

The Midlands – Mid Market Factsheet



Key fact: The mid-market in the Midlands consists of 3,099 companies and employs 1,790,175 people. In the East Midlands, there are 1,431 companies, employing 799,336 people. Meanwhile, in the West Midlands 1,668 midmarket companies employ a total of 990,839 people.

The average mid-market company in the Midlands has 578 employees, has been operating for 29 years. Mid-market companies in the Midlands find access to low-cost funds among their biggest challenges, especially compared to other midmarket firms in the UK.

Information on Growth:

% revenue growth	Midlands	Midmarket UK	vs UK
Pre crisis growth (2007-2008)	6.05%	6.04%	+0.2%
Post crisis growth (2010-2011)	5.65%	5.81%	-2.8%
Anticipated 2012 growth	2.27%	5.46%	-58.4%

What do they invest?

% of revenues	Midlands	Midmarket UK	vs UK
Marketing and advertising	5.59%	5.87%	-4.8%
R&D spend	4.81%	5.25%	-8.4%

Other key facts

	Midlands	Midmarket UK	vs UK
Employee growth in last 5 years	3.6%	5.3%	-31.2%
% of international revenues	39.6%	48.3%	-18.0%
% of suppliers from local area	39.5%	40.5%	-2.6%

What they think

	Midlands	vs UK ave
We are an innovative company	48.4%	-2.2%
We can access an affordable workforce	70.8%	9.4%
We can access affordable funding	57.1%	1.9%
We are confident in the prospects for the local economy	29.0%	-23.3%
Being out of the Euro helps my business's growth prospects	39.1%	-9.2%
The media have got it right on what's happening in the economy	44.4%	-5.4%
Our company is critical to the local economy	39.0%	-15.8%
Higher inflation rates are making it difficult to manage costs	43.6%	-10.5%
We are a pillar of the local community	47.2%	-12.0%

Top 5 Challenges

	Midlands	UK Ave
Ensuring that we get the lowest cost of funds	27.9%	24.3%
Ensuring that we have funds to take advantage of opportunities	28.9%	32.2%
Finding talent with the right skill set in the local area	29.1%	34.2%
Attracting employees with the right set of skills	31.6%	37.0%
Qualifying for the funding we require	32.8%	25.5%

Figures compiled from Millward Brown survey data, Eurostat, BvD Amadeus database and ONS Labour Market Survey, 2012