Worcestershire
Local Enterprise Partnership

Strategic Communications Update

Alex Price

Since the last Board…

Worcestershire Local Enterprise Partnership

Across all areas, to support UKSPF programme delivery and raise awareness of the Growth Hub, a support brochure has been created and distributed across the county.

Skills

October – Delivered two Careers and Apprenticeships Roadshows, supporting young people and families on their next steps.

October – Held the first ever INclusive Worcestershire leaders forum, with over 40 businesses in attendance, as part of the Life Beyond School Careers event for those with SEND and/or EHCPs.

November – Over 400 individuals have been supported via SkillsBoost funding.

Innovation

October – The Malvern Festival of Innovation launch took place, with a new virtual festival experience.

November – BetaDen announced their third cohort of businesses in their 'Incubate' programme with The Kiln.

November – A communications strategy was approved at the LEP Innovation board with a timeline of delivery to grow an innovation community in the county.

Business Support

October – The 'Taste Worcestershire' campaign was launched with special offers and discounts to support local F&D businesses.

October & November – The Growth Hub team have been at various business support events, including the Business Worcestershire conference and Chamber of Commerce Expo

November – The Growth Hub team has delivered support events for businesses on HR and around the new employment law changes.

Worcestershire Strategic Business Dinner Data Intelligence

Worcestershire Local Enterprise Partnership

- **80** Businesses in attendance
- Strategic business, FDI and businesses on the Key Account Management contract with DBT.

- Key issues being faced at the moment:
  - **1. Workforce Challenges**
  - **2. Finance and Funding**
  - **3. Government Policy**

- **35% expect to increase** their workforce in the next 12 months, **30%** neutral**, 12%** decrease

- **What do businesses want more support or information on:**
  - **53%** A.I. and the latest innovation trends.
  - **24%** Workforce Planning and Development.
  - **18%** Sales and Marketing Support.

Upcoming Activity

Worcestershire Local Enterprise Partnership

Skills

November – The 2024, 10-year special, Worcestershire Apprenticeships Awards evening.

December – We will be running another Women into STEM event, to encourage more women into STEM careers, in partnership with Mazak.

February – National Apprenticeship Week 2025.

March – National Careers Week 2025, including the Worcestershire Skills Show.

Innovation

January – Launching the first Innovation Worcestershire newsletter and podcast.

January – Innovation Worcestershire Tech Fest will take place, bringing together key partners to coordinate events and support delivery into a two-week campaign, ending with the BetaDen Cohort 8 Showcase.

February – The BetaDen Cohort 8 Showcase event will take place on the 6th February.

Business Support

January – The Growth Hub will be running an event on HR and helping businesses to engage with young people.

January – The Growth Hub will also be running an event on wellbeing support for businesses.

February – For National Apprenticeship Week, the Growth Hub will be delivering support events and content to help businesses around apprenticeships.

Events Timeline

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Below is an updated timeline of all events until March 2025:

November 2024
- North Worcestershire Business Awards
- Worcestershire Apprenticeships Awards 2024

December 2024
- Women into STEM event
- Chamber of Commerce HR Forum
- Chamber of Commerce Manufacturing Forum

January 2025
- Employee Wellbeing Workshop (North and South)
- HR Essentials, attracting Young People into the workforce Event
- Chamber of Commerce International Trade Forum
- Innovation Worcestershire: Tech Fest

February 2025
- Chamber of Commerce Growth Forum
- BetaDen Cohort 8 Showcase Event
- National Apprenticeship Week, with business events

March 2025
- National Careers Week
- Worcestershire Skills Show
- Chamber of Commerce Economic Conference.
- Worcestershire: The BIG Conversation 2 (WLEP Conference)

The BIG Conversation 2

Worcestershire Local Enterprise Partnership

Building on the learnings and feedback, a plan has been created for the next WLEP Conference event.

Date: 13th or 14th March (Before Pre-Election Period)
Venue: TBC, aim to be central to the county.
Timings: 8am to 12:30pm

Targets:
200 attendees, with 20% being new businesses.

Key notes:
- Skills, Innovation and Business Support will remain as the three headline sessions.
- There will also be a keynote speaker.
- The vital intelligence capturing elements will continue and be expanded.
- WLEP team will play a role in each session, but more businesses & partners front and centre.

The BIG Conversation 2

Worcestershire Local Enterprise Partnership

Timeline:

November 2024
- Confirm venue
- Contract in event support

December 2024
- Begin targeted invites via LEP, WCC and WGH
- Soft launch of conference website
- Shortlist keynote speaker options

January 2025
- Official communications launch (newsletters, eshots, social media)
- Features within Innovation Worcestershire, Business Worcestershire, BetaDen and other partner newsletters
- Confirm keynote speaker, launch additional communications to highlight keynote speaker

February 2025
- Launch communications about session themes and speakers
- Session briefing with LEP team & speakers

March 2025
- Final communications activity to encourage sign-ups
- Conference Event
- Post event collection and review of data and intelligence

April 2025
- Report shared with LEP board and partners on the key data and intelligence to inform future delivery.
- Post event communication activity to showcase impact and intelligence gathered and next steps from the LEP