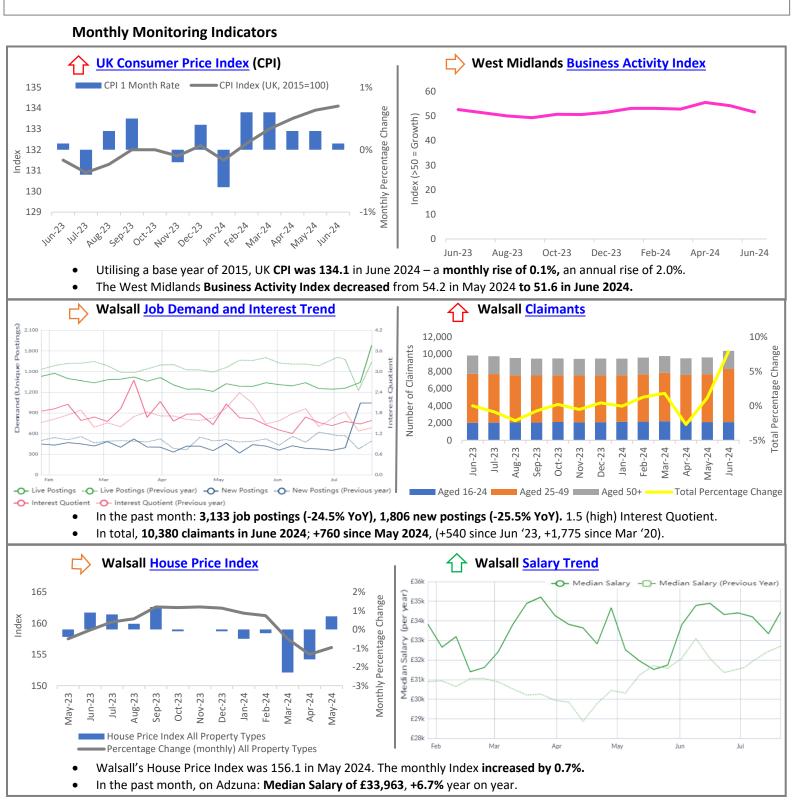


Walsall Monthly Economic Insights, July 2024

Inflation has stabilised, with CPI rising by 2.0% in the 12 months to June 2024 and unlikely to fall much further, yet household spending power is expected to improve. High wage growth, however, is pressuring businesses, leading to increased prices and reduced investment and interest rates remain high at 5% despite a recent cut by the Bank of England. The West Midlands faces challenges, with low levels of access to finance, yet sentiment remains high for Walsall businesses with confidence improving over the last quarter. Nationally, recruitment remains difficult, with 74% of firms reporting challenges. The newly launched Skills England brings some hope to alleviate skills shortages.





Other Recent Data Releases

- The Office for National Statistics (ONS) have released <u>experimental data on quarterly business enterprise and deaths</u> at a local level, now up to Q2 2024. Analysis for Walsall shows:
 - o **320 business births in Q2 2024 (-9.9%,** UK -3.4% since Q1 2024).
 - Q2 2023 Q2 2024 Change: Walsall +12.3%, UK +6.9%.
 - 230 business deaths in Q2 2024 (-37.0%, UK -14.0% since Q1 2024).
 - Q2 2023 Q2 2024 Change: Walsall -14.8%, UK -10.2%.
- The ONS <u>Annual Population Survey</u> (APS) has been updated to show data for the year ending March 2024 for labour market activity:
 - Walsall Employment Rate: 73.8% (+2.6 percentage points (pp), UK unchanged at 75.4% since the year ending March 2023).
 - Walsall Unemployment Rate: 6.0% (-2.2pp, UK +0.2pp to 3.9% since the year ending March 2023).
- The ONS mid-year population estimates for 2023 shows:
 - Walsall: 288,736 residents, an increase of 2,518 people (+0.9%, Eng. +1.0%) since mid-year 2022.
- New official statistics in development from the ONS on <u>local employment change dynamics influenced by job creation and job</u> <u>destruction</u> shows for Walsall:
 - In 2022, there was a net addition of 2,735 jobs, with a total of 13,235 jobs created compared to 10,500 jobs destroyed.
 - The change in average annual job creation rate and job destruction rate during periods between 2004 to 2007 and 2016 to 2019 shows that 87% of ITL 3 areas had a decrease in both the job creation and destruction rate. The change in job creation rates ranged from negative 7% to positive 3% (Walsall -3.5%). The change in job destruction rates ranged from negative 8% to positive 2% (Walsall -2.0%).
- Beauhurst have designed a formula combining several metrics to generate a final <u>Business Growth Score</u>, using data between 1 May 2023 and 1 May 2024, analysis for Walsall shows:
 - Business Growth Score of 8.34 (places vary from 1.93 In both Haringey and Barking & Dagenham to 91.19 in Runnymede).
- The Centre for Social Justice have published an interesting report (<u>new deal for young people in the West Midlands</u>) which explores the **need for a new deal in education, employment and skills in order to fully unlock their potential and turbo charge the region's prosperity**.

THEME	KEY INSIGHTS			
	• The new Labour Government has placed economic growth at the heart of their plans for the next five years and plan to achieve the 'highest sustained growth in the G7'.			
Economic Outlook	 to achieve the 'highest sustained growth in the G7'. The latest data shows that the UK's economic recovery is starting to <u>put down roots</u>. Recent data from the <u>Office for National Statistics (ONS)</u> reveals monthly real gross domestic product (GDP) is estimated to have grown by 0.4% in May 2024 after showing no growth in April 2024. Real gross domestic product is estimated to have grown by 0.9% in the three months to May 2024 compared with the three months to February 2024, driven by a growth of 1.1% in services output. But the lagged impact of tighter monetary policy will continue to emerge over the next year, with nearly 4mn borrowers set to see their mortgage costs rise by the end of 2026. Another limiting factor will be <u>tight fiscal policy</u> settings. The new Labour Government has inherited plans for more than 3% of GDP worth of tax rises and spending restraint over the next five years, and its manifesto proposed only minor tweaks. But <u>EY ITEM Club</u> think the government's fiscal challenges would be eased if they could improve the UK's poor growth performance. Planning reform is one idea pushed by the government. Raising investment would be another route to stronger growth. Stronger momentum in the first half of this year has caused the <u>EY ITEM Club</u> to revise its forecast for GDP growth in 2024 to 1.1%, from 0.7% three months ago. They still expect GDP growth of 2% in both 2025 and 2026. The boost to household spending power from lower inflation will be the main driver of stronger activity over the next few years, with a less cautious attitude from consumers meaning that solid income growth should translate into a more impressive pickup in spending. KPMG report global GDP growth is forecast to slip to 2.5% in 2024, returning to 2.7% in 2025, while the UK will see 			
	growth of 0.5% expected this year, and 0.9% in 2025, according to the latest KPMG <u>Global Economic Outlook</u> .			

Economy and Business Intelligence



THEME	KEY INSIGHTS					
	• <u>PwC</u> expect national output to grow by around 1% this year, 1.7% next year and even faster in 2026. Whilst the					
	economy in the West Midlands is predicted to grow by 0.7% this year, up from 0.2% in 2023. This will come as					
	disappointing news to West Midlands businesses and residents who were hoping for strong growth in the years ahead.					
	• The PwC Framework for Growth has calculated that the UK could have a potential GDP uplift by £923bn by 2035 in					
	2023 price terms if the UK adopts a successful industrial strategy. The emerging Local Growth Plans and National					
	Industrial Strategy will be key instruments to achieving this success.					
	• The latest NatWest Purchasing Managers Index (PMI) reports the West Midlands Business Activity Index decreased					
	from 54.2 in May 2024 to 51.6 in June 2024, despite falling to the lowest reading so far this year, this is the ninth					
	consecutive month of business growth. Business activity was restricted due to project delays, loss of customers and					
	slow business decisions. The UK Business Activity Index decreased from 53.0 in May 2024 to 52.3 in June 2024.					
	• The West Midlands Future Business Activity Index decreased from 80.5 in May 2024 to 74.8 in June 2024, the latest					
	reading is an eight-month low. However, firms were still optimistic due to product diversification, expectation of lower					
	interest rates, client demand and marketing.					
	• The <u>Consumer Prices Index</u> including owner occupiers' housing costs (CPIH) rose by 2.8% in the 12 months to June					
	2024, the same rate as the 12 months to May. The Consumer Prices Index (CPI) rose by 2.0% in the 12 months to					
	June 2024, the same rate as the 12 months to May 2024.					
	• Though the EY ITEM Club thinks inflation is unlikely to fall much further, it appears that the period of high inflation is					
	now over, which should prompt a steady improvement in household spending power.					
	• However, high wage growth is bearing down on businesses, with research showing labour costs are the main					
	external pressure on firms forcing them to put up prices and hold back on investment. This is causing issues locally,					
	reported by local business support networks in the West Midlands.					
	• Interest rates have been reduced by 0.25 percentage points, to 5%, marking the first drop since March 2020, which					
	is likely to lead to lower mortgage repayment deals. The <u>Bank of England</u> had held rates at a 16-year high of 5.25%					
	since August 2023, as it attempted to tackle rising prices across the UK. The last time rates were dropped was in the					
	early days of the coronavirus pandemic, they were slashed to a record low of 0.1% in an attempt to boost the economy.					
	• <u>NIESR's</u> measure of underlying inflation , which excludes 5% of the highest and lowest price changes to eliminate					
	volatility and separate the signal from the 'noise', fell to 1.7%, remaining around the lowest levels in nearly three					
	years.					
	• Despite this, the latest <u>British Chamber of Commerce Quarterly Economic Survey</u> reveals business confidence has increased, with 58% of firms expecting an increase in turnover in the next twelve months. Despite a boost in					
	conditions and confidence most firms (75%) are still not increasing investment, with wide sectoral variations.					
	 Locally, Greater Birmingham Chambers of Commerce's latest quarterly business report reveals the region's businesses 					
	are demonstrating an "underlying resilience" – with signs of economic stabilisation across several indicators, as well					
Trading	as a welcome fall in the number of firms reporting recruitment difficulties. Similar results were reported in <u>Coventry</u>					
Environment	and Warwickshire as business confidence strengthened. This comes amid confidence among <u>Black Country</u> firms grew					
	in the second quarter of the year.					
	• Mid-sized businesses in the Midlands plan to invest millions over the next five years, according to accountancy and					
	business advisory firm <u>BDO LLP</u> , with a significant number prioritising the sourcing of new capital.					
	• The British Business Bank Small Business Equity Tracker 2024 Report reports following the market downturn in the					
	middle of 2022, equity investment for smaller businesses has fallen to levels previously seen in 2019, down 48% to					
	£8.8bn. London accounted for 63% of investment and 49% of deals in 2023. The West Midlands accounted for 1.4%					
	of investment and 3.3% of deals. This shows the unequal availability and distribution of finance, holding back Walsall					
	businesses. Small businesses in the West Midlands secured £120m of equity investment across 71 deals during 2023,					
	a 21% decrease in the number of deals compared to the previous year.					
	• While the KMPG M&A study shows that mid-market private equity investment activity in the UK declined by 11% to					
	321 transactions in the first half of 2024, as challenging macroeconomic conditions persisted. However, against pre-					
	pandemic M&A activity (H1 2019), 2024's figure reflects an increase in activity of 25%, suggesting the market has					
	begun to normalise.					
	• West Midlands SMEs have welcomed the <u>Growth Guarantee Scheme</u> launched by the British Business Bank to help					
	smaller businesses in West Midlands access the finance they need to invest and grow. This will be welcomed by					
	Walsall businesses keen to access extra capital.					
	 New data from <u>EY-Parthenon</u> reveals that nearly one-in-five UK-listed companies issued a profit warning in the past New data from <u>EY-Parthenon</u> reveals that nearly one-in-five UK-listed companies issued a profit warning in the past 					
	year. Rising costs were cited by more than a quarter of businesses as a key driver behind warnings in Q2 2024.					
	Midlands companies issued 15 profit warnings in the first half of 2024, an increase from the same period last year.					



THEME	KEY INSIGHTS					
	• Furthermore, 'Red Flag Alert' analysis from <u>Begbies Traynor</u> reports the level of firms in 'significant' financial distress					
	rose by 8.5% to 601,950 in Q2 2024 since the previous quarter, and was up rapidly in the following sectors: Travel &					
	Tourism (+20.1%), Hotels & Accommodation (+16.4%), Health & Education (+12.4%) and Bars & Restaurants (+12.2%).					
	There were 75,144 companies in significant financial distress in the Midlands, and a further 4,918 in critical distress.					
	• This comes amid new business demography data reveals there were 2,985 business deaths in the WMCA in Q2 2024,					
	and 3,445 business births in the WMCA area.					
	• West Midlands (64) businesses accounted for 7% of administrations in the first six months of 2024. A total of 879					
	businesses across the UK filed for administration between 1 January and 30 June – marking a 16% increase compared					
	to the same time period in 2023 and 42% rise in comparison to 2022.					
	• The UK recorded 985 Foreign Direct Investment (FDI) projects in 2023, up 6% from 2022 and ranking it second in					
	Europe, according to the latest EY UK Attractiveness Survey. While FDI in the UK increased overall in 2023, the					
	resurgence was predominantly led by Greater London, Scotland and the West Midlands. The West Midlands is now					
	home to the UK's third highest number of FDI projects and attracted 127 FDI projects last year, a 72% increase on					
	2022 and the region's highest total on record. In Europe's top ten best performing regions for attracting FDI projects					
	in 2023, Scotland and the West Midlands were sixth and seventh respectively.					
	• Grant Thornton research reports 54% of mid-market firms plan to increase their company's strategic focus on					
	international markets over the next 12 months. Despite geopolitical and economic uncertainty, UK mid-market					
	firms continue to see the importance of international expansion as a key driver for future growth. From acquiring					
	new customers to accessing new talent pools and skilled workers around the world, business leaders know that finding					
	new markets not only helps them grow, but also diversifies risk on the demand and supply side of their business.					
	 This comes as the government announce a new <u>Trade Strategy</u>. 					
	• The latest <u>Global Entrepreneurship Monitor</u> research reveals that despite the geographical variances, economic					
	shocks generate a rising entrepreneurial tide across the whole of the UK. London's performance post-Covid is					
	striking, with the West Midlands having the second highest Total early-stage Entrepreneurial Activity (TEA) rate. Fear					
	of failure remains a significant obstacle to new start-ups, especially those started by women. Although women are					
	no longer half as likely as men to start a new business (for every 10 businesses set up by men, 7 are set up by women)					
	whilst immigrant and non-white continue to be the most entrepreneurial groups.					
	• The <u>ScaleUp</u> economy of now 34,180 businesses, remains vital to the UK in every sector and locality, representing					
	half of all SME turnover output despite making up less than 0.6% of the SME population. This reinforces the					
	resilience of scaleups both in traditional sectors such as wholesale and retail and the strength of our evolving					
	science and tech base which continues to grow. There are 435 scale ups in the Black Country.					
	 <u>Payrolled employees</u> in the UK increased by 54,000 (0.2%) between April and May 2024, and rose by 265,000 (0.9%) <u>Payrolled employees</u> in the UK increased by 54,000 (0.2%) between April and May 2024, and rose by 265,000 (0.9%) 					
	between May 2023 and May 2024. The early estimate of payrolled employees for June 2024 increased by 16,000					
	(0.1%) on the month and increased by 241,000 (0.8%) on the year, to 30.4 million.					
	• In April to June 2024, the estimated number of <u>vacancies</u> in the UK decreased by 12,000 on the quarter to 904,000.					
	Vacancies decreased by 30,000 on the quarter to 889,000. Vacancies decreased on the quarter for the 24th					
	consecutive period but are still above pre-coronavirus (COVID-19) pandemic levels.					
Labour	• Annual growth in employees' average regular <u>earnings</u> (excluding bonuses) in Great Britain was 5.7% in March to May					
Market	2024, and annual growth in total earnings (including bonuses) was 5.7%.					
	• <u>The KPMG and REC, UK Report on Jobs</u> report permanent placements declined in the Midlands during June following just one month of growth. Billings for temporary staff picked up again in the sixth month of 2024 and at the most					
	pronounced rate for over two years.					
	• The latest <u>British Chamber of Commerce Quarterly Recruitment Survey</u> reveals 74% of firms that attempted to recruit over the past three months faced challenges hiring, with Construction and engineering firms are the most					
	likely to be facing recruitment problems (82%).					
	 Prime Minister Keir Starmer has launched <u>Skills England</u>, a government body aimed at developing a nationwide skills 					
	strategy and providing levy funds for businesses to spend on training and future-proofing the workforce.					



Economy and Business Intelligence – By Sector

SECTOR		KEY INSIGHTS
	•	The Make UK/BDO Regional Manufacturing Outlook reports significant job boosts across the devolved nations'
		respective manufacturing sectors. The West Midlands performance across the key indicators of manufacturing activity is quite mixed. Whilst there are no superstar performances, the region matched its average balance for
		order books growth compared to last year, reporting at +23%. This is followed by the reporting for investment
		intentions which finds that an average balance of +22% of manufacturers indicate they plan to increase their capital expenditure. This is unsurprising, given the region's dominance to automotive and mechanical equipment
Manufacturing		manufacturers that are investing heavily in new technologies, such as electrification and clean energy solutions.
and Engineering	•	AND Digital, TechWM, and more have teamed up to help West Midlands manufacturers introduce AI to their
		operations. The <u>AI Adoption Acceleration Programme</u> will welcome eight businesses from across the West Midlands
		looking to enhance their technological integrations.
	•	Optimism among manufacturers fell slightly in July, after rising in April for the first time in nearly three years,
		according to the CBI's latest quarterly Industrial Trends Survey. Output volumes were broadly unchanged in the
		quarter to July, following a similar result in the three months to June, and under-performed expectations for modest
		growth. However, manufacturers continue to expect output to increase over the next three months, with growth
	<u> </u>	expectations the strongest since March 2022.
	•	<u>Retail sales volumes</u> (quantity bought) are estimated to have fallen by 1.2% in June 2024, following a rise of 2.9% in May 2024. Sales volumes fell across most sectors, with department stores and clothing retailers broadly
		returning to their Quarter 1 (Jan to Mar) 2024 levels.
	•	The British Beer and Pub Association estimates that almost 20 million more pints have been enjoyed during the
		Euros, valued at more than £93 million in extra sales, bringing a welcome boost to Midlands pubs.
	•	In spite of craft beer companies facing notable challenges in recent years, the wider brewing industry is still doing
		well and the industry has seen a steady increase in active companies over the past decade, which at the end of 2023
		reached 1,623. However, there has been a drop in the investment being made into breweries in 2023.
Retail,	•	<u>Beauhurst</u> have investigated the most valuable suppliers and manufacturers in sportswear, equipment, and activetech. The West Midlands is home to 151 companies, (8% of the UK total), and home to GymShark which is
Hospitality and		worth over £1bn and has contributed £87.5m to the UK economy.
Tourism	•	West Midlands Combined Authority has <u>launched</u> its £1 million Activate programme, which will run for two years
		offering a package of business support aimed at helping cultural creative organisations develop.
	•	Birmingham has won its bid to be the host city of the July 2027 Invictus Games.
	•	More people visited the West Midlands in 2023 than ever before, according to new data from the West Midlands
		Growth Company, with more than 145 million people spending time in the region. The record-breaking figure of
		145.4 million represents an increase of more than four million people (3%) compared to data from 2022, when the
		region hosted the Commonwealth Games. The visitor economy in the West Midlands is now worth £16.bn, up £2.2bn (15%). The number of jobs supported by tourism in 2023 reached 143,988, the highest figure recorded and the most
		since Covid-19 restrictions were introduced in 2020.
	•	Monthly <u>construction output</u> is estimated to have grown by 1.9% in volume terms in May 2024; this follows a fall
Comotovation		of 1.1% in April 2024 (revised from a fall of 1.4%). The increase in monthly output came from increases in both new
Construction		work (2.7%), and repair and maintenance (0.8%); anecdotal evidence from survey returns noted that warmer
		weather contributed to increased output in May.
	•	The UK and 90 other countries have negotiated a set of new rules designed to make global trade faster, fairer,
		cheaper and more secure. Once in force the <u>E-Commerce Joint Initiative</u> will permanently ban customs duties on
Tech / Digital		digital content, lower costs for UK businesses and help protect UK consumers from online fraud. The majority of SMEs are still not using artificial intelligence, despite a growing acceptance by businesses that it
	•	will help boost productivity. Research carried out by the <u>British Chambers of Commerce</u> reveals 43% of firms have
		no plans to use AI technology.
	•	The number of passengers coming through <u>Birmingham Airport</u> last month was up 12% on June 2023. The airport
		handled 1,265,262 people arriving and departing over the course of June, despite being hit by problems of long
Transport	1	delays through security this summer.
Technologies and Logistics	•	In a bid to support aerospace research and development (R&D) projects for sustainable travel, the UK Government
		has <u>announced</u> more than £100m in funding for new-technology projects such as zero-emission hydrogen flight
	1	and sustainable propulsion systems. The funding will be delivered through the Aerospace Technology Institute (ATI) Programme for five aerospace R&D projects.
		רוסבימוווויב וטרוועב מבוסטאמנב וועב אוטובנים.



SECTOR	KEY INSIGHTS
	• Rolls-Royce has launched a new <u>research programme</u> , in collaboration with Tata Consultancy Services (TCS), to explore the use of hydrogen as a zero-carbon aviation fuel . This initiative aims to address three present challenges to using hydrogen as a low-carbon aviation fuel, including fuel combustion, fuel delivery and fuel systems integration with an engine.
Environmental Technologies	 The latest <u>Climate Change Committee's (CCC) annual progress report</u> to the UK Parliament on its net-zero transition emphasises that only one-third of the emissions reductions the UK must deliver to achieve its legally binding 2030s targets are backed with credible policies, with particularly weak plans in sectors other than electricity generation. The UK's new Labour government must urgently reinstate the net-zero plans shelved by its predecessor in order to "limit the damage" caused by the previous government's policy rollbacks. Planning barriers to <u>onshore wind development</u> have been lifted by the new Government. However, challenges with supply chains and skilled workers remain. Developers are also grappling with supply chain inflation and grid connection delays. <u>Great British Energy</u> have announced plans to use British seabed owned by the Crown Estate to build windfarms. New research in Oxera's <u>'Growth Zero: Reframing net zero as a driver of growth' report</u> has found that <u>'supercharging' net-zero policies could unlock nearly £765bn between now and net-zero</u>, while accelerating decarbonisation in line with legally binding targets.

NEW INVESTMENT, DEALS AND OPPORTUNITIES						
COMPANY	LOCATION	SECTOR	DETAIL			
<u>West Midlands</u> <u>Combined Authority</u>	West Midlands wide	Culture	The West Midlands Combined Authority has launched its £1 million Activate programme, which will run for two years offering a package of business support aimed at helping cultural creative organisations develop.			
Invictus Games	Birmingham, but also region-wide	Sports	Birmingham has won its bid to be the host city of the July 2027 Invictus Games, with hopes it will bring economic benefits and visitors to the region.			
<u>Brownhills Business</u> <u>Park</u>	Walsall	Commercial Property	Phase two of the Brownhills Business Park redevelopment has been given the green light to go ahead. The site at Maybrook Industrial Estate is currently home to several warehouse-type buildings in various conditions. Once complete the Walsall Wood development will boast nine 'sustainable and energy efficient' employment units totalling 9000 square metres, ready for businesses to move in and fit out as needed.			
Toro's Steakhouse	Walsall	Food & Drink	Toro's Steakhouse at Walsall Waterfront is creating 30 new jobs by opening a new 160-seater restaurant. It will be the brand's 13th store across the UK as it targets 20 sites by 2025.			
<u>AC Steels</u>	Walsall	Manufacturing	An established steel manufacturer has secured an almost 35,000 sq ft warehouse in Aldridge in a deal arranged by Harris Lamb. The 34,000 sq ft facility has now been taken by AC Steels on a ten-year lease. Having operated since 2008, AC Steels specialises in the manufacture and processing of a range of steel products, which it supplies to a number of sectors throughout the UK.			