

## Agenda Item No. 4

### WEST MIDLANDS REGIONAL ASSEMBLY Assembly meeting – 18 January 2006

### DRAFT DECISION NOTES OF THE MEETING OF THE REGIONAL ASSEMBLY HELD ON 26 OCTOBER 2005

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**Chairman: Councillor David S Smith (Lichfield DC)**  
**(Attendance – Appendix 1)**

<b>ITEM</b>	<b>DECISIONS/REPORTS</b>
<b>Apologies</b>	<p><b>Local Authority Representatives</b></p> <p>Cllr Tom Ansell (Walsall), Cllr Phillip Atkins (Staffordshire), Cllr Bob Badham MBE (Sandwell), Cllr Norman Davies (Solihull), Cllr Alwyn Davies (Worcestershire), Cllr Terry Dix (Staffordshire), Cllr Len Gregory (Birmingham), Cllr Ken Hardeman (Birmingham), Cllr Nigel Hartin (Shropshire), Cllr Pattie Hill (Redditch), Cllr Martin Jennings (Wychavon), Cllr Mrs Jo Jones (Shrewsbury and Atcham), Cllr Mick Jones (Warwickshire), Cllr Dr George Lord (Worcestershire), Cllr Ted Richards (Solihull) Cllr Rex Roberts OBE (Staffordshire), Cllr Ian Shires (Walsall), Cllr John Taylor (Staffordshire), Cllr Bill Thomas (Sandwell), Cllr Arthur Walpole (Owesity), Cllr Ian Ward (Birmingham) and Cllr Mike Whitby (Birmingham).</p> <p><b>Other Stakeholders Group</b></p> <p>Julia Baron, Valerie Broom (Vice Chair) and Richard Quallington.</p> <p><b>Business Sector</b></p> <p>Professor Michael Clarke, Mike Hill, Sir William Lawrence, Steve McLaughlin, Richard Moxon, Chris Newis, Parminder Singh and Brian Summers.</p> <p><b>Other</b></p> <p>Tony Carroll (Black Country Chamber and Business Link) and Simon Murphy (Birmingham Forward).</p>
<b>Members' Disclosure of Interests</b>	<p>Cllr Sir Albert Bore (Birmingham) and John Hart (WMBC) both declared an interest under the item on 'Casinos' as Directors of the NEC. This item was not the subject of significant discussion.</p>
<b>Ben Reid and Richard Moxon</b>	<p>The Chairman advised Members that Ben Reid and Richard Moxon (WMBC) were both standing down from the respective positions within the Assembly due to work commitments.</p> <p>He referred to Richard Moxon's contribution to regional working generally but specifically in his capacity as the Vice</p>

Chair of the Regional Planning Partnership. Similarly, to Ben Reid who as Vice Chair of the Assembly and its Board of Director had been an active participant in the development of this organisation. He offered his thanks to both Ben and Richard for their significant contributions.

The Assembly placed on record its thanks to Ben Reid and Richard Moxon for their contributions to the development and work of the West Midlands Regional Assembly.

Ben Reid (WMBC) thanked the Chairman for his kind words. He considered that since the formative days of the Regional Chamber the Business sector had evolved and become more than aware of its responsibilities and would continue to be an active participant in regional working. He also indicated his intention to remain as an Assembly member.

**Decision notes  
of the Annual  
General Meeting  
held on 15 July  
2005**

The Decision notes of the Annual General Meeting were **agreed** subject to the following amendment:-

Under West Midlands Regional Assembly Membership 2005 – 2006: Assembly Structure (resolution (d) (v)) – David Littlemore should be shown as the Chair of the Regional Health Partnership.

**West Midlands  
Regional  
Assembly  
Audited  
Accounts**

The Financial Statements for the West Midlands Regional Assembly Limited for financial year ended 31st March 2005, as audited by Clement Keys – the Assembly’s Auditor, were submitted.

The Accounts were approved by the Board of Directors at their meeting on 16 September 2005.

The Assembly **received** and **adopted** the Directors’ report and the accounts of the Company for the accounting period ending 31 March 2005.

**State of the  
Region**

Cllr Richard Hyde (Chairman of the West Midlands Regional Observatory (WMRO)) highlighted the recent publication of the State of the Region Update Report 2005 and referred to its headline messages.

WMRO publish a full “State of the Region Report” every 4 years; the most recent being was published in 2004. Annually, in the intervening years it publishes an Update Report which concentrates on specific themes.

This year’s update contained 3 thematic chapters and an overarching chapter proving a synthesis. The 3 themes were:

- a. “Attitudes and Preferences” – results from the first Regional Lifestyles Survey to explore residential preferences, community safety and community

satisfaction.

- b. "Skills for a Prosperous Region" - which highlighted some key skills issues for the region.
- c. "Rural Lives, Rural Issues" – which addressed key issues for the rural West Midlands, a gap identified in the 2004 report.

It was recognised that this report had implications for all aspects of the Assembly's work and that of many partners.

During the opening remarks and subsequent discussion, the following areas were considered:

- Community safety is seen as the most important criterion when choosing where to live. Similarly, the fear of crime remains an issue despite the fact that it is falling within the region.
- The Assembly were advised that The Business Crime Forum would be launched in November and brought together of the police, business and a range of public agencies to address many of the issues raised.
- Of particular concern, was the poor graduate retention rates and that graduate skills were poorly absorbed into the economy with many graduates remaining in the Region not exploiting their skills to the full.
- Providing the funding to address the skill base deficit would become increasingly difficult as EU funding post 2006 will not exist.
- In addition, the continuing net migration from urban to rural areas and the impact on housing affordability with greatest affordability issues in Stratford, Malvern Hills, Warwick and Bromsgrove was referenced.

The Assembly **noted** the publication of the State of the Region update as a point of reference in regional working.

**Scrutiny Review  
of High  
Technology  
Corridors –  
Final Report**

Dagmar Waller (Strategic Review Officer) presented the recommendations arising from this scrutiny review together with Advantage West Midlands' response to the full Assembly for information.

The scrutiny review sought to examine Advantage West Midlands' role in developing and supporting High Technology Corridors, one of the key delivery mechanisms of the Regional Economic Strategy. It was also intended to examine the impact of High Technology Corridors on the regional economy, while recognising that these were long term initiatives.

The review process has been very successful and involved key

stakeholders. A close working relationship was developed with Advantage West Midlands including regular officer meetings and the attendance of the High Technology Corridor Policy Lead at all evidence sessions which made a significant contribution to the review process and outcomes.

The Panel made fifteen recommendations to assist with the future development of High Technology Corridors. The rationale for each recommendation was discussed within the main body of the report.

A copy of the Panel's recommendations and AWM's response were appended to the notes.

John Hart (WMBC) expressed support for the Panel's excellent report and thanked those who had contributed to it. He also welcomed AWM's active participation in the process.

Cllr Claude Bodenham (South Shropshire) referred to the prospects for extending the corridors. He was advised that the Panel had taken verbal evidence from those rural areas who had previously requested an extension to the existing corridors. The Panel could not comment on these requests, as it was outside their remit, they wished, however, to explore the reasons behind them.

Cllr Sir Albert Bore (Birmingham) requested that Panel Recommendation 14 be amended to include "the centre of Longbridge". This was not possible as evidence had not been presented to the Panel.

(During this element of the discussion, Cllr David S Smith left the meeting room due to a personal interest. Cllr Mick Salih took the Chair for the remainder of the item).

The Assembly **noted** the Panel's recommendations and Advantage West Midlands' response.

**Assembly  
Commitment to  
Sustainable  
Development**

Roger Stone (Sustainability West Midlands Board Member) invited Members to support an explicit, high-level commitment to sustainable development.

The Regional Sustainable Development Framework (RSDF) was endorsed and published by the Assembly in January 2005, expressing sustainable development objectives for the region, and setting out a process by which these objectives should be incorporated into all regional policies and strategies.

In order to be recognised as a champion of sustainable development in the region, the Assembly's existing commitment to sustainable working required a greater profile.

A renewed commitment would provide a catalyst for increasing commitment on the part of Regional Partnerships and officer groups to incorporate the region's sustainable

development objectives, as expressed in the RSDF, into their work, thus fulfilling a further recommendation of the 2004 Strategic Review. The Assembly secretariat was currently working with Sustainability West Midlands (SWM) to promote the objectives set out in the RSDF to all the Assembly's Partnerships and officer groups. The internal and external monitoring arrangements for the delivery of this commitment were detailed in the report.

Roger Stone **moved** the following proposal:

"That the West Midlands Regional Assembly formally adopt sustainable development, as the route to maximising current and future quality of life for all, as the central principle of its work."

The Assembly **supported** the proposal.

### **Regional Funding Allocation**

Rose Poulter presented a summary of Government's proposals set out in 'Regional Funding Allocations' outlined action required by regional partners to submit West Midlands advice on funding priorities for housing, economic development and transport to Government by 31 January 2006.

The guidance on preparing advice on regional funding allocations was issued by HM Government on the 21<sup>st</sup> July 2005.

The Government is asking for advice on our regional priorities in transport, housing and economic development which would be used as an input to policy development in advance of the next Budget.

The Assembly Secretariat would include an item on 'Regional Funding Allocations' on all Partnership agendas through to January to provide information both on the process and progress made together with an opportunity for input and discussion.

The Regional Assembly, Advantage WM and GOWM have produced a 'rolling briefing note' to both inform on progress and log comments received on the process. This would be updated regularly to reflect the issues.

The focus for providing specific advice on the three funding areas would be:

- **Transport** – The WMRA Transport Partnership supported by Strategic Transport Implementation Group (STIG).
- **Economic Development** – The AWM Board supported by advice from other relevant groups including Regional Skills Partnership, West Midlands Regional Enterprise Board and WM Innovation and Technology Council.

- **Housing** – West Midlands Housing Board supported by the WMRA Regional Housing Partnership.
- Advice in relation to other government policy would be sought by GOWM through the Government Office Regional Board.

Work was currently in hand to identify for each funding stream the following:-

- Details of priorities/ranked if appropriate/including any geographic priorities/target dates for implementation.
- Using the planning allocations/assumption tables given in 'Regional Funding Allocations' Guidance for each year from 2005 to 2016 provide a breakdown of expenditure set against priorities as far as it is currently known, including funding already committed in this period.
- A visual representation of the investment priorities – map/diagram.

It was anticipated that this information would be available in December for discussion. The draft submission would be available for the Assembly meeting on the 18<sup>th</sup> January to allow any last minute adjustments to be made prior to 31<sup>st</sup> January deadline.

In response to comments from Ben Reid, Cllr Roger Phillips (Chair of Regional Transport Partnership) appreciated the concerns expressed regarding the short Government-set timescale and gave an assurance that all partners would receive the technical detail as soon as it became available.

The Assembly **noted** the proposed action.

**Review of the West Midlands Economic Strategy**

Rose Poulter introduced this report, which set out Advantage West Midlands (AWM) proposed approach to the forthcoming review of the Regional Economic Strategy (RES).

It was considered vital to ensure that the processes of the RES review and the partial review of the Regional Spatial Strategy (RSS) were managed effectively to ensure alignment and that there was sufficient capacity available to fully support both reviews. Discussions were on going with AWM with a view to preparing a more detailed report for the next Assembly meeting.

David Littlemore (OSG) believed that the social and environment matters needed strengthening within the strategy.

The Assembly **endorsed** the proposed approach.

**Casinos-  
Potential  
Impacts for the  
Region**

Rose Poulter introduced this report, which set out the key legislative and administrative changes arising from the Gambling Act 2005 as they relate to the provision of new casino enterprises within the U.K.

In addition, a summary of the potential economic impacts identified by research commissioned in other regions was presented along with an update on the level of known casino developer interest within the West Midlands.

Trudi Elliott strongly advised Members not to enter into a discussion on the relative merits or otherwise of potential locations as this would prejudice the Assembly's position as the Regional Planning Body.

Cllr Ken Taylor (Coventry) supported the need for a discussion on the principal of 'super casinos'. Although he recognised the social implications of such development, the economic potential for regeneration and job creation needed to be discussed fully.

John Hall (OSG – Faiths Forum) referred to paragraph 3.21 of the report and restated the opposition of the Faiths Forum to the notion of 'super-casinos' citing the impact of the quality of life particularly of the more vulnerable members of society.

The Assembly **noted** the report and that further technical advice would be prepared by the Regional Advisory Group for consideration by the Assembly.

**Regional Policy  
Partnership  
Activity**

The Assembly was provided with a progress report detailing current activities and priorities for each of the Regional Partnerships, established by or working closely with the Assembly. Additional information regarding past activities and future plans could be obtained from the named officer contact as set out in the list appended to the report. The report was tabled at the meeting.

The Assembly **noted** the report.

**Decisions of the  
Board of  
Directors**

The Assembly were advised of matters considered by the Board on 16 September 2005, which were not the subject of a report to this meeting.

The Board of Directors considered reports on: - ODPM Consultation: Planning for Housing Provision; City Region; the Region's response to London's successful bid for the Olympics and Para-Olympics in 2012; Regional Engagement in the European Agenda; Regional Energy Office; First Quarter Budget and Performance. In addition, the Board considered governance issues including appointments to outside bodies, the composition of the Audit Committee and the implementing of job evaluation.

The Assembly **noted** the report.

**Enriching Our  
Region: The  
West Midlands  
Environmental  
Manifesto**

Peter Shirley, Regional Director of the West Midlands Wildlife Trust, introduced 'Enriching Our Region: the West Midlands Environmental Manifesto' which was published in June 2005.

The manifesto, produced by the West Midlands Regional Sustainability Forum (WMRSF) - a regional grouping of non-governmental environmental organisations, set out a vision of the West Midlands in 20 years' time - describing the present strengths and weaknesses and considered how to move forward to achieve the vision.

It called for a radical approach to the environment, as an equal partner alongside the economy and society in achieving sustainable development. It argued that the region would need to devote more resources than had been possible in the past. It challenged regional bodies to raise their sights from immediate concerns and think laterally about how the region's environment could be improved.

The Assembly:

- (a) **noted** the Environmental Manifesto as an important contribution to meeting sustainability principles in the West Midlands, and to the improvement of the environment and image of the region; and
- (b) **requested** that the Environment Partnership be requested to consider appropriate follow-up action, and that other partnerships consider the Manifesto in relation to their work and feed comments to the Environment Partnership.

The Chairman thanked everyone for their contributions and in particular those members and officers who had introduced items and done so without the aid of PowerPoint. This was a practice he wished to see continue at future meetings.

**Date of Next  
Meeting**

The next meeting will take place on Wednesday 18 January 2006 at 11.30 a.m. The venue had yet to be confirmed.

**Chairman**

**WEST MIDLANDS REGIONAL ASSEMBLY**

**ATTENDANCE  
26<sup>th</sup> October 2005**

**Attendance: Councillor David S Smith (Lichfield) Chairman**

**Local Government:**

Cllr Keith Austin (Telford and Wrekin), Cllr Barbara Bate (North Shropshire), Cllr David Beechey (Bridgnorth), Cllr Mrs Margaret Begg (Warwick DC), Cllr Peter Bilson (Wolverhampton), Cllr Claude Bodenham (South Shropshire), Cllr Sir Albert Bore (Birmingham), Cllr Richard Chattaway (Warwickshire), Cllr Brian Edwards (South Staffordshire), Cllr Steve Eling (Sandwell), Cllr John Glass (Nuneaton and Bedworth), Cllr Martin Heatley (Warwickshire), Cllr Stan Highfield (Stafford BC), Cllr Richard Hyde (Warwickshire), Cllr Stephen Inman (Worcester City), Cllr T James (Herefordshire), Cllr John Lines (Birmingham), Cllr John Mutton (Coventry), Cllr Roger Phillips (Herefordshire), Cllr D Price (Stafford BC), Cllr Chris Saint (Stratford DC), Cllr Michael Salih (Stoke on Trent), Cllr Jacqueline Seymour (Telford and Wrekin), Cllr Clive Smith (Malvern Hills), Cllr David Sparks (Dudley MBC), Cllr Ken Taylor (Coventry), Cllr Paul Tilsley (Birmingham) and Cllr Dave Tyler (Dudley).

**Other Stakeholders Group:**

Richard Bubb, John Hall, Gerald Kells, David Littlemore, Cllr Mrs Elizabeth Newman and Peter Shirley.

**Business Sector:**

John Hart, Mike Cherry, Ben Reid, Roger Stone, Fraser Mitchell, Jane Yardley and Dr Sarrindar Singh Sahota.

**In attendance:**

Allen Andrews (representing Philip Bradbourn MEP), Fran Austins (WMRA), Chris Bonnard (OSG Secretariat), Andy Cowan (Warwickshire CC), Denise Craig (FSB), Daryl Davies (WMLGA), Chris Edgerton (Observer), Trudi Elliott (WMRA), Valerie J Evans (Soroptimist International – Birmingham), Steve Hind (WMLGA), Jeremy Howell (CSWP), Iain Neville (AWM), Peter O'Grady (EEF – West Midlands), Josephine O'Sullivan (Soroptimist International – Birmingham), Rose Poulter (WMRA), Neil Powell (GOWM), Nigel Summers (Regional Partnerships Secretary), Dagmar Waller (WMRA) and James Watkins (WMBC).

**Advantage West Midlands Response to WMRA Recommendations from the Strategic Review of High Technology Corridors**

<b>WMRA Recommendations</b>	<b>Advantage West Midlands Response to WMRA Recommendations</b>
<p>R1 That Advantage West Midlands considers the use of the word 'Technology' rather than 'High Technology' in relation to the corridors as part of the forthcoming review of the Regional Economic Strategy.</p>	<p>Technology may be defined in many ways but is generally defined as providing the mechanism for the transfer of ideas to hardware and services. The objective of the High Technology Corridors is to generate businesses in the region that are dependent on the knowledge base. This should ensure they are sustainable and not dependent on low labour costs to compete.</p> <p>The use of the term 'High' is aimed at raising the level of ambition and in the Agency's view it is appropriate to retain that objective. This use of the term 'High' was maintained in the updated West Midlands Economic Strategy that was jointly launched by the Agency and the West Midlands Regional Assembly in January 2004. However the Agency agrees that this could be considered again during the next review of the West Midlands Economic Strategy.</p>
<p>R2 That Advantage West Midlands promotes the corridors as supporting the use of advanced technology in existing businesses as well as new/SME businesses and ensures that its publicity material in relation to corridors does not exclude sectors or businesses that would benefit from this initiative. This is linked to recommendation 15 relating to marketing the corridor brand.</p>	<p>There are at present no restrictions on existing businesses using the knowledge bases in the High Technology Corridors, as evidenced by some of the activity already underway. The Agency and the Corridor Partnerships recognise that new ideas can sometimes be exploited more quickly by existing businesses as opposed to being used to support the formation of new businesses.</p>
<p>R3 That Advantage West Midlands continues to work with Corridors to develop and share good practice and learn from each other in respect of</p>	<p>The Agency recognises the need for the High Technology Corridors to develop and share good practice. The Corridor representatives (Chairs and Directors) meet</p>

<p>management arrangements and development of processes.</p>	<p>regularly, facilitated by Advantage West Midlands, and exchange views on operational issues.</p>
<p>R4 That Advantage West Midlands develops stronger and effective links between High Technology Corridors, clusters and Regeneration Zones, including regular meetings between representatives of the three delivery mechanisms.</p>	<p>The Agency has placed considerable emphasis on the need to improve strategic linkages between the High Technology Corridors and Business Clusters and Regeneration Zones, and is pleased to note that this is reflected in the WMRA report. The High Technology Corridor Partnerships have already developed linkages with those Business Clusters that are relevant to the technology strengths in their respective Corridors. The Agency will continue its work to further develop and improve these linkages.</p> <p>The linkages with Regeneration Zones are less coincident geographically although where overlap does occur new Corridor related activity may be located in a Zone where this would be mutually beneficial. The Agency recognises however that, while progress has been made, work is still needed to further improve linkages between High Technology Corridors and Regeneration Zones where this is appropriate.</p>
<p>R5 That Advantage West Midlands ensures linkages are made between the Innovation and Technology Council and High Technology Corridors. This should include Council members representing each High Technology Corridor and the use of the new High Technology Secretariat.</p>	<p>The Agency agrees that there need to be appropriate linkages between the new Innovation and Technology Council and the High Technology Corridors. However the Agency considers that the recommendation is too prescriptive and therefore does not accept it as it would not be appropriate to pre-empt decisions by the Innovation and Technology Council. The Innovation and Technology Council is now formalising its strategy and the Agency, through its recently appointed Head of Innovation, is developing a proposal for Corridor representation for consideration by the Innovation and Technology Council.</p>
<p>R6 That Advantage West Midlands Partnership Managers are fully briefed</p>	<p>The Agency's view is that its role is to ensure that Partnership Managers facilitate the High</p>

<p>regarding regional strategies in order to enable an assessment of their impact by High Technology Corridors. In addition Advantage West Midlands should ensure that the views of High Technology Corridors are taken into account when they respond to consultation on new or revised regional strategies.</p>	<p>Technology Corridors developing their own assessment of the impact of regional strategies.</p> <p>The Agency will of course ensure that the views of High Technology Corridors are taken into account during consultation on new or revised regional strategies. The High Technology Corridor Partnerships were in fact engaged in the consultation process that took place during the development of the Agency's Corporate Plan 2005-08.</p>
<p>R7 That Advantage West Midlands, as part of the forthcoming revision of the Regional Economic Strategy, ensures that strategic approaches (particularly in terms of time horizons) and the planned outcomes of corridors, clusters and Regional Councils are internally coherent and consistent.</p>	<p>The review of the West Midlands Economic Strategy will involve all relevant parties, and will require a full review of the way in which delivery is still fit for purpose and coherent – including the co-ordination of the Corridor/Cluster Delivery Groups with the Innovation and Technology Council and the Enterprise Board.</p>
<p>R8 That Local Authorities involved with High Technology Corridors ensure that Local Development Frameworks encourage the development of sites within the framework of the Regional Spatial Strategy, in particular policy PA3 – High Technology Corridors.</p>	<p>This recommendation is for Local Authorities and not Advantage West Midlands. However relevant Local Authorities are already represented on the Partnership teams that run the Corridors. They are therefore aware of the thinking, strategies and infrastructure proposals of their Corridors.</p>
<p>R9 That individual High Technology Corridor partnerships and Advantage West Midlands take account of, within their future development, the recommendations and conclusions of phase 2 of the Regional Spatial Strategy Partial Review</p>	<p>The Agency recognises the need for both itself and the individual High Technology Corridor Partnerships to take account of, within their future development, the recommendations and conclusions of phase 2 of the Regional Spatial Strategy Partial Review. As noted in the Agency's response to recommendation R8 above, the representation of Local Authorities on the High Technology Corridor Partnerships should help to improve the awareness of the Regional Spatial Strategy Partial Review.</p>
<p>R10 That Advantage West Midlands links the concept stage within the current</p>	<p>The Agency is currently taking steps to rationalise its project appraisal process, which includes the removal</p>

<p>project appraisal system with the High Technology Corridor business planning process and develop good practice advice for those submitting projects for appraisal.</p>	<p>of the concept stage, so the first part of this recommendation is not appropriate. In addition it should be noted that the High Technology Corridor business planning process would not currently meet the Government's Single programme Appraisal Guidance for RDAs in terms of appraising projects. It should also be noted that the Corridor business planning process must remain independent, as not all activity requires Agency support. However it is clear that any Corridor project submitted for Agency support is likely to have Agency involvement from an early stage through the relevant Agency Partnership Manager, so easing its appraisal process. Guidance is available for applicants preparing a business case from a variety of sources.</p>
<p>R11 That Advantage West Midlands should work with High Technology Corridors to develop a sustainable funding plan for revenue funding post 2006 and capital funding post 2008.</p>	<p>The Agency has set out its proposals for substantial funding of £57.5 million for the High Technology Corridors in its Corporate Plan 2005-08. This includes £1.5 million revenue funding for the High Technology Corridors' secretariats and marketing activity for the period 2005-08. The Agency is of course receptive to ideas from partners and project owners for additional revenue creation, complementing the substantial capital funding being made available by the Agency. The Agency is however constrained by DTI and Treasury rules on the level of direct support it can provide, and also EU State Aid rules. Agency funding post 2008 will be addressed as part of the Agency's Corporate Planning process. The regional funding allocations process may offer the opportunity to signal a continued regional priority for High Technology Corridors beyond 2008.</p>
<p>R12 That Advantage West Midlands work with High Technology Corridors to develop an effective monitoring and evaluation mechanism based on long term outcomes.</p>	<p>This is an issue that the Agency has been addressing for some time. However when embracing the questions of a definition of High Technology businesses and the fragmented nature of relevant industries within the geographic boundaries of the Corridors, regular</p>

	<p>base line indicators are only one element of an overall approach. This needs to sit alongside measuring the long term effects of individual projects and a specific evaluation study of the effect of the Corridor strategies. The Agency is currently working directly with the Corridors on baseline indicators.</p>
<p>R13 That Advantage West Midlands works with High Technology Corridors to encourage sustainable design within corridor projects And to influence other developments including those outside corridor areas.</p>	<p>The Agency is committed to embedding Sustainable development principles into its strategy, policy and delivery activities. The sustainability of activity is an underpinning criteria in the project appraisal process for all applications for Agency support.</p>
<p>R14 That Advantage West Midlands works with partners to ensure that future development on the Longbridge site is consistent with its environs including the centres of Northfield and Rubery and as far as possible that it is takes account of the aims of the Central Technology Belt.</p>	<p>The Agency only owns part of the Longbridge site so there are clearly limits on the level of influence it can have on the development of the rest of the site which it does not own. The Central Technology Belt already has close links with the Agency team working on the part of the Longbridge site which the Agency owns, and also with Birmingham City Council, which has planning responsibility for the whole of the Longbridge site. Each recognises the long term needs and objectives of Longbridge and associated areas.</p>
<p>R15 That Advantage West Midlands actively promotes the High Technology Corridors and their successes within its corporate publications and as part of the Marketing the Region campaign.</p>	<p>The Agency recognises the need to, and benefits of, promoting the work of the High Technology Corridors. Increased marketing of the High Technology Corridors is an objective for the 2005-08 period and funding has already been approved to support this.</p>