

Advice to Authors: Thought Leadership

(as of September 2026)



Thought Leadership is a key part of our strategy to “develop and share new ideas” to create a ‘better’ Midlands for all of the region’s stakeholders, across a broad range of social and economic challenges.

We are delighted that you interested in writing a piece for the Centre for the New Midlands and hope that you find the below principles of use.

We hope that you are able to follow the guidance below to ensure not only a consistent approach to our publications but to hopefully help you to shape your work. Our research areas of interest are Housing and Communities; Infrastructure and the Skills agenda. How we shape a ‘better’ West Midlands is our key USP as the only independent, not for profit think tank for the region.

Principles:

- Thought Leadership articles are an opportunity for people with vast experience and in most cases, significant influence, to **share their opinions and ideas with a broad audience**
- We want your articles to tackle important topics of the day – they **must be timely and thought provoking**
- Don’t be afraid to be controversial – but not for controversy’s sake. A ‘middle of the road’ article can be found anywhere so **don’t be afraid to go against popular opinion** as long as you can justify your stance
- When you write, know what you want to say and make your case in a critical, structured and persuasive way. **Imagine your opinion is on trial** - your argument must get the jury on your side
- Always keep the audience in mind and **do not assume that they have as much prior knowledge of your subject area as you do**. Our key audiences are policymakers; the media; industry leaders; the voluntary sector and the Higher Education community
- Metaphors can be a useful way of simplifying complex ideas but **try testing them out first with friends or colleagues to ensure they are understood**
- Try to keep your tone consistent and **allow your own voice to come through in the prose**
- Referring to the organisation you represent is perfectly understandable, but **please DO NOT just see this article as as free advertising!**
- Avoid elaborate formatting as **we will put your text into our templates** – please avoid imagery unless essential – attach high res images to your email to us if required
- **Maximum of 1,200 words** – but do not feel obliged to write to this limit. The content is key
- **Speak in Plain English** and avoid acronyms/jargon wherever possible
- **Try to include some ‘little-known’** or wholly new facts to stimulate debate and grab the readers’ attention
- **We would encourage you to read these two articles for a further steer on what we deem to be ‘best practice’** – [Joanna Lee Mills](#) and [Rich Bishop](#)
- We are all about building a ‘better’ future, so remember that **constructive criticism works alongside proposals to find better ways of doing things**
- **Help us celebrate and share your work** – we can only do so much to share your efforts with the world – please do consider how you will also share your work through your organisation or your personal network. There’s nothing worse than an excellent article being written and filed in a dusty cabinet!

Thank you for your support and we look forward to sharing your ideas.



Our Publication Dates:

We aim to publish articles via our LinkedIn account as soon as possible, but also produce a monthly e-news for our subscribers with the deadlines below for information.

Our previously published articles can be viewed [by visiting our website](#).

EDITION	Deadline for Articles	Publication Date
OCTOBER 2026	Thursday 1st October 2026	Monday 5th October 2026
NOVEMBER 2026	Thursday 29th October 2026	Monday 2nd November 2026
DECEMBER 2026	Thursday 3rd December 2026	Monday 7th December 2026
JANUARY 2027	Thursday 7th January 2027	Monday 11th January 2027
FEBRUARY 2027	Thursday 28th January 2027	Monday 1st February 2027
MARCH 2027	Thursday 25th February 2027	Monday 1st March 2027
APRIL 2027	Thursday 1st April 2027	Monday 5th April 2027
MAY 2027	Thursday 29th April 2027	Monday 3rd May 2027
JUNE 2027	Thursday 3rd June 2027	Monday 7th June 2027
JULY 2027	Thursday 1st July 2027	Monday 5th July 2027

What we need from you:

- A high-res picture of yourself – preferably with a plain background
- A short biography
- A punchy title for your article – with an outline of what you intend to cover
- Your article – a maximum of 1,200 words
- Any suggestions for who we should be copying into the article via Social Media and any appropriate hashtags you may wish for us to use to promote the piece

Please note that we do not automatically publish every article we receive so please do not hesitate to contact us before your submission should you wish to discuss the content or timing of your article. If you have any queries at all, please do not hesitate to email research@thenewmidlands.org.uk