

BEEP Project in Numbers



Impact

105

Gross jobs
(70 direct,
35 indirect)

£6.2m

NPV GVA

£1.00:£1.70

Return on Investment

£12,318

Unit cost per
business supported

3,603

Tonnes of
carbon saved

£1.9m

Business
savings

49%

of firms have reduced
costs or increased efficiency



Service Quality

96%

Rate Energy
Advisor
knowledge &
technical
expertise as very
good or good

92%

Rate
professionalism
as excellent
or good

95%

Rate analysis
of their
requirement
as excellent
or good

95%

Satisfied with
quality of service
(80% Very satisfied
and 15% satisfied)

94%

Support exceeded
or in line with
expectations



Environmental Impacts

300

Over 300
Businesses
assisted

49%

Already applied
energy efficiency
suggestions
(+20% partially &
19% will do)

65%

Increased
awareness of
environmental
issues
(+17% will
at a later date)

52%

Reduced carbon
footprint
(+ 26% will have
at a later date)

51%

Reduced energy
usage
(+28% will at
a later date)

Precision Working Environment is the Style of the Day at Worcestershire Sub-Contract Machining Company



Liz was very professional and very knowledgeable about where efficiency improvements could be made. Just as importantly, Liz understood our business and could clearly identify changes and improvements that would not only save us money but would also improve our working environment and facilitate the precision aspect of our service offering.

Tony Styles



Styles Precision Ltd (SPL) was established in 2002 and has grown year-on-year, now operating from two modern factory units totalling 13,000ft² on Hartlebury Trading Estate, near Kidderminster, Worcestershire.

The company recognises that the key to its success is a focus on its core strength, namely manufacturing precision parts to supply to several industry sectors, and this, combined with high-quality service and customer satisfaction, has allowed the company to establish a highly-skilled workforce of 16 employees and to continually invest in the latest technology, tooling and machinery.

SPL supplies precision parts, manufactured to ISO 9001:2015 accredited level, to strategically important industry sectors such as Oil & Gas, which is particularly strong at the moment, Pharmaceutical, Automotive and Renewable Energy.

Tony Styles, Managing Director of SPL, comments that the process of engagement with the Worcestershire Business Energy Efficiency Programme (BEEP) began with Tony himself attending a Worcestershire Business Central event in Droitwich that outlined available funding for companies in the Worcestershire region. Following the event, Tony contacted Worcestershire Business Central and was provided with detailed information on several funding streams that were applicable to SPL, one such funding stream being BEEP.

“We examined the various funding that was available and the fact that BEEP would not only come in and do a thorough review of our facility, but would then provide a grant to implement aspects of that review, was a winning combination.”

Continuing the story, Tony confirmed that Liz Whinnet, in her role as Energy Efficiency Advisor at Herefordshire & Worcestershire Chamber of Commerce, visited the company, undertook a review of the facility and produced a report identifying several areas where improvements could be made in terms of energy efficiency and CO₂E reduction.

Tony confirmed that Liz's recommendations, coupled with what the company wished to contribute in match funding, resulted in specific areas of investment being identified, in particular



“

The review and Energy Advisor's report really provides focus on what is required. It was faultless support really, it made sense to me because we were aware that we had to do something in terms of energy efficiency, both to comply with client wishes and, of course, meet what we saw as our global responsibility. The advice and funding provided by BEEP clarified our thinking and allowed us to implement changes in a cost-effective manner.

Tony Styles

the installation of LED lighting at a 'local level', i.e. for specific machines/work spaces, and the installation of an automatic roller door on the shop floor.

SPL received a grant of circa £3,300 from BEEP towards the work, with Tony commenting that the replacement of fluorescent strip lighting with new LED lighting in particular has enhanced the workspace and facilitated significant improvements in the working environment.

“As our name suggests, we are a precision tooling company and the installation of LED products has certainly assisted in this area. Our 'local level' lighting is now much more adaptable, providing a lighting system that is more effective in terms of specific machines/workspaces that require a good light source for highly accurate, high tolerance precision working.”

Tony also pointed out that Liz identified that the payback period for replacement of 'high-level' lighting in the facility would prove to be too long, convincing Tony that Liz had the best interests of the company at heart when making such recommendations. “Liz also made other valid suggestions in tandem with funding-related advice, such as installing timers to our hot water dispenser.” Moving on to the installation of an automatic roller door, Tony pointed out that all the company's containers are kept outside so, when the roller door was manual, the forklift drivers would leave the door open rather than stop and get out of the forklift to close it every time they passed through.



“The installation of an automatic roller door massively improved the working environment in terms of retaining warmth inside the facility and adjusting the heating systems accordingly. We are now able to better maintain a constant temperature within the facility, which aids precision working. The savings made as a result will be available in our year end accounts next month and I expect them to be significant.”

Tony concluded by identifying that the clients of SPL are multinational, corporate companies who increasingly expect their supply chains to be optimising energy efficiency and carbon reduction practices and, to this end, being able to namecheck engagement with programmes such as BEEP enhances SPL's competitiveness when tendering for work.

Business Accelerator Project in Numbers



Impact

136

Gross jobs
(109 direct,
27 indirect)

£12.6m

NPV GVA

£1.00 : £10.40

Return on Investment

£23,229

Unit cost per
business supported

82%

Have created
jobs

68%

Have increased
turnover

100%

Report some form
of additionality
(Time, scale, pure
additionality etc)

68%

Have or will
improve
productivity
or efficiency

86%

Have or will
realise growth
ambitionss



Service

91%

Rate
professionalism
of grant
administrator
as excellent
or good
(73% excellent, 18% good)

91%

Rate knowledge
of their requirements
as excellent or good
(64% excellent,
27% good)

100%

Satisfied with
quality of service
(77% Very satisfied
and 23% satisfied)

100%

Support exceeded
or in line with
expectations
(14% significantly exceeded,
27% slightly exceeded,
and 59% in line)

Proof of Concept Project in Numbers



Impact

76

Gross jobs
(50 direct,
26 indirect)

£4.8m

NPV GVA

£1.00:£1.60

Return on Investment

£53,944

Unit cost per
business supported

50%

Create Jobs
(30% already
20% in future)

65%

Increase
turnover
(40% already
25% in future)

80%

Report some
form of
additionality
(Time, scale,
pure additionality
etc)

75%

New or
Significantly
Improved
Products

7 in 10

Speeded up
introducing a new
product or process
to the market



Service

95%

Rate
professionalism
as excellent
or good

75%

Rate knowledge
of their
requirements
as excellent
or good

95%

Satisfied with
quality of service
(70% Very satisfied
and 25% satisfied)

95%

Support exceeded
or in line with
expectations



Business Reach

65%

Rate referrals to
other support
as excellent
or good

75%

More time and
resources
to R&D

3.5 to 8.5

Closeness to market
before and after POC
(scale 1-10)



European Union
European Regional
Development Fund

Case Study:

Proof of Concept Grant Kick Starts New Innovation in Hip Replacements



We cannot do this testing in-house. It requires access to a specialist laboratory environment and also to the right skills.

Nina Bennion



Jointmedica is a research and development company specialising in the creation of orthopaedic implants. The Worcester-based company is at the forefront of innovation in the design of hip and knee replacement products. Its Birmingham Knee Replacement technology (BKR™) shown in the image was designed in response to poor patient satisfaction scores with knee replacements. The Jointmedica ethos is still very much focused on improving the experience and satisfaction of patients, surgeons and healthcare providers. Their products undergo a rigorous and lengthy testing process to achieve the CE marking required to sell their wares in the UK and internationally.

For the past three years, the company has been heavily focused on exploring the next generation of hip resurfacing implants, a surgical alternative to a complete joint replacement. In October 2017, they made an application to Worcestershire County Council's Proof of Concept Fund. Their successful bid resulted in a grant of £25,000 towards specialist hip simulator testing. Managing Director Terence Smith takes up the story.

"Testing orthopaedic implants helps us to understand as much as possible about how joints function. This means testing our ideas and materials in specialist laboratories with the best scientists. Basically, we use a machine to simulate the normal walking cycle of an average adult. In this instance the funding assistance contributed to our early material evaluation plan, 5 million cycles in a hip simulator with one of the material combinations we are currently reviewing. It's a lot of work just to get over the first hurdle of making sure our products are robust enough for the demanding orthopedic market."

Worcester's Proof of Concept grant - match funded by the company - was a vital first step in these preliminary stages of simulator testing.

"The funding meant we could evaluate different materials and consider how to apply them to hip resurfacing procedures," explains Jointmedica's Finance and Customer Service Manager, Nina Bennion.

Appendix 1 – Project outcomes and Case Studies



By 'saving' the initial grant contribution, we have been able to employ someone from the local area into our manufacturing engineering team. We are also considering an apprenticeship scheme in the future. The exposure we have in the local community is even stronger now. I would like to publicly thank Worcestershire County Council for this assistance.

Terence Smith



CGI Image of Cobalt Chrome Femoral Component with Crosslinked Polyethylene Custom made Hip Resurfacing.

"We cannot do this testing in-house. It requires access to a specialist laboratory environment and also to the right skills."

It is clear that grant funding is crucial to all of their research and testing activities.

"We're an IP rich company with lots of ideas for new orthopaedic products and procedures," Terence explains. "We are privately owned, I have to generate additional grant funding to support our project ambitions. The best people, equipment and lab time do not come cheap, so I'm always on the lookout for funding opportunities". He added,

"As of June 2018, we managed to secure significant Innovate UK funding for one of our core development projects, we also co-fund a Ph.D. student at Newcastle University who is currently exploring two of our other implant ambitions."

Reflecting on the wider benefits of participating in the Proof of Concept scheme, Nina says, "From my perspective, I am more than happy. The Worcestershire County Council Team gave us really useful advice during the bidding process and the paperwork has not been arduous at all."

Terence also feels there are many supplementary benefits beyond the funding.





Case Study:

Proof of Concept Support Helps Keep Channels of Communication Open for A Malvern Company



We have a strong working relationship with Worcestershire County Council. We are a high-tech company that operates in strategically important sectors for the region. As a result, we are kept well informed about available support and we make good use of such support, it is critical to our business.

Neil Bourhill

IQHQ supports the communications, intelligence, surveillance and security markets by deploying bespoke data-link and communication waveforms in custom-designed hardware for civil, military and security applications.

The company's research department draws from years of experience in the design, commissioning and testing of military radios, networks, secure communications, and surveillance equipment, including academic studies and theoretical modelling, to find solutions to novel problems. It uses rapid prototyping to get solutions out into the field fast.

Revolutionising personal communications in the field, the IQHQ Software Defined Personal Radio (SDPR) offers real time voice, video and data in a small, lightweight package. Providing inter-personnel, vehicle and UAV communications, with the ability to add resilient waveforms, GPS, text, soldier health-check, displays, video and remote sensor packages, SDPR forms the most flexible radio of its size and type yet offered for military use.

So where does Proof of Concept funding fit into this story? Neil Bourhill, Managing Director/Founder of IQHQ, commented that engagement with the POC programme began in February 2017, when a representative of the County contacted him about the funding available.

Neil commented that the POC funding application was a straight forward process, clearly designed with the client company in mind. IQHQ's application was successful, and the company received the maximum grant of £30,000 towards the development of what was, at the time, a new-to-firm SDPR for the military sector.

Appendix 1 – Project outcomes and Case Studies



We have had public support in the past but POC has been transformative for IQHQ. It's brought tangible impact and benefits to our company. What was a model shop is now a manufacturing facility. At the time at which we applied for POC funding, our turnover was around £0.4m...we now have £1.4m on our order books!

Neil Bourhill



Neil went on to say that the development and prototyping of such products is a long and expensive process, a process that was made possible by the funding provided via POC engagement:

"This sort of equipment is expensive and time-consuming to develop. We had a 12-month development period for this product and the POC funding allowed us to fund this process and develop a successful prototype."

As a direct result of POC funding and the development of the prototype SDPR, IQHQ secured an initial order of 40 radios for testing from the Ministry of Defence (MoD), an order worth circa £250,000 to the company.

Continuing the narrative, Neil confirmed that the SDPR has now become the flagship radio product for the company and that the POC funding helped the company secure follow-on investment of £150,000 from the MoD. This funding has been used to develop the company's manufacturing capability, with the installation of anti-static flooring amongst many enhancements made possible by the development of the new radio. The company predicts the new manufacturing capability will be online by April this year, with plans to produce 500 units of the new SDPR per annum going forward.



Neil concluded by stating that support from the County has been instrumental in the development path of IQHQ, with the funding available via POC facilitating company expansion through the design and development of industry-relevant prototypes and, class-leading products.

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Case Study:

Worcestershire Digital Design Company Accelerates into Awards Season



ARECA DESIGN
creative marketing support

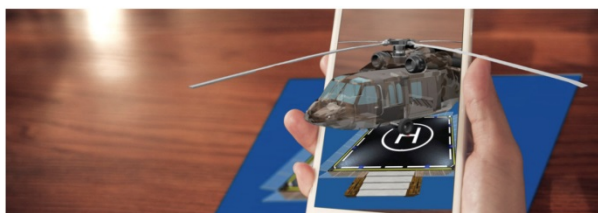


Areca Design is a full-service, creative graphic design and digital marketing agency based in Evesham, Worcestershire. The company has been providing end-to-end digital and traditional marketing solutions, from innovative website design and professional branding through to cutting-edge app development and augmented reality solutions, facilitating brand expansion through creative channels for over 10 years.

Indeed, this innovative approach has led to the company being crowned 'Midlands Digital Communications Business 2019' at the Midlands Business Awards in March of this year and winning the Herefordshire & Worcestershire Chamber of Commerce 'Best Use of Technology' award, 2019.

Founder and Managing Director of Areca Design, Mick Hurst, ensures that he keeps up-to-date with business and funding support in the region so when a post went out on social media advertising support available through Worcestershire Business Accelerator, Mick was quick to identify this as a catalyst for expanding the business in line with growing demand for Areca Design's services. Picking up the narrative, Mick commented that:

"We had 10 staff at the time, and room for 10 work stations. We needed to recruit but to do that we needed to move to bigger premises. The Business Accelerator funding gave us the confidence to undertake that process."



Appendix 1 – Project outcomes and Case Studies



I am always looking five years ahead and, at the moment, we are examining the volumetric 4D scanning sector and the use of Mixed Reality (virtual and augmented reality combined) in industrial applications, particularly in key strategic sectors for the Region, such as health. Such work will require further investment in people and equipment. I look forward to continuing my relationship with Worcestershire County Council and enjoying the benefits that such support brings.

Mick Hurst

Completion of an application process described by Mick as “simple and straight forward” resulted in the company being awarded a Business Accelerator grant of £20,000, matched against a project cost of circa £50,000 at a 40% intervention rate. This funding allowed the Company to move to a location with a footprint 2.5 times the size of its previous location and with space to accommodate 25 staff which, in turn, has allowed Mick to commence the recruitment strategy required to fulfil Areca Design’s growth aspirations.

To date, Business Accelerator funding has enabled the recruitment of a Digital Innovations Manager and a 3D Animator, and the company is currently in the process of recruiting an additional app developer. Such acquisitions are already having a significant impact on the company’s bottom line:

“The Business Accelerator funding has given us the resources to both win and deliver new contracts. I would estimate that contracts worth £150,000 can be seen as a direct result of engagement with Business Accelerator.”

Mick provided examples of such work, including regional projects that provided interactive guides/apps for the Wye Valley Area of Outstanding Natural Beauty and digital interpretations of tourist destinations for Dudley Metropolitan Council.

Mick concluded by stating that the Business Accelerator funding has allowed him to fulfil the company’s growth aspirations to this point in time and he hopes that his working relationship with Worcestershire County Council will continue for many years.





Case Study:

Worcestershire-Based Company Sees Electric Acceleration Towards Business Growth



When we were alerted to the call for Business Accelerator funding, we were experiencing a period of significant potential growth for our services, but we needed investment to exploit the rising demand and to achieve our growth aspirations. The Business Accelerator funding was perfect for our needs.

Richard Johnson

Worcestershire-based Independent Connections Provider, Rock Power Connections, specialises in the design and installation of new and upgraded electricity connections to business, industrial and commercial properties throughout the UK.

Winner of 'Small Business of the Year 2019' at the Herefordshire & Worcestershire Chamber Business Awards, the Rock Team offers customers a full project management and delivery service from initial design to the final switch-on.

Richard Johnson, Programme Manager at Rock Power Connections, explained that they have a good working relationship with Worcestershire Business Central, have received grant funding in the past, and always keep up-to-date with support and funding that is available within the Region.



Appendix 1 – Project outcomes and Case Studies



Rock Power Connections applied for a Business Accelerator grant of £2,600 towards a project with a total cost of circa £6,000. This investment facilitated the establishment of an in-house civil engineering team, by procuring a cable drum trailer. This allows the civils team to install High and Low Voltage electrical cables on construction sites. Continuing its steady growth trajectory, Rock Power Connections has recruited one full-time employee on the back of the investment, with further recruitment to follow.

Launch of the in-house civils team has reduced reliance on third-party contractors to undertake such work and, as a result, has made Rock Power Connections more proactive, more competitive, and, ultimately, even more successful at winning work. As Richard explains:

“Support from the Business Accelerator programme has allowed us to become more competitive by driving efficiencies in resource and time management for specific projects, being more cost efficient due to reduced equipment hire charges, having the kit available as and when required, and also through upskilling the team to use such equipment. This is a growing part of our business that has been well supported by the Business Accelerator team”



The Business Accelerator application process was very light-touch but very professional. It was a straight forward application to complete, we were kept well informed as to the status of our application and, once approved, the funding was made available within a well-defined and manageable timetable.

Richard Johnson

