

# Social media 50 ways the West Midlands has made its mark



West Midlands  
Growth Company

# Social media - 50 ways the West Midlands has made its mark

From the invention of the steam engine in the 18th century and the self-adhesive stamp in the 1960s, to the UK's first multi-city testbed for 5G technology – the West Midlands has remained at the forefront of industry for centuries.

We have produced a collection of 50 facts that showcases the region's contribution to the world.

We want you to help us tell this story, so have created a range of GIF's, images and a document detailing the full 50 ways the West Midlands has made its mark. These assets can be found on the [West Midlands toolkit](#).

You can download the images and GIFs to use with the examples detailed on the following pages, feel free to use the assets with your own social media activity and use [#50waysWM](#). Together we can let the world know how the West Midlands has made its mark.

For more information regarding 50 ways visit [makeitwm.com](http://makeitwm.com), a new website to showcase the best of the region including accommodation, food and drink, sport and tourism attractions.



# 50 ways the West Midlands made its mark – social media

From the penny-farthing to the Range Rover Sport. From fountain pens to 3D printers. From the first traffic lights to our 5G testbed.

The West Midlands continues to make its mark.

Our story: <https://bit.ly/2VQ6B5Y>

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GIF

The West Midlands boasts a proud history and an exciting future.

From the penny-farthing to the Range Rover Sport. From fountain pens to 3D printers. From the first traffic lights to our 5G testbed.

There has never been a better time to make your mark in the West Midlands. It remains the place to create, innovate and build the future.

Our story: <https://bit.ly/2VQ6B5Y>

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GIF



# 50 ways the West Midlands made its mark – social media

HSBC's Birmingham HQ, 2019.

The first Lloyds Bank in Oldbury, 1864.

The West Midlands remains a major banking and finance hub.

Our story: [bit.ly/2VQ6B5Y](https://bit.ly/2VQ6B5Y)

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Taggings: HSBC, Lloyds Bank, Deloitte

The first Lloyds Bank was opened in Oldbury in 1864.

Now, in 2019, we're home to HSBC's UK headquarters.

The West Midlands is one of Europe's largest and fastest-growing Business, Professional and Finance Services clusters.

Our story: <https://bit.ly/2VQ6B5Y>

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# 50 ways the West Midlands made its mark – social media

Shakespeare's Stratford-upon-Avon.

The Custard Factory.

The West Midlands creative sector continues to thrive.

Our story: <https://bit.ly/2VQ6B5Y>

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Taggings: The Custard Factory, Shakespeare's England, Shakespeare's Birthplace Trust

Born in Stratford-upon-Avon, William Shakespeare continues to be one of the most important literary figures in the world.

Today, the West Midlands still boasts a thriving creative and media sector. More than 10,000 companies are based here, at venues such as Leamington's Creative Quarter.

Our story: <https://bit.ly/2VQ6B5Y>

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# 50 ways the West Midlands made its mark – social media

The world's oldest digital computer.

And the UK's first 5G testbed.

The West Midlands stands at the forefront of innovation.

Our story: <https://bit.ly/2VQ6B5Y>

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Taggings: West Midlands Combined Authority, MayorWestMids

In 1951, Birmingham-born mathematician and computer scientist Conway Berners-Lee unveiled the first commercially-available electronic computer.

The world's oldest original digital computer is the WITCH (Wolverhampton Instrument for Teaching Computing from Harwell), which was used at the University of Wolverhampton in the 1950s.

Now, the West Midlands leads the 5G revolution. We have launched the UK's first large-scale testbed.

Our story: <https://bit.ly/2VQ6B5Y>

#50waysWM #WMGrowth



# 50 ways the West Midlands made its mark – social media

From the finest chocolatiers...

To the finest chocolatiers!

Two centuries on, Cadbury remains one of the world's largest confectionery brands.

Our story: <https://bit.ly/2VQ6B5Y>

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Taggings: Cadbury World, West Midlands Combined Authority

In 1824, John Cadbury began selling tea, coffee and drinking chocolate in Bull Street, Birmingham.

He would sow the seeds for one of the world's largest confectionery brands that operates two centuries on in more than 50 countries.

Our story: <https://bit.ly/2VQ6B5Y>

#50waysWM #WMGrowth



# 50 ways the West Midlands made its mark – social media

From heavy metal to modern pop.

The West Midlands continues to drive the global music scene.

Our story: <https://bit.ly/2VQ6B5Y>

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Taggings: Led Zeppelin, Jorja Smith, West Midlands Combined Authority, Black Sabbath, Ozzy Osbourne, Tony Iommi

From heavy metal to two-tone.

From two-tone to modern pop.

The West Midlands continues to drive the music scene.

Our story: <https://bit.ly/2VQ6B5Y>

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# 50 ways the West Midlands made its mark – social media

The Jaguar Land Rover plant, Solihull.

Britain's first cycle factory, Coventry.

The West Midlands' manufacturing industry remains influential.

Our story: <https://bit.ly/2VQ6B5Y>

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Taggings: LandRover\_UK, JLR\_News, West Midlands Combined Authority, Coventry City Council and Coventry Chamber of Commerce

The West Midlands remains the centre of UK transport technology.

In 1871, Britain's first cycle factory based in Coventry created the penny-farthing.

Today, the Jaguar Land Rover plant in Solihull manufactures the next generation of automobiles.

Our story: <https://bit.ly/2VQ6B5Y>

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# 50 ways the West Midlands made its mark – social media

Thomas Newcomen built the first fuel-burning engine near Dudley in 1712.

Now, we prepare for HS2 in 2026.

The West Midlands continues to transform infrastructure and connectivity.

Our story: <https://bit.ly/2VQ6B5Y>

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Taggings: HS2, National College for High Speed Rail (NCHSR)

In 1712, Thomas Newcomen built the first fuel-burning engine near Dudley.

In 2026 High Speed 2 in the West Midlands will launch.

The region continues to transform infrastructure and connectivity.

Our story: <https://bit.ly/2VQ6B5Y>

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# 50 ways the West Midlands made its mark – social media

Then, Walsall's Sister Dora was famed for her nursing and medical skills.

Now, Queen Elizabeth Birmingham is one of the largest hospitals in Europe.

Our story: <https://bit.ly/2VQ6B5Y>

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Taggings: Queen Elizabeth Hospital Birmingham, Walsall Council

Dorothy Wyndlow Pattison - better known as Sister Dora - arrived in Walsall in the mid-1860s. She was famed for her nursing and medical skills.

Today, Queen Elizabeth Birmingham is one of the largest hospitals in Europe, with the West Midlands home to more MedTech companies than any other UK region.

Our story: <https://bit.ly/2VQ6B5Y>

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# 50 ways the West Midlands made its mark – social media

Some of our most popular attractions are within a ten-minute walk of a station...

So travel by train for the best experience!

Explore the region: <https://bit.ly/2WZESvt>

#50waysWM | #WMGrowth



Taggings: West Midlands Railway



## About us

The West Midlands Growth Company helps the region to make its mark nationally and internationally. Its primary purpose is to attract investment, jobs, visitors and businesses to the West Midlands.

It is committed to promoting the area as a leading place to invest, do business and visit, working in partnership with Local Enterprise Partnerships, Councils, Growth Hubs, Universities, Chambers of Commerce and hundreds of local businesses.

The West Midlands Growth Company plays an important role in supporting the delivery of the West Midlands Combined Authority's (WMCA) [Strategic Economic Plan](#). Its focus is on the WMCA geography of Greater Birmingham and Solihull, Coventry and Warwickshire, and the Black Country.

Find out more at > [wmgrowth.com](https://wmgrowth.com)



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Growth Company**

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