

Lancashire

Ambassadors



Working **together** to
drive **future** success for
Lancashire and its **thriving**
business community

Does your business operate
in Lancashire?

Are you passionate about our
county?

Do you want to help drive the
future success of Lancashire?

Lead by Marketing Lancashire, Lancashire
Ambassadors is a group of business leaders who are
driven by growth, driven by Lancashire and driven by
success.

It is a movement that will shine a light on Lancashire's
world leading businesses and sectors, unwavering
pride, entrepreneurial spirit and unrivalled
infrastructure. A unified and confident voice with
relentless energy in pursuit of exciting economic
possibilities for Lancashire and its thriving business
community.

By becoming a Lancashire Ambassador, you can
position your business next to brand Lancashire and
what it stands for, whilst clearly demonstrating your
commitment to Lancashire's wider economic success.
You'll also join us, Marketing Lancashire, in our
continuous commitment to promote the county and
raise Lancashire's profile globally.



Lancashire
Ambassadors



Are you **ready** to play your part in a **stronger**,
more **prosperous** Lancashire?



We are **Lancashire**

Lancashire is a place with so much to offer: world leading industries and businesses, an infrastructure and accessibility which offers national and global links, first class education, skills and training. All this is connected to a diverse leisure and food & drink offer that attracts visitors and creates an exceptional quality of life.



Marketing Lancashire

A strong, confident and ambitious voice for Lancashire.

Marketing Lancashire is the organisation responsible for promoting the county on a national and international stage.

Through strategic communications, events and partnerships, we work to further develop Lancashire into a leading leisure, learning and business destination for domestic and international markets.

We work closely with the Lancashire Enterprise Partnership (LEP) to deliver a place marketing and communications strategy focused on Lancashire the place, to promote sustainable economic development and growth to not only be more prosperous but better understood regionally, nationally and internationally.

Lancashire Ambassadors

Your voice matters.

At the heart of this story are Lancashire's 50,000 businesses, generating £27.7 billion per year, making Lancashire one of the largest economies in the Northern Powerhouse. Through Lancashire Ambassadors, Marketing Lancashire will unite private and public sector organisations so that these businesses have a platform on which to profile themselves whilst promoting Lancashire's story.

We know Lancashire is the place to be.

Together, let's tell the rest of the world.

We are Lancashire.

It's up to all of us to share the Lancashire story and secure our economic future

The Lancashire Ambassadors' powerful network of leaders understand that success for Lancashire will lead to success for businesses and a stronger more prosperous Lancashire for all.

Collectively, Lancashire Ambassadors will:

Share a common **voice** to tell Lancashire's story, loudly and **proudly**

Improve the way Lancashire is perceived by the **national** and international media

Accelerate economic growth and **drive prosperity** for Lancashire

Help to improve knowledge of Lancashire's **location** and offer

Leverage and **grow** relationships, both **inside** and **outside** the county

Share knowledge and contacts to open access to **new markets**

Connect our thriving businesses **more closely** to Lancashire's profile

Promote **best practice**, take ownership **for growing** the county and highlight **opportunities**


Develop, recruit and retain the **very best Lancashire talent**


Be part of a thriving, confident county




Becoming a Lancashire
Ambassador means
investing in the **future**
of the Lancashire
economy and
championing the
county nationally and
internationally

To find out how you can get involved email
ambassador@marketinglancashire.com

 marketinglancashire.com

 01772 426450

 @MarketingLancs

Lancashire has a story to tell. A story of natural beauty, of hardworking people, of our legacy and of the future. We are champions of outstanding success, but we don't stop there. We use our heritage as a platform to thrive from; we are powerful, we are strong, we are experts at what we do.

We are the birthplace of the Industrial Revolution and we've not stopped since. We're a leader in advanced manufacturing. We are innovative. We are thinkers. We are the number one aerospace cluster in the UK. We are on the global stage, we are at the forefront of technology. We are makers. We are exporters.

In Lancashire, we have more STEM graduates than anywhere else in the UK. We are a dynamic mix of engineers, scientists, and inventors. We are manufacturers, brewers and sporting champions. We are masters of food and drink, creating taste sensations from the sea and from the land. We are a winning recipe of culinary creatives and Michelin starred restaurants.

We are a force to behold. From the UK's favourite seaside resort, to spirited cities, we are 1.6m people. We are 137 miles of coastline. We are areas of outstanding beauty. We are 80% rural. We are the Queen's castle in the North.

We are connected. We are superfast. We are the geographical centre of Great Britain. We are in the thick of it all.

We are a brilliant collective of brands, brains, products, people, places, services, heritage, land and opportunities. We are creating and making. We are leisure and pleasure. We are globally linked. We are ingenious, influential, inspiring and international.

We are unrivalled. We are Lancashire.