

Makkah City Strategy & Masterplan

Strategy detailing launch

11 August 2024

STRICTLY CONFIDENTIAL
سري وغير قابل للتداول



We are now in Phase 2, Makkah City Strategy & Spatial plan





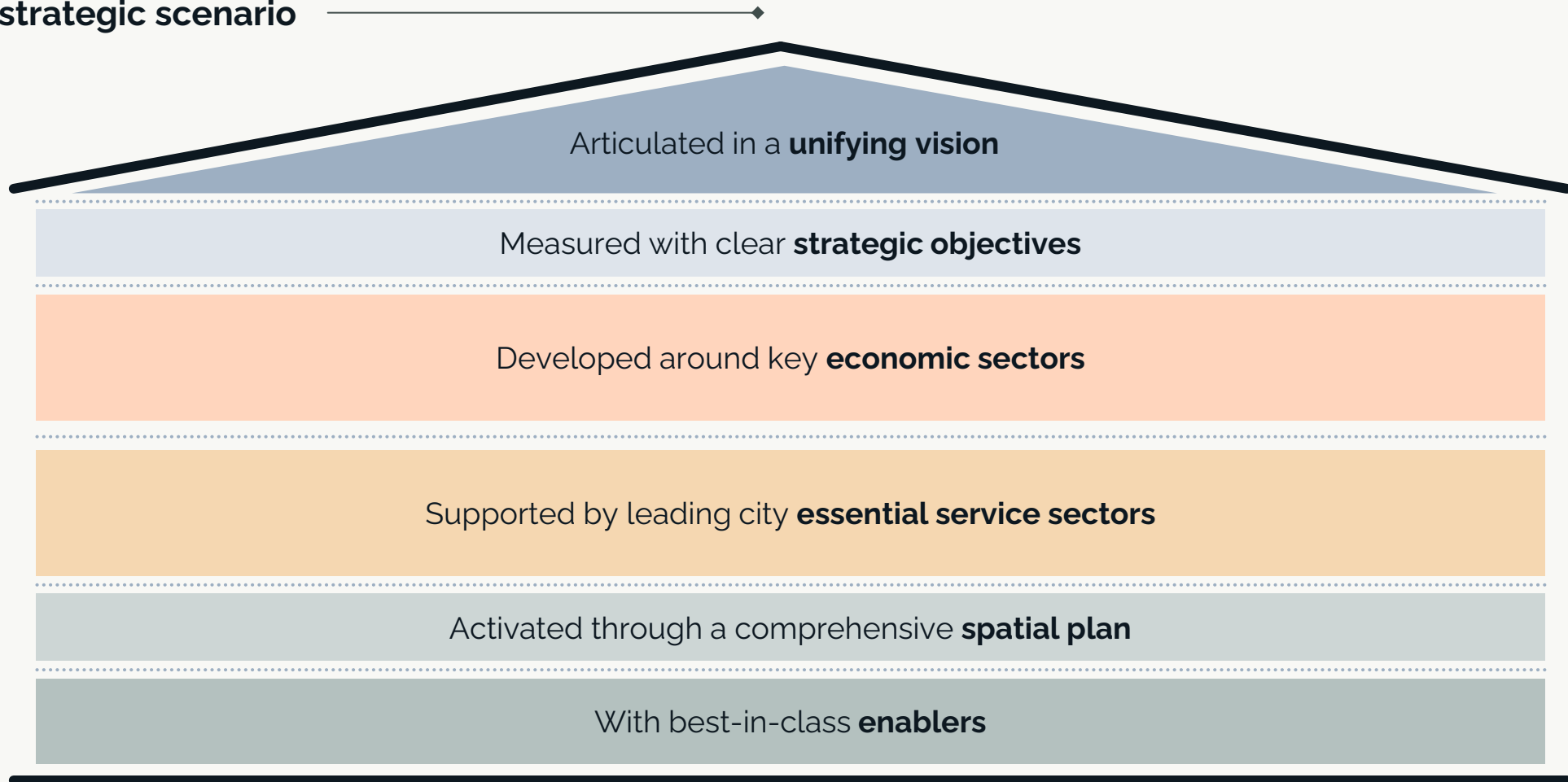
Within Phase 2, we have entered the strategy detailing phase





Strategy framework proposed to consist of six distinct layers...

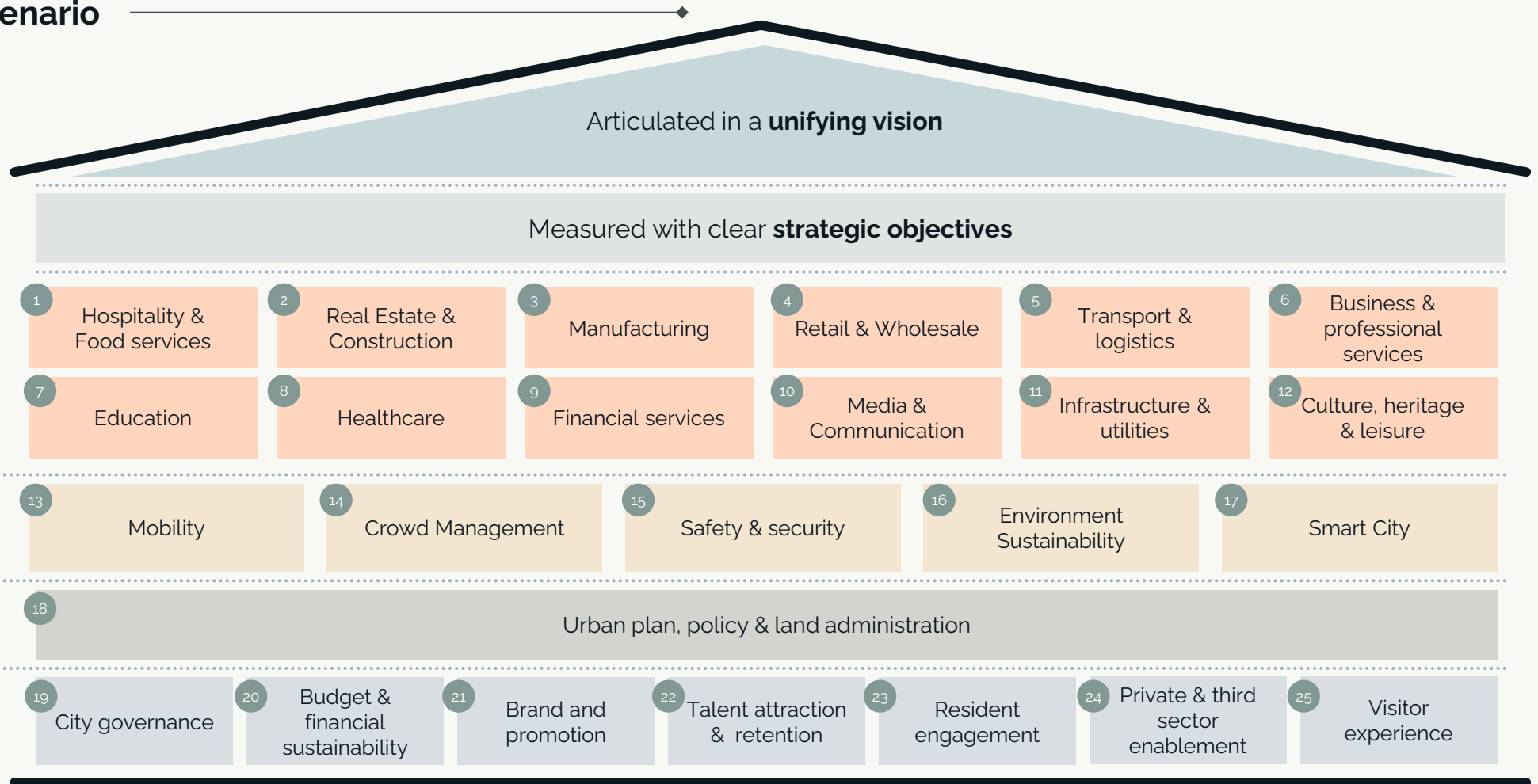
Guided by strategic scenario





... resulting in comprehensive framework consisting of 25 sectors, services and enablers

Guided by strategic scenario



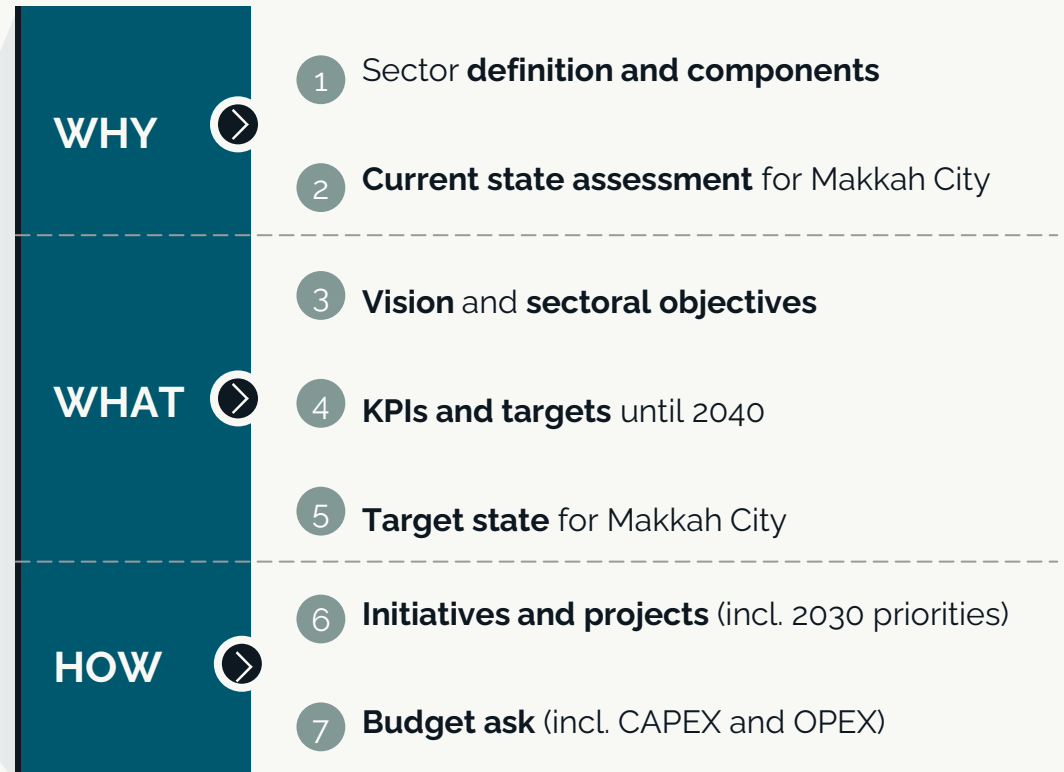


25 sector plans are being prepared to be guided by strategic guidance today, to be presented in the next meeting

25 Sector plans for Makkah



Sector plan components



Strategy detailing revolves around the development of sector plans through a collaborative approach between RCMC and external stakeholders

Sector plan components

WHY

- 01 Sector **definition and components**
- 02 **Current state assessment** for Makkah City

WHAT

- 03 **Vision** and **sectoral objectives**
- 04 **KPIs and targets** until 2040/2030
- 05 **Target state** for 2040

HOW

- 06 **Initiatives and projects** (incl. 2030 priorities)
- 07 **Budget ask** (incl. CAPEX and OPEX)
- 08 **Initiative cards** incl. preliminary timelines

Sector plans will be developed to **provide an overview** of the sector and **its blueprint** for the future

Extensive collaboration will be required :

- **Externally with stakeholders** as co-creators (with formal signoff upon completion)
- **Internally within RCMC** (e. g. interdependency alignment between sectors)



We will follow a standard city strategy development process



Vision statement that articulates the strategy

Strategic objectives which capture the city's ambition

Sectoral objectives to cascade the sector plans

Sectoral KPIs to measure achievement

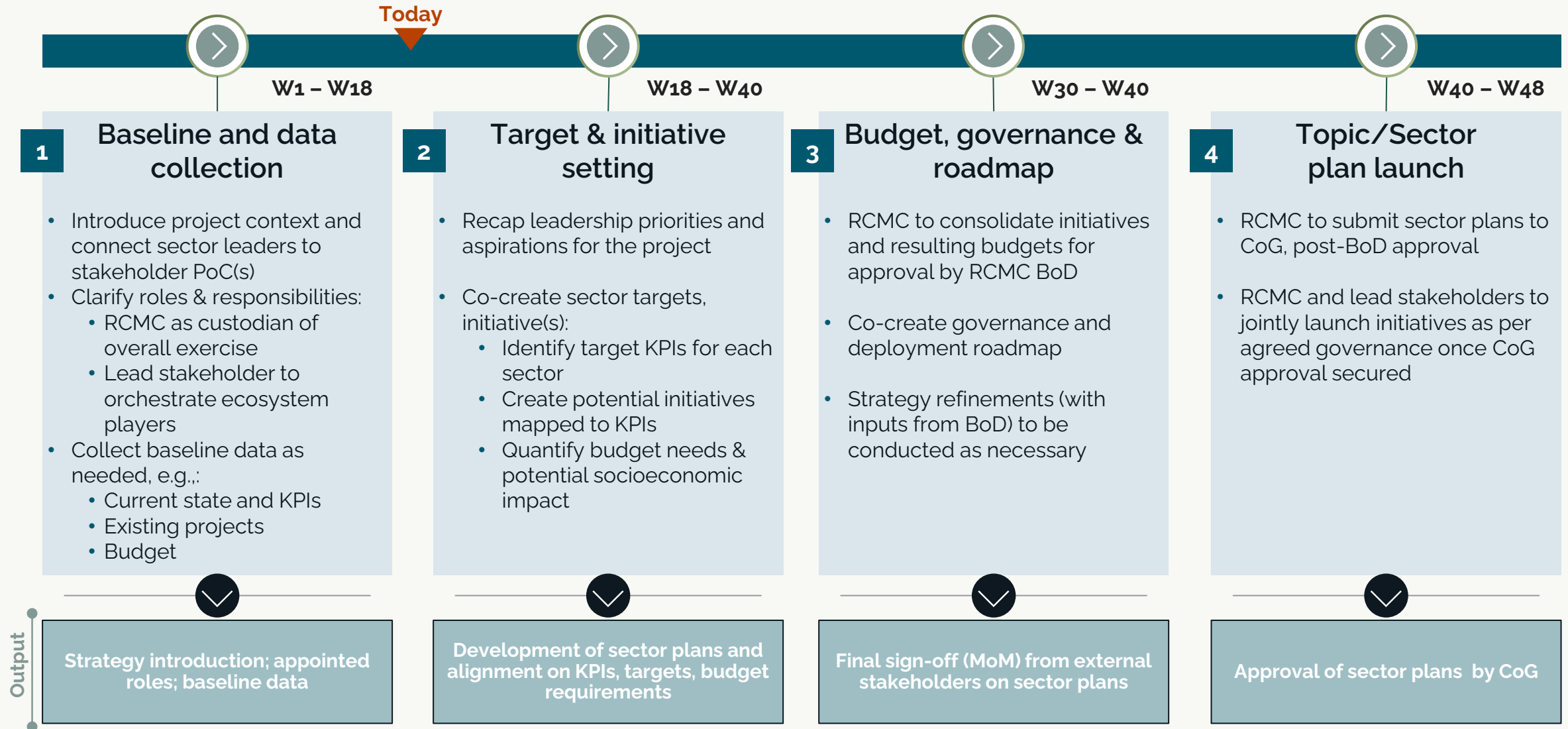
Initiatives cascaded from sectors to coordinate delivery

Projects cascaded from initiatives to execute the strategy

Budget estimations to identify funding required to fulfill ambitions



Collaboration will span across 4 different stages, with multiple touchpoints along the way





Next steps

- 1. Umm Al-Qura University** to provide **data** needed for the education sector plan
- 2. Align with Umm Al-Qura University** on sectoral objectives, KPIs and targets, initiatives, and projects.

الهيئة الملكية لمدينة مكة
المكرمة والمشاعر المقدسة

ROYAL COMMISSION FOR
MAKKAH CITY AND HOLY SITES

