



## A50/A500 Midlands Growth Corridor

# CASE STUDY

The A50/A500 road network extends for 90km, stretching from East to West, connecting Cheshire and Staffordshire to Derby and Nottingham. There is now a vision to turn this Midlands Growth Corridor into a primary locations for low-carbon growth and investment in the UK.

The Corridor is already home to the likes of JCB, Toyota, Rolls Royce and Alstom, and is set to connect to the East Midlands Freeport although, with widespread development planned and congestion already an issue on the A50/A500 route, there is a need for a sustainability-led plan to help keep locals, employees and businesses moving. A dynamic hub for cutting-edge manufacturing and innovation, with specialists in clean energy, hydrogen and technology, there are national benefits to be gained from keeping the corridor moving.

The vision is for the Corridor to become one of the lowest carbon emitters, meeting or exceeding 2030-40 targets and making it the easiest place in the UK for a business to decarbonise. Furthermore, it is estimated that turning the Midlands Growth Corridor into a global manufacturing and innovation superpower could bring in £1.5 billion of potential investment opportunities and 17,000 new jobs by 2061.

Fifty500 Midlands Growth Corridor is an investment plan developed by Staffordshire County Council, in a strategic alliance with other local authorities, regional bodies, businesses and academics.

The plan consists of six investment propositions aiming to drive decarbonisation of industry and transport and deliver jobs and economic growth along the route of the A50 and A500.

These include:

1. A Midlands Industrial Energy Plan to ensure businesses and industry across the Corridor have a localised clean fuel supply to power industrial processes and decarbonise operations
2. Transition from road to rail freight, removing congestion and driving decarbonisation
3. A zero-emission "innovation valley" across the Corridor to advance key technologies, including zero-emission vehicles
4. Innovation factories, creating an innovation ecosystem through cross-sector collaboration across the Corridor
5. A supplier park to accelerate development timelines and reduce costs
6. Smart factories, enabling businesses in the Corridor to be as productive and efficient as possible through using new technology.

Although in its early stages, this case study is an example of how Midlands industry, academia and public sector are coming together to invest in clean energy and industrial growth.

Credit: <https://fifty500.com/>

[https://fifty500.com/wp-content/uploads/2024/01/fifty500\\_MIDLANDS\\_GROWTH\\_CORRIDOR.pdf](https://fifty500.com/wp-content/uploads/2024/01/fifty500_MIDLANDS_GROWTH_CORRIDOR.pdf)