



Publications and campaigns

The announcement that [West Burton in Nottinghamshire is to host UKAEA's STEP Fusion site](#) made national headlines, supported by a press release from Midlands Engine. The BBC and ITV both covered the fusion story, which featured comment from our Chairman. Sir John's comments were also picked up on regional news outlets such as BBC East Midlands, Notts TV and the Nottinghamshire Post, and trade outlets such as Business Insider, World Nuclear News and The Engineer.



Image - BBC News coverage of West Burton announcement

Published since the last Board report include: factsheets (and accompanying social media content) on [Global & Investment, SMEs, Manufacturing](#) and [Nuclear](#); an insights piece on [Driving inward investment](#); report on the [Food & Drink Supply Chain](#) and [Covid-19](#); and an updated [Partnering for Prosperity](#) brochure featuring once again a quote from Secretary of State for Levelling Up, Housing and Communities, Michael Gove.

Digital communications

As the schedule of content has picked up following the planned summer lull, so have key metrics on Twitter and LinkedIn. In September and October, the Midlands Engine Twitter account made 60.1k impressions, at an engagement rate of 3%. This compared to 48.6k impressions in June, July and August. Midlands Engine LinkedIn meanwhile made 14k impressions over the same period, compared to 10.9k over June, July and August. The below graph is indicative of the wider upward trend seen after the summer, which continues to increase.



Image - LinkedIn Visitor Statistics

Voice to government

The Conservative and Labour Party conferences were frums for sustained engagement with senior Government and Opposition members, as well as key local political stakeholders. At Conservative Party Conference, constructive conversations were held with then-Secretary of State for Work and Pensions, Chloe Smith MP; then-Secretary of State for Transport, Anne-Marie Trevelyan MP; then- Chancellor of the Duchy of Lancaster, Nadhim Zahawi MP; and Conservative Party Vice-Chairman, Saqib Bhatti MP. The Midlands Engine reception was attended by Minister for Housing, Lee Rowley MP and Lord Adebowale, who both added their voices to Sir John's in support of levelling up and driving economic growth.

Senior members of the Midlands Engine team also held conversations with Mayor of the West Midlands, Andy Street; Leader of Nottinghamshire County Council, Cllr Ben Bradley MP; Councillor Rebbekah Collins - Dudley; Lord Whitby - former leader of Birmingham City Council; Rupert Matthews - Police and Crime Commissioner - Leicester and Leicestershire; Caroline Henry - Police and Crime Commissioner - Nottingham and Nottinghamshire; Cllr Courts - Leader Solihull Council; Cllr Phil King - Leader of Harborough District Council; Lord Taylor of Holbeach; Cllr Philip Atkins - Former Leader Staffordshire County Council; and Dr Nik Kotecha - Chair Midlands Engine Health Board and CEO of Morningside Pharmaceuticals Ltd.

At Labour Party Conference, MPs to visit the Midlands Engine stand included Shadow Secretary of State for Levelling Up, Lisa Nandy MP; Shadow Transport Secretary, Louise Haigh MP; Shadow Secretary for International Trade, Nick Thomas-Symonds MP; Shadow Secretary for International Development, Preet Kaur Gill MP; Shadow Minister for Women and Equalities, Taiwo Owatemi MP; Shadow Levelling Up Minister, Alex Norris MP; Chair of Business, Energy and Industrial Strategy, Darren Jones MP; Midlands Engine APPG members Lord Coaker and Steve McCabe MP; Paulette Hamilton, MP for Birmingham Erdington; and Lillian Greenwood MP - Opposition Deputy Chief Whip and APPG member.

Follow up meetings are being pursued with all parliamentarians Midlands Engine spoke to at conference, as well as key stakeholders in the new cabinet.