Worcestershire
Local Enterprise Partnership

Strategic Communications Update

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Worcestershire
Local Enterprise Partnership

Marketing and Events Update

Since the last Board…

Worcestershire Local Enterprise Partnership

Skills

January – We held the next Inclusive Worcestershire Leaders event to engage with business leaders about supporting their workforce.

Innovation

December – BetaDen delivered an A.I strategy workshop for businesses.

Business Support

January – The Growth Hub working with the NHS and Herefordshire delivered the second WorkWell Insights event supporting employers with their employees' mental health.

January – The Visit Worcestershire team held their next conference event for tourism businesses.

January – The Growth Hub and County Council held a webinar via the PBA programme to help businesses around marketing.

Upcoming Activity…

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Skills

February – National Apprenticeship Week 2026

March – National Careers Week 2026 and delivery of the Worcestershire Skills Expo event.

March – As part of the Skills Expo, we will be delivering an event around Work Experience changes to support employers.

Innovation

February 26 –Delivery of TechFest 2026, with 2 weeks of events promoting innovation with themed days.

February – The next Women in Tech & Innovation event will be taking place within TechFest on 24 Feb.

February – The BetaDen Technology Showcase event will close TechFest on the 26 February.

Business Support

February – The Growth Hub team will be exhibiting at a series of business support events.

February – The Growth Hub team as part of TechFest will be running an event to engage North Worcs manufacturers.

Events Timeline

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Below is an updated timeline of the business events planned across Worcestershire until the end of March 2026.

February 2026

- National Apprenticeship Week 2026
- Worcestershire Apprenticeships Ambassador Event
- Chamber of Commerce Meet the Buyer Event
- Worcestershire TechFest 2026
- Women in Tech & Innovation Event
- Growth Hub Manufacturing Engagement Event
- BetaDen Technology Showcase 2026

March 2026

- National Careers Week
- Worcestershire Skills Expo
- Chamber of Commerce Economic Conference
- Visit Worcestershire Tourism Awards
- Catalyse Angel Network Pitching Event

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Branding - WLEP

Current WLEP Context

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- Worcestershire LEP brand has been operating over a decade. Seen as a strategic entity bringing together the Public, Private and Education partners – ‘the triple helix model’
- Funding and sponsorship from central Gov ceased in 2024/25, following national review into LEPs.
- LEP continued locally with partner support & engagement.

WLEP Board – November 2025 refresher

Worcestershire Local Enterprise Partnership

3 options were presented for future LEP options.

- Option A – Remain as the Worcestershire LEP.
- Option B – Utilise the Growth Hub brand for LEP functions.
- Option C – Rebrand the LEP into a new strategic entity.

Decision made at November board that option C, a rebrand for the Worcestershire LEP was preferred option to explore (albeit with timing TBC)

Rebrand Research

Worcestershire Local Enterprise Partnership

- Other areas that have rebranded outside of CAs, have utilised key words such as:
  - **Business, Skills, Growth, Economic & Enterprise.**

- **Most operate as 'just' boards –** fulfilling the requirements of a 'Business Board', an independent business voice outlined during LEP review.

- What have our local partners opted for?
  - **Herefordshire** were part of Marches LEP and parted ways to create a strategic Economy and Place Board, underpinned by a Business Board & Skills Board, Growth Hub remains.

  - **Gloucestershire** now operate with an Economic Growth Board under the council, Growth Hub remains.

  - **Warwickshire** (Coventry & Warwickshire LEP) has closed, with only Growth Hub remaining.

Worcestershire Analysis

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- Worcestershire position was to continue ‘Status Quo’ with WLEP delivery maintained following National LEP Review outcomes – due to lack of clarity on what comes next around MCA.

- Worcestershire LEP structure is now different to neighbours, with WLEP board maintaining triple helix (public, private, education) engagement, complemented with focused sub boards.

- National ‘Business Board’ requirements – only for private sector business engagement.
  - Worcestershire LEP **does not** have this as a separate board.

Therefore, a rebrand for Worcestershire LEP would have to position it as more than a ‘business board’ to continue with the value-add of a strategic entity across the triple helix.

Rebrand Option A

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Worcestershire Economic Partnership (WEP)

“Economic” – to closer link to the economy, allowing scope for continued involvement across Business Support, Talent & Skills, Innovation and more which impact the economy.

Maintains ‘partnership’ element to reference ‘triple helix’ and wider partnership working, suggesting more than just a board**.**

Advantages:

- Continues the partnership dynamic
- Implies a strategic role.
- Presents a simplified rebrand, easier for stakeholders to engage with due to legacy brand recognition.

Potential Risks:

- No alignment to Government strategies or preferred terminology.

Rebrand Option B

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Worcestershire Growth Company (WGC)

Focuses on the idea of growth and can be linked into the various aspects of ensuring growth to bring in Business Support, Talent & Skills & Innovation.

Presents as a company rather than a board or partnership to reference the larger ‘triple helix’ role.

Advantages:

- Implies a strategic role more than a Board.

Potential Risks:

- Could be perceived link to West Midlands Growth Company and further alignments to WMCA.
- Could be confusing with Growth Hub.

Rebrand Option C

Worcestershire Local Enterprise Partnership

Worcestershire Economy & Growth Board (WEGB)

Includes the mention of both economy and growth to signal the involvement and continued scope to operate within Business Support, Talent & Skills and Innovation agendas.

Advantages:

- Link into National Government terminology.

Potential Risks:

- Could be perceived as having less ‘strategic value’ than a partnership.
- Could be recognised as ‘just a board’ with no delivery programmes within it.

The When & What?

Worcestershire Local Enterprise Partnership

There are a few potential triggers and timelines to action a rebrand:

Local Innovation Partnership Fund – April 2026
Potential investment opportunity for the county.
A rebrand for the Worcestershire LEP could align with the outcome of the LIPF funding bid, expected in **April 2026** showcasing a new strategic entity to take the county forward.

Local Government Reorganisation – Summer 2026
Significant milestone for the public sector.
Decision expected in **Summer 2026**, a rebrand for the Worcestershire LEP could align with this announcement.