

Place Competitiveness

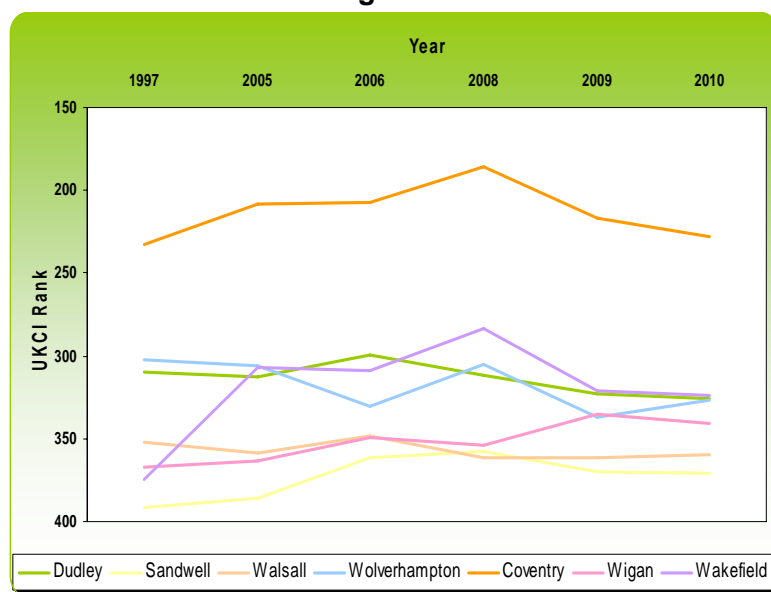
- The UK Competitiveness Index (UKCI), compiled by the Centre for International Competitiveness at the University of Wales Institute, represents a benchmarking of the competitiveness of the UK's 379 localities.
- The UKCI has been designed as an integrated measure of competitiveness focusing on both the development and sustainability of businesses and the economic welfare of individuals.

UKCI - 2009 & 2010						
Rank 2010 (out of 379)	Locality	2010 Score	2009 Score	Rank 2009	Change in Score	Change in Rank
326	Dudley	85.3	85.5	323	-0.2	-3
371	Sandwell	79.1	80.2	370	-1.1	-1
360	Walsall	81.4	81.8	361	-0.4	+1
327	Wolverhampton	85.3	84.5	337	+0.8	+10
228	Coventry	92.7	93.5	217	-0.8	-11
341	Wigan	83.8	84.6	335	-0.8	-6
324	Wakefield	85.4	85.6	321	-0.2	-3

Source: UKCI

- Dudley Borough's place competitiveness ranking for 2010, as with most of the localities in the comparison group apart from Coventry, is ranked towards the lower end of the competitiveness index and has fallen by 3 places since 2009.
- Since 1997, Dudley Borough's position has fallen by 16 places, with its lowest ranking over this period in 2010 at 326. The highest ranking was 299 in 2006.
- Between 2009 and 2010, Walsall and Wolverhampton improved their positions demonstrating an increase of one place and ten places respectively and were the only localities in the comparison group to do so.
- Between 1997 and 2010, Sandwell is the only locality in the Black Country to improve its competitiveness position, showing an increase in its ranking of 21 places. All of the other Black Country localities demonstrated a fall in their position over this period with Wolverhampton seeing the largest fall of a total of 25 places.
- For the comparison group, all of the localities outside of the Black Country have improved their ranking between 1997 and 2010. Coventry outperforms all of the other localities in the group with its position at 228 in 2010, almost 100 places above Dudley Borough's position.

UKCI Rankings - 1997 to 2010



Source: UKCI

- Birmingham's ranking at 257 is 69 places above Dudley Borough but is 29 places below Coventry.

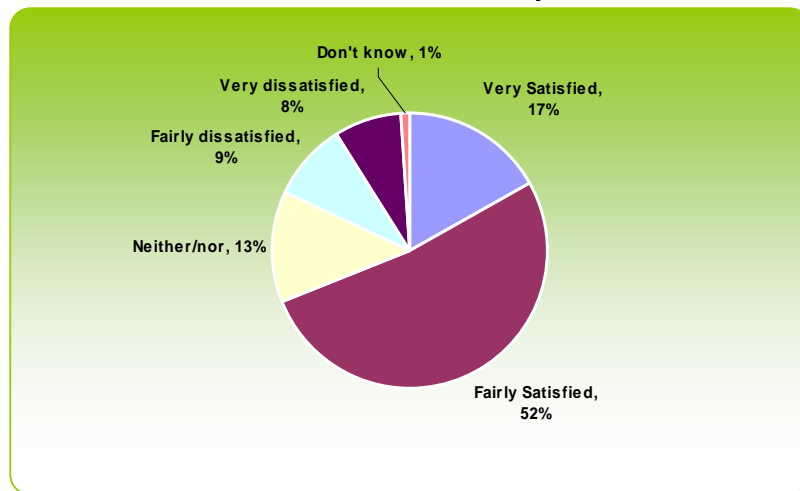
UKCI Rankings - 1997 - 2010								
Locality	1997	2005	2006	2008	2009	2010	2010 - Places above or below Dudley Borough	Change 1997-2010
Dudley	310	313	299	312	323	326	-	-16
Sandwell	392	386	361	358	370	371	-45	+21
Walsall	352	359	348	361	361	360	-34	-8
Wolverhampton	302	306	330	305	337	327	-1	-25
Coventry	233	208	207	186	217	228	+98	+5
Wigan	367	363	349	354	335	341	-15	+26
Wakefield	375	307	309	283	321	321	+5	+51

Source: UKCI

Dudley Borough as a Place for Business

- The Dudley Borough Business Survey was undertaken in August 2010 to better understand the latest issues affecting local businesses and identify the best ways to engage and support local businesses in Dudley Borough. One of the key areas covered in the survey was the local business environment and businesses were asked to rate their satisfaction with Dudley Borough as a place to run a business.
- 70% of businesses surveyed reported that they are satisfied with the local area as a place to do business. The highest proportion of these businesses (52%) were fairly satisfied.
- 17% of businesses surveyed were dissatisfied with the area as a place to do business.

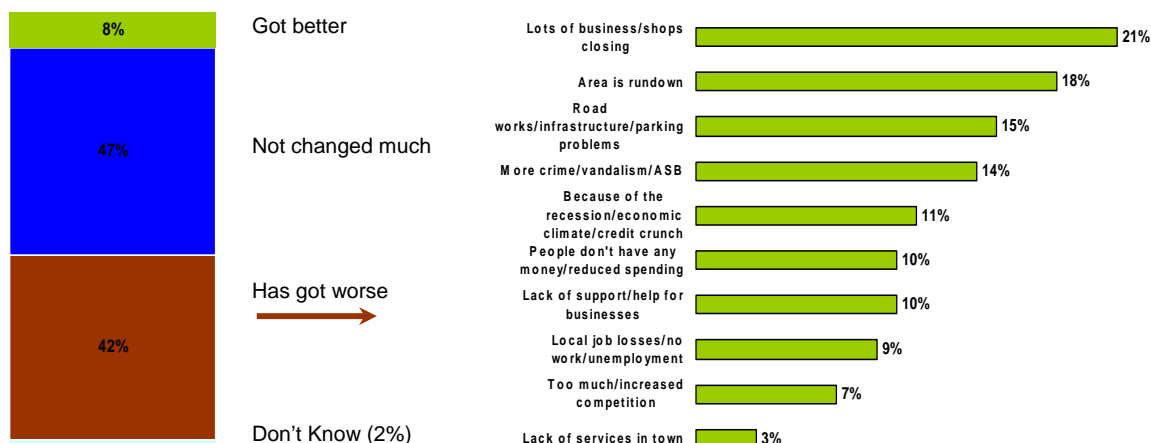
Satisfaction with the local area as a place for business



Source: Ipsos MORI, Dudley Borough Business Survey, 2010

- Most businesses reported that the area has not changed much over the last 12 months (47%) or that it has got worse a place to operate a business over the period (42%). Fewer than 10% of businesses surveyed felt that the area has improved.
- The top reasons reported by those businesses who thought that the area has got worse were lots of businesses/shops closing and that the area is rundown.

The area in the last 12 months



Source: Ipsos MORI, Dudley Borough Business Survey, 2010

Community Economic Resilience Index

- In 2010, Advantage West Midlands (AWM) developed 'The Community Economic Resilience Index' which assesses the 30 local Authority Areas with regards to their resilience to economic shocks and change. The factors measured in the index are categorised under 3 domains; Economic, Labour Market and Social.
- The index seeks to:
 - Identify and rank local economies' overall degree of economic resilience;
 - Give a sense of the degree of difference in the resilience of different local economies;
 - Inform thinking on the prioritisation of issues and interventions;
 - Enable monitoring of change going forward, to provide an 'early warning' of emerging issues and relative under/over-performance.
- Of the 30 local authority areas assessed, Dudley Borough ranked 8th overall, with 1 being the least resilient. In comparison, Sandwell ranked 1st, Walsall 2nd and Wolverhampton 3rd. Coventry ranked 16th whilst Birmingham ranked 8th. The area ranked as most resilient was Stratford-on-Avon.

Community Economic Resilience Index - Dudley Borough

Overall Community Resilience Index Score			0.7 (8 th)		
Economic Domain	0.9 (9 th)	Labour Market Domain	0.6 (8 th)	Social Domain	0.7 (10 th)
% of employment in private sector, knowledge intensive activities	0.6	% of working age population with no qualifications	0.4	Residents gross weekly pay	0.8
% of employment in public administration	0.3	% of population with NVQ Level 4+ qualifications	0.7	Difference between residence and workplace weekly pay	0.4
% of employment in manufacturing	0.4	% of residents employed in knowledge occupations	0.4	% of residents commuting out of district for work	0.5
Workplace-based gross weekly pay	0.8	ILO unemployment rate	0.5	% of economically inactive residents who want a job	0.2
New business registration rate	0.8	Working age employment rate	0.5	% of working age population claiming DWP benefits	0.6
GVA per head proxy	0.7	% of Jobseekers Allowance claimants claiming for 12m	0.8	Job density	0.7

Source: AWM Community Resilience Index

- Plotting of each of the 30 areas against the Economic and Labour Market domains categorised Dudley Borough as a '**Transition Economy**' - one that has traditionally relied heavily on mature industries such as manufacturing and mining but had some success in starting to diversify their economy and develop their labour market. These economies do not face the same scale of issues facing traditional manufacturing economies', but still face a number of risks to their resilience resulting from the need to continue diversifying and move people into new employment opportunities.

Residents' Satisfaction with Local Area

- The findings of the Dudley Place Survey 2008/09 contain much that is positive about life in Dudley Borough.
- 77% of residents are satisfied with their local area, i.e. the area within a 15 to 20 minutes walk from their home. 61% of residents are fairly satisfied with their local and 16% say that they are very satisfied. This satisfaction level has increased from 72% in 2006/07 and is seven percentage points higher than the average level of satisfaction within the Black Country (70%). The satisfaction level for England is 80%.
- 10% of residents in Dudley Borough were dissatisfied with the local area as a place to live compared to 15% for the Black Country and 9% nationally.