**GEOGRAPHY AND PARTNERSHIP**

- From Staffordshire in the west to Lincolnshire in the east, Derbyshire in the north to Herefordshire in the south
- 10,629 square miles
- 1000s of engaged businesses
- 65 local authorities, 9 local enterprise partnerships
- 102 Members of Parliament
- 20 major universities
- Home to almost 11 million people – more than combined population of Scotland, Wales and Northern Ireland.

**However...**

- **Underinvestment over time** leaves the true economic potential of the Midlands and community prosperity unrealised
- Productivity gap estimated at £82bn and growing
- **24.8%** of the Midlands is in the top 20% of most deprived areas in England.

**GROWTH AND PRODUCTIVITY**

- Largest regional economy outside London, equivalent to size of Denmark’s economy – c£250bn
- 4.5 million homes, over 800,000 firms and nearly 4.4 million jobs
- £90bn p.a. contributed to national economy through international activities
- 20% share of England’s exports
- Diverse business growth assets and strengths in many sectors including agri-tech, logistics, MedTech and advanced manufacturing
- In 2020-21, Midlands accounted for nearly 20% of new jobs created from Foreign Direct Investment projects in England.

**However...**

- **Remaining barriers to growth** include skills, infrastructure, access to finance and R&D
- Scale of underinvestment is £91bn (compared to the rest of the UK) over the last 16 years
- Among the lowest post-pandemic/EU Exit recovery in EU exports of all UK regions – 4.5% below national average.

**RESEARCH & DEVELOPMENT**

- **16.5%** of UK’s private sector R&D, with firms investing over £4bn p.a.
- Leader in R&D-intensive industries such as automotive – Europe’s largest automotive R&D facility, the National Automotive Innovation Campus at University of Warwick
- Home to major world-class assets and innovation anchors at the forefront of industrial digitisation agenda
- 25 hi-tech/science business parks and innovation and technology centres, and 8 Enterprise Zones.

**However...**

- Just 7% of government spending on R&D is in the Midlands and the region underperforms against the England minus London benchmark for R&D intensity
- Knowledge generation and R&D spend is concentrated in a small number of firms and research institutions, so averages that take in the whole region mask the reality of considerable variation in performance
- Innovation and knowledge are slow to diffuse out from the region’s science assets to the wider business base.
**SKILLS**

- Huge skills asset base with 387,000 students enrolled across 22 universities
- Over 2.3m people (37% of working age pop.) qualified to NVQ Level 4+ – increase of 9.1% compared to UK-wide increase of 7.2%
- Nearly 63,000 more residents need to be upskilled before the region draws level with national average.

**DIGITAL**

- Over 200,000 businesses, 128,700 jobs and 450 high-growth digital businesses
- Centre of excellence in digital innovation - home to UK’s first multi-city 5G testbed and world’s first 5G connected forest
- Comprehensive full fibre broadband network could enable 55,000 new people to enter region’s workforce
- 5G alone worth £5 billion to the economy in next 5 years.

**HEALTH AND LIFE SCIENCES**

- Highest number of MedTech companies in any region in the UK generating £1.6bn p.a.
- Stable, ethnically diverse population of over 10m - ideal test bed for global health and multimorbidity interventions
- World-leading NIHR infrastructure embedded in our NHS, including UK’s largest Clinical Trials Unit, 3 Biomedical Research Centres, 2 Applied Research Collaborations, Centre for Ethnic Health Research, School for Primary Care Research and 1 of only 5 UK Patient Recruitment Centres
- 2 leading Medical Schools, producing over 20% of the UK’s medical students
- 2 of the 3 largest UK NHS Trusts.

**GREEN GROWTH**

- 1 in 4 energy and low carbon jobs in England based in the Midlands
- Sector worth £26.6bn p.a.
- Ten Point Plan for Green Growth in the Midlands Engine has potential, by 2041, to: create 196,000 new green jobs; boost economy by £24.2bn; reduce CO₂ emissions by 36%
- Midlands Engine Hydrogen Technologies Strategy, centred around plans for a Midlands Hydrogen Technologies Valley, has potential, by 2041, to: create or safeguard 167,000 jobs; boost economy by £10bn; reduce CO₂ emissions by 29%
- Since 2018, CO₂ emissions have decreased by 4.4% in the Midlands compared to 3.8% nationally.

**TRANSFORM**

- 80% of UK rail freight passes through the Midlands
- 92% of UK’s population is less than 4 hours from the Midlands
- East Midlands Airport is home to the UK’s largest dedicated air cargo operation
- Globally significant firms like Astra Zeneca and Rolls Royce located along A50/A500, as well as three planned HS2 hubs - Crewe, Stoke-on-Trent and East Midlands Parkway.

**However...**

- The Midlands falls behind UK average in terms of life expectancy
- 1 in 13 adults has received a diagnosis of diabetes – the highest of any region in England
- Health businesses cite multiple barriers to growth including access to: finance and investment; clinical partnerships and trials; skills; facilities for product development; and research expertise.