



Creating a home for Worcester's  
creative and tech community

# Our Hometown

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- Worcester is a heritage city with a strong **making** and **manufacturing** history...
- ..and a fast-growing university town
- Approximately **10%** of the city's population are students, digital natives equipped for the future
- But, despite the university, young people are leaving Worcester for cities such as Bristol and Birmingham with a **stronger support network for their aspirations**

# What have people told us?

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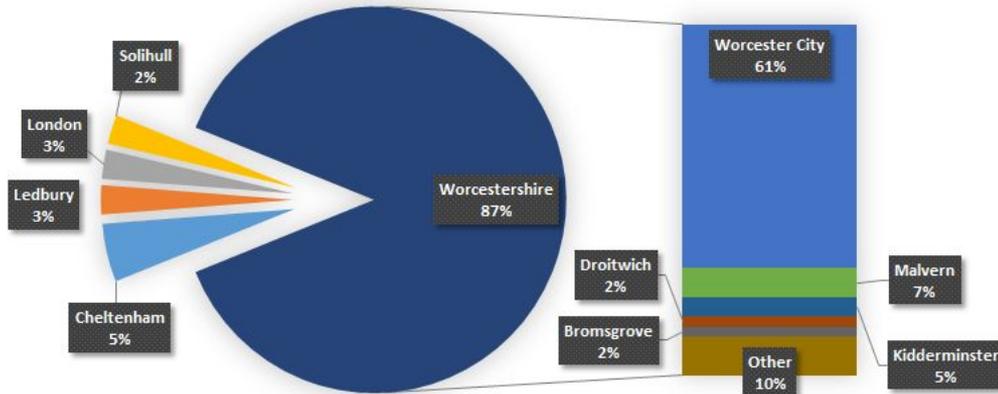
We have carried out a survey with people who have taken the time to attend our events. They have told us their concerns:

- If young people leave Worcestershire, **their digital and creative skills go with them.**
- Freelancers, such as designers and developers, have no flexible space to use for work, meetings, and find it tough to meet clients
- Skilled students and locals aren't able to share their skills with local startups and established businesses

# What have people told us?



Where do people who responded to our survey live?



Worcester is “close to everything which I need (shops, gym, work, family) and has beautiful countryside as well as a good nightlife”

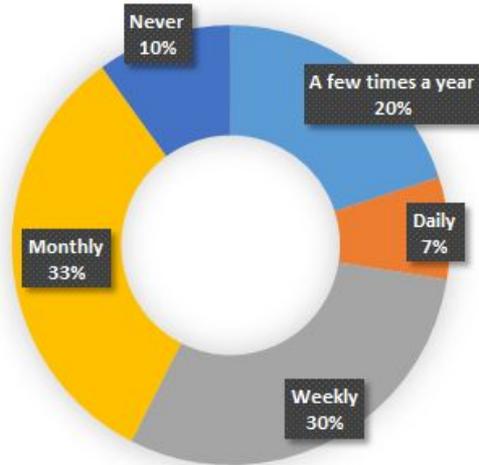
“good mix of city and country outlook. Good schools. Safe. Loads of potential to be a thriving, culturally strong and integrated city”

“Worcester is great as it is pretty central, meaning its easy to travel to potential and current clients”

# What have people told us?



How often would you work at  
The Kiln?



We need “an area to hot desk that isn't too expensive to come along for the day ... a reasonable price for meeting rooms that could be used in the evening”

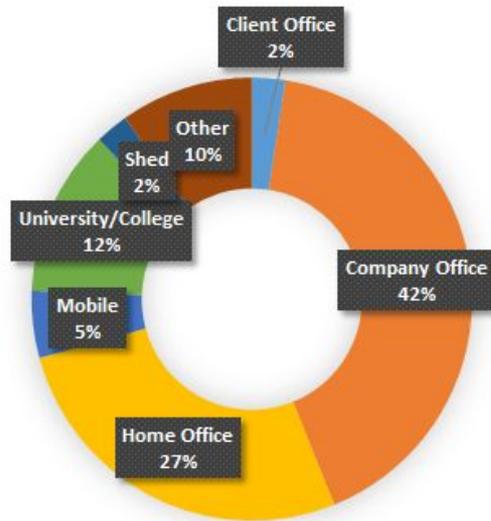
We need “a place where freelancers ... and students... can show off work”

“businesses would benefit from a collective force of creatives willing to offer their services”

# What have people told us?



From where do survey respondents currently work?



“I think there are actually quite a few businesses but it's difficult to meet up or even know who is operating nearby”

“We need to encourage local enterprise in order to empower and help those people who have ideas, or skills, to come together and realise their potential”

“a common place to work from would be ideal and regular meetups with like minded people”

# We need the Kiln

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We're a group of passionate locals who think Worcester is full of talented creatives and founders. We believe that a physical space could help us build better things together.

Welcome to the Kiln. It's a building and a community where talent, business, enthusiasm and optimism comes together. Where people brainstorm ideas over a good cup of coffee and then make things happen.

# So what is the Kiln?

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The Kiln is a home for the dreamers and the doers. Those who are optimistic, bold, inclusive and innovative.

We'll have coworking desks so that freelancers or founders can work together, and an event space to inspire and serve Worcester locals, from evening yoga to woodwork masterclasses.

# Who started the Kiln?



We're an eclectic group of six born-and-bred creatives and techies who are passionate about Worcester

**Greg and Hamish** founded F8 Creates, a Worcester-based branding and design studio.

**Jamie** runs the Friendly Nerd, a Worcester-based cyber security training company

**Seb** manages technology programmes at a Worcester-based health care provider.

**Will** is an architect and creative with KKE Architects in Diglis basin.

**Sarah** is originally from Worcestershire and now lives in London where she works for Google and heads up Campus London, their open access space for startups.

# What have we built so far?

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Through a series of events to share inspiring stories from local founders and bring together different groups of people, we began to build a community.

Through these nights, we've met incredible potential partners, but also our supporters; those keen to build the Kiln with us.

# Where do we want to be?

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## In 2017, the Kiln will...

- Launch our open-access workspace in Worcester
- Offer regular and relevant events that draw in enthusiastic people and provide real benefits to local people
- Provide a home for a growing body of startups and freelancers with flexible work and event space
- Build relationships with other regional and national hubs to put Worcestershire on the map

# What do we need to get there?

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**In order to take our next step and create a physical space, we need your help.**

In particular, we need:

- A strong and ongoing project management team
- Staff to run the location day-to-day
- Space in an appropriate building
- Funding for capital equipment and fit-out
- Initial founder tenants who want to be hands on shaping our space
- A network of contacts to provide advice and inspire our startups

We want you to be part of our journey and visible in the success of the startups that will call the Kiln their home.

Let us know what you think

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