

GLOBAL & INVESTMENT SCORECARD | July 2024

SCORECARD



Introduction

This is the **third edition** of the Global and Investment Scorecard, providing a high-level summary of how the Midlands is performing across five key themes:

- **trade**
- **business**
- **investment**
- **higher education**
- **visitor economy.**

This scorecard has been RAG rated where **green** indicates an improvement in performance and above the national average. **Amber** indicates an improvement in performance but below national average. **Red** indicates either a decline in performance or the performance is still in negative territory.

The scorecard covers all data available until 1st July 2024.

KEY

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MIDLANDS ENGINE

TRADE

Trade is vital to driving the future growth of the Midlands economy as it supports companies to expand their offering into new markets, broadening their appeal and driving up their productivity. In the year to Q1 2024, the Midlands exported £63.2bn worth of goods and imported £74.8bn, a trade in goods deficit of £11.5bn, which has started to fall after growing for three continual years. A key reason for a recovery in exports following shocks from Covid-19 and the EU exit was due to the machinery and transport sector – especially to non-EU markets.

Theme	Indicator	2019	2020	2021	2022	2023	2024	Trend	Comparator (regions)	Commentary
Trade	Total Value of Goods Exports ¹	£55.5bn (22.1% of Eng.) Year to Q1 2019	£55.0bn (22.8% of Eng.) Year to Q1 2020	£43.2bn (20.8% of Eng.) Year to Q1 2021	£46.8bn (20.1% of Eng.) Year to Q1 2022	£56.8bn (20.7% of Eng.) Year to Q1 2023	£63.2bn (24.1% of Eng.) Year To Q1 2024		Midlands: 24.1% of England Exports – Highest Area South East: 15.7% (2nd) North East: 5.2% (8th)	In the year to Q1 2024, exports in goods from the Midlands area were worth £63.2bn which has increased by £6.4bn (+11.3%, UK -5.9%) since the year to Q1 2023. With over £4.8bn of the annual increase due to more exports to Non-EU locations.
	Total Value of Goods Imports ¹	£66.9bn (16.7% of Eng.) Year to Q1 2019	£63.3bn (16.8% of Eng.) Year to Q1 2020	£54.9bn (17.1% of Eng.) Year to Q1 2021	£65.2bn (16.4% of Eng.) Year to Q1 2022	£76.0bn (16.0% of Eng.) Year to Q1 2023	£74.8bn (17.2% of Eng.) Year To Q1 2024		Midlands: 17.2% of England Imports – 3rd Highest Area South East: 24.8% (1st) North East: 3.5% (8th)	In the year to Q1 2024, imports in goods to the Midlands area were worth £74.6bn which is a decrease of £1.2bn (-1.6%, UK -8.7%) since the year to Q1 2023.
	Trade in Goods Balance ¹	£11.4bn Deficit Year to Q1 2019	£8.3bn Deficit Year to Q1 2020	£11.7bn Deficit Year to Q1 2021	£18.3bn Deficit Year to Q1 2022	£19.1bn Deficit Year to Q1 2023	£11.5bn Deficit Year To Q1 2024		Midlands: 3rd Lowest Trade Deficit South East: £66.8bn Trade Deficit (1st) North East: £1.7bn Trade Deficit (8th)	The Midlands trade deficit decreased from £19.1bn in the year to Q1 2023 to £11.5bn in the year to Q1 2024. A significant fall after following three years of increases.
	Highest Value SITC Section for Goods Export ¹	Machinery & Transport £37.1bn (66.8% of Midlands Total) Year to Q1 2019	Machinery & Transport £37.9bn (68.9% of Midlands Total) Year to Q1 2020	Machinery & Transport £28.2bn (65.3% of Midlands Total) Year to Q1 2021	Machinery & Transport £30.3bn (64.6% of Midlands Total) Year to Q1 2022	Machinery & Transport £38.3bn (67.4% of Midlands Total) Year to Q1 2023	Machinery & Transport £45.2bn (71.5% of Midlands Total) Year To Q1 2024		Midlands: Machinery & Transport Highest Percent of Total across all Regions South West: 64.0% of SW total (2nd) London: 16.4% of London total (8th)	Across the 10 SITC sections, the highest value SITC section for exports in goods for the Midlands area remains to be machinery and transport at £45.2bn – 71.5% of total in the year to Q1 2024; of which £27.7bn (61.3%) went to non-EU locations. Since the year to Q1 2023, overall, machinery and transport exports increased by £6.9bn (+18.1%), primarily due to exports to Non-EU locations increasing by £4.9bn.

1. HM Revenue & Customs: Trade in Goods Statistics, released June 2024 – please note the trade balance has been calculated (exports minus imports).

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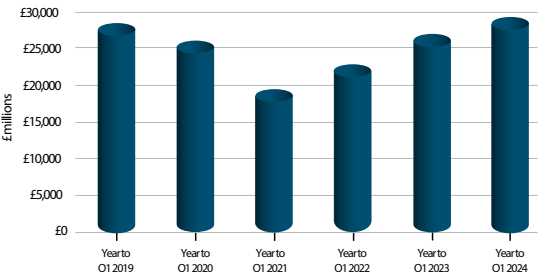
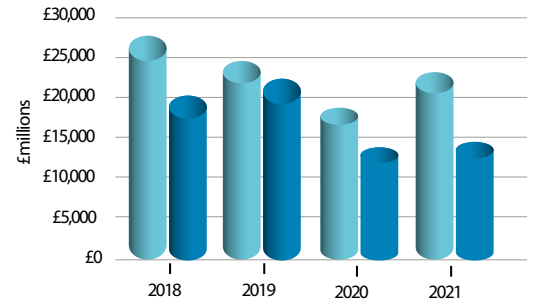
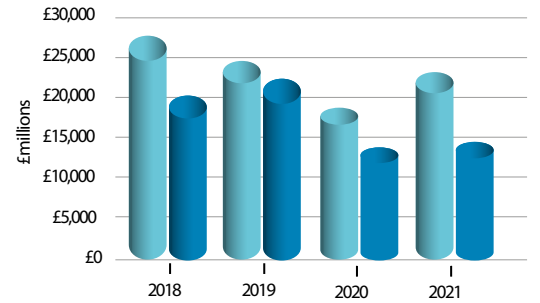
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MIDLANDS ENGINE

TRADE

Theme	Indicator	2019	2020	2021	2022	2023	2024	Trend	Comparator (regions)	Commentary
Trade	Top Country Group for Value of Goods Exported ¹	European Union: £26.7bn (48.2% of Midlands Total) Year to Q1 2019	European Union: £25.4bn (46.3% of Midlands Total) Year To Q1 2020	European Union: £25.4bn (46.3% of Midlands Total) Year to Q1 2020	European Union: £23.0bn (49.1% of Midlands Total) Year to Q1 2022	European Union: £26.1bn (46.0% of Midlands Total) Year to Q1 2023	European Union: £27.7bn (43.8% of Midlands Total) Year To Q1 2024		Midlands: European Union 2nd Lowest Percent of Total across Regions North East: 57.3% of NE total (1st) South West: 43.4% of SW total (8th)	Across the 9 country groups, the highest value of exports in goods from the Midlands was to the EU at £27.7bn; 43.8% of the total. The value of exports to the EU has increased by £1.6bn (+6.1%) since the year to Q1 2023, whereas the UK decreased by 9.0%.
	Value of Service Exports ²	£23.4bn	£18.0bn	£21.8bn					Midlands: 9.4% of England Service Exports – 4th lowest Highest Area London: 51.3% (1st) North East: 1.8% (8th)	After 2 years of decline, the latest available data for 2021 shows the value of service exports from the Midlands increased to £21.8bn and imports increased to £14.2bn. Meaning in 2021, a surplus in trade balance remains (£7.6bn).
	Value of Service Imports ²	£21bn	£12.7bn	£14.2bn					Midlands: 8.5% of England Service Imports – 4th lowest Area London: 45.6% (1st) North East: 1.9% (8th)	Within services in 2021, the Midlands exported nearly £7.0bn (31.9% of total) in the financial and insurance activities industry. The Midlands imported £3.3bn (23.5% of total) worth of services in the financial and insurance activities industry.

2. Office for National statistics (ONS): International trade in services by subnational areas of the UK, released June 2023 (please note, previous comparison is not available due to change in methodology).

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**MIDLANDS
ENGINE**

BUSINESSES

Businesses that trade internationally are typically more productive than their domestic counterparts, and hence it is a strong success factor for an economy. The Midlands makes up 14% of the Great Britain's exporters, and nearly 13% of importers. The number of trading businesses has finally rebounded following the years of economic shocks as conditions have vastly improved enabling the ability for Midlands business to trade internationally. In 2022, there were 39,900 exporters in the Midlands – highest on record, while there were 39,000 importers which is approximately 5% lower than 2019 figures.

Theme	Indicator	2019	2020	2021	2022	Trend	Comparator (regions)	Commentary
Business	Number of Businesses that Export Goods and/or Services ³	36,800	35,200	26,900	39,900	<p>Number of businesses</p> <p>Exporters Importers</p> <p>2018 2019 2020 2021 2022</p>	Midlands: 14.0% of Great Britain Exporting Businesses – 3rd Highest Area London: 27.9% (1st) North East: 1.8% (10th)	As of 2022, estimates show that there were 39,900 businesses across the Midlands that exported goods and/or services, and 39,000 that imported goods and/or services – the first-time exporters are above importers (change in methodology 2017 onwards).
	Number of Businesses that Import Goods and/or Services ³	41,000	41,900	36,900	39,000		Midlands: 12.9% of Great Britain Importing Businesses – 3rd Highest Area London: 26.5% (1st) North East: 1.3% (10th)	An estimated 22,500 Midlands firms undertake both exporting and importing of goods and/or services.

3. ONS: Annual Business Survey (ABS), exporter and importers by regional breakdown, released July 2024.

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MIDLANDS ENGINE

FOREIGN DIRECT INVESTMENT

International investment flows can provide significant benefits to local businesses and local people. In 2023/24 the Midlands benefitted from 206 Foreign Direct Investment (FDI) projects which was nearly 16% of England's total, resulting in the creation of nearly 10,282 new jobs (nearly 19% of England's total). Despite a slight fall in the number of FDI projects and new jobs created, the Midlands remains the key destination outside of London for FDI, with more jobs created in the Midlands than any other region outside of London.

Theme	Indicator	2019	2020	2021	Trend	Comparator (regions)	Commentary
Investment	Total Value of Inward Investment Positions ⁴	£119.3bn	£143.7bn	£148.1bn	<p>£160,000 £140,000 £120,000 £100,000 £80,000 £60,000 £40,000 £20,000 £0</p> <p>2018 2019 2020 2021</p>	Midlands: 8.2% of England's Investment Position – 3rd Highest Area London: 50.5% (1st) North East: 1.6% (8th)	FDI international investment position continues to increase for the Midlands. The latest data shows for the Midlands, between 2020 and 2021, there was an increase 3.1% (to £148.1bn) while the UK increased by 4.3%.
	Highest Value Broad Industry for Inward Investment Position ⁴	Manufacturing: £48.2bn (40.4% of Midlands Total)	Manufacturing: £51.6bn (35.9% of Midlands Total)	Manufacturing: £59.8bn (40.4% of Midlands Total)	<p>£60,000 £50,000 £40,000 £30,000 £20,000 £10,000 £0</p> <p>2018 2019 2020 2021</p>	Midlands: Manufacturing Third Highest Percent of Total across all UK Regions Northern Ireland: 47.9% of Northern Ireland Total (2nd) Scotland and London: 6.7% of Each Regions Total (Joint 12th)	<p>Across the 6 broad industries, the highest FDI international investment position value was in manufacturing at £59.8bn – 40.4% of total in 2021.</p> <p>This increased by 16.0% (+£8.2bn) for the Midlands while there was an increase of 5.1% for the UK.</p> <p>Notably, the West Midlands region in 2021, manufacturing accounted for 46.3% (£42.3bn) of the total (£91.4bn).</p>

4. ONS: Foreign direct investment involving UK companies by UK economy and region, directional: inward, released January 2023. Figures have been revised.

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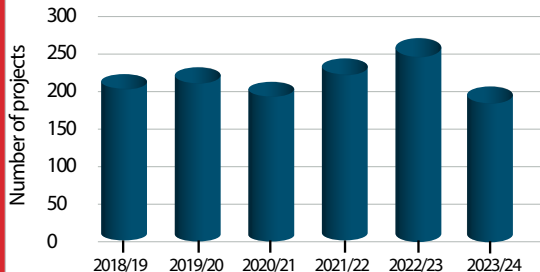
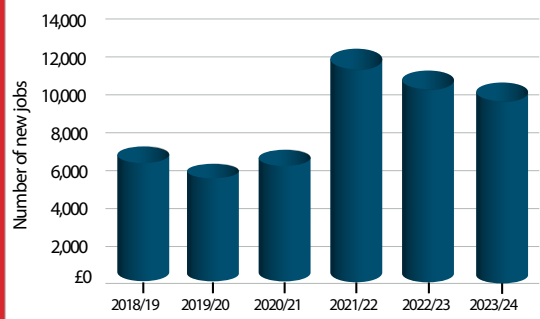
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**MIDLANDS
ENGINE**

FOREIGN DIRECT INVESTMENT

Theme	Indicator	2019	2020	2021	2022	2023	2024	Trend	Comparator (regions)	Commentary
Investment	Number of FDI Projects ⁵	224 2018/19	242 2019/20	217 2020/21	242 2021/22	265 2022/23	206 2023/24	 <p>Number of projects</p> <p>2018/19 2019/20 2020/21 2021/22 2022/23 2023/24</p>	<p>Midlands: 15.9% of England's FDI Projects – 2nd Highest Area</p> <p>London: 38.8% (1st) North East: 5.2% (8th)</p>	<p>There were 206 FDI projects into the Midlands in 2023-24, this is a decrease of 22.3% (-59 projects) compared to 2022-23 (total -6.0%).</p> <p>42.5% (303 of 713 total projects) of Midlands FDI projects between 2021-22 to 2023-24 were from EU countries. This is higher than the total average of 38.7%.</p>
	Number of FDI New Jobs ⁵	6,867 2018/19	6,308 2019/20	6,592 2020/21	12,459 2021/22	11,091 2022/23	10,282 2023/24	 <p>Number of new jobs</p> <p>£0 2018/19 2019/20 2020/21 2021/22 2022/23 2023/24</p>	<p>Midlands: 18.8% of England's New Jobs – 2nd Highest Area</p> <p>London: 36.0% (1st) South West: 4.0% (8th)</p>	<p>In the Midlands, there were 10,282 new jobs created from FDI projects in 2023-24. This is a decrease of 14.4% (-809) from 2022-23 (total -10.1%).</p> <p>44.0% (14,891 of 33,832) of the Midlands new FDI jobs were from EU FDI projects between 2021-22 to 2023-24. This is higher than the total average of 37.5%.</p>

5. Department for Business and Trade (DBT): inward investment results, released June 2024.

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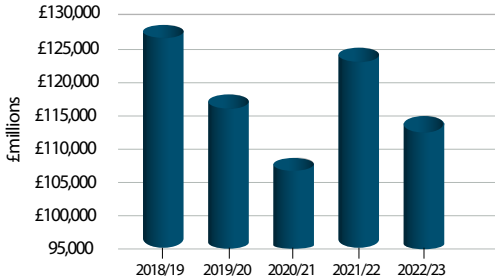
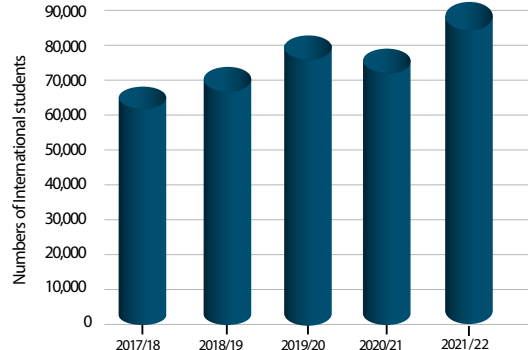
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**MIDLANDS
ENGINE**

HIGHER EDUCATION

Through their global connections and expertise in supporting businesses through innovation, universities can play a significant role in helping drive international trade and investment in their local and regional economies. FDI into Midlands universities has recently dropped in 2022/23 – decreasing by 8% to reach almost £115m. The number of international students reached over 90,000 in the Midlands as of 2021/22.

Theme	Indicator	2019	2020	2021	2022	2023	Trend	Comparator (regions)	Commentary
Higher Education	FDI into Universities ⁶ (16 Universities)	£128.0m 2018/19	£117.3m 2019/20	£108.5m 2020/21	£124.7m 2021/22	£114.8m 2022/23	 <p>£130,000 £125,000 £120,000 £115,000 £110,000 £105,000 £100,000 95,000</p> <p>2018/19 2019/20 2020/21 2021/22 2022/23</p>	Midlands: 12.4% of UK total	Foreign funding into Midlands universities and institutions decreased by 8.0% in the latest academic year, which bucked the national trend of an increase (by 10.3%).
	Total Number of International Students ⁷ (22 Higher Educational Institutions)	72,190 2018/19	81,015 2019/20	79,880 2020/21	90,180 2021/22		 <p>90,000 80,000 70,000 60,000 50,000 40,000 30,000 20,000 10,000 0</p> <p>2017/18 2018/19 2019/20 2020/21 2021/22</p>	Midlands: 13.3% of UK total	The number of international students increased to Midlands Engine higher education institutions from 79,880 to 90,180. This equated to a 12.9% increase for the Midlands, slightly above the UK-wide 12.4% increase.

6. HESA, research grants and contracts, released May 2024

7. HESA, Non-UK domiciled students. Released January 2023

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**MIDLANDS
ENGINE**

VISITOR ECONOMY

The latest data on tourism shows that international visitors continue to return to the Midlands in their millions in 2023. The number of international visits (2.97m) and the number of nights stayed by international visitors (24.56m) have recovered well in 2023 but remain below levels reported in 2018 (3.46m and £26.34m respectively). While international expenditure of £1.66bn in 2023 was a record for the Midlands.

Theme	Indicator	2019	2020	2021	2022	2023	Trend	Comparator (regions)	Commentary
Tourism	Number of International Visits ⁸	3.63m	584,940 Q1 Only	665,000	2.60m	2.97m	<p>Chart excludes a 2020 figure</p>	Midlands: 8.0% of England Visits – 4th Highest Area London: 54.5% (1st) North East: 1.2% (8th)	Following on from the impact of Covid-19, the number of international visitors to the Midlands has increased for the second consecutive year (+14.1%, England +20.7%).
	Number of Nights Stayed by International Visitors ⁸	24.33m	3.90m Q1 Only	10.44m	23.49m	24.56m	<p>Chart excludes a 2020 figure</p>	Midlands: 9.8% of England Nights – 3rd Highest Area London: 46.4% (1st) North East: 2.6% (8th)	Following on from the impact of Covid-19, the number of overnight stays by international visitors to the Midlands has increased for the second consecutive year (+4.6%, England +9.8%).
	International Expenditure ⁸	£1.51bn	£201.27m Q1 Only	£427m	£1.38bn	£1.66bn	<p>Chart excludes a 2020 figure</p>	Midlands: 6.2% of England Expenditure 4th Highest Area London: 62.8% (1st) North East: 1.4% (8th)	In the latest annual change for expenditure, the Midlands area increased at a faster rate than national (+20.3%, England +17.7%). West Midlands, East Midlands, North West, East of England and South West all set spend records in 2023.