



Publications and campaigns

The release of the Midlands Engine's [Smart Energy Report](#) gained significant local and trade coverage, while an accompanying op-ed from Midlands Engine APPG Co-Chairs Jane Hunt MP and Lord Ravensdale was published up in ConHome.

The partnership's Green Innovation report, produced in collaboration with the Energy Research Accelerator, was also published in December, in conjunction with the launch of a new Midlands Green Innovation Network which aims to build on the green innovation plan set out in the Midlands Engine Ten Point Plan for Green Growth.

Also 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](#); reports on the [Food & Drink Supply Chain](#) and [Covid-19](#); an updated [Partnering for Prosperity](#) brochure featuring once again a quote from Secretary of State for Levelling Up, Housing and Communities, Michael Gove; and the annual [Midlands Engine State of the Region report](#).

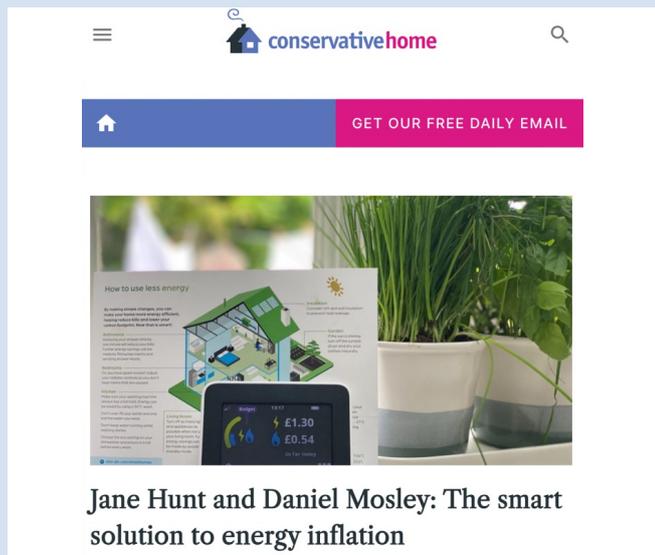


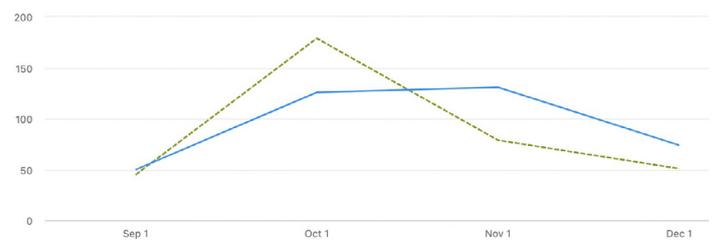
Image: Coverage of Midlands Engine Smart Energy Report in ConHome

Digital communications

Key metrics on Twitter and LinkedIn picked up following the summer lull, before an expected slowdown over

Christmas. From September up until the Christmas break, the Midlands Engine Twitter account made 81k impressions, at an engagement rate of 2.9%. This compared to 48.6k impressions in June, July and August, though over a slightly longer timespan.

Midlands Engine LinkedIn meanwhile made 27.5k impressions over the same period, compared to 10.9k over June, July and August. The below graph shows the upward trend seen after the summer to coincide with higher activity in the autumn, which then began to plateau and fall as activity wound down in December.



Voice to government

Follow-up meetings have been pursued following Labour and Conservative Party Conference with all parliamentarians Midlands Engine spoke to, as well as key stakeholders in the new cabinet. A meeting between Sir John Peace and Secretary of State for Levelling Up, Michael Gove MP has been confirmed for February, while Shadow Secretary Lisa Nandy MP has been briefed ahead of a potential meeting. Sir John has also held discussions with Cllr Ben Bradley MP, Paulette Hamilton MP and Mayor Andy Street since conference, and is due to meet Taiwo Owatemi MP in Q1 of this year.

Following the launch of Labour's *A New Britain Report*, Midlands Engine will be reaching out to Sir Keir Starmer MP, Gordon Brown, and discussions are in train with Lisa Nandy MP's team. We are currently in the process of arranging dates for Minister for Food, Mark Spencer MP to visit the Smart Parc site in Derby and have also reached out to Investment Minister Lord Johnson. Exchequer Secretary to the Treasury, James Cartlidge MP, has been briefed on February's Quarterly Economic Briefing.

The Midlands Engine APPG continues to see strong representation from parliamentarians and has a new Co-Chair in Jane Hunt MP. The APPG meets in person in early February to focus on the Midlands Rail Hub, with the Rail Minister in attendance.