



### Publications and campaigns

Following the launch of the [Diabetes Blueprint](#) on World Health Day in April, we commenced the physical mailing of the report to Midlands MPs, peers and parliamentarians with a policy interest in public health. This mailing took place during UK Diabetes Awareness Week and pre-empted the Midlands Engine APPG Health meeting. We also launched the [Midlands Investment Portfolio](#) at UKREiiF with support from Minister for Investment, Lord Grimstone, Minister for Science and Innovation, George Freeman MP and Levelling Up Minister, Neil O'Brien MP. In addition to the physical launch, we delivered a comprehensive online campaign with media coverage in the local press and public support on social media from local stakeholders including MP for Loughborough, Jane Hunt.



### Midlands Engine Communications Advisory Group

Following the presentation of the Midlands Engine Communications Strategy, plans are in train to establish an advisory group comprising a core of key communications contacts from partner organisations to better identify and amplify opportunities for participation, publications and products. A supporting information sharing platform is also being considered to encompass all wider communications contacts.



### Digital communications

The timely promotion of the Diabetes Blueprint, Health Factsheet, Towns and Cities Regeneration Factsheet and a number of [Observatory reports](#) have provided opportunities for continued stakeholder engagement on social media. The delivery of the week-long launch of the [Midlands Investment Portfolio](#) on twitter provided ample opportunity to tag local authorities, industry stakeholders and parliamentarians whilst highlighting the scale of work and possible investments in the region. Social channels have also been used to drive traffic to the Midlands Engine website, which continues to publish key stories from Midlands Engine and partners.

Due to this, the month of May saw significant outreach on Twitter and LinkedIn. For the former, the Midlands Engine account saw 36.4k tweet impressions (up from 19.5k in April), 10.7k profile visits (up from 5.1k), and 139 mentions (up from 67). On LinkedIn, the Midlands Engine account received 487 visitors (up 27.5%), and 7,000 impressions (up from 5,300). Both also continued to steadily grow in follower numbers since the last board report, with 41 new Twitter followers and 129 on LinkedIn.

### Voice to government

The focus on parliamentary engagement has been sustained, with continued ministerial outreach and further success in engaging with key opposition stakeholders. Meetings have been held or secured between Sir John Peace and: Shadow Minister for Social Care, Liz Kendall MP; Shadow Minister for Business and Industrial Strategy, Bill Esterson MP; Shadow Business Secretary, Jonathan Reynolds; Chair of the Levelling Up Committee, Clive Betts MP; and a follow-up meeting has been scheduled with Shadow Minister for Levelling Up, Alex Norris MP. Pauline Latham OBE MP, Kate Griffiths MP, Steve McCabe MP, Lord Coaker and Baroness Verma all attended APPG meetings on high street regeneration and diabetes. In addition, APPG Co-Chair and MP for Brompton, [Darren Henry](#), [highlighted the exceptional potential of the Midlands Engine Hydrogen Technologies Strategy](#) for our region in a Westminster Hall Debate in June.

[Read more about how the Midlands Engine APPG works to bring about change in key legislation that impacts our region.](#)