

A blue sky with white clouds, a jet contrail, and a grid pattern at the bottom.

# WORLD CLASS WORCESTERSHIRE

— A World of Opportunity —

## Showcasing our success story

In recent years productivity growth in Worcestershire has been the highest in England

Nine out of ten schools in Worcestershire are rated good or outstanding by OFSTED

More money is being invested in highways and improvement projects in Worcestershire now than at any time in the last three decades

# World Class businesses



# World Class events



# World Class opportunities



## Why bother?

8 out of 10 people say that they want Worcestershire to have a more positive brand inside and outside of the county

#worldclassworcs is already associated with positive sentiment.

People want to feel good about where they live and where they work.

If we don't share what is great about our county then who will?

## Mutual benefits

### Worcestershire County Council

- Inspire greater pride in the county
- Showcase achievements
- Improve morale
- Positive PR

### Business community

- Attract more inward investment
- Create new jobs
- Fill the skills gaps
- Expansion of networks

## What is World Class Worcestershire ?

**IT IS CELEBRATING WORCESTERSHIRE AND SHARING OUR SUCCESSES.**

**IT IS RAISING THE PROFILE OF THE COUNTY THAT WE LOVE**



## Evidence – based proof points

- In recent years productivity growth in Worcestershire has been the highest in England
- 9 out of 10 Worcestershire schools are good or outstanding according to Ofsted
- The University of Worcester is amongst the fastest growing higher education institutions in the UK
- Nearly 200,000 students attend the 10 universities that are within an hour's drive of Worcestershire
- Worcestershire is home to the National Cyber Skills Centre, which is globally renowned for its excellence in fighting cyber crime
- Each year, tourism contributes more than £500 million to the Worcestershire economy
- There are three international airports within an hour's drive of the county
- Worcestershire was the site of the first and the last battles of the English Civil War and was home to the greatest English composer, Sir Edward Elgar
- Worcestershire is one of the top places to live in the country when it comes to community cohesion. Eight out of ten people say that they get on well with people from different backgrounds
- Worcestershire is home to the oldest motorsport venue in the world and to the world's oldest independent sports car company
- The Hive is in the top two lending libraries in the UK and welcomes over 1 million visitors a year
- Visitors spend two million overnights stays in Worcestershire every year

## World Class Worcestershire – a county partnership



World Class Worcestershire is driven jointly by the Worcestershire Local Enterprise Partnership, Worcestershire County Council and by Visit Worcestershire

The campaign is supported by local councils, the Chamber of Commerce, our premier sporting clubs and local businesses.

**World Class Worcestershire is a rallying call for those who live in Worcestershire, work in Worcestershire, visit Worcestershire and for those who love this county**

## Opportunities to network

### MIPIM UK 2015

Visitors included Greg Clarke.

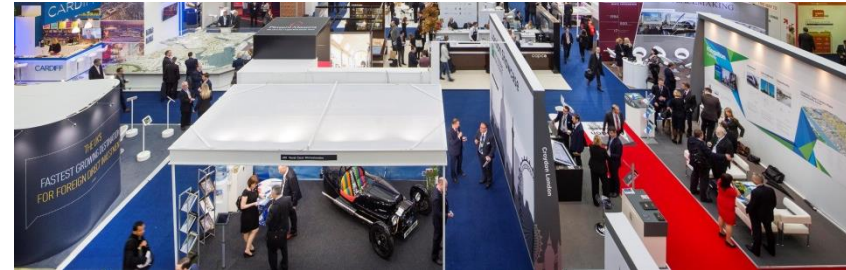
Total number of visitors 450.

Engagement with more than 300 new online connections

### NETWORKING EVENTS

in London, Birmingham and Worcestershire

Attended by more than 200 delegates



## Supporting the campaign

**Raising awareness** – 8 out of 10 people say that they want Worcestershire to have a more positive brand. World Class Worcestershire will contribute to this but we need more people to know about it and to understand it

**Joining the online community** – a digital presence for World Class Worcestershire is currently being developed and will be launched in Spring 2016. Once live the presence will grow fastest if those who are influential in the County join the community and regularly engage with it.

**Become a Champion** – the ambition is to build an ‘army’ of World Class Worcestershire Champions who help us to showcase what is best about this county of ours. Champions will come from all walks of life, those well-known and those less well-known. These people will be the voices of World Class Worcestershire and the rallying call to others.