



Open for
Business

Growth and Investment Team:



worcestershire
countycouncil



Game Changer Sites

The objectives of the Game Changer Sites are:

- to create a strategically important employment sites,
- to attract commercial occupiers, that will generate new jobs and investment; and
- to contribute to the sustainable development and growth of the Worcestershire economy.
- Prioritising resources/impact





A 72 hectare (178 acre) site set immediately to the east of the M5 motorway at junction 6. With outline planning consent for 1,500,000 sq ft (140,000 sq m) of manufacturing, offices, R & D and logistics buildings, Worcester Six one of the regions flagship developments in Worcestershire. So far 50% of phase one is either let or under construction

Current and future Worcester Six occupiers/investors include:

- Kimal
- Spire Healthcare
- Siemens – Material Solutions Ltd
- Liberty Property Trust
- Kohler Mira
- Cornelius Drinks

Impact so far:

- 700,500sqft now let or under construction
- Circa 250 jobs.
- £71m Private Sector Leverage





The Purpose

- The new development aims to promote and enhance supply chain links and to further develop the skills of the local labour market.
- The development has planning consent for 900,000 sqft of premium employment space and the Gateway development is set to deliver up to 2,500 jobs to the area as well as achieving an increase in economic growth and productivity, through the development of high-quality headquarters-style manufacturing facilities.

Impact

The impact is yet to be realised until the scheme is complete however, the Output and Outcomes are detailed:

Output / outcome	Total forecast
Land serviced (ha) – direct output	25.5
Gross Value Added (£m) – indirect outcome	934.3
Commercial / employment floorspace created (m ²) – indirect outcome	85,642m ²
Jobs created or safeguarded	1,790





- WCC is a majority share holder in MHSP alongside Malvern District Council. The site is the only science park in the county, accommodating over 30 technology-rich companies employing over 400 people
- WCC has an ongoing investment plan for the site with the latest development being funded with Worcestershire LEP- **Phase 5** which is now built providing a further 17,000 sq ft of Technology/R&D space

The next Phase: Malvern Hills Technology Park

Recently Worcestershire County Council with Malvern Hills District Council purchased 4.5 ha of non-serviced land adjacent to the MHSP site. It is anticipated that the development will accommodate up to 250,000 sq ft of B1(b) commercial floor space.

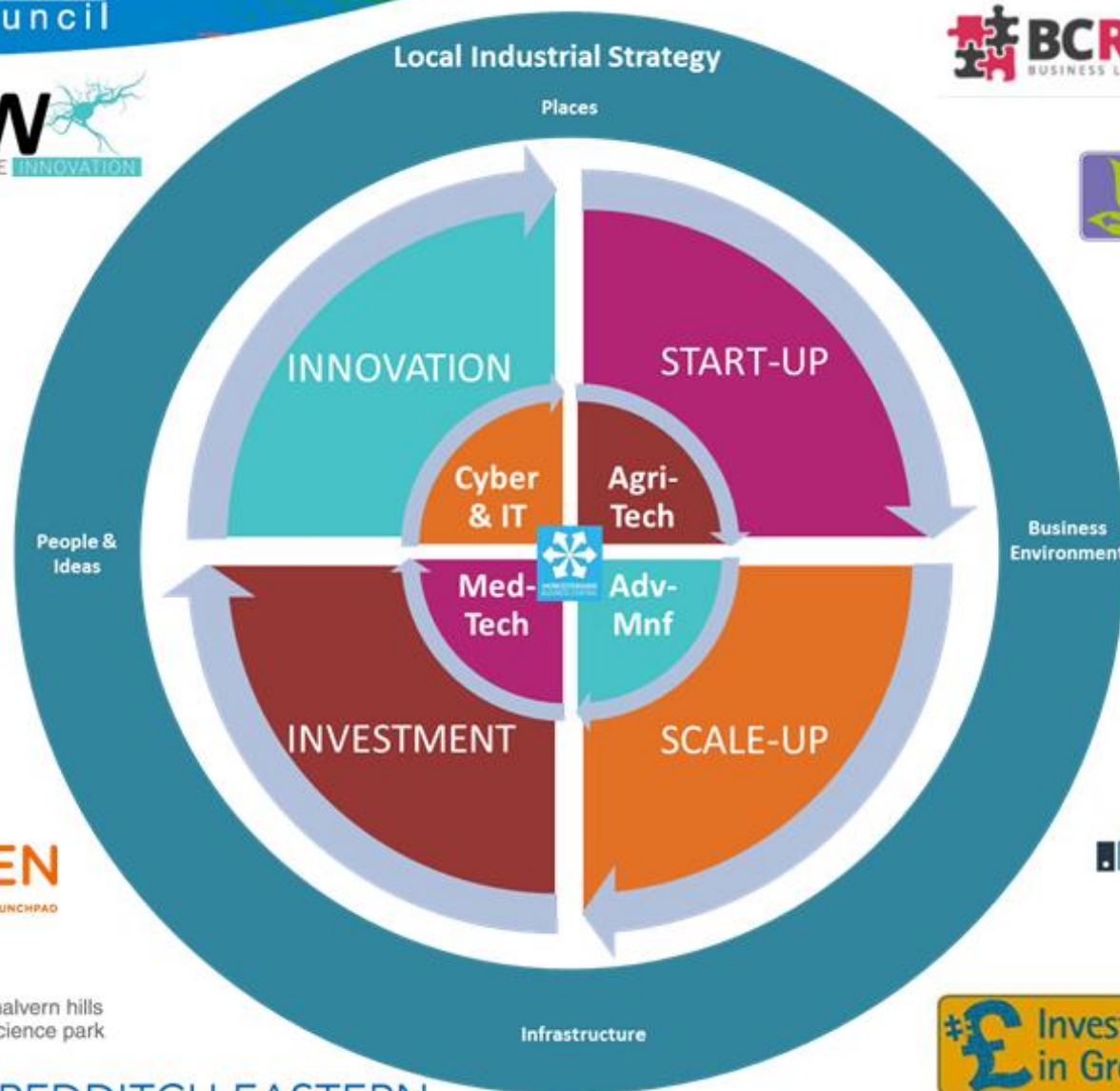
- The Strategic Project Board and Joint Infrastructure Board Governance in place and members agreed.
- Specification developed and contracted for the Central hub
- Specification developed for Multidisciplinary Team
- Establishment of both board now that the Governance arrangements are agreed
- Engage with Square Bay and Persimmons on executing the contract and the commencement of their infrastructure obligations



Open for business...



REDDITCH EASTERN
GATEWAY



Open for business...



- ✓ 90+ Business Assists
- ✓ 70+ Cyber Security Grants & Cyber Sector Growth Grants Awarded
- ✓ 20+ jobs

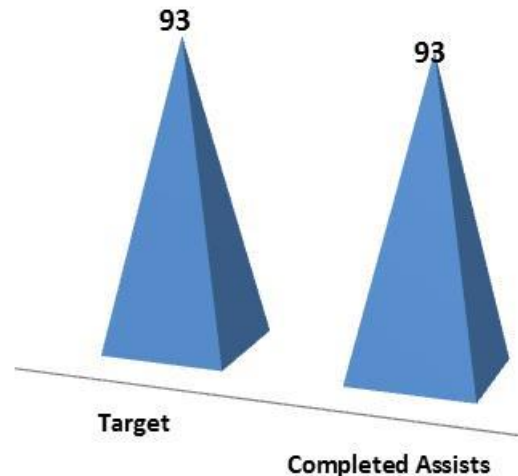
Case Study

Scimitar Sports

Scimitar Sports received invaluable support from Be Cyber Secure and Worcestershire Business Accelerator for new CRM system, web security and GDPR.



Be Cyber Secure - Business Assists



Data and Systems Security Business Support Programme

35 businesses assisted

12 hours practical specialist data and security implementation support

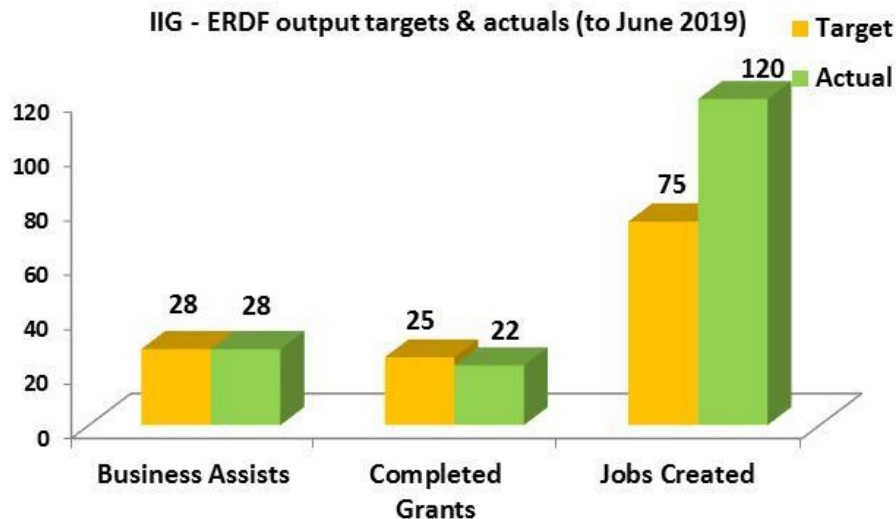


European Union
European Regional
Development Fund

Open for business...



- ✓ **Investment Readiness Support –**
28 business assists
- ✓ **27 grants**



Case Study

Rocket Caravans

Worcestershire manufacturers Rocket Caravans Ltd thanks Investing In Growth for improving efficiency - support provided for move to new premises

<http://www.business-central.co.uk/rocket-caravans-case-study/>



European Union
European Regional
Development Fund

Open for business...



LEADER

- ❖ Total Programme Budget - £1,922,389
- ❖ Projects Contracted - £1,609,711 (79)
- ❖ Spend so far (Contracted) - £1,186,751
- ❖ Remaining funding to spend (Contracted) - £422,960
- ❖ Projects completed - 52
- ❖ Jobs created so far - 35 (target 60)



Department
for Environment
Food & Rural Affairs



The European Agricultural Fund
for Rural Development: Europe
investing in rural areas

Case Studies

Spot Loggins

£11,660 grant - purchase of a new ice cream machine, an aging VAT to store the mix before production and a large storage container freezer. The project will allow it to increase production four fold and take on two new workers.



Astley Vineyard

£50,000 awarded to one of the oldest vineyards in the UK for the construction and equipping of a visitor centre and winery. The team at Astley Vineyard has seen an immediate and sizeable increase in visitor numbers, and are on track for more than 1,200 visitors in their first full year of operation.



Open for business...



Support for starting your business in Worcestershire

**Pre Start/Start-Up
workshops & 1-2-1
support**
Blue Orchid

**High Growth Start-Up
1-2-1 support**
Baldwins Holdings Limited

**Summer Startup Boot
camp**
University of Worcester

**Post Start/Early
Stage Business
Support**

Series of
workshops &
1-2-1 support

B-2-B Enterprises
0-5 years trading

Blue Orchid

**Enterprising
Worcestershire
Start-Up & Early
Stage Business
Grant**

£1,000 - £2,500
50% Funding
B-2-B
Enterprises 0-36
months trading

Worcestershire County
Council



**Enterprising
Worcestershire**



European Union
European Regional
Development Fund

Open for business...



- ✓ **£1m ERDF**
- ✓ **700+ individuals supported to be enterprise ready**
- ✓ **200 business assists - workshops & 121 support**
- ✓ **200 grants**
- ✓ **350 jobs**

- **Enterprising Worcestershire Awards - 18th Sep**
- **Enterprise Nation - new partnership**
- **Collaboration with University of Worcester**



Open for business...

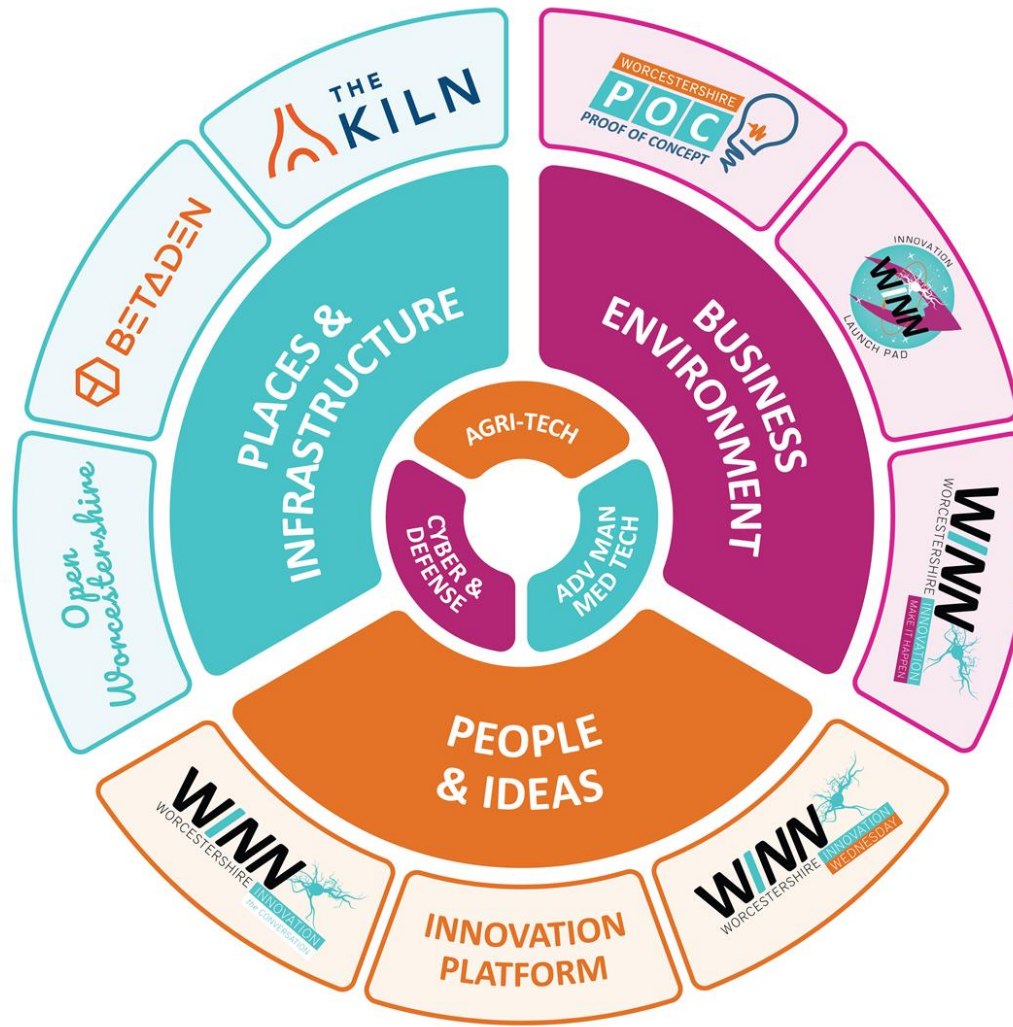


Case Studies

<http://www.business-central.co.uk/8d-closures-case-study/>

<http://www.business-central.co.uk/herlig-marles-video-case-study/>

WINN Ecosystem



Business Environment



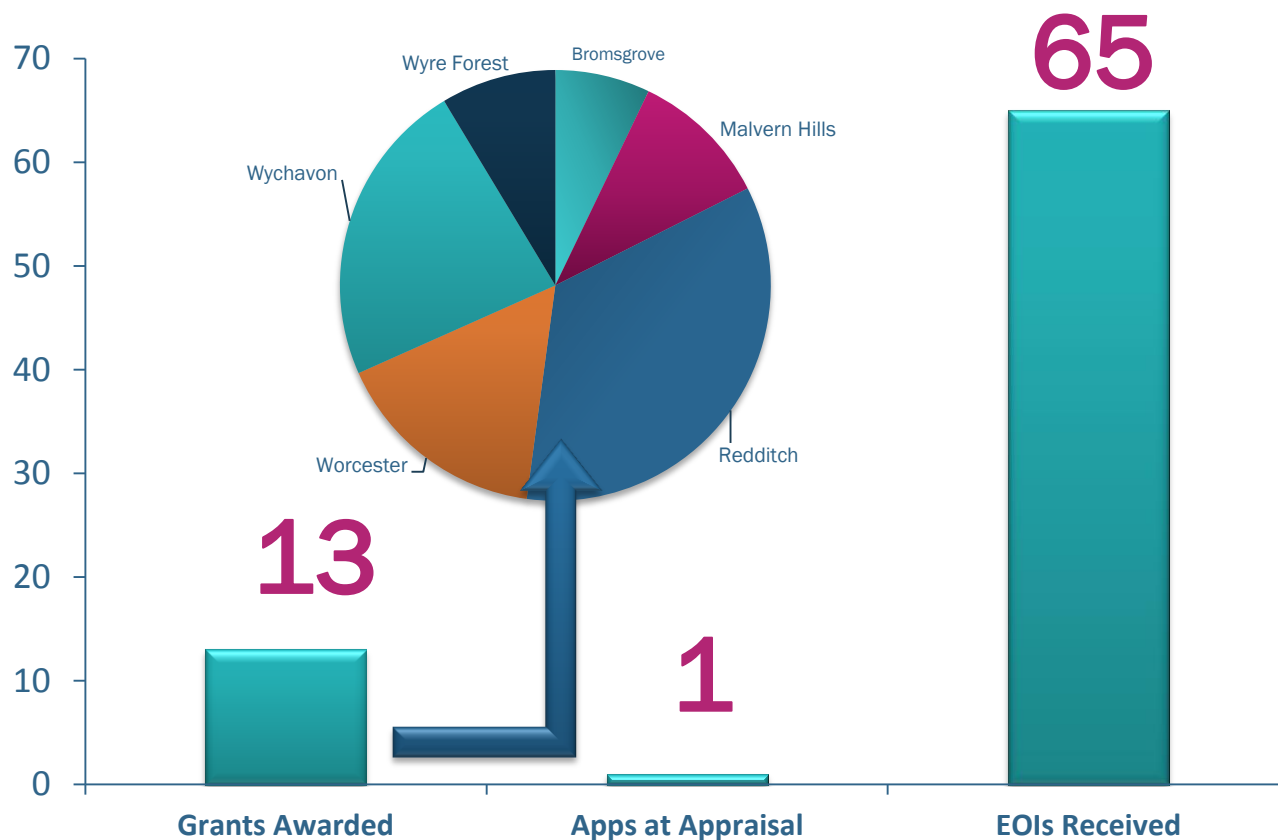
PROOF OF CONCEPT- KEY OBJECTIVE

Worcestershire 'Proof of Concept' (POC) is a grant fund which has been designed to support established and start-up businesses to develop innovative new products and processes within Worcestershire. Financial support is awarded to projects that aim to investigate, advance and protect early stage innovative business ideas and to commercialise new innovations. The principal objective of the Proof of Concept scheme is to encourage SMEs to **create products and services, which are new to the company or new to the market.**

PROOF OF CONCEPT - THE HEADLINES

- ERDF grant funding of *up to* £30k (for projects ≥£75k)
- Representing 40% of the total project costs (60% match funded by business)
- For projects aiming to develop, protect, and commercialise new innovations
- For Worcestershire businesses trading >70% business to business
- Focusing on key sectors:
advanced manufacturing, agri-tech, cyber & defence, med-tech
- Referrals via Jane Holmes at Central Technology Belt

Standard POC Grants



Business Environment



Case Studies <https://youtu.be/M1bwPyDNFAQ>

Business Environment



WINN
LAUNCH PAD

For future thinking businesses

1-2-1 bespoke business support

Delivered by top innovators

Meet like minded entrepreneurs

Proof of Concept funding

INFO: explore our website:
winn-hub.com/innovationlaunchpad

APPLY: via our free mobile app,
search and download: WINN

Get it first
Google play App Store

European Union
European Regional
Development Fund

Business Environment



WINNING PRIZE WORTH 15K

Winner will be announced at our WINN Wednesday 'Show Me The Money' event.
The total prize is worth £15,000! And includes £5,000 cash and bespoke packages from each of our sponsors with a value of £1,000 each.



MEET WITH SPONSORS

The WINNER will meet with each of the sponsors to develop the best possible package to support the launch of their idea and kick start the exciting journey!



SHOWCASED AT EVENT



our sponsors



brandrefinery



DT Studios



THE KILN



freshnous+



our partners



media partners

BUSINESS
& INNOVATION
Magazine

People & Ideas



Wednesday 11th September 2019
5pm - 8:30pm



Robert Burns
Chartered Financial Planner



Jamie McLellan
Tax Projects Manager at Haines Watts



Steve Harris
Director at Central Finance



Hannah Ross
Proof of Concept Project Manager



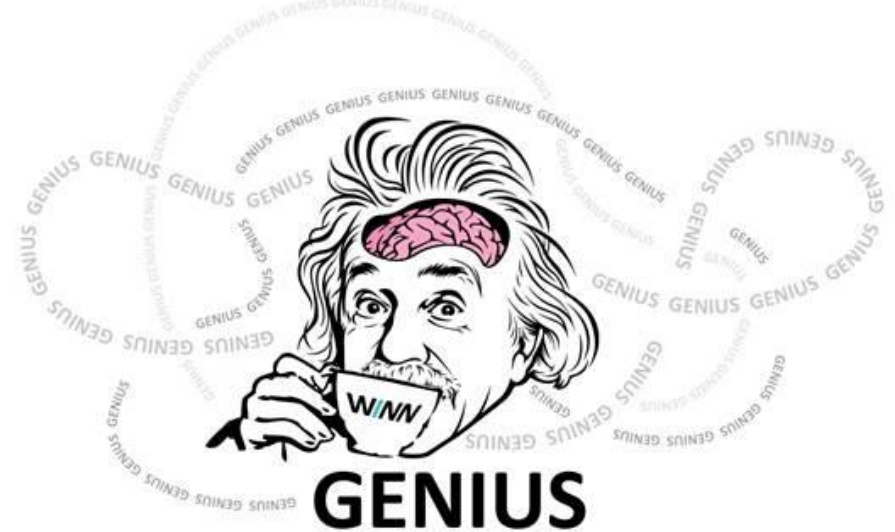
Dr Adrian Burden
Founder | Malvern Festival of Innovation



Malvern Festival
of Innovation



People & Ideas



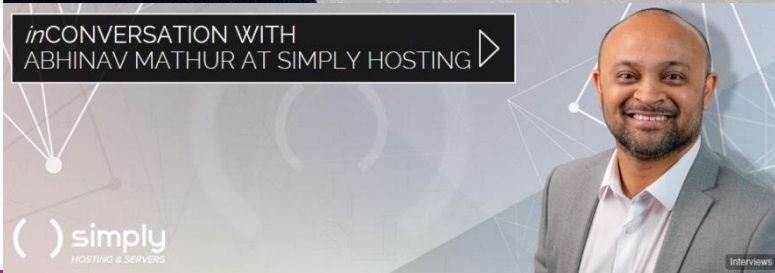
16th October – 5.30pm Coomber

4th December - 10.30 am DRPG

Wednesday 27th November 2019

5pm – 8.30 pm

People & Ideas



European Union
European Regional
Development Fund







Open for
Business



Get Involved

With the Worcestershire 1000

A network of county champions made up of businesses, organisations and individuals that will help to tell the Worcestershire story and promote the county regionally, nationally and internationally.



https://www.youtube.com/watch?v=WOZybEAa2_o



worcestershire
countycouncil