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INVEST
WORCESTERSHIRE





Perfectly positioned in the heart of England,
Worcestershire is a dynamic region that provides a rich
environment for businesses to expand and develop.

Boasting a £14.3 billion economy and robust global connectivity, the region offers a wealth of top-tier talent and premium commercial properties. The county's thriving business ecosystem is a progressive investment hub for both national and international brands.

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**Large European
Region of the Future -
West Midlands**

fDi European Cities of the Future 2024

#3

**Regional Ranking for
R&D - Worcestershire**

TechUK Local Digital Index Report 2023

#7

**Britain's Top 10 Cities -
Worcester**

The Telegraph 2024

Why Worcestershire?

Worcestershire's growth plan outlines a vision to foster a connected, creative, and dynamic economy that benefits everyone by 2040, with a strong focus on cultivating a supportive business ecosystem. Central to this vision is the Worcestershire Growth Hub, which plays a key role in connecting and engaging local businesses. The region is fortunate to host innovative tech incubators and accelerator programmes that nurture both startups and established companies. Advanced manufacturing is a vital asset to the county's economy with the engineering sector employing twice as many engineers than in the rest of the country.

Innovation

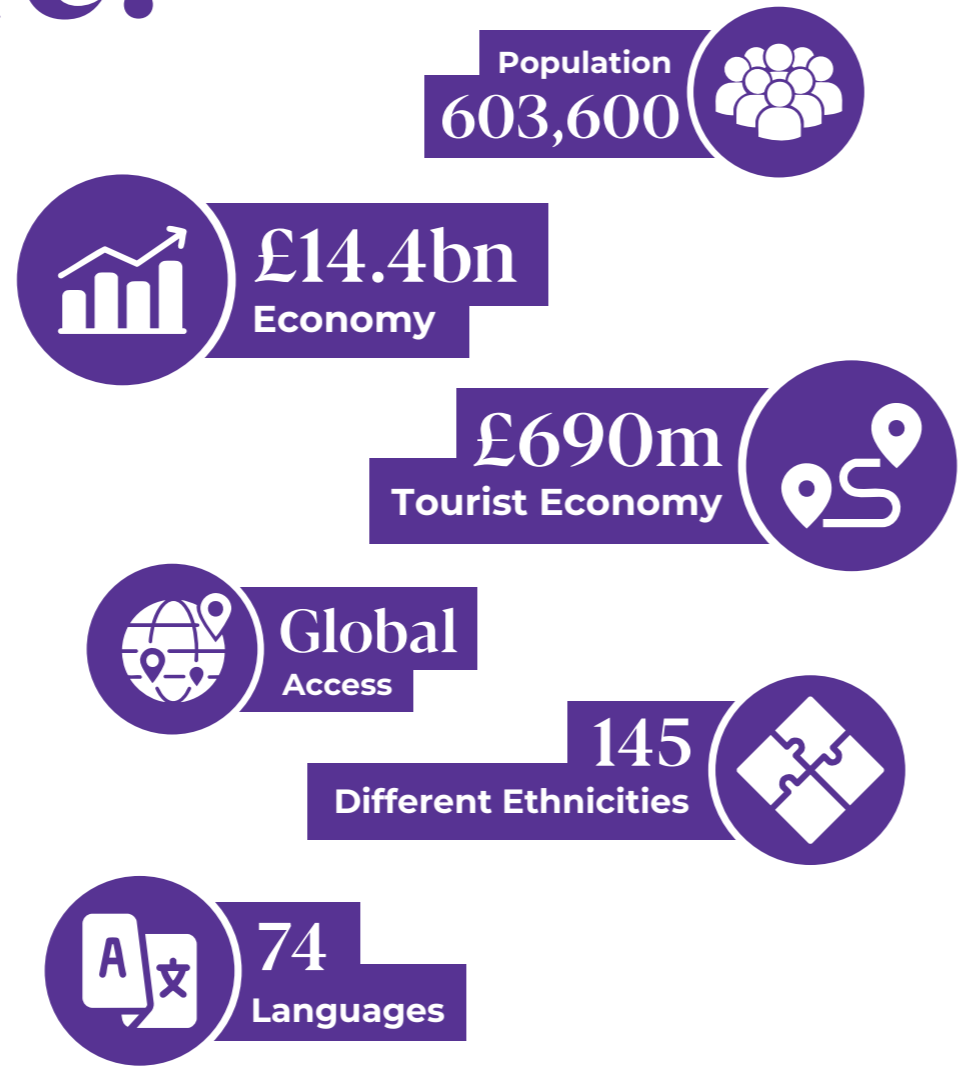
- £1,332.9 million invested in R&D across the region
- 3rd highest R&D score in the UK
- £55 million of funding accessed by Worcestershire businesses
- 30+ accelerators, incubators and business support programmes

Talent

- 31 Universities and Colleges across the West Midlands (UCAS)
- 30,000 young people engaged through Worcestershire Apprenticeships
- £2.5m additional investment into The Local Skills Improvement Plan
- Skills boost programme to increase workforce planning and access to training

Connectivity

- 80% of premises have gigabit coverage
- Rated 24th best area for mobile coverage in the UK



[2] The total value of Tourism to the Worcestershire Economy in 2022 – Visit Worcestershire Destination Management Plan, 2024-2029.
[1] TechUK Local Digital Index Report 2023

Centrally Located with Global Access

Road

Centrally located on the M5, with the M6, M42 & M50 also on the doorstep. Worcestershire boasts rapid access to the UK's national Motorway network.

Rail / Bus

An enviable rail network connects all major urban areas within Worcestershire, providing rapid transport options for commuters and access to the wider national network.

- Birmingham – 25 minutes
- London – 2 hours
- Manchester – 2 hours

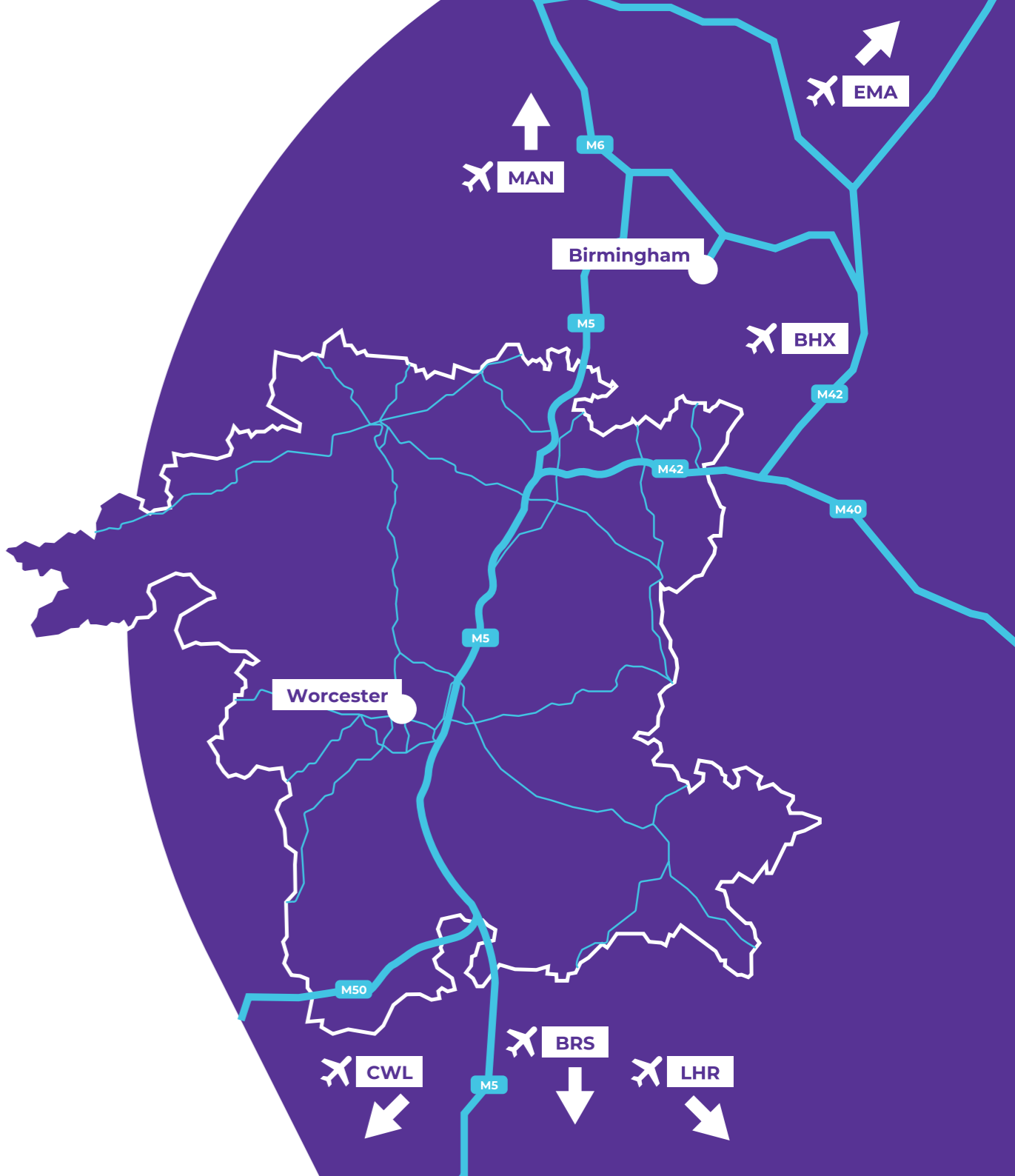
Air

Access direct international flights daily from:

- Birmingham International Airport – 20 minutes
- East Midlands International Airport – 1 hour
- Bristol International Airport – 1 hour, 20 minutes
- Manchester International Airport – 1 hour, 30 minutes
- London Heathrow – 1 hour, 40 minutes
- Cardiff International Airport – 1 hour, 50 minutes

Sea

The UK benefits from 51 major ports, which handle at least 1 million tonnes of cargo annually. Worcestershire's prime location on the motorway network, creates easy access to the ports around the UK.



Join Our Thriving Business Ecosystem

Worcestershire’s economic growth is fuelled by diverse and progressive industries. Each sector plays an essential role in the prosperity of the region, driving innovation and creating opportunities.

Discover more about how our priority sectors contribute to the county’s dynamic economy

Agritech

Worcestershire has one of the most productive agricultural and horticultural sectors in the UK. This vibrant industry contributes a substantial £31.1 billion annually to the economy, with £21.6 billion derived from exports.

From the fertile lands of the Vale of Evesham to the scenic Malvern Hills and North Worcestershire, the region boasts a diverse agricultural presence. Here, ‘farm to shelf’ is achieved nationally within 24 hours.

Pioneering approaches within the region’s Agritech sector not only supports local farmers but also tackles global challenges, cementing its role in agricultural innovation. This blend of modern technology provides farmers with the tools to boost productivity and adopt more sustainable practices.

The Vale of Evesham, renowned for its horticultural heritage and excellence in producing salad, soft fruits, and ornamentals, is also home to micro herb growers who supply Michelin-star restaurants, setting standards in high-quality produce.



Advanced Manufacturing

Home to global manufacturers of varying industries, our high-tech manufacturing sector is a cornerstone of Worcestershire’s economy, driving cutting-edge technology and contributing to a highly skilled workforce. The UK is currently the ninth-largest manufacturing nation globally and the proportion of total employment in Worcestershire’s AME sector sits at 10.5%, significantly higher than the 7.5% average in England, positioning the region at the forefront for talent and innovation.



The Future of Manufacturing in Worcestershire

International Trade

Our central location, infrastructure and connectivity provide rapid access to global markets.

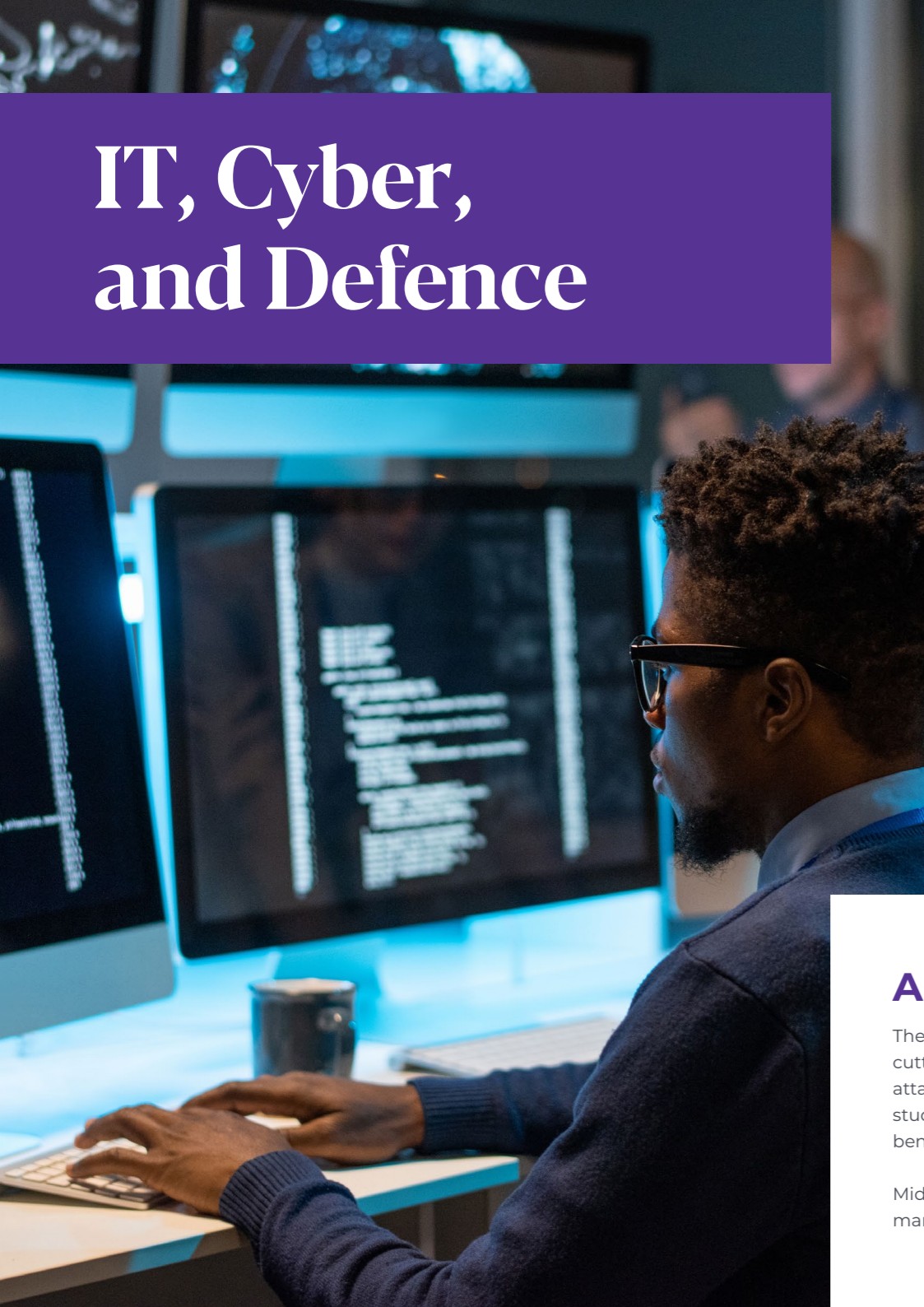
5G

The Worcestershire 5G testbed has so far improved productivity in the first UK 5G smart factory trials held with Worcester Bosch and Yamazaki Mazak. Businesses can continue to access testbed services to trial products and services over 5G.

New Technology

Leading the way in digital transformation and innovation, with growth in several sectors including next-generation transport, medical technologies and pharmaceuticals, future food processing and carbon reduction.





IT, Cyber, and Defence

Worcestershire is at the forefront of digital innovation, aligning its IT strategy with the UK government’s digital transformation goals. The region is making advances in the following key areas:

- Cyber resilience
- Cloud computing
- Network Infrastructure
- Identity management
- Service and infrastructure automation
- Low-code and no-code development
- Application portfolio management
- Information governance, data management, and data insights
- Collaboration
- Smarter working

Boasting a dynamic tech community with numerous incubators and accelerators that support both startups and established businesses, the region is a hive of digital transformation, excelling in artificial intelligence, software development, and next-generation technology.

Strategic initiatives and partnerships in Worcestershire have strengthened the development of security solutions and innovative defence technologies. This collaborative environment drives research and development, establishing the region as a key player in national security.

ACCESS CYBER SECURITY GRADUATES

The University of Worcester is training the next generation of cyber security professionals in its cutting-edge Cyber Lab, where students gain hands-on experience simulating real-world hacking attacks. Contributing to the national supply of cyber security experts, this program equips students to quickly solve problems and defend businesses. Companies in Worcestershire can benefit from locally trained graduates to enhance their cyber resilience and response capabilities.

Midlands Cyber offer a welcoming soft-landing package, designed to help businesses explore new markets and grow with confidence. Visit midlandscyber.com

Visitor Economy

With a visitor economy worth £939 million and attracting 17.3 million trips across the county each year, the region offers an array of cultural, historical, and natural attractions that enhance its appeal. Investments in tourism infrastructure and marketing have reinforced Worcestershire’s reputation as a premier destination, contributing significantly to the local economy.

Rich in heritage and brimming with stories, Worcestershire is a county where every corner holds a tale that echoes far beyond its borders.

Worcester Cathedral, a beacon of medieval architecture, holds the unique honour of being the only place outside London where an English monarch rests. King John, famed for signing the Magna Carta.

Worcestershire was also the destination where King Charles II made his fateful escape, altering England’s governance forever. The Commandery, an interactive museum, vividly brings this era to life in an immersive visitor experience.

Visitors can enjoy a variety of opportunities to explore the meandering Rivers Severn, Teme, and Avon, as well as the region’s historic canal network that links Worcester to Birmingham.

Today, Worcestershire stands as a premier destination, with visitor economy worth £939m, offering stunning countryside, culinary delights, vibrant culture, and fun-filled family attractions. Visitors can always find something to enjoy, from nationally recognised events at the Three Counties Showground to celebrations of the county’s agricultural heritage, such as the annual Plum and Asparagus Festivals.



“Worcestershire has the rolling Malvern Hills, undiscovered vineyards and villages with winding streets and pubs selling locally brewed ciders. Long visited by those in the know, **the county is generating a fresh buzz, especially around its high-end restaurants and cider and wine scene.**”

Conde Nast

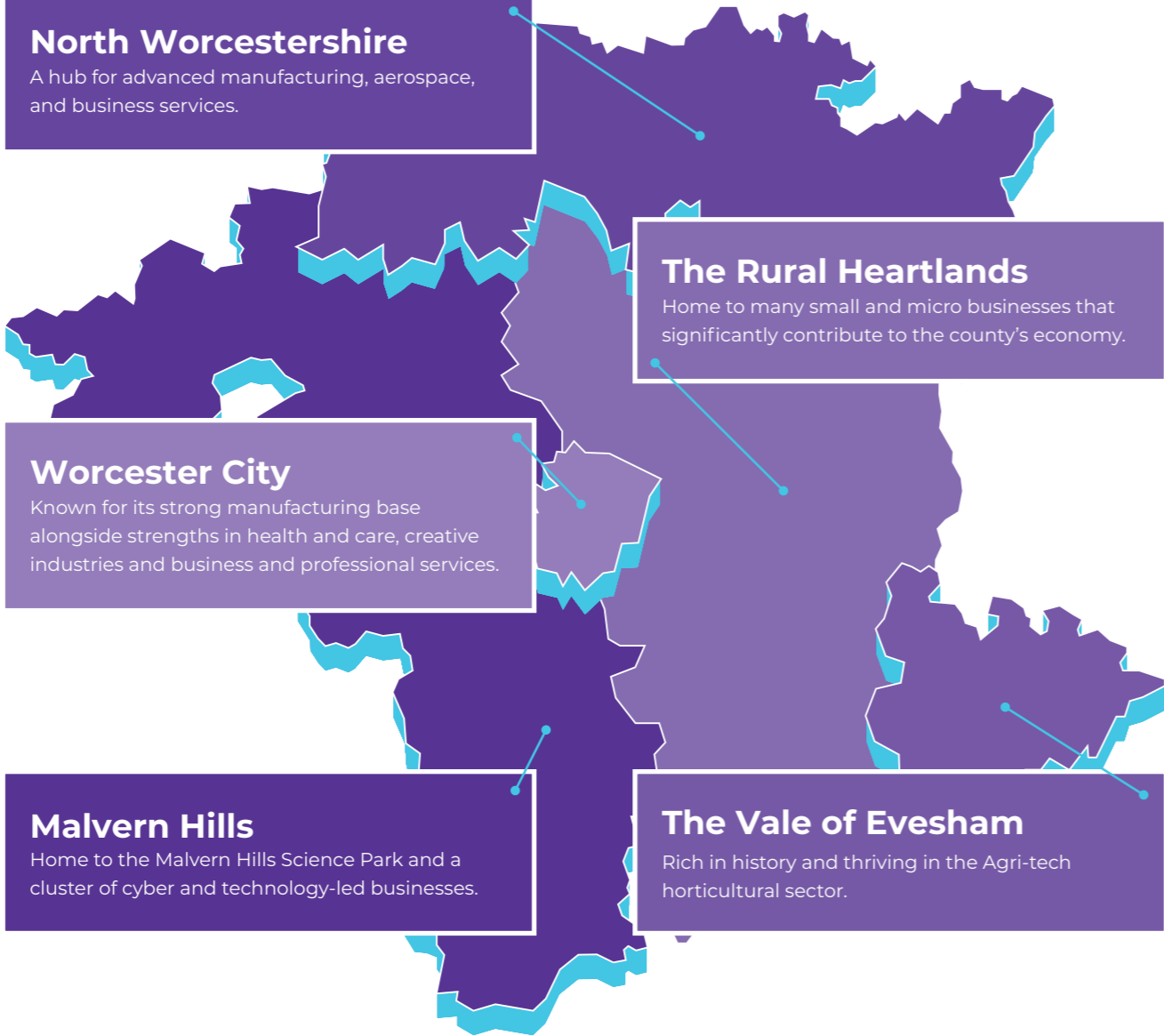


THE UK’S MINI TUSCANY

With over 900 vineyards spanning 10,000 acres and producing 12 million bottles annually, the UK boasts a thriving wine industry. Worcestershire dubbed the “Tuscany of England,” is gaining popularity as a wine lover’s destination. While known for its sauce, the county hosts several renowned vineyards, including Astley, Lovells, Hanley, and Renishaw, where visitors can sample wines made from locally grown grapes.

A County Full of Opportunity

Worcestershire proudly offers a distinctive mix of urban and rural opportunities in the heart of England. With excellent transport links to major cities, its central location and infrastructure provide access to diverse markets and a skilled workforce. An appealing destination for both businesses and individuals, Worcestershire has something for everyone.



Discover Our Key Development Locations

Worcestershire's business parks offer state-of-the-art facilities in strategic locations that cater to a variety of industries. From innovation hubs to expansive commercial spaces, these parks are designed to support growth and opportunities for collaboration. Whether you're a start-up looking for a vibrant community or an established company seeking expansion, our business parks provide the perfect environment to develop. Explore the opportunities each park offers and find the ideal location to move your business further.

Shrub Hill

The Shrub Hill Development Site presents a unique investment opportunity in the heart of Worcester City Centre. Spanning 14 hectares, its strategic location provides a hub of economic and social activity, supporting growth across the region. Benefitting from enhanced rail connectivity with direct links to London, Oxford, Thames Valley, and Bristol, the site is expected to generate an additional £40.75 million GVA.

With plans for a modernised, fully accessible railway station, Shrub Hill is set to become a vibrant mixed-use district, attracting new businesses, residents, and visitors.



Worcester Six

Worcester Six combines connectivity, innovation and access just off the M5 Motorway, offering a prime location in the heart of Worcestershire to business seeking growth.

Strategic Connectivity and Rapid Development

Offering units from 10,000 sq ft to 300,000 sq ft, Worcester Six is designed for rapid development, with planning and construction timelines as short as ten months.

Prime Location

Situated near Worcester city centre and with the Worcestershire Parkway train station, just ten minutes away, Worcester Six provides excellent transport links. This strategic location makes it one of the UK's most convenient and high-quality working environments.

Thriving Ecosystem and Quality of Life

The city's rich ecosystem of technology and manufacturing, combined with its high quality of life, makes it a prime business district. The area offers a balance of urban amenities and rural charm, with affordable housing, excellent schools and healthcare facilities, ensuring a high standard of living that attracts and retains talent.

Expansive Catchment Area

Located on the M5, Worcester Six is within a 30-minute drive of key areas, extending its reach to a large and growing catchment area. The Worcestershire Parkway train station further expands this reach, making long-distance commuting practical and widening the talent pool.

“Worcester Six is another step forward for Kimal and clearly demonstrates our continued commitment to the area which we first invested into in 1990. This impressive new facility will help us realise our exciting growth plans.”

Alan Press | Chief Executive Officer
Kimal plc



“It is imperative that Spire has a supply chain that not only copes with the strain of the business, but also adds value. This (Worcester Six) represents the next stage of our evolution to build upon the solid supply chain and infrastructure that is already in place, which has served the business well for the past 10 years.”

Mat Mason - Group Supply Chain Director
Spire Healthcare



For businesses seeking a strategically located, cost-effective environment, Worcester Six provides an unparalleled opportunity for growth and success.

Find out more: worcester6.co.uk

Malvern Hills Science Park

A Hub of Innovation

Malvern Hills Science Park is a sought-after location for innovation and growth. Set against the backdrop of the Malvern Hills, it has evolved over two decades into a thriving hub for technology-led businesses.

Supportive Growth Environment

A vibrant community of business operating in sectors such as cybersecurity, IT and environmental technology are hosted across 130,000 sq ft of cutting edge lab and office space

The community within the park nurtures businesses at every stage of their journey. Start-ups benefit from tailored facilities, financial support, and a collaborative scientific community. Growing companies can access professional resources and space to expand. Whilst established corporates enjoy state-of-the-art R&D facilities within an environment that promotes a quality of life for employees.

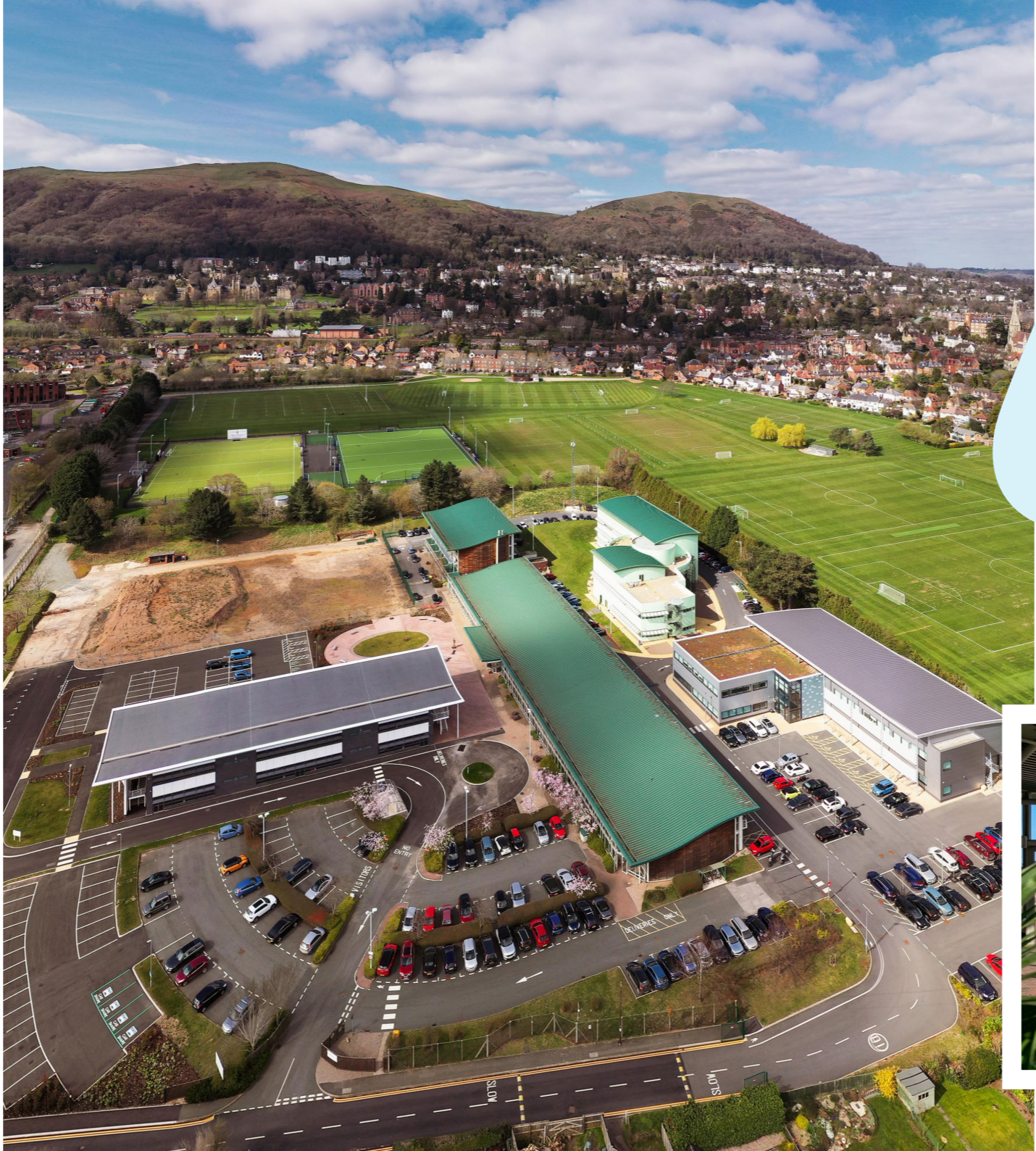


Home to Advanced Research

Malvern Hills Science Park is at the forefront of technological advancement, housing one of the UK's six government-funded 5G research centres. This testbed focuses on enhancing manufacturing productivity, fault detection and security by design. The consortium includes industry giants such as Huawei, O2, BT, Worcester Bosch, Yamazaki Mazak, and QinetiQ, alongside academic partners including the University of Surrey.

Land Available for a Bespoke Development

Units ranging from 355 sq ft to 25,000 sq ft are available, offering space which can be remodelled to suit tenant requirements.



“An ideal location for driving forward-thinking developments in a globally significant industry.”

BetaDen, Worcestershire's award-winning organisation providing support programmes for technology businesses and entrepreneurs, is located at the heart of the 'cyber valley' at the Malvern Hills Science Park. This is a key strategic advantage, deeply rooted in the region's historical significance linked all the way back to WWII.

Positioned in this dynamic environment, adjacent to the stunning scenery of the Malvern Hills, BetaDen benefits from a unique blend of innovation and tradition and has to date supported over 70 technology businesses and over 260 high-value jobs. The proximity to this community of industry professionals enhances BetaDen's capacity to accelerate pioneering tech ventures, making it an ideal location for driving forward-thinking developments in a globally significant industry.



For businesses seeking a well-connected base with state-of-the-art facilities and access to a collaborative community, consider the potential of Malvern Hills Science Park.

Find out more: mhsp.co.uk

Business Support



GROWTH PROGRAMME

The Elevate Growth Programme offers established SMEs exclusive, high-quality specialist support to reshape and grow their business.

MANUFACTURING PROGRAMME

The Elevate Manufacturing Programme is designed to help Worcestershire SMEs overcome growth challenges, enhance competitiveness, remove barriers to growth, and create higher-value jobs.

Benefit from access to:

- Expert Guidance
- One-to-One Bespoke Business Coaching/Consultancy
- Peer Support
- Grant Funding

Find out more: elevateworcs@worcestershire.gov.uk



Skills4Worcestershire provides businesses with the opportunity to shape their future workforce. By participating, your business can inspire young people to explore careers in your industry, while also recruiting apprentices with the right skills.

The initiative offers support to help businesses identify skill gaps and access upskilling and reskilling opportunities. It also provides resources to address the rapidly changing demands for skills, along with free tools and support to enhance recruitment and retention.

Find out more: worcestershire.gov.uk/skills4worcestershire



SPECIALIST ADVISOR PROGRAMME

The Innovation Worcestershire Specialist Advisor Programme helps businesses unlock new markets and stay competitive by supporting the development of new products, services, and technologies. Through tailored one-to-one advice and dynamic workshops, businesses receive diagnostics, expert guidance, and a bespoke innovation action plan. Along with grant funding opportunities to implement innovation projects.

Find out more: businessinnovation@worcestershire.gov.uk

INNOVATION WORCESTERSHIRE GRANT

SUPPORTING THE DEVELOPMENT OF INNOVATIVE PRODUCTS AND SERVICES

The Innovation Worcestershire Programme offers R&D grants for developing innovative products and services. Funding supports businesses creating new or improved products or introducing market-first innovations with unique functionality or fundamentally different design and technology.

Find out more: grants@worcestershire.gov.uk



IN PARTNERSHIP WITH THE BUSINESS ENERGY ADVICE SERVICE (BEAS)

The Net Zero Worcestershire Programme provides eligible businesses with fully funded decarbonisation and energy efficiency assessments from expert advisors. Discover ways to reduce your carbon footprint and apply for grant funding to implement improvement projects.

Find out more: netzero@worcestershire.gov.uk

CO-WORKING SPACES IN WORCESTERSHIRE

Worcestershire hosts a choice of co-working spaces designed to support collaboration and productivity. The flexible spaces cater to freelancers, startups, and established businesses, offering modern amenities, high-speed internet, and positive networking opportunities.

Access Worcestershire's Coworking spaces:

worcestershiregrowthhub.co.uk/co-working

“The Kiln has the feel of a place you want to be. When you walk in, it’s welcoming and every member buys into the **feel-good culture. Lots of space, creative environment and **great for productivity**.”**



STUDIO SPACE FOR CREATIVES

Five of the original Victorian railway arches that run through the heart of Worcester City Centre, have been beautifully redeveloped into affordable studio and office spaces, specifically designed for local artists, creatives, and performers. This charming setting offers a unique and inspiring environment.

Find out more: thearchesworcester.co.uk

Embrace Life in Worcestershire

Worcestershire is more than just a place to work - it is home to a vibrant community where professional growth and local culture blend. Businesses and residents benefit from rich experiences and a variety of multicultural programmes. From engaging local events and creative performances to educational initiatives and community activities. The region provides opportunities for people of all ages and backgrounds, within an inclusive environment that celebrates diversity.



Sport for Everyone

From Sixways Stadium and Worcester Arena to New Road cricket ground and numerous leisure clubs, the county has something for everyone, catering to many sports and abilities.



Culture and History

Immerse yourself in rich cultural heritage, whether visiting the historic Worcester Cathedral or exploring the county through its many historic sites, festivals and events.



A Balanced Lifestyle

With affordable housing, scenic countryside and a strong community spirit, people and families relocating here are finding a better balance between work and personal life.



Where Work Meets Quality Life

THE ARTERY STUDIOS CIC

A creative space in a repurposed Victorian railway arch, hosting community meetups, family clubs, and art exhibitions.

WORCESTER FESTIVAL

Every August, the city comes alive with this celebration of arts and culture, featuring local and international talent across three weeks.

TASTE WORCESTERSHIRE

The event showcases the county's culinary excellence and vibrant hospitality scene, offering up promotional deals that connect residents and visitors with local eateries, while also providing an insight into the region's agricultural heritage from field to fork.

WORCESTERSHIRE WILDLIFE TRUST

Dedicated to environmental sustainability, the Trust manages 80 nature reserves and offers educational programs that engage the community in preserving natural habitats.

WORCESTER VICTORIAN FAYRE

Recognised as one of the UK's top 25 Christmas markets by Enjoy Travel, this festive tradition dating back to 1992, transforms Worcester's historic streets each November with over 200 stalls, Victorian theming, and a variety of entertainment.

THE ROYAL THREE COUNTIES SHOW

Celebrating the best of British agriculture and rural life for over 50 years, this event attracts thousands to Malvern every June, offering something for all ages, from livestock displays to sustainable living workshops.

Discover a vibrant community where you can thrive professionally and personally by making our county your new home

Find out more: investinworcestershire.com

The Mazak logo is displayed in orange text within a white circle.

"Yamazaki Mazak, is a family-owned manufacturing business with a global footprint, dedicated to providing opportunities for young people and **shaping the engineers of the future**. Our Worcester facility has always been able to tap into the rich pool of local talent and has **trained more than 250 apprentices so far**, many of whom have advanced to senior positions within the company.

Our prime Midlands location is pivotal to our UK operations, offering unparalleled access to supply chains and seamless connectivity to airports and motorways, enabling us to **efficiently serve our customers** across the UK, Europe, and beyond."

The OLPRO logo is displayed in white text within a black circle.

"Situated on the edge of the Malvern Hills, OLPRO benefits from an inspiring landscape and **superior logistical connections** that enhance our operational efficiency and distribution capabilities across the UK. This strategic location not only fuels our creative process but also appeals to clients who value environmental consciousness and authenticity in their outdoor gear.

Our presence in Worcestershire has given us a community spirit among our staff, enhancing **employee satisfaction and retention** through a balanced work-life environment."

The open gi logo is displayed in white text within a white circle.

Open GI is an established software partner for the general insurance industry – helping businesses use technology to run better and grow stronger. Our head office is based in Worcestershire and employs over 450 people across offices located throughout the UK, Ireland, and Europe

"We are incredibly proud to have our headquarters located in Worcester, amongst other great businesses. **Our people are our biggest asset** and drive our growth which, enables us to give back to the community. As part of our commitment to the future, we are dedicated to **investing in talent by providing opportunities and training**. We hold deep appreciation for our employees, whose dedication to Open GI is truly valued and recognised."

Find out more:
investinworcestershire.com

