

West Midlands Innovation and Technology Council Advanced Materials Strategy

Quotec was part of a consortium (led by Regeneris) asked by AWM to assist the Innovation and Technology Council in the preparation of its strategy in a number of key areas, including Advanced Materials, Health Technology, Media, Energy and Transport. Quotec were responsible for two areas – Health and Advanced Materials. The West Midlands is characterised as an area highly dependent on manufacturing but with below UK average productivity and GVA. The ITC Strategy (as part of the Regional Innovation Strategy) intends to address these problems by focusing on sectors considered key to future industry growth in the region.

This project involved close collaboration with the assigned AWM area leader (Ivan Buckley for advanced materials) and close liaison with the ITC champions for each area. The core of the work was desk based research of existing strategies and publications supplemented by a small number of discussions with key industry players in the advanced materials supply chain, as well as university research groups. Quotec identified a number of options for investment by industry and the public sector in the areas of advanced materials and related manufacturing, as well as the need to progress an advanced materials strategy in the Midlands as a whole. Key amongst these options is the opportunity to invest in technology development and demonstration centres – where academia and industry can collectively develop and deploy new technology.

The project budget was highly constrained and the needs of the ITC at the start of the project were not well articulated and had to be refined partway through. Nevertheless Quotec delivered its reports and presentation on time and to budget. Quotec has subsequently advised AWM on advanced materials investments at Warwick and Birmingham Universities.