

The image shows a modern office environment. In the foreground, there is a curved reception desk with the 'Advent' logo on it. To the right, a large wall features a stylized orange sun logo and the text 'Advent COMMUNICATIONS' and 'PUBLIC RELATIONS AND MEDIA SERVICES'. In the background, several people are working at desks. The floor has blue carpeting with yellow circular patterns.

Adam Dent Managing Director Advent Communications



Tom Bouchier
Managing Director
FANUC UK





**West Midlands
Combined Authority**

State of the Region

Andy Street

**Mayor of the
West Midlands**

My Background



West Midlands
Combined Authority

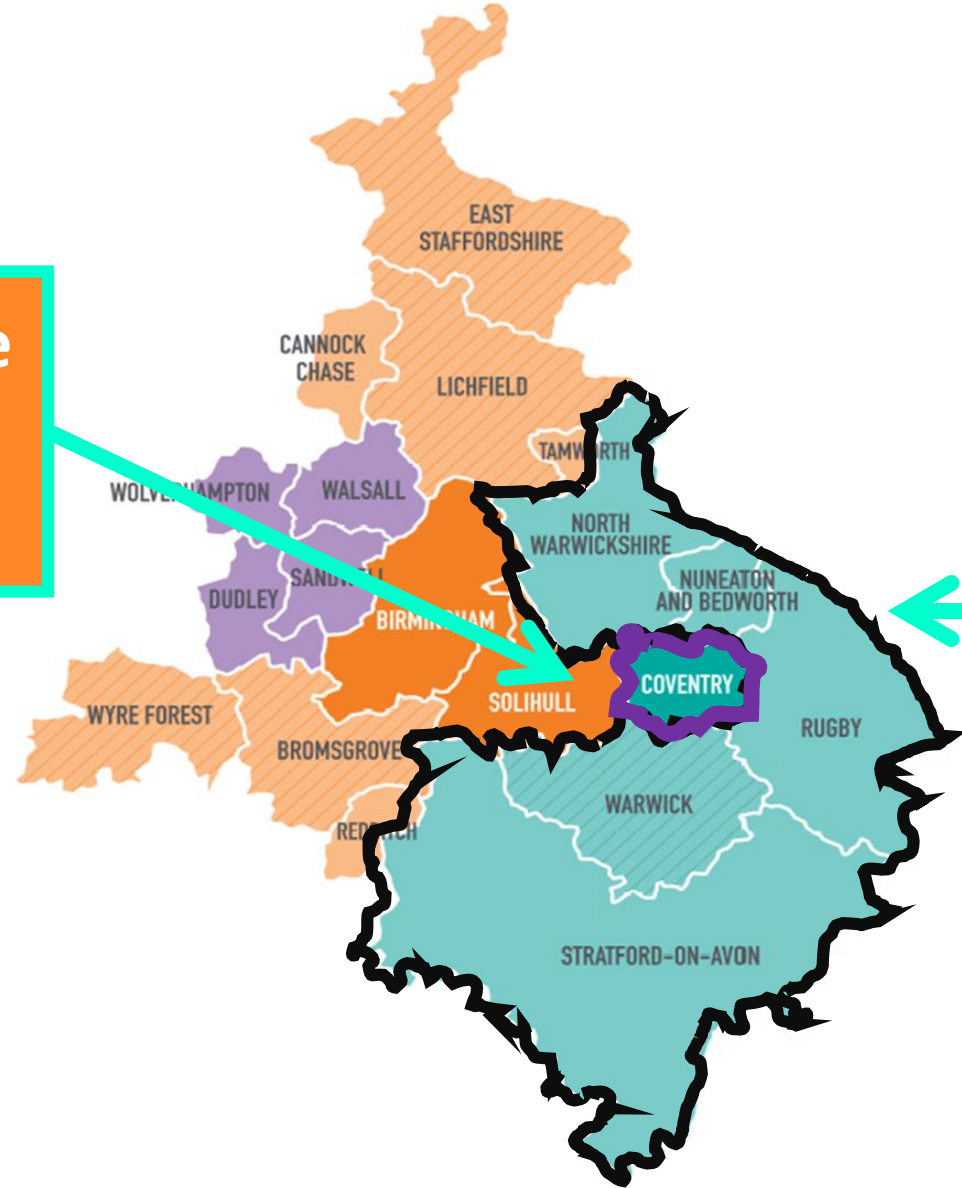


West Midlands Mayoral remit



West Midlands
Combined Authority

Coventry is one of seven Core Members



Warwick is a Non-constituent Member

Agenda



West Midlands
Combined Authority

State of the Region

Our Plan for the West Midlands

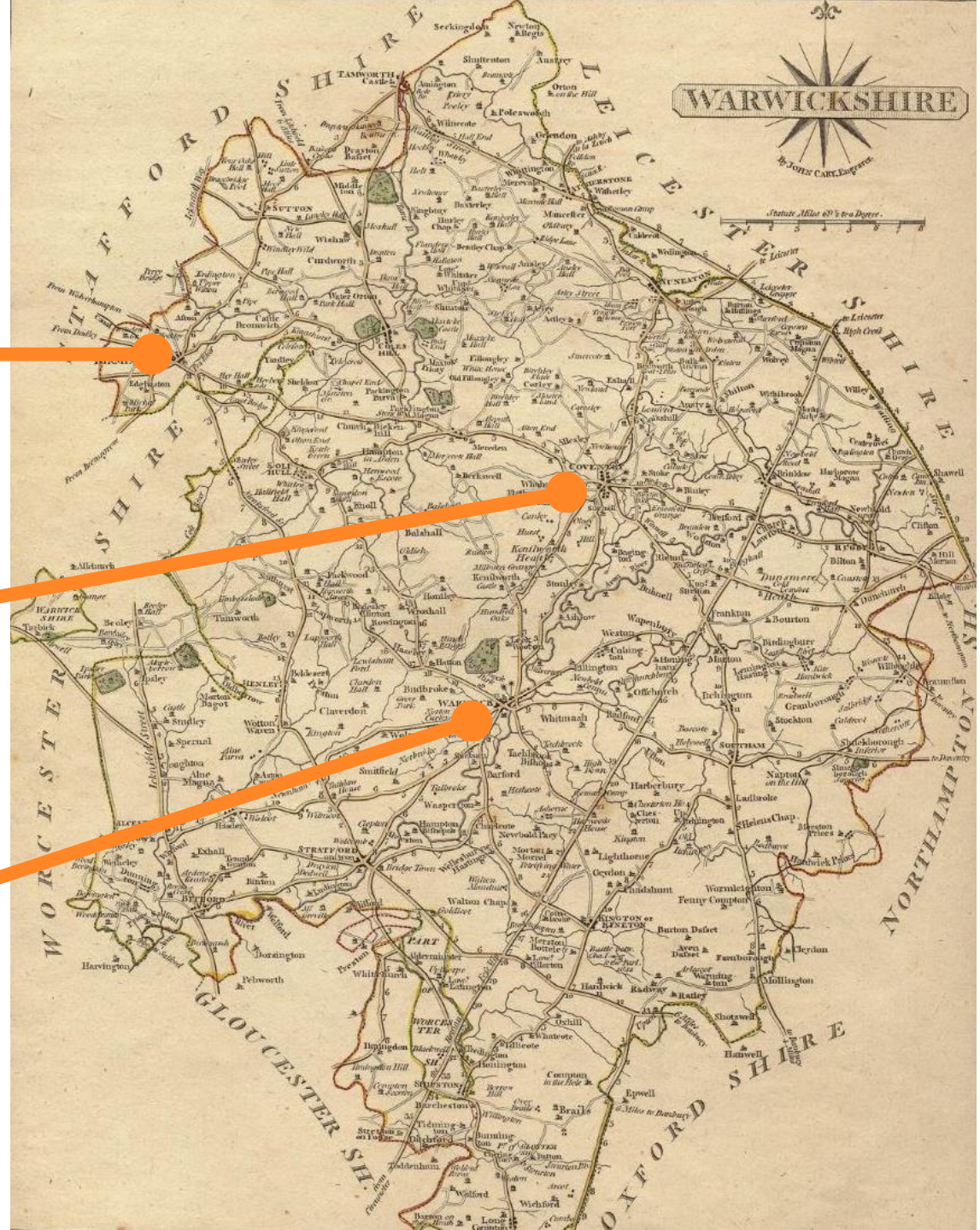
Reflections on the last two years

Warwickshire 1787

Birmingham

Coventry

Warwick

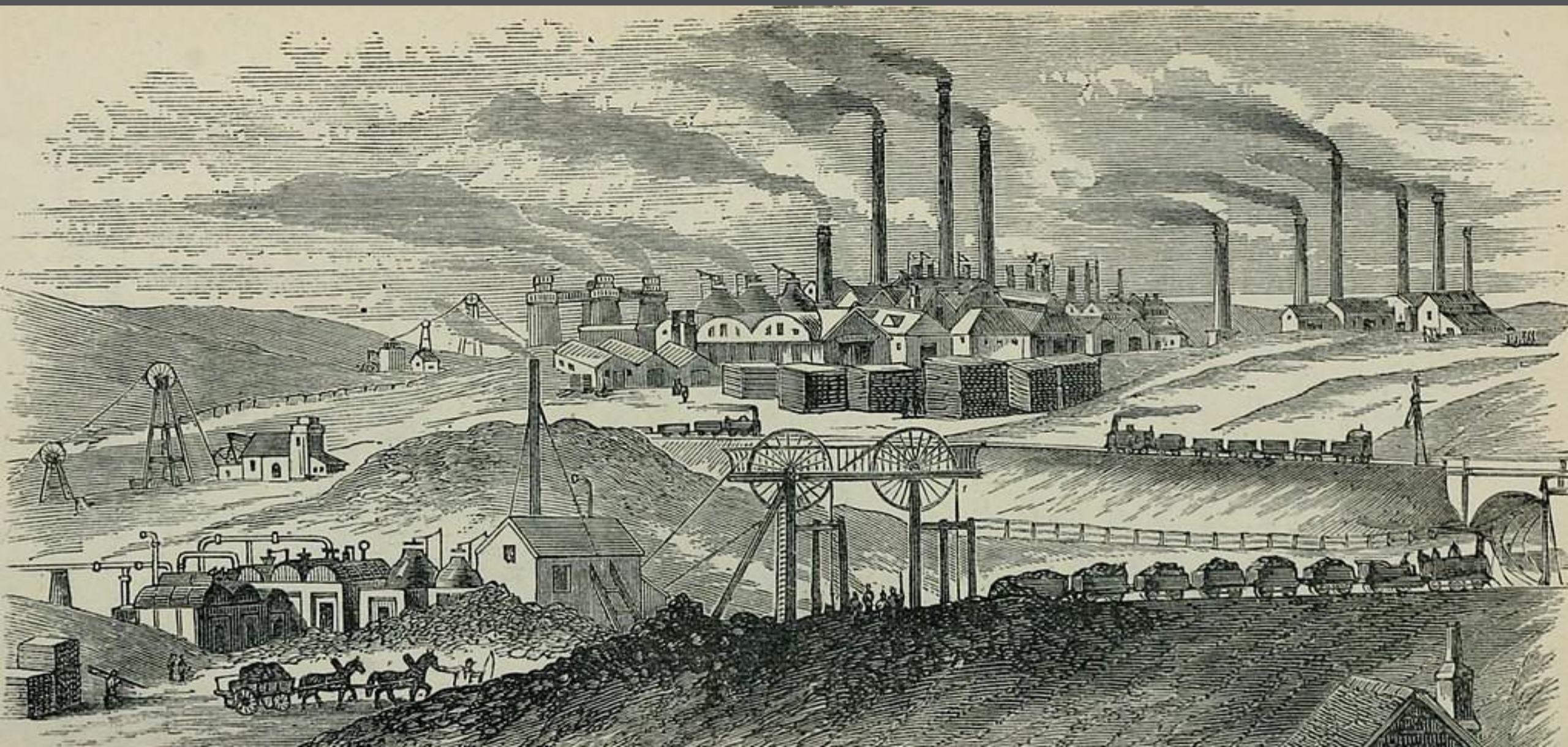


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Then came the Industrial Revolution



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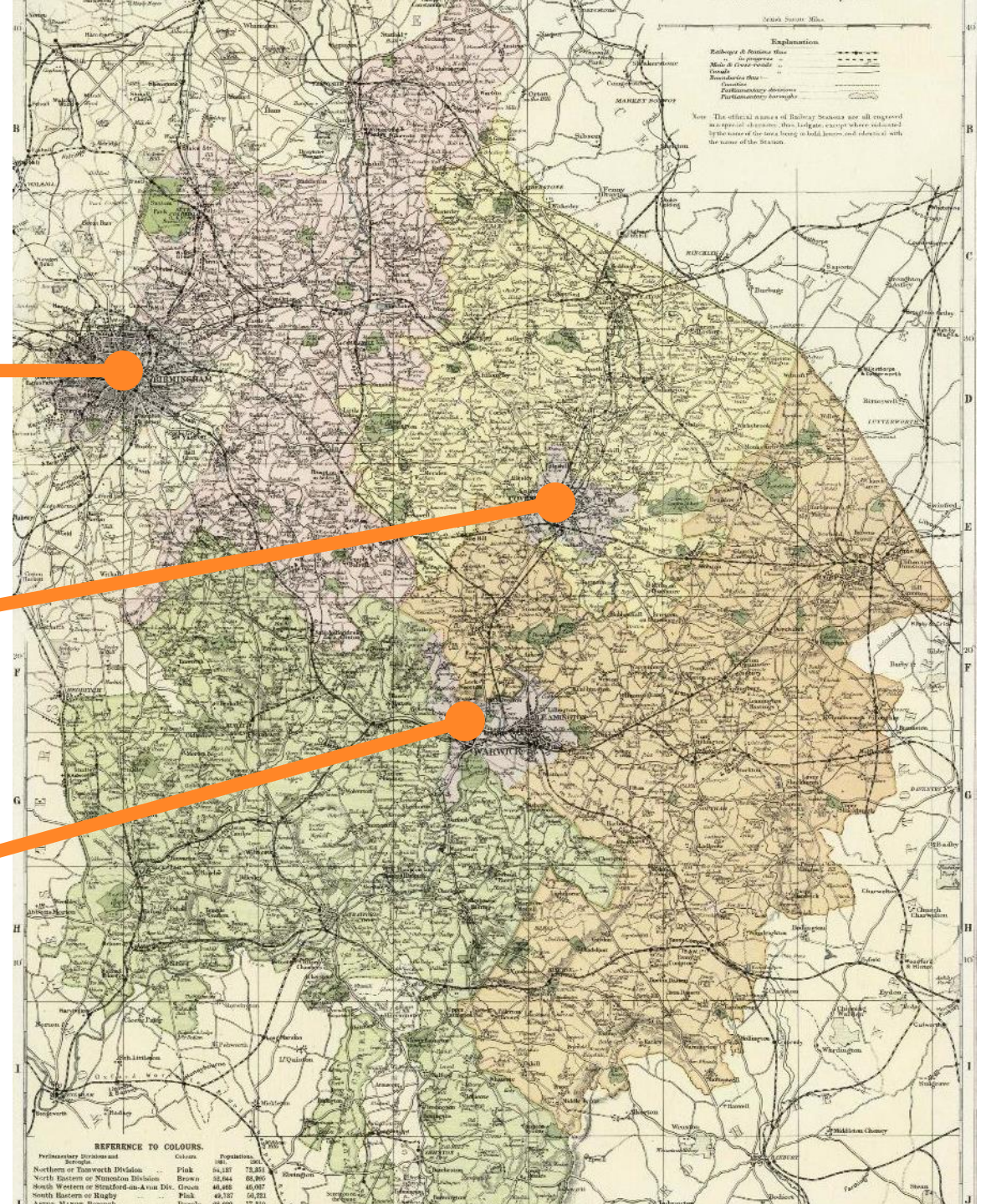


Warwickshire 1904

Birmingham

Coventry

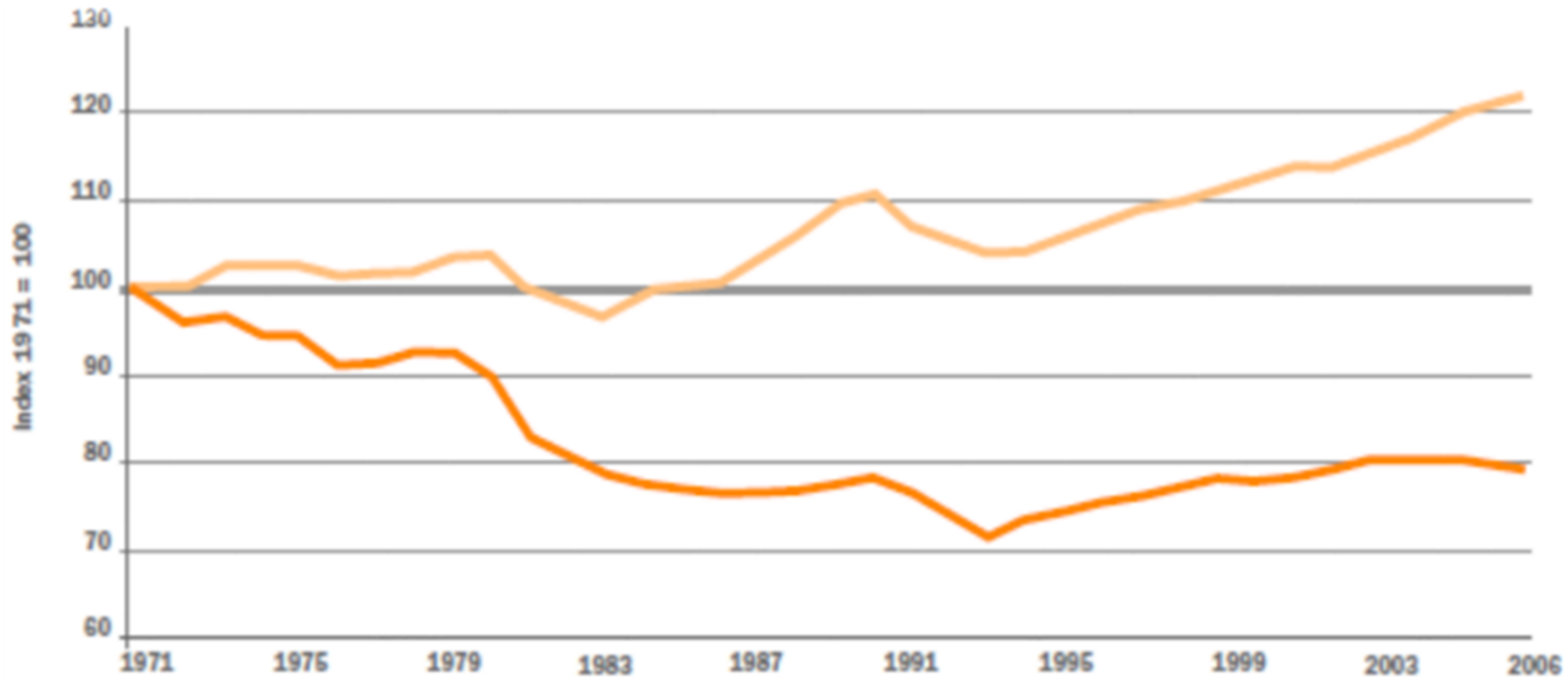
Warwick



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We fell behind...

Indices of employment in Birmingham and the UK (1971-2003)



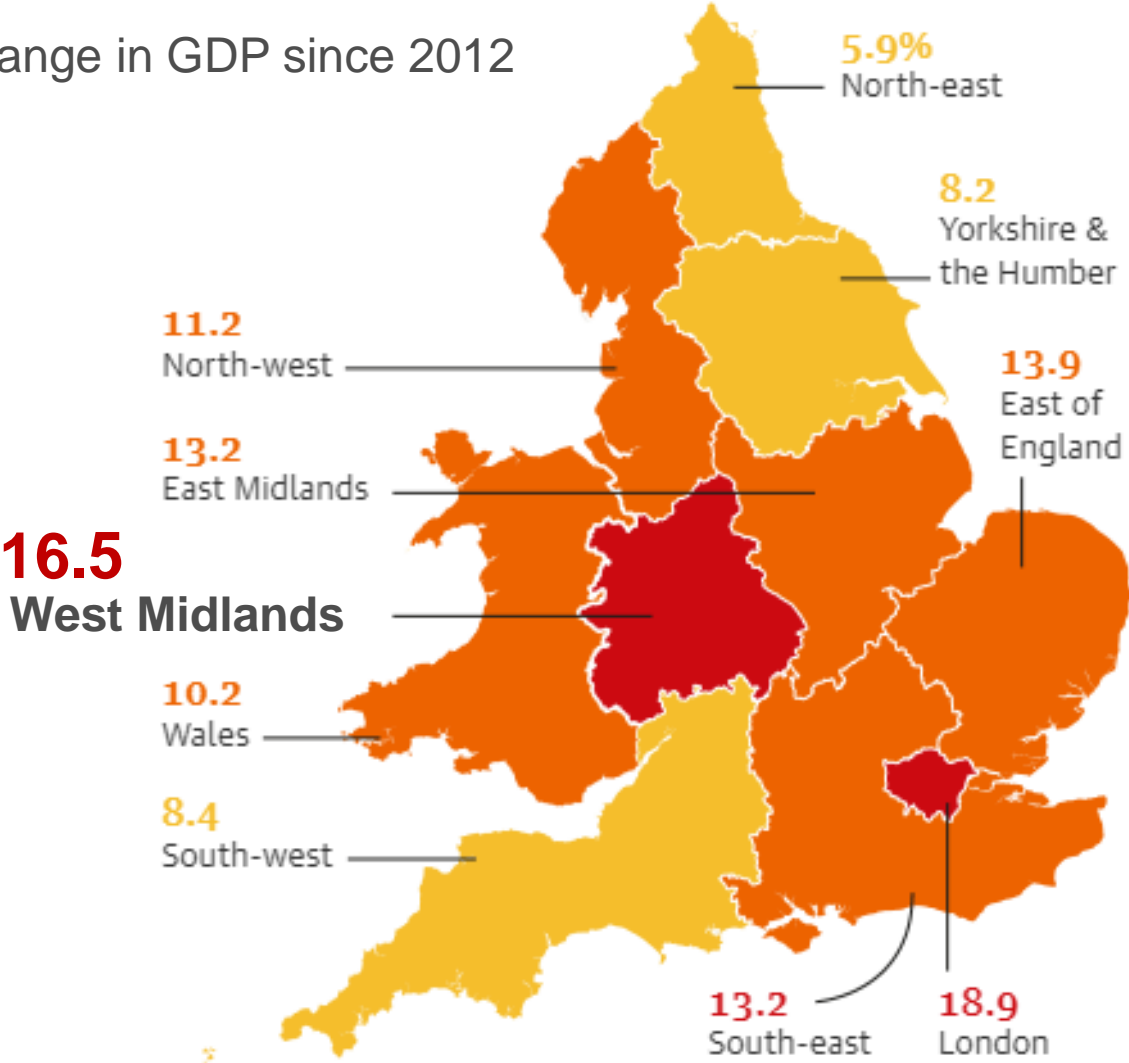
Birmingham

United Kingdom

Source: BEIC, Employment Census, AES & ABI

But now we're back in business

Percent change in GDP since 2012



Guardian graphic. Source: ONS. Note: no data for Scotland and Northern Ireland

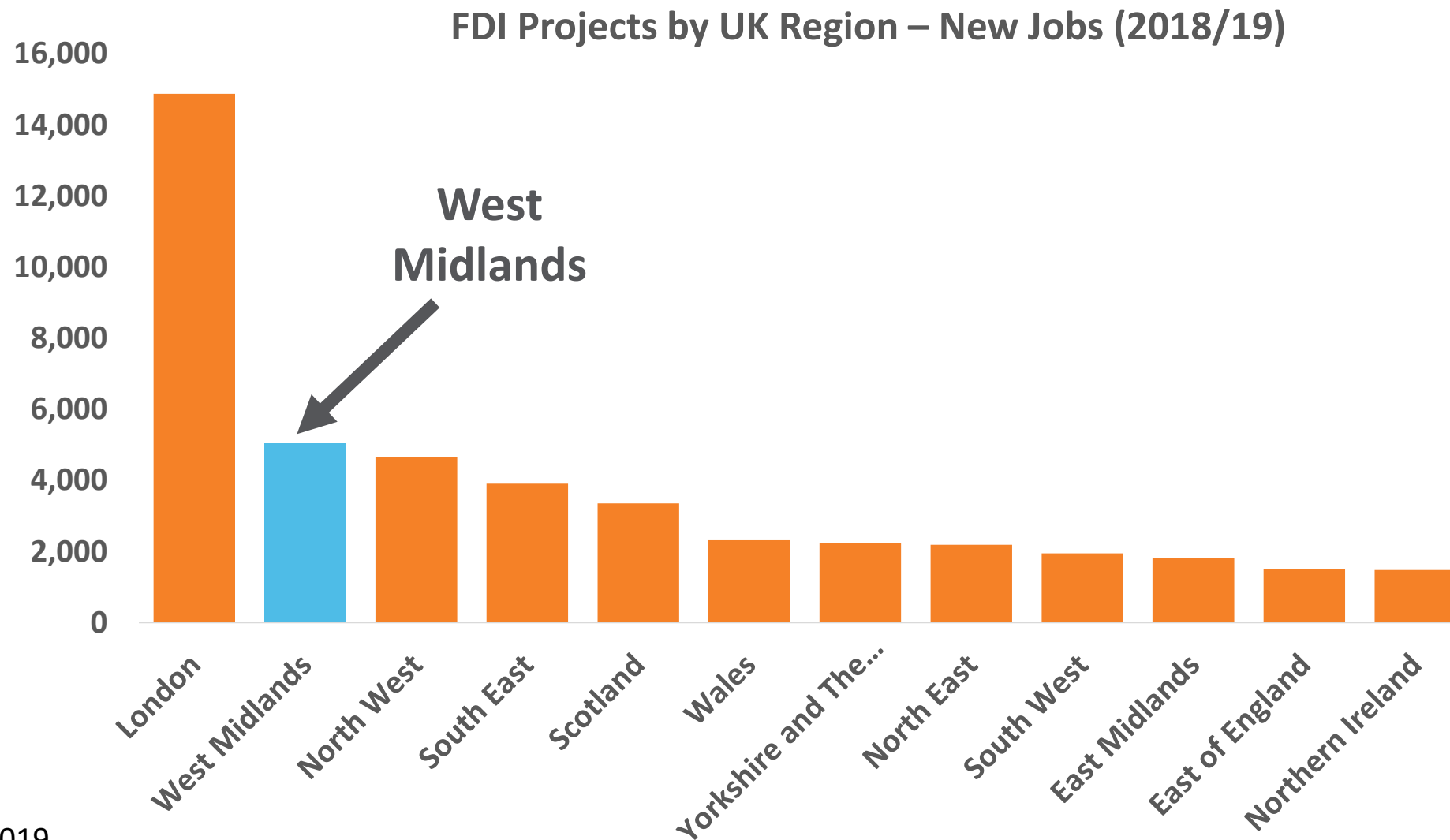
Progress is visible



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Inward investment remains strong



Two of the Top Five most Entrepreneurial Cities

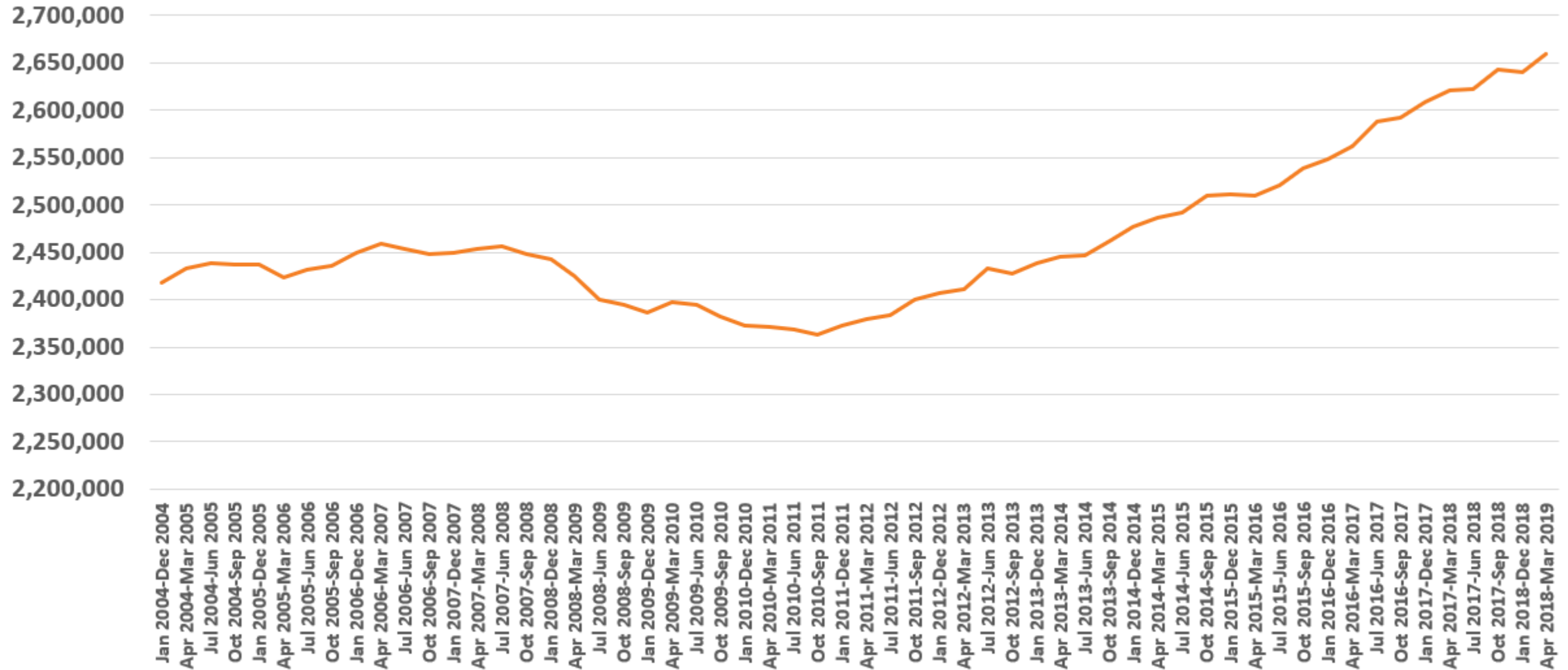
Entrepreneurial Cities	Ranking
Birmingham	1
London	2
Leicester	3
Coventry	4
Manchester	5

Total employment is rising



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Combined Authority

Total Employment in the West Midlands



Tourism is booming



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Hotel occupancy at
an all time high:
75%



Restoring pride in our region

The Telegraph

Why is Leamington Spa the happiest place in Britain?



Royal Leamington spa is a middle-class haven CREDIT: ALAMY

The Boston Globe

Once an industrial eyesore, Birmingham, England, is now kind of hot for travel

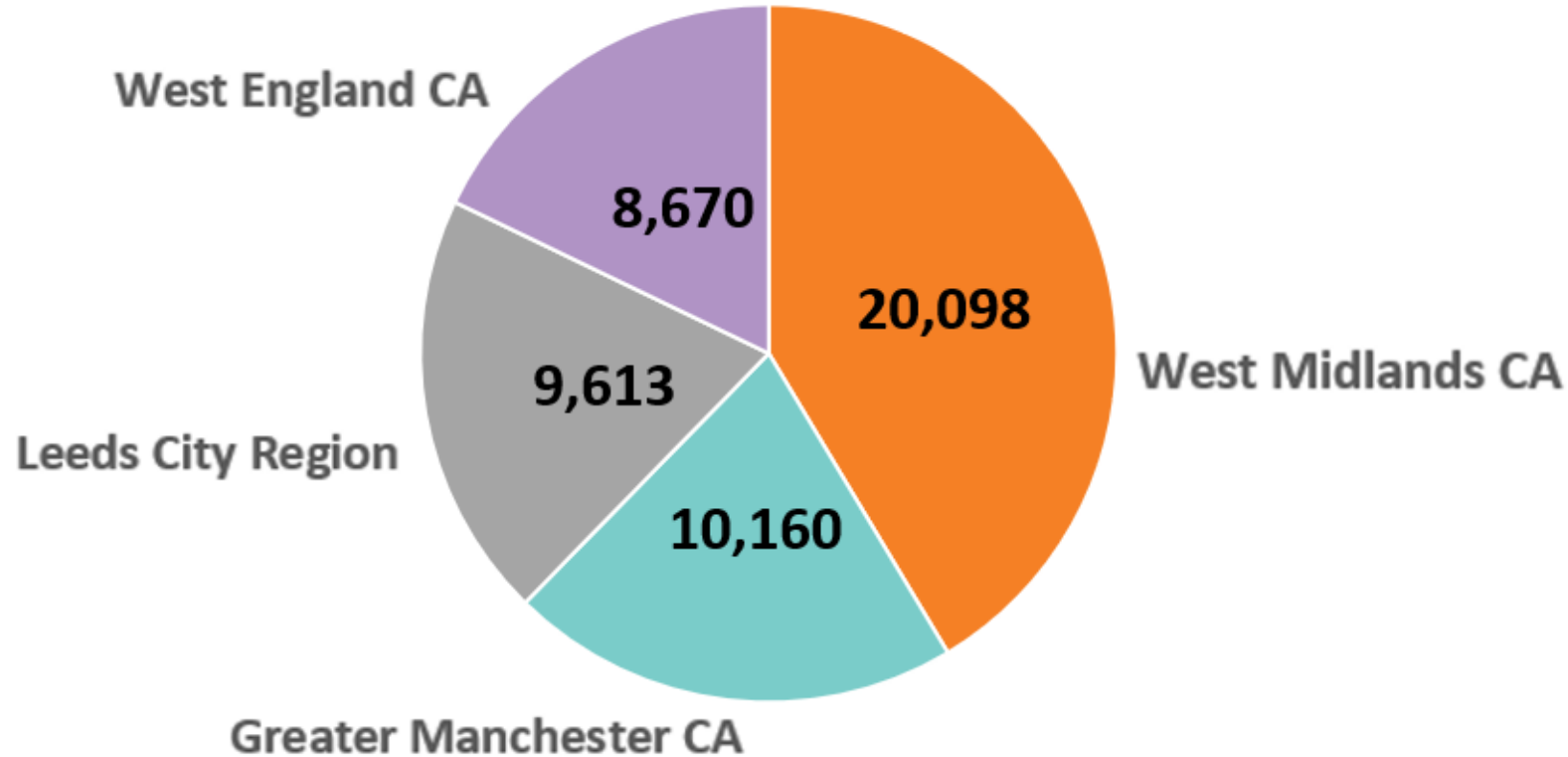
With a world-class food scene, a dazzling new public library, and a cool attitude, “Brum” is suddenly hot.



New town will feature a 'little Stratford-Upon-Avon'

Londoners are voting with their feet

Internal Migration from Greater London (Year Ending June 2019)



Major events to look forward to



West Midlands
Combined Authority



Coventry
2021 UK CITY OF CULTURE BID



Major events to look forward to



West Midlands
Combined Authority



BIRMINGHAM
2022

commonwealth
games



Agenda



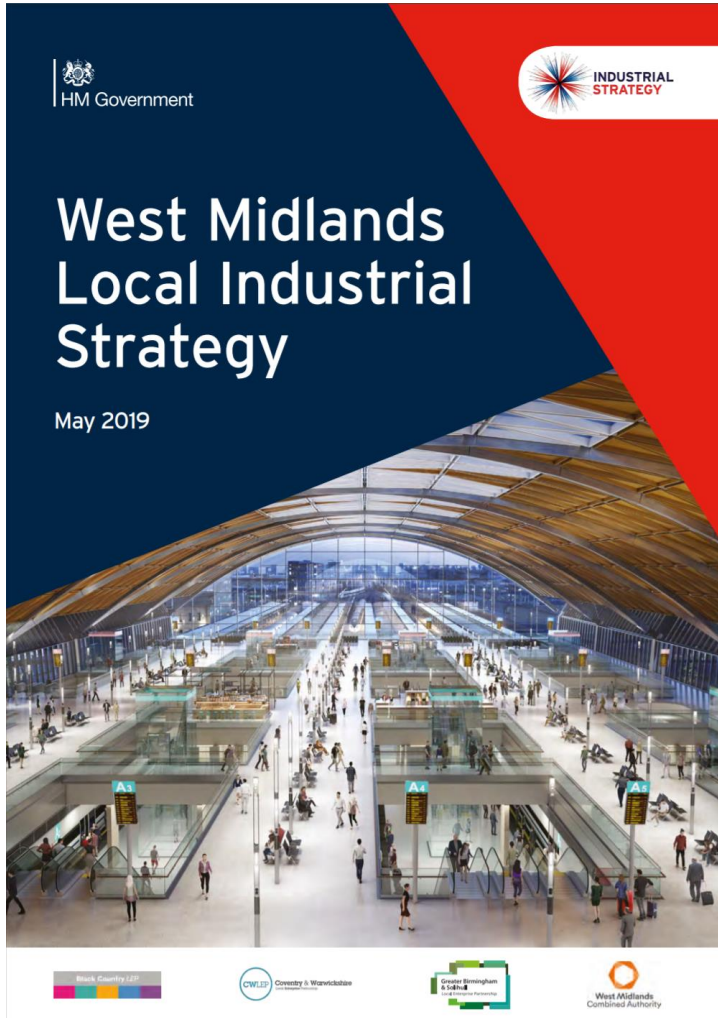
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Combined Authority

State of the Region

Our Plan for the West Midlands

Reflecting on the last two years

The UK's first *Local* Industrial Strategy



Advanced manufacturing



Life sciences



Professional services



Digital & Creative



Construction



Logistics / transport technology



Low carbon technology



Housing



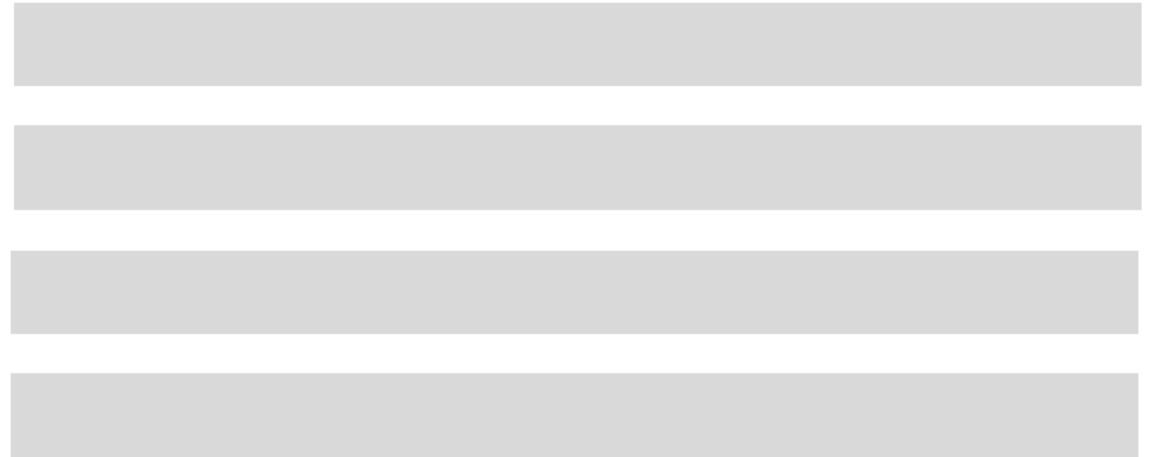
Skills



Transport



Energy



Driving Productivity across our Sectors



With Digital as the Golden Thread



Advanced manufacturing



Life sciences



Professional services



Digital & Creative



Construction



Logistics / transport technology



Low carbon technology



Housing



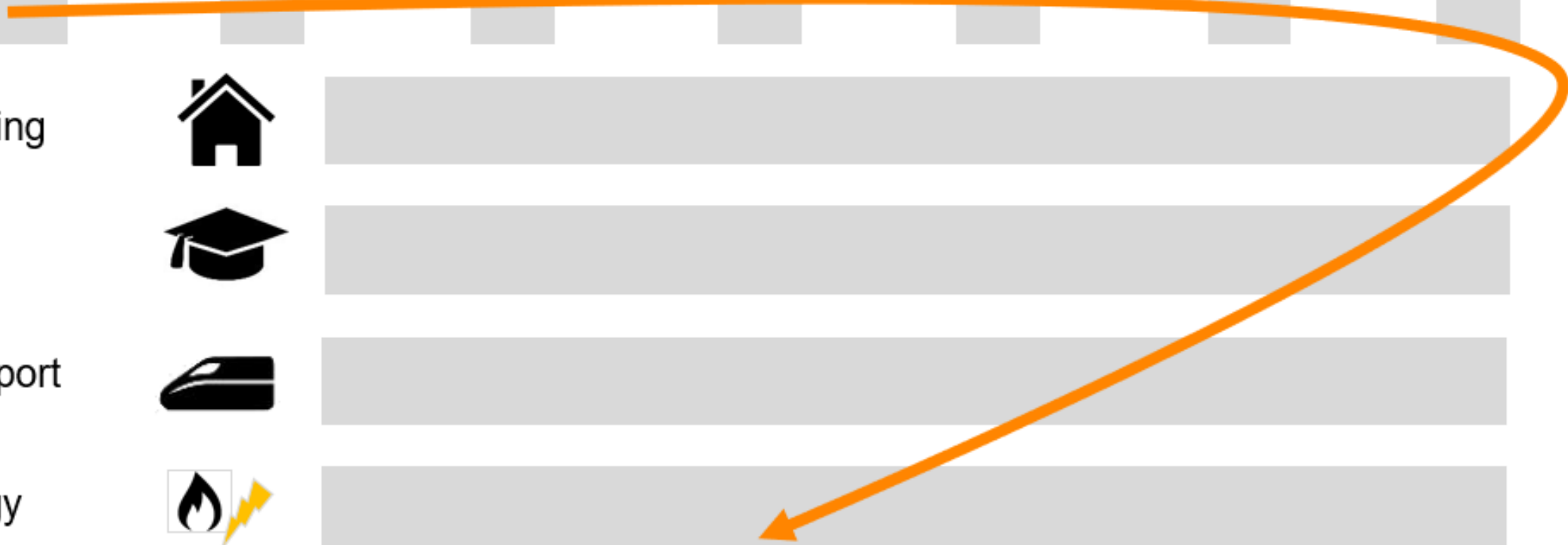
Skills



Transport



Energy



Connecting our sectors with 5G



Create Central to boost our screen industry



Creating a world-class automotive cluster



Supported by UKBIC, Coventry



Pressing on with our transport strategy



Transport for
West Midlands



- Local Passenger Route
- Route without local passenger service
- HS2
- Disused former freight route
- Former freight route being used for Metro
- People mover link
- Station
- New station under active development and in funding programme
- Principal Freight terminal

Reopening our Historic Rail Lines



A new station for Coventry



A new station for Rugby? Rugby Parkway



Metro expansion progressing well



Ambitions for Very Light Rail



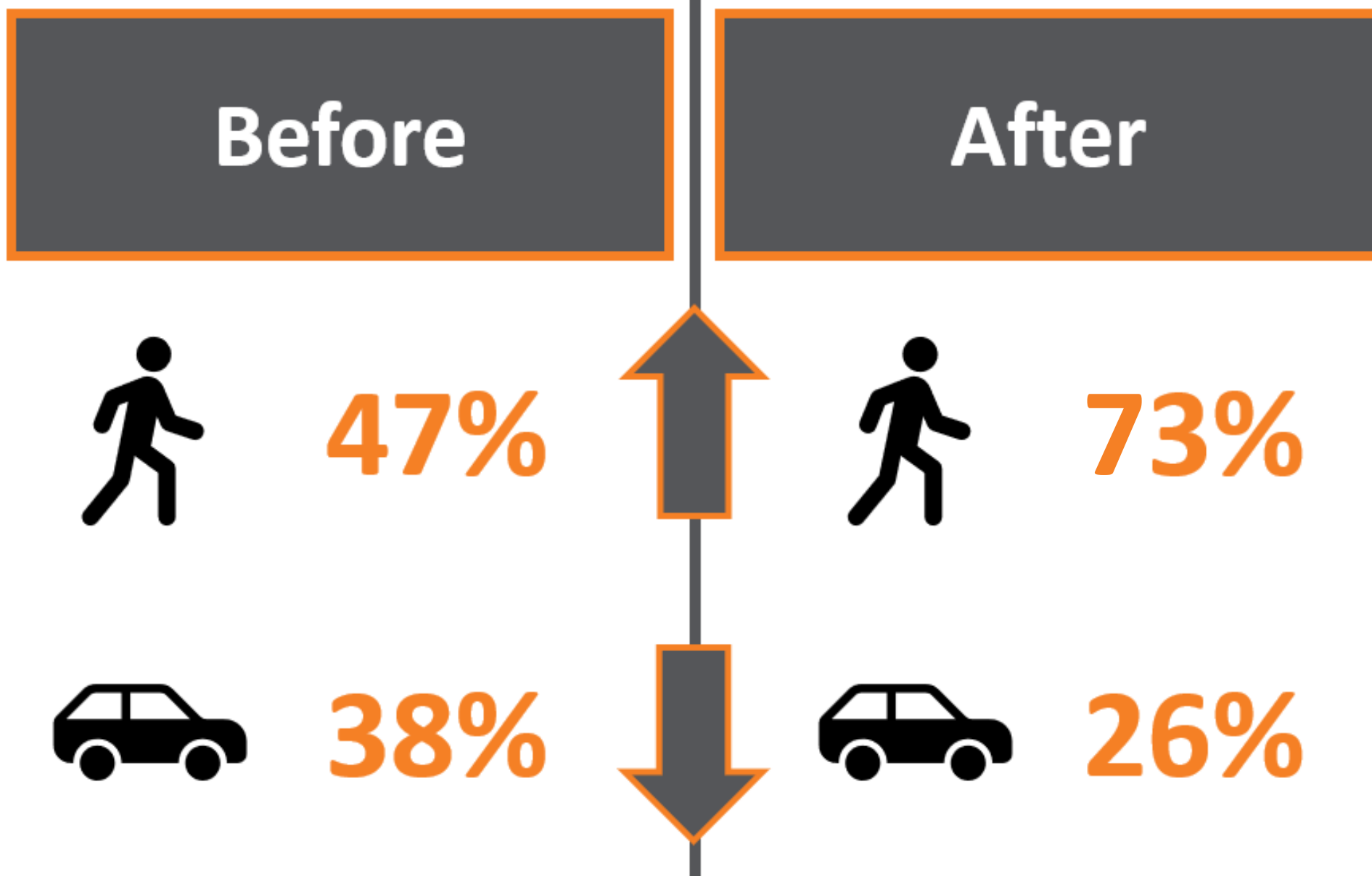
Encouraging Cycling and Walking



Walk to School - Working with Living Streets



The Results:



The results so far...



Percentage change in Patronage (1 year)



+3.5%



+1%



+8.3%

Coventry - the UK's Future Mobility Zone



THE TIMES

Motorists to earn £3,000 by ditching car for public transport

March 23 2019, 12:00am,



Developing an ecosystem for CAM testing



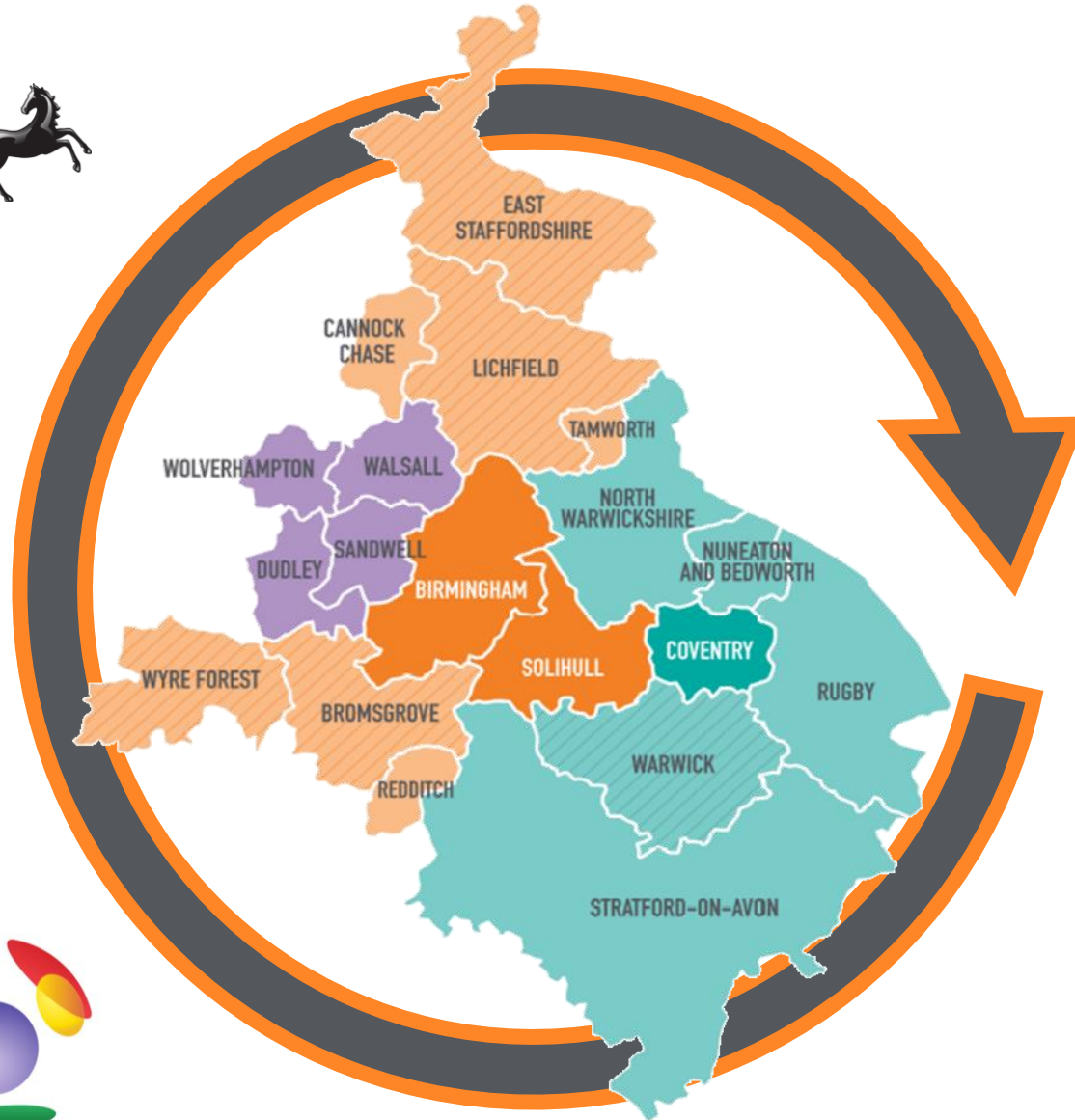
Delivering £126m Adult Education budget



A new Construction Skills training fund



Taking control of our Apprenticeship Levy



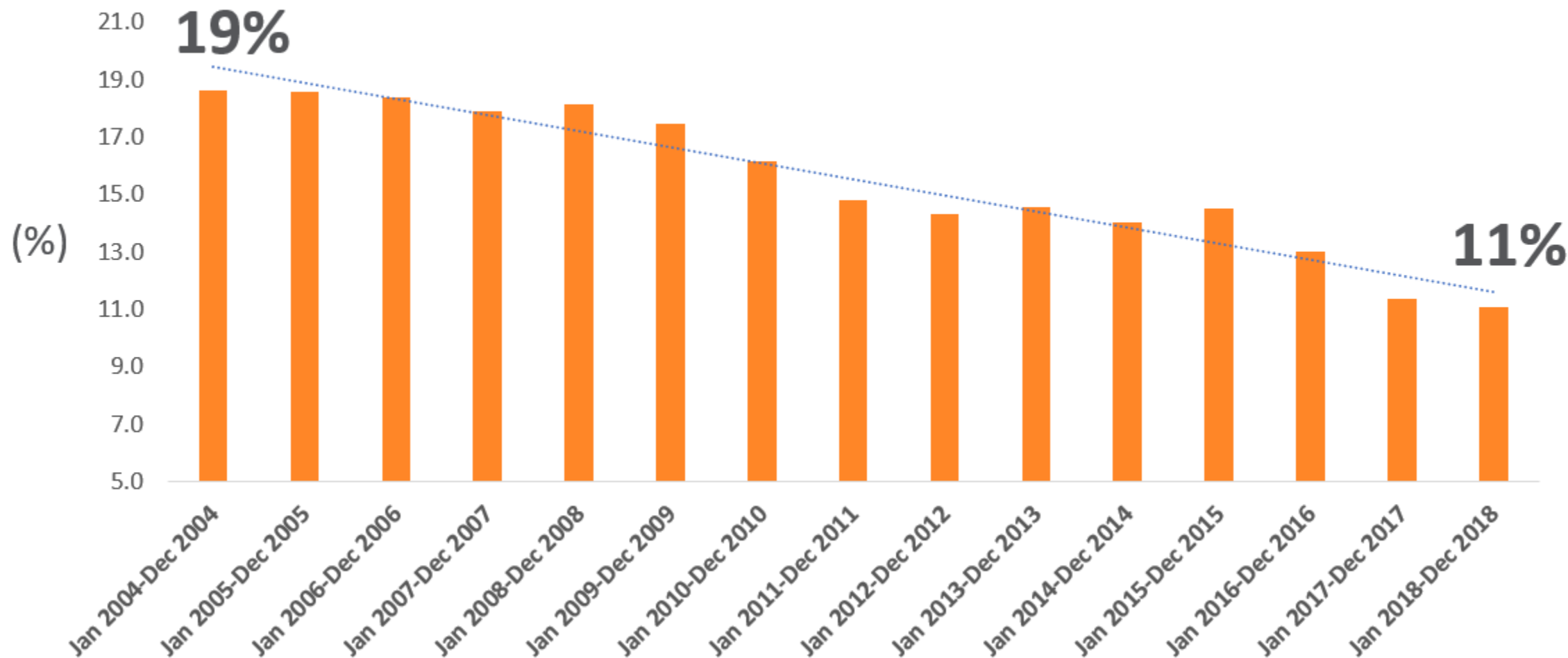
Digital retraining with our £5m 'Beat the Bots' fund



Making progress... but more needs to be done



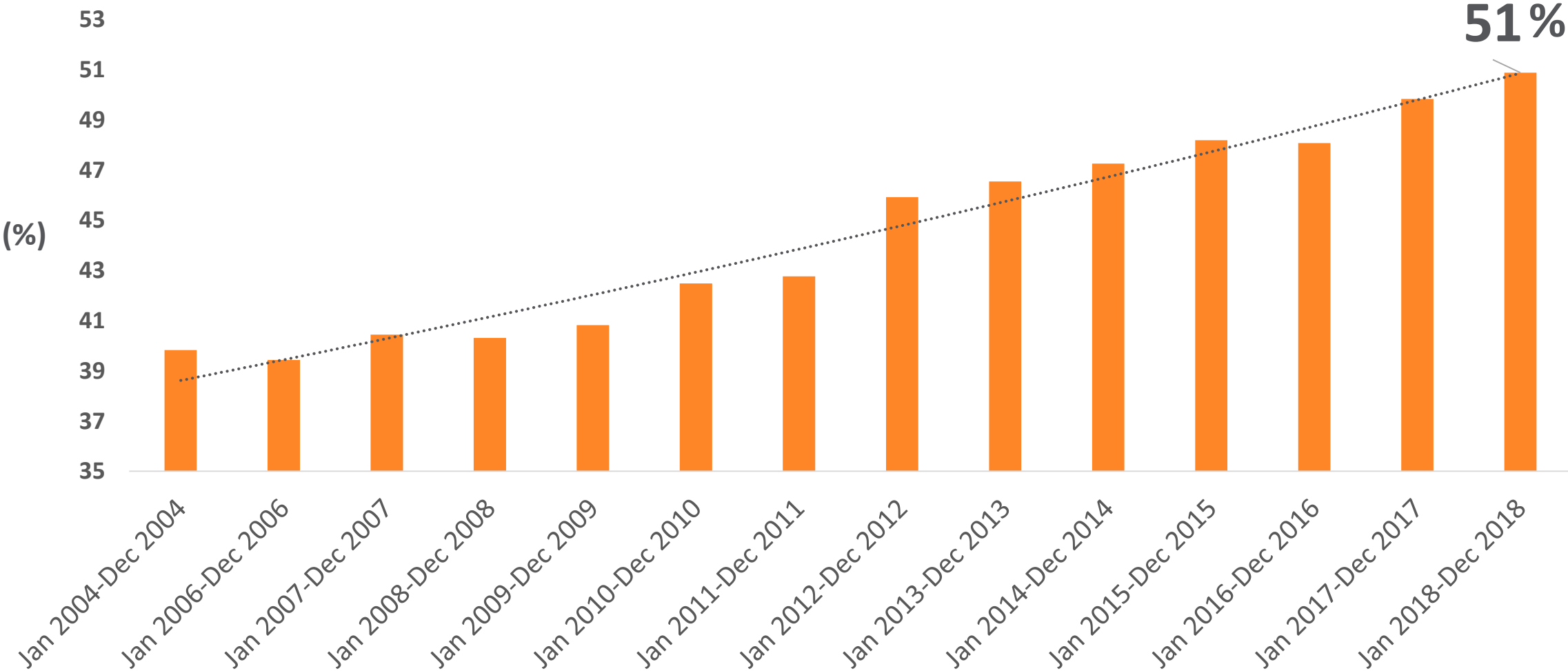
Percentage of West Midlands (3 LEP) Population with No Qualifications



More people with NVQ3+ Qualifications



% with NVQ3+ - aged 16-64



Working to meet our housing target



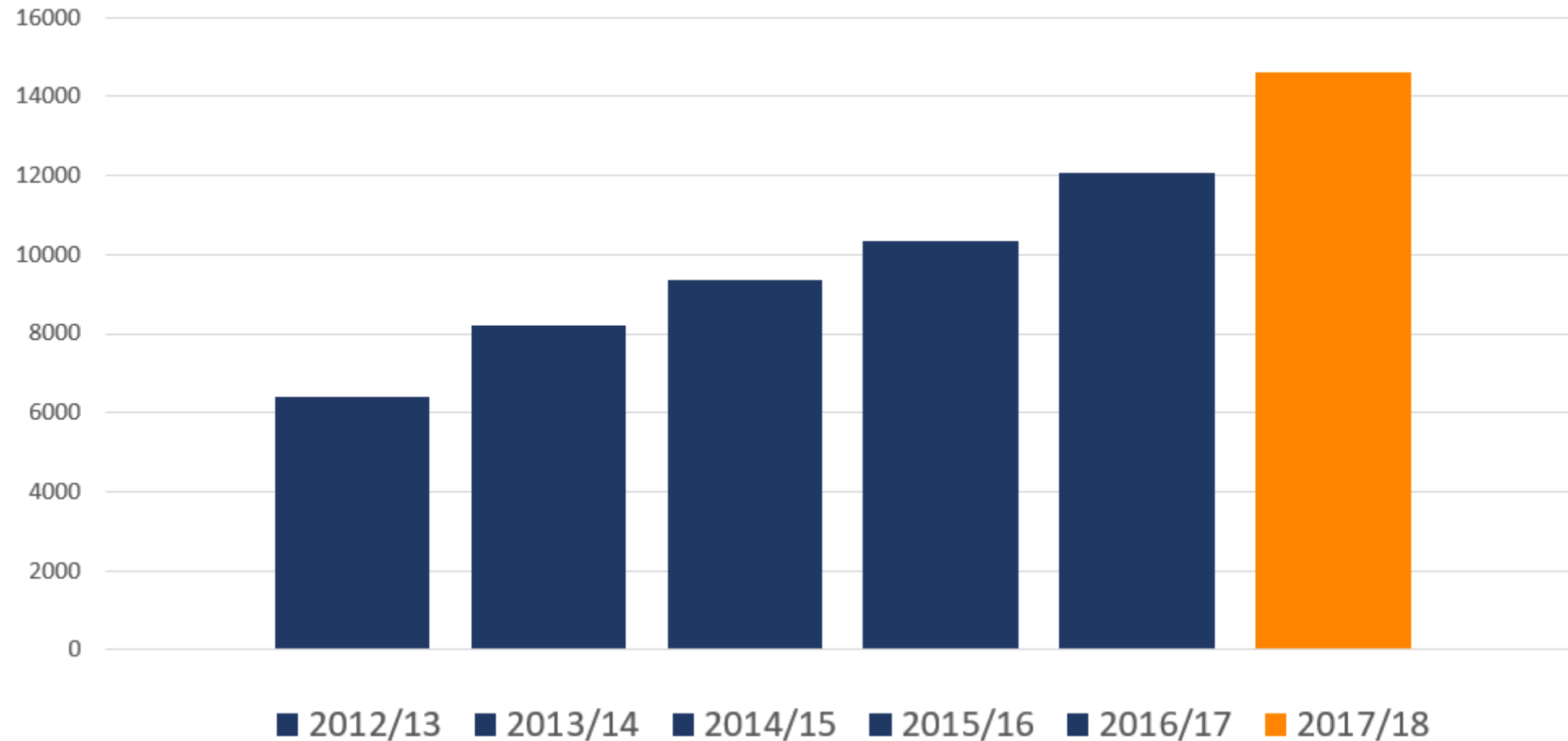
**215,000
Homes
by 2030**



The results so far...



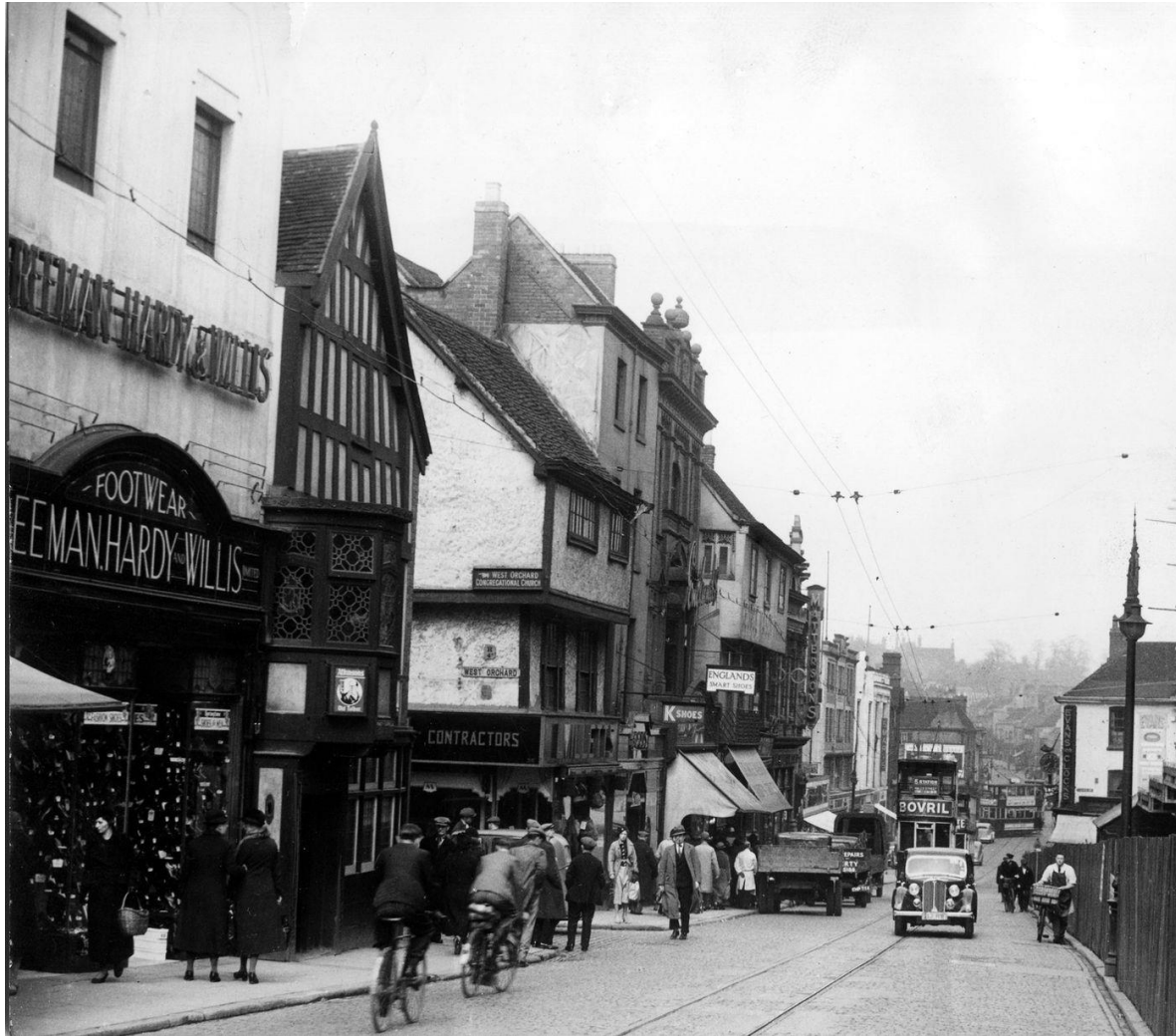
Additional Dwellings in the West Midlands 2012-2018



Sticking with a **Brownfield First** approach



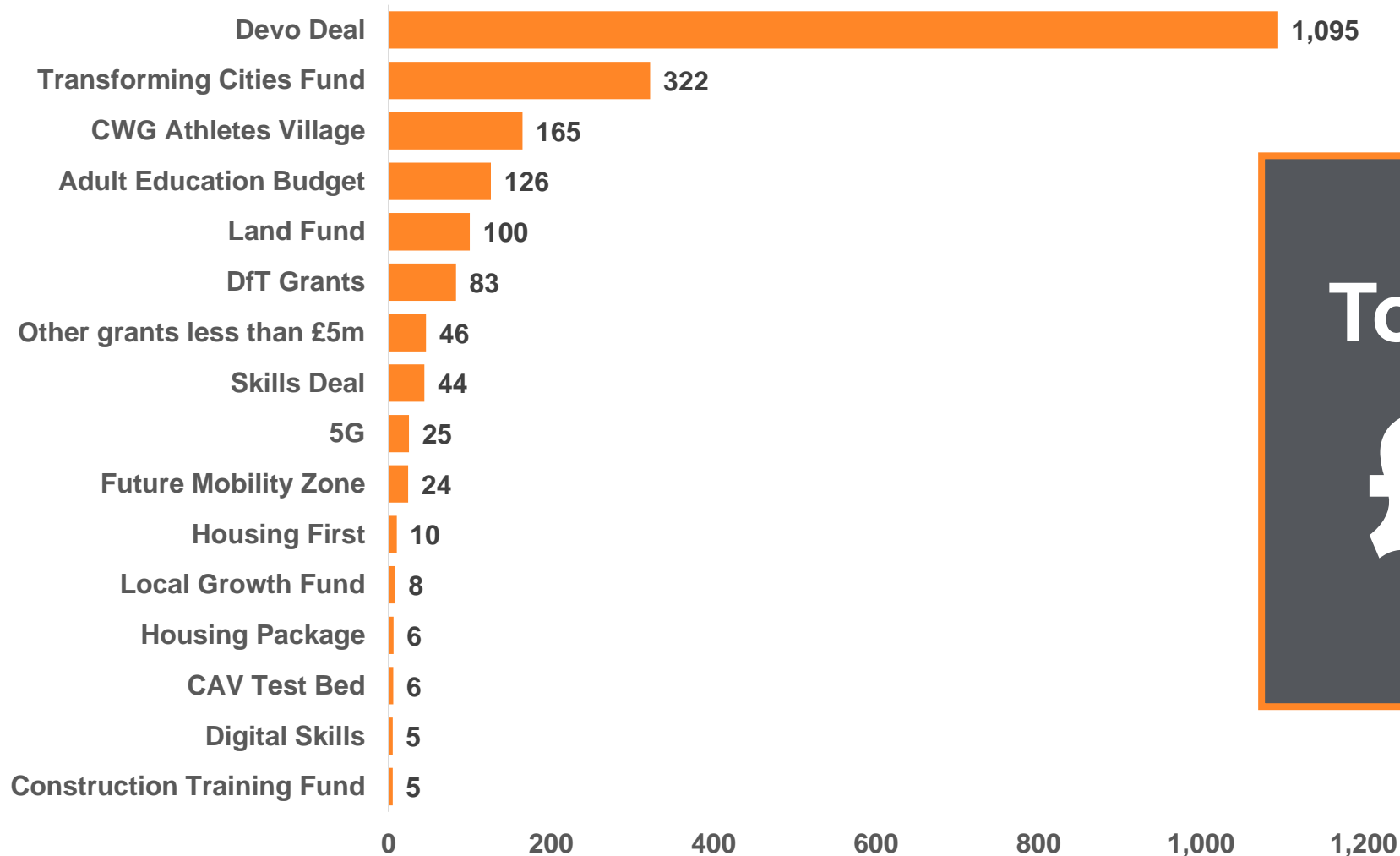
Government funding for historic High Streets



All supported by continued devolution of funding



Devolved Funding Influenced by WMCA (millions)



Total funding:

£2bn

Agenda



West Midlands
Combined Authority

State of the Region

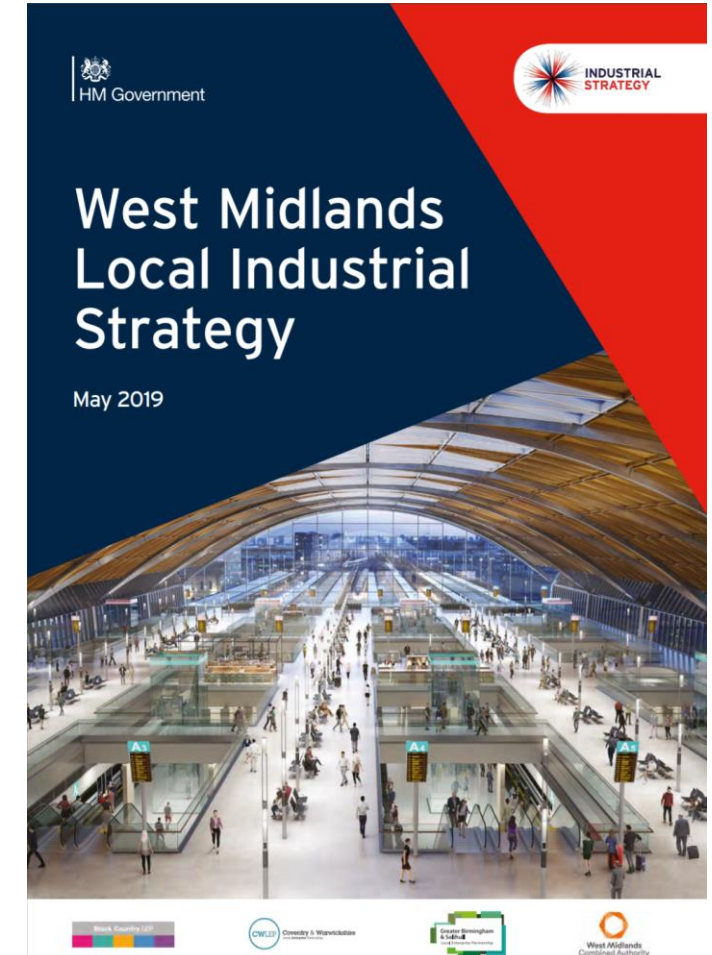
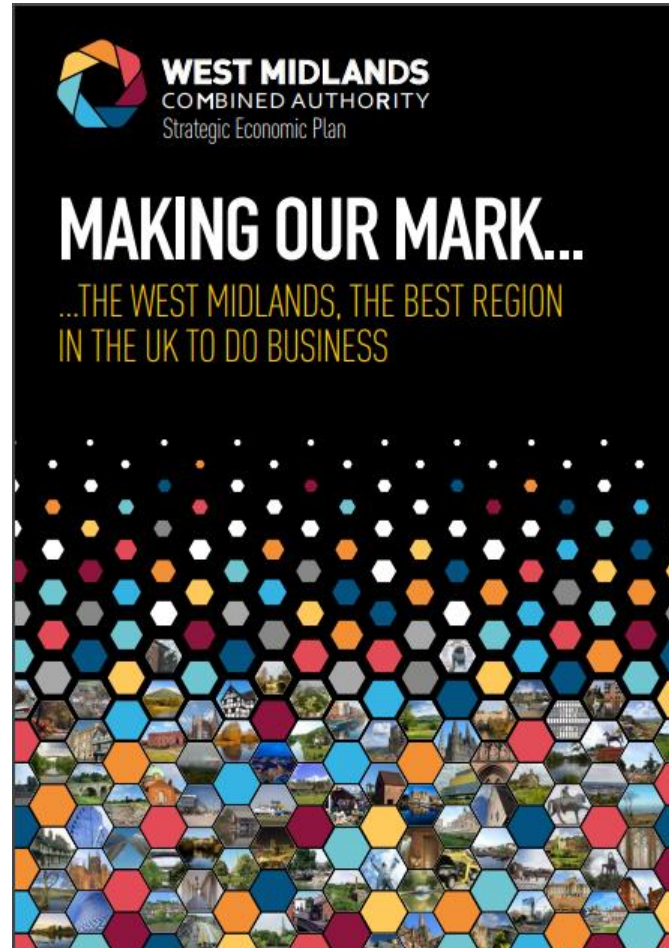
Major Milestones

Reflections

1. Setting a clear plan



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Combined Authority



2. Working as a Team



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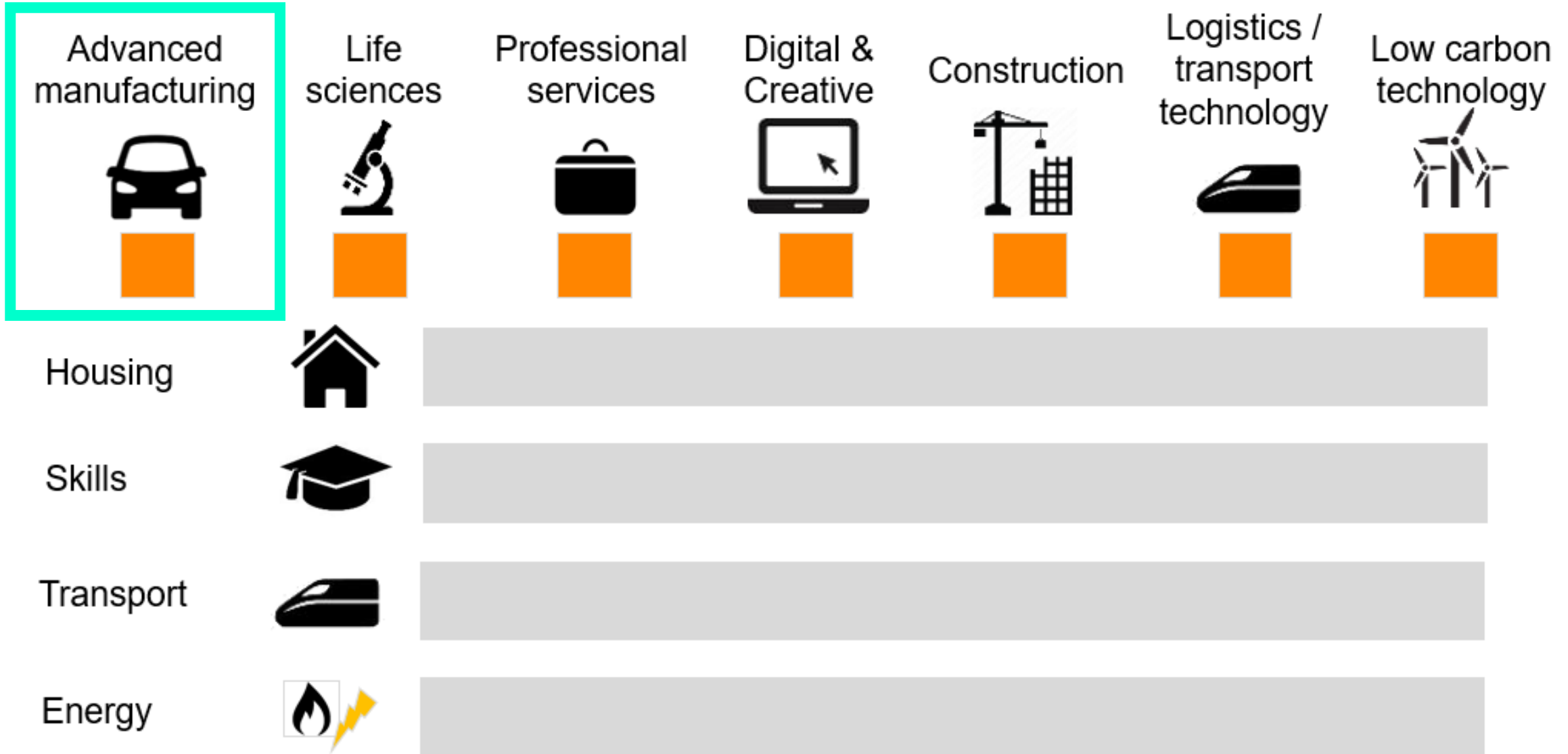
3. Telling our Story



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4. Critical role of Key Sectors



Our Automotive businesses have contributed hugely to regional growth



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5. Diversifying our economy



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6. Making growth inclusive



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Inclusive Growth Decision-making Tool

For public sector practitioners to assess whether
projects and interventions will support inclusive growth



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7. Managing uncertainty – HS2



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8. Managing uncertainty - Brexit



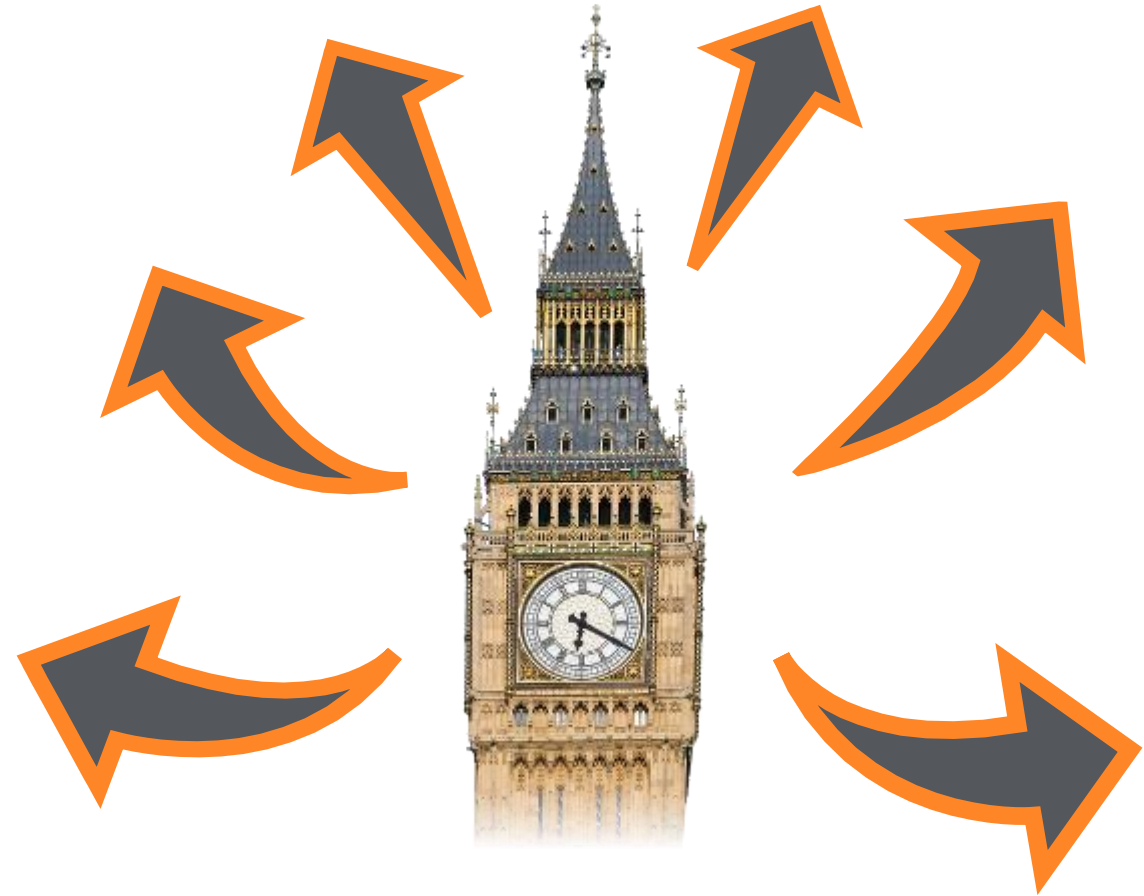
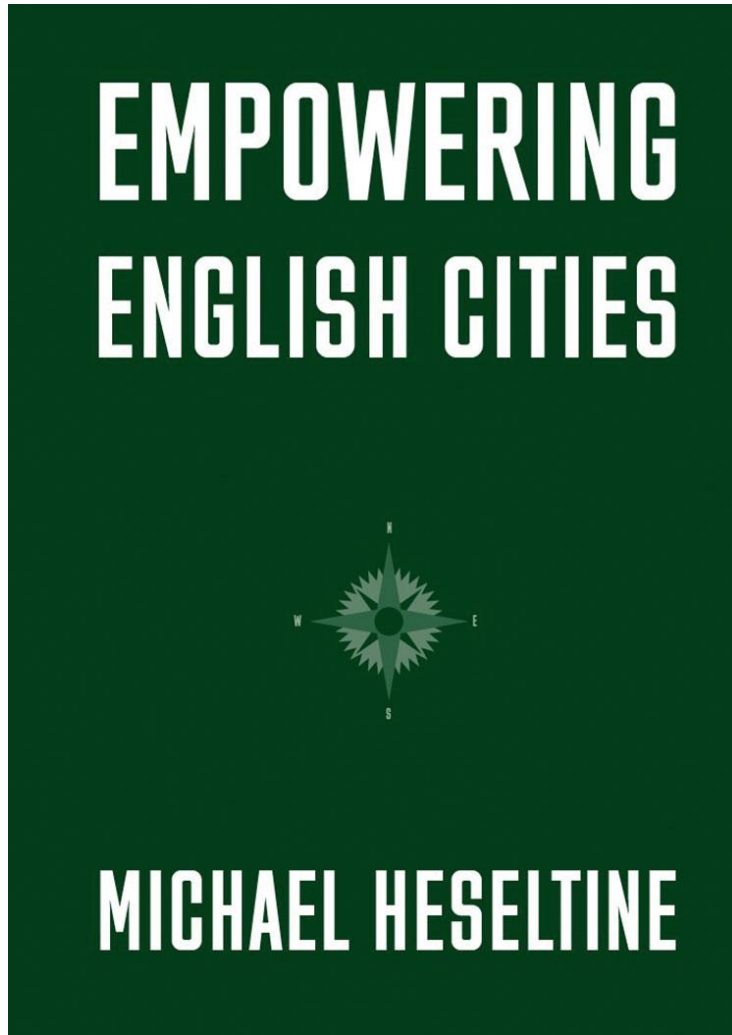
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Means we press on for further Devolution



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9. Managing certainty



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10. Keeping it ambitious



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And lastly from me...

Thank You



Transforming our sub-region

Andy Williams
Director Business, Investment & Culture
Coventry City Council



European Union
European Regional
Development Fund



Coventry & Warwickshire – Fastest growing LEP area economy in England since 2009

- Real GVA increased by 33.4% during the last 6 years
- C&W is the fastest growing economy outside the South East and Coventry is the fastest growing city outside of Greater London
- Economy is worth £26bn and has grown by 31% over 5 years
- Coventry ranks as 8th of 42 as the best City to live, work and do business in the UK
- Coventry 2nd highest patents per head of English cities
- West Midlands retains position as leading region for attracting Foreign Investment outside London and the South East



Why do business here...



- **UK City of Culture 2021** will celebrate Coventry's contribution to the world - from design and innovation to peace and reconciliation
- C&W has **unrivalled connectivity**
- **100,000 graduates** and 16 universities within 1-hour drive time
- **Global R&D and Design Centres** for Aston Martin, Geely, London Electric Vehicle Company & JLR
- **35 OEM Vehicle and Off-highway Brands**



Why do business here...



- **75,000 new homes and 714 hectares of employment land to be developed by 2030**
- **£108m UK Battery Industrialisation Centre (UKBIC) - opens 2020**
- **£1bn+ R&D Facility Pipeline**
- **11 Automotive, 4 Aerospace, 4 Rail Centres of Excellence and 2 internationally recognised universities**
- **West Midlands 5G Test Bed**
- **Coventry & Warwickshire accounted for 54.9% of all jobs created across the West Midlands in 2018**



What do our businesses say....



Coventry & Warwickshire has an inspiring, world famous history and the manufacturing excellence available here is a massive asset which we harness the advantages of in our business every day. We can recruit the right people, with the right skills and that there is a steady stream of people leaving the city's two fantastic universities who want to show employers just what they can do.

DAVID KEENE
CEO, RDM

People recognise Coventry and Warwickshire on an international scale for its automotive knowledge and expertise

Richard Burke, Commercial Estates Group

"Winning the title of UK City of Culture 2021 provides a once in a lifetime opportunity for Coventry and the wider region. The economic impact will be huge for the City and the West Midlands, encouraging new investment and infrastructure growth – while offering aspiration and support for local communities most in need. Never has there been a better time to invest in Coventry and the West Midlands"

David Burbidge, Chair of Coventry City of Culture

Warwickshire is a renowned hub for technology entertainment companies. We chose to start Pixel Toys here because it offers an excellent support network of businesses operating in the same space as well as local government support, and importantly for our employees it's a great place to live. We wouldn't have chosen anywhere else.

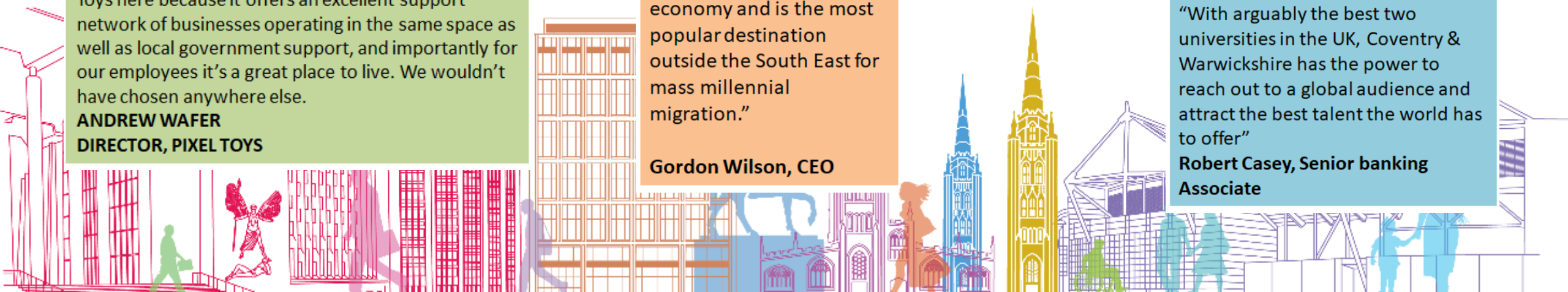
ANDREW WAFER
DIRECTOR, PIXEL TOYS

"It was the clear choice given it has the UK's largest regional urban economy and is the most popular destination outside the South East for mass millennial migration."

Gordon Wilson, CEO

"With arguably the best two universities in the UK, Coventry & Warwickshire has the power to reach out to a global audience and attract the best talent the world has to offer"

Robert Casey, Senior banking Associate



Railway
Station



An aerial photograph of a city, likely London, showing a mix of old and new architecture. A large, modern building complex with a grid-like facade is the central focus. To the left, a circular callout with a dark grey background and a white border contains the text 'Friargate'. The surrounding area includes residential streets, a railway line, and a multi-lane road. The image is taken from a high angle, providing a clear view of the urban layout and the proposed development.

Friargate

City Centre
South



Current ERDF Programmes 2019-2021



Success so Far...

Grants that have been awarded
to date to SMEs:

Green Business: £882,577

Innovation: £1,156,376

Business Support: £1,937,020

Total: £3,975,973

Business Assists – 965

Grants – 185

Jobs Created – 689

Carbon Saved – 2,500 tonnes

Start-ups supported - 575



Continuing Support for Investment

- Access to Finance
- Bespoke 'soft landing' investment support service
- Commercial property / land availability searches
- Site visits / familiarisation tours
- Labour market profiles / local intelligence
- Relocation assistance for businesses and staff
- Business networks and supply chain connections
- Employment / recruitment support
- Developing international trade opportunities
- Employee skills and training assistance



Our commitment to tackling climate change

- The Climate Change Strategy published in 2012 set a target to reduce carbon dioxide emissions by 27.5% by 2020 - **The targets were achieved by the end 2014**
- **In 2020 we will draft and refresh a new Climate Change Strategy for the City**
- **Engagement and collaboration with local businesses will be a key focus** in the development and successful delivery of the **NEW Climate Change Strategy**

Climate Change Strategy for Coventry



Reducing our emissions across the City



156 charge points have been installed with more planned.



Heatline – energy shipped from waste plant via 6.6km pipelines to major City Centre buildings.



10 electric taxis operating in Coventry with more on the way.

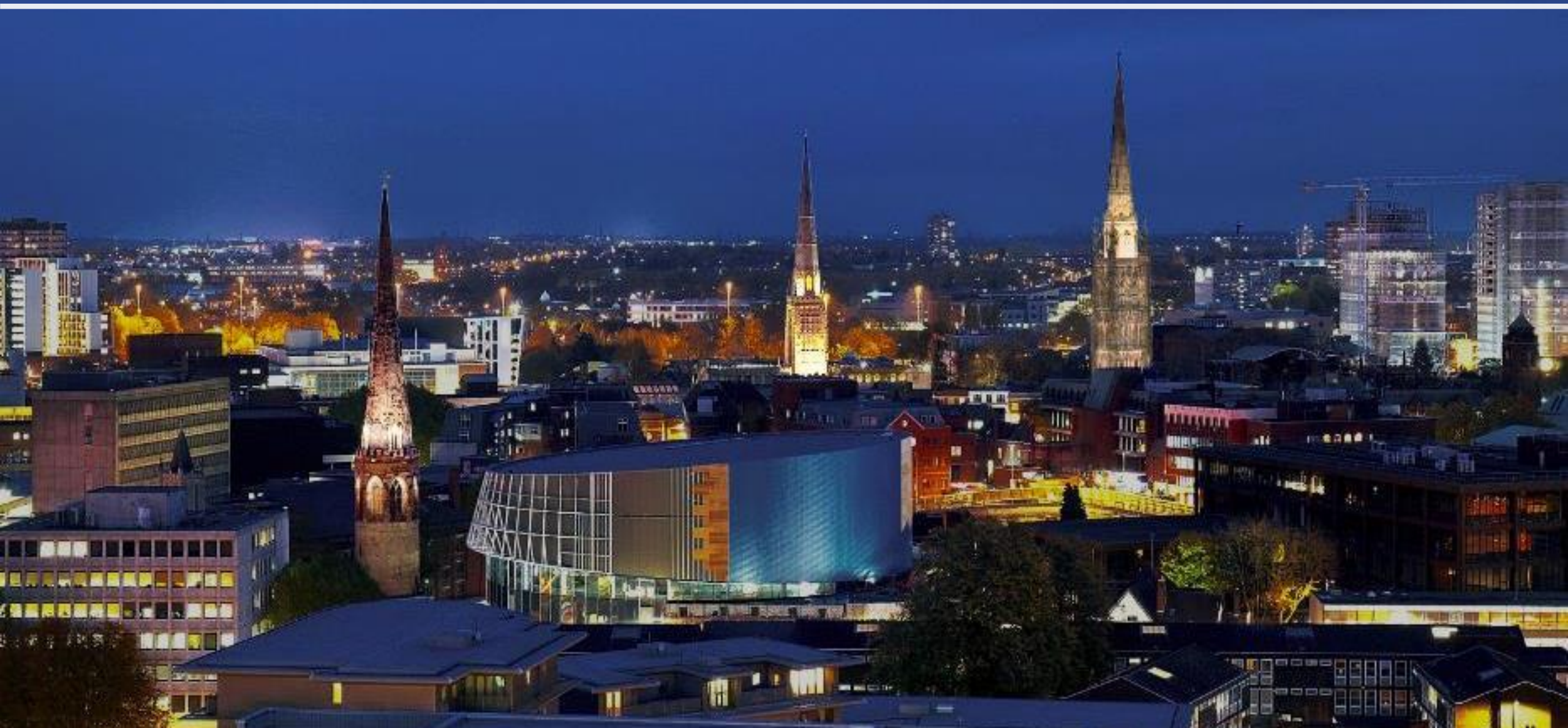


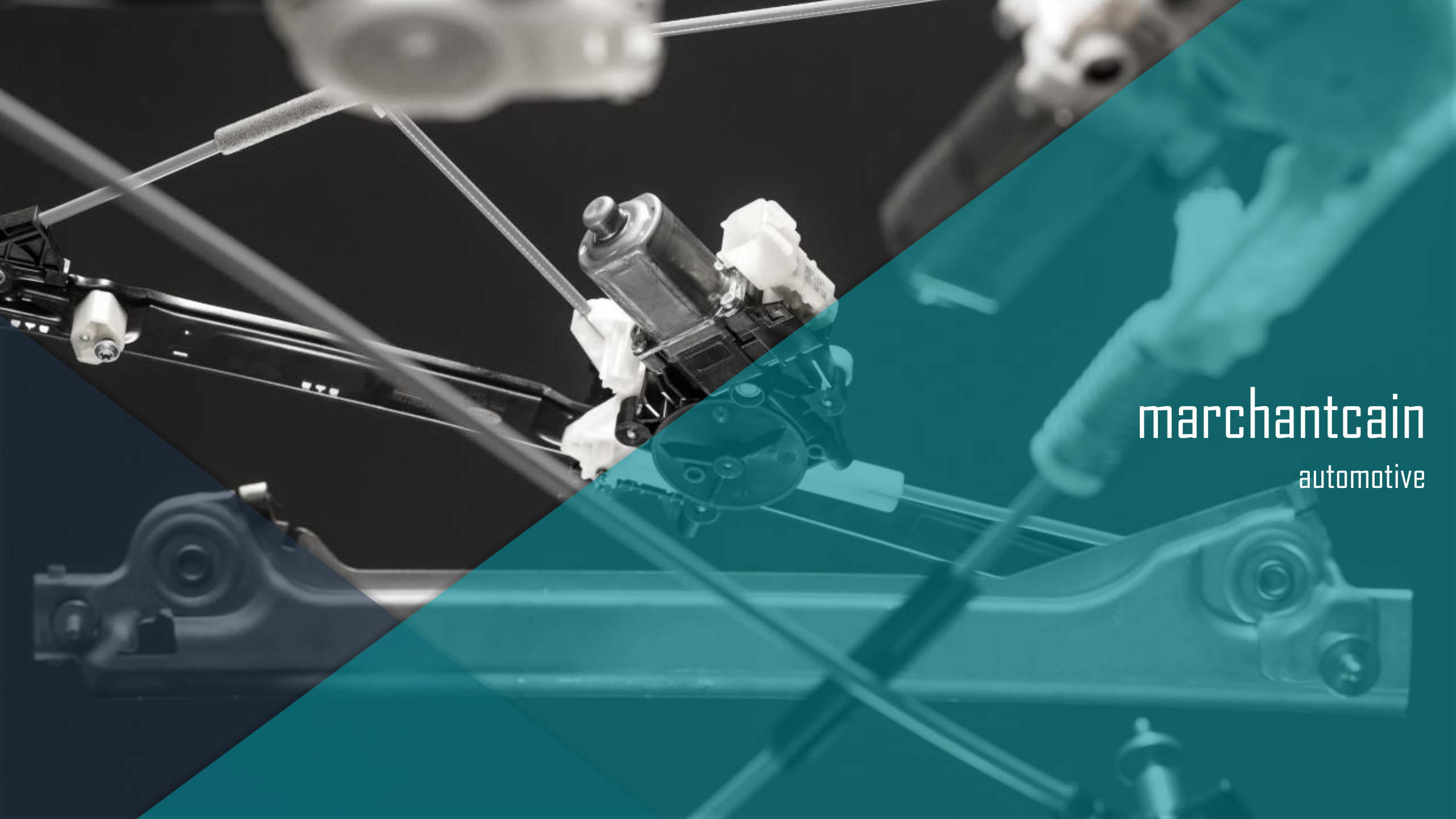
Challenges moving forward

- There is still lots to do
- Adapting to business feedback, needs and opportunities
- Government uncertainty
- Increasing overseas trade into new markets
- Increased focus on Climate Change and its impact
- Making the most of the 5G and Digital opportunities
- Diversification - SMEs supplying more than one sector



Thank you





marchantcain
automotive

INTRODUCTION

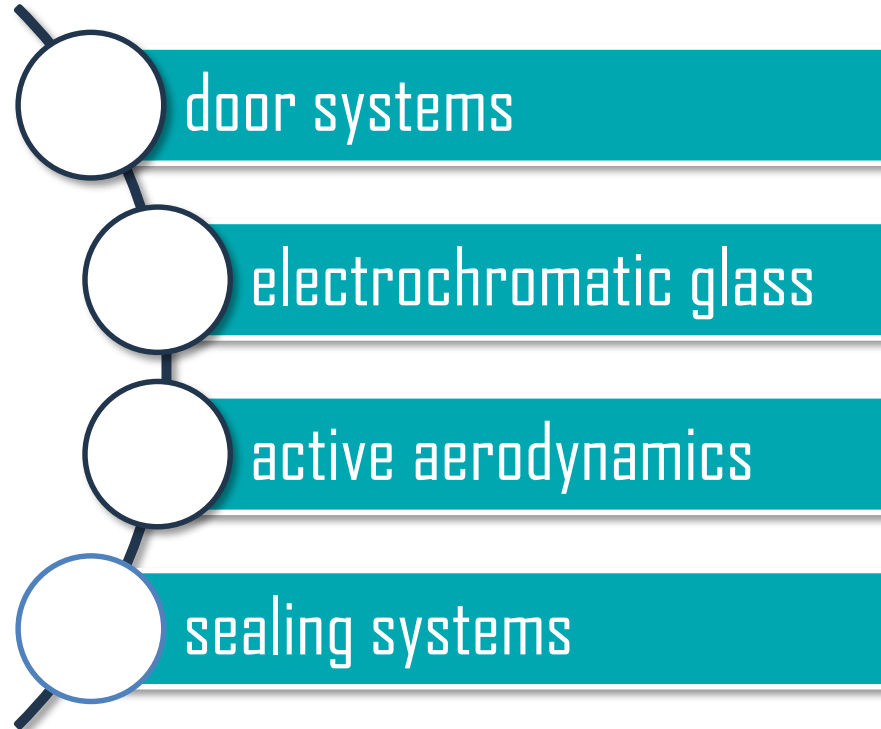
MarchantCain Automotive (MCA) is part of MarchantCain Group, an innovative group of technology companies

providing engineering design and development services PLUS bespoke low volume manufacturing

for industrial and commercial markets.



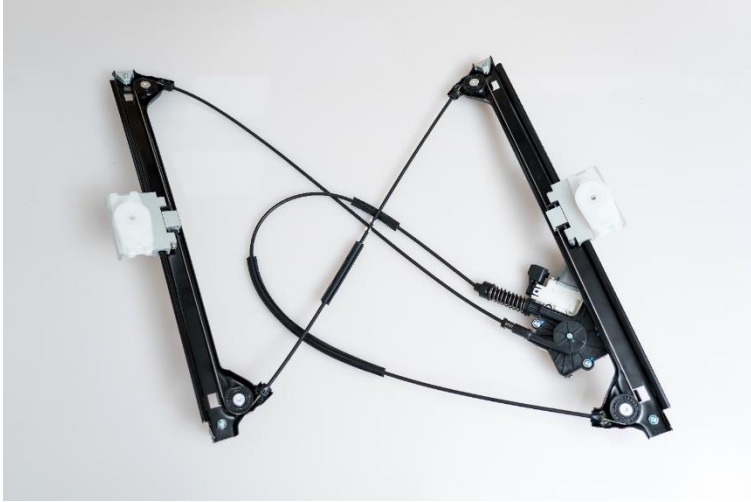
BACKGROUND



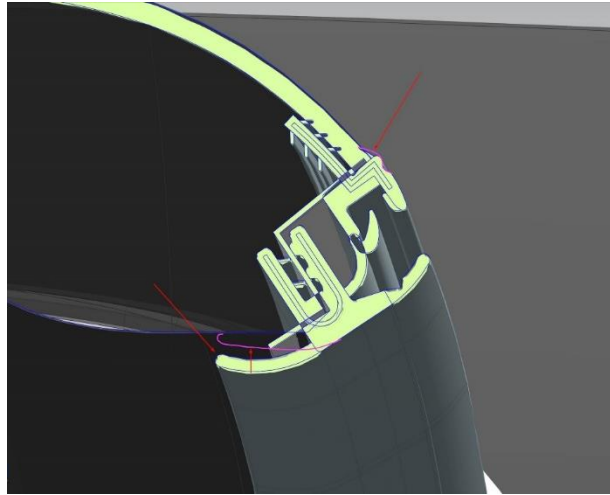
International standards ISO9001-2015.

ISO14001 and TS16949 in progress.

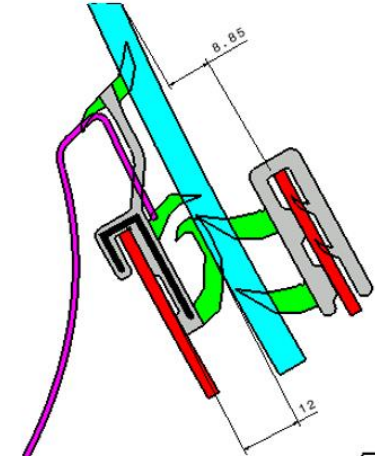
Door Systems – Window Regulators and Seals



Window Regulator systems



Door and Window Sealing systems



Wiper Systems

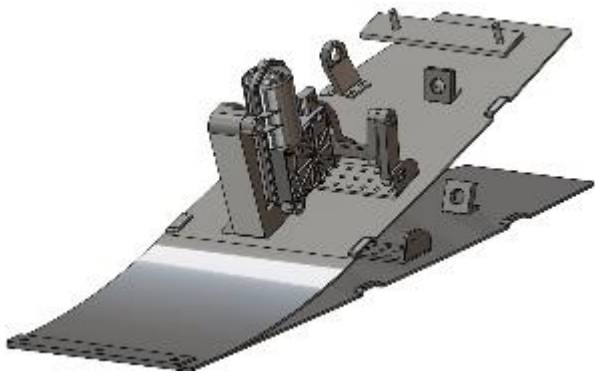
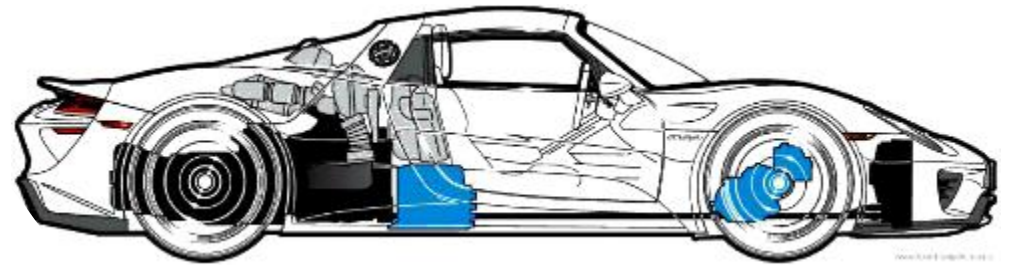


In this case study we worked closely with a customer to adapt our extensive window regulator knowledge to developing a number of wiper systems. We had some very difficult packaging geometry to work with, whilst ensuring the system the delivered the legal, weight and cost targets.



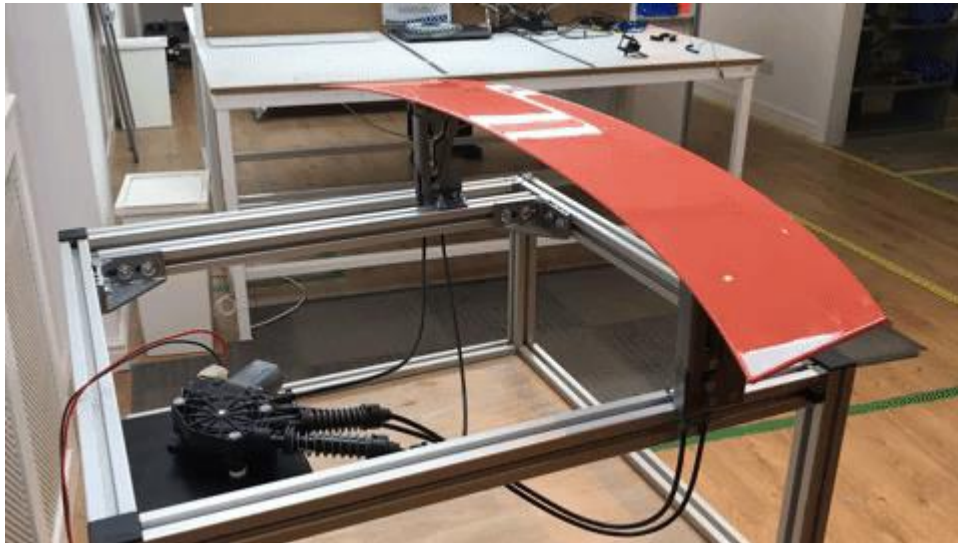
Active Aero Dynamics - Underfloor

An immensely proud moment in Marchantcain history was the design development and series manufacture of the front underfloor active aerodynamics for the Porsche 918 Hybrid Supercar. Again a low volume product but working within the processes of Porsche / VAG group we delivered on time and to Quality. The product featured a live hinge aero flap connected to a gearbox designed in house and driven by a motor specified by ourselves.



Active Aero Dynamics - Spoilers

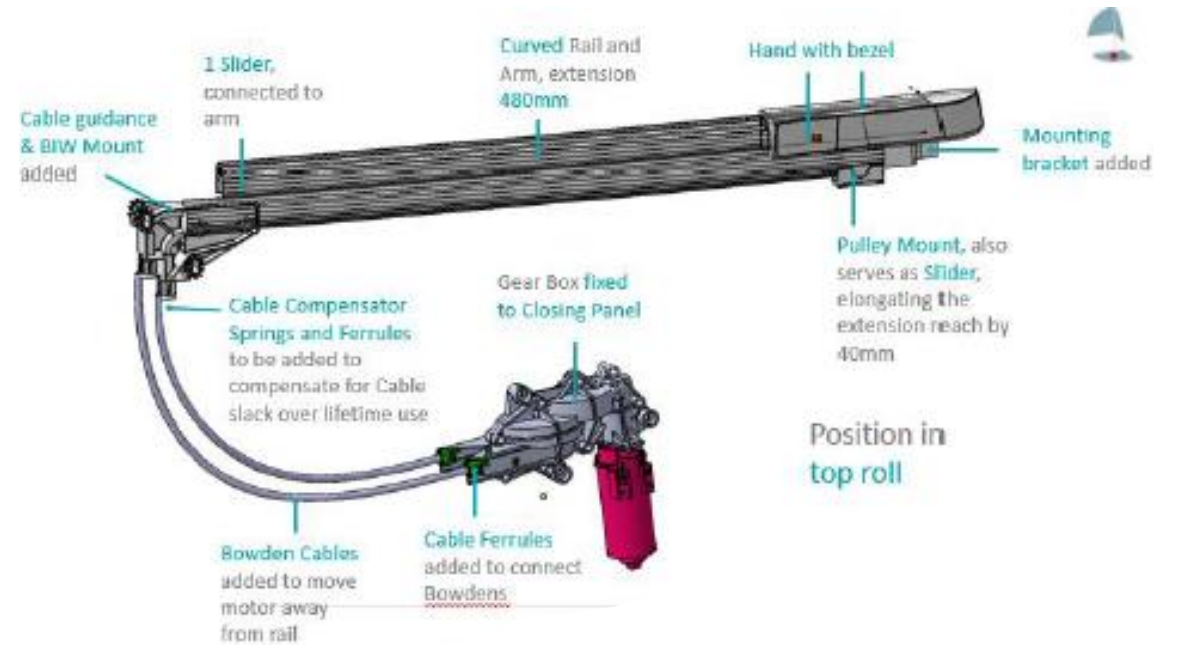
VIDEO (View in Presentation Mode)



The next logical step from the underfloor active aero is the rear and front spoiler mechanisms. This is an area that we have worked in on several occasions for customers but also an area that we saw could benefit from a system driven by cables. Having a wealth of experience with cables and cable drums in window regulators it was a natural progression to develop a system showcasing our ability to adapt and integrate technologies.

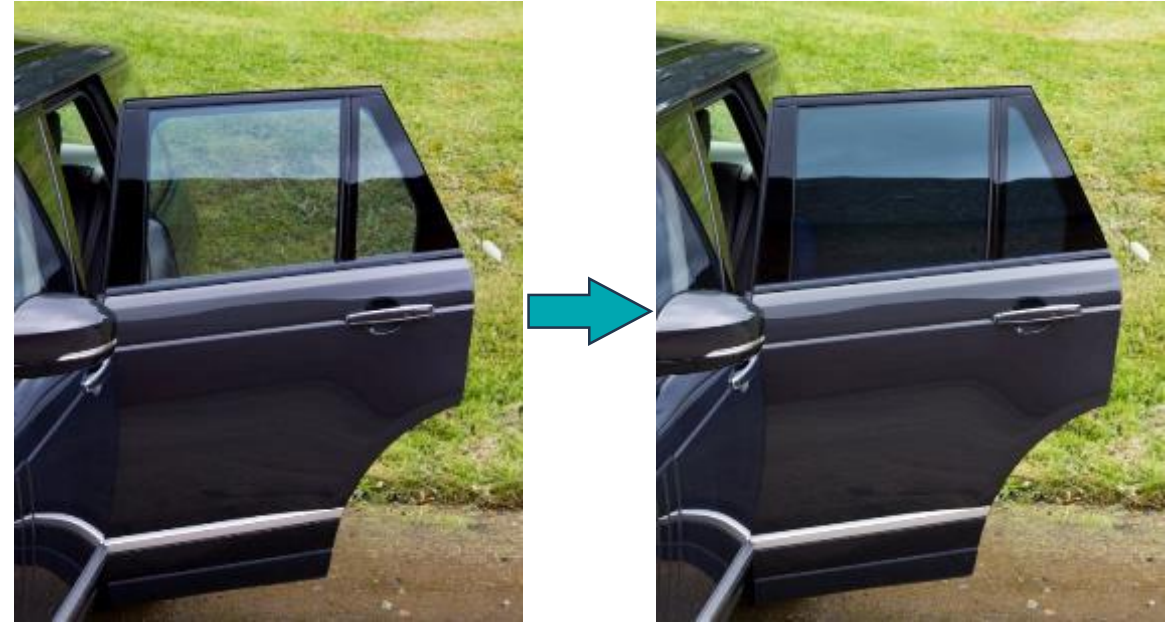
Seat Belt Presenter

Yet another adaptation of Window Regulator technology was realised in the design and development of a seat belt presenting device for a coupe vehicle variant. Again our ability to think freely and adaptive approach meant that we could address many of the issues found with current systems in the market.



Electrochromic Glass

A joint venture is in place between Isoclima and MarchantCain to supply total solutions for Electrochromic side window glass and divider glass as in the new Bentley Mulsanne limousine.



Support Received

LOTS !

Most recently £9,000 from CCC/CWChamber/LEP for:

- Computer equipment – Server and Product Lifecycle Management system
 - Necessary to keep pace with the expansion of the business

Previously £24,000 for

- Office equipment – work station chairs
 - Necessary to accommodate new staff
- Building work – rest room and kitchen facilities for staff
 - Necessary to get all workers away from their desks at lunchtime and socialise
- Production equipment – drills and benches
 - Necessary for production of our own in-house parts
- Tooling – for window regulator components (MC in-house parts)
- Van
 - Necessary to enable quicker response times and to eliminate van hire charges

Without the Support

- Slower updates of systems
- Missed opportunities to quote
- Slower responses

Tips and Recommendations

- Don't be shy!
- Get a Growth Hub Account Manager as a first port of call
- It's not difficult, you will get help, but ...
- Set up systems to track the spend and growth at the beginning

Growth of Our Business

- The support has helped us grow;
- Turnover
 - £552,000 FY15/16
 - £1.5million FY18/19
- Staff
 - 10 - April 2017
 - 24 - November 2019
- And ...

PREMISES

January 2019 we moved from a 4,400 ft² building in rural Allesley



PREMISES

..... To a 12,000 ft² building in Bannerbrook, encompassing design, development and manufacture.

The space is flexible to allow for varying production volumes.



marchantcain

Tel:

+44 (0) 2476 100 321

Email:

info@marchantcain.com

Address:

1 Banner Park
Wickmans Drive
Coventry
CV4 9XA

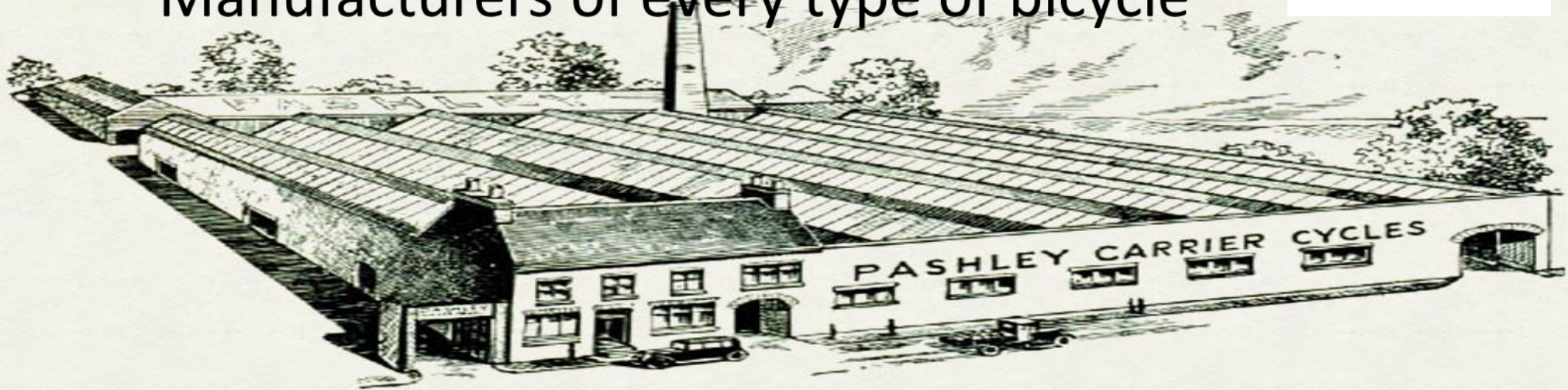
This presentation is given in confidence and must not be transmitted in any format without MarchantCain Design Ltd approval.

www.marchantcain.com

Pashley Cycles

Pashley
SINCE 1926

“Manufacturers of every type of bicycle”



W R Pashley Ltd, Chester St, Birmingham 6 Est 1926

Steven Bell – G.M.

Pashley Holdings Ltd



- Continuous production since 1926
 - Pashley is UK's longest established manufacturer of bicycles.
- Pashley manufactures high quality, high added value bicycles into 3 segments:
 - **Independent Bike Shops** , where Pashley is perhaps best known for range of Classic bicycles with leather saddle and wicker basket & iconic stylish bikes like the Guv'nor and recent developments with Morgan.
 - **B2B Work/Delivery Bikes** - Businesses and fleet operators, where Pashley supplies delivery bikes and site bikes to over 250 businesses including TNT, Royal Mail etc.
 - **Public Bike Hire Schemes** – Currently Santander London Bike Hire Scheme and Edinburgh Just Eat Schemes, with more expected !

“Different by Design & Distinctive by Nature”

The Pashley Princess

Pashley
SINCE 1926



The Pashley Morgan 8

Pashley
SINCE 1926



Taking Advantage of Non Traditional Market Opportunities.



Grant / Facility Assistance provided by:-

- Niche Vehicle Network Grant – +2 Tech. Partners
 - » - Large Capacity Cargo e-Trike Design & Prototype Development
- WMG – Additive Manufacturing + Rapid Prototyping
 - » Original Prospect Hire Bike prototyping.
- WMG – Market analysis –Public Hire Bikes
- CW LEP – Capital Grant 2019
 - » Wheel building Investment Grant
- CW LEP – Innovation Grant 2019/20
 - » Smart Bike Controller and IOT
 - » Smart Lock & Light

The e-Cargo Bike Market

Growth of Last-Mile Urban Delivery

Pashley
SINCE 1926



Pashley Hire e-Bike - London

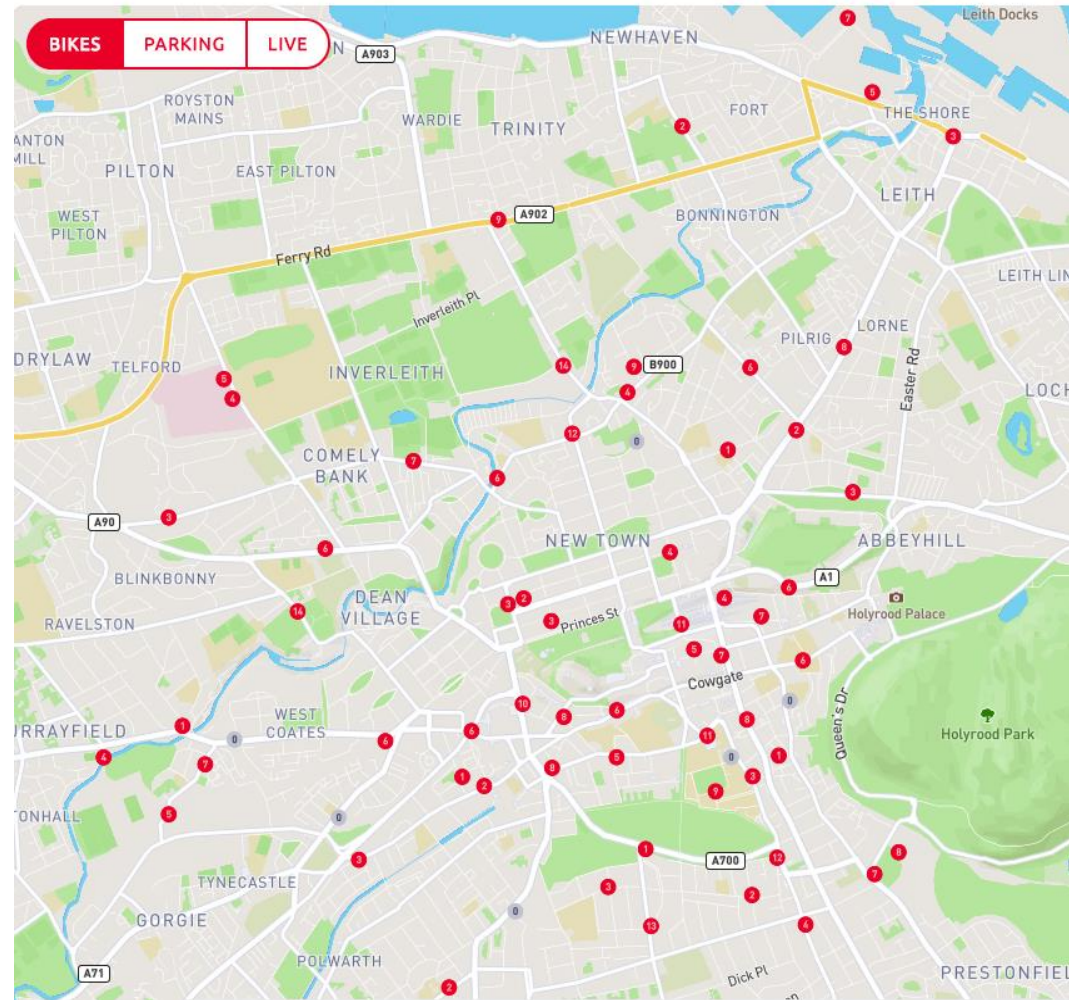


PUBLIC BIKE HIRE FROM 'JUST BIKES' TO MAAS



- LOCKING
- LIGHTING
- COMMS. / IoT UNIT
 - GPS
 - GPRS
 - ACCELEROMETER
 - POWER MANAGEMENT
- SECURE VPN COMMS
 - BIKE TO CLOUD
 - APP TO CLOUD
 - WEB TO CLOUD
 - OTA UPDATES
- BACK OFFICE SYSTEM
 - CUSTOMER ACCOUNT
 - BILLING
 - ASSET MANAGEMENT
 - ASSET MAINTAINCE HISTORY
 - REPORTING
 - DASHBOARDS
- PHYSICAL DOCKING STATIONS
- MAINTAINANCE DEPOT
 - TRANSPORT
 - STAFF

Just Eat Cycles



BIKESHARE Market in Chaos?



Bikeshare Chaos?- NOT HERE

