

INVEST IN WORCESTERSHIRE

WORLD CLASS WORCESTERSHIRE

— A World of Opportunity —

Worcestershire: Your High-Quality Technology 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?

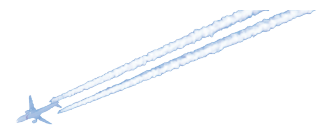
With spiralling wage and property costs in London and the South East, controlling overheads is a constant battle for many businesses. Worcestershire offers a higher-quality business proposition at a lower cost than most comparable places.

- 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.

The county is ideally placed between the major cities of Birmingham and Bristol, making it a perfect base for companies looking to serve the Midlands and South West regions in an efficient way. In terms of customer-base, Worcestershire puts you within a 3 hour drive-time of more than 50 million people from Cornwall to Cumbria.

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.

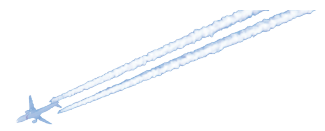
For international business, Worcestershire offers doorstep connectivity to Birmingham Airport with flights to more than 100 locations including Europe, North America and Asia, including a new direct service to China.

In August 2013, Worcestershire County Council signed a £20 million deal to bring Superfast Broadband to nearly 55,000 rural homes and businesses. This means that by June 2016:

- 90% of business premises in Worcestershire will have access high-speed fibre Broadband
- High-speed fibre Broadband will be available to at least 90% of Worcestershire residents
- Everyone in the county will have access to broadband speeds of at least 2Mbps

High-Quality Track Record... to prove that technology works here.

The benefits of locating a technology company 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. There are some major opportunities for technology companies whether general software and internet service companies; or in niche specialisations such as cyber-security and agritech:



INVEST IN WORCESTERSHIRE

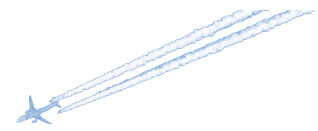
WORLD CLASS WORCESTERSHIRE

A World of Opportunity

Cyber Security

Thanks to the legacy of Government cyber-security projects and the emergence of new and incoming cyber-security companies, Worcestershire is an important location for this specialism. The area around Malvern, together with the surrounding counties of Gloucestershire, Herefordshire and Worcestershire, has a high concentration of active and innovative small cyber security companies. Known as 'Cyber Valley', the area has around 50 cyber- security companies ranging from QinetiQ and Lockheed Martin's Information Systems and Global Solutions Security Business:

- **QinetiQ** (www.qinetiq.com) – is the UK's largest research and technology organisation. Employing 10,000 people globally, QinetiQ has a major campus in the heart of Worcestershire, serving corporate clients from the centre of Europe's leading cyber-security cluster in Malvern. A hothouse of innovation, QinetiQ holds more than 1,500 granted patents and have 1,000 patents pending. Crucially, QinetiQ is the biggest non-American partner to the US Defense Advanced Research Projects Agency, the organisation responsible for a third of the world's developments in IT and more than three quarters of developments in micro-electronics.
- **Namesco** (www.names.co.uk) – Established over 17 years ago, Namesco is one of the UK's largest web hosting and domain name company. The company has its headquarters in Worcester where it employs around 80 staff.
- **Postcode Anywhere** (www.postcodeanywhere.co.uk) - one of the leading providers of cloud-based address management services, processing over four million transactions daily for some of the largest organisations around the world and accounting for roughly 50% of all addresses captured through UK ecommerce websites.
- **STRAND** (www.strandeng.com) – STRAND has offices in Worcester and Malaysia. Customers include Airbus, Messier-Dowty, BAE Systems, WS Atkins Aerospace, Aerosud and GKN Aerospace. It provides technical services to the aerospace sector including initial design, continuous product development, aircraft structural integrity, structural health monitoring, 3D drawing conversion and cutting edge research and development.



INVEST IN WORCESTERSHIRE

WORLD CLASS WORCESTERSHIRE

— A World of Opportunity —

Agritech

Agricultural technology is becoming one of the world's fastest growing and exciting markets. Worcestershire's farming and horticultural strengths are well documented together with its growing research base, including the National Pollen and Aerobiology Research Unit at University of Worcester (www.worcester.ac.uk/discover/national-pollen-and-aerobiology-research-unit.html). With high-tech manufacturers and agricultural innovators working together, the county is well placed to become an agritech hotspot.

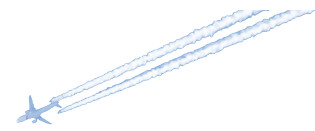
High-Quality People... to build a smarter workforce.

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.

High-value technology employment is particularly strong in the area with proportionately more employees in Worcestershire than in the West Midlands or England. Many of these positions are highly skilled engineering roles, high-tech 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.

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.



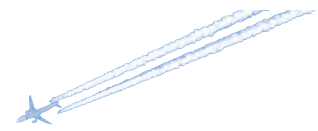
INVEST IN WORCESTERSHIRE

WORLD CLASS WORCESTERSHIRE

A World of Opportunity

Example of the Technology Specialisations at Universities within 1 hour of Worcestershire

University	Key School/Department	Specialisms
University of Worcester	Institute of Science and the Environment	Animal Biology; Biology; Environmental Technology; Forensic and Applied Biology.
Aston University	School of Engineering & Applied Science	Computer Science; Electronic Engineering; Engineering Systems; Mathematics; Mechanical Engineering & Design
University of Birmingham	College of Engineering and Physical Sciences	Computer Science; Electronic, Electrical Engineering; Mathematics; Mechanical Engineering; Artificial Intelligence & Computer Science
University of Warwick	Department of Computer Science	Computer Science; Mathematics; Physics; Statistics; Systems Biology; Computer Systems Engineering; Data Science; Computer & Business Studies
University of Oxford	Department of Computer Science	Advances Data Structures & Algorithms; Advanced Security, Computational Complexity; Computer Architecture; Computer Security; Computational Linguistics; Databases; Foundations of Computer Science
University of Bristol	Centre for Nanoscience & Quantum Information	Computer Science; Electrical and Electronic Engineering; Engineering Mathematics; Mathematics & Computer Science; Management



INVEST IN WORCESTERSHIRE

WORLD CLASS WORCESTERSHIRE

— A World of Opportunity —

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.

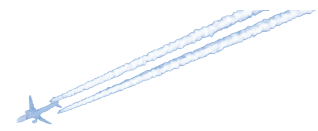
With a wide choice of education to suit all preferences and abilities, Worcestershire is always popular for families. The county includes stat schools that outperform regional and national comparators as well as some of the oldest and best independent (day and boarding) schools in the UK.

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.



INVEST IN WORCESTERSHIRE

WORLD CLASS WORCESTERSHIRE

— A World of Opportunity —

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