

INVEST IN WORCESTERSHIRE

WORLD CLASS WORCESTERSHIRE

— A World of Opportunity —

Worcestershire: Your High-Quality Office 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?

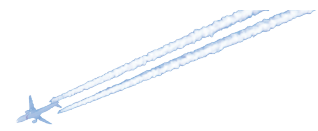
With spiralling wage and property costs in London and the South East, controlling overheads is a constant battle for many businesses. Worcestershire offers a higher-quality business proposition at a lower cost than most comparable places.

- 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.



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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.

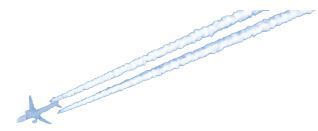
Direct trains to London Paddington from Worcester take under 2 hours 30 minutes; while from the north of the county; fast trains to London Euston take just 75 minutes from Birmingham International. All major deep-sea ports are around three hours' drive from the county making it an accessible location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

The benefits of locating a headquarters or major office in Worcestershire are many, but the most compelling evidence comes from the companies that have chosen to base themselves in the area and are managing international businesses from here, these include:

- **GKN** (www.gkn.com) – the global headquarters of the £500 million engineering group is in Redditch. The group employs more than 47,000 people worldwide in its various divisions.
- **npower** (www.npower.com) – part of the RWE Group, npower serves more than 5.4 million customers in the UK. Their UK head office is based in Worcester with teams based here including sales, marketing, energy services finance and pricing.
- **Halfords** (www.halfords.com) the leading UK retailer of automotive and leisure goods, is headquartered in Redditch, employing more than 500 staff across HQ functions and teams in customer service, technical support, distribution, marketing and HR.
- **Worcester Bosch** (www.worcester-bosch.co.uk) – has their UK head office based here, covering sales, marketing, support, back office and finance functions including a national contact centre that operates 364 days a year.



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- **Qinetiq** (www.qinetiq.com) - the market leader in defence, aerospace and security, employing more than 9,000 people worldwide. Qinetiq operates their cyber security division within the cyber security cluster in Malvern.
- **English Mutual** (www.englishmutual.com) is the wealth management company with its headquarters in Worcester. Part of the South African financial services group, Sanlam, English Mutual has history of high performance and market leading retention of staff.
- **AFH Wealth Management** (www.afhifs.co.uk) – with its headquarters in Bromsgrove, AFH is one of the UK's largest independent financial advisory groups, and has more than 200 employees.
- **AHVLA** (www.defra.gov.uk) - based in Worcester, the corporate head office for the government's animal health and veterinary agency, responsible for animal health, regulation and food standards in England and Wales.

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.

- More than 67,000 people are employed in financial and business services within the Worcestershire catchment, which at 15.8% of all jobs, is higher than the regional average.
- There is a particularly high incidence of residents in senior management or equivalent directorship roles; 11.8% against 9.5% regionally and 10.4% at national level.
- One in five employees are professionals. At 20%, this is above 17.4% in the West Midlands and 19.5% in England. A quarter of these positions are in science, research, engineering and technology, above the regional pattern.

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.



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Business Schools within 1 hour of Worcestershire

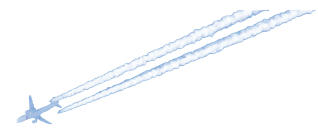
University	Key School/Department	Specialisms
University of Worcester	Worcester School of Business	Business Management; International Business Management; Marketing, Advertising & PR; Accounting, Computing
Aston University	Aston Business School	Accounting for Management; Finance; HR Management; International Business & Economics; Law; Politics & Business; Public Policy
University of Birmingham	Birmingham Business School	Accounting & Finance; Department of Economics, Management; Department of Entrepreneurship & Local Economy
University of Warwick	School of Business	Accounting & Finance; Computer & Business Studies; Management Sciences; Economics; Engineering Business Management; International Management; Information Systems Management
University of West England	Bristol Business School	Business and Management; accounting; economics; finance

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.



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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