

To make our area (Coventry and Warwickshire) a World Class economy in which to do business; a place to: lead a great life, excel at learning, visit and return to - all supported by exceptional private, public and voluntary services.

Any area can claim its aspiration is to be World Class; but our area already has the foundations in place; we have some of the greatest world class, but quintessentially British, brands:

- Jaguar (stylish and dynamic cars known around the world and leaders in low carbon vehicles)
- Our universities: University of Warwick and Coventry University
- Shakespeare and Stratford Upon Avon; Warwick Castle (most photographed Castle in the world); Coventry Cathedral (international icon for peace and reconciliation)
- Rugby (the worldwide sport originated here)

In addition our robust local economy comprises some of the world's most thriving business sectors with some of the most successful UK companies headquartered here:

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|-------------------|---------------------|
| - Severn Trent | - Peugeot |
| - National Grid | - eon |
| - Lloyds Pharmacy | - Holland & Barrett |
| - Codemasters | - NFU Mutual |

Coventry and Warwickshire has a strong and diverse business base with a history of creating wealth for the UK through innovation, design and invention; combined with the technical skills to deliver new products and services to market. Our local automotive and precision engineering heritage coupled with excellence in vehicle design is being applied to new low carbon vehicles; and our history in power production is being taken forward by Rugby's new Power Academy.

The locality's leading Information Technology base has supported the creation of the Serious Games Institute at Coventry University and the Digital Lab at the University of Warwick. These assets will keep us at the forefront of these evolving technologies, resulting in commercialisation of cutting edge research to deliver a dynamic and resilient economy.

Where many others have talked about partnership working, we have a track record of doing it and delivering results; we now need and want to do more. We are not just accepting your invitation to set out our proposition; this has whetted our appetite because we can see that this will be a great opportunity to make our ambition real. Give us the tools and we will deliver!