



### Publications and campaigns

The Midlands Engine Observatory has kept up a strong output over the last few months, with research proving crucial in tracking the effects of inflation on business confidence and output: Regional Economic Impact Monitors have been produced on **Investment, Inflation,** and **Business Challenges**. We have also followed up previous campaigns by producing factsheets and insight pieces on Women in Leadership; the Visitor Economy; Diabetes and the Diabetes Blueprint; Towns and Cities Regeneration; and Health and Life Sciences. A letter following up on the Partnership's diabetes research was also mailed to all MPs and relevant health stakeholders, which led to positive engagement with MP for Bosworth, Dr Luke Evans.



### 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

Factsheets and insight pieces, along with partner news and achievements and of course the Commonwealth Games, have provided excellent content to promote the work of the Midlands Engine on social. Prior to recess, digital channels were also used to highlight the work of the Midlands Engine APPG in the last parliamentary session. More recently, focus has turned to sharing the work of partners, and preparing a fresh approach to engagement via social channels in September.

Due to an expected decrease in content over the summer holiday period, tweet impressions, profile visits, mentions and likes dropped on Twitter. However, the account's engagement rate increased from 2.5% to 3%. On LinkedIn, the quantity of engagement has also fallen along with the decrease in content, however both accounts have continued to steadily accrue followers and are in a strong position to increase output in September.



### Voice to government

Parliamentary engagement has been sustained, particularly with the opposition frontbench. This is due to the government's collapse in early July leading to a decision to recommence engagement with the Conservative Party in full once a new permanent cabinet has been appointed. Plans also progress to finalise the Midlands Engine presence at the Liberal Democrat, Labour and Conservative Party Conferences.

Despite the ongoing uncertainty in Parliament, meetings have been held between Sir John Peace and: then-Minister for Levelling up, Neil O'Brien MP; Shadow Science Minister, Dr Alan Whitehead MP; Shadow Minister for Levelling Up, Alex Norris MP; Shadow Minister for Business and Industrial Strategy, Bill Esterson MP; and Luke Evans, MP for Bosworth. An in-person follow up meeting has also been agreed in principle with Bill Esterson MP, while Alex Norris MP has agreed to speak at the Midlands Engine APPG's parliamentary reception taking place at Portcullis House in September.

