

West Midlands, United Kingdom

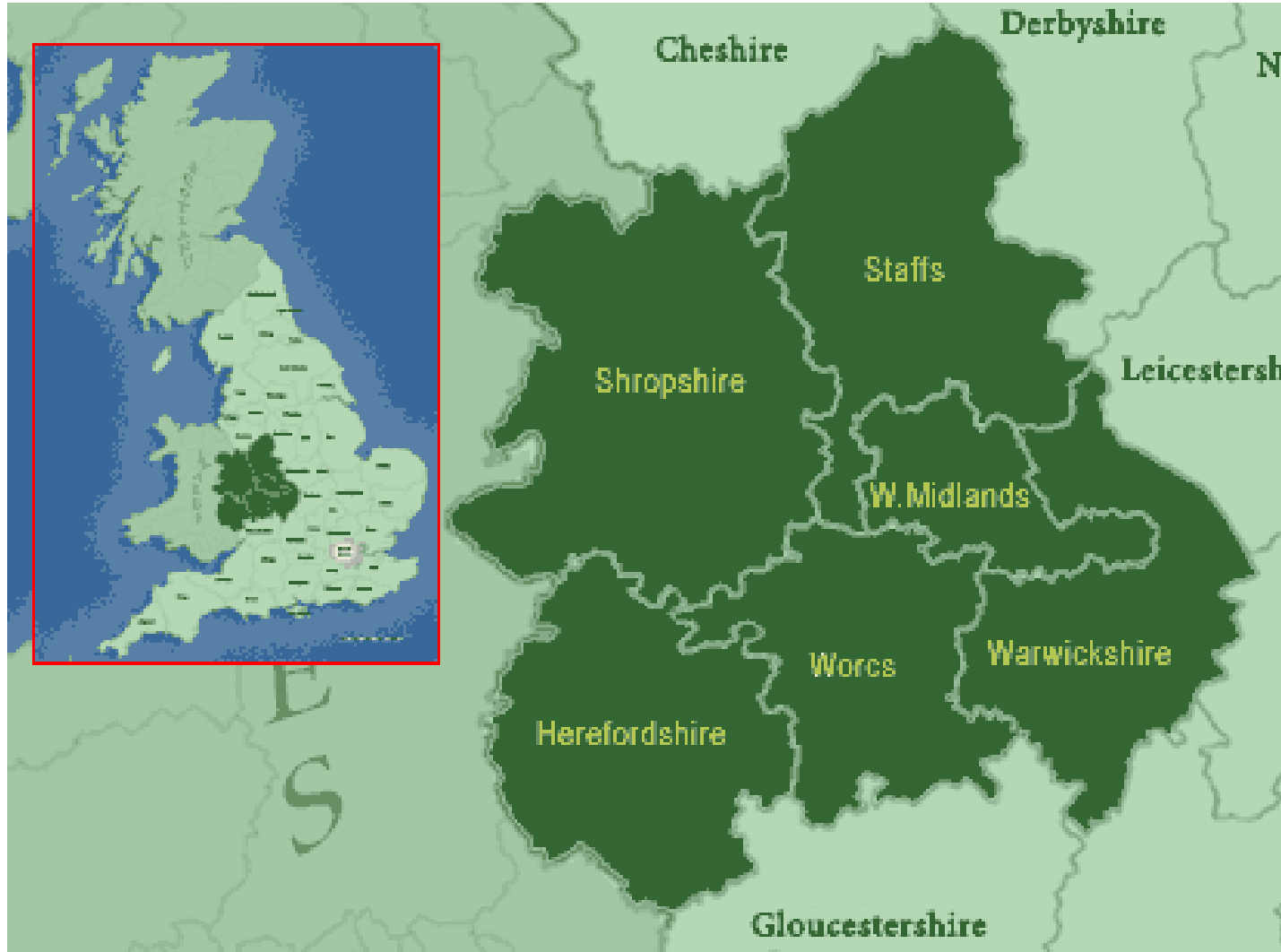
Mark Schneider

West Midlands European Service



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The West Midlands



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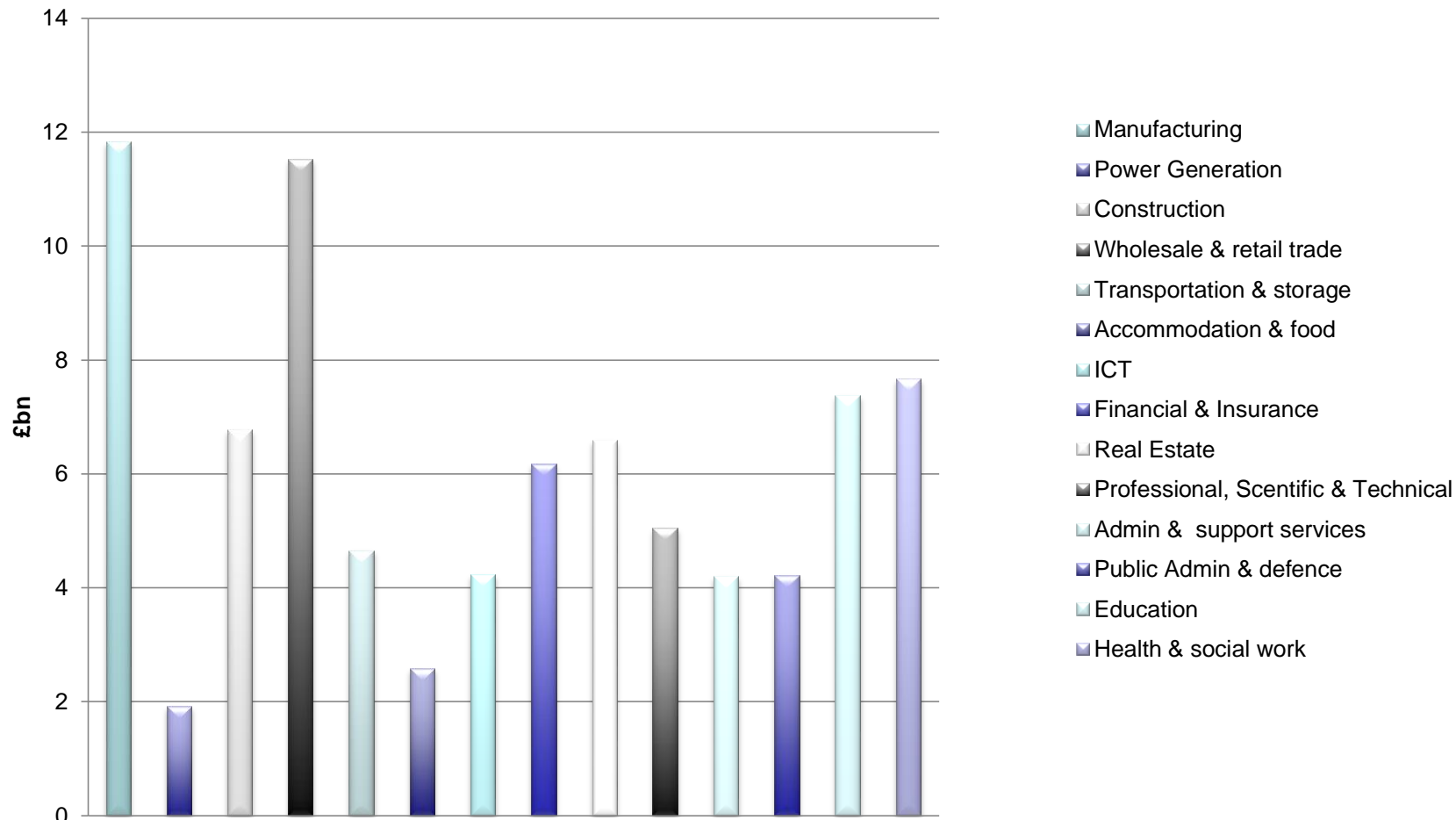
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West Midlands Overview

- Region of contrasts
 - 2 large conurbations
 - Birmingham/Black County/ Wolverhampton/ Solihull/ Coventry
 - North Staffordshire (Stoke)
 - Rural areas to the West, North and South
- Historically centre of manufacturing (industrial revolution)
- Manufacturing still important although reduced
 - Employment: 1996 22%; 2012 11% (285,500 people)
 - GVA: 2009 £11.83 billion 13.1% of WM GVA, UK average 10.1%
 - Transport equipment, food, ceramics, aerospace, green technologies

Workplace GVA by Industrial Groups 2009

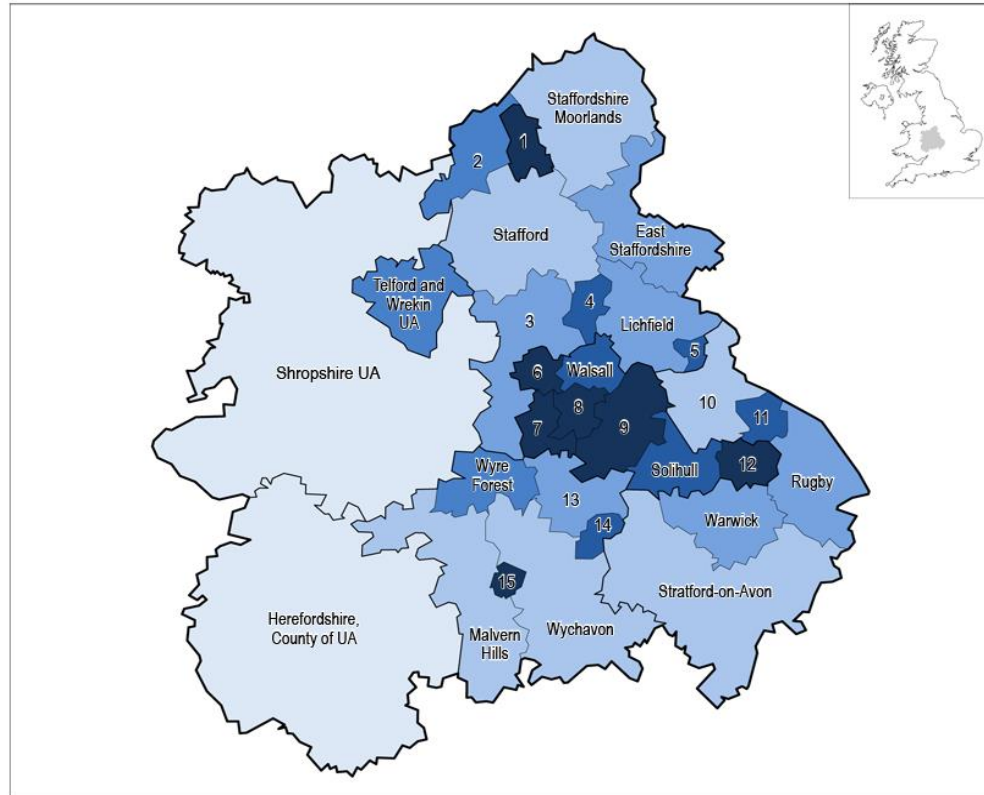


Source: ONS Region and Country Profiles - Economy 2012

Population Overview

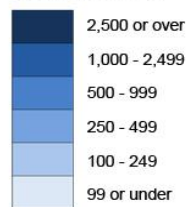
- 2011 population 5.6 million (8.9% of UK); 6% increase 2001
- Birmingham largest local authority with population 1.1 million
- Large variation in population density
 - Average: 418 people per km sq (UK average 398)
 - Highest Birmingham: 3,480 people per km sq
 - Lowest Herefordshire: 84 people per km sq (4th lowest in UK)
- Ethnic Make-up
 - Most diverse region after London
 - 82.7% White British ; 8% Indian & Pakistani; 1.5% Caribbean
- Age Distribution (Above average non-working age population)
 - Under 16: Above average (19.4%); England (18.7%)
 - Over 65: Above average (16.9); England (16.3%)

West Midlands Population



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Population density, 2010
(people per sq km)



- | | |
|------------------------|--------------------------|
| 1 Stoke-on-Trent UA | 9 Birmingham |
| 2 Newcastle-under-Lyme | 10 North Warwickshire |
| 3 South Staffordshire | 11 Nuneaton and Bedworth |
| 4 Cannock Chase | 12 Coventry |
| 5 Tamworth | 13 Bromsgrove |
| 6 Wolverhampton | 14 Redditch |
| 7 Dudley | 15 Worcester |
| 8 Sandwell | |



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What is WMES?

Established in June 2010

- Brussels Office (4 people) & Birmingham Office (6 people)
- To improve the performance of the West Midlands
- Funded by WM Local Authorities, ERDF & chargeable services

June 2012 change of focus

- Team of 2 people
- Future (2014-20) European Structural & Investment Funds (ESIF)
- Identify common cross LEP services/activities/projects
- Support cross-LEP working
- Internationalisation
- Funded by 4 LEPs & ERDF to May 2015



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CETREGIO & Tianjin

- May 13: hosted a visit from Chinese local government reps.
- Oct 13: presented at China-Europe forum in Brussels
- Nov 13: 10 day fact finding visit to China hosted by NDRC
 - Wuhan
 - Beijing
 - Tianjin
- Dec: 14: SME Mission to Tianjin supported by NDRC & CETREGIO

SME Mission to Tianjin

- 1st to 6th December
- Tianjin
- 5 SMEs + Climate Knowledge Innovation Community (KIC)
- Environment Technologies Focus
- Direct meetings with Chinese companies organised by NDRC
- TEDA, Site visits, meetings with NDRC and SME associations

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