Worcestershire
Local Enterprise Partnership

Strategic Communications Update

Alex Price

Worcestershire
Local Enterprise Partnership

Branding Update

Confusing Landscape

Worcestershire Local Enterprise Partnership

worcestershire county council

Worcestershire Local Enterprise Partnership

WORCESTERSHIRE GROWTH HUB

SKILLSBOOST WORCESTERSHIRE

BUSINESS ADVISORS PROGRAMME

Net Zero WORCESTERSHIRE

Enterprising WORCESTERSHIRE

Mentoring WORCESTERSHIRE

BETADEN Real Help for Real Tech

MIDLANDS CYBER THE REGION'S LEADING CYBER CLUSTER

Innovation WORCESTERSHIRE

TECH FEST WHERE IDEAS, TECH AND TALENT CONNECT.

WORCESTERSHIRE JOBS

INSPIRING WORCESTERSHIRE CREATING OUR FUTURE WORKFORCE

Elevate WORCESTERSHIRE

SIMPLY CAREERS

INCLUSIVE WORCESTERSHIRE

WORCESTERSHIRE LIFE BEYOND SCHOOL INCLUSIVE SHOW

CAREERS WORCS

PRIMARY STEM CHALLENGE CREATING OUR FUTURE WORKFORCE

SKILLS 4 WORCESTERSHIRE

WA WORCESTERSHIRE APPRENTICESHIPS

Strengthening the Growth Hub

Worcestershire Local Enterprise Partnership

- **All employer facing communications will be Growth Hub.**
- A central referral point across work streams.
- Larger cross marketing opportunities to benefit businesses.
- **Simplification for businesses.**

Strengthening the Growth Hub

Worcestershire Local Enterprise Partnership

WORCESTERSHIRE GROWTH HUB

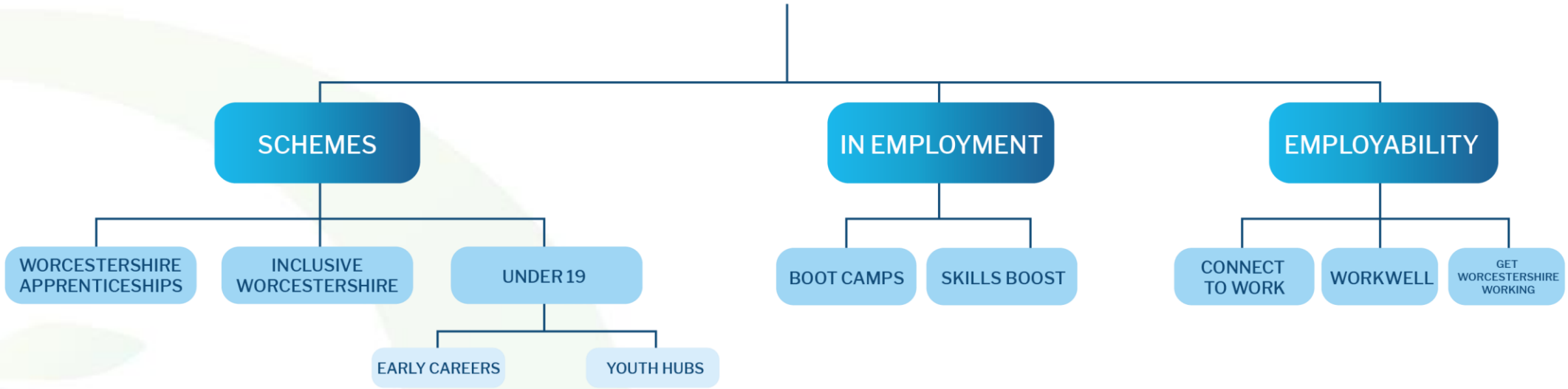
WORCESTERSHIRE GROWTH HUB
Business Advice & Finance

WORCESTERSHIRE GROWTH HUB
Innovation and Growth

WORCESTERSHIRE GROWTH HUB
Talent and Skills

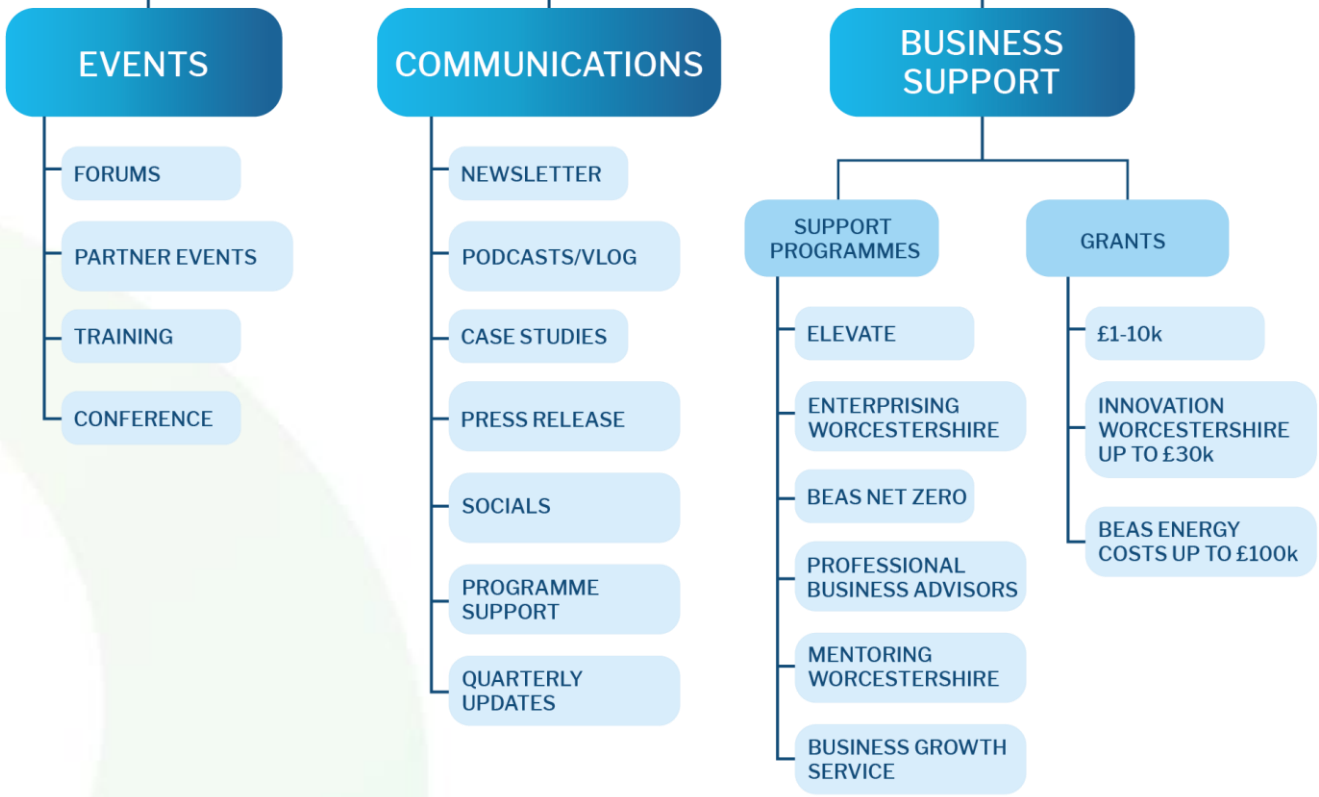
Worcestershire
Local Enterprise Partnership

WORCESTERSHIRE
GROWTH HUB
Talent and Skills



Worcestershire
Local Enterprise Partnership

WORCESTERSHIRE
GROWTH HUB
Business Advice & Finance



WORCESTERSHIRE GROWTH HUB
Innovation and Growth

Worcestershire Local Enterprise Partnership

Stakeholder Engagement - Objectives

Worcestershire Local Enterprise Partnership

- Identifying stakeholders and their information needs
- Delivery of Clear messages - in a timely manner
- Build and maintain stakeholder support – fostering buy-in
- Manage Expectations
- Supporting decisions making and accountability
- Monitor and Evaluate for Communication effectiveness

Worcestershire
Local Enterprise Partnership

Marketing and Events Update

Since the last Board…

Worcestershire Local Enterprise Partnership

Skills

June – A state-of-the-art Green Technology Centre was opened at Kidderminster College.

June – The Careers Hub team held the Primary STEM Challenge finals, at Yamazaki Mazak & Kidderminster College.

July – Worcestershire Apprenticeships launched a new apprentice ambassador network.

Innovation

June – The second event in the Women in Technology series was delivered.

June – BetaDen onboarded Cohort 6 of their Incubate programme.

July – BetaDen have been shortlisted for two Categories at the Innovation Awards 2025

Business Support

June – The Growth Hub & County Council held a celebration event on the impact of the business support grants delivered over the past few years.

June – The Growth Hub and Skills team delivered a series of HR workshops to help businesses.

Upcoming Activity…

Worcestershire Local Enterprise Partnership

Skills

September – Worcestershire Apprenticeships will be announcing finalists for the 2025 Worcestershire Apprenticeships Awards

September – The Growth Hub and Council will be delivering an employer focused campaign for National Inclusion Week to promote the Inclusive Worcestershire Leaders programme.

Innovation

September – BetaDen will be onboarding cohort 9 of their Accelerate programme.

October – The next Women in Technology event will be taking place on 16th October.

October/November – Proposed first Angel Investors pitching session.

Business Support

September – The Growth Hub will be delivering the Worcestershire Strategic Business Dinner.

September – The Growth Hub will be delivering support events for businesses around upcoming ISO changes.

October – The Growth Hub & Council will be exhibiting at the Chamber of Commerce Business Expo.

Events Timeline

Worcestershire Local Enterprise Partnership

Below is an updated timeline of the business events planned across Worcestershire until the end of October 2025.

September 2025

- WGH Advice & Finance: ISO changes for businesses x2
- Chamber of Commerce Manufacturing Forum
- Chamber of Commerce Women's Business Conference
- Worcestershire Strategic Business Dinner

October 2025

- Women in Technology event
- Life Beyond School Careers Event (SEND)
- Inclusive Worcestershire Leaders Forum
- Chamber of Commerce Business Expo
- Chamber of Commerce International Trade Forum
- Careers & Apprenticeships Roadshow