

An aerial photograph of a city, likely London, showing a dense residential area with a river in the foreground. The buildings are colorful, and there are green spaces and trees interspersed among them. The river has a boat on it.

**WEST**  
OF ENGLAND

MAYORAL  
COMBINED  
AUTHORITY

**WEST OF  
ENGLAND  
GROWTH  
STRATEGY  
OUTCOMES  
FRAMEWORK**

# West of England Growth Strategy

## Outcomes Framework

### Overview, scope and purpose

1. The West of England Growth Strategy Outcomes Framework ('the Outcomes Framework') is designed to demonstrate what success will look like in delivering the ambitions in the West of England Growth Strategy. It sets out the specific, defined outcomes where we want to see progress in the region, arising from the long-term priorities and actions agreed in the ten-year West of England Growth Strategy.
2. The framework sets out two ways we will monitor the region's progress:
  - a. Regional indicators of Growth Strategy outcomes. These outcomes reflect the broad economic and social conditions that the MCA and the regional partnership will act on. But we recognise that many external factors drive these indicators, and the MCA does not have sole, or even main, responsibility. These outcomes will be measured by regional contextual indicators, and projects will not be expected to report against them.
  - b. The outcomes our projects will contribute to, which will be delivered for residents, businesses, organisations and visitors by MCA-funded projects and programmes. All projects seeking funding are expected to demonstrate how they will contribute to one or more of these outcomes, and to report on progress.
3. In some cases, the MCA will not have the powers or funding needed to deliver the regional changes we want to see. Responsibility may sit with other agencies, central government or the private sector. Where key gaps emerge, this will help the MCA to coordinate action with a wider range of partners, and to make a case to government for enhanced powers in future.
4. The Outcomes Framework provides an enduring set of metrics that will be

consistent over time to enable effective reporting. Changes to measures may be needed where priorities have shifted or to enable more practical measurement, and this framework will be reviewed annually alongside refreshing the MCA Investment Strategy.

## **Aims and Benefits**

5. The Outcomes Framework provides a direct link from the Growth Strategy to projects. This helps to prioritise investment, report on outcomes consistently, and make aggregating results easier. It will support us in communicating impact to residents. It provides a holistic and joined-up set of outcomes that all programmes and projects will deliver against, instead of outcomes existing across multiple service-area strategies and plans. This will enable better coordination of our work across topics.
6. The Outcomes Framework will help the MCA prepare for the Integrated Settlement, which will require us to baseline, set targets and track progress against a set of outcomes and outputs. It will also increase the MCA's capability in benefits management, which is required for an Integrated Settlement.

## **Structure**

7. The Outcomes Framework is organised by the six Growth Strategy priorities and includes:
  - a. Regional indicators of Growth Strategy outcomes – these articulate the high-level changes that we wish to see in the region as a result of the Growth Strategy. These will be measured by regional contextual indicators. These will be influenced by a wide range of factors outside the MCA's control; and
  - b. The outcomes our projects will contribute to – the specific results that MCA-funded programmes and projects will be expected to deliver and report against these, in addition to any outcomes required by external funders.

# Approach to using the Outcomes Framework

8. The measures set out in the Outcomes Framework are a tool to be used in existing planning and approvals processes. Decisions to allocate funding or approve projects will be taken in line with the Investment Strategy and Local Growth Assurance Framework. Using a consistent set of outcomes to describe the benefits of projects will provide decision-makers with clearer information on where MCA funding will have impact: the outcomes framework does not imply a specific scoring of benefits or decisions.
9. Decision-making through these structures will take a balanced approach across the Outcomes Framework measures, reflecting the diverse needs and strategic priorities of the region.
10. Projects will report against the outcomes set in the Framework using existing reporting processes. This Framework does not establish new reporting approaches.

## Key principles

11. The outcomes in the framework have been designed to be:
  - a. Focussed on priorities: aligned to mayoral priorities, Growth Strategy narrative, six priorities, priority growth and enabling sectors, and target groups;
  - b. Concise and simple to understand;
  - c. Interdisciplinary: outcomes are listed under the Priority they are most relevant to, but they may apply to more than one priority, directorate or type of project;
  - d. Reflective of priority, not necessarily ease of use: outcomes are included whether or not they are easy to measure;
  - e. Future-oriented: we may not have the levers now to deliver all of them;

- f. Clear about success: deliberately written in a technical manner to allow assessment of whether the outcome has been achieved;
- g. Written as outcomes: while it may feel more comfortable to say what we will deliver or what action we will take (i.e. “Deliver measures to reduce child poverty” rather than “Reduce child poverty”, these are not outcomes. We could deliver the actions, but they may be ineffective in bringing about the change we want to see. Effort has been taken to write outcomes in way which describes the change which will result from our activities. An ‘Outcome’ is the changes or ‘benefits’ that happen because of the project and its deliverables/ activities.
- h. Preparation for future arrangements: outcomes and outputs that may be required for reporting as part of an Integrated Settlement Outcomes Framework, and which align with our own priorities, are spread across the categories. Some are regional indicators and some outcomes that projects will contribute to.

## Definitions: priority growth sectors and target groups

- 12. In the Framework, **‘priority growth sector’** refers to Advanced Manufacturing, Digital & Technologies, Clean Energy Industries, Creative Industries and Everyday economy. These include sub-sectors which are considered key enablers to achieve our priorities, such as construction, retrofit, climate resilience, transport, care, childcare and early years.
- 13. **‘Target groups’** refers to disabled residents, residents with long-term health conditions, and other agreed disadvantaged groups with complex barriers; residents of areas of deprivation; families in poverty; women experiencing underemployment; care leavers and young people. Target groups are used only for Priority 4.
- 14. **‘Growth zones’** refer to the Growth Zones in the Growth Strategy, which include the West Innovation Arc, Central Bristol & Bath, Severn Estuary,

Somer Valley, and North Somerset Growth Gateway.

15. These sectors and target groups are referenced in multiple outcomes to keep wording concise.

## Further guidance

16. The MCA will develop and publish additional material and technical guidance to support the use of the Framework, working closely with our constituent unitary authorities. These are technical documents which may change as data sources and methodologies update over time:
  - a. Guidance on measures, data sources and definitions to provide greater specificity to the outcomes contained in the Framework;
  - b. Regional contextual indicators – these will track the region’s progress against the regional indicators of Growth Strategy outcomes.. They will be affected by factors in the broader economy beyond the MCA’s influence, and projects and programmes will not be expected to report against these. But these indicators will help the MCA to understand if positive progress is being made across the region, and if not, indicate where further investigation or action may be needed;
  - c. Outputs framework and guidance of typical and acceptable project outputs to support consistency, structured to demonstrate contribution to the outcomes in the Outcomes Framework; and
  - d. Non-Growth Strategy outcomes list to increase the consistency of common outcomes in businesses cases and benefits management which projects may still want to claim, or the MCA may be required to report on to central government, but which may not be a Growth Strategy Priority.

# The Outcomes Framework

## Priority 1: Contributing to national economic growth helping our businesses succeed & creating jobs

ID	Regional indicators of Growth Strategy outcomes	The outcomes our projects will contribute to
1.A	More good jobs in priority growth sectors and/or growth zone locations	1.1.1 New jobs and increased employment in priority growth sectors and/or growth zone locations, including good jobs 1.1.2 Jobs safeguarded in priority growth sectors and/or growth zone locations For skills and pathways into work, see Priority 4
1.B	Increase productivity and grow priority growth sectors, including SMEs	1.2.1 Increase business productivity and growth in priority growth sectors and small and medium enterprises (SMEs) in these sectors 1.2.2 Increase in Gross Value Added (GVA) of priority growth sectors and SMEs in these sectors 1.2.3 Increase business resilience in priority growth sectors and SMEs in these sectors 1.2.4 Increase in the number of startups, spinouts, scale-up businesses in priority growth sectors and SMEs in these sectors 1.2.5 Increase exports of priority growth sectors and SMEs in these sectors 1.2.6 Increase inward investment 1.2.7 Increase in businesses supporting social outcomes and impact investing

1.C	Increase innovation and R&D in priority growth sectors	<p>1.3.1 Increase in patents registered</p> <p>1.3.2 Increase in organisations securing R&amp;D funding</p> <p>1.3.3 Increase in businesses adopting new technology and developing new products</p>
1.D	Deliver more energy infrastructure, digital infrastructure and workspaces	<p>1.4.1 Increase fixed and mobile coverage</p> <p>1.4.2 Fewer commercial and residential premises with connections &lt;30mbps</p> <p>1.4.3 More people, businesses and organisations have good access to digital connectivity</p> <p>1.4.4 Increase floorspace delivered or enabled (types: office, industrial and warehouse, lab and innovation space)</p> <p>For energy see Priority 5</p>
1.E	Increase awareness and reputation of the region	<p>1.5.1 Increase in reputation and awareness of the region as a great place to live</p> <p>1.5.2 Increase in reputation and awareness of the region as a place for investment and innovation</p> <p>1.5.3 Increase in the numbers of businesses moving to or expanding in the region following MCA engagement</p> <p>1.5.4 Increase in visitors and duration of visits</p>

## Priority 2: Connecting the region through better public transport & active travel

ID	Regional indicators of Growth Strategy outcomes	The outcomes our projects will contribute to
2.A	Increase satisfaction with public transport to increase journeys and mode share	2.1.1 Increase journey quality and satisfaction 2.1.2 Increase public transport patronage 2.1.3 Increase bus on-time performance 2.1.4 Improved user journey times by public transport 2.1.5 Provide appropriate frequency of public transport services 2.1.6 Increase personal safety for public transport users 2.1.7 Increase use and satisfaction with shared mobility services 2.1.8 Increase quality of interchange between modes, including active travel (walking, cycling and wheeling)
2.B	Increase active travel journeys and satisfaction to increase mode share	2.2.1 Increase in active travel journeys 2.2.2 Improve safety for vulnerable road users 2.2.3 Increase in active travel journeys for school trips 2.2.4 Increase active travel journey quality
2.C	Increase connectivity and access to employment, education, health and services	2.3.1 Increase connectivity to employment, education, health, and services 2.3.2 Increase public transport accessibility (Population living within catchment area of public transport station or stop)

2.D	Easier to understand and navigate transport system which delivers value for the customer	<p>2.4.1 Increase accessibility of information</p> <p>2.4.2 Easier to navigate the network across multiple modes</p> <p>2.4.3 Increase accessibility for disabled people across all modes</p> <p>2.4.4 Increase in perceived value for money for customers</p> <p>2.4.5 Greater integration of timetables and ticketing</p>
2.E	Provide the transport services needed to support new housing, existing communities, and employment	<p>2.5.1 Increase connectivity or provide new connectivity to new housing and growth zones (all modes)</p> <p>2.5.2 Increase active travel within growth zones</p> <p>For existing communities: See 'Increase Connectivity'</p> <p>For employment, housing and commercial space outcomes, see Priority 1 and 3</p>
2.F	Reduce the carbon and environmental impact of transport	<p>2.6.1 Reduction in carbon emissions from transport (operations and user emissions)</p> <p>2.6.2 Increase in zero emission bus fleet</p> <p>2.6.3 Increase availability of electric vehicle charging</p>

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

ID	Regional indicators of Growth Strategy outcomes	The outcomes our projects will contribute to
3.A	Improve the quality and sustainability of existing and new housing stock	3.1.1 Increase energy efficiency of existing and new housing stock 3.1.2 Reduction in direct carbon emissions from existing and new housing stock 3.1.3 Reduce household bills 3.1.4 Increase thermal comfort (heating and cooling) 3.1.5 Increase the number of new developments served by green and clean energy solutions For climate resilience, see Priority 5
3.B	Accelerate cladding remediation	3.2.1 Increase building cladding safety (meet legal requirement)
3.C	Increase the availability and affordability of homes	3.3.1 Regeneration of key sites 3.3.2 Housing delivered relative to need 3.3.3 Improve balance of tenure mix and densities on key sites 3.3.4 Increased affordability of housing 3.3.5 Reduce the number of households living in temporary accommodation 3.3.6 Reduce the number of households on the housing waiting list

3.D	Reduce barriers to delivering housing and commercial developments	<p>3.4.1 Increase planning capacity</p> <p>3.4.2 Reduce construction costs</p> <p>3.4.3 Increase site viability of complex and/or strategic development sites through infrastructure provision and other interventions</p> <p>3.4.4 Increase use of innovative partnerships, commercial and construction models</p> <p>For construction supply chain and skills, see Priority 1 and 4</p>
3.E	Provide attractive places to live	<p>3.5.1 Infrastructure and services delivered relative to need</p> <p>3.5.2 Increase accessibility and use of nature and green space</p> <p>3.5.3 Increase high street and town centre vitality</p> <p>3.5.4 Increase access to culture</p> <p>3.5.5 Increase cultural participation and engagement</p>

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

ID	Regional indicators of Growth Strategy outcomes	The outcomes our projects will contribute to
4.A	Improve educational outcomes and skills for life, further learning, good work and progression. Focussing on priority growth sectors and target groups.	4.1.1 Reduce educational attainment gaps 4.1.2 Increase in residents progressing to a higher qualification level 4.1.3 Increase in residents gaining new skills, including digital skills, through work experience, re-training or gaining additional qualifications 4.1.4 Increase in young people completing apprenticeships, further education or university 4.1.5 Increase in residents progressing to additional learning, volunteering, or other goals (such as meeting personal goals set out in health and wellbeing plans or equivalent)
4.B	Reduce employment inequalities for target groups	4.2.1 More residents gaining employment 4.2.2 Reduce employment gaps for disabled residents, residents with long-term health conditions, and other agreed disadvantaged groups with complex barriers 4.2.3 Reduce geographical employment rate gaps for residents of areas of deprivation 4.2.4 Reduce geographical employment rate gaps for residents of areas of deprivation 4.2.5 Reduce geographical employment rate gaps for residents of areas of deprivation 4.2.6 Reduce the number of young people not in employment, education or training 4.2.7 Reduce the number of low income and workless households, through good jobs 4.2.8 Reduce the pay gap and underemployment

		rate for women 4.2.9 Increase in incomes for target groups
4.C	Reduce the skills gaps and vacancy rates for priority growth sectors	4.3.1 Increase understanding of skills gaps and employer engagement 4.3.2 Improve career advice 4.3.3 Increase in pathways into region's priority growth sectors (including apprenticeships) 4.3.4 Increased supply of trained workforce for priority growth sectors 4.3.5 Reduce skills gaps and improved skills match

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

ID	Regional indicators of Growth Strategy outcomes	The outcomes our projects will contribute to
5.A	Increase clean energy generation, infrastructure, green innovation and skills	5.1.1 Increase renewable energy capacity installed 5.1.2 Reduce constraints of energy connectivity infrastructure and grid capacity 5.1.3 Reduction in carbon emissions resulting from renewable energy installed 5.1.4 Increase in locally and community-owned renewable electricity as proportion of total electricity consumption For the climate resilience economy, see Priority 1 and Priority 4 For green jobs, growth, R&D, innovation and skills see Priorities 1 and 4
5.B	More businesses and organisations supported to reduce emissions	5.2.1 Reduction in direct carbon emissions from industry and commercial operations, including from buildings upgraded 5.2.2 Reduction in direct carbon emissions from public sector buildings upgraded 5.2.3 Increase energy efficiency of upgraded buildings 5.3.4 Increase use of sustainable construction methods
5.C	Reduce the carbon and environmental impact of transport	See Priority 2
5.D	Reduce the carbon impact of the domestic sector	See Priority 3
5.E	Increase climate resilience and protection, and reduce risk for homes,	5.5.1 Increase planning for 2°C and prepare for 4°C of climate change (heat, drought and flood resilience)

	businesses and infrastructure	<p>5.5.2 Increase in climate resilience for new developments, existing buildings and other infrastructure</p> <p>5.5.3 Increase protection of the most vulnerable locations and address the most strategic risks</p> <p>For site viability, see Priority 3</p>
5.F	Increase nature recovery	<p>5.6.1 Increase area/length of green and blue habitat in line with Local Nature Recovery Strategy (LNRS) measures</p> <p>5.6.2 Increase in green and blue habitats that are in good ecological health in line with LNRS measures</p> <p>5.6.3 Increase in land managed for nature</p> <p>5.6.4 Increase wildlife abundance</p> <p>5.6.5 Increase wildlife diversity</p> <p>5.6.6 Increase connectivity in line with LNRS and reduce severance</p> <p>5.6.7 Increase in tree canopy (urban, suburban and rural)</p> <p>5.6.8 Reduce the presence of invasive species</p> <p>5.6.9 Increase use of nature-based solutions to solve climate resilience problems</p> <p>5.6.11 Increase public engagement with nature</p>

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

ID	Regional indicators of Growth Strategy outcomes	The outcomes our projects will contribute to
6.A	Improve life chances for children living in poverty	6.1.1 Increase engagement with support, advice, and information for families 6.1.2 Increase engagement in activities and education for children and families 6.1.3 Improve early years development
6.B	Increase access to childcare	6.2.1 Increase provision of childcare (number of spaces vs need, extended hours) For the childcare industry, see Priority 1 For the childcare workforce and upskilling, see Priority 4
6.C	Reduce inequality	Reduce geographical inequalities in areas of deprivation Improve quality of life in areas of deprivation For employment, income, skills, and educational attainment inequalities, see Priority 4
6.D	Increase quality of life, health and wellbeing for children and families	6.4.1 Improve wider determinants of health: delivered by all Priorities 6.4.2 Improve child health: emotional and physical wellbeing For access to nature and culture, see Priority 3



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