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BUSINESSWORKS



MEDIA PACK

Embracing entrepreneurship in Worcestershire and the Black Country

SAUCE AND SCRATCHINGS...

Worcestershire and the Black Country – two neighbouring regions but as different in taste and style as Lea and Perrins sauce and pork scratchings.

The famous piquant Worcester sauce originated in the Cathedral city back in 1837, when two local chemists John Wheeley Lea and William Henry Perrins invented a brand new condiment, which today is exported to 130 countries around the world.

Meanwhile, pork scratchings, which originated in the Black Country in the 1800s, remain one of the area's favourite pub delicacies with a string of small firms producing the popular snack.

So while historic Worcester has its sauce, along with providing the birthplace of Elgar; one of the most picturesque cricket grounds in the world and a delightful cathedral, the Black Country comes up with the crunch – and much more.

Worcestershire's economy may still be in part focused on agriculture, with more than 4,000 farm businesses and smallholdings in the county but it also boasts latter-day industrial success stories such as Malvern Hills Science Park, GTech's head office,

the Morgan car firm at Malvern and many others. In a five-year period from 2010 to 2015 the county's productivity rate grew by an annual average rate of three per cent, the highest growth in England.

The county boasts a hugely significant history, dating back more than 350 years when Oliver Cromwell's Parliamentarian New Model Army defeated King Charles the Second's Royalists at the Battle of Worcester in 1651, the final conflict of the Civil War.

Today, history and modernity combine effortlessly to provide a splendid setting for one of the quintessential English cities. Taking pride of place is the magnificent medieval cathedral overlooking the River Severn.

Cheek by jowl with the Cathedral is New Road, home of Worcestershire CCC and scene of swashbuckling sporting heroics down the decades from the likes of Tom Graveney, Basil D'Oliviera, Graeme Hick and many others.

Meanwhile in the Black Country, the region has also reinvented itself from its original incarnation in the Industrial Revolution as one of the UK's most industrialised areas, with coal mines, coking, glass

factories, brickworks and steel mills powering the local economy in those distant days.

The last coal mine – Baggeridge near Sedgley – closed as long ago as 1968. The Black Country may no longer be black (thanks to clean air legislation) but its manufacturing heritage is preserved at the Black Country Living Museum, recreating life in the region in the early 20th century.

Large employers such as the Round Oak steelworks at Brierley Hill and the Patent Shaft steel plant at Wednesbury have been swept aside along with other heavy manufacturing but the i54 business park on the fringes of Wolverhampton boasts Jaguar Land Rover's £500 million hi-tech engine plant, supplying the Midlands biggest manufacturer.

“Love them as we do, there's much more to Worcestershire and the Black Country today than sauce and scratchings”



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BusinessWorks is a publishing and media brand championing entrepreneurship and success. We want to recognise those who lead the way and inspire more to follow in their footsteps, empowering business communities to embrace growth.

The high-quality quarterly BW magazine delivers a unique and refreshing mix of entrepreneurial interviews, opinion pieces and high-end lifestyle stories, aiming to showcase Worcestershire and the Black Country as vibrant places to live and work, and striving to be the area's top business publication.



SPECIFICATIONS:

DOUBLE PAGE SPREAD

TRIMMED SIZE: 410mm w x 260mm h

BLEED SIZE (3mm): 416mm w x 266mm h
(Ensure critical information is 20mm from all sides and gutter)

FULL PAGE

TRIMMED SIZE: 205mm w x 260mm h

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175mm w x 120mm h

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CIRCULATION

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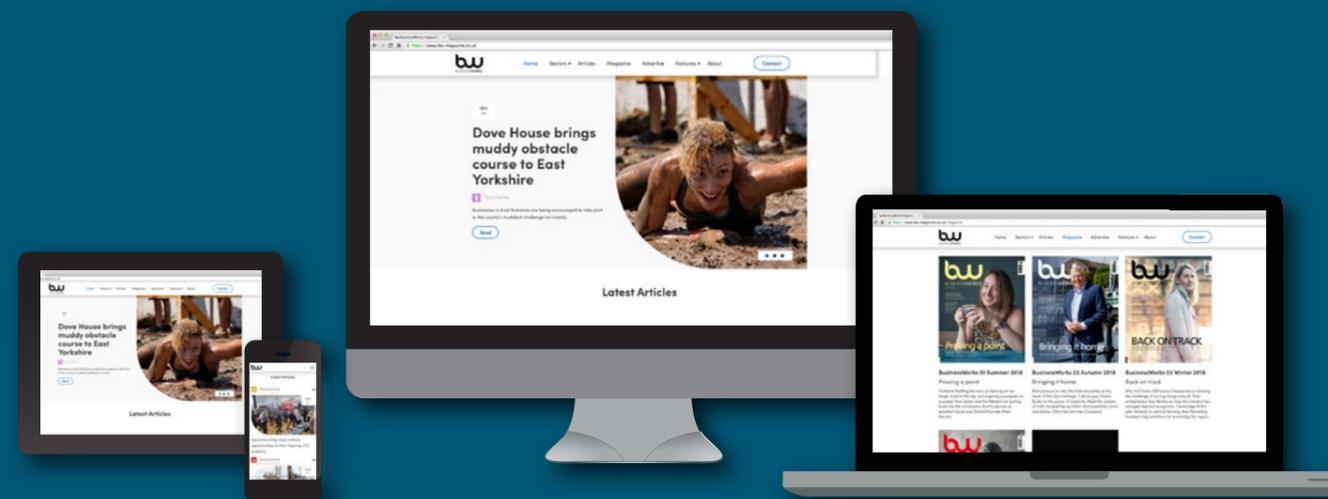
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Helen Gowland

M: 07854 442741

E: helen@bw-magazine.co.uk

Helen Flintoff

M: 07827 966471

E: helenl@bw-magazine.co.uk

Joanne Nattress

M: 07419 835455

David Laschke

M: 07738 051185

E: david@bw-magazine.co.uk



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For more information please contact:

Embracing entrepreneurship in Worcestershire and the Black Country

Helen Gowland

helen@bw-magazine.co.uk

07854 442741

Helen Flintoff

helen1@bw-magazine.co.uk

07827 966471

Steve Jessop

steve@bw-magazine.co.uk

Joanne Nattress

joanne@bw-magazine.co.uk

07419 835455

Craig Hopson

craig@bw-magazine.co.uk

David Laschke

david@bw-magazine.co.uk

07738 051185