West Midlands, United Kingdom

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West Midlands European Service
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

Population density, 2010
(people per sq km)

2,500 or over
1,000 - 2,499
500 - 999
250 - 499
100 - 249
99 or under

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

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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
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

• 1\textsuperscript{st} to 6\textsuperscript{th} 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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