

Promoting Cheshire & Warrington

28th September 2012

Chris Brown

Chief Executive

Top of Mind Perceptions of Cheshire

Q Generally speaking, what is the first thing that comes to mind when you think about Cheshire?

Top Responses



33%



12%

**“It’s
Nice”**

9%



8%



5%

Top of Mind Perceptions of Cheshire

It's a nice place

Northern England, nothing bad

Beautiful countryside

It's very close to Manchester and it's in Wales I think

Chester as the old capital, a relaxed way of life, easy going people, less worry

I think parts of it are very prosperous, because the footballers live there

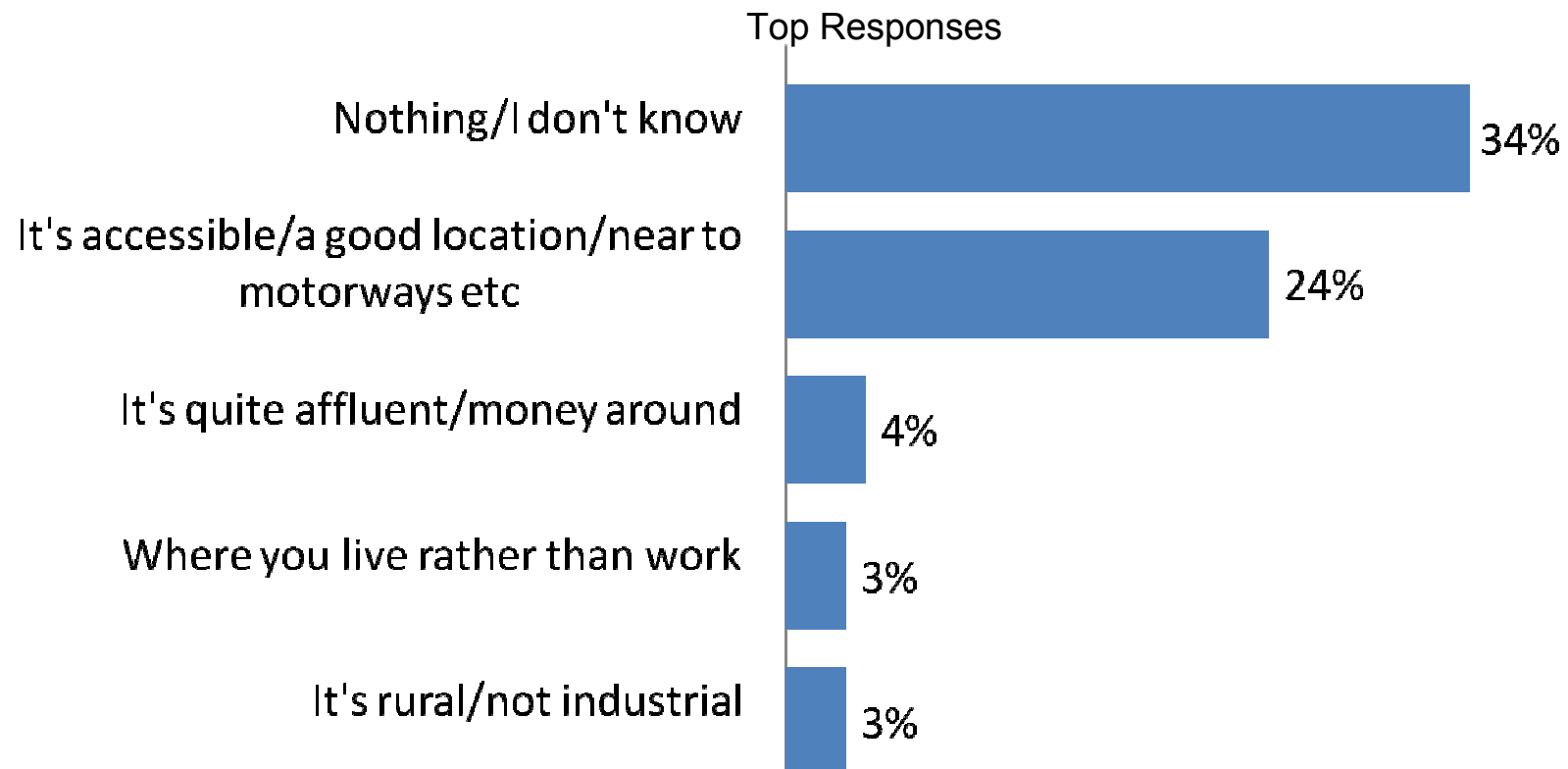
Footballers and big houses and quite a trashy sort of lifestyle

My mother in law lives there!

I don't even know where it is to be honest

Top of Mind Perceptions of Cheshire – as a Business Location

Q As a business location, what is the first thing that comes to mind when you think about Cheshire?



Base: All respondents (100)

Top of Mind Perceptions of Cheshire – as a Business Location

It needs
more growth

It's near all the
motorways, the
airports,
Manchester...

There's lots of
wealthy people,
a good customer
base

It could be a
good location
because it has
probably got less
business than it
should have

It has a good
working
environment
and quality of
life

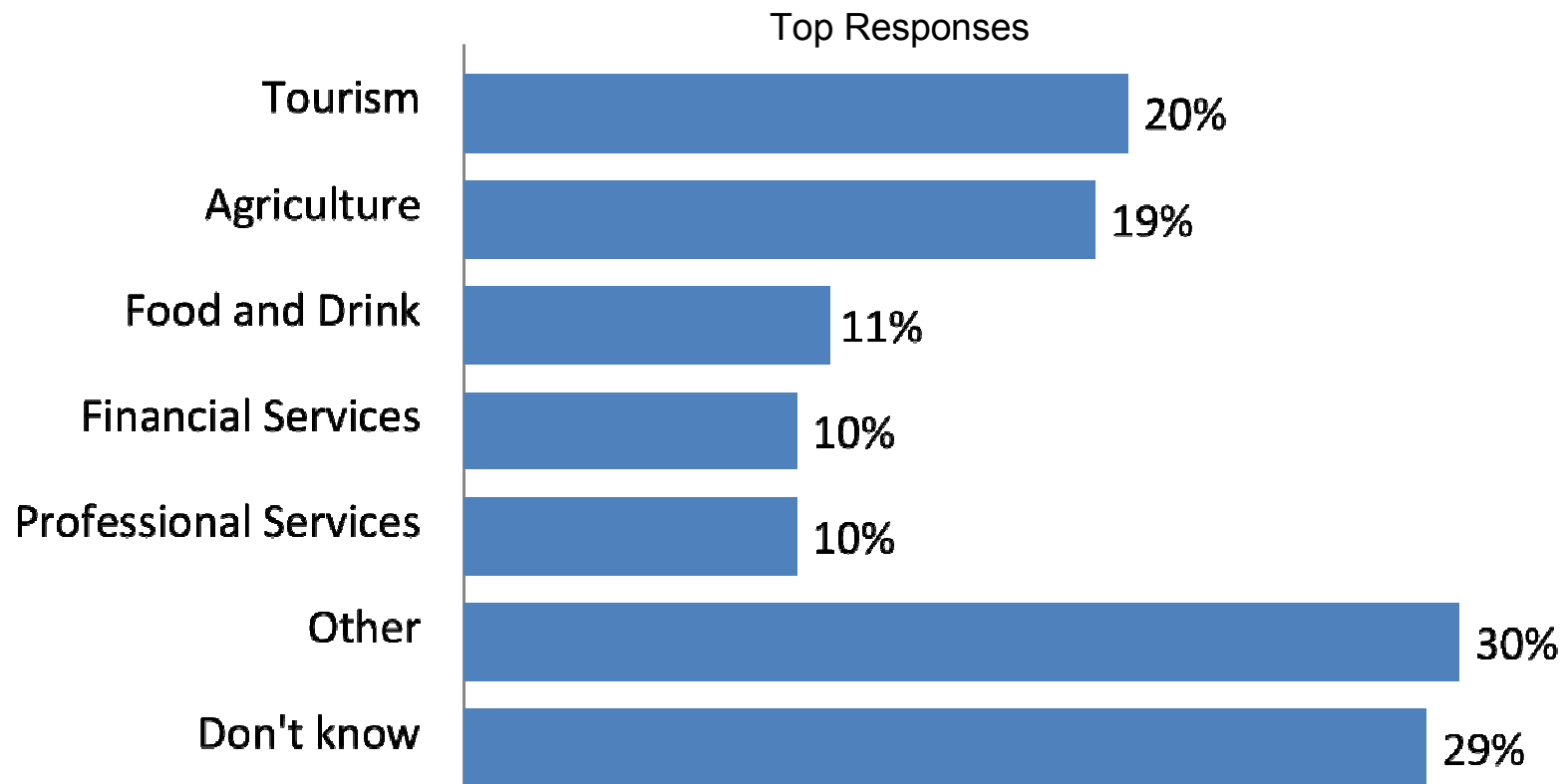
It's just not
on my radar

Quite
affluent,
seems to be
expanding

It's more of a
place to live
than work

Business Sectors

Q What business sectors, if any do you associate with Cheshire?



Base: All respondents (100)

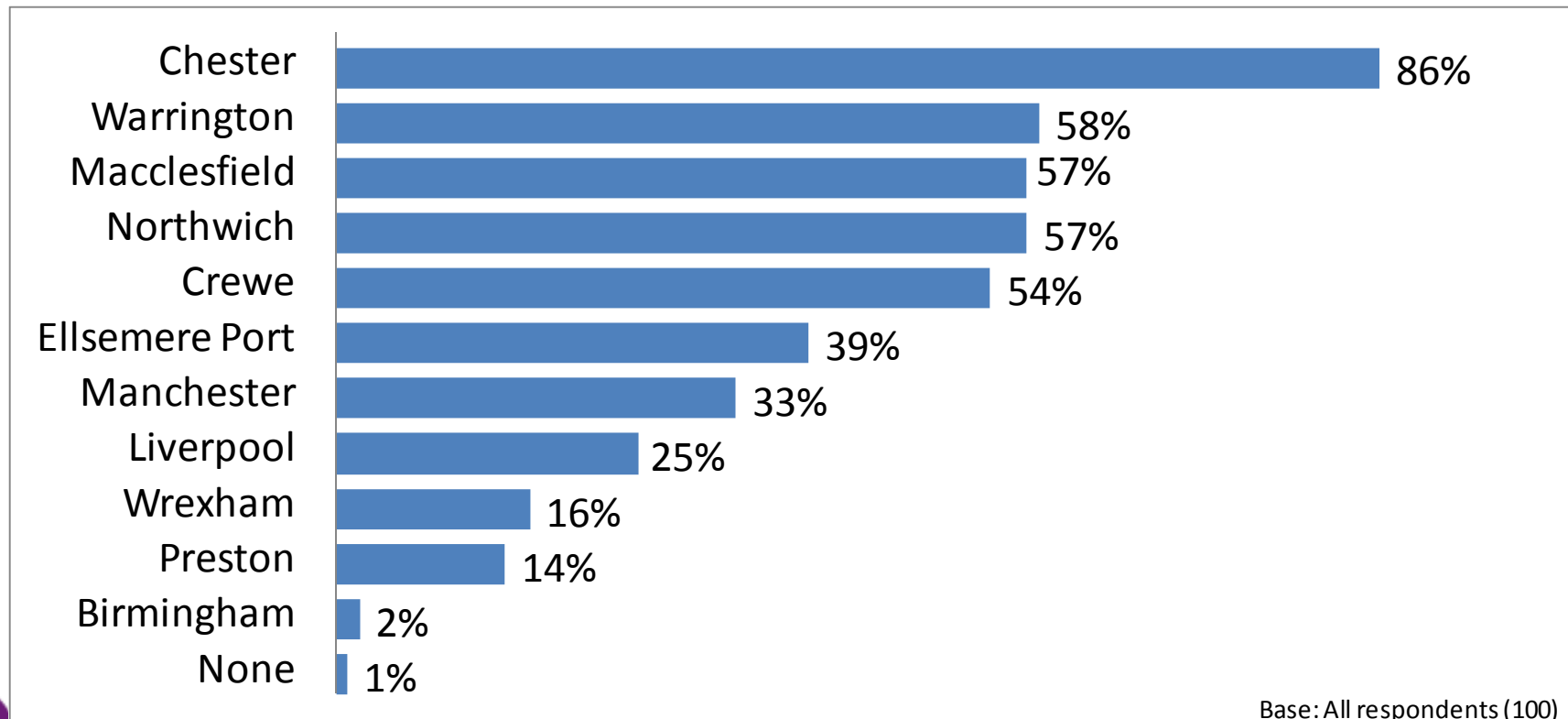
Business Sectors

❁ Less associated with Cheshire are:

- ❁ Construction (9%)
- ❁ **Manufacturing (6%)**
- ❁ **Pharmaceuticals (6%)**
- ❁ **Automotive (6%)**
- ❁ Transport & Logistics (3%)
- ❁ **Chemicals (2%)**
- ❁ **Nuclear & Energy (0%)**
- ❁ Creative Industries (0%)

Business Locations

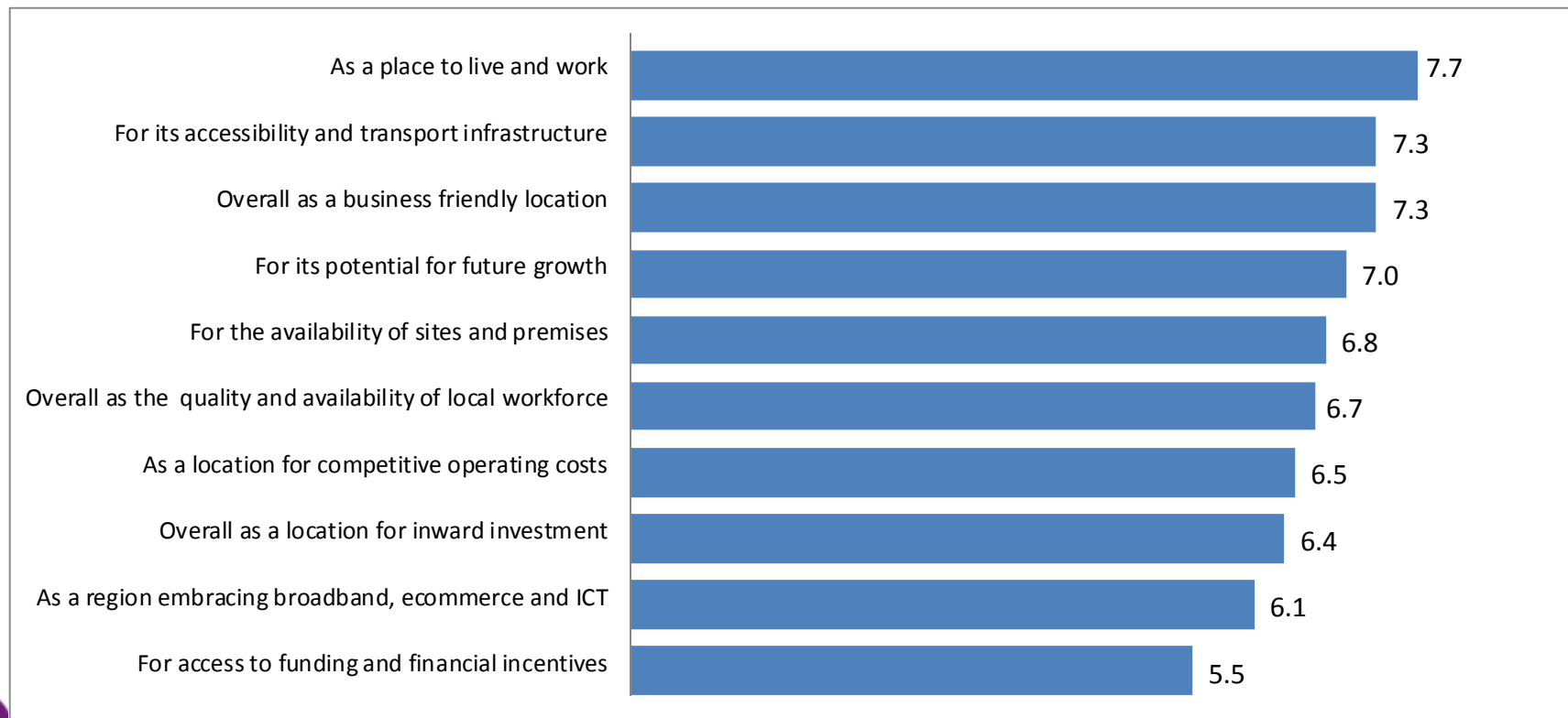
Q Which of the following places do you associate with Cheshire?



Base: All respondents (100)

Rating of Factors

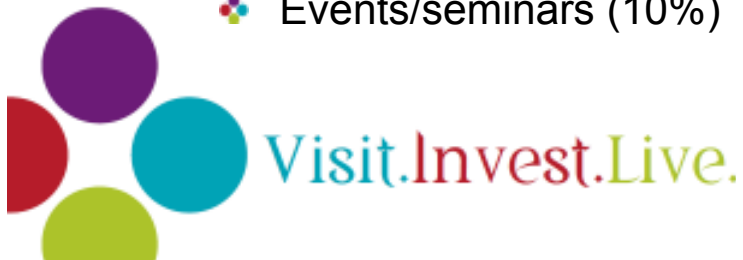
Rating of factors in terms of the suitability of Cheshire as a business location – Average Rating



Base: All giving an opinion

Preferred Communication Channels

- ✿ A wide variety of publications/websites read and used to help aid investment decisions, such as:
 - ✿ NW Insider
 - ✿ Estates Gazette/EGI
 - ✿ RIBA journals
 - ✿ Broadsheet newspapers
 - ✿ Right Move
- ✿ Best ways to communicate about investment and business opportunities in Cheshire:
 - ✿ Email (34%)
 - ✿ Internet/websites (21%)
 - ✿ Specialist journals/property press (10%)
 - ✿ Events/seminars (10%)



Implications for 'us'

- ❁ Cheshire is low profile but has a great image
- ❁ A misunderstood brand
- ❁ Our key sector strengths are not recognised
- ❁ We need to raise awareness of Cheshire as a *business* location
- ❁ Treat place marketing as an investment, not a cost
- ❁ Increase our contacts and sphere of influence in London
- ❁ Partnership working is critical

Specific response so far

- ❁ County Deal
- ❁ ABC CWAC
- ❁ Ambassadors programme
- ❁ Events in London – Cheshire Day in Parliament
- ❁ Cheshire Business Life
- ❁ LEP sector strategy
- ❁ MIPIM 2013
- ❁ www.investincheshire.com

Questions

- Is it important?
- Does Cheshire want to be recognised for its economic contributions as well as a great place to live?
- What are the implications of a higher economic profile?

