Worcestershire
Local Enterprise Partnership

Strategic Communications Update

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Performance Overview: 2022/23

Worcestershire Local Enterprise Partnership

Worcestershire LEP

Platform	Impressions 2022/23	Engagement rate 2022/23	Website Views 2022/23	Bounce Rate
Twitter	45,791	2.3%	38,328	68%
LinkedIn	59,110	7.9%		

Worcestershire Growth Hub

Platform	Impressions 2022/23	Engagement rate 2022/23	Website Views 2022/23	Bounce Rate
Twitter	56,084	3.5%	67,485	67%
LinkedIn	36,452	8.1%		

For the 2023/24 year, targets are to improve these analytics **by 8% for the WLEP** and **10% for the Growth Hub** by end of March 2024.

Growth Hub target is a reflection of the ongoing development of the website and social media strategy.

Key News updates 2023/24 so far

Worcestershire Local Enterprise Partnership

Below are key delivery updates and videos produced since March 2023.

[Launch of 2023 awards celebrates Worcestershire's apprenticeship success]

[Stoford starts work on second phase of Redditch Gateway scheme]

[Worcestershire's Largest Skills Show Returns]

[Worcestershire's tech talents gather at Innovation and Technology Showcase]

[Paul Walker MBE announced as new Chair of the Worcestershire LEP]

[Over 60 Businesses Attend First Inclusive Employment Conference]

[New incentives to boost apprenticeships in county]

[Worcestershire LEP appoints Nigel Hall as New Board Member to drive Innovation in the County.]

[Over 600 businesses have been supported with expert advice thanks to the Worcestershire Growth Hub]

Find your apprenticeship - WA Account system

Inclusive Worcestershire - H2O Café Case Study

Data and Feedback from recent Events

Worcestershire Local Enterprise Partnership

- Following delivery of several recent events, the following data and feedback has been collected to inform future planning.
  - 47% of businesses predict to have incremental growth over the next 3 years.
  - Over 55% don't expect to increase or decrease their workforce.
  - The biggest challenge businesses reported was around their workforce, recruiting or retaining staff. The second highest was the national economy.
  - Businesses want to see more support around accessing finance, accessing new markets and workforce development.
  - Businesses have voiced concerns around commercial property and how we can ensure more of the right units are being built in the county.

Timeline of Events & Campaigns

Worcestershire Local Enterprise Partnership

June 23	July 23	August 23	Sept 23	Oct 23
- **15th** Worcestershire Primary STEM Challenge Final - **15th** Chamber of Commerce Business Awards - **16th** BetaDen Cohort 7 Application deadline	- **14th** Worcestershire Business Forum, Workforce Planning Support - **14th** Deadline to enter the Worcestershire Apprenticeships Awards	- Careers Worcestershire & Worcestershire Apprenticeships Summer clinics - Relaunch of the Worcestershire Apprenticeships Website	- **26th** Chamber of Commerce Growth Forum - **TBC** Worcestershire Business Forum & DiT event, Sustainability	- **5th** Worcestershire Careers and Apprenticeship Event - **12th** Chamber of Commerce Business Expo

Timeline of Events & Campaigns

Worcestershire Local Enterprise Partnership

Nov 23	Dec 23	Jan 24	Feb 24	March 24
- **16th** Worcestershire Apprenticeships Awards Evening 2023 - **TBC** Worcestershire LEP Conference	- **TBC** Chamber of Commerce Business Leaders Dinner	- **TBC** Worcestershire Business Forum Event	- **5th to 9th** National Apprenticeship Week 2024	- **4th to 8th** National Careers Week 2024 - **TBC** Worcestershire Skills Show 2024 - **TBC** Chamber of Commerce Economic Conference 2024

WLEP Conference options

- Recognising the desire to deliver the WLEP conference again, a series of options have been planned to outline the various delivery options.

- Board members are asked to confirm the conference delivery method.

- All options will focus on the same content for the conference, focusing on the Plan for Growth 20 year strategy, in particular looking at:
  - **Business Support**
  - **Innovation**
  - **Skills**

WLEP Conference options:

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Option 1 – Series of events

Date: 28th, 29th, 30th November, running from 8am to 10:30am
Target Attendees: 60 per event

These events would take place in different areas of the county, i.e. one in Malvern, one in Worcester and one in Bromsgrove.

These would function very similar to the Business Forum events, with smaller delivery sessions focused on engaging with the audience to gather feedback and evidence. The audience would be mixed of businesses.

Recording would be limited to just the main content pieces, to again protect the reputation of the WLEP due to the unpredictability.

Est Cost £15k - £20k

WLEP Conference options:

Option 2 – Hybrid Conference (Physical event with online audience)

Date: Either 2nd or 30th November, running from 8:30am to 3pm.
Target Attendees: 80, 50 of this 80 will be filled with the top 50 most influential people in Worcestershire and other special guests. There will then be a live stream audience.

Content would be interactive, and build upon involving the physical audience, with discussing the conference content, to gather feedback and evidence. Due to the top 50 most influential people in the physical audience there is less reputational risk to the WLEP.

The whole conference would be livestreamed out, including polls, with a presenter guiding the online audience through the conference and increasing engagement. Joining digitally would be less of a commitment for some businesses, so could help us to reach a wider audience than just a physical event.

Venue, we could utilise Sixways or go to a dedicated film studio, more options available for this.
Est. Cost £30k

WLEP Conference options:

Option 3 – Full physical conference

Date: Either 2nd or 30th November, running from 7:30am to 12:30pm.
Target Attendees: 400

Similar to previous WLEP conferences with a stage set and circular tables with 10 attendees per table. There will be minimal Q&A opportunities with the full audience due to unpredictability and to protect the reputation of the WLEP.

The event will be recorded, but only the content sessions. These videos will then be shared the following week across the LEP social media channels to reflect the outcomes from the conference to a wider audience.

Difficultly would be venue, due to the audience size, venue options are limited.

**There is an opportunity to potentially partner and deliver this as part of the Chamber of Commerce Economic Conference in March 2024.*
Est. Cost £60k