



## A collage of seven circular images showing various people at a networking event. The images include: a woman and a man speaking at a podium with 'Mayo' and 'Midlands' logos; a man in a suit speaking; a woman in a black blazer smiling; a man in a suit holding a glass; a group of men standing together; a man and a woman smiling at a podium; and a group of people sitting around a long table in a meeting room.



# Reimagining the Region

Debate. Shape. Create.



## Join our Network

Becoming a 'Reimagining the Region' member is the perfect way to get involved with our work here at the Centre for the New Midlands!

With 70+ members which range from global businesses, regional policy makers, SMEs, academic institutions, and local charities, and with 11 events held in 2024, Reimagining the Region is the network that connects the West Midlands. If you want to connect and work with like-minded businesses and believe in making the West Midlands a better place to be, then our network is for you.

## Benefits of membership include:

- Tickets to our exclusive Receptions in both the West Midlands and Westminster
- A complimentary Connections for Prosperity ticket and a reduced rate for further purchases
- Opportunities to engage with the region's most senior decision makers
- Priority invitations to participate in roundtables and Steering Group discussions
- A presence for their company on our website
- The opportunity to provide thought leadership pieces for our monthly communications
- The 'Reimagining the Region' logo for use on their marketing collateral
- Opportunity to welcome a charity partner of your choice to the network (applicable to 2 higher bands only)

Furthermore, our membership is accessible. Members pay an annual fee to join our network based on the number of employees within their organisation, meaning that every business has the opportunity to get involved.

We do not charge our members anything else to participate in our activity throughout the year!

### Once you're in - you're in!

These bands are:

**1-10 EMPLOYEES = £450 + VAT**

**11-50 EMPLOYEES = £1,100 + VAT**

**51 + EMPLOYEES = £1,700 + VAT**

If you are interested in making the West Midlands a better place and helping to shape a 'better' region then we would be delighted to hear from you. Please contact Chris Smith via [chris@thenewmidlands.org.uk](mailto:chris@thenewmidlands.org.uk) for further information or to confirm your interest in joining our Reimagining the Region Network.







## Other opportunities to promote your brand and lead the conversation

### Roundtables – from £ 6,000 + VAT

We co-host roundtables with organisations who are keen to take a lead on exploring issues or challenges with stakeholders from across the region.

We work with our sponsors to identify, invite, and host the right people to have the right conversations and tend to host these events at premium restaurants across the region, such as 'eighteen', Marco Pierre White Steakhouse at The Cube and Fazenda Birmingham.

We will work with you to identify key questions that we want our guests to consider, and our discussions will be written up into a summary report of the event. In our capacity as an independent organisation, we can ask the questions others may find it difficult to.

Since April 2022, we have hosted roundtables on the Midlands Rail Hub; the Mayor's ambitions for greater control over Trade and Investment, affordable housing, Digital as part of public sector reform and the path to sustainability for SMEs. Here are videos from our [Digital](#) and [Sustainability](#) roundtables, and [our reports can be found by visiting our website](#).

**We would be delighted to work with you and your organisation to help shape a 'better' region. Please contact Chris Smith via [chris@thenewmidlands.org.uk](mailto:chris@thenewmidlands.org.uk) for further information or confirm your interest in our sponsorship opportunities.**



## Supporting our Research

### A Milestone Year for the Centre for the New Midlands

**2024 marked a pivotal year for the Centre for the New Midlands:**

- **Dr. Halima Sacranie** joined as our **Director of Housing Research**, bringing 17 years of experience from her research and teaching at the University of Birmingham and Aston University.
- We successfully completed our first substantive and large-scale research project, the **West Midlands Social Housing Quality Fund Evaluation**, for the West Midlands Combined Authority, strengthening our role as a trusted partner for impactful policy research.
- We welcomed a talented team of **Research Associates**, ready to tackle the region's pressing challenges and shape the future of the Midlands. These researchers draw on diverse skill sets and backgrounds in social policy, planning, architecture, urban design, place-making, community engagement, participatory research, human geography, construction and engineering.

### Looking Ahead to 2025

Research plays a critical role in providing policymakers with the evidence they need to improve lives across the region. In 2025, we are poised to build on our strong foundation by launching a **new research programme** around our 4 thematic workstreams that address the Midlands' most pressing issues. Our work will continue to spotlight regional challenges, offer actionable insights, and guide the decisions of the Midlands' leading policymakers.

To achieve these ambitions, we are actively seeking partnerships with forward-thinking companies and institutions that share our vision of creating meaningful change through innovative research. Together, we can make a lasting impact on the region.

**Whether it is through supporting projects as part of our planned research programme or commissioning a specific piece of research for your organisation, your support will be vital in helping us produce leading research for our region and beyond. Please contact [research@thenewmidlands.org.uk](mailto:research@thenewmidlands.org.uk) for further information.**







**Centre for the New Midlands**

# Creating a better West Midlands



The-New-Midlands



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[www.thenewmidlands.org.uk](http://www.thenewmidlands.org.uk)