

Going Green and Leading the World: Andy's Plan for the West Midlands Car Industry

- The West Midlands is the home of the UK's automotive industry, with a long heritage of great cars being made in the region
- We have a world-class skilled workforce, with 50,000 people employed in automotive alone and another 20,000 in related sectors.
- Given the challenges that the automotive industry is facing, companies and workers in the West Midlands need a Mayor who understands their business, and who is an effective supporter of their industry.
- Andy's Plan for the West Midlands Car Industry sets out the work that he will do if re-elected as Mayor in May.
- In particular, Andy is aiming to bring a battery Gigafactory to the West Midlands, and to attract more jobs in electric vehicle manufacturing.

In the last three years as Mayor, Andy Street has been an enthusiastic champion and effective supporter of the automotive industry. Given his business background as the Managing Director of John Lewis for ten years, Andy understands the challenges which can be posed to businesses from global trends in regulation or technological change. That's what he has worked so closely with the West Midlands car industry to support them in these challenging times. Since 2017, Andy has:

- Campaigned successfully for around £1 billion of Government financial support in the automotive industry in the West Midlands including £500M export guarantee for Jaguar Land Rover, £126M for the National Battery Industrialisation Centre in Coventry, £271M for the Manufacturing Technology Centre and Warwick Manufacturing Group, and over £40M for autonomous vehicle testing and development
- Worked closely with our top carmaker, Jaguar Land Rover to support them through the challenges of Brexit, drop in diesel sales, slowdown in sales in China and with other skills and infrastructure needs
- Gave confidence to Jaguar Land Rover to invest £1 billion in making the Castle Bromwich factory ready to manufacture electric vehicles, securing the future of the plant, and to invest in electric drive unit production in Wolverhampton and battery assembly at Hams Hall.
- Secured funding from Government for the £126M National Battery Industrialisation Centre, which has now been built in Coventry to develop new battery technology, including £18M directly from the West Midlands Combined Authority, which Andy chairs as Mayor.
- Been leading the campaign to bring a battery Gigafactory to the West Midlands, meeting carmakers and battery manufacturers in the UK and in China, and brokered support from the British Government to secure a new factory.
- Set up a new £3 million skills fund specifically to help people train and gain new skills in the automotive sector, with further funding available for automotive small businesses from the adult education budget

- Secured funding from Government for two new regional Institutes of Technology at Dudley College and Solihull College
- Over 7,000 people have taken automotive and manufacturing apprenticeships training courses in the West Midlands in the last two years
- Led the Transport for West Midlands team which has partnered with automotive experts to test autonomous vehicles on tracks at Horiba Mira in Nuneaton, in the city centre in Coventry, on the Warwick University campus and on roads around Birmingham, Solihull and Coventry.
- Won the competition for the West Midlands to become the UK's first regional 5G testbed, which will accelerate the development of driverless car technology.
- Begun to roll out electric charging points at Park and Ride sites and install 200 charging points on residential streets partnering with Virgin Media, and won new powers for the Mayor to be able to request that petrol stations provide electric vehicle charging.
- Brought new automotive jobs and investment to the West Midlands, for example 200 new jobs at the new Lotus design and technical centre in Coventry.

If re-elected as Mayor, Andy Street will continue to champion the automotive industry and work to make the most of the opportunity to move to cleaner vehicles

1. Protect existing jobs in the West Midlands automotive industry

- Work with the existing and new Chief Executives of Jaguar Land Rover and the Tata Board to secure the jobs of all workers in the existing Jaguar Land Rover plants.
- Ensure that Government prioritises the needs of the West Midlands automotive industry in its Brexit negotiations with the European Union, for example by seeking tariff-free market access to the EU Single Market, mutual recognition of standards, streamlined import and export processes.
- Work with the Government to reduce tariffs on the automotive industry in trade talks with the US, China and other major markets
- Secure extensive contingency planning such as a Government loan fund for the automotive supply chain in case of unfavourable changes to the terms of trade.

2. Accelerate the move to electric vehicles and clean technologies

- Roll out thousands of electric vehicle charging points on residential streets, at workplaces and at car parks so that people can be confident that if they upgrade to an electric vehicle, they will have somewhere to charge their car.
- Work with National Grid, Western Power Distribution and service station operators such as Welcome Break to install fast superchargers on the motorway network in the West Midlands.
- Create over 400 jobs in electric charging point engineering, planning and installation across the West Midlands.

- Push Government for support for people to switch to electric cars (tax or incentives grant incentives to purchase electric vehicles, or scrappage payments if people scrap their older, more polluting vehicles).
- Explore creating an electric vehicle experience centre where people can come to try out the latest electric vehicles and learn about battery technology and charging.
- Lobby the Government for funding to bring electric buses into the West Midlands bus fleet, for example by applying to the All-Electric Bus Town scheme
- Work with universities in the region to research rare earth metals supply chains to ensure the long-term security of supplies for the West Midlands electric automotive industry, and the ethical sourcing of these materials.

3. Attract new automotive jobs to the West Midlands

- Attract international investors to build a large battery cell manufacturing factory (a “Gigafactory”) to the West Midlands, creating hundreds of new jobs.
- Work with international automotive companies to bring electric van and electric bus manufacturing to the West Midlands, such as the new startup Arrival owned by Hyundai and Kia.
- Work with the Geely Group to bring more jobs from Lotus, London Electric Vehicle Company (LEVC), Lotus and Volvo to Coventry and the wider West Midlands.
- Work with large car companies to encourage the businesses in the supply chain to move jobs back to the West Midlands.
- Bid to bring potential investors to the West Midlands by hosting the Intelligent Transport Systems at the National Exhibition Centre in 2024.
- Step up our efforts to bring new automotive inward investment into the West Midlands with a team of senior experts and a clear target list of the companies we would like to move to the region.

4. Help to develop world-class new automotive technologies

- Develop an new automotive tech accelerator, particularly focused on developing new software, vehicle data and in-car experience features.
- Pilot of on-road autonomous vehicles between Tile Hill rail station and the University of Warwick in Coventry in 2021.
- Make electric autonomous vehicles available for the public to use during the Birmingham Commonwealth Games in 2022.
- Roll out 5G connectivity and sensors on road junctions across the West Midlands to allow autonomous vehicles to move around safely.
- Explore whether the West Midlands could be home to any new national Government road safety and cybersecurity institutions or regulators which will need to be created to oversee autonomous vehicles.
- Lobby Government to devolve research and development capital investment funding to the West Midlands

5. Develop automotive skills and make sure workers get a good deal

- Extend National Retraining Scheme to the automotive sector, helping workers to learn new skills and move into new more highly-paid jobs in the automotive industry.
- Work with the Institute for Apprenticeships to create new courses in new automotive skills such as electric powertrain, battery technology, autonomous sensors and software, and composite materials.
- Continue our innovative apprenticeship levy transfer fund to increase the number of apprenticeships available in the West Midlands for young people.
- Launch a new scheme to get women and BME young people into technical jobs in the automotive industry.

6. Provide local infrastructure support for the West Midlands automotive businesses

- Lobby Government for at least £1 billion of further regional growth funding over the next four years, which could be used to support the automotive industry in the West Midlands.
- Push UK Government and National Grid to invest in additional energy capacity (from renewable sources) for the Coventry and Warwickshire area in particular.
- Lobby for changes to the energy system in the UK so that automotive companies are not liable for full payment of additional energy connections if they wish to create new jobs in the West Midlands in order to make UK manufacturing competitive with Germany and other countries.
- Lobby Government to fund road infrastructure improvements around key factories and road junctions.
- Campaign for a full reform of the business rates system which unfairly penalises those with large floorspace like automotive companies.
- Create special economic zone for automotive in the West Midlands (equivalent of a free port) with tax incentives to encourage companies to create more jobs.

Acknowledgements

This Plan builds on the work of many industry figures, civil servants and academics, and in particular we would like to thank [David Bailey](#), [Alex de Ruyter](#), [Ian Henry](#), [David Hearne](#), [Di Li](#), [Shishank Shishank](#), [Rachel Eade](#), Jaguar Land Rover, SMMT, Faraday Institute