

EXECUTIVE SUMMARY

THE SPEED TO SCALE REGION (SSR)

HARNESSING THE INNOVATION AND INDUSTRIAL STRENGTH OF THE WEST MIDLANDS TO DEVELOP, MANUFACTURE AND DELIVER NEW PRODUCTS AT SCALE AND PACE

We are living in unprecedented times and the magnitude of the challenge facing the UK and the West Midlands (WM) is enormous. Long term regional inequalities and the changing industrial environment, combined with the impacts of the Covid-19 pandemic, have put the West Midlands in a precarious situation both economically and socially.

Our organisations are founded on social purpose and share a strong Midlands industrial heritage. As two of the UK's most respected universities and the two largest High Value Manufacturing Catapult centres, it is in our DNA to make a difference. At times of change the bold seek opportunities. It is time for the West Midlands to be bold. The Industrial Revolution built the Midlands on technology advancement and an insatiable desire for goods. Today we face the same type of opportunity. The West Midlands has the technology advantage and the manufacturing base on which to build, and the world has an urgent need and appetite for clean growth and medical products.

We've proven the science, it's time to sell products to the world.

The programme strategy is not focussed on basic research but is instead on applied innovation leadership for our whole industrial community. This is a systems approach, partnering with existing OEMs, start-ups and supply chains. This programme will reinvent the West Midlands as the scale-up region of the UK.

This partnership approach with the business community's support, drive and ambition, linked to the West Midlands Mayor's wider strategic vision and activities is unique in the UK. This programme will deliver **immediate economic impact and recovery and longer term clean, inclusive, sustainable growth**.

Our focus and deliverables over 4 years with an investment of £460M will be product development programmes in;

- low-carbon heating
- new medical technologies
- low-emission urban mobility
- secure connectivity

- Four Hubs for industry and start up incubation. Designed to clear the industrial and commercial roadblocks to the rapid growth of promising technologies and business models, driving productivity in new sectors and creating thousands of skilled job and launching new products
- A pipeline of Pre-Hubs in future market pivot areas
- A Productivity Booster programme to support SMEs to increase productivity and resilience and facilitate pivots into Hub sectors and new opportunities
- Core Activities to curate ecosystems, influence procurement, value analysis and economic data analytics, ensure multiplier effects across related WM activities, and provide international marketing for Foreign Direct Investment (FDI)

The investment is primed to launch with **Fast Start Actions** across programme areas for immediate impact.










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JOBS AND GVA DELIVERED BY THE SPEED TO SCALE REGION PROGRAMME

National Hub for the Decarbonisation of Energy & Heat (NHDH)	The UK low carbon economy could grow 11% per year between 2015 and 2030 -x4 faster than the rest of the economy and deliver between £60bn and £170bn of export sales by 2030.	
National Medical Technologies Resilience (NMTR) Hub	Scaling our current regional industry base is predicted to: <ul style="list-style-type: none"> ■ Increase employment by over 6,000 new jobs ■ Increase turnover by ~£2.5bn UK annual market turnover is worth over £70bn and predicted to hit ~£500bn globally by 2024 .	
Sustainable Multimodal Transport (SMT) Hub	UK delivers \$120bn of the global revenue, one third of this from the WM. Without reskilling, 30,000 jobs will be lost in decline of the Internal Combustion Engine; but there is potential for 80,000 jobs by 2040 in the electric mobility sector . For every Tier 1 role there are 5 additional roles in the supply chain.	
Connectivity, Security & Resilience (CSR) Hub	<ul style="list-style-type: none"> ■ 5G technology market is \$667bn by 2026 ■ 5G services market is \$41bn in 2020, expanding 43% per annum to 2027 ■ Cybersecurity market size is \$281bn by 2027. 	
Core: Innovation Pipeline	A curated pipeline of Pre-Hubs around future market pivot areas where the West Midlands has technological advantage and potential to capture or convert significant positions.	
Core: Productivity Booster	Supporting SMEs to become more productive and resilient . Readyng them to pivot into supply chains designed by the Hubs. A new intelligent capacity database of thousands of West Midlands companies will unlock pivots to new products and sectors.	
Core: Activities	Delivering an integrated programme to maximise synergies between the Hubs, their markets, regional & national businesses, regional providers, national programmes and influence national procurements with the Business Futures programme. Market globally and secure international investments .	



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