Worcestershire
Local Enterprise Partnership

Strategic Communications Update

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BIG Conversation Review

Worcestershire Local Enterprise Partnership

Total Attendees
137

- **155 booked on** to attend the event**, 12% drop out rate.**
- **33% of attendees** were new to LEP/Growth Hub.
- **75% engagement** with the Slido polls across all sessions.

BIG Conversation Review

Worcestershire Local Enterprise Partnership

Outcomes following the BIG Conversation:

- **21 sign-ups** to the new innovation community.
- **15 employers** signed the new Talent & Skills Pledge.
- **4 new enquiries** for BetaDen.
- **4 new enquiries** for the Growth Hub.

BIG Conversation Review

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Data Highlights:

- **52% of attendees** would like more information on the Growth Hub.
- **44% of attendees**, have seen no change to their investment plans.
- **Mentorship & Networking (38%) was the highest voted** support attendees would like to see more of to drive innovation activity in businesses.
- **Only 55% of attendees employ apprentices**, with 18% wanting to in the future.
- **72% of attendees believe they engage with early careers work**, with 17% wanting to in the future.

Since the last Board…

Worcestershire Local Enterprise Partnership

Skills

March – SkillsBoost Worcestershire crossed the mark of supporting over 1,000 individuals.

March – The Worcestershire Skills Show returned, with over 3,500 young people attending to get careers advice from over 60 stand holders.

Innovation

February – BetaDen delivered their Cohort 8 showcase event with over 170 attendees in the room.

Business Support

March – Visit Worcestershire held their tourism awards to celebrate local visitor / tourism economy sector.

From 20th March, Worcestershire entered pre-election period, which limits what activity can be shared publicly until after the elections on 1 May.

Events Timeline

Worcestershire Local Enterprise Partnership

Across the LEP, focus is now on planning future events for 2025, below is a list of planned upcoming events

- Women in Tech event
- WorkWell NHS HR Support events
- Talent & Skills: HR and Workforce Planning events
- A.I. for business workshops
- Business Support workshops around upcoming ISO changes