

This Is The Black Country

CHAMPIONING THE REGION AS A GREAT PLACE
FOR BUSINESS



CAMPAIGN BUSINESS PARTNERS

A purple silhouette map of the Black Country region is shown within a circular frame. Overlaid on the map is the text 'This is The Black Country'. 'This is' is written in a white script font, while 'The Black Country' is in a large, bold, white serif font.

This is
The Black Country

At the Heart of the Business Community

We have faced significant disruption over a turbulent decade and there is now a danger our region is left behind as we strive to make Brexit work, live with COVID-19, be representative of all our communities, and operate sustainably. As a business community, we power the local economy and there is an onus on us to lead the way, fly the flag for the region and ensure that decisionmakers understand that by working with business, together we can tackle both longstanding inequalities and respond to recent threats which limit our productivity and suppress growth potential.

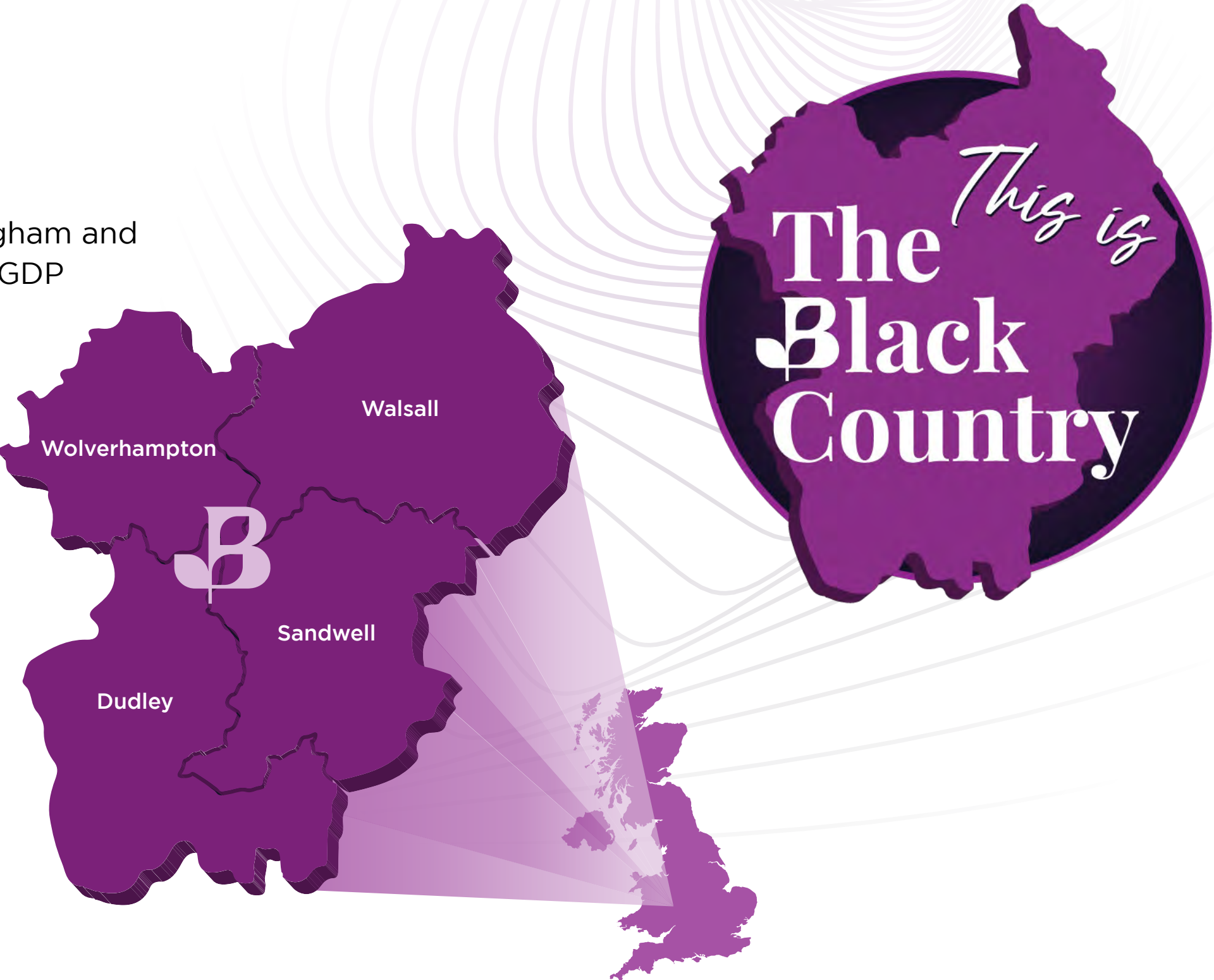
Since the 1860s, the Chamber has been supporting our region’s makers, innovators, and dreamers, becoming the active voice of Black Country businesses and the only organisation with a respected and valued national reputation capable of delivering tailored-local support.

At the beginning of the 2020s though, we now stand at a crossroads. For too long, the Black Country has been overlooked as policy announcements failed to hit mark and investment priorities have focused on other areas both within and outside of the West Midlands.

Our collective population is larger than that of Birmingham and our sectors make a vital contribution to both national GDP and brand GB. As four significant metropolitan areas with distinct, rich heritages; it is time to shout about how our Black Country business stories make us the Innovative Country, the Green Country, and the Inclusive Country.

The diversity of our sectors, businesses and people will be amplified as part of This is the Black Country and, through the power of the Chamber voice, ensure that we are able to compete on a level playing field. If you aren’t yet a Chamber member, I would encourage you to join today as there is strength in business togetherness and if you are a member urge you to get involved with this new campaign.

Sarah Moorhouse, President
Black Country Chamber of Commerce



Focus



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The Campaign Focuses On Three Key Areas:

People

Attracting, retaining talent and ensuring that business have the right skills for now and in the future

Place

Championing the region as a dynamic and innovative place to do business as a place which is future looking, green, inclusive and a great place to live and work

Power

Ensuring the region has the best infrastructure, connectivity, and access to green energy – enabling our economic future as a region of makers that sells around the world



■ People



Focusing on tackling retention and recruitment issues faced by many Black Country businesses, we will:

- **Engage with regional educators to ensure workforce plans are future proof - ensuring that those entering the job market are primed and able to meet the changing demands of the marketplace**
- **Campaign government to fix the workforce shortages post EU-exit**
- **Work with businesses to access opportunities which retrain and develop existing workforce and attract new talent for a radically-altered trading landscape**



■ Place



Emphasising and celebrating the region:

- **Promoting it as the place to do business which benefits all our communities**
- **Position it as a UK centre of excellence for innovation, sustainability, and diversity**
- **Profile our makers, manufacturers, and ingenuity of local firms**



■ Powering the Region

Campaign government, raise awareness and help to:

- **Overcome supply chain pressures**
- **Transition to net-zero**
- **Unlock opportunities that enable future opportunities which grow business potential through improved infrastructure, reshoring, access to technology**



Delivery



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This is
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Country**

Operating Across All Areas of The Chamber

This is the Black Country will be brought to life through the Chamber's channels and platforms which have some of the highest levels of B2B reach and engagement regionally.

Throughout the campaign it will:

- **Raise awareness of the issues which matter to the Black Country and its businesses**
- **Provide Chamber members with the latest news, information and analysis**
- **Facilitate a joined up, sector-wide regional call to action on issues limiting growth and productivity**
- **Prime and enable Chamber members to respond positively and effectively to an evolving trading landscape**
- **Shine a spotlight on the needs of the regional business community and celebrate all things Black Country**

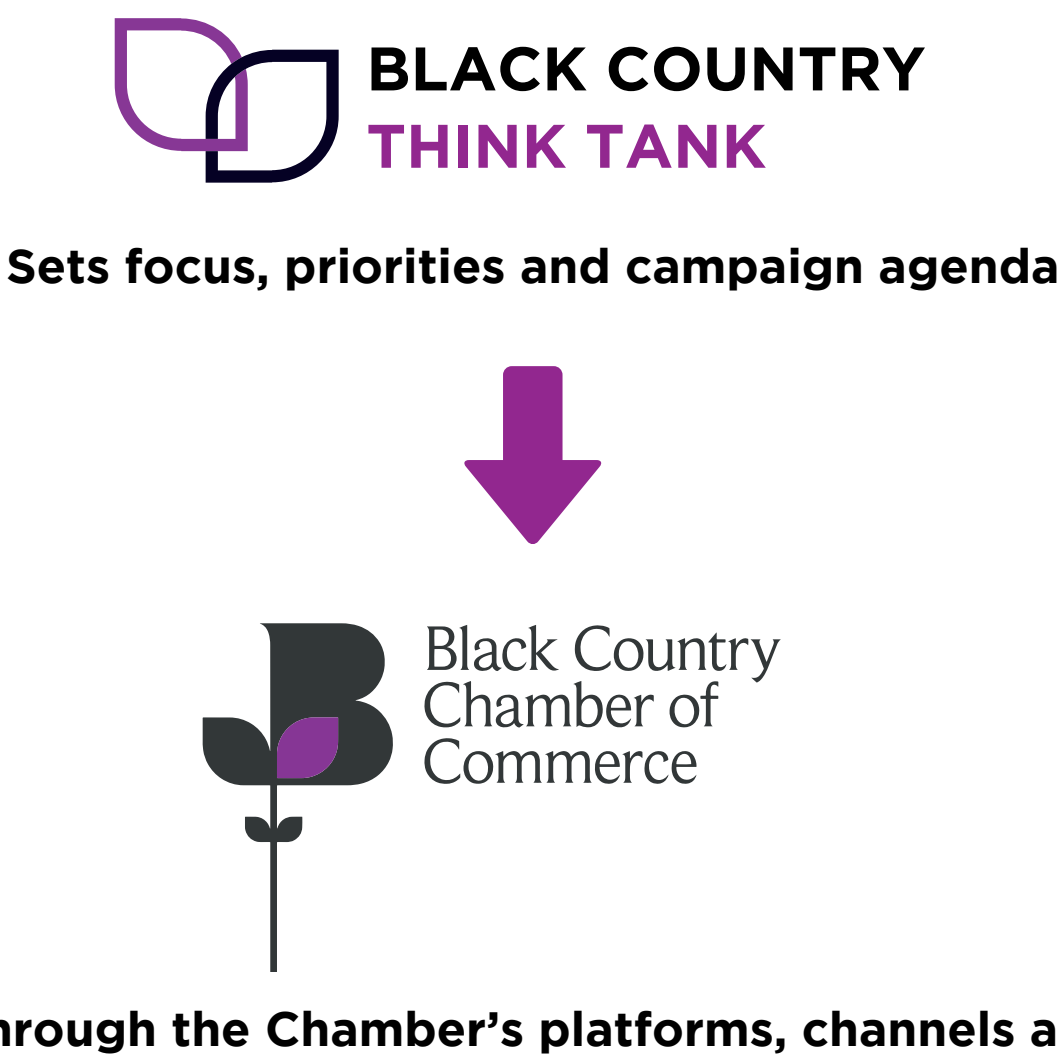


Evidenced-Led Advocacy Shaping the Agenda

The Black Country Chamber of Commerce is the only regional organisation with a national reach, reputation and proven heritage of delivering focused, hyper-local business support across all sectors.

In 2020 we launched the Black Country ThinkTank, a forum for our members and business leaders to discuss and share details of the issues impacting them.

Throughout the campaign, the ThinkTank will meet to set the priorities and agenda which will see us leverage all of our channels and mechanisms to reach policymakers, decisionmakers and influencers.



Raising Awareness, Facilitating Discussion and Debate

As the leading authority and voice of local business, we will engage with stakeholders and pursue opportunities to highlight issues raised and showcase successes across:



National Media



Local Media



Business Press



Events and Engagement



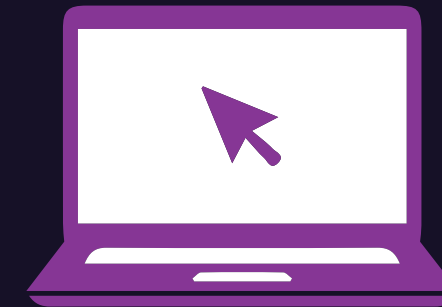
Digital Activities



2nd Black Country Economic Business Conference

Get involved

Visit the campaign website:
thisistheblackcountry.info



@bcccmembers twitter



/Black Country Chamber



Sign-Up to receive Prosper Magazine



Checkout and book to attend an event



If you aren't a Chamber
member, join today

blackcountrychamber.co.uk



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For more information about the campaign:

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thisistheblackcountry.info

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