



KNOWSLEY AMBASSADORS





KNOWSLEY'S STORY

Knowsley is an ambitious place and its strategic location at the heart of one of the UK's key economic areas means it's also a place with huge potential.

Knowsley has a fantastic opportunity to exploit the major initiatives and investment happening across the north west and in turn grow its economy and create new jobs. It is a chance for Knowsley to realise its potential at the heart of the north west economy.

However, in a changing world we have to do things differently to get the results we want. We need a fresh way for the public and private sectors to work together, we need to collaborate more and share resources to get things done and we have to compete nationally and internationally like never before.

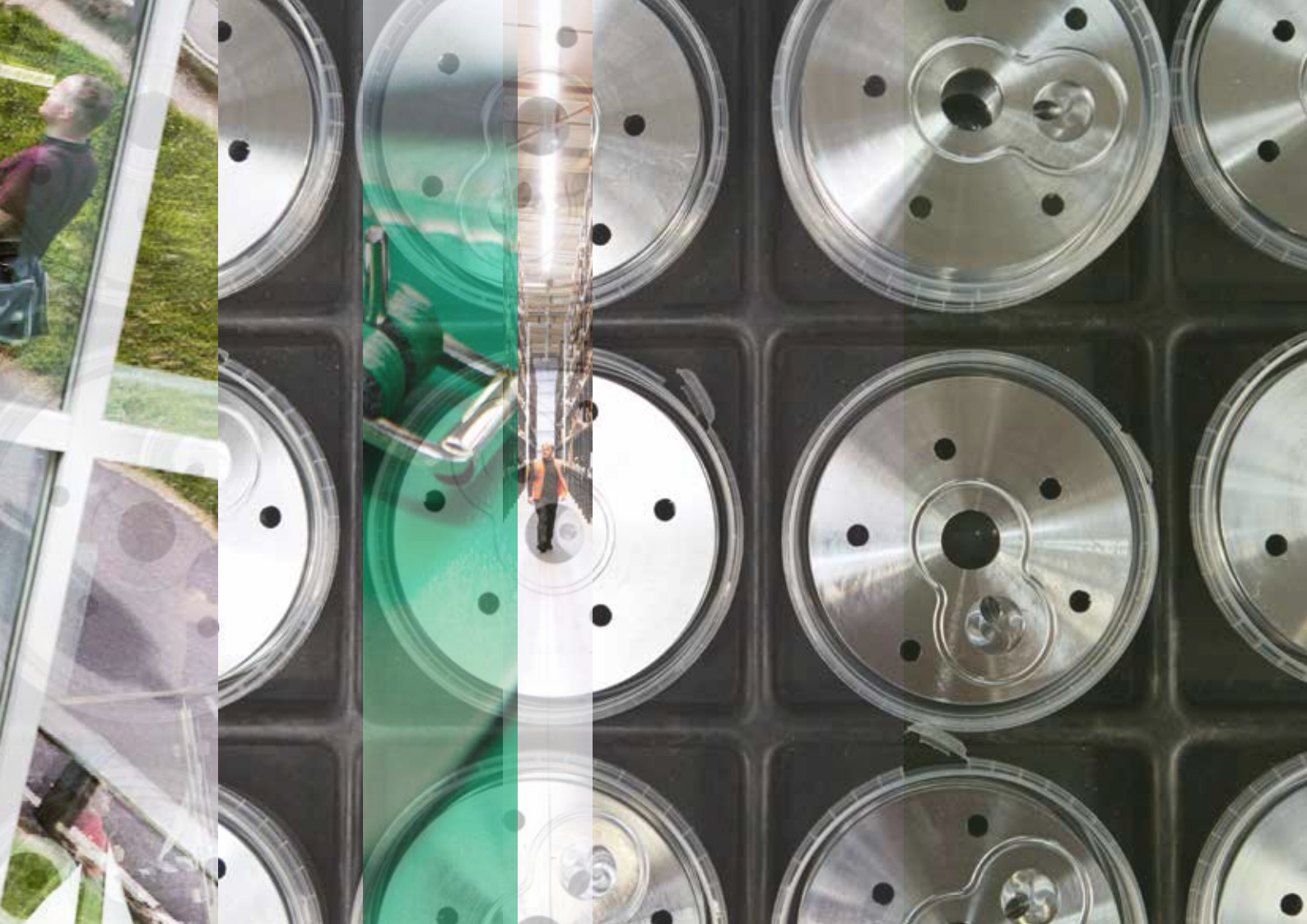
We have a compelling new story for Knowsley - together we need to tell it and sell it.



THE KNOWSLEY AMBASSADOR PROGRAMME IS...

- A scheme for businesses, organisations, the alumni and individuals committed to a successful future for Knowsley
- A powerful network of influential people who proactively and positively seek to develop connections, create synergies and make things happen
- A resource of people, contacts and energy that will help sell Knowsley using the marketing tools provided
- A group that can influence the development of the area through ideas, fresh thinking, lobbying, involvement and resource
- A route that allows Knowsley to get its message heard and to compete more effectively
- A group, with the support of the local authority, prominently positioned in the Liverpool City Region and beyond
- At the forefront of change and showcasing the best of Knowsley





KNOWSLEY IS EVERYONE'S BUSINESS

More of the right people need to know that Knowsley has a new sense of purpose that is shared by both the public and private sector.

Membership of the Knowsley Ambassadors scheme will unite the knowledge, networks, desire and determination of businesses and individuals to positively change perceptions of Knowsley and elevate the profile of the area.

Through our contacts, experience and strength in numbers we will have the ability to influence the political and public sector agendas, lobby for further investment and shape the way that Knowsley develops.

The Knowsley Ambassadors programme is not another business membership scheme - it is about the place, for the place. And whilst becoming an Ambassador might give you access to some business networking opportunities, more importantly it will give you a chance to positively contribute to Knowsley as a place. A place that you currently may live in, work in, do business in, invest in or want to be more involved in.

The success of our place is in all our hands and therefore we need Knowsley Ambassadors to be proactive advocates for the area both nationally and internationally. They will have the power to influence what is said about the place, how it is marketed and how it is portrayed to make sure it gets known and thought about by the people that matter.

Ambassadors will be a dynamic force to put Knowsley on the map, to interest investors, to spread the word, to show why the area is special and create a buzz about the place.

WHY BECOME A KNOWSLEY AMBASSADOR?

The recent recession has changed the way places develop and place leadership. The most successful places are witnessing a powerful alliance of both public and private sectors speaking up for the place, lobbying for it and together shaping its future.

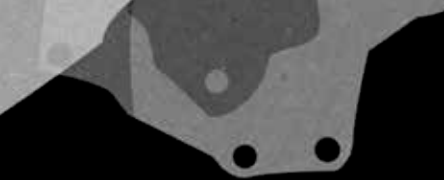
By becoming an Ambassador for Knowsley you will have access to some of the most influential people in our area and with the support of the local authority this group will have the potential to make things happen, despite the often complex business and political landscape.

The Ambassador programme provides an opportunity to directly contribute to the success of Knowsley as a place - a contribution that not only has the potential to positively impact your business and others, but also the people who work and live here.

Alongside this it also provides access to services, support and opportunities that can enhance your success.

Senior networking opportunities

- Ambassadors will be part of and have access to a powerful network of influencers and decision makers through regular meetings. Speakers will range from key players leading the area's major developments to the heads of organisations that are shaping the place's future.
- Knowsley Ambassadors will be a highly regarded group in the area with representatives from business and the wider place. Given the significance of the group, it is expected that opinion and support from members will be sought after - they will hear news of developments first and often be the first names to be invited to the regional events that matter.




Access to Knowsley marketing materials

To help support your organisation and promote Knowsley, a range of high quality materials have been produced with more to come including:

- The Knowsley storybook which outlines our new narrative and thinking as to how the place will develop and promote itself
- An image bank of high quality photography
- A set of standard paragraphs of copy and information on new developments
- A full design toolkit enabling use of the new communications style alongside corporate materials
- A promotional show reel about Knowsley the place

Raising your organisation's profile

There are plenty of ways that this programme can help to raise your organisation's profile through:

- Endorsement and recognition from some of the most influential people in the region
 - Circulation of news stories via e-newsletters and social media
 - Profiling on the Discover Knowsley website
 - Hosting meetings
 - Promotional activity
 - Media opportunities both regionally and nationally
- 

GETTING INVOLVED

If you want to get together with other people and organisations that have the passion, enthusiasm, commitment and desire to champion Knowsley then simply talk to us.

The Knowsley Ambassadors programme provides an opportunity for every individual and organisation, no matter what size, to get involved. The investment to become an Ambassador is based on the size of your organisation and the most important thing is that all monies received will be used to support activity to promote Knowsley and fund the production of promotional materials that will be available for use by all our Ambassadors.

Number of employees	Annual contribution
Sole trader / individual	on an individual agreed basis
2 -10	£250
11 - 50	£500
51 - 100	£750
101 - 250	£1,500
251 - 499	£2,500
500 - 1,499	£3,500
1,500 or more	£5,000

Organisations such as schools, voluntary organisations and those with charitable status who may not be able to financially contribute are still encouraged to become Ambassadors. We may be able to agree a means of contribution such as time, skills, venue etc.



YOUR NEXT STEP

If you are interested to join or find out more about Knowsley Ambassadors, please call Paul Morris on 0151 443 5802 or email paul.morris@knowsley.gov.uk

