

INVEST IN WORCESTERSHIRE

WORLD CLASS WORCESTERSHIRE

— A World of Opportunity —

Worcestershire: Your High-Quality Business Location

Ideally located between Birmingham and The Cotswolds, Worcestershire is the perfect headquarters for ambitious and growing companies. At the heart of the UK's manufacturing renaissance and home to an internationally recognised technology cluster, the county is poised to become one of the most-sought after destinations for people and businesses looking for a higher-quality place to live and work.

Growing Pains? Worcestershire has the solution.

Worcestershire provides a perfect solution to some of the problems faced by growing companies:

- How do I boost my sales?

Locating in Worcestershire not only puts you next door to the UK's second city with excellent connectivity to the rest of the UK, Europe and the wider world; it also opens up a host of new business opportunities. The significant growth around supply-chains in automotive, aerospace, energy and new technologies puts Worcestershire at the heart of the action.

- How do I control my costs?

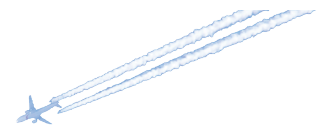
With spiralling wage and property costs in London and the South East, controlling overheads is a constant battle for many businesses. Worcestershire offers a higher-quality business proposition at a lower cost than most comparable places.

- How do I find and keep the best staff?

With staff churn and skills availability being critical business issues, locating in Worcestershire delivers a triple advantage. Firstly, there's an existing pool of talented people here; secondly, there are world-class universities on our doorstep; and thirdly, Worcestershire's increasing popularity and quality of life, make it easier to recruit and retain the best people.

- How do I keep my goods and services flowing?

Worcestershire offers companies easier access to customers, suppliers and markets, without the urban congestion that can stifle everyday business. In stark contrast to the slow average traffic speeds in and around major cities, Worcestershire's fast road, rail and air links mean that you can move goods in and out more effectively. And less congested roads make for a happier workforce too.



INVEST IN WORCESTERSHIRE

WORLD CLASS WORCESTERSHIRE

— A World of Opportunity —

High-Quality Connections... to give you greater reach.

Worcestershire offers businesses more efficient connectivity thanks to ease of motorway access via both M5 and M42 between the Midlands and the South and beyond. Better road and motorway connections mean faster access to more customers and easier commutes for your workforce.

Direct trains to London Paddington from Worcester take under 2 hours 30 minutes; while from the north of the county; fast trains to London Euston take just 75 minutes from Birmingham International. All major deep-sea ports are around three hours' drive from the county making it an accessible location for importing and exporting goods.

For international business, Worcestershire offers doorstep connectivity to Birmingham Airport with flights to more than 100 locations including Europe, North America and Asia, including a new direct service to China.

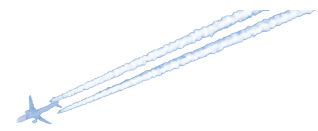
High-Quality Companies... to open more opportunities.

Worcestershire sits at the heart of many growing supply-chains making it the ideal location to maximise current and future opportunities in advanced manufacturing such as automotive and aerospace; as well as the latest digital technologies and agritech inventions.

A vibrant mix of home-grown and international companies have created a diverse and fertile business environment where ideas and innovations flourish. Major companies with HQs located here include:

- **Yamazaki Mazak** - world's leading CNC machine tool manufacturer based in Japan
- **GKN** – global automotive and aerospace engineering group
- **Halfords Group** - the UK's largest retailer of car maintenance, cycling and touring products
- **Bosch Thermotechnology** (Worcester Bosch) - the heating and hot water group
- **Morgan Motor Company** – the iconic British sports car brand
- **QinetiQ** – defence and security technologies

Our neighbouring locations, put us in easy reach of many more supply-chain opportunities, whether it's the West Midlands automotive cluster that includes Jaguar Land Rover, SAIC, BMW and Aston Martin; aerospace with Meggitt, Moog and UTC around the Black Country; Birmingham's professional and financial services industry or the science and technology hubs in Oxfordshire.



INVEST IN WORCESTERSHIRE

WORLD CLASS WORCESTERSHIRE

— A World of Opportunity —

High-Quality People... to build a smarter workforce.

The typical 'Journey To Work Area' for Worcester, based on peak commuting periods, includes a rich talent pool of people from Birmingham in the north, Warwick in the east and south to Gloucester. More than 911,000 people live in Worcester's recruitment catchment of which 62% are of working age but it's the quality of the workforce which stands out.

Worcestershire offers expanding companies a pool of existing skills together with a pipeline of high-achieving young people. School attainment results in the catchment consistently outperform both the region and national picture; with A level scores being a notable 24 points above the West Midlands and 20 points above the national averages. The 172,350 students that attend the ten universities within an hour's drive of Worcester presents firms with a great pool of talent.

Manufacturing employment is particularly strong in the area with proportionately more employees in Worcester than in the West Midlands or England. Many of these positions are highly skilled engineering roles, high-tech manufacturing, ICT manufacturing, electronics and aerospace activities.

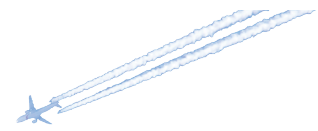
Within the local catchment area, there is a notably high proportion of people working in high-technology manufacturing roles. These job types make up 15.7% of all manufacturing activity is four times higher than the regional average and twice as high as the national figure.

High-Quality Lifestyle... to make it easy to recruit and retain.

Worcestershire is a place where people want to live. With beautiful countryside that includes the Malvern Hills, Vale of Evesham and Cotswolds villages like Broadway, as well as the attractions of the historic cathedral city of Worcester, the county attracts millions of tourists. So just imagine how easy it is to attract people to live and work here.

The average house price in Worcestershire (as of October 2013) was £196,625, with average detached homes £279,770. For the price of a very modest apartment in London; you can buy a 4-bedroomed family house close to the Malvern Hills.

With a wide choice of education to suit all preferences and abilities, Worcestershire is always popular for families. The county includes stat schools that outperform regional and national comparators as well as some of the oldest and best independent (day and boarding) schools in the UK.



INVEST IN WORCESTERSHIRE

WORLD CLASS WORCESTERSHIRE

— A World of Opportunity —

High-Quality Sites... to match your growth ambitions.

Growing businesses need space to expand and Worcestershire has identified a number of 'gamechanger' sites that are the focus of investment and development activity – these are Malvern Science Park; Redditch Eastern Gateway; South Kidderminster Enterprise Park; and Worcester Technology Park. These strategic sites will suit a range of occupiers from manufacturing and technology companies to office-based projects.

Additional strategic employment sites, industrial estates and technology parks have been identified across the county which are located adjacent to major transport corridors and are close to Worcestershire's main towns.

The Worcestershire Property Search service manages enquiries from an online database system shared with the County and District Councils. This provides a single coordinated response, regarding available sites and premises. There are more than 1,100 properties and around 250 acres of land on the database.

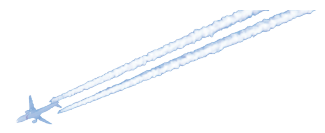
High-Quality Support... to help you succeed and grow.

Invest in Worcestershire is a partnership of local and regional bodies working together to attract and support new and expanding businesses.

To assist this process we have set up a specialist inward investment and relocation team to help you and your company all the way from initial contact through to successful completion of your project and beyond, with a range of soft-landing support and aftercare services.

The services we offer include:

- Assistance with industry and market research to support your business case
- Property and land searches to ensure the best possible location options
- Hosted site tours and familiarisation visits to the county
- Recruitment and training links to universities, colleges and training providers
- Assistance with local planning queries and regulatory services
- Provision of recruitment information such as salary levels and skills availability
- Guidance on financial support and available grants and incentives
- Access to local and regional supply chains
- Links into local professional services and other business networks



INVEST IN WORCESTERSHIRE

WORLD CLASS WORCESTERSHIRE

— A World of Opportunity —