

WEST MIDLANDS LOGISTICS AND DISTRIBUTION CLUSTER FACTSHEET

August 2025



OVERVIEW



The West Midlands Logistics and Distribution Cluster supports regional growth by connecting businesses, institutions, and innovators in logistics.

It fosters collaboration between public, private, and academic partners to drive innovation, develop skills, and influence policy, ensuring the sector adapts to global supply chain changes and remains a key contributor to the region's long-term development and prosperity. The cluster also advocates for logistics as a critical support for industries like manufacturing and e-commerce, leveraging the region's strong demand for distribution services.

If your logistics company is based in or interested in establishing a presence in the West Midlands, joining the West Midlands Logistics & Distribution Cluster could be beneficial for your business.

This programme is delivered by Connected Places Catapult and funded by the West Midlands Combined Authority.

By joining the cluster, you could have access to support in:

1

Practical Business Support

- Encouraging innovation and growth through shared practice and knowledge sharing
- Signposting to support services including grants, planning and regulatory guidance
- Access to pilot projects, testing facilities and private investment
- Peer-to-peer mentoring and business model development support

2

Innovation & Growth Enablement

- Masterclasses and workshops delivered by subject-matter experts
- Innovation programme access for SMEs to trial new technologies
- Collaboration with academia and research institutions for R&D
- Support for digital transformation and technology adoption

3

Strategic Policy & Regulatory Influence

- Collective representation in regional policy planning and economic strategies
- Engage with network operators to ensure infrastructure aligns with future needs
- Highlight rising energy demands and advocate to lower net-zero costs
- Support for autonomous vehicle development and future sustainable mobility

4

Networking & Visibility

- Connect with industry leaders, investors, academia, and government
- Participate in cluster-wide meetings, workshops, and event days
- Visibility through newsletters, case studies, and campaigns
- Join the Cluster Advisory Board to shape strategic direction

5

Skills & Talent Development

- Access to workforce development programmes, including bootcamps and mentoring
- Support for school and university outreach to raise awareness of logistics careers
- Access to toolkits and materials that promote sector pathways
- Potential for bursaries and training incentives for upskilling and career transitions

The Catapult, which is part of the Innovate UK Catapult Network, is on a mission to create better connected places across the UK and beyond. From supporting SMEs to develop clean transport technologies to helping local authorities unlock innovation in public procurement, the Catapult has helped businesses secure millions in investment,

create jobs, and drive forward solutions that address climate change, social isolation, and economic inequality.

The cluster is also working closely with partners such as the Logistics UK, Generation Logistics and the Road Haulage Association to support logistics and distribution industry in the West Midlands.

Keep up to date by:

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Combined Authority