



Staffordshire

WE ARE STAFFORDSHIRE
DELIVERY PLAN 2024-25

A NEW CHAPTER

- Approval of 2022 – 2026 vision strategy and diversified funding approach for We Are Staffordshire has paved the way to deliver formal support for partners:
 - District & Boroughs
 - Patrons & Partners
- We're focused on delivering an enhanced collaboration and working towards an aligned external brand - supporting tourism and inward investment, culture and skills
- We're continuing to do things differently, offer a fresh approach and added value for our partners and stakeholders



OUR MISSION

- Through value-add* activities and collaborative campaigns, **act as a front door to 'Brand Staffordshire' teams** delivering inward investment, visitor economy, culture, skills and education to further support prosperity in Staffordshire
- **Raise positive awareness of and instil pride** in 'Brand Staffordshire' and challenge perceptions inside and beyond county borders by recruiting and utilising the voice of 'Ambassadors'
- **Engage and influence target external stakeholders** in industries or destinations (Midlands/North West/London) around key priorities for our county

*Activities that support but sit over and above the pipeline of BAU marketing activity delivered by aforementioned teams.

STRATEGIC PILLARS

COLLABORATION & PLACE GOVERNANCE:
'BRAND STAFFORDSHIRE'

STAFFORDSHIRE ENGAGEMENT

EXTERNAL ENGAGEMENT



DISTRICT & BOROUGHES: 2024-5 PRIORITIES

- High street revival & diversification (night-time economy & culture)
- Urban regeneration – key capital projects
- Cultural and tourism offer (sustainable accommodation)
- Education and placemaking offer (Tamworth college, Lichfield Staffs University campus)
- Homes for locals – housebuilding and affordable homes



PATRONS: 2024-5 PRIORITIES

- 50/500 strategic transport and clean growth corridor
- Skills, high value jobs and graduate retention
- Supporting and engaging local communities
- Showcasing a hidden Staffordshire 'home' to GenZ



	STAFFORDSHIRE	EXTERNAL	COLLABORATION
BIG TICKET	<p>YOUNG PEOPLE PROGRAMME Inspiring future leaders & supporting graduate retention</p> <p>STAFFORDSHIRE FILM OFFICE Set up</p>	<p>UKREiiF A national stage for investment</p> <p>HOUSE OF COMMONS (May 2025) Planning and strategic work</p>	<p>BRAND STAFFORDSHIRE Developing one brand & front door for place & economic growth services</p> <p>PLACE EXCHANGE – City Nation Place Advisory Board</p>
OWNED ACTIVITY	<p>SKILLS: Young person’s event working with delivery group</p> <p>EVENTS: 8-10 events, including quarterly ambassador showcases and experience events, socials/talks</p> <p>AMBASSADOR OF THE YEAR: Staffordshire Ambassador of the year award</p> <p>ENGAGEMENT:</p> <ul style="list-style-type: none"> Ambassador visits & promotion <ul style="list-style-type: none"> Sponsored local events Digital/website/social media/Newsletter 	<p>VALUE ADD ACTIVITY: Roundtables/tours around key priorities</p> <p>CAMPAIGN: ‘HOME’: campaign to showcase Staffordshire to GenZ (FE partnership)</p> <p>STAFFORDSHIRE ONSTAGE: Speaking engagements</p> <p>PERCEPTIONS: views of Staffordshire’s future/place perception, positive PR, utilising alumni voices through ‘I am Staffs’ campaign</p> <p>RECOGNITION: Awards entries – CNP/LGA/LGC/MJ/Comms2.0</p>	<p>A CULTURAL STRATEGY Shaping the strategy as SteerCo members</p> <p>STAFFS DIGITAL SCREENS PROJECT</p> <p>STAKEHOLDER MANAGEMENT Patron, District & Borough focused activity and support; engagement with Stoke</p> <p>PLACE LEADERSHIP Strategic engagement with national place marketing agencies</p> <p>GOVERNANCE & IMPACT</p> <ul style="list-style-type: none"> Ongoing board governance Impact tracking and evaluation <ul style="list-style-type: none"> Diversity charter
SUPPORTING	<p>Community engagement research – Outdoors/liveability – Moorlands UKSPF, Staffordshire Way</p> <p>Staffordshire Day young people activity</p> <p>Amplifying positive PR and digital engagement</p>	<p>A50/A500 lobbying work</p> <p>Skills projects/campaigns: promoting high-skilled employment opportunities to support young skilled people & retain graduates</p> <p>Placemaking projects: Town centre regen projects</p>	<p>Ongoing support of all campaigns across Staffordshire including; Staffordshire History Centre opening, Staffordshire History festival, Christmas, tourism weeks, County Show, briefings</p>



DELIVERABLES: THE DETAILS

STAFFORDSHIRE

BIG TICKET:

Young People programme

- Engaging young adults and showcasing the brightest talent across Staffordshire - a programme in partnership with key organisations. Objectives are about showing young people doing great things in Staffs, supporting talent retention, but also engaging a younger cohort with We Are Staffordshire

Film office set-up

- Following the feasibility study, it is recommended a Staffordshire Film Office be set up for a three-year pilot programme

OWNED ACTIVITY:

Ambassador Network Events

- 4 'showcase' events – themed, across the county
- 4 Ambassador 'Experiences'
- Up to 2 Ambassador talks/socials/unique events

Ongoing engagement & communications

- Communications and monthly newsletter
- Ambassador visits and spotlights / outreach to new communities

Digital

- Digital development – enhanced social media strategy and content creation; asset library; website

Awards/Activity sponsorship

- Staffordshire Ambassador of the year award; sponsorship of other local events

Skills & young person focus

- Delivery of a County wide skills event, lead by the Delivery Group.

SUPPORTING ACTIVITY:

Community engagement research

- Gathering research & promoting place work to communities

Staffordshire Moorlands

- UKSPF Funding to promote it's outdoors/tourism offer

Staffordshire Day

Delivery group young person's activity – bigger & better.

EXTERNAL

BIG TICKET:

UKREiiF

- Following the success from 2023, UKREiiF will be a priority and flagship opportunity to profile the County to developers & investors across the UK, as well as being part funded by District & Borough Councils

House of Commons (2025)

- WAS will return to the House Of Commons in May 2025 to celebrate Staffordshire Day, profile businesses and engage with stakeholder and MPs. Work on this will start in Q2-Q3 2024.

OWNED ACTIVITY:

Campaign

- 'HOME': campaign to showcase Staffordshire to GenZ (FE partnership)

Collaboration and value add activity

- Tourism/Culture roundtable/PR – supporting on the new LVEP priorities, bringing national voices together to promote tourism for Staffordshire
- Investment/skills tours and engagements to bring developments forward in Staffordshire

Perceptions

- views of Staffordshire's future/place perception, positive PR, utilising alumni voices through 'I am Staffs' campaign

Enhanced Profiling and PR

- Awards entries
- PR inside and beyond the county (external support)

Staffordshire on a stage

- Active speaking engagements across the UK to profile the County

SUPPORTING ACTIVITY:

Staffordshire history festival (Sept)

- Supporting on events

A50/A500 lobbying work

- Public affairs support for a major infrastructure priority

Skills projects/campaigns

- Promoting high-skilled employment opportunities to support young skilled people & retain graduates

Placemaking projects

- PR and events for development announcements such as town centre regen projects & partnerships

COLLABORATION

BIG TICKET:

Place Exchange – Tourism/Culture

- An international collaboration/thought exchange and work with City Nation Place as Global Advisory Board partners

Brand Staffordshire

- Developing one marketing front door for our place & economic growth services

OWNED ACTIVITY:

Stakeholder Management

- Activity defined by Patron and District & Borough engagement where WAS will provide focused activity and support; engagement with Stoke

Digital screens project

- Staffordshire digital screen advertising – income generation

LEP integration

- Supporting delivery of ‘business voice’ and services via Ambassador Network

Cultural strategy

- Working with the Culture team and consultant to develop the Staffordshire Culture Strategy, linking to the WAS story

Ongoing governance

- Ongoing board governance
- Impact tracking and evaluation
- Delivery groups and internal delivery boards
- Diversity charter – engagement with underrepresented groups

SUPPORTING ACTIVITY:

Ongoing support of all campaigns across Staffordshire that are yet to be determined by internal teams including; Supporting the launch of the new Staffordshire History Centre, Christmas high streets, tourism weeks, Staffordshire County Show attendance, briefings and presentations for leadership, Rebrand of green parks and spaces such as Staffordshire Way

ACTIVITY TIMELINE Q1-Q2

DIGITAL/WEBSITE/SOCIALS/
ASSET BANK
UPDATING

STAFFORDSHIRE DIGITAL SCREENS

CNP UK
HOSTS

PLACE EXCHANGE/ RELATIONSHIP
(CNP UK HOST FOR 2024)

UKREIIF EVENT

NATIONAL/PULSE PERCEPTION
SURVEY – ‘I AM STAFFS’
CAMPAIGN

AMBASSADOR
EXPERIENCE

STAFFORDSHIRE DAY
1 MAY

PLACE
EXCHANGE -
TOURISM

AMBASSADOR
SHOWCASE
EVENT

CNP AWARDS
DEADLINE

AMBASSADOR
EXPERIENCE

PLACE BOARD

PLACE BOARD



APRIL

MAY

JUNE

JULY

AUGUST

SEPTEMBER

AMBASSADOR
OF THE YEAR
AWARD
SHORTLIST/
VOTING

AMBASSADOR
SHOWCASE
EVENT

AMBASSADOR
EXPERIENCE

AMBASSADOR
OF THE YEAR
AWARD
(CHAMBER
AWARDS)

HoC EVENT
PLANNING

KEELE
BREAKING THE
MOULD

30 UNDER 30
PROGRAMME
LAUNCH

FILM OFFICE SET UP

YOUNG PERSON
STAFFS DAY
CAMPAIGN
(DELIVERY
GROUP)

SOFT EXTERNAL LAUNCH OF
PLACE TO THRIVE

LEP BUSINESS
VOICE ACTIVITY

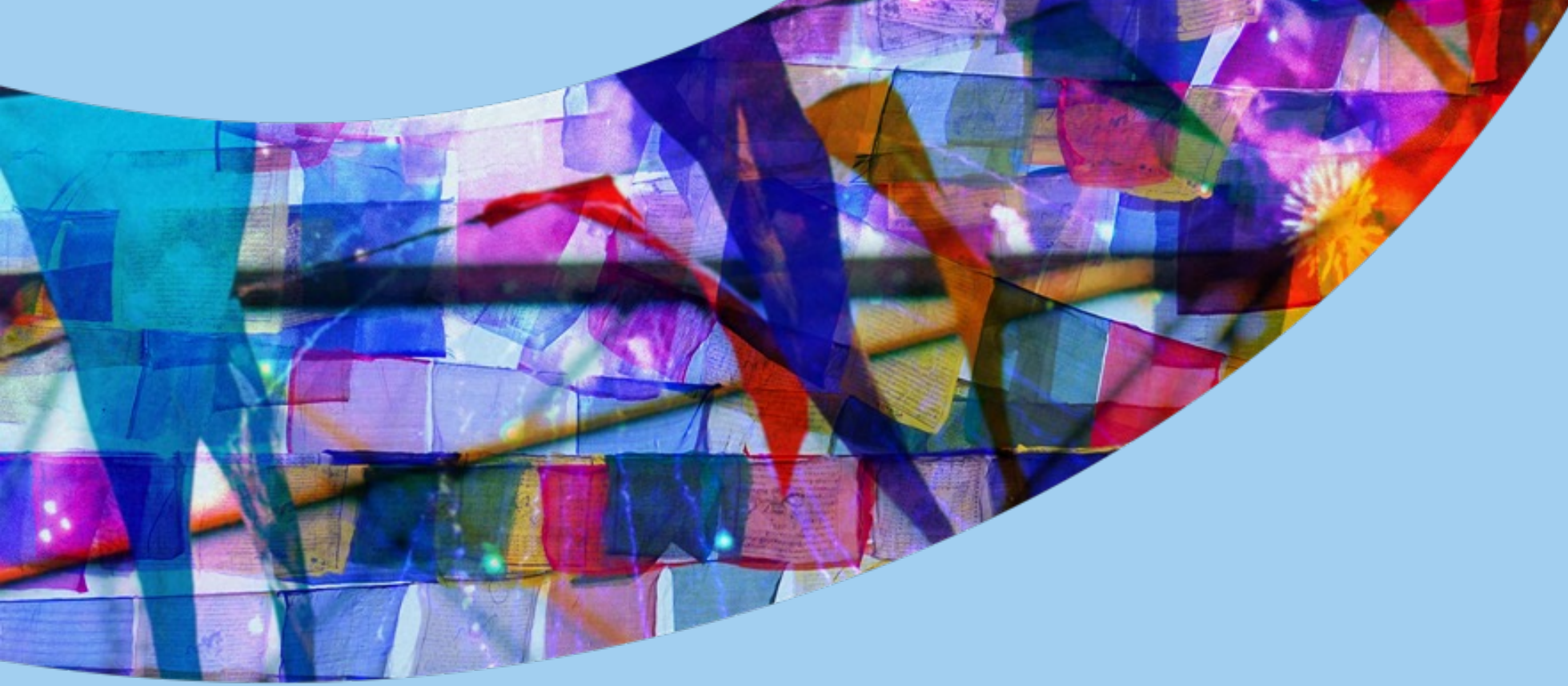
ACTIVITY TIMELINE Q3-Q4



PRIORITIES: A SUMMARY

- Staffordshire Film Office
- Return to House of Commons
- UKREiiF and supporting investment service
- Young People activity
- External brand alignment - We Are Staffordshire
- Place Exchange – CNP Advisory Board work





#WEARESTAFFORDSHIRE