desire to remain a place where people choose.

Our economy never stands still. One of the strengths of the West of England is its constant evolution – it's a place that sets the pace and drives new ideas. We're a place for growth. A place for the future. The future starts here.

How we will deliver

Delivering our Growth Strategy will be a partnership between the whole region.

The action in this plan and the economic plans of each of the Unitary Authorities across the region will combine to help deliver the future we want to see for the West of England.

Each of the Unitary Authority plans sets out clear action and ambition relevant to the different parts of our region – they are underpinned by a focus on achieving inclusive and sustainable growth. Our Growth Strategy is the tool that helps bring these plans together, helping unlock the fundamental building blocks that will accelerate delivery. We will build climate resilience and outcomes for people into everything we do.

With improved funding settlements for unitary authorities, we will be able to go even further to deliver for the region.

We are working together politically and organisationally, taking decisions together to deliver for the West of England. This includes working to support North Somerset's proposed membership of the Combined Authority.

We'll also work in partnership with our business community, universities, Further Education and skills providers, the VCSE and others. Our new regional Business Board will be launched in 2025 and will play a crucial role in supporting the

delivery of this plan. Nick Sturge and Jo Dally, the Mayor's new Business Advisors, will help shape this important new Board.

The West of England is not an island. Our economic activity and the way people live their lives do not stop at our borders. With strong connections along the West Coast of the UK, to South Wales, and towards London and the Midlands – the West of England is a well-connected region.

This is a new era for the West of England and it is one that will be underpinned by collaboration, shared purpose and united action. That extends to how we will work with partners in other parts of the UK and around the world. The West of England is open for businesses and will create the partnerships that will help deliver this plan – we know the impact will be greater if we work together.

We'll have a positive new partnership with Government – our jointly held priorities for growth are set out in this plan.

To deliver this plan, we will put people first. In all the action we take, our overriding goal is to improve lives for all our residents. We want everyone in the West of England to live life well – as this Growth Strategy is delivered, we will maintain a laser focus on ensuring our action is delivering this outcome.

A photograph of a man standing at the front of a room, presenting to an audience. He is wearing a light-colored sweater over a collared shirt. Behind him is a large screen displaying a diagram with several colored circles. In the foreground, the backs of two audience members' heads are visible as they sit at a table. The room has a modern, professional feel.

We'll have a positive new partnership with Government – our jointly held priorities for growth are set out in this plan.

Accelerating delivery

We're impatient for change. To accelerate delivery, we will work in new ways. This means we'll:

- **Revise our approach to investment.** A new regional investment strategy has been published alongside this Growth Strategy. It sets out how we will develop the multi-year investment plans that will put this plan into action on the ground. We will plan and invest for the long-term and we will set a clear forward plan that gives others the confidence to invest in the West of England. Our approach to investment will mean we are ready to take on greater devolution and the integrated funding settlement that comes with it.
- **Drive social value.** Social value is a powerful tool for achieving our Local Growth Plan ambitions. We will launch an updated Social Value Framework that will help make sure our organisational spending delivers the greatest possible impact for people in the region. This framework will also ensure our suppliers' social value efforts are aligned with the key regional challenges we are working to address.
- **Strengthening devolution.** The West of England is ambitious for further devolution that can help deliver on the vision in this Growth Strategy. We will continue to work with Government to extend devolution to our region as swiftly as possible. We know the greater freedoms and flexibilities that come

with the highest levels of devolution will have a significant impact.

- **Explore opportunities to strengthen our public services.** Using the vast range of regional data and working in partnership with those delivering services, we will explore where there are collective challenges that we can collaborate in delivering change. Public service reform is crucial for achieving growth that benefits all – so we'll work together to explore what's right for our region to help improve lives.
- **Establish new routes to delivery.** For example, we'll work with the Universities and Further Education providers across our region to reach a growth agreement that strengthens our work together and will help ensure growth potential generated here has a tangible impact for the region and its residents as well as the global reach and impact our world class universities achieve. And we'll work in closer partnership with VCSE organisations who have a deep understanding of the needs of our communities.
- **Be open to new ideas.** Our region is rich with innovative thinkers and doers. We want to harness the capability of our region for our region. To achieve this, we'll explore innovative

ways to leverage additional investment into the region including the potential of social investment funds. We will set new approaches to how we invest, ensuring everyone has an opportunity to share their ideas for delivering the outcomes we're looking to achieve.

- **We'll be bold.** The West of England is a place that has so much to shout about, so much to be proud of, and so much it can achieve in this decade of growth.

To realise our ambition, we will be bold, we will be positive, we will be open, we will be curious, we will be creative, we will be supportive, we will be collaborative, we will be rebellious, we will be inventive, we will be caring. We will shape a bright future.



Working with Government to deliver for the West of England

We have clear ambitions for the future of the West of England – we will be relentless in pursuing the investment, support and partnership required from Government and national agencies to deliver for our region.

To unlock the growth potential of the region, we have agreed a set of joint priorities with Government. We will take action across a range of areas to deliver a brighter future for the West of England.

OUR AGREEMENT WITH GOVERNMENT: ACTION TO SUPPORT REGIONAL GROWTH

- Increasing the availability and affordability of homes
- Improving transport connectivity
- Increasing the development of commercial space
- Ensuring skills provision is geared towards tackling high job vacancy rates

**Working in partnership with government,
we have agreed we will focus on:**

Housing

We will increase the availability and affordability of homes across the West of England, ensuring people living and working in the region have access to good quality, affordable homes that meet their needs. Addressing this will require the Government and the West of England Mayoral Combined Authority to work together to explore actions including how to:

- Deliver innovative partnerships and models to secure investment and unlock sites for housing and commercial development
- Unlock new housing developments that make increasing use of modern construction models, and exploring scaling up the level of housing on key development sites
- Deliver our significant regeneration projects, including unlocking the development of a new city district at Brabazon near Filton, and maximising the potential of Bristol Temple Quarter
- Work together to address key barriers to delivering increased housing in the most sustainable locations, including addressing planning capacity constraints and local site viability issues
- Develop the necessary infrastructure to support the expansion of sustainable new homes, including aligning with the region's priorities on transport connectivity and delivering growth that aligns with the region's climate and nature priorities.

These actions will help deliver the housing growth needed to attract and retain businesses and workers vital to the economic growth of the region.

Transport

We will work together to improve transport connectivity across the West of England, ensuring people across the region have access to a safe, reliable, sustainable and affordable transport system. Addressing this will require the Government and the West of England Mayoral Combined Authority to work together to explore actions including how to:

- Identify options for an improved and better joined up transport network, ensuring the region is an increasingly attractive location for new investment
- Ensure action to improve transport connectivity in the West of England tackles issues such as the acute congestion in urban areas like Bristol; and linking market towns across the region to urban centres
- Ensure options to improve transport connectivity link the places people live to employment and training opportunities
- Ensure options for an improved and better joined up transport network contribute to the climate and nature priorities of the region.

This action will help improve accessibility to key growth locations across the region, attracting and retaining the workforce that businesses require to thrive while boosting productivity.

Commercial Development

We will work together to increase the development of the commercial space to drive up capital investment in the West of England, meeting the requirements of potential investors and regional priorities for driving growth. Addressing this will require the Government and the West of England Mayoral Combined Authority to work together to explore actions including how to:

- Prioritise unlocking land for specialist commercial development that meets the needs of the region's core sectors, supply chains and supporting businesses
- Support and create affordable and flexible innovation spaces.

This action will help to increase the supply and affordability of space to attract businesses and employers to the West of England and improve the region's ability to retain high-potential start-ups and spinouts.

Skills

We will work together to address high vacancy rates in key growth sectors across the region. Addressing this will require the Government and the West of England Mayoral Combined Authority to work together to explore actions including how to:

- join up national and regional employment and skills services, with a specific focus on boosting and retraining opportunities linked to growth sectors across the region
- boost skills training in key sectors required to enable economic growth such as construction
- address barriers to employment in the region helping more people to be able to progress in employment

This action will help address the high vacancy rates experienced by the region and help sectors with high growth potential fill the existing and new jobs that will boost regional productivity.

Building our future: strengthening devolution

Government's English Devolution White Paper set an ambitious vision – giving Mayors and regions a strong new set of powers backed up with integrated and consolidated funding.

The ambition of the White Paper is crucial to unlocking delivery of our Growth Strategy.

With greater control over planning, employment support, and innovation funding, we can tailor solutions to local needs – driving growth that benefits all, creating good jobs, and improving public services.

We're working at pace to access the highest level of devolved powers and funding currently available to Mayoral Combined Authorities, unlocking the full potential of devolution for our region.

The White Paper and coming Act is about more than the technical transfer of powers; it's about ending the era of distant decision-making and empowering communities with the tools to thrive. By aligning devolved powers with our strengths in creativity, clean energy, advanced manufacturing and more, we'll build a fairer, greener economy that delivers real opportunity and better lives for everyone across the West of England.

Devolution thrives on bold local partnership. It's not just about power—it's about trust, collaboration, and shared ambition. When councils, communities, and mayors unite around a common vision, we unlock smarter decisions, faster delivery, and real impact. Together, we build a region that's confident, connected, and ready to lead.



Cllr Mike Bell (North Somerset Council), Cllr Kevin Guy (Bath & North East Somerset Council), Cllr Tony Dyer (Bristol City Council), Mayor Helen Godwin, Cllr Ian Boulton (South Gloucestershire Council), Cllr Maggie Tyrrell (South Gloucestershire Council).

Find out more

The full West of England Growth Strategy can be found on the West of England Combined Authority website: westofengland-ca.gov.uk/growth-strategy

The evidence base that underpins our strategy, State of the West of England 2025, is also on the website.

If you want to get in touch to discuss any of the opportunities in our Strategy – drop us a line, you can reach us on strategy@westofengland-ca.gov.uk

Image acknowledgements

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**THE
FUTURE
STARTS
HERE**



**WE ARE
THE WEST
OF ENGLAND**