

The Midlands Engine Ambition

Informing Midlands Engine Strategy Refresh

**THE MIDLANDS
ENGINE IS
HERE**  **BE A PART OF IT**

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Background

- Midlands Engine Strategy refresh announced in Autumn Budget 2018
- Spring and summer 2019 work underway on content and priorities
- Ministerial champion Rt Hon Robert Jenrick MP announced Aug 2019
- Emerging Government policy - Levelling up prosperity

Our Approach

- Consultation – engagement and dialogue with stakeholders
- Co-development – with Strategic Theme Groups and civil servants
- Evidence – using analysis from the Midlands Engine Economic Observatory, interim IER report and interviews with business
- Track record – building on existing approach, core principles, strategies and programmes

Vision

Midlands Engine is ambitious: ambitious as we drive forward continued progress in unlocking the true potential of our region, for our communities - working with pace, at scale and in partnership.

Our vision for the Midlands is a region of high economic growth - accelerating further still as we grow our impact as the economic heartbeat of the UK. By 2030 the Midlands is a place which is truly digitally enabled - as we move rapidly to become the first Smart Region in the UK.

Benefitting from targeted investment - the Midlands is a region of excellence in connectivity - regionally, nationally and internationally; one where earnings and employment levels are rapidly rising and our communities enjoy opportunities in diverse, well paid and highly skilled jobs as part of a sought after quality of life in the Midlands.

Our ambitions



The Smart Region

Being a smart region means creating links between data, growth, innovation and liveability: a data-led, ultra-connected, ultra-integrated region. Technology and ideas are constantly evolving and we will create the region which seizes this opportunity with a culture of innovation and creativity. We will ensure everyone feels the benefit of these new technologies, be that better health and social care for our communities or better education for our children.

As first steps to becoming a Smart Region, Midlands Engine needs low-carbon, reliable, affordable energy to power our region, significantly enhanced digital connectivity and a collaborative and open approach to data.

The Smart Region

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The Smart Region

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Investment in digital deployment. We have created Midlands Digital to oversee all aspects of our digital programme. This has identified key foundation projects, including investigating the integration of 5G with Wi-Fi, developing an economic model for infrastructure delivery and carrying out high-level network design.

A data-driven approach to the energy challenge. We will develop a clear overview of regional activity, capacity, challenges and partners. This will aid planning and regional level solutions identification. We will map current assets, future demand, skills /employment and key developments to understand constraints and opportunities.

Data and intelligence - growing Midlands Engine Economic Observatory. We will audit 'smart' projects and pilots underway and learn from them. As we advance as a Smart Region, we will create a central data repository, collating/growing evidence, joining up local work and expanding the breadth/depth of data held to shape policy.

Understanding the skills needed to develop a smart region. Delivering a Smart Region will require a high level technical workforce, including data scientists. We will work with universities and businesses to understand where Midlands Engine can bring support to attract and retain relevant talent and where we can 'grow our own'.

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Strategic transport connectivity

Enhanced mobility makes us more productive, more prosperous and better able to reach our economic potential. By investing in Midlands Connect propositions, the government will be turning our evidence into investment, transforming Midlands connectivity.

HS2 is an opportunity to maximise the benefits of connectivity investment, boosting business potential across the Midlands Engine, improving access to new international markets and supporting local industrial growth.

Strategic transport connectivity

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Strategic transport connectivity

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Midlands Engine Rail – A series of programmes to grow and improve our vital rail network. It includes maximising the impact of HS2 phase 2b, creating the Midlands Rail Hub, bringing HS2-compatible services to Nottingham and Leicester city centres, increasing rail freight capacity and improving access to international gateways.

East-West Economic Corridors – We are beginning to address East-West limitations with the development of the Trans Midlands Trade corridor based upon the pan-Midlands A46 road. And we are developing an approach to two other key corridors: the North Midlands Manufacturing Corridor, and the East Midlands Logistics Corridor.

Freight and trade – We are ambitious to drive export growth. We will explore free trade arrangements around ports/airports, look to maximise airport potential and turbo charge our logistic sector through new infrastructure and the introduction of new modal shift options.

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Internationalisation, trade & investment

Ready to lever our global relationships, building on our international work to promote our businesses, universities and attractions on the world stage, we will measurably expand our international activities, ensuring that we capitalise on the existing brand and work of Midlands Engine.

We will rapidly increase the value of our international activities and impact, ensuring the Midlands continues to compete strongly as we grow our international footprint.

Internationalisation, trade & investment

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Internationalisation, trade & investment

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Deliver the Midlands Engine Internationalisation Strategy – We will scale up our work and have designed a pilot programme for growing internationalisation activity. We will deliver the priorities set out in the Internationalisation Strategy, aligned to the six pillars including trade, FDI, higher education and tourism.

Maximise impact through events, promoting the Midlands – the Midlands is host to several major international events in coming years, including the 2020 UK/China Regional Leaders' Summit, City of Culture 2021 and Commonwealth Games 2022. Others are planned, such as the Festival of Britain.

Supporting SMEs through Brexit – we do not yet know what the exit arrangements will be from the European Union in late 2019. It is likely though that SMEs will require enhanced support, advice and perhaps short-term funding to respond quickly to new trade arrangements.

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Innovation & business growth

The Midlands needs to be competitive, with wages and productivity growing rapidly. Supporting our businesses to be competitive and productive right across Midlands Engine is a core focus, strengthening and growing new links with our innovation and enterprise universities, advancing pan-regional sectors and clusters of successful industry and ideas through supply chains, finance and innovation.

Midlands Engine businesses and universities are developing, creating and making for Britain.

Innovation & business growth

2020 - 2021 Ambitions

Innovation & business

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Accelerate Midlands Engine innovation. Working with businesses we will improve access and collaboration between industry, universities and research institutions. We will design how to enable more collaboration/action across the partnership, taking learning from the SIA. We will develop specific proposals and a plan for delivery.

Midlands Engine Development Corporation. This is focused on three strategic development sites, maximising the benefit of HS2 investment. It represents a once-in-a-generation opportunity to drive economic growth, deliver on national priorities such as sustainable energy and promote international trade through advanced logistics.

Support the regions sectors. We will prioritise regional sector and cluster development for major sectors (eg visitor economy) established sectors such as manufacturing and growth areas (med and fintech). We will accelerate take up of Midlands Engine Investment Fund and focus on supply chain optimisation, derisking and resilience.

Supporting a world-class skills system. Encouraging new models of skills delivery at scale and sharing learning between our partners to maximise impact and support the delivery of skills linked to the Midlands Engine ambitions and associated intervention areas.

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How we work



Midlands Engine Principles

- We bring **additionality**, complementing the work of Local and Combined Authorities, LEPs, universities, businesses and others to generate added value at the spatial scale of the Midlands
- We lever the capacity of the Midlands to help Britain succeed. We are **apolitical**, focusing on increasing productive economic growth and improving quality of life for our communities
- Our delivery is framed by **long-term strategic** priorities, focusing on high impact, regionally significant initiatives, delivered through partnership
- We work on projects that benefit **the whole region** within a resilient partnership model
- We **work collaboratively** and speak with a unified voice, implementing a distributed leadership model to drive delivery

Taking this forward

- Discussion and review – Executive Board
- Advance planning and business cases, prioritising and developing our Midlands Engine delivery programme
- Partnering with Government, to secure support and investment
- Communicate and engage with our stakeholders

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