



CLEAR & HONEST MARKETING

LOCAL IMPACT FOR 120 YEARS

COVENTRY & WARWICKSHIRE CHAMBER OF COMMERCE



“The team at Glued helped us communicate the plethora of business support the Coventry & Warwickshire Chamber of Commerce delivers for our business community. The impact reports help to showcase our highly skilled team, as well as the importance of partnership working.”

Keely Hancox, Head of Operations,
Coventry & Warwickshire Chamber
of Commerce

Context: For many across the region, Coventry & Warwickshire Chamber of Commerce is a membership organisation that represents business and offers networking opportunities. In fact Coventry & Warwickshire Chamber of Commerce contributes significantly to delivering fully funded support and training to help our region grow. Delivering inclusive growth, helping businesses innovate, creating jobs and building a strong and resilient economy.

With changes in government funding after the UK's departure from the European Union, Coventry & Warwickshire Chamber of Commerce wanted to showcase the power of public and private partnerships helping the region prosper and grow.

The requirement: With Coventry & Warwickshire Chamber of Commerce celebrating its 120th anniversary in 2023 Glued were approached to communicate the impact they have across each part of the region.

Coventry & Warwickshire Chamber of Commerce partners with seven local councils across the region, it was concluded that each partnership would have an eight page brochure to showcase the economic impact and the businesses that had recently been supported by the Chamber.

The outputs: A combination of info graphics, body copy and case studies were put together to give readers a flavour of the impact Coventry & Warwickshire Chamber of Commerce has on the local community.

The results: The final literature was printed and also optimised for digital use. Coventry & Warwickshire Chamber of Commerce will help secure future government funding so they can continue to support our local business community into the future.



START-UP SUPPORT TO BUILD A NEW BUSINESS DREAM...

Our Entrepreneurship Support Programme is designed to help you start up your business. It provides a range of support, including advice, training, and mentoring, to help you build a successful business. The programme is open to all who are looking to start a new business in the Midlands region.

JUNE PICKEN CONSULTANCY

June Picken Consultancy is a business support organisation that provides a range of services to help businesses grow. The company is based in the Midlands region and has a long history of supporting local businesses. June Picken Consultancy is a member of the Midlands Enterprise Network and is a proud supporter of the Entrepreneurship Support Programme.



SUPP AND SLICE

Supp and Slice is a business support organisation that provides a range of services to help businesses grow. The company is based in the Midlands region and has a long history of supporting local businesses. Supp and Slice is a member of the Midlands Enterprise Network and is a proud supporter of the Entrepreneurship Support Programme.

GROWTH ACCELERATING A PATH TO BUSINESS SUCCESS...

PREMIER HEALTH PRODUCTS

Premier Health Products is a business support organisation that provides a range of services to help businesses grow. The company is based in the Midlands region and has a long history of supporting local businesses. Premier Health Products is a member of the Midlands Enterprise Network and is a proud supporter of the Entrepreneurship Support Programme.



PURPLE PLANET PACKAGING

Purple Planet Packaging is a business support organisation that provides a range of services to help businesses grow. The company is based in the Midlands region and has a long history of supporting local businesses. Purple Planet Packaging is a member of the Midlands Enterprise Network and is a proud supporter of the Entrepreneurship Support Programme.

MIDLANDS ENTERPRISE

Midlands Enterprise is a business support organisation that provides a range of services to help businesses grow. The company is based in the Midlands region and has a long history of supporting local businesses. Midlands Enterprise is a member of the Midlands Enterprise Network and is a proud supporter of the Entrepreneurship Support Programme.

£1.2m

290

40

93

1000+

340

113

143

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TOURISM, LEISURE & HOSPITALITY

EXPERIMENTAL ESCAPE

Experimental Escape is a business support organisation that provides a range of services to help businesses grow. The company is based in the Midlands region and has a long history of supporting local businesses. Experimental Escape is a member of the Midlands Enterprise Network and is a proud supporter of the Entrepreneurship Support Programme.



HART + CO

Hart + Co is a business support organisation that provides a range of services to help businesses grow. The company is based in the Midlands region and has a long history of supporting local businesses. Hart + Co is a member of the Midlands Enterprise Network and is a proud supporter of the Entrepreneurship Support Programme.



TRUE PUBLIC AND PRIVATE PARTNERSHIP

True Public and Private Partnership is a business support organisation that provides a range of services to help businesses grow. The company is based in the Midlands region and has a long history of supporting local businesses. True Public and Private Partnership is a member of the Midlands Enterprise Network and is a proud supporter of the Entrepreneurship Support Programme.

- Develop a global leader in sustainability
- Facilitate inclusive and diverse workplaces
- Develop skilled local people into paid
- In an area where entrepreneurs are free to
- Our unique public and private partnership can be the

Coryn Crane
Chief Executive
Officer



Midlands Enterprise

ABOUT GLUED

Established in 2003, Glued is committed to clear and honest marketing and communications. We help organisations connect people – externally through brand creation and marketing campaigns, and internally through immersive team-building experiences.

Our clients want to be proud of their organisation and brand, confident in their marketing, and delighted with the results. Many feel their business could deliver more or perform better, and our process is designed to unlock that potential.

If your potential customers or team are struggling to see what's at your core, the solution lies in articulating your valuable difference in a compelling, engaging, and relevant way.

We use a three-stage process to uncover the unique essence of your business and identify your valuable difference. This is embedded internally as a foundation for staff to build on, and externally as a basis for communication through effective branding and marketing.



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To strengthen your grip on what constitutes your core values, the answer lies in both your internal and external communications. That's why we now offer 'Teams Glued', a virtual reality team-building programme that helps people work better together—boosting productivity, collaboration, and staff retention.

SERVICES WE OFFER

Brand creation and development

Business support and training

Customer research

Display

Email marketing

Literature design

PPC campaigns

Social media campaigns

Team building

Video and photography

Website design and build

Glued is a brand and marketing agency based in the Worcester, helping your brand and marketing stick – inside and out. We connect people externally through compelling branding and campaigns, and internally through our VR team-building programme, Teams Glued.



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