Worcestershire
Local Enterprise Partnership

Strategic Communications Update

Alex Price

Since the last Board…

Worcestershire Local Enterprise Partnership

Due to the General Election period, the WLEP and its programmes had to adhere to the 'pre-election' guidance provided, limiting our ability to undertake communications activity linked to any Government supported or funded programmes.

Skills

June – A second Youth Hub was opened at Heart of Worcestershire College in Redditch.

July – The Worcestershire Careers Hub team held their end of year review event to celebrate the hard work engaging schools and businesses.

Innovation

June – BetaDen completed the onboarding for the first wave of businesses in their new Incubate programme.

Business Support

June – The Growth Hub has been working on building a pipeline of events activity through to March 2025.

July – New marketing activities have been planned to assist the team with reaching more businesses across the county, with new activity set to start post the summer holidays.

Upcoming Activity

Worcestershire Local Enterprise Partnership

Skills

August – A communications campaign will be delivered to support around the exam results period, linking to our skills support available.

September – Full launch of the Workforce Planning Platform support for businesses.

September – Worcestershire Apprenticeships 10-year celebration event planned for the 11th.

Innovation

August/Sept – An Innovation support grant and programme will be launched to help businesses.

September – BetaDen will run their first showcase event for their Incubate programme.

Business Support

August – The Growth Hub will be delivering a support event on investor readiness to help businesses.

September – A series of Workforce Planning Support events will be delivered across the county to help businesses.

September – The annual Key Account Management Dinner will be taking place to support our large and FDI businesses.

Events Strategy

Following WLEP Board feedback, an events strategy has been developed.

The strategy ensures:

- **The WLEP and its various programmes are visible across the county.**
- **Events with our strategic objectives are delivered.**
- **Collaboration with a broad range of stakeholders and partners.**

We have also undertaken some market research to understand the current events landscape to monitor the opportunities to collaborate and deliver our own events to avoid oversaturating the business community.

Events Strategy

Worcestershire Local Enterprise Partnership

There will be three types of events delivered:

- **Strategic Intelligence** – The WLEP team will continue to deliver forum events. These events will support between 40 and 60 businesses, from a range of sectors and sizes, and feature a key topic speaker and have a Q&A / intelligence gathering exercise.

- **Information, Advice and Guidance –** Via the Growth Hub, BetaDen and our skills programmes, we will deliver events across the county to provide IAG to businesses across key topics and areas. These events will be smaller events, either breakfast or lunch events to an audience of 40 businesses.

- **'You said, we did/are doing' Annual Conversations –** We will continue to deliver a larger 'set-piece' event towards the end of the financial year that brings a larger audience of businesses together to outline the intelligence we have gathered, what we have delivered, and the future for the county.

Events Strategy

Worcestershire Local Enterprise Partnership

The following timeline for the strategic WLEP events has also been outlined:

- **September 2024** – KAM Strategic / FDI Annual Business Dinner
- **October 2024 –** WLEP Business Forum Event
- **December 2024 –** WLEP Business Forum Event
- **March 2025 –** WLEP Annual BIG Conversation Event

In between these strategic events, there will be a plethora of events from the Worcestershire Growth Hub, and other partners, across the topics gathered at the last BIG Conversation event.

- **Finance and Investor Readiness**
- **Workforce Planning**
- **Digital Skills**
- **Employee Wellbeing**
- **Importing and Exporting**

Events Strategy

Worcestershire Local Enterprise Partnership

The timeline for wider business support events with the Growth Hub is as follows:

- **August 2024** – Finance and Investor Readiness (Worcester)

- **September 2024** – Launch of the Workforce Planning Platform (North and South)
- **September 2024** – Business Support Drop-In session (Wyre Forest)

- **November 2024** – Importing and Exporting Support (North and South)
- **November 2024** – Business Worcestershire Public Procurement Conference (TBC)

- **January 2025** – Employee Wellbeing Workshop (North and South)
- **January 2025** – Digital Skills and Marketing for businesses (North and South)

- **February 2025** – National Apprenticeship Week event for businesses (TBC)

- **March 2025** – WLEP Annual BIG Conversation Event

24/25 Events Calendar

Worcestershire Local Enterprise Partnership

Alongside our events, we are also supporting, attending the following partner events until March 2025.

August 2024

- Chamber of Commerce Growth Forum.
- Chamber of Commerce Business Leaders Event.

September 2024

- Visit Worcestershire: Meet the Supplier Event.
- Chamber of Commerce Manufacturing Forum.
- Worcestershire Apprenticeships 10-year Anniversary Event.
- Midlands Cyber Worcestershire Cyber Security Event.

October 2024

- Inclusive Worcestershire Leadership Seminars.
- Worcestershire Apprenticeships Employer support events.
- Business Worcestershire: Sales and Marketing Workshop.

24/25 Events Calendar

Worcestershire Local Enterprise Partnership

October 2024

- Chamber of Commerce Business Expo.
- Life Beyond School SEND Careers Event.
- Careers and Apprenticeships Roadshows.

November 2024

- Visit Worcestershire Accessibility Support Event.
- Chamber of Commerce Growth Forum.
- Business Worcestershire: Public Procurement Conference.
- North Worcestershire Business Awards.
- Worcestershire Apprenticeships Awards.

December 2024

- Chamber of Commerce HR Forum.
- Chamber of Commerce Manufacturing Forum.

24/25 Events Calendar

Worcestershire Local Enterprise Partnership

January 2025

- Business Worcestershire Conference.
- Chamber of Commerce International Trade Forum.

February 2025

- Chamber of Commerce Growth Forum.
- National Apprenticeship Week.
- Midlands Cyber Economic Resilience Event.

March 2025

- National Careers Week 2024.
- Worcestershire Skills Show.
- Chamber of Commerce Economic Conference.