

Productivity, Innovation, Economic Growth and Inclusion in the West Midlands - INFORMATION FOR PARTICIPANTS

IFF Research has started fieldwork for the ‘Productivity, Innovation, Economic Growth and Inclusion in the West Midlands’ Survey.

The survey will interview approximately 300 employers with at least 10 employees in four sectors in the West Midlands:

- Advanced Manufacturing
- Professional, Business & Financial Services
- Retail
- Hospitality

The survey collects information on topics including regional embeddedness, productivity, innovation and skills.

The results from the survey are intended to enhance understanding of the regional economy and to inform policy makers who want to address barriers to productivity improvement. The survey forms part of a research project funded by the UK Research and Innovation Economic and Social Research Council (UKRI ESRC). For further details see <https://www.birmingham.ac.uk/schools/business/research/research-projects/city-redi/productivity-and-prosperity.aspx> being conducted at the University of Birmingham. Findings from the research will be posted on this website.

The success of the survey is dependent on the willingness of employers to take part. If selected, employers can choose a time that suits them to be interviewed.

If you have any questions, email the research team at a.e.green.1@bham.ac.uk or c.a.billing@bham.ac.uk