

Transformation for Growth

What We Are Doing & Why It's Important

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Why is the Project Important?

- ▶ Explicit national government agenda
- ▶ Plan for Growth (2011) – programme of reforms
- ▶ The government has 4 aims to help the economy to grow:
 - ▶ to create the most competitive tax system in the G20
 - ▶ **to make the UK the best place in Europe to start, finance and grow a business**
 - ▶ to encourage investment and exports as a route to a more balanced economy
 - ▶ to create a more educated workforce that is the most flexible in Europe

Role of SMEs & National Picture

- ▶ Black County Chamber of Commerce (3.10.13.):
 - ▶ SMEs account for 99.9% of the UK's 4.5 million businesses – a crucial engine for growth
- ▶ Barry Naisbitt, Chief Economist, Santander:
 - ▶ Coventry & Warwickshire Chamber of Commerce's annual conference (4.10.13.)
 - ▶ 0.2% growth 2012, 0.3% Q1 2013 & 0.7% Q2 2013

Evidence of Growth in West Midlands

▶ HMRC:

- ▶ Exports increased by 6.5% Q2 2013
- ▶ Highest growth of all English regions
- ▶ 18% increase in regional exports compared with the same quarter in 2012

▶ Birmingham Chamber of Commerce Group (BCCG):

- ▶ Exports rise by 15% Q2 2013, compared with the same quarter in 2012
- ▶ Region's leadership in engineering & manufacturing
- ▶ Fastest growing market for the region is Asia and Oceania, exports increasing by £429 million in the past yr

Transformation for Growth

- ▶ **Reality:** some SMEs need bespoke support
- ▶ **Funding:** ERDF via DCLG
- ▶ **Partnership:** Aston & Birmingham City Council
- ▶ **Duration:** October 2013 → June 2015
- ▶ **Core People:**
 - ▶ me (ABS)
 - ▶ 2 x CHAMPS2 Team Members (BCC)
 - ▶ Project Manager/Marketing
 - ▶ Business Engagement Manager & Business Engagement Facilitator
- ▶ **Resources:** access to Aston experts & networks



Aston Business School

Benefit to SMEs

Free Business Advice

- ▶ 35 Business Assists
- ▶ Each SME at least **2 Days**:
 - ▶ Review
 - ▶ Recommendations
 - ▶ Support
- ▶ Knowledge transfer to enable business changes in the future



2 Way Engagement

- ▶ Selection process – high potentials identified from October launches
- ▶ Commitment from SME to want to grow
- ▶ Work with us
- ▶ Co-production Model



CHAMPS2 Method

- ▶ CHAMPS2 offers a structured path through business change:
 - ▶ Rethinking of principles the business operates on - starting from a blank page
 - ▶ Reviewing all aspects of operation: processes, organisation structure/people and technology
 - ▶ Ensuring sound justification for any investment required, such as new technology
 - ▶ Providing guidance through the whole process, prompting managers to ask themselves the right questions at the right time
 - ▶ Measuring the difference achieved at the end

Transformation for Growth Approach – All SMEs

1

- Receptivity for Change Toolset – Time 1
- Baseline data on SME culture & need for change

2

- CHAMPS2 – modified as light touch project process
- Business Engagement Team guided by SME need

3

- Receptivity for Change Toolset – Time 2
- SME culture change & measurable growth

Thank You For Listening

See where our good practice will be uploaded
Which builds on past project success:

www.thetransformationproject.co.uk

▶ Questions & Feedback