

Business Resilience in 2021: Change, Adapt and Access New Markets

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Growing Business



Growing People



Growing Places

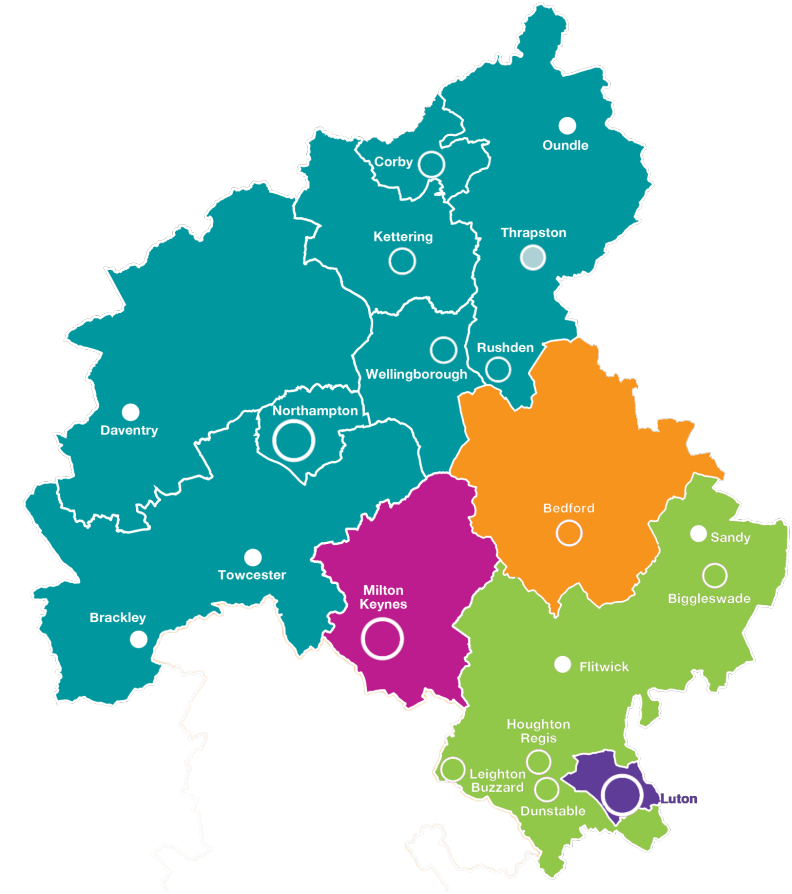
About SEMLEP

South East Midlands Local Enterprise Partnership

Our role as a Local Enterprise Partnership is to help economic growth thrive across the South East Midlands.

Steered by a business-led board, we work to build a strong economy by tackling barriers to sustainable growth and supporting job creation for the future prosperity of communities across the South East Midlands.

SEMLEP's Growth Hub supports this by providing support to help local businesses thrive.



How can we help you

Examples of areas we can help businesses, include:



Our Team

At SEMLEP's Growth Hub, we have a team of accredited business advisers, a schedule of business skill workshops and specialist support for businesses with high growth.



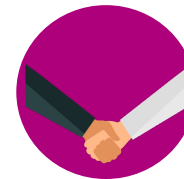
Business Strategy



Access to Finance



Business resilience



Networking



Innovation

The South East Midlands Local Enterprise Partnership (SEMLEP) area is a rapidly-growing and innovative £50bn economy at the nexus of Oxford, Cambridge, London and Birmingham.

1 in 25

of all businesses created are based here

9%

Jobs growth over past 5 years (national rate 7.5%)

Over 83,000 businesses

93%

New businesses survive their first year

£52bn

contributed to national economy annually

Growth Curve

Eligibility and criteria:

To apply to join this programme, you need to:

- Be a South East Midlands based business
- Be a business experiencing high-growth or projecting high-growth in the next 2/3 years.
- Have a minimum of 3 employees and a maximum of 250
- Project annual growth of at least 20%

Our team can let you know if you are eligible for the programme.

Call or email us today.

Fully-funded support for high growth businesses in the South East Midlands

The Growth Curve Scale-Up programme for businesses with 3 or more full-time employees and ambition to grow provides:

- A minimum of 12-hours tailored support
- One-to-one meeting with a High Growth Business Adviser
- University Masterclasses
- Upon completion, businesses may apply for match funded revenue and capital grants

Growth Curve is funded by:



Questions & further information



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semlepgrowthhub.com



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**SEMLEP's
Growth Hub**
Connected Business Support



European Union
European Regional
Development Fund



University of
Bedfordshire



UoN
University of
Northampton



Part of Oxford Innovation

Delivering Economic Growth through Targetted Grant Support

Adrian Waters

Manufacturing Growth Programme,

South East Midlands Region

Manufacturing Growth Programme

The Manufacturing Growth Programme supports SME Manufacturers across 18 LEP regions to make improvements by identifying, understanding and removing their barriers to growth

- Support tailored to SME manufacturing businesses
- A dedicated, experienced, Manufacturing Growth Manager to provide on-going support
- Access to a comprehensive business diagnostic tool, GROWTHmapper designed for manufacturers
- Identify and confirm opportunities and create plans for growth and improvement
- Connect to wider support to maximise opportunities for growth
- Cover a 1/3 of the cost of implementing an improvement project up to max project cost of £10K

GROWTHmapper

We use **GROWTHmapper** - an online tool will give you the opportunity to review what's working well in your business currently and areas for improvement to allow you to focus working 'on the business' rather than in its day-to-day operations.

GROWTHmapper results in an in-depth report that allows you to:

- **Benchmark your business**
- **Analyse the current state of your business**
- **Give you the opportunity to gauge senior colleagues' perceptions of the business**

The diagnostic tool can be completed by up to 6 members of your senior team, of which the results will indicate the overall range of agreement or displacement within the team in relation to the key business growth concerns.

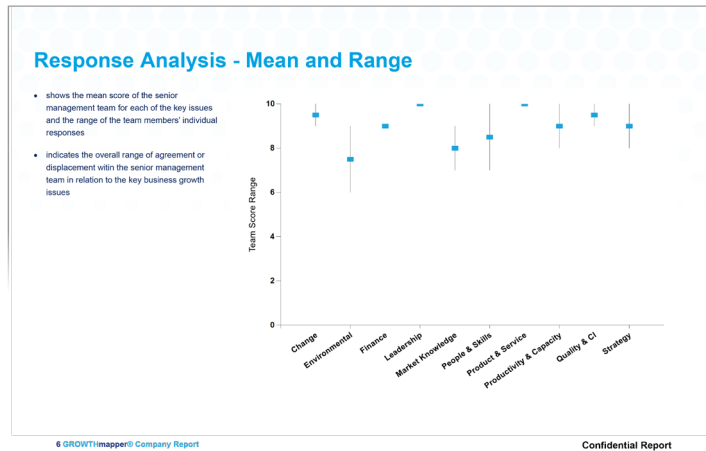
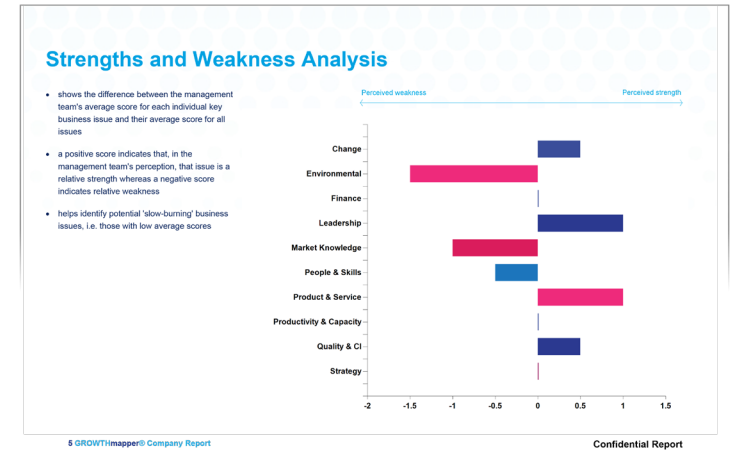
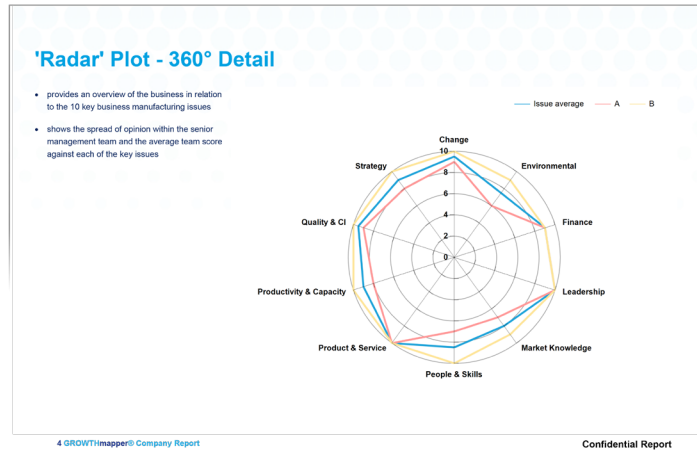
GROWTHmapper

Confidential Company Report compiled for
ABC Example Ltd
GROWTHmapper Manufacturing - April 2019

Confidential Report

oxford
INNOVATION

European Union
European Regional
Development Fund



Key issues - Scorecard

Definitions

***Maturity**
A - businesses that believe they are well on top of the issue (score >7)
B - businesses where there is something to build upon and that have made a start (score 4 - 7)
C - businesses that acknowledge they have some way to go (score <4)

**** Alignment**
a - businesses whose management team mainly agree (score <5)
b - businesses whose management team has some differences of opinion (score 3-5)
c - businesses whose management team has marked differences of opinion (score >5)

On the following pages you will find your business's score together with a commentary for each of the key issues which cover characteristics of a growth business for each issue area and typical challenges facing a growth business for each of the Maturity levels A, B and C

Key Issue	Maturity	Alignment
Change	A	a
Environmental	A	b
Finance	A	a
Leadership	A	a
Market Knowledge	A	a
People & Skills	A	b
Product & Service	A	a
Productivity & Capacity	A	a
Quality & CI	A	a
Strategy	A	a

7 GROWTHmapper® Company Report

Confidential Report

Issue: Strategy

GROWTHmapper Score: A

Key characteristics of a high growth business

- Conduct a competitive analysis (or horizon scanning process) at regular intervals to assess competitiveness and inform the key functions within the organisation
- Regularly communicate their vision and strategic objectives to ensure that the whole organisation is motivated to drive growth
- Encourage open communication and feedback to ensure that they are leveraging all (key) sources of knowledge to sustain their competitive position
- Have a strong guiding vision, with a high level of buy-in, to set the long term business agenda
- Recognise that the strategic planning process is essential to ensure that all the assets in the company are fully utilised
- Foresee and manage 'shocks' in their operating environment so they can mitigate issues around employee motivation
- Hold regular strategy formulation and review meetings involving the whole executive team and other key decision-makers

Typical challenges facing A - rated businesses

- Maintaining a strong culture of shared vision and growth
- Continuously investing in leadership team skills to manage the challenges associated with fast growth
- Ensuring that benchmarking remains a cornerstone of the strategic analysis process
- Prioritising employee retention/motivation and succession-planning issues

Typical challenges facing B - rated businesses

- Creating and maintaining a strong culture of shared vision and growth through clear and regular communication
- Empowering the whole company to drive towards that vision
- Implementing a formal strategy formulation and review process
- Developing internal processes and systems that inform the strategic planning process
- Improving employee compensation systems to reflect contribution and manage staff expectations

Typical challenges facing C - rated businesses

- Developing a business strategy and vision
- Committing time to hold strategic reviews - off-site meetings that are externally facilitated
- Designing internal processes and investing in systems that will help inform the strategic planning process
- Improving employee compensation systems to reflect contribution and manage staff expectations

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Confidential Report

Geographical Coverage

18 Local Enterprise Partnership regions

Midlands Engine

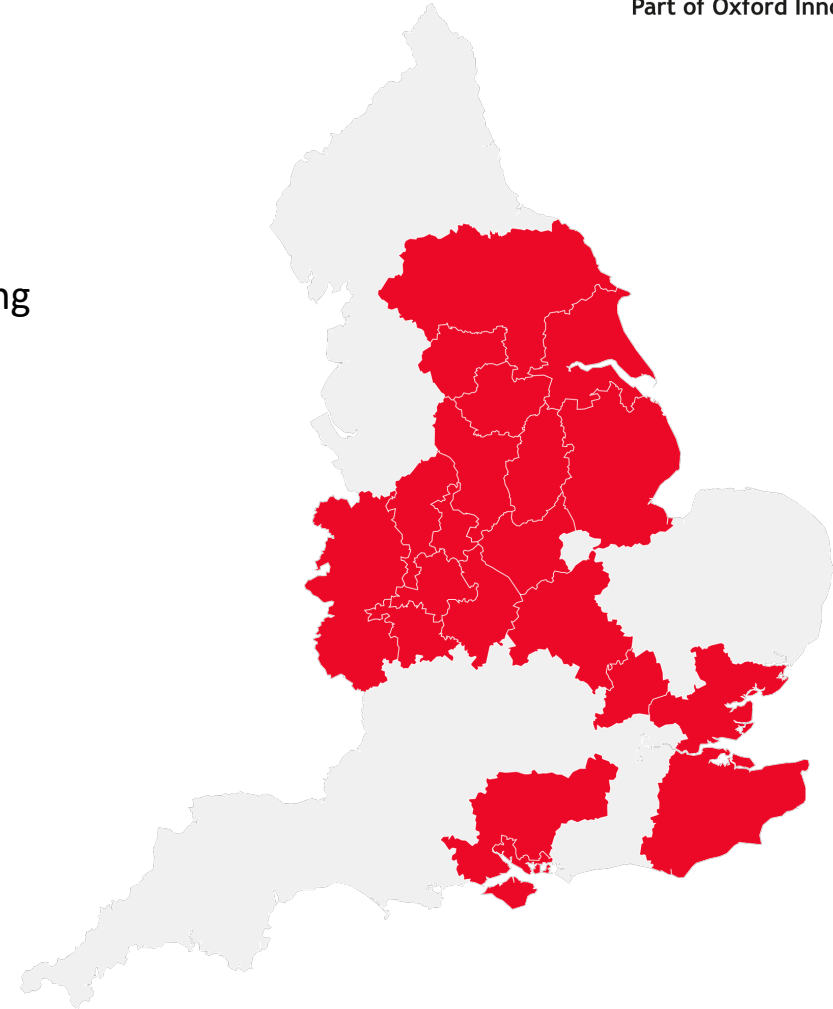
- Black Country
- Coventry & Warwickshire
- D2N2
- Greater Birmingham & Solihull
- Greater Lincolnshire
- Leicester & Leicestershire
- Stoke-on-Trent & Staffordshire
- The Marches
- Worcestershire

Northern Powerhouse

- Leeds City Region
- York North Yorkshire East Riding
- Humber
- Sheffield

South East

- Enterprise M3
- Hertfordshire
- Solent
- South East
- South East Midlands



Eligibility

To apply clients must be:

- **An SME** as defined by the EU definition: Fewer than 250 employees / A turnover less than or equal to €50 million OR A balance sheet total less than or equal to €43 million. Clients cannot be owned by a larger organisation/group who as a whole exceed the above criteria
- **A manufacturer** defined as: *“A business that engages in any economic activity directly related to a product or production process they have researched, designed or produced, or otherwise hold core intellectual property in.”*
- **Able to demonstrate the intention to grow/improve**
(through creation of increased turnover, **increased jobs** and/or introduction of new products/services/processes)

Improvement Projects



Strategy

- Developing Business Strategy
- Creating a Vision
- Strategic Planning
- Business Development / Growth Plan
- Defining success planning and setting goals
- Identifying and managing risk
- Using strategic planning tools
- Board Audit & Development
- Decision making



Finance

- Financial Strategy
- Financial Management
- Managing Cash
- Financial Modelling
- Raising Finance



Change

- Change Management Strategy
- Problem solving
- Behaviours, Beliefs and Values
- Communication
- Managing change
- Cultural Development



Leadership

- HR Strategy
- Understanding and Developing Leadership styles
- Role of the Director / Manager
- Building High Performance Teams
- Succession Planning
- Organizational Development
- Talent Management



Marketing and Sales

- Strategic Marketing – Developing/delivering
- Digital Marketing and E Commerce
- Routes to Market – understanding & accessing
- Market Research and Analysis
- Brand Management
- Develop Value Proposition
- Marketing Communications

Improvement Projects



Products and Services

- Managing Innovation
- Innovation Culture
- Innovation Tools & Techniques
- New Product Development
- New Service Development
- Intellectual Property



People and Skills

- Assertiveness and personal effectiveness
- Team Dynamics and Behaviours
- Team Building
- Planning, Organising and Delegating skills
- Coaching skills
- Recruitment and selection



Productivity

- Productivity Strategy
- Lean Manufacturing
- Planning and Implementation
- Develop KPIs and Business systems
- Value Stream Mapping
- Performance Management
- Identifying and developing skills
- Manufacturing strategy
- Standard Operating Procedures
- On Time Delivery in Full
- 5S
- Inventory management
- Improved Data Collection
- Cellular Manufacturing



Quality and Continuous Improvement

- Quality/Continuous improvement Strategy
- Quality Standards
- Business Modelling
- Business Improvement Techniques



Environmental

- Environmental Strategy
- Environmental Standards
- Environmental and Waste Management
- Carbon Footprint Management
- Risk Management

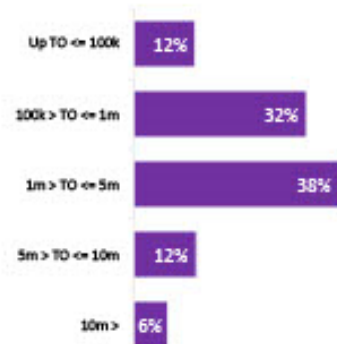
MGPII Performance from October 2016

MANUFACTURING GROWTH PROGRAMME

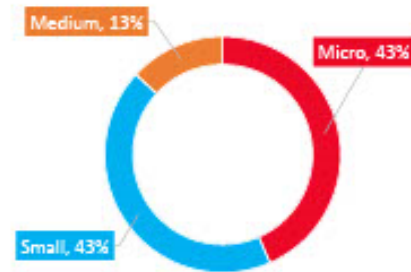


SME ENGAGEMENT

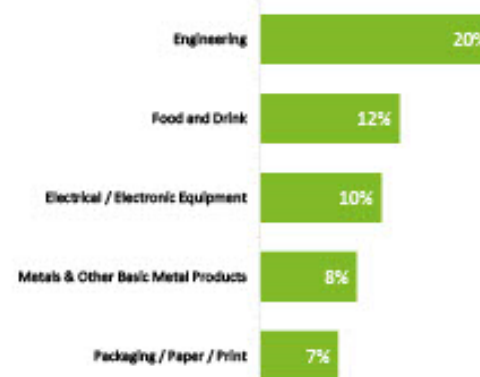
SME TURNOVER



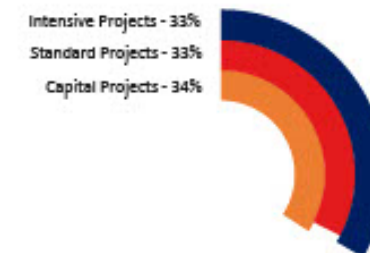
SME SIZE



SME SECTORS



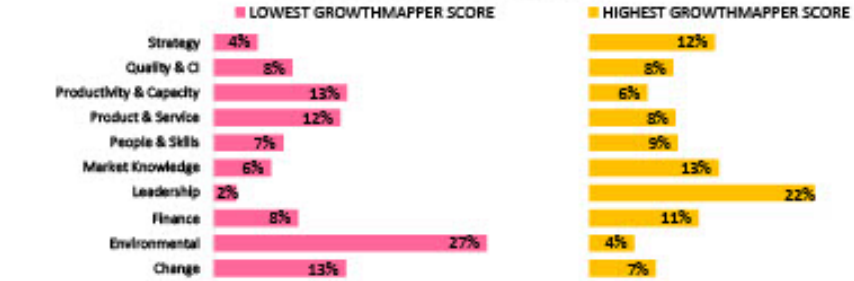
GRANT TYPE



GROWTHMAPPER

A FAMILY OF COMPLEMENTARY COACHING TOOLS COVERING ALL THE KEY ASPECTS OF ESTABLISHING AND GROWING A SUCCESSFUL BUSINESS

GROWTHMAPPER SCORE BY CATEGORY



27% OF ALL BUSINESSES BELIEVE THEY HAVE SOME WAY TO GO WITH ENVIRONMENTAL

22% OF ALL BUSINESSES BELIEVE THEY ARE WELL ON TOP OF LEADERSHIP

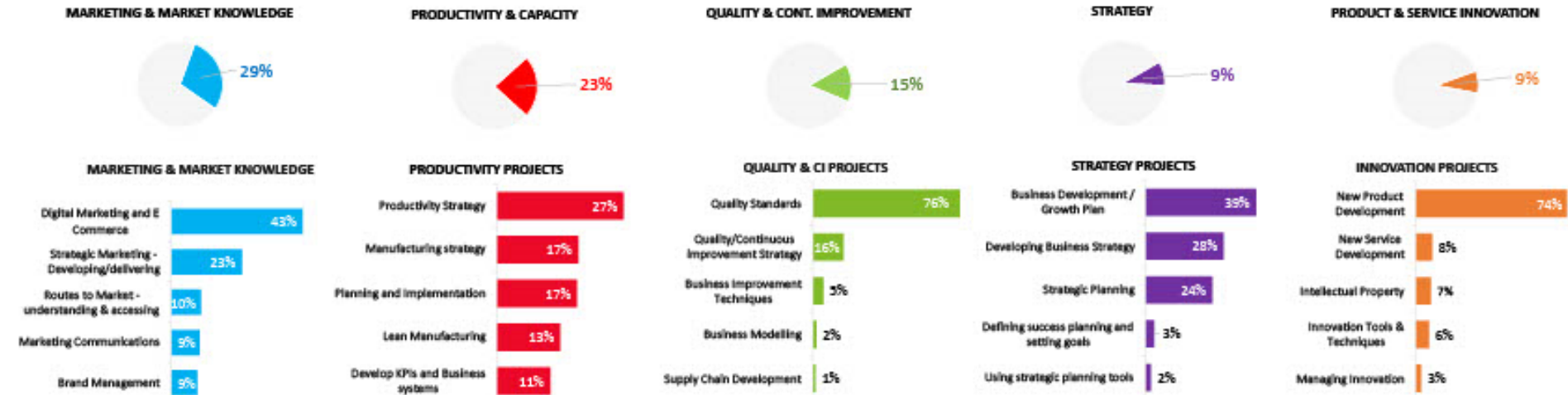
ALIGNMENT SCORE BY CATEGORY



LEADERSHIP IS THE AREA WHERE THE MANAGEMENT TEAM MAINLY AGREE

ENVIRONMENTAL IS THE AREA WHERE THE MANAGEMENT TEAM HAS MARKED DIFFERENCES OF OPINION

PROJECT DELIVERY: TOP 5



Providing a clear approach to business growth

When delivering business support programmes, we deploy a clear, systemized approach;

Diagnostic We have access to a range of market leading digital diagnostic tools

Action Plan A clear set of actions and projects that will result in improvements

Bespoke Expert Delivery We match external specialists to deliver the improvement projects

Account Management To ensure improvement projects are fully aligned to plans and are delivered to schedule

Quantify and evidence the improvement All improvements are realized and quantified

Signposting and referrals Productive introductions to other relevant sources of support

Powering Economic Growth through Excellence



Our proven 'core competency' approach is embedded in all business support programmes that we deliver from concept through to delivery and completion;

Design and configure We design and configure business support programmes

Operationalise We mobilise programmes rapidly

Business Engagement We always engage the right type and volume of businesses

Programme Management We use sophisticated digital management information systems to retain real-time programme oversight

Evidencing Economic Growth We deliver auditable economic growth

Partnering Working in a transparent manner to produce the maximum returns

Classic Cuisine Limited

- MGP has worked with Classic Cuisine Limited for fifteen years
- 11 Business Improvement programmes and 8 grants
- Most recent (in Q4 2020) was a Digital Marketing Project
- Scope and Specification agreed with MD and Supplier sought
- £9,500 project and 33% grant paid after four months on completion
- Discussion with Classic Cuisine about a follow-up project



International Trade Support for SEMLEP businesses



SME Brexit Support Fund – for businesses trading between UK and EU or UK and NI

- Grant of £2k to help with the associated costs of training or working with a consultant to complete customs, excise, import VAT or safety and security declarations
- Easy to apply for – but time limited to 30 June, but Act today !
- Apply [here](#)



Internationalisation Fund

- Significant potential to grow international sales
- Intervention rate 50%
- Grants of between £1k - £9k
- Internationalising websites, procuring translation services, international consultancy, international legal advice, international IP advice, independent market visits and attendance at non TAP trade fairs
- [EOI open](#)



The Export Academy

- Build the capabilities of smaller businesses to trade internationally
- 10 one hour modules – free to include Goods and Services requirement
 - Export overview
 - Export procedures
 - International market research
 - Pricing and distribution
 - Customs procedures
 - Incoterms rules
 - Export controls
 - Getting paid
- [Registration](#)



Other support

- DIT Business Advice Service: 2020
- Webinars
- UKEF – East Midlands, Andy Mannix



Department for
International Trade

Contact

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Resources:

View details on [Export Academy](#)

See info on the [DIT Internationalisation Fund](#)

Book your 1-1 session through our [DIT Business Advice Service: 2020](#)

Connect with us on DIT East Midlands **LinkedIn** page [here](#)

Visit: great.gov.uk



Department for
International Trade

Thank you

 EXPORTING
IS
GREAT
BRITAIN & NORTHERN IRELAND