



**WEST
MIDLANDS**
GROWTH COMPANY
Invest in the West Midlands



INVEST IN THE **WEST MIDLANDS**

A Leading UK Destination for International Investment





CONTENTS

Welcome to the West Midlands	4
- Skills	6
- Connectivity	7
- Diversity	8
- Quality of Life	9
Sectors:	
- Advanced Manufacturing and Future Mobility	10
- Business, Professional and Financial Services	12
- Creative, Digital & Technology	14
- Data-Driven Healthcare	16
- Low Carbon	18
Global Growth Programme	20
Investor Services	21

**A £117bn
FULL-SERVICE
ECONOMY**



WELCOME TO THE WEST MIDLANDS

The West Midlands is the UK's leading destination outside of London for international investment. Our £117bn full-service economy, which is comparable to the economy of Hungary, is home to the UK's fastest growing technology sector and is considered a UK leader in emerging technologies.

We are home to the country's largest regional Business, Professional and Financial Services sector outside of London, as well as its largest aerospace, automotive and rail clusters.

No matter what sector you specialise in, the West Midlands can offer investors and entrepreneurs the opportunity to innovate, disrupt and scale at pace.

Our region is a thriving hotbed of crosscutting innovation for the key industries of the future - from low carbon and data driven healthcare to future mobility and cybersecurity - and we are driving growth within rapidly evolving sectors such as Serious Gaming, ProfTech and Industry 4.0.

With its world-class education and academic infrastructure, diverse pool of talent and unrivalled UK connectivity, the West Midlands is an increasingly attractive destination for international companies entering the UK market.



A magnet for global relocations, the West Midlands attracts the biggest names across a wide range of sectors.



SKILLS

The West Midlands has one of the largest student populations in the UK (over 185,000), with nine world-leading universities producing more than 60,000 graduates every year. Over 55% remain in-region, which is testament to the outstanding career prospects and quality of life on offer in the West Midlands.

With over 87,000 students studying Science, Technology, Engineering and Maths (STEM) qualifications - and the region producing more software developers and computer science graduates than any other City-Region outside London - the West Midlands is well-placed to maintain its place as a cutting-edge, innovative full-service economy.

Our universities and colleges understand that in today's world taking a partnership approach is a key element of success - both academically and commercially. Working closely with industry and policy makers is a key element of this triple helix approach. The region's universities and business schools have between them over 100 centres of excellence and R&D facilities.

DID YOU KNOW?

- Globally renowned business schools at the Universities of Birmingham, Warwick and Aston are part of an elite group holding the 'triple-crown' MBA accreditation from AACSB, AMBA and EQUIS.
- 132,000 students study core subjects at West Midlands universities, compared with 80,000 in Greater Manchester.
- 1.1 million people in the West Midlands are qualified to degree level (NVQ4+) or higher - the highest city region outside London.
- The West Midlands has 9,100 students studying Computer Science - the highest city region outside of London.



60,000

**GRADUATES ARE PRODUCED
FROM THE REGION'S WORLD-
LEADING UNIVERSITIES
EVERY YEAR.**

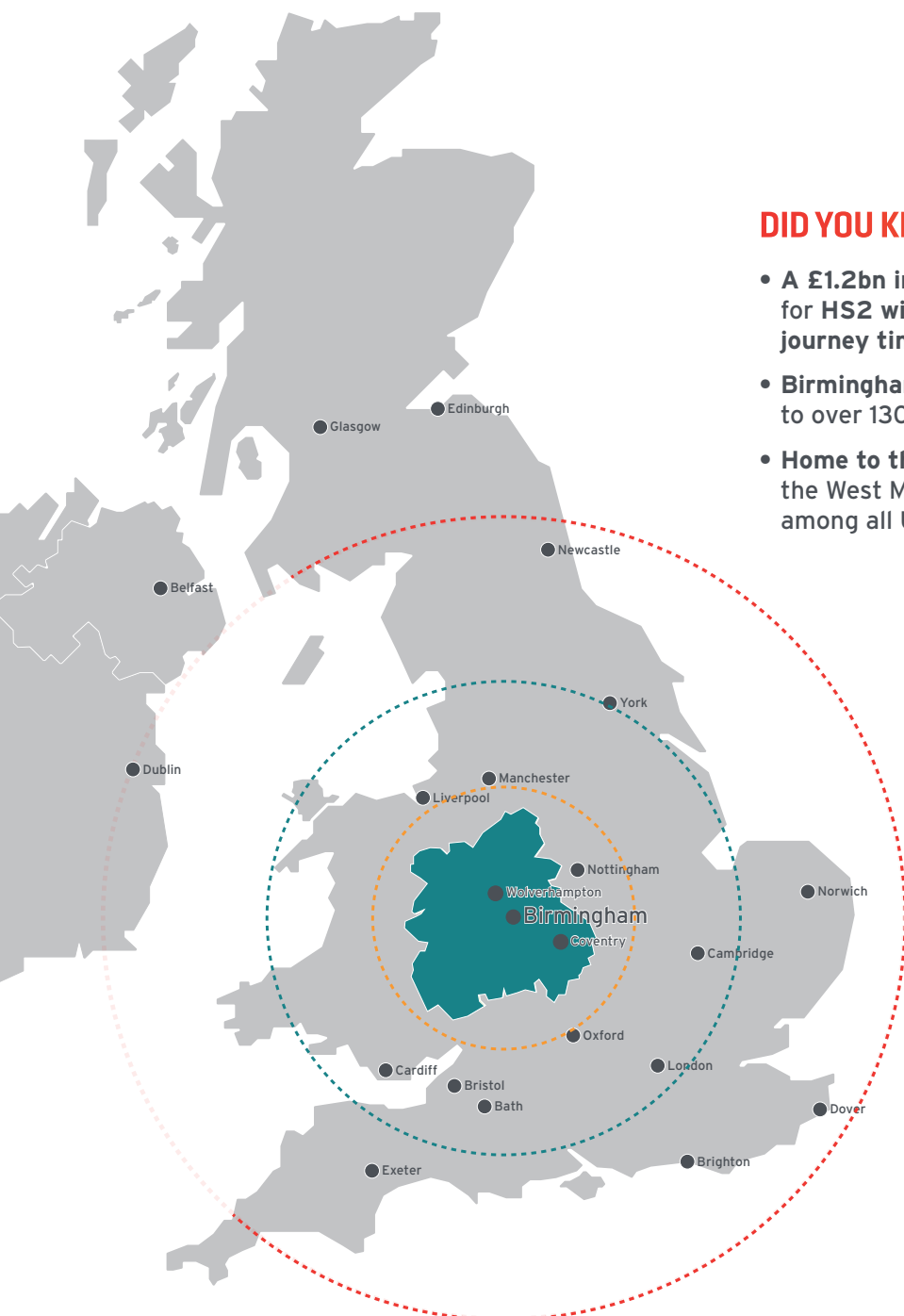
CONNECTIVITY

Located at the heart of the United Kingdom where the nation's railways, roads and waterways intersect, the West Midlands offers unrivalled connectivity to the rest of the country.

Just 68 minutes by train from Central London (but with a cost of living on average 40% lower than the capital), the region offers swift access to major UK cities including Liverpool, Leeds and Manchester - all within two hours. It's not just great connectivity to the rest of the UK that companies enjoy; Birmingham International Airport is the UK's most accessible airport by road and rail.

DID YOU KNOW...

- A £1.2bn investment in regional infrastructure for HS2 will reduce the Birmingham to London journey time from 68 to 38 minutes.
- Birmingham International Airport flies direct to over 130 destinations in 50 countries.
- Home to the UK's first multi-city 5G testbed, the West Midlands ranks first for 5G coverage among all UK regions.



KEY

- Within 4 hours
- - - Within 3 hours
- - - Within 2 hours

90%

OF THE UK POPULATION AND BUSINESSES CAN BE ACCESSED WITHIN A FOUR-HOUR DRIVE FROM THE WEST MIDLANDS.

DIVERSITY

Home to one of Europe's youngest and most diverse populations, the West Midlands has a proud tradition of friendliness, tolerance and support. Of the 4.7 million people who live here, 32% of residents are under 25, highlighting the youthful population playing a key role in the region's continued growth.

In fact, the region's Business, Professional and Financial Services sector has become one of Europe's leading locations for investment in shared services, with companies leveraging the benefits of the 190 nationalities represented here, enabling them to service customers around the world. Furthermore, the West Midlands is the UK's most popular destination for overseas business visitors - and we attract millions of foreign tourists every year - which adds even more international flavour to the atmosphere. The region's place on the international stage was firmly assured when Birmingham hosted the highly successful 2022 Commonwealth Games, attracting over five million people to the region during the two-week festival of sport.

DID YOU KNOW...

The West Midlands has three vibrant, distinctive and celebrated great English cities - Birmingham, Coventry and Wolverhampton - combining to form one of the most exciting urban destinations in Europe.



**190 NATIONALITIES
RESIDE IN THE
WEST MIDLANDS.**

QUALITY OF LIFE

The West Midlands is packed with incredible resources and amenities, including some of the UK's best schools, universities, cultural assets, entertainment districts, shopping centres, restaurants, sporting facilities and more. It also has a uniquely warm and welcoming character.

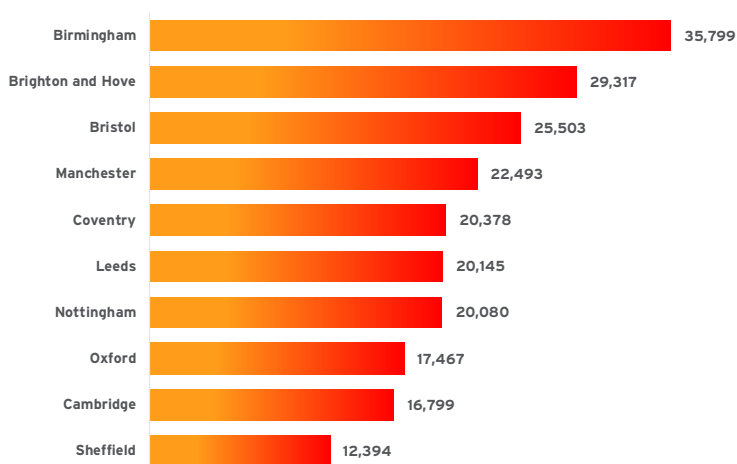
That's why more people looking to escape London decide to move here than anywhere else in the UK; with the average house price in Birmingham a third of the cost of buying in the capital. It isn't just London's residents relocating to the West Midlands. Government departments are also moving to the region, with the Department for Levelling Up, Housing and Communities (DLUHC) having chosen Wolverhampton to establish a second national headquarters.

DID YOU KNOW...

- The Mercer 2019 Liveability Report ranked Birmingham as one of the world's top 50 most liveable cities, above Rome, Hong Kong, Washington DC and Prague.
- Wolverhampton was ranked the second-best place in the UK to raise a family by the consumer experts over at moneysupermarket.com.
- Coventry was named UK City of Culture for 2021.

Find out more: LiveLearnEarnWM.com

INTERNAL UK MIGRATION FROM LONDON, 2015-2020



	LONDON	BIRMINGHAM
Average House Price <small>(Zoopla, 2022)</small>	£704,136	£235,681
Affordability Index <small>(Zoopla, 2022)</small>	18.8	8.1
Average Monthly Rent - 1 bed flat <small>(Valuation Office Agency, 2022)</small>	£1,390 (central) £1,095 (outer)	£650
Disposable Income p.a. <small>(Yahoo Finance, 2019)</small>	£1,078	£9,692



ADVANCED MANUFACTURING

At the centre of the UK's largest automotive, rail and aerospace clusters, the West Midlands is at the vanguard of solving many of the key global future mobility challenges.

Home to the UK's first multi-city 5G testbed, the region is a hotbed of activity around Industry 4.0, utilising collaborative R&D partnerships between universities and the private sector to develop, test and prototype game changing technologies.

The West Midlands cutting-edge tech sector has also created fertile grounds for digital convergence and cross-sector collaboration between tech companies, manufacturers and engineering firms, creating disruptive new products and services.

Recognised as the UK's first Future Mobility Zone, the West Midlands is the region of choice for global automotive, rail and aerospace firms testing 'real world' EV, CAV and 5G enabled transport solutions. World-class academia and industry working together in collaboration are pioneering next-generation future mobility technologies, ranging from electrification and battery technologies to advanced propulsion.

The West Midlands offers international firms unrivalled opportunities to access CAV modelling and simulation expertise, benefitting from multiple facilities exclusively designed to advance the design, build, testing and validation of CAV solutions.

The region is synonymous with HS2, one of Europe's largest infrastructure projects with a local ecosystem of 350 specialist firms, and Hydroflex, the UK's first hydrogen fuel train which was showcased at COP26. Promoting the decarbonisation of transport, the West Midlands is also on track to deliver the UK's first Very Light Rail (VLR) line. The Very Light Rail National Innovation Centre (VLRNIC) has been pivotal for companies testing innovative technology in track and battery power; establishing lower costs, faster build times and a sustainable future for interconnecting rail networks.

DID YOU KNOW...

Championing the UK's electrification ambitions, the West Midlands is home to the £130m UK Battery Industrialisation Centre.

- **The UKBIC is the country's only facility dedicated to testing and prototyping batteries for large scale production.**
- **Cutting-edge innovation in future mobility is being developed at the region's acclaimed facilities including Warwick Manufacturing Group (WMG), Manufacturing Technology Centre (MTC) and HORIBA MIRA.**
- **33% of automotive employment and 17% of automotive parts manufacturers in the UK are located in the region.**



**60% OF ALL UK
AUTOMOTIVE R&D
COMES FROM THE
WEST MIDLANDS.**

WHO ELSE IS HERE?



长安汽车
CHANGAN



ASTON MARTIN



Collins Aerospace

HS2



Contact our sector expert, **Adam Titchen**, to discuss how our comprehensive support package can help you establish and scale your business quickly in the UK.

Find out more information on Advanced Manufacturing and Future Mobility in the West Midlands [here](#).

Adam Titchen
Advanced Manufacturing Lead
adam.titchen@wmgrowth.com



BUSINESS, PROFESSIONAL AND FINANCIAL SERVICES

As the largest regional Business, Professional and Financial Services (BPFS) cluster outside London, the West Midlands offers world-class brands, scale and unrivalled breadth of talent. Global companies including Deutsche Bank, Goldman Sachs, Gowling WLG and HSBC UK are here, while the “Big Four” - PwC, EY, KPMG and Deloitte - all have their largest regional UK offices in the region.

Projected to be worth £50bn to the regional economy by 2030, the West Midlands has a world-class portfolio of over 45,000 accounting, corporate and investment banking, commercial and retail finance, global advisory and legal firms, putting it firmly on the map as an attractive destination for international companies entering the UK market.

Underpinning this success is a skilled, experienced and diverse talent pool of 331,000 professionals supplemented by a 16,600-strong pipeline of business, finance and law graduates from the region's nine world-class universities. Regional strengths in Software Development, Data Science Analytics and SAP Consultancy offer business firms an abundance of technical expertise to support digital transformation activity.

Furthermore, SuperTech, the UK's first Professional Technology (ProfTech) supercluster, is dedicated to helping companies pioneer exciting next-generation Business, Professional and Financial Services technologies.

DID YOU KNOW...

The West Midlands BPFS sector is worth £31.4bn per annum and is projected to hit £50bn by 2030.

- Identified by the UK Government's Kalifa Review as one of only three established FinTech hubs in the country.
- The region is one of Europe's leading Shared Service Centre (SSC) and Business Process Outsourcing (BPO) locations.
- The West Midlands is home to internationally ranked business schools at the Universities of Birmingham, Warwick and Aston.



**60% OF ALL UK
AUTOMOTIVE R&D
COMES FROM THE
WEST MIDLANDS.**

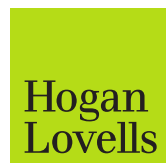
WHO ELSE IS HERE?



AL RAYAN BANK



EVERSHEDS
SUTHERLAND



WESLEYAN
we are all about you



Contact our sector expert, **Chris Lawes**, to discuss how our comprehensive support package can help you establish and scale your business quickly in the UK.

Find out more information on Business, Professional & Financial Services in the West Midlands [here](#).

Chris Lawes
Business, Professional & Financial Services Lead
chris.lawes@wmgrowth.com



CREATIVE, DIGITAL & TECHNOLOGY

Home to the UK's fastest growing tech sector and considered a UK leader in emerging technologies, the West Midlands is a leading destination for international tech companies entering the UK market.

The location of choice for the country's first multi-city 5G testbed, the region's world-class talent, state-of-the-art R&D infrastructure and unique opportunities for cross-sector collaboration form an attractive value proposition.

From industry 4.0, future mobility and gaming to low carbon solutions, cybersecurity and data-driven healthcare, cutting-edge companies can access unrivalled opportunities to test and develop next-generation products and services. Recognised as the UK's largest emerging tech cluster outside of London with more companies pioneering new tech than any other UK region, it's an exciting time to be in the West Midlands. Underpinning the success of the West Midlands tech sector is a highly talented workforce of 97,000 tech professionals. This is further supplemented by 87,480 students studying Science, Technology, Engineering and Maths (STEM) qualifications - and the region producing more software developers and computer science graduates than any other City-Region outside London.

DID YOU KNOW...

The West Midlands tech sector is valued at £15.3bn - an increase of £3.8bn on 2021 - demonstrating continued momentum since being named the UK's fastest growing tech sector.

- **The West Midlands is the first 5G multi-city testbed in the UK.**
- **We're recognised as the largest emerging tech cluster outside of London.**
- **87,480 students study Science, Maths, Engineering, Tech and Computing subjects in the West Midlands.**



**25% OF THE UK
GAMES MARKET'S
OUTPUT COMES FROM
THE WEST MIDLANDS.**

WHO ELSE IS HERE?



Contact our sector expert, **Mike Lewis**, to discuss how our comprehensive support package can help you establish and scale your business quickly in the UK.

Find out more information on Creative, Digital and Technology in the West Midlands [here](#).

Mike Lewis
Creative and Digital Technologies Lead
mike.lewis@wmgrowth.com



DATA-DRIVEN HEALTHCARE

A leading UK centre of data-driven healthcare expertise and innovation, the West Midlands offers companies the ability to design, test and commercialise innovative products and services from bench to bedside.

Employing over 17,000 professionals, the region's multi-disciplinary, urban-centred healthcare ecosystem offers businesses a stand-out speed-to-market opportunity. From early concept to clinical testing and manufacturing, the West Midlands uniquely supports every step of the development cycle from 'bench to bedside'. Spearheading the region's data driven healthcare proposition are four distinct pillars of opportunity.

DATA:

With unrivalled access to electronic clinical and genomic data from a 4.7 million strong, non-transient population, the West Midlands offers healthcare firms unique opportunities to test and implement next-generation healthcare technologies.

DIGITAL:

Companies can validate their digital health innovations via real-world applications in one of the nation's most vibrant regional start-up ecosystems, using our UK-leading 5G capabilities.

DIAGNOSTICS:

Test next-generation diagnostics solutions in the West Midlands; an internationally recognised destination for its capabilities in this field.

DEVICES:

Supported by the West Midlands' £16bn manufacturing cluster and skills base - the largest City-Region outside London - companies with innovative devices and technologies can design, test and commercialise their innovation from bench to bedside.

The West Midlands has successfully combined two key regional strengths - its position as the UK's manufacturing heartland and the country's fastest growing tech sector - into a leading proving ground for the prototyping, testing and manufacture of cutting-edge medical devices.



**MORE THAN 20% OF
ALL UK CLINICAL TRIALS
TAKE PLACE IN THE
WEST MIDLANDS.**

DID YOU KNOW...

The West Midlands full-service healthcare and life sciences economy is worth £10.3bn.

- Home to four university-based medical schools at Aston, Birmingham, Warwick and Wolverhampton, the region produces 11,000 medical science graduates every year
- More than 600 local healthcare companies can access anonymised, integrated and digitised clinical data drawn from a demographically diverse -and non-transient - population of 4.7 million patients
- The West Midlands has one of the most advanced electronic patient record systems in the UK, aggregated by University Hospitals Birmingham (UHB).

WHO ELSE IS HERE?



Contact our sector expert, **Anil Vaidya**, to discuss how our comprehensive support package can help you establish and scale your business quickly in the UK.

Find out more information on Data Driven Healthcare in the West Midlands [here](#).

Anil Vaidya
Life Sciences Lead
anil.vaidya@wmgrowth.com



LOW CARBON

The West Midlands is the UK home of the Green Industrial Revolution. The region is simultaneously advancing several vital, interconnected infrastructure systems across energy, housing, manufacturing and mobility to deliver a whole-system approach to impactful low carbon solutions.

Unrivalled as the automotive capital of the UK (producing a third of all British made cars), the West Midlands is harnessing its industrial heritage in transport to pioneer cutting-edge new technologies in zero-emission travel from Connected and Autonomous Vehicles (CAV) to Very Light Rail (VLR). Global, iconic brands Jaguar Land Rover, the London Electric Vehicle Company (LEVC) and Aston Martin are headquartered here and form the vanguard of the UK's Electric Vehicle (EV) revolution.

Local expertise in systemwide decarbonisation is redefining the future of energy generation, storage and distribution, as well as smart energy systems. Sitting at the heart of the UK's transmission and distribution infrastructure - with both National Grid and Cadent Gas headquartered here - the West Midlands is the UK's first region with four investor, developer and operator-ready Energy Innovation Zones (EIZs).

Europe's largest specialist construction and built environment campus, the National Brownfield Institute (NBI), is set to call the West Midlands home. Part of the University of Wolverhampton, it will offer revolutionary new solutions to regeneration, remediation and repurposing of brownfield land to unlock former industrial sites for greener, safer and more affordable housebuilding.



£12BN IS GENERATED FROM LOW CARBON, MAKING IT THE FASTEST GROWING SECTOR IN THE WEST MIDLANDS.

DID YOU KNOW...

The West Midlands has committed to being net zero by 2041. An ambitious, five-year plan will run region-wide until 2026 to achieve this.

- 5,100 low carbon businesses employ a 94,000 strong workforce
- 37,000 are employed in renewable energy generation supply chains for wind, solar, PV and biomass renewable energy
- 21,000 new jobs (including green jobs) are projected, representing a 9% growth by 2026.

WHO ELSE IS HERE?



Contact our sector expert, **Grace Kneafsey**, to discuss how our comprehensive support package can help you establish and scale your business quickly in the UK.

Find out more information on Low Carbon in the West Midlands [here](#).

Grace Kneafsey
Low Carbon Senior Business Development Manager
grace.kneafsey@wmgrowth.com



GLOBAL GROWTH PROGRAMME

The West Midlands Global Growth Programme offers a comprehensive and fully funded soft landing package for innovative and ambitious international businesses establishing in the UK.

Participants can benefit from a fully funded package of soft-landing support including commercial workspace, tailored professional service offerings, market-entry and innovation services assistance and a comprehensive calendar of industry integration and networking opportunities.

Designed to facilitate a 'soft-landing', the programme accelerates entry and growth in the UK market and helps address the key challenges that international companies encounter when establishing in the UK for the first time. It also incorporates and significantly expands upon the Investor Support already delivered to new inward investors by the West Midlands Growth Company.

Companies entering the programme will benefit from the below soft-landing assistance, in addition to the West Midlands Growth Company's Investor Support on page 21.

- Fully funded desk space for nine months from the date of entering a licence agreement, at Innovation Birmingham, the region's leading tech campus
- An initial diagnostic with Bruntwood SciTech's specialist team to identify business goals and scope a package of tailored support
- Peer-to-peer networking and knowledge transfer opportunities
- Dedicated account management from on-site support
- Access to a comprehensive calendar of industry events, connecting participants to innovation hubs, business networks and universities across the West Midlands

- Facilitated connections to prospective buyers, suppliers and R&D partners
- Access to some of the sector's leading investors via the Investor Showcase programme
- Facilitated introductions to specialist professional services partners, offering tailored solutions.

The following is also on offer from EBS, a commercial partner of the West Midlands Growth Company:

- Free UK company establishment and official address in the West Midlands
- Discounted, bespoke accounting, legal, payroll and secretarial services.

WEST MIDLANDS GROWTH COMPANY INVESTOR SERVICES

The West Midlands Growth Company promotes inward investment into the West Midlands, driving business growth, new job creation and exciting opportunities across the region.

The company has supported investment and the arrival of leading corporate names including HSBC UK and Goldman Sachs, as well as a diverse portfolio of cutting-edge SMEs and start-up organisations in high-growth industries from around the world.

The organisation provides complimentary support to prospective and new investors across a range of services including:



IN-DEPTH RESEARCH, TAILORED INSIGHTS AND BENCHMARKING AGAINST OTHER LOCATIONS.



SIGNPOSTING & SUPPORT WHEN ACCESSING PUBLIC AND PRIVATE FINANCE.



CONSULTATIVE SUPPORT THROUGHOUT BUSINESS CASE CREATION.



BESPOKE FAMILIARISATION AND VISIT PROGRAMMES.



TAILORED LAUNCH COMMUNICATIONS AND PR CONSULTANCY SUPPORT.



COMPREHENSIVE, IMPARTIAL PROPERTY SEARCHES.



FACILITATED ACCESS TO WORLD-LEADING UNIVERSITIES, TO EXPLORE R&D AND GRADUATE TALENT.



NETWORKING AND INTROS TO OVER 100+ WMGC PARTNERS (RANGING FROM GLOBAL MNCs TO LOCAL SERVICE PROVIDERS).

**FIND OUT MORE INFORMATION
ON HOW COMPANIES CAN BENEFIT FROM
WORKING WITH THE WEST MIDLANDS
GROWTH COMPANY [HERE](#).**



**WEST
MIDLANDS**
GROWTH COMPANY
Invest in the West Midlands

WHAT HAPPENS NEXT?

If you are looking to find out more about West Midlands Investment opportunities, please get in touch with our team.



investwestmidlands.com