



**MIDLANDS  
ENGINE**

## **FIVE YEARS OF IMPACT IN PARTNERSHIP**

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SEPTEMBER 2022





FOREWORD

In the five years since we set out our Vision for Growth, an ambitious response to the government's Midlands Engine Strategy, so much has changed in the region and beyond.

In the face of a shifting landscape of political, societal and environmental pressures, this snapshot of the many achievements that the Midlands Engine has helped bring about is proof that the power of partnership endures.

Our phenomenal momentum over the last five years has grown from true collaboration. Our strength lies in the insight, expertise, investment and commitment of all of our partners.

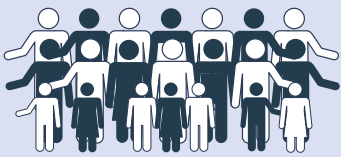
It is clear that the mutual knowledge, trust and energy we have amassed over the last five years will fuel many more achievements over the years to come, as we champion our region and work to drive positive change and growth.

Sir John Peace, Chairman, Midlands Engine



THIS IS MIDLANDS ENGINE

Home to 11m people - more than combined population of Scotland, Wales and Northern Ireland



Largest regional economy outside London - £246bn



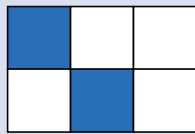
4.5 million jobs



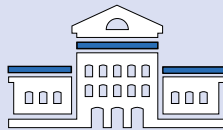
816,000 businesses



10,629 square miles



65 local authorities



9 local enterprise partnerships



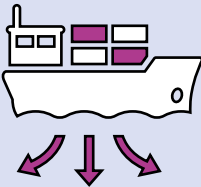
102 Members of Parliament



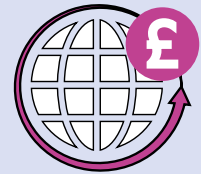
18 NHS Trusts



20% England's goods exports



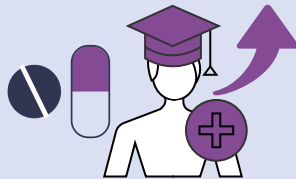
£90bn pa into national economy through international activities



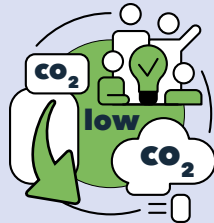
Highest number of MedTech companies in UK



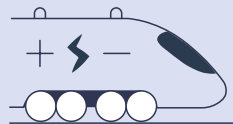
7 leading Medical Schools - 20% of UK's medical students



1 in 4 England's energy and low carbon jobs



80% UK rail freight passes through our region



92% UK's population less than 4 hours away





# A UNIFIED VOICE TO GOVERNMENT

## CHAMPIONING OUR REGION, ACTING AS A CATALYST FOR CHANGE

The Midlands Engine partnership brings collective capability and amassed scale to underpin recovery, prosperity and economic growth. Encompassing the private sector, local authorities, local enterprise partnerships, universities and NHS trusts, together we work to identify, prioritise and capitalise on major economic opportunities, as we level up our region and grow its global footprint.

### MOBILISING OUR REGIONAL PARLIAMENTARY VOICE

#### Midlands Engine All-Party Parliamentary Group

A cross-party forum for MPs and peers based in, or with an interest in, the Midlands, our APPG champions our region in Parliament.

Established in 2020, the group has helped secure increasing levels of inward investment and the relocation of government departments. APPG members have also been active in shaping several key bills in Parliament, extracting maximum value for both our region and country on the Subsidy Control Act, Advanced Research and Invention Agency (ARIA) Act and Skills and Post-16 Education Act.

### HARNESSING PRIVATE SECTOR LEADERSHIP ACROSS THE MIDLANDS

#### Midlands Engine Business Council

The Business Council meets every six months bringing together 30 renowned entrepreneurs and business leaders from across our region to collaborate on how best to drive growth and productivity, and act as a conduit for the private sector into government.

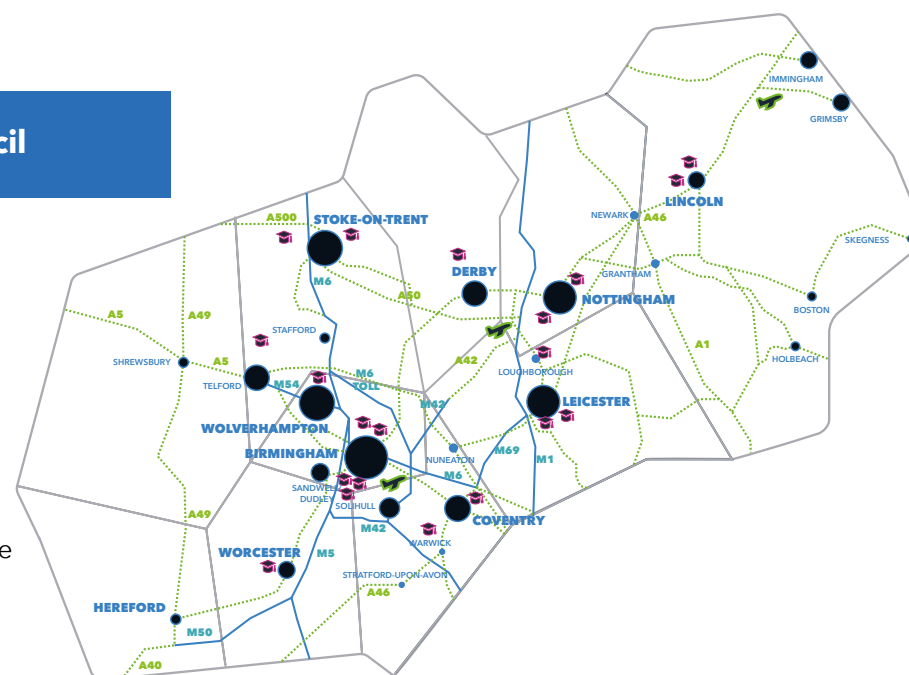
In March 2021, the Council met to discuss Budget matters with then Chancellor of the Exchequer, the Rt. Hon. Rishi Sunak MP.

### SHOWCASING PARTNERSHIP COLLABORATION & IMPACT TO PARLIAMENTARIANS

#### Keeping MPs informed about our region

Even in a dynamic political climate, working together with partners we secure high profile representation throughout the conference season at all three main party conferences.

With a strong and positive presence we fly the flag for the Midlands, championing our work in partnership to cabinet and shadow cabinet members and many Midlands MPs and articulating the impact of our ground-breaking projects. Beyond conference season, we communicate regularly with MPs and Ministers sharing knowledge about strengths, opportunities and challenges.



# GREEN GROWTH

## POWERING OUR NET ZERO FUTURE

The Midlands Engine partnership has gone further than any other region in translating government low-carbon ambitions into a regional plan for net zero. Exceptional work in low carbon is already underway across our vast Midlands Engine partnership landscape, making the Midlands a leading location for green growth. But the potential for more is phenomenal.

### DRIVING ACTION, IN COLLABORATION, FOR A CLEANER, GREEN FUTURE

#### Ten Point Plan for Green Growth in the Midlands Engine

Our industry-led Ten Point Plan is the first time a unified vision has been proposed to deliver a greener future for Midlands communities, in support of government plans for a Green Industrial Revolution. It is being driven forward by over 300 regional partners, including Browne Jacobson, Siemens Energy, Alstom, Barclays Bank, Energy Research Accelerator, local enterprise partnerships, National Trust, Cadent Gas, and Woodland Trust.



Our actions together have the potential to deliver a 36% reduction in CO2 emissions, 196,000 high-value, high-skill jobs and a further £24.2 billion for our region's economy.

### CRYSTALLISING & CHAMPIONING OUR REGION'S ROLE IN LOW CARBON HYDROGEN

#### Midlands Engine Hydrogen Technologies Strategy

Our pioneering Hydrogen Technologies Strategy highlights how the rapidly growing Hydrogen Technologies Valley in the Midlands is uniquely placed to connect hydrogen supply and demand.

Independent analysis demonstrates that mobilising to implement the ten actions set out in the strategy could deliver 167,000 new or safeguarded jobs, £10bn GVA to the Midlands and UK economy and 29% CO2 reduction against current levels in the next ten years – through these interventions alone.

### SHOWCASING THE NEXT GENERATION'S GREEN AMBITIONS

#### Midlands Engine Young People's Green Growth Assembly

Working directly with Midlands Engine, over 35 Green Growth Champions aged 15-19 developed the programme for this 2022 event, discussing their ambitions to shape a greener, cleaner and more prosperous future. Alongside hearing from the young people, over 100 business and public sector leaders shared how they are already prioritising sustainability and green growth in practice and made pledges committing to reducing their environmental impact.

### LEADING THE WAY ON HYDROGEN-POWERED HGVS

#### H2GVMids collaboration secures government funding

H2GVMids was developed by the Energy Research Accelerator, with support from EDF Energy, Cenex and Midlands Engine. Working alongside industry partners such as Arcola Energy, Toyota, Intelligent Energy and ITM Motive, the consortium is now preparing the ground for a green-hydrogen-fuelled 44-tonne truck demonstration programme in the Midlands.



# HEALTH

## PIONEERING IN HEALTH & LIFE SCIENCES

The Midlands Engine region is a powerhouse of collaborative capabilities within the health and life sciences sector, generating around £26 billion GVA annually and tackling health inequalities. Our region is home to the largest cluster of MedTech companies in the UK generating £1 billion a year for the UK economy, 1,200 life sciences businesses, seven leading medical schools and two of the three largest NHS Trusts. We also host the UK's largest Clinical Trials Unit and the UK Centre for black and minority ethnic health.

### SUPPORTING WORKPLACE WELLBEING & INCREASING PRODUCTIVITY

#### Mental Health and Productivity Pilot

The MHPP launched in 2019 as a three-year programme of research, pilot trials and campaigns funded by the Midlands Engine to help Midlands-based employers support the mental health of the workforce and improve productivity.

A collaborative partnership of local universities, mental health charity Mind, local authorities and Public Health England, it has recently been awarded further investment to extend its support of organisations of all sizes across the region.

### SHOWCASING A £26 BILLION REGIONAL SECTOR STRENGTH

#### Midlands Health and Life Sciences Symposium

This signature event was sponsored by Midlands Engine Health, an initiative led by regional partners including the MTIF, Morningside Pharmaceuticals, The Binding Site, NHS Confederation, NIHR and Greater Lincs LEP. Partners, Medilink Midlands and MI Health convened academic, industry and clinical experts to showcase Midlands strengths and expertise in health.

The event, the first of its type, strengthened networks and highlighted our unique regional capabilities, as we work to grow and accelerate the Midlands life sciences, MedTech and health sector, a phenomenal UK asset as we tackle health inequalities.

### COLLABORATING TO TACKLE REGIONAL & NATIONAL HEALTH INEQUALITIES

#### The Diabetes Blueprint

The Midlands has the highest prevalence of diabetes of all NHS regions and therefore represents a major challenge to the health of the Midlands population and economy.

In 2021, Midlands Engine, Midlands Health Alliance and Novo Nordisk convened clinical experts and other Midlands Engine partners for a virtual roundtable in 2021 and followed up with an innovative report highlighting the social and economic implications of existing health inequalities and the opportunity posed by tackling rates of type 2 diabetes.

Work is now being spearheaded by Midlands Engine Health partners to develop an implementation plan that will ensure the recommendations within the Diabetes Blueprint are acted on with urgency.



# DIGITAL

## UNLOCKING THE POWER OF DIGITAL CONNECTIVITY

Enabling smart public services and digitalised business right across the Midlands is a key focus to promote regional competitiveness. As we drive digital levelling up across our region, we are creating a network of digitised businesses and exceptional digital skills and bridging the 'digital poverty' divide exacerbated by the pandemic. Connecting every part of our region is a fundamental need, for regional prosperity and to amplify the role our region plays on the world stage.



### SEIZING DIGITAL POTENTIAL

#### Discontinuous Innovation in the Midlands Engine (DIME)

Our DIME report focuses on helping our partnership identify and understand the gap between where we are now with technology adoption and application. Huge potential exists to be an early adopter of the technologies of the future, which will continue to transform business and industry.

Delivered by our Midlands Engine Observatory, with work led by Loughborough and Coventry Universities, key findings highlight how a technology 'leapfrog' might be possible (e.g. expediting 3G areas direct to 5G, 6G or satellite) and how future technologies might be brought to our region first as they emerge.

### COLLABORATING TO PINPOINT DIGITAL INVESTMENT

#### UK's most comprehensive Digital Connected Map

For the first time, we have a full understanding of regional connectivity thanks to the Midlands Engine Digital Connected Map. Working together with mobile operators, local authority partners, Ordnance Survey, universities and our partners, we have developed this game-changing asset.

It is a comprehensive record of public assets, broadband, 4G, 5G and fibre + gigabit connections, providing an invaluable picture of current coverage and where services are needed most - to target investment that can accelerate connectivity in the Midlands and drive regional economic prosperity.

#### 5G IN THE MIDLANDS

✓ £5bn value over the next five years

✓ £15.9bn value over the subsequent five years



# MIDLANDS ENGINE OBSERVATORY

## EVIDENCING OUR REGIONAL DEVELOPMENT PRIORITIES

The Midlands Engine Observatory is the only pan-regional Observatory in England. It is a vital alliance of leading academic researchers and economic and industry experts working together to gather the data and intelligence that can shape policy, help target investment for recovery and growth, and measure levelling up progress – in every part of our region.

### SUPPORTING GROWTH WITH MIDLANDS-SPECIFIC INTELLIGENCE, EVIDENCE & INSIGHTS

#### Midlands Engine Intelligence Hub

The Midlands Engine Intelligence Hub provides a single, interactive portal for all our Observatory intelligence. Putting the power of this data and research at the fingertips of diverse private and public sector partners, the Hub brings multiple potential benefits to the region, such as stronger business cases for investment, along with robust comparisons, benchmarking and forecasting to support policy recommendations.

Such data and insights also help inform reactions to government policy and lobbying, and provide a better understanding of regional needs and opportunities for targeted investment.

### INFORMING DECISION MAKING WITH UP-TO-THE-MINUTE DATA

#### Quarterly Economic Briefing series and State of the Region reports

In 2021, we launched our quarterly series of virtual economic briefings providing up-to-the-minute data, analysis and intelligence to representatives from local authorities, local enterprise partnerships, universities, government and the private sector.

The 2021 series culminated in our State of the Region 2021 report, including a briefing on the impact and implications of Covid-19 and the EU Exit on the Midlands and featuring presentations from HSBC and Barclays. These quarterly and annual presentations provide a contemporary evidence base and invaluable analysis of the entire Midlands economy.



### MIDLANDS ENGINE OBSERVATORY

- ✓ The only pan-regional Observatory in England
- ✓ Secured £500,000 of co-investment from universities and other academic partners
- ✓ Holds quarterly economic briefings to share and discuss latest research and data

# MANUFACTURING

## INNOVATING & ADAPTING TO MEET NEW CHALLENGES

The Midlands accounts for 20% of all England's exports and generates £246 billion for the UK economy – the majority from the manufacturing sector. We have a unique concentration of R&D energy infrastructure and wide-ranging capabilities and innovation strengths, all led by dynamic businesses and world-leading research centres. Our region was the original global manufacturing pioneer and we continue to lead the world through our innovative responses to unlock productivity for growth and prosperity.

### CHAMPIONING WORLD-LEADING MANUFACTURING CAPABILITIES, INNOVATION & POTENTIAL

#### Midlands Manufacturing strengths and opportunities reports

Midlands Engine Makes and Midlands Engine Manufacturing Opportunities highlight the exceptional breadth of production within our region and the vast economic benefits of using the region's current specialities to capitalise on new challenges and opportunities.



The studies – based on significant work across all sectors by Midlands Engine partners and Midlands Engine Observatory analysis – show the impact of new manufacturing opportunities could be an estimated 165,000 jobs and more than £13.7 billion GVA to the Midlands by 2030.



### INSPIRING A NATIONAL MANUFACTURING REVOLUTION

#### Midlands Manufacturers convene

In partnership with leading UK think tank, The Centre for Social Justice, Midlands Engine, Make UK and East Midlands Chamber brought together over 50 of our region's leading manufacturers to discuss the sector's role in levelling up the UK.

It is the first stage in developing new policies, due to be published in spring 2023, to encourage government to promote and enhance manufacturing at the heart of the UK's economic and social regeneration. Boosting manufacturing has a key role in creating regional growth and reducing geographical inequality, leading to higher productivity and better wages for all.



### MIDLANDS ACCOUNTS FOR 21% OF ALL UK MANUFACTURING

- ✓ 20% of UK manufacturing workforce
- ✓ £36 billion per year generated by Midlands manufacturers

# TRANSPORT

## INVESTING IN TRANSPORT FOR GROWTH

Midlands Connect, the transport arm of the Midlands Engine, is working with partners to decarbonise our region's transport network, with a focus on more charging points, improving public transport and reducing congestion.

### TRANSFORMING RAIL CONNECTIVITY

#### Midlands Engine Rail

Midlands Connect's rail programme, Midlands Engine Rail, is an ambitious £3.5 billion plan comprised of seven major projects that will transform rail connections within and right across our region as well as with the rest of the country.

The programme's flagship project – Midlands Rail Hub – secured £20 million in 2020 and is now submitting the Outline Business Case to government, taking the vision for a £2 billion package of improvements to transform east-west rail connections closer to realisation.

### PINPOINTING PRIORITY PROJECTS FOR THE NEXT DECADE

#### Strategic Transport Plan for the Midlands

Outlining the action needed to secure a fairer, greener and stronger Midlands, this Midlands Connect report reflects on the impact of the last five years on the region and the transport sector specifically.

The plan sets out a short-term priority investment pipeline of urgent road and rail projects that can deliver against the challenges identified over the next five to ten years.

### SECURING GOVERNMENT FUNDING

#### Key road upgrades

Midlands Connect has helped secure nearly £300 million of government funding for road projects in the region including North Hykeham Relief Road, Birchley Island in Sandwell, and the A38 in Bromsgrove. Improving everyday journeys and public transport reliability, encouraging active travel users, and supporting new jobs and homes, the schemes will generate millions in economic benefits for local communities in the Midlands.

### LANDMARK REPORT ON FUTURE OF ELECTRIC VEHICLES

#### Midlands Connect Supercharging the Midlands

Released in 2021, this vital analysis of current and future electric vehicle (EV) use across the region suggests that EV use will increase by over 3,000% by the end of the decade, and that installation of public EV charging points must be six times as fast to support growing demand.

Midlands Connect is now working together with partners to create a region-wide EV strategy to overcome the challenges of installing the infrastructure required to ensure the Midlands can keep pace with change.



# GLOBAL & INVESTMENT

## EXTENDING OUR INTERNATIONAL REACH

The Midlands Engine partnership has an important role to play in turning Global Britain into reality. By identifying and activating inward investment opportunities, we aim to expand our global footprint in support of levelling up. Increasing inward investment and exports will also help to close the £82 billion productivity gap in the Midlands leading to greater prosperity for our communities and economic growth at scale.

### HIGHLIGHTING PRIORITY CAPITAL INVESTMENT OPPORTUNITIES

#### Midlands Investment Portfolio

Working with partners, we have launched an exceptional Midlands Investment Portfolio, setting out partner priority investment opportunities, highlighting future foreign direct investment clusters and featuring pan-regional sectoral strengths including green growth, digital, and health and life sciences.

Showcasing a pipeline of over 60 inward investment opportunities and representing over £26.5bn GDV, securing this investment has the potential to deliver over 150,000 Midlands jobs.

### CONNECTING THE MIDLANDS WITH INTERNATIONAL INVESTORS

#### Midlands UK Forum for Growth

In late November 2020, stakeholders from across our partnership joined forces to showcase £17.6bn of exceptional investment opportunities to the world. Held entirely on a virtual platform over three days it was the first event of its kind to be held by any region in the UK, bringing together public and private organisations from the Midlands, along with international investors, to gain a comprehensive insight into the region's strategy, policy and plans for sustainable growth: from housing, connectivity and regeneration, to technology, green energy and more.



### ADVOCATING FOR INTERNATIONAL TRADING HUBS

#### Two Freeports in the Midlands Engine region

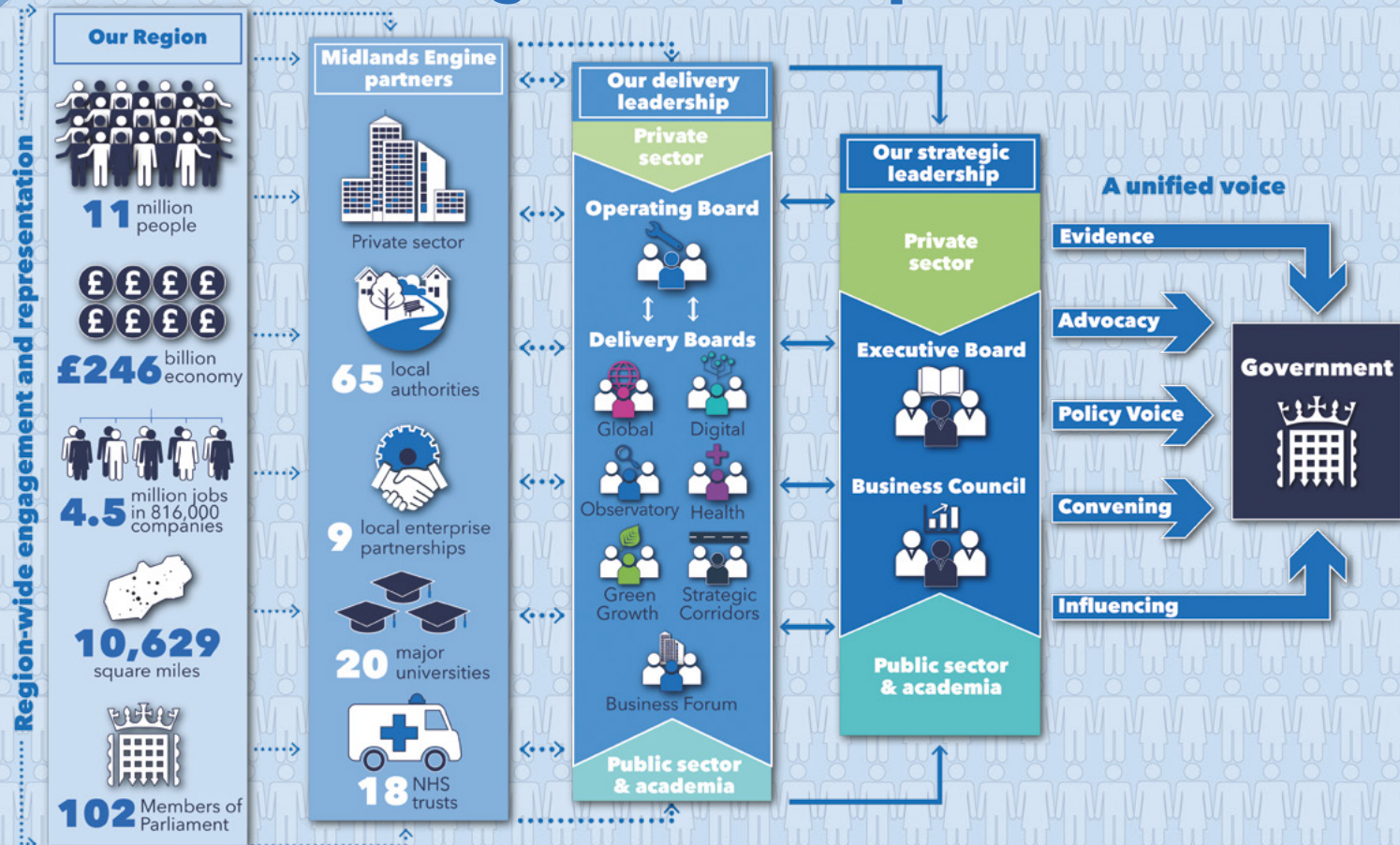
Announced in 2021, the creation of the Freeports of Humber Ports and East Midlands Airport was a decision that was strongly advocated for by Midlands Engine partners. These international trading hubs will play a crucial role in levelling up our region, supporting our plans to drive up economic potential, rapidly accelerating existing initiatives, increasing investment and delivering long term regional growth.

### TRADE & INVESTMENT

- ✓ The Midlands accounts for 20% of England's exports
- ✓ Midlands trade and investment worth £90bn pa



# Our Midlands Engine Partnership



**Our Partnership** - The Midlands Engine is the largest regional economy in the UK outside London and the place that 11 million people call home. Our Midlands Engine partnership spans the heart of the UK. Working at scale, we focus on adding value - tackling the things that really matter in our region to drive prosperity for our communities and businesses.

**Our Impact** - Together, we make sure the Midlands voice is heard and act as a positive agent for economic, social and environmental change, to benefit every single part of our region. We do this through shared intent, collaborative investment and a unified voice, direct to government.

## MIDLANDS ENGINE



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The Midlands Engine is a coalition of local authorities, local enterprise partnerships, universities and businesses across the region, actively working with government to build a collective identity, to enable us to present the Midlands as a competitive and compelling offer that is attractive at home and overseas.  
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