

Birmingham Economic Review 2018

Overview & Impact October 2018

The Report

- GBCC provided:
 - Production of the summary
 - 6 industry comments
 - Comprehensive document preparation and design for 8 documents (7 chapters and one summary)
 - Hosting publication on the GBCC website

What is the Birmingham Economic Review

The Birmingham Economic Review 2019 is produced by the University of Birmingham's City REED and the Greater Birmingham Chambers of Commerce, with contributions from the Midland Mainline Growth Strategy. It is an in-depth exploration of the economy of England's second city and a high quality resource for organisations seeking to understand the city to inform research, policy or investment decisions.

Below you can find both a summary and the full 7 chapter publication.



[CLICK HERE TO DOWNLOAD](#)

The 7 Chapters



4 5

Birmingham Economic Review 2019

People

**“Aim ‘to generate good jobs and greater mobility power for all’
UK Industrial Strategy**

The Industrial Strategy, announced in last March, is a bold new approach to support the high potential of the UK. It reflects the government's commitment to create better jobs and opportunities. The city has 44,000 jobs, concentrated in the city and surrounding areas. The city has a high concentration of jobs, compared to other cities and regions. The city has a high concentration of jobs, compared to other cities and regions. The city has a high concentration of jobs, compared to other cities and regions.

The latest data available for our 2017 compared the total population of Birmingham at 1,121,123. The city is one of the largest major cities in Europe, with over 25% of the population of Birmingham in 2017.

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Note: Data source: Census 2011, Census 2015, ONS 16, 18.

	Birmingham (2017)	Birmingham (2015)	Great Britain (2017)
Economic activity	30,000	29.4	76.4
Employment	14,600	14.6	74.8
Unemployment	15,400	14.8	25.2
Unemployed	4,100	3.6	4.8
UK Unemployed	2,200	2.2	2.2

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Birmingham Economic Review 2019

Figure 1: Birmingham Economic Review 2019. Birmingham Economic Review 2019 is a registered trademark of Birmingham Economic Review. Birmingham Economic Review 2019 is a registered trademark of Birmingham Economic Review.

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Launch Event: 12th October, 7:30 for 8 to 9:30



- GBCC Support:
 - Comprehensive event design, management & promotion, in consultation with City-REDI
- Delegates:
 - C. 70 delegates including representatives of the major public sector bodies (Birmingham City Council, WMCA, GBS LEP)
- Social Media:
 - Launch event hashtag #BER18 estimated to have had a reach of 69,665 accounts, an d143,513 impressions
- Panellists:
 - Simon Collinson, Deputy Pro-Vice-Chancellor for Regional Economic Engagement, University of Birmingham
 - Tim Pile, Chair, GBS LEP
 - Louise Stigant, UK MD, Mondelez International
 - Dawn Baxendale, CEO, Birmingham City Council
 - Chair: Saqib Bhatti, President, Greater Birmingham Chambers of Commerce

Delegate Feedback

Did you find the Birmingham Economic Review useful?

Answered: 14 Skipped: 0



Is there anything further you would like to see included in the Birmingham Economic Review?

- Perhaps some assessment of the region's natural capital and its contribution to economic and social well-being
- Look at not just the "business" but also the "social" - we lightly touched on homelessness, inequality was only mentioned in passing
- Would be interesting to have some info / views on the major infrastructure projects and impact on economy / inclusive growth

Delegate Feedback

Was there anything in the review which surprised you?

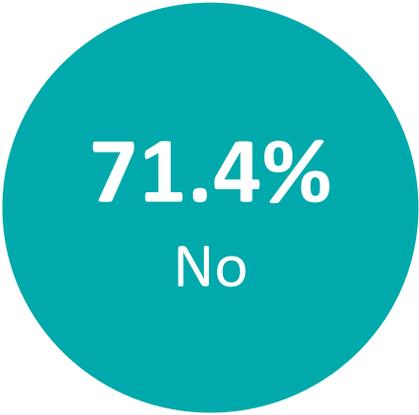
Answered: 14 Skipped: 0

If yes, what?

- The extent of effective collaboration between authoritative bodies in relevant sectors.
- The dominance of US FDI
- Number of New Business
- That education continues to be a drawback for the region. It wasn't a surprise but more a disappointment in that this is taking so long to change - although I guess its a generational thing!

What new information have you learned from the Birmingham Economic Review?

- Reassuring level of confidence in the Birmingham region's approach to continuing the development of key aspects of its economic and social health.
- The city is in good shape with more o do particularly in respect of inclusivity and apprenticeships.
- the successes and challenges for the Greater Birmingham area
- Birmingham University has done a fantastic job to produce this review and the energy they have put in really shows through in Simon's presentation
- I knew very little, so basically everything in the Review
- It was interesting to hear about the numbers of business births and deaths
- Information around start-ups Insight into Mondelez
- Many of the statistics, and performance of the region relative to others is new
- Breakdown of female workforce by ethnicity
- Its is great to have some up to date facts and figures, and analysis. It is interesting to see the trends and to understand where we have progressed and where we haven't.



71.4%
No

Delegate Feedback

Do you intend to use the Birmingham Economic Review in your work?

Answered: 13 Skipped: 1

If yes, how?

- Influencing fields of involvement
- The data is useful in my role as Chair of Futures Network West Midlands to support strategic spatial planning dialogue with WMCA and others.
- I intend to maintain and keep refreshing my knowledge of what this review means and have a germ of an idea which I will put before Tim when we meet next week
- Doctoral Thesis
- Where I am presenting the data may be useful to quote when discussing the region.
- As background for client discussions
- We always need to attract candidates from outside the region as well as those already here. Some useful data to help in this regard.
- We have many clients outside the Midlands. I would use this Review to showcase the emergence of Birmingham's local businesses and why clients should invest with us and other companies in the region.
- Share with my colleagues and wider business, and use in client meetings and when talking to other business



Media & Promotion

- The GBCC wrote & featured 3 articles on the Birmingham Economic Review in the GBCC ChamberLink Daily newsletter (circulation over 14,000 contacts). These also featured in the GBCC Policy newsletter (circulation over 3,000 contacts).
- The GBCC wrote two joint press releases from the Chamber and the University of Birmingham for release ahead of the report's launch
- The GBCC recorded 4 Economic Review-themed podcasts with academic experts and business leaders for release in the four weeks following the review launch to drive traffic to the report.
- The GBCC is featuring each of the expert comments and industry insights from the report as standalone blog posts each week between now and the New Year to continue to drive traffic to the reports
- The report and or launch were covered by the following media outlets:
 - BisNow
 - The Express and Star
 - Midlands Business News
 - The Chamberlain Files
 - BQ Live

Connect. Support. Grow.

Top bosses to lead discussion at economic review launch

10 July 2018

Regional leaders discuss skills gap and innovation at economic review launch

15 October 2018



Chamber Podcast:
Birmingham Economic Review
2018 - People

22 October 2018



Top business leaders confirmed as speakers at economic review launch

Investment in Birmingham demonstrates successful future – Chamber report

By [Simon Penfold](#) | [Birmingham](#) | [News](#) | Published: Oct 12, 2018

Current investment in infrastructure and technology will underpin future economic success in Birmingham, according to a major report published today.

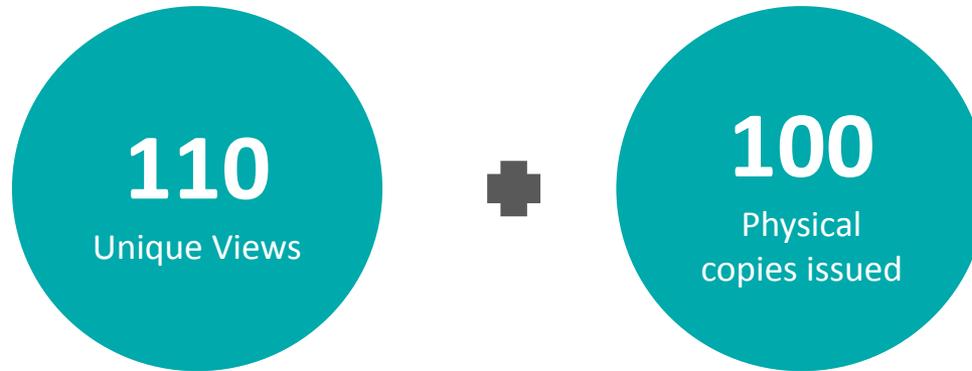
BISNOW CITIES TV EVENTS JOBS EDU ABOUT CONTACT US

5 Key Takeaways For Property From The Birmingham Economic Review

17 October 2018 | David Thame, Bisnow Europe

Downloads & Views

To date, the 2018 Summary has received:



Top 3 Chapters:

1. Chapter 1: Foreword
2. Chapter 2: Ideas
3. Chapter 3: People

Across the summary and chapters, the 2018 Birmingham Economic Review has had 201 unique views.

Downloads & Views

Across the summary and chapters, the 2017 Birmingham Economic Review received a total of:

1363 total views & downloads
1266 unique views & downloads

The summary received 541 unique downloads

Top 3 Chapters:

- Chapter 1: Foreword and Executive Summary – 106 unique views
- Chapter 5: Key Sectors – 94 unique views
- Chapter 6: Population & Employment – 83 unique views

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