

Demos-PwC Good Growth for Cities Index

Spotlight on Oxford

December, 2016

Agenda

- Our starting point
- What's important to the public?
- The Good Growth for Cities Index
- Key messages

Section 1

Our starting point

“There is more to life than GDP!”

Approach

Framing

Scoping

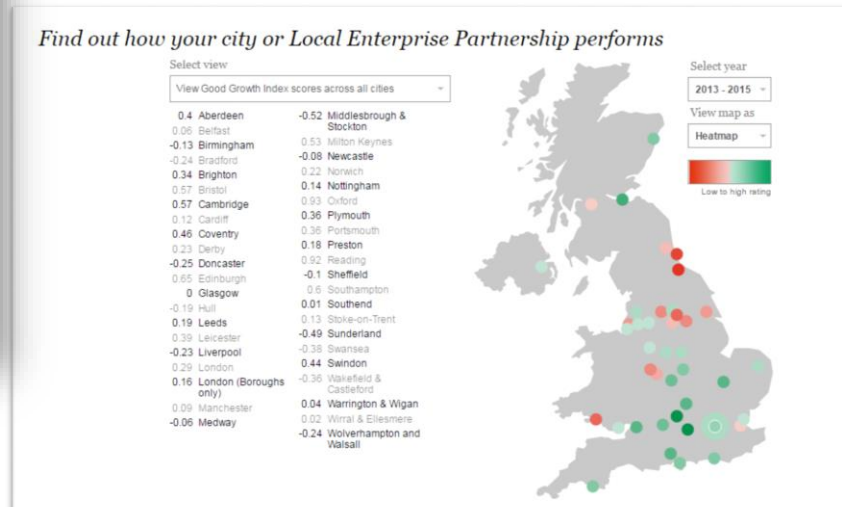
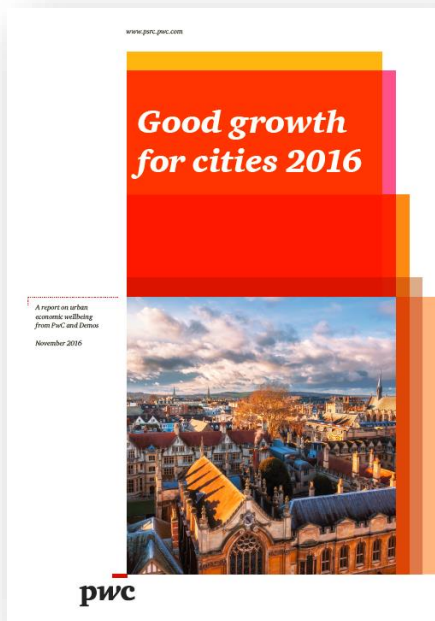
Consultation

Quantitative analysis

Review of data

Polling

Index



Implications

Conclusions

Our Good Growth Index, in very simple terms...



...normalised and tested for key sensitivities

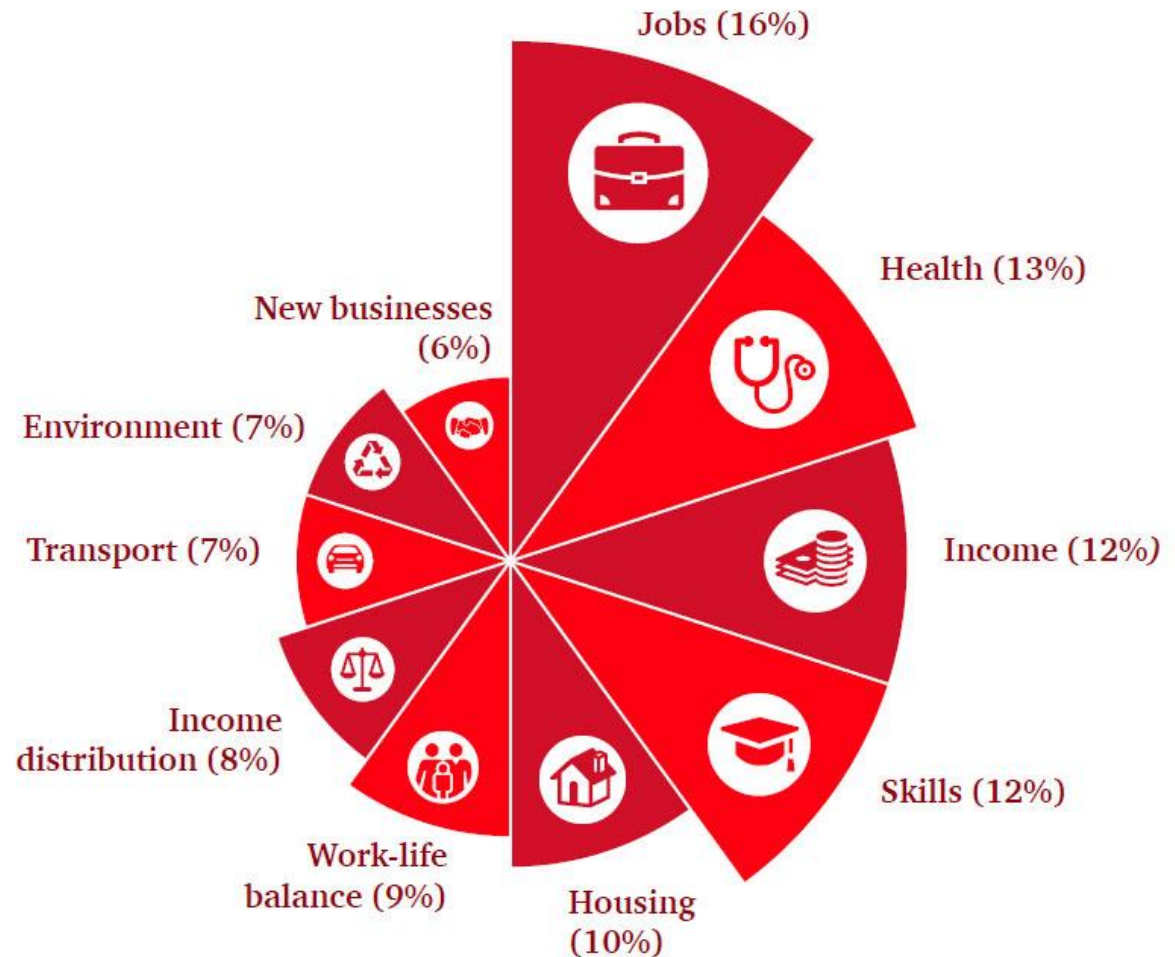
Section 2

What's important to the public?

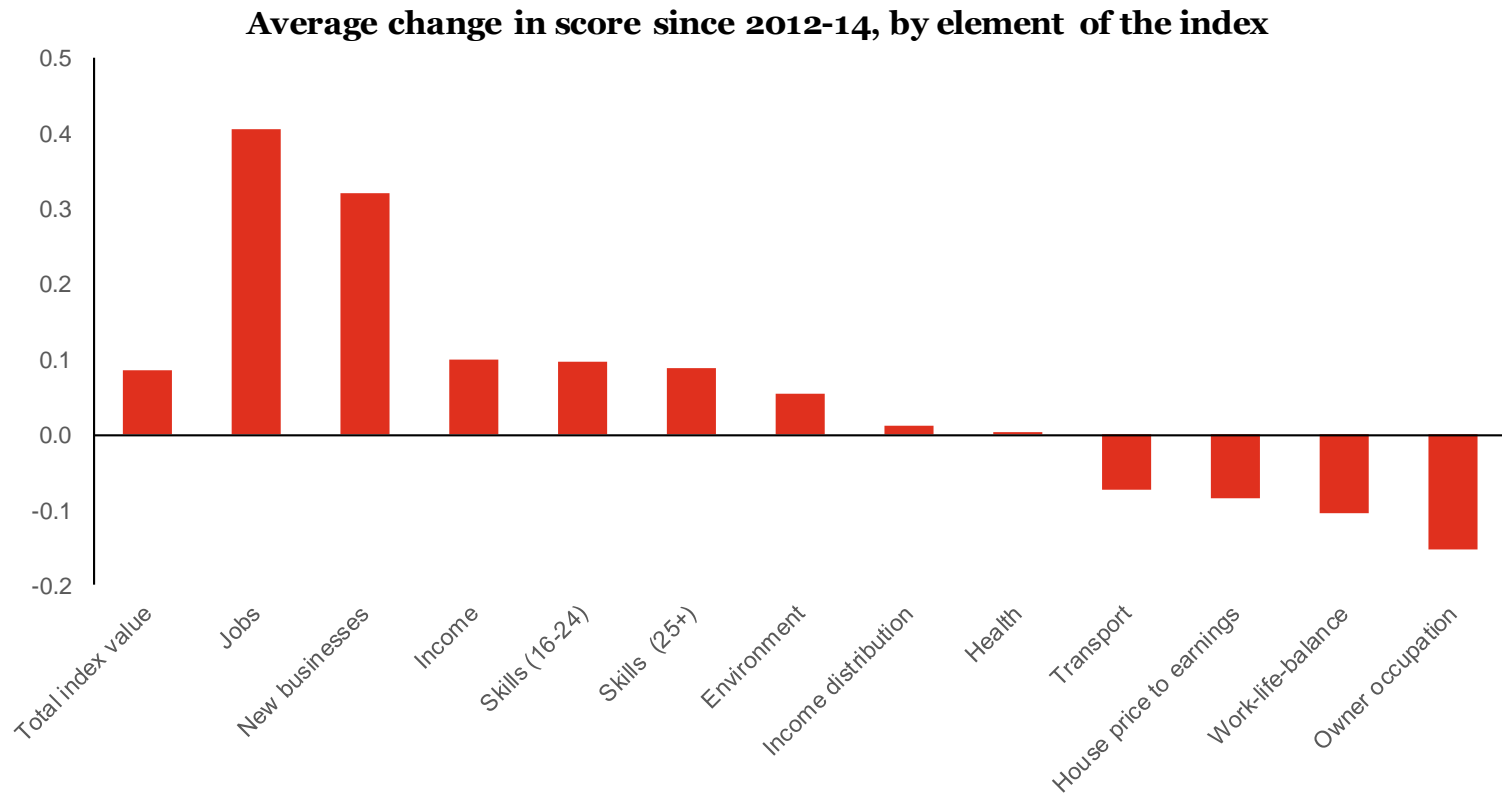
*“We need to **consider** areas **jointly** to understand their relative importance”*

Employment, health, income and skills continue to be the most important issues for the public

The wheel of good growth: the indicators of success for the public in the work and money aspects of their lives



The biggest drivers of higher scores since 2012-14 have been falling unemployment and greater numbers of new businesses



Section 3

The Demos-PwC Good Growth for Cities Index

“Measuring the work and money side of life.”

Demos-PwC good growth for cities index, 2013-15



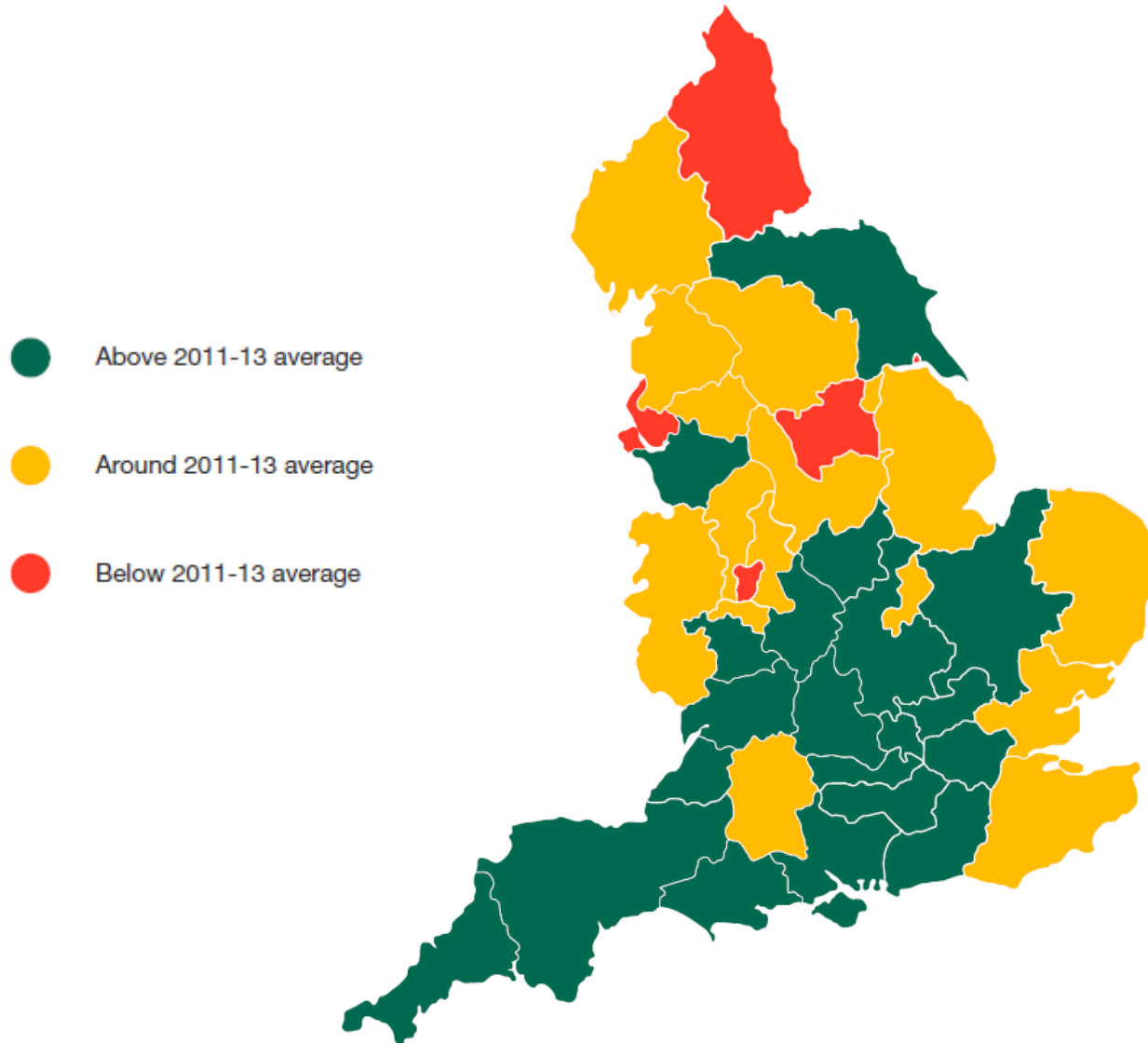
Demos-PwC good growth for cities index for South East (2013-2015)

	Jobs	Income	Health	Work-life balance	New businesses per head	House price to earnings	Owner occupation	Transport	Skills	Income distribution	Environment
Brighton	●	●	●	●	●	●	●	●	●	●	●
Cambridge	●	●	●	●	●	●	●	●	●	●	●
Norwich	●	●	●	●	●	●	●	●	●	●	●
Oxford	●	●	●	●	●	●	●	●	●	●	●
Portsmouth	●	●	●	●	●	●	●	●	●	●	●
Reading	●	●	●	●	●	●	●	●	●	●	●
Southampton	●	●	●	●	●	●	●	●	●	●	●
Southend	●	●	●	●	●	●	●	●	●	●	●

Key: ● Below average relative to the Index for all cities ● Around average ● Above average

Source: PwC analysis

Geographic distribution of scores by LEP area



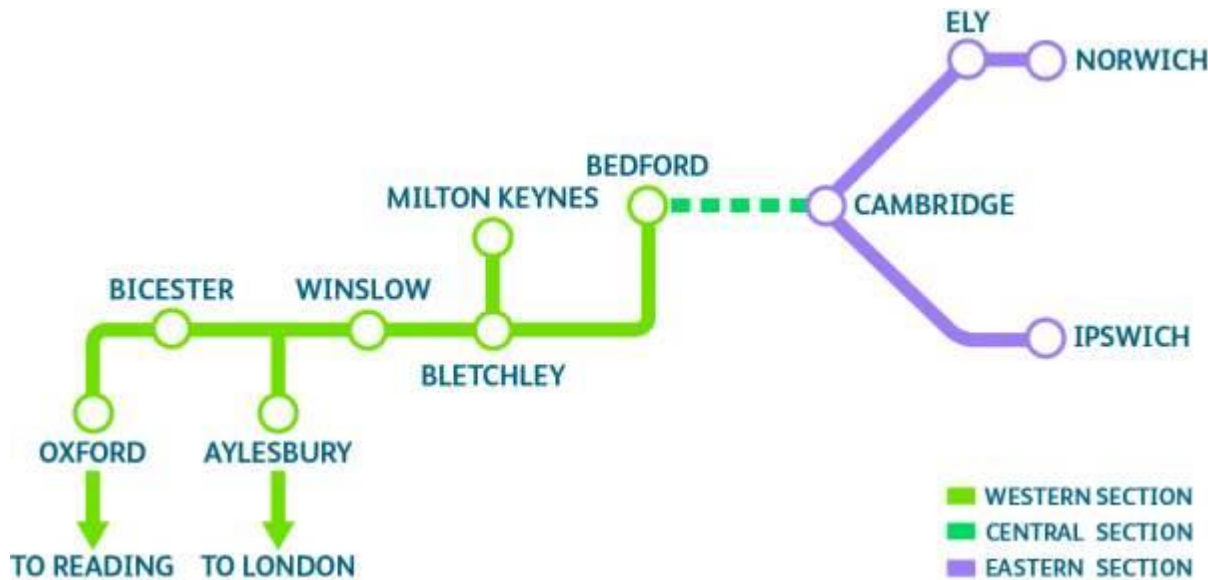
Demos-PwC good growth for cities index for South East (2013-2015)

	Jobs	Income	Health	Work-life balance	New businesses per head	House price to earnings	Owner occupation	Transport	Skills	Income distribution	Environment
Buckinghamshire Thames Valley	●	●	●	●	●	●	●	●	●	●	●
Coast to Capital	●	●	●	●	●	●	●	●	●	●	●
Enterprise M3	●	●	●	●	●	●	●	●	●	●	●
Greater Cambridge & Greater Peterborough	●	●	●	●	●	●	●	●	●	●	●
Hertfordshire	●	●	●	●	●	●	●	●	●	●	●
New Anglia	●	●	●	●	●	●	●	●	●	●	●
Oxfordshire	●	●	●	●	●	●	●	●	●	●	●
Solent	●	●	●	●	●	●	●	●	●	●	●
South East	●	●	●	●	●	●	●	●	●	●	●
Thames Valley Berkshire	●	●	●	●	●	●	●	●	●	●	●

Key: ● Below average relative to the Index for all cities ● Around average ● Above average

Source: PwC analysis

A key development: the East West Rail link



Source: East West Rail website

“This project can be more than just a transport link. It can become a transformational tech-corridor, drawing on the world-class research strengths of our two best-known universities.” The Chancellor, Autumn Statement

Section 4

Key messages

“What do our findings and our approach imply?”

Achieving inclusive, good growth: an agenda for action

Balancing investment in growth and public service reform and **delivering outcomes** through whole system working

Identify **priorities** for investment for growth: **social and physical infrastructure**

Build **distributed leadership** across a place

Embrace key **digital and data enablers** to support delivery

Grasp the opportunities, and manage the risks, that **Brexit** will bring

Underpinning these five areas is the need to assess how **delivering devolution** helps with ambitious plans for growth and public service reform in a place

Key questions to address

The ***critical questions*** for most are:

1. What more can our place be famous for and how do we extend/refresh our brand?
2. What is our shared vision for the future?
3. How can we attract, and retain, the talent and finance to sustain future growth?
4. What impact could devolution have for our area?
5. What are the impacts, opportunities and risks associated with Brexit?



Questions?

nick.c.jones@pwc.com

@Jones_NickC

Explore the data:

www.pwc.co.uk/goodgrowth

Public Sector Research Centre

www.psrc.pwc.com

This publication has been prepared for general guidance on matters of interest only, and does not constitute professional advice. You should not act upon the information contained in this publication without obtaining specific professional advice. No representation or warranty (express or implied) is given as to the accuracy or completeness of the information contained in this publication, and, to the extent permitted by law, PricewaterhouseCoopers LLP, its members, employees and agents do not accept or assume any liability, responsibility or duty of care for any consequences of you or anyone else acting, or refraining to act, in reliance on the information contained in this publication or for any decision based on it.

© 2016 PricewaterhouseCoopers LLP. All rights reserved. In this document, "PwC" refers to PricewaterhouseCoopers LLP which is a member firm of PricewaterhouseCoopers International Limited, each member firm of which is a separate legal entity.