



In the Know

Contents

- 1 Cabinet in Birmingham
- 3 London 2012: How the West Midlands is Going For Gold
- 6 Liam Byrne – Regional Minister For The West Midlands – One Year On... Equality Challenge
- 7 Change4life – A National Movement To Tackle Childhood Obesity
- 8 Policing our communities Together
- 10 Communities in control: real people, real power-White Paper
- 12 Civil Service West Midlands: Diversity Project
- 14 Regional Funding Advice
- 16 UK Trade and Investment
- 17 West Midlands Climate Change Action Plan
- 18 GOWM is going green!
- 19 Unsubscribe / Change Information

This is the eighth edition of our new quarterly electronic newsletter. Its purpose is simple, to keep you in the know about what is going on in the Government Office for the West Midlands and our sponsor Departments in Whitehall. We hope that you find it both informative and clear, and would welcome your feedback.

communications.team@gowm.gsi.gov.uk

Cabinet in Birmingham 8th September 2008



Liam Byrne (with the Prime Minister) chairing the meeting to launch the Regional Economic Statement.

This was the first cabinet meeting to take place outside London or Chequers since 1966 when PM Harold Wilson held an emergency cabinet meeting in Brighton on the evening of 4th October 1966 to consider a proposal to activate statutory powers to enforce a freeze on

prices and incomes. The only time before that when a cabinet meeting was held outside the south east was in 1921 when PM Lloyd George summoned his cabinet to Scotland, where he was on holiday, for a meeting to discuss the crisis in Ireland.



Members of the Cabinet ahead of the meeting in Birmingham.

There was a full program of events organized to take place over the course of the day. The early morning part of the day was taken up with several ministers making 11 visits to key projects in the region before joining their colleagues at Birmingham's International Convention Centre for the main cabinet event. Ministers made their way to the ICC by 11.00am, with ministers not involved in visits making their way on foot from New Street Station.

The Prime Minister opened the event by addressing 240 delegates who were invited to participate in discussions with Ministers. Each Minister including the Regional Minister, Liam Byrne was assigned to a table, and discussions were held on one of five themes; Health, Economy, Crime, Employment & Skills and Education. This event was facilitated by Lord Digby Jones of Birmingham.



The Prime Minister with colleagues during the Cabinet Meeting.

Continue →





Cabinet in Birmingham 8th September 2008

“

The Cabinet met in private session for two and a half hours, during which Liam Byrne gave a presentation on his role as Regional Minister.

”

The delegates were picked from a combined Government Office for the West Midlands / Advantage West Midlands Stakeholder list and the UK Youth Parliament.

The Cabinet met in private session for two and a half hours, during which Liam Byrne gave a presentation on his role as Regional Minister. His presentation received a round of applause from members of the cabinet.



Gordon Brown addresses members of the public at a meeting with the Cabinet in Birmingham.



Members of the public at a meeting with the Cabinet in Birmingham.

An event was held following the Cabinet meeting to launch the Regional Economic Statement chaired by Liam Byrne, where invites were extended to business and civic leaders to give them the opportunity to discuss the document and the region's economic position with the Prime Minister, Chancellor, Chief Secretary to the Treasury, Jacqui Smith, Hazel Blears, John Hutton, Liam Byrne, Baroness Vadera, Lord Digby Jones and Sir Gus O'Donnell.



While in Birmingham, Gordon Brown visited the Jaguar factory and met new apprentices.

Government Office staff were on hand during the day working in tandem with Ministers Private Offices to ensure that briefings, escorts and logistics were provided. The day was considered an outstanding success on the day. Feedback received from partners across the region has, with few exceptions been overwhelmingly positive.





London 2012: How the West Midlands is Going For Gold

“

The celebrations that have taken place across the West Midlands have illustrated exactly what London 2012 is about.

”

As Britain basks in the glory of its most successful Olympic and Paralympic Games ever, the effects have already begun to be felt here in the West Midlands.

When London won the right to host the Olympic and Paralympic Games, it did so on the back of its promise to ensure that the London 2012 Games is a Games for everyone and not just for London. The West Midlands embraced that notion with characteristic enthusiasm and under the guidance of the West Midlands Leadership Group for the 2012 Games, has been working to ensure that the West Midlands gains maximum benefit from this truly unique and exciting opportunity.



To see how this work translates into action, this summer a number of key moments on the 2012 calendar have begun to raise awareness among West Midlanders that the Games is on its way and offers opportunities for the whole country and more specifically, the West Midlands. On Sunday 24 August an estimated 41,000 people from across the West Midlands

turned out to celebrate the moment when the UK became the official host country for the Olympic Games. At just after 2pm on that afternoon the Mayor of Beijing handed the Olympic flag to the Mayor of London, marking the moment when the UK became the next official host of the Olympic Games. Every local authority in the West Midlands raised an official London 2012 flag and 22 events across the West Midlands were either dedicated to or included a 'Handover moment' to celebrate the official Olympic Handover.

Commenting on the turnout for Olympic Handover, Cllr Chris Saint, Chair of the West Midlands Leadership Group for the 2012 Games, said:

“The celebrations that have taken place across the West Midlands have illustrated exactly what London 2012 is about. Hosting the London 2012 Games is an opportunity – not just for London – but for the whole of the UK to celebrate. In typical style, the West Midlands has thrown itself right behind the celebrations with over 22 events dedicated to or marking the Handover and every local authority in the region raising an official London 2012 flag. And with an estimated 41,000 people across the region attending an event or flag raising moment, we should be extremely proud of our contribution to what has been a truly historic occasion for the whole of the country.”

Continue →



Back

Next





London 2012: How the West Midlands is Going For Gold

“

The end of September also sees the launch of the L2012 Cultural Olympiad with the Cultural Olympiad Launch Open Weekend on the 26-28 September.

”



skier, Talan Skeels-Piggins, learning about the values of the Paralympic Games and raising an official L2012 Paralympic flag. The school is partnered with the Lungisa High School in South Africa and pupils from both schools created the Union Jack and South African flags and exchanged good will messages for the success of the Football World Cup in South Africa in 2010 and the Olympic and Paralympic Games in the UK in 2012.

The end of September also sees the launch of the L2012 Cultural Olympiad with the Cultural Olympiad Launch Open Weekend on the 26-28 September. In the West Midlands, a special regional launch event will kick Open Weekend off on Friday 26 September at Ironbridge in Shropshire. With a spectacular

Fast forward a few weeks and on 17 September over 250 schools in the West Midlands were among those across the UK who led the celebrations for the Paralympic Handover - the moment when the UK became the next host country for the Paralympic Games. At the Wilson Stuart School and Sports College in Birmingham, students spent a day with Paralympic hopeful, downhill

sound and light show and performances from MOBO award winning artist, Soweto Kinch; 100 young dancers; and music from Orchestra of the Swan, Black Voices and Bombay Baja Brass Band, the launch event paves the way for a weekend of over 40 events taking place across the West Midlands, ranging from the opening up of rarely seen natural habitats, to outdoor theatrical performance, storytelling and an urban cycling display set to light and music.



The Open Weekend is the official start of the L2012 Cultural Olympiad – a four year celebration of UK culture and creativity that will include national programmes and a regional programme

developed specifically for the West Midlands region.

Continue ➔



Back



Next



London 2012: How the West Midlands is Going For Gold

“

Summer 2008 has offered some great high profile moments to mark the start to our journey towards 2012.

”

This regional programme will focus on dance, community Olympic Games and an international programme showcasing our rich cultural heritage nationally and internationally.

Summer 2008 has offered some great high profile moments to mark the start to our journey towards 2012. But it doesn't end there. December will be the next key milestone for the West Midlands Leadership Group for 2012 with a visit from Lord Coe on 8 December as part of a regional conference looking ahead to 2012 and the launch of the next phase of the West Midlands Leadership Group's plan for 2012.

Full details of Cultural Olympiad Open Weekend events in the West Midlands can be found at www.london2012.com/culture

Tickets for the regional launch of the Cultural Olympiad in Ironbridge are from 01275 335911 or rebecca.frisby@sectormarketing.co.uk





Liam Byrne – Regional Minister For The West Midlands – One Year On... Equality Challenge

“

Birmingham is projected to become one of the first “minority becomes majority” cities in the UK.

”



On the 30th June Liam Byrne gave his 'One Year On' speech in GOWM to an audience that included key stakeholders from across the region. He spoke about the five big challenges that the region faced; transport, trade, skills, science and turning around the reputation of the region. He also set four challenges for the year to come:

- Science at the heart of growth and new university for the region
- Revolutionising skills
- Transforming transport
- Affordable housing.

Liam took the opportunity to say that since becoming Regional Minister for the West Midlands, he has had many public engagements, during which, he has been struck by the lack of black minority ethnics in leadership positions in the region.

He added, “for a region whose strength is diversity, whose great interest is difference, whose great contribution is the mix of cultures, this is simply not good enough. If it is allowed to persist it will leave us not wrongly led, but weakly led”.

The West Midlands is the most diverse region in terms of population outside of London. Birmingham is projected to become one of the first “minority becomes majority” cities in the UK.

Liam asked Trudi Elliott (Regional Director for GOWM) to look at the representation on governing boards of public sector organisations in the region. Karamjit Singh (GOWM non-executive board member) will be providing a strategic input into this study which is being co-ordinated by Ranuka Jagpal (GOWM Assistant Director). Ranuka will be working closely with a range of partners through the Regional Strategic Partnership for Equality and Diversity, which includes (amongst others), the Equalities and Human Rights Commission, Advantage West Midlands and Race Equality West Midlands Partnership, the Equalities and Human Rights Commission and Advantage West Midlands.

The project will examine a range of Public Service bodies and their top management boards, including Non Executive Board members. The seven equality areas will be considered; Race, Disability, Age, Gender, Sexual orientation, Religion/belief and Gender reassignment.

We anticipate gathering information using a variety of techniques, including workshops, surveys and interviews. The research phase is expected to take us through to the end of December 2008 and an action plan (including a best practice tool kit for organisations to use) will be available at the end of January 2009.

For further information:

Ranuka Jagpal Ranuka.jagpal@gowm.gsi.gov.uk





Change4life – A National Movement To Tackle Childhood Obesity

“

The region's Local Authorities are being equally ambitious with all of them choosing childhood obesity as an indicator in their Local Area Agreements.

”

The Government's strategy Healthy Weight Healthy Lives published in January 2008, set a clear national ambition for England to be the first major nation to reverse the rising tide of obesity in the population, with an initial focus on children. The region's Local Authorities are being equally ambitious with all of them choosing childhood obesity as an indicator in their Local Area Agreements.

To support the strategy a new national movement, called Change4Life, will support the many successful initiatives around England that already encourage parents to make better food choices for their children and encourage activities like outdoor play, walking and cycling. Change4Life will help share best practice and introduce new ideas and opportunities working in collaboration with other government departments, the NHS, schools and voluntary groups, as well as commercial and media partners.

Change4Life will provide a dedicated helpline, a website with tools and locally-searchable information for parents, practitioners and volunteers – supplemented by a media campaign, field marketing and participative events, all supported by a national advertising campaign that starts in January 2009.

Department of Health West Midlands strongly urges you to align your local activities, wherever possible, with the Change4Life brand to ensure that they receive maximum benefit from the national campaign.



Your organisation can join in and become a local Change4Life partner by registering your interest at www.nhs.uk/Change4Life or by calling 0300 123 3434. You will then be updated on progress and be given information on how your programmes and initiatives can benefit from the national campaign.

David Elliott
Regional Lead for Obesity
Department of Health West Midlands





Policing our communities Together

“

Together with the service, the Government wants to build on good practice to deliver a national pledge that guarantees the public some key service standards from policing, in the way that now happens in health.

”

Radical plans were included in the Policing Green Paper, From the Neighbourhood to the National, published by the Home Office in July. The document explains how the government will work with police and other partners to prevent crime, improve public confidence, and give people more information about crime and policing where they live and work. The proposals in the Green Paper have come directly from the public and police officers. The Green Paper focuses on seven key issues: Chapter 1 is about the local dimension. It describes how the Government plans to build on the success of neighbourhood policing by giving the public more chance to drive local priorities and more information on what is being achieved. And it sets out proposals to improve the visibility and effectiveness of police authorities by allowing the public to elect a majority of their members directly from their communities. This chapter is also about the related issue of service standards to the public. Together with the service, the Government wants to build on good practice to deliver a national pledge that guarantees the public some key service standards from policing, in the way that now happens in health.

The issue of bureaucracy and red-tape is addressed in Chapter 2 and sets out Government plans by which the police service can cut bureaucracy and use technology to free more officers to focus on the issues that matter.

Chapter 3 discusses the officers and staff who make up the police service and who are the key to driving policing forward. It sets out

the distinct and complementary roles of police staff and outlines plans to develop and support chief officers and frontline leaders. Improvements to the development and deployment of the police workforce are described in Chapter 4, which sets out work to focus on customer service and to ensure that forces listen to the frontline about how to deliver. It outlines the Government's approach on equality and diversity, on deployment to match demand, and on the responsibility of authorities and forces to get the workforce mix that will deliver the best service for the public.



What the Government will do to support these changes is described in Chapter 5. This covers what decisions the Government thinks need to be taken at national level, and the role of the National Policing Board in doing so, and sets out those issues which the Government will leave to local level and regional collaboration. It also endorses the ongoing importance of the tripartite policing structure, through which the Home Secretary, chief officers and police authorities jointly provide a carefully balanced governance arrangement for policing.

[Continue](#) →



Back



Next



Policing our communities Together

“

There are significant areas in the Green Paper where the Government wants to hear fresh ideas from the public, police officers and staff, alongside other areas where it is committed to action.

”

Progress that has been made in working across police forces to improve 'protective services' is the subject of chapter 6. The further steps the Government will take to encourage progress in collaboration and co-operation between forces are highlighted. The chapter also sets out the approach to counter terrorism policing, from preventing people becoming terrorists to protecting the country and policing its borders.

Chapter 7 outlines plans for a radical reshaping of national performance management arrangements. New Public Service Agreements (PSAs) set out the Government's national objectives, and Local Area Agreements (LAAs) represent agreed local priorities, but in future there will only be a single top down target for police forces – on improving public confidence in whether local crime and community safety priorities are being identified and addressed. Directly elected police authorities will have a stronger role in holding their forces to account, backed up by HMIC acting as a fiercer advocate of the public interest.

There are significant areas in the Green Paper where the Government wants to hear fresh ideas from the public, police officers and staff, alongside other areas where it is committed to action. In these areas, the Government would be grateful for the views of the public on how best to implement the proposals. Details of the Green Paper and how people can pass on their thoughts during the consultation period, which ends on Friday 10 October 2008, can be found at:

www.homeoffice.gov.uk/about-us/news/changing-police-work





Communities in control: real people, real power - White Paper

“

It is about democracy, and how democratic practices and ideals can be applied to our complex, modern society.

”

Communities in control: real people, real power was launched on 9 July 2008. www.communities.gov.uk.

The key themes are power, influence and control: who has power, on whose behalf is it exercised, how is it held to account, and how can it be diffused throughout the communities we live in. It is about democracy, and how democratic practices and ideals can be applied to our complex, modern society.

- It notes that many people – especially young people – are increasingly disconnected from democracy
- It begins from the principle that shifting power into the hands of communities and citizens is a necessary condition for addressing this.
- It sees a strong role for third sector organisations, from which many learn the skills needed to contribute to democracy
- It sees political activity as worthwhile, and states it should be recognised and rewarded as an essential part of Britain's national life
- Finally, it sees citizen participation as a means of driving forward improvement in public services. This links to the third stage of public sector reform identified by the Prime Minister, of which citizen empowerment is one of the three key elements.

The White Paper is as much about changing the terms of debate on local democracy, as about the individual policy proposals set out below.

The main policy proposals in the White Paper are as follows:

- Local authorities will have to respond to petitions submitted to them. If 5% of people in a local authority sign a petition, or if the Council's overview and scrutiny committee agrees that the petition has had an unsatisfactory response, there will be a debate in full Council. Planning will be dealt with differently to reflect the existing robust procedures for involving people in planning matters.
- Local authorities will have a new statutory duty to promote democracy. This was the main recommendation of the Councillors Commission. Councils will be able to fulfil this through measures such as providing better information about political control, stimulating local debate, improving democratic understanding, and encouraging voting and the taking up of civic positions such as that of school governor



Continue →



Back

Next





Communities in control: real people, real power - White Paper

“

The White Paper does not signify the end of work in this area. It is intended as a catalyst for change and its success will be measured over the medium term.

”

- The third sector will have a major role in implementation. The White Paper announces a £70 million Community builders fund to support community organisations across England. This will assist them to provide community facilities, and tailored local services, and to become more sustainable. The White Paper also announces a £7.5m Empowerment Fund for national third sector organisations. This Fund covers areas such as innovative schemes for young people who would otherwise not have the opportunity to gain community leadership skills, involvement in planning and social enterprise. The CLG Social Enterprise Unit will launch in the autumn
- The White Paper proposes a range of measures to increase visibility and accountability. This includes raising the profile of the overview and scrutiny system in local authorities, which is analogous to the Select Committee system at national level. Local public officials will need to appear before regular public hearings and there will be a new right to petition to hold local officers to account at public meetings. There will be a consultation on making it easier to demand a referendum on whether to have a directly elected local mayor
- There will be encouragement to take up civic duties. CLG are consulting on extending the right to time off for public duties to a wider range of roles, and make it easier for people to find information on the range of ways they could be active in civic roles in their communities
- There will be a new taskforce on the role of the workforce in empowering users of public services, and a review into extending redress for citizens in relation to local authority services
- A new Asset Transfer Unit will provide information; research and good practice to help transfer underused local authority assets to community ownership or management.

Next steps

Following the White Paper, CLG will be consulting on some of the proposals. Some of the elements will require legislation, and these will be included in the Community Empowerment, Housing and Economic Regeneration Bill this autumn. The White Paper includes a high level implementation plan.

The White Paper does not signify the end of work in this area. It is intended as a catalyst for change and its success will be measured over the medium term. Communities in Control contains an annex which gives an indication of plans for implementation..



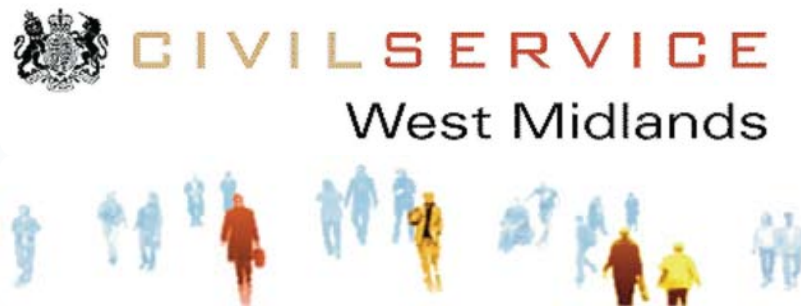


Civil Service West Midlands: Diversity Project

“

The team has already established a cross-Departmental working group, with Departmental regional Diversity leads, that covers nearly 90% of staff in the region.

”



The Equality and Diversity Project Team formed in July 2008 tasked with driving forward evidence-based improvements for staff – both present and prospective. It is a small team of three people consisting of Jane Grady as Project Adviser from Government Office West Midlands, Josie Falkner as Project Manager and Allison Adam as Project Support, both from the Ministry of Defence. All are working on the project on a part-time basis.

Diversity is a very wide-ranging subject area, and there is a great deal that could be looked at within the project. However, to avoid over-reaching and under-delivering, the project is focussing on the four key topics of: ethnicity, gender, age and disability. An 'internal' and 'external' approach is being taken to the work i.e. identifying and addressing the position for existing staff, and reaching out into key parts of the community to identify and address issues around awareness and perception of the Civil Service.

Since July the team has been focusing on gathering an evidence base from which to make some recommendations on specific actions in the region. It is anticipated that the actions will involve joining up existing activities, sharing best practice, but also feature some new initiatives. The intention is for these to be implemented in the New Year so the action plan can begin to start making a difference as soon as possible.

The team has already established a cross-Departmental working group, with Departmental regional Diversity leads, that covers nearly 90% of staff in the region. This also includes a Trade Union representative. Importantly, the expertise of Professor Richard Tomlins, currently Visiting Professor for Race and Equality at Coventry University, has been secured to help shape thinking and analyse the data.

The project team will be working closely with other CSWM initiatives. There is for example the skills agenda, which is developing a regional apprenticeship programme and examining other possibilities to open up development opportunities. There are also plans to reach out to the expertise and good work that is already going on externally within the region on Equality and Diversity.

Continue →



Back

Next





Civil Service West Midlands: Diversity Project

“

The project team is currently working on a communications plan which will include setting up a web page dedicated to the project and publishing regular newsletters.

”

One positive initiative has already been taken around gender. All the Senior Civil Service women in the region were brought together for a lunch on 17 September at Government Office West Midlands. This coincided with a visit to the region by Helen Ghosh, the Permanent Secretary of the Department for Environment, Food and Rural Affairs, who was able to address the group about her experiences of being a senior women leader in the Civil Service. The event was designed to get the group thinking about how they could help provide peer support to other women in the region. One idea discussed was the prospect of the group becoming the nucleus for a new West Midlands Women's Network, which could provide support to women moving to new stations, development days and a confidential support/advice network operated via a password protected site. Another was to develop a regional mentoring scheme for women. It is also planned to use the group as a virtual advisory network as the project team develops specific actions to help women.

The project team is currently working on a communications plan which will include setting up a web page dedicated to the project and publishing regular newsletters. The web page will be on line soon and will be accessible via the Civil Service West Midlands website at <http://www.careers.civil-service.gov.uk/westmids/>





Regional Funding Advice

“

This RFA exercise is part of a long-term Government commitment to build a strong dialogue with regional partners in different parts of the UK to drive sustainable economic growth.

”

On 30 July the Treasury launched the second Regional Funding Advice (RFA 2) exercise anticipated in last year's Review of Sub National Economic Development and Regeneration (SNR). Building on an earlier successful Regional Funding Advice exercise in 2006, RFA 2 was formally commissioned in each region through a written request at official level to key regional partners asking that they lead on the process.

The RFA exercise offers the opportunity for regions to provide advice to the Government on their long-term investment priorities for elements of economic development, transport, housing and regeneration to support sustainable economic growth. This RFA exercise is part of a long-term Government commitment to build a strong dialogue with regional partners in different parts of the UK to drive sustainable economic growth. It also contributes to a wider conversation between the Government, businesses, local authorities, the third sector and individuals in every region to understand how the economy is changing in their area.

The Treasury is linking this second round RFA with a series of regional economic papers it is preparing with Regional Development Agencies, focussing on how Government will be working with agencies across the different regions to support the local economy and help business and families in the changing economic climate. RFA 2 was launched alongside

the first of these papers, from Yorkshire and the Humber. The West Midlands paper 'The West Midlands Economy – A Joint Response to Changing Economic Circumstances', prepared by Advantage West Midlands on behalf of the Treasury and the Department for Business, Enterprise and Regulatory Reform, was launched by Regional Minister Liam Byrne as part of the Cabinet's visit to Birmingham on 8 September. The paper can be found on Advantage West Midlands' website at: http://www.advantagewm.co.uk/Images/Economic%20Overview%20Report%202008_tcm9-14627.pdf

Key elements and expectations of the second round of RFA include:

- 1 Funding which is nearly double that of RFA round 1, with regions being asked for their investment priorities for central government funding streams including housing and regeneration, transport, and economic development.
- 2 Allocations which are set out for the period of the Comprehensive Spending Review (CSR 2008-11), thereafter indicative funding streams are aggregated so regions can take a strategic view of their priorities.

Continue →





Regional Funding Advice



It is anticipated that Regional Ministers will work with regional partners to facilitate the development of the region's advice and broker agreement on the region's priorities where necessary.



- 3 Advice which is being sought on skills as part of the overall package, although the adult skills budget is not itself included in the RFA funding envelope.
- 4 A focus on promoting sustainable economic development and which represents the view of the whole region. Processes are not prescribed, but regions are encouraged to involve a broad range of stakeholders and undertake public engagement.

Treasury guidance explicitly states that the advice submitted must represent and be owned by the whole region – it is not for Government to direct. Advice is to be submitted by February 2009 to Regional Ministers via Government Offices with final decisions on its acceptance resting with Ministers.

RFA 2 envisages key roles for both Regional Ministers and Government Offices. It is anticipated that Regional Ministers will work with regional partners to facilitate the development of the region's advice and broker agreement on the region's priorities where necessary. Government Offices are asked to act as facilitators of the process, ensuring that regional partners have a clear understanding of the task and that points for clarification are considered by Whitehall Departments in advance of submission.

Bespoke regional RFA advisory and working groups have been established by partners and detailed work commissioned.

Partners are keen to ensure effective engagement with the Regional Minister at key points in the development of the West Midland's Advice.





UK Trade and Investment

“

UK Trade & Investment is the government organisation providing integrated support services to UK companies engaged in overseas trade and foreign enterprises seeking to locate in the UK.

”

UK Trade and Investment and Advantage West Midlands have recently produced an International Business Action Plan (IBAP). This is a subset of the Regional Economic Strategy and brings trade and inward investment closer together as required by UKTI's Five Year Strategy.



Brian Mountford, a Government Office employee who is seconded to Coventry & Warwickshire Chamber as an International Trade Adviser, with the company Fab & Fix who he has helped to increase their exports.

UK Trade & Investment is the government organisation providing integrated support services to UK companies engaged in overseas trade and foreign enterprises seeking to locate in the UK. It brings together the work of teams in British embassies and FCO posts overseas and government departments across Whitehall. In England, international trade support is coordinated by nine International Trade Directors working in partnership with each Regional Development Agency.

UK Trade & Investment services are delivered locally through a network of International Trade Teams. In the West Midlands the International Trade Team is made up of a core team of 6, the majority of which are Government Office Staff and International Trade Advisers (ITAs). The majority of ITAs are private sector employed by the Chambers of Commerce, based across the 6 sub regions.

The IBAP was launched for consultation in August and includes details of support for new and experienced exporters, innovative business and institutions, inward investment, building global links and coordinating trade and investment. Following the consultation period the IBAP will be launched, hopefully by the Regional minister and overseen by a mainly private sector business Forum.

More details on the work of UKTI can be found on the website www.uktradeinvest.gov.uk. For further details or a copy of the IBAP please contact Christine Hamilton Tel: 0121 503 3257 Email: christinehamilton@advantagewm.co.uk





West Midlands Climate Change Action Plan

“

The key to the success of the Climate Change Action Plan lies with successful leadership by the public sector in partnership with the business and voluntary sectors.

”

The West Midlands Climate Change Action Plan was launched in December 2007 in order to provide a coordinated regional approach to the challenges and opportunities presented by climate change.

During the first six months since the launch of the Action Plan, the focus has been to create a structure to manage the delivery of the work programme - this is now complete.

To build on the foundations laid in the first six months of 2008, the focus during the latter half of the year has transferred to delivery of the work programme. A selection of projects established by the Climate Change Office to deliver each of the six priority themes, are outlined below:

- **Planning and environment** - a three-year programme is being rolled out to influence building design and promote environmental best practice.
- **Economy** - a low carbon benchmark and evidence base is being developed, setting out how much carbon reduction impact and productivity to be achieved through the West Midlands Economic Strategy.
- **Implementation** - events have been organised to influence procurement policy as a means of reducing energy consumption and carbon emissions.
- **Leadership** - regional partners are reviewing their

environmental management policies and looking to encourage all government agencies in the region to respond to the challenge of climate change.

- **Communications** - a three-year communication strategy is being developed to deliver key messages on climate change to all sectors.
- **Targets and monitoring** - regionally appropriate performance indicators and goals for adaptation and resilience to climate impacts are being developed.

The key to the success of the Climate Change Action Plan lies with successful leadership by the public sector in partnership with the business and voluntary sectors. Action is needed across all three sectors if we are to achieve the goal of a 23.5 million tonnes CO2 reduction by 2050.

Rebecca Gill
Sustainable Development Manager
Government Office for the West Midlands





GOWM is going green!

“

The contract, awarded to MITIE as a result of a comprehensive waste management and recycling scheme was developed in partnership with the Sustainability Committee at the GOWM building.

”

The Government Office for the West Midlands has awarded MITIE's Waste and environmental business the waste management and recycling services at their offices at 5 St Philip's Place in Birmingham's city centre. The building operates over six floors, and with over 450 occupants, potentially has a sizeable impact on the environment if not carefully managed.

MITIE has established a waste and recycling management plan that includes the recycling of plastic bottles and cups, paper, cans and glass. The GOWM will also be using the TREEHUGGER® Desktop tray, designed to reduce and reuse waste paper before its eventual recycling, and Battery box for the simple and safe disposal of waste batteries ensuring they are sent for reprocessing in full compliance with the latest legislation.

In an effort to encourage people to recycle more, all of the desk bins have been removed from the building. Hence people will only make a trip to the central recycling point on each floor when necessary, and place each waste item in the correct bin respectively.

The contract, awarded to MITIE as a result of a comprehensive waste management and recycling scheme was developed in partnership with the Sustainability Committee at the GOWM building. The proposal ties in with the GOWM 'Going Green' environmental initiative and ultimately supports government body Defra's waste strategy.

Sally Coldrick, GOWM's Facilities Contract Manager said "GOWM have been working with MITIE, to look at ways of reducing and recycling waste generated on site. We introduced the new waste management contract in September 2008, in conjunction with MITIE Waste and Environmental and GOWM's Sustainability Team. Although in its infancy, all is progressing well and we are looking forward to achieving a successful partnership with MITIE in the future."



L to R: John Norlinds MITIE, Rebecca Gill Sustainability, Anika Mittal PAM Team, Moira Cullen / John Shattock Sustainability





Unsubscribe / Change Information

Under the Data Protection Act your contact details are held for the purpose of distributing Government Office information, business and circulars. I am our nominated representative, Simon Smith. The information is held in a secure database and will only be made available to members of staff of the Government Offices for the Regions.

If you do not want to receive any further communications from the Government Office for the West Midlands or if you would like to update your details or add a colleague's details to our list please click 'Update Details' below.

Update Details

PLEASE NOTE: Clicking 'Update Details' will open a new, blank email. Should you wish to UNSUBSCRIBE please ensure your subject contains the word UNSUBSCRIBE and enter the email address the newsletter currently goes to. If you would like to update your contact details, please ensure your subject contains the words 'CHANGE OF DETAILS' and that the body text includes the following:

Current:	Change to:
Name	Name
Position	Position
Organisation	Organisation
Department	Department
Floor	Floor
Address	Address
Tel No.	Tel No.
Tel No. (switchboard)	Tel No. (switchboard)
Email	Email
Fax No.	Fax No.

Have you visited our website?

Nominated for several national awards it can be found at: www.go-wm.gov.uk

