



THE WEST MIDLANDS

# Tech Ecosystem Storybook

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# The West Midlands Tech Story

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Every day we're making tech that's exciting, that works for people and drives positive change.

This is not just a story—it's your story.

Help us to tell it so we can inspire more people to be part of the tech ecosystem here in the West Midlands.

Because every idea, every connection and every action we make has the power to shape a better future for us all.

**Let's shape the future of tech here and everywhere, together.**

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**£15.8 billion** economic value  
(£5bn added since 2019)

**£2.7 billion** economic value-add by 2025  
(fastest-growing tech sector)

**£1.4 billion** funding raised by start-ups  
(2020 - 2023)

**144,000** tech employees

**Largest** number of emerging tech companies outside London

**2,378** tech start-ups in 2022  
(+25%)

**+50%** growth in number of Fintech start-ups

**+31%** rise in tech hiring

**60%** of gaming software creation happens here

**25%** of the UK's software developers call it home

**3<sup>rd</sup>** fastest-growing UK start-up ecosystem for venture capital investment

**4<sup>th</sup>** overall on techUK's local digital index (up 1 place from 2022)



Together, we're making great progress in establishing the West Midlands tech sector on a global stage, creating the digital jobs, start-ups and scale-ups that attract talent, increase investment, open up funding opportunities and drive greater economic impact.

**But there is more to be done.**

Research shows we're being held back by a lack of shared purpose and compelling common narrative that, if combined, would enable our region to shine on the global stage.

We've brought the West Midlands tech ecosystem together to explore our past, present, and future, to create one story that can speak to investors, governments, institutions, businesses and individuals.

Over the next few pages we'll share that story, your story, and everything you need to attract and retain talent, gain global recognition, and drive growth.

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# Our new story starts with our shared beliefs, because we can only shape a future we believe in.

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In a region known for a thousand trades,  
tech powers thousands more opportunities,  
because when you make tech work for people,  
you unlock the power of people to get on and get ahead.

1

Technology is a limitless force for positive change in every part of life, which is why innovation cannot be isolated from life, it must be integrated into every facet of the way we live, learn, work and play.

2

Ideas shaped from different and diverse lived experiences, cultures and origins are the ideas that will change lives, so diversity and inclusion are key to unlocking innovation, powering supply chains and driving impact.

3

Wherever you are on your journey, community and connection opens the door to realising opportunity, so the more we connect and collaborate the more we collectively succeed.

4

When you believe you can, you do, and when you've done it before you can do it again. Paying it forward and supporting what's next is the best way to realise next, together.

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IF WE AGREE THIS IS WHAT WE TRULY BELIEVE, THEN OUR COMMON PURPOSE MUST BE:

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**Capitalise on the opportunity of tech**  
by making the most of our shared human potential.



THE WORLD WE WANT TO CREATE RIGHT HERE IN THE WEST MIDLANDS

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**One community**  
creating industry-shaping,  
life-changing solutions.

**One movement**  
supporting people, prosperity  
and positive change.

IN DETAIL

One community harnessing the full power of tech to enrich lives, empower people and enhance business through industry-shaping, life-changing solutions.

One movement supporting people, prosperity and positive change by making stuff better, solving problems and powering success.

HOW WE'LL WORK TOGETHER TO MAKE THAT WORLD A REALITY

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Break down  
barriers and  
open doors



Nurture ideas,  
share success and  
celebrate impact



Make stuff that works  
for people and drives  
change everywhere



Bring people,  
infrastructure and  
heritage together

Set the standard  
as a beacon for  
global tech

**This is the West Midlands way.**

**The West Midlands,  
the UK's most exciting tech impact-cluster.**  
A magnetic centre formed from three cities  
and multi-sector hubs, full of life and packed  
with talent, working together where worlds meet  
to break boundaries and connect with success.

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Formed of three cities • Multi-sectors hubs • A total talent pool • Full of outstanding brilliance • Width and depth of capability  
Cross pollinating innovation • Working where worlds meet • High performing, accessible skills and ideas  
A magnetic centre • Driving aspirational impact



WE TAILOR OUR POSITIONING TO EACH AND EVERY COMMUNITY

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**Birmingham and the West Midlands,**  
**part of the UK's most exciting tech impact-cluster,**  
where worlds meet and connect with success  
in health and clean tech.

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**Coventry and the West Midlands,**  
**part of the UK's tech impact-cluster,**  
connecting with success  
in autonomous transport.

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**Leamington Spa and the West Midlands,**  
**part of the UK's tech impact-cluster,**  
where worlds meet and connect  
with success in gaming.

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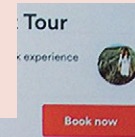
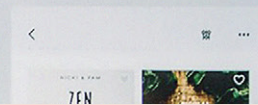
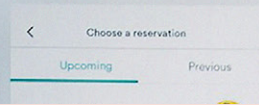
**Wolverhampton and the West Midlands,**  
**part of the fastest growing tech impact-cluster,**  
where worlds meet and connect with success  
in advanced manufacturing and construction.

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These examples show how you can take this positioning and make it your own.  
It is intended to be tailored to your own location and sector strengths.

THE PROMISE WE MAKE TO EACH OTHER AND THE WORLD

**The opportunity of real impact**  
supported by an energetic and  
empathetic community.



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## WHY PEOPLE CAN BELIEVE OUR PROMISE

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### Caring community

We're a supportive, active and open community of tech innovators, entrepreneurs and pioneers, known for our warmth, empathy and willingness to work together to drive tech, innovation and business forward.

Caring at heart, we're a community that knows each other and is there for each other, whether that's offering mentorship or a helping hand, we create an environment where everyone is nurtured and can thrive.

### Super diversity

As a community made from every nation of the Commonwealth and containing the youngest city in Europe, we have a diverse, abundant and readily available supply of human capital.

On the one hand that's the people, personalities and talent that start-ups, scale-ups and large established players need to succeed. On the other hand this is the 'petri-dish' of life that provides the environment, the human data and the more effective testing that ensures products, services and solutions work for people.

### Hyper-connected

At the heart of the UK's transport network, and built into the global transport system at the crossroads of continents, the West Midlands combine physical and digital connections through a world leading 5G test-bed and optical network. Our unique location provides access into markets, sectors, cultures and communities like nowhere else. All the connections that allow tech to thrive and the freedom for ideas to succeed.

### Proven powerhouse

With a rich and revolutionary history of innovation and industry, the West Midlands is a proven powerhouse for impact. From the birth of the Industrial Revolution to groundbreaking advancements in automotive and manufacturing, our region has a long track record of driving economic growth and prosperity at scale - and it's this deep rooted experience, resilience and legacy of global leadership that now underpins the tech ecosystem, driving it forward and creating more opportunities for success.

### World-class infrastructure and cutting-edge facilities

Our mature and established infrastructure of universities and cutting-edge research facilities, combined with strong manufacturing base and industry giants, means the things made here can truly shape and affect real lives.

With buzzing business districts and tech parks, innovation hubs and modern co-working spaces, incubators and accelerators, we're full of spaces and places for knowledge sharing and collaboration, testing and investing, so your ideas can be turned into reality.

### Abundant opportunities

It's not only our business and innovation infrastructure that makes the West Midlands the place to base your business. With a lower cost of living than many other hubs, abundant access to workspaces and skilled talent away from sky high competition it's more affordable to set up, operate and live here. And at the intersection of community, culture and creativity our region is one of the best and most vibrant places to live and work.

### Total talent pipeline

With top universities, colleges, and a real mix of different businesses and industries, the West Midlands has a total talent pipeline that fuels the tech ecosystem. From fresh graduates with cutting-edge skills to seasoned professionals with years of experience, our region has and attracts a wonderfully diverse pool of talent ready to drive your innovation and growth.

### Big players and small stars

We're home to an exciting mix of big players and small stars collaborating to shape the future of tech. Established global corporates and industry giants bring expertise, market reach, scale and influence providing invaluable mentorship, investment, and partnership opportunities for smaller players. While agile start-ups, growing scale-ups, and innovative entrepreneurs fuelled by ambition, creativity, and a hunger to disrupt, push boundaries and experiment, with rapid iteration and risk taking, driving the pace of change.

### Dedicated support network

Entrepreneurs and tech innovators in the West Midlands benefit from a dedicated support network that provides guidance, mentorship, and resources every step of the way. From business incubators to industry associations, our network is committed to helping start-ups and businesses succeed and scale-ups to grow sustainably.

### Innovative systems and frameworks

We don't just talk a good game about innovation, it runs through the fabric of our systems and frameworks to advance, accelerate and amplify your growth. From flexible frameworks that support strategic investment and practical help at the right stages; to forward-thinking policies and frameworks that encourage experimentation and entrepreneurship; from incentives for R&D to regulatory support for emerging technologies, our region enables businesses to innovate boldly and drive positive change.

### Ambitious accessible leaders

There's a different way of doing business in the West Midlands - here you'll find doors are open, not closed.

Deeply committed to paying it forward and driving positive change across the sector, our tech leaders are accessible, ready to engage and ambitious for your success. From talented business leaders and passionate pioneers, you can tap into a professional network that shares your passions and has faced your challenges. One that's dedicated to providing the support and the connections, as well as the challenge and the push you need to succeed.

### Backed by a whole region and nation

In our region, tech thrives because we harness the power of both regional and national resources. With substantial government investment, financial support, skills development initiatives, comprehensive business support services, favourable regulatory conditions, and significant promotional reach, our ecosystem provides the ideal platform for tech companies to flourish.

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**The West Midlands isn't a line on a map,**  
it's a way of being, a shared approach that comes  
through in the people that make this place,  
the way they talk and how they work.

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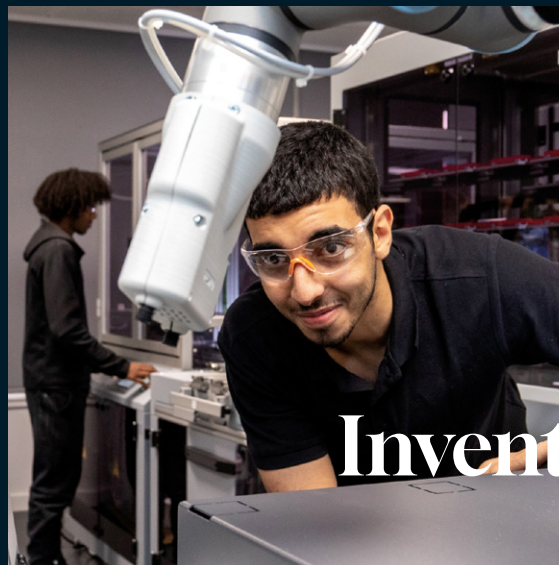
WE DESCRIBE THIS SHARED APPROACH AS...

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**Bold & original**

**Passionate & inspiring**



**Inventive & insightful**

Image credits: West Midlands Development Capital,  
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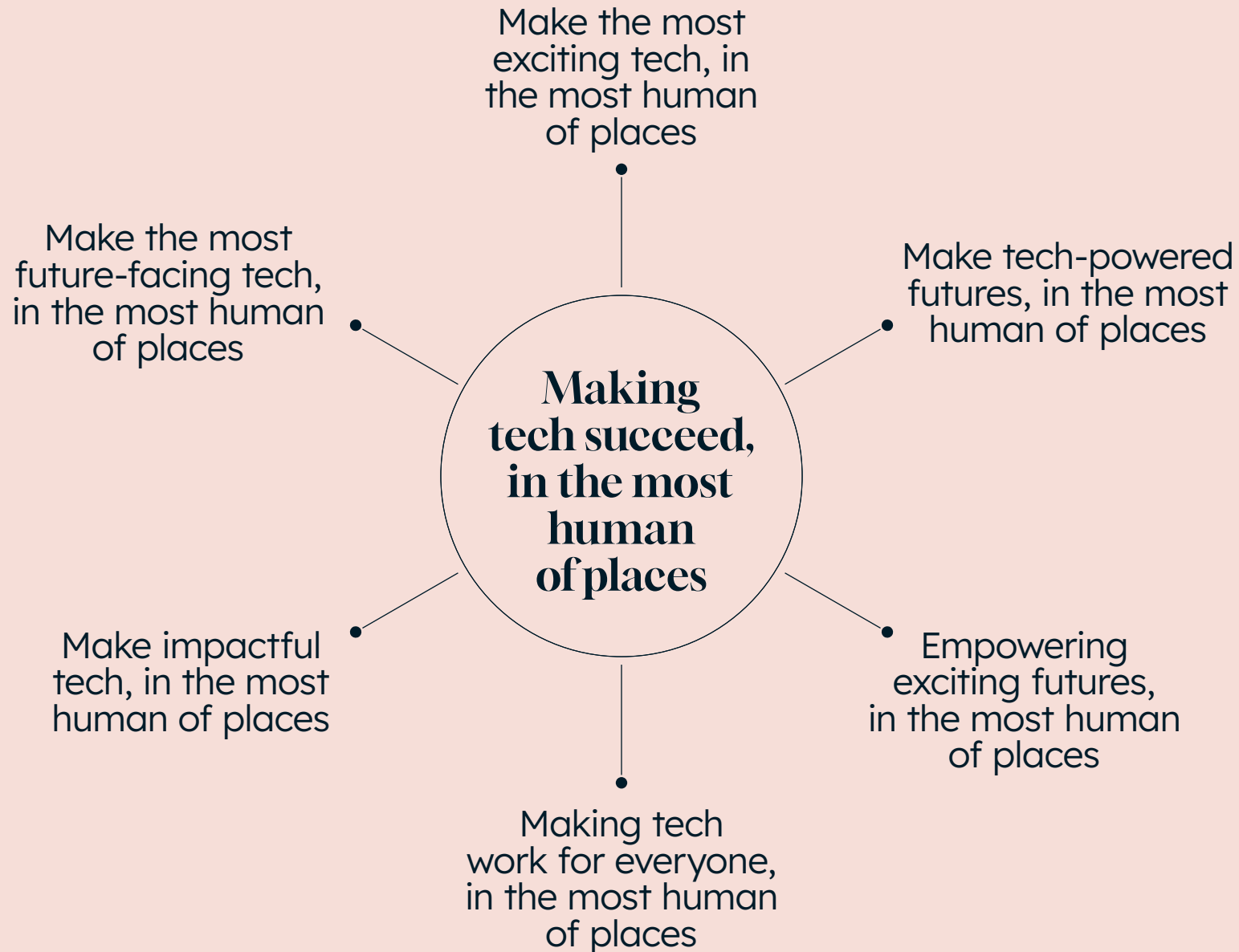
THE BIG IDEA AT THE HEART OF EVERYTHING WE DO

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**Making tech succeed,**  
in the most human of places.

A BIG IDEA THAT FLEXES TO OUR AUDIENCE NEEDS

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**Our ecosystem doesn't exist in a vacuum,  
it works within the real world.**

In the same way, the story we tell must fit within  
the context of the stories that others tell about us.

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**National**  
Britain is Great

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**Regional**  
One Region,  
Many Worlds

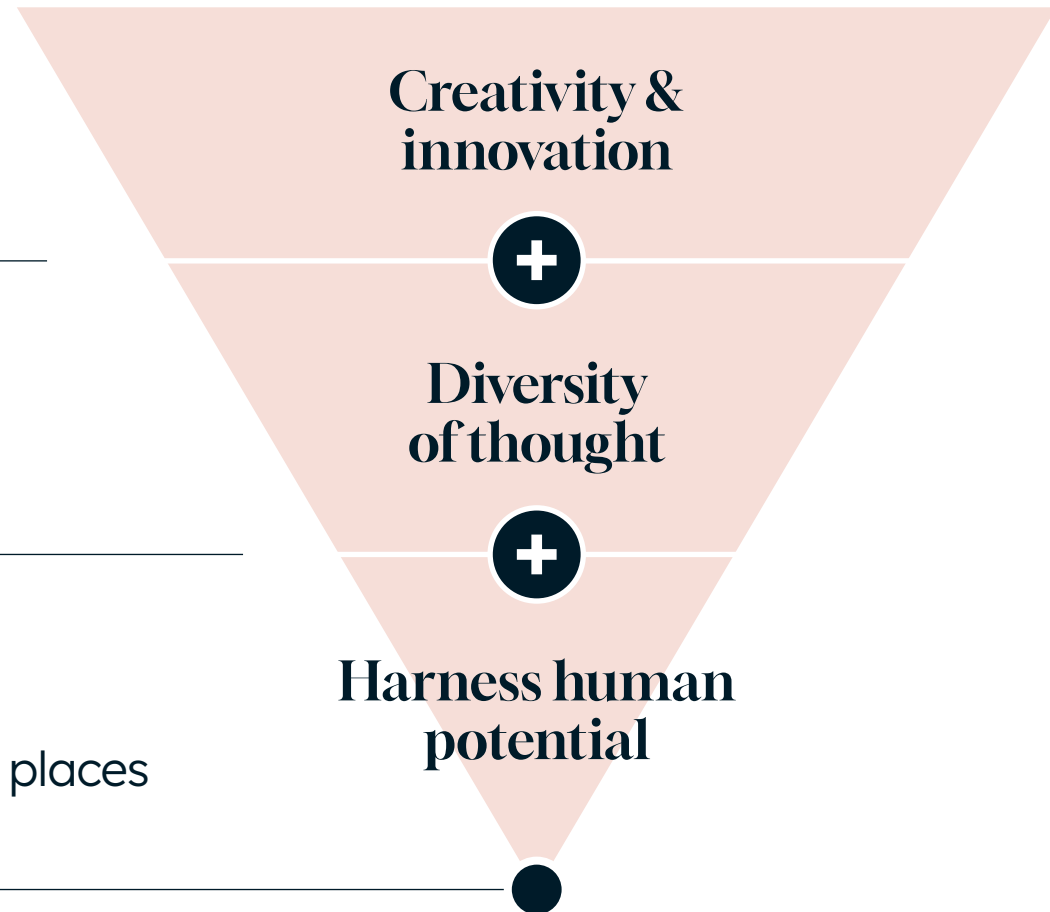
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**Sectoral**  
Making tech succeed  
in the most human of places

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**Organisational**

Your story is the tip of our spear, if everything you say works with the narrative we're all using, then your message will be amplified, increasing your reach and impact, helping you fulfil your ambitions, faster.



## BRINGING IT ALL TOGETHER INTO A STRATEGY ON A PAGE

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### **Beliefs**

In a region known for a thousand trades, tech powers thousands more opportunities, because when you make tech work for people, you unlock the power of people to get on and get ahead.

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### **Purpose**

Capitalising on the opportunity of tech by making the most of our shared human potential.

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### **Vision**

One community creating industry-shaping, life-changing solutions.  
One movement supporting people, prosperity and positive change.

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### **Mission**

Break down barriers and open doors. Bring people, infrastructure and heritage together.  
Nurture ideas, share success and celebrate impact. Set the standard as a beacon for global tech.  
Make stuff that works for people and drives change everywhere.

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### **Positioning**

The West Midlands, the fastest growing tech impact-cluster  
where worlds meet to break boundaries and connect with success.

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### **Promise**

The opportunity of real impact supported by an energetic and empathetic community.

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### **Reasons to believe**

Caring community • Super diversity • Hyper-connected • Proven powerhouse • World-class infrastructure  
Cutting edge facilities • Total talent pipeline • Big players and small stars • Dedicated support network  
Innovative systems and frameworks • Ambitious accessible leaders • Backed by a whole region and nation

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### **Personality**

Bold & original • Passionate & inspiring • Inventive & insightful

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### **Proposition**

Making tech succeed, in the most human of places.

## THE START OF A STORY...

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### **As a region of a thousand trades,**

we've pioneered skills, mastered invention and built the infrastructure to drive revolutions and prove we're a powerhouse of industry.

**Today, those trades have changed and multiplied;** innovation is part of life. Ideas are shaped by difference, and connection opens the door to possibility.

**A thousand trades, transformed through tech, to thousands of opportunities.** Opportunities to enhance business, empower people, and enrich lives.

**Because when you make tech work for people, you unlock their power to get on and get ahead.** By making stuff better, solving problems, and powering success.

**But if we're doing this, we're doing it the way we know best,** breaking down barriers, to bring people, infrastructure and heritage together. Nurturing ideas, sharing success and celebrating impact. Setting the standard as a beacon for global tech. Making stuff that works for people and drives change everywhere.

**One community creating industry-shaping, life-changing solutions.**

**One movement supporting people, prosperity and positive change.**

This is the West Midlands way; a tech impact-cluster, formed from three cities, and multi-sector hubs, full of life and packed with talent, working where worlds meet, to connect with success.

**Every day, we're making tech that's exciting, future-facing, fits with life, to work for everyone.**

**And we're doing it in the most youthful, vibrant, industrious, magnetic, open and real of places.**

## **The West Midlands.**

**Making tech succeed, in the most human of places.**

SUPPORTED BY

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GOWLING WLG



accenture

SFtechnology



AND  
Digital

intercity

bruntwood  
SciTech

oneAdvanced



# Contact



Contact the TechWM team at [marketing@techwm.com](mailto:marketing@techwm.com)