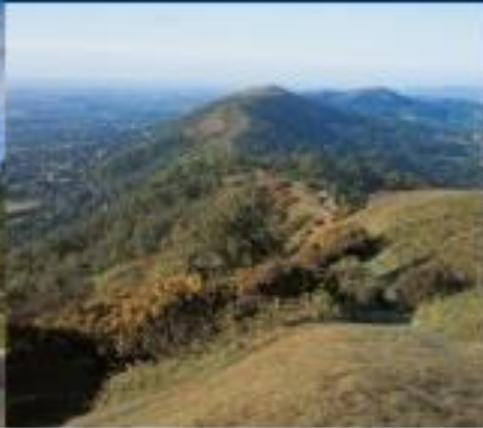


# WORCESTERSHIRE: **OUR VISION**



# Background:

Worcestershire is a county that is open for business. Working together the Worcestershire Local Enterprise Partnership, Worcestershire County Council, the six local district councils, the Herefordshire & Worcestershire Chamber of Commerce, along with private and public sector partners, share the ambition to attract people to live in Worcestershire, invest in Worcestershire and to visit Worcestershire.

## Activity to date includes:



**World Class Worcestershire**  
An ambitious, modern, 'can-do' County.

**Ambitious Worcestershire**

- 2nd fastest growth in productivity of 28 LEPs
- 4th highest performing economy
- Strong GDP – increase of £3.5bn GVA, €5000 homes and 25,000 jobs
- Over 10,000 more apprenticeships
- Active role in shaping Midlands Engine
- Devolution deal will increase our GVA from £2.8bn to £5.5bn in the 10 year period
- Continued productivity growth drives Worcestershire from 23rd to 18th in LEP rankings.

**Innovating Worcestershire**

- Focus on 'Worcestershire Pound'
- Innovation partnership with Cavendish
- Place Partnership – One Public Estate
- Health and Social Care Pioneer
- Troubled Families – Connecting Families
- Connecting Schools and Businesses
- Worcestershire-wide data sharing culture

**Accountable Worcestershire**

- Strong track record of partnership working
- Single accountable leader
- Public transparency



— Invest in Worcestershire —

# Moving forward

## **1. Setting the Goals:**

Why do we want to raise Worcs profile

Who do we want to target

What will success look like

## **2. Knowledge Sharing:**

What activity is already underway

Lessons learnt from past campaigns

Industry/sector insight

## **3. Collaborating with others:**

How are we going to get buy in

What are the common benefits

How do we keep up the momentum

## **4. Building the Evidence:**

Proof points (built on robust research)

Audience insight

Qualitative feedback

## **5. Creating the Narrative:**

Consistent key messages

Content planning

Brand and campaign development

## **6. Telling Our Story:**

Campaign delivery

Development of ambassador networks

The creation of thought leaders

# Setting the Goals

Getting the right people in the room at the same time gives us the opportunity to develop a clear focus for what we want to achieve; agree the target audiences and confirm how success is going to be measured.

From this we will:

- Develop evidence-based proof points
- Agree target audiences
- Establish campaign advocates
- Identify our champions

Led by Mark Stansfeld attendees from Worcestershire County Council could include:

- Simon Geraghty – Leader of the Council
- Paul Robinson – Chief Executive
- Nigel Hudson – Head of Strategic Infrastructure and Economy
- Keith Beech – Head of Communications
- Rob Morris – Market Management and Research Manager

Results will depend largely on how effectively we identify and then target key audiences. There will be a number of audiences that we want to reach with our messages. The range of digital and traditional channels that we have at our disposal enables us to segment our activity with bespoke content. Expert insight and robust research will shape our proof points and feed the content which we create.

A key audience for us, like many others, will be **THE MILLENNIALS**

# Millennials:

Millennials are the generation that reached adulthood in the early 21<sup>st</sup> century.

Dates vary depending on where you look but typically millennials were born between the early 1980s and the late 1990s. Millennials are now aged in their 20s and their 30s.

Millennials are the first generation born after the internet was invented. They are tech savvy and have been active on social media from the time they were given their first digital device.

Work/life balance is a key driver for them: (KPMG 2017)

## Trade-offs vs. 15% Higher salary Students



**Talking to and effectively engaging with millennials from inside and outside of Worcestershire will play an essential part in how we build the evidence that will shape our campaign development.**

# A Compelling Vision:

We're not starting from scratch. Worcestershire has a great deal to offer:

## BIRMINGHAM POST

Business • Business News • Local Enterprise Partnership

### The rollout of 5G internet is coming and the Midlands is one of the test areas

Government grant awarded to consortium developing the technology in Worcestershire

By Neil Elms 20th March 2018

BUSINESS



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The Worcestershire 5G Consortium receives £4.8 million to test 5G across a range of applications from smart farming with drones, improving healthcare in the home, developing self-driving cars and improve manufacturing productivity.

Worcestershire County Council added a new photo to the album 'Leave the Big City Behind You'.

Worcester has been found to be the happiest city in the country and it's in the top 3 for welcome, politeness and friendliness. <http://bit.ly/21vymrk> #wccrciwelcomesyau

**Leave the Big City Behind You. Come to Worcestershire, one of the friendliest places in the country** #wccrciwelcomesyau



Worcester Wolverhampton Coventry Birmingham

Welcoming Politeness Friendliness

3,515 people reached



### Leave the big city behind you

Head to Worcestershire

Worcestershire is a great place for people to live and to work. With our public and private-sector partners, we are working together to make sure that our booming economy continues to grow.

Worcestershire is a wide range of places to live and work. From the historic city of Worcester to the rolling hills of the Cotswolds, there is something for everyone. The county is a beautiful mix of history, nature and modern amenities.

**Morgan Motor Company**

Head to Worcestershire to see the world's most famous sports car, the Morgan sports car. The company is based in Brierley Hall, near Worcester, and has a long history of producing hand-built sports cars.

**Worcestershire County Council**

Worcestershire County Council is a leading employer in the region. We offer a range of job opportunities across the county, from education to health services. We are committed to providing a high-quality working environment for our staff.

**Small Business Programs**

Worcestershire County Council offers a range of support for small businesses. This includes access to funding, training, and advice. We also offer a range of services to help you grow your business and create jobs.

## PREMIER

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INDUSTRY NEWS RAIL INVESTMENT TOPS £50MILLION IN WORCESTERSHIRE



### RAIL INVESTMENT TOPS £50MILLION IN WORCESTERSHIRE

IN AUGUST 29, 2017 BY AMY LEAVE A COMMENT

INDUSTRY NEWS PREMIER CONSTRUCTION PREMIER RAIL

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RECENT POSTS

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TRANSPENNINE EXPRESS

## small business.co.uk

### Where is the best city in the UK to launch a start-up?

News 18 APR 2017

Expert Market has compiled a brand new report looking at which city in the UK promises the best ecosystem for budding startups.



Edinburgh is the best city overall to launch a startup.

Locating a city to set up your new business can be time consuming and stressful as you try to weigh up cost and convenience over available customers and demand. Expert

News We're Backing Worcester Worcester Regional Business Education National Letters

17th December 2016

### Wychavon in Worcestershire named one of best places to live in UK

Hannah Worrall



Most popular Most commented

- 1 Shocked mum wants security guard at McDonald's after child brawl
- 2 Police hunt man who was involved in 'Let me have sex with your wife - or you die' Chinese take-away burglary
- 3 Missing pig spotted wandering down the road
- 4 Severe delays expected on bus routes through the city as New Road closes for the weekend
- 5 Strife over potential new Worcester City ground
- 6 Child sex offender James Colquhoun faces jail after 'grooming' boy
- 7 Former waiter Volkan Kurt jailed for serving heroin and crack on the streets of Worcester
- 8 Trains cancelled because drivers had not been taught to operate them

9 comments

WYCHAVON has been named as one of the UK's best places to live in 2016 by a quality of life study.

According to research from Halifax, the Worcestershire district - which is home to towns including Evesham, Pershore and Droitwich - is the third-best place to live, after Winchester and the Orkney Islands in Scotland.

The Malvern Hills also made the list, coming in at number 24.

The study considered a range of factors to pin point the places with the best quality of life, including life expectancy, health, employment rates, crime, education, broadband access, population densities and the weather.

# Next Steps:

Getting the right people in the room at the same time gives us the opportunity to develop a clear focus for what we want to achieve; agree the target audiences and confirm how success is going to be measured.

From that initial meeting a small group of 'campaign drivers', led by Mark Stansfeld, can be established to move forward, assign tasks, monitor progress and importantly keep up the momentum towards launch.

- **April / May - Goal setting**
- **May - Desktop Research (WCC Research)**
- **June - Proof points and key messages**
- **June - Collaborative workshop**
- **July/August - Campaign development**
- **September - Campaign launch**