



Introducing our New Business Guides

Introduction

Since 2014 our Business Guides have been supporting the growth of businesses across the county. To add to our portfolio of expertise we have recruited three new Business Guides to enhance the delivery of the Growth Hub business support services.

Working predominantly on a one-to-one basis, the Business Guides have the ability to support business sustainability, green recovery, waste management, energy management, tech adoption, digitalisation of business operations, client management and lead generation, change management, Covid-19 recovery and EU Exit transition.

Meet our Business Guides:



Introducing

Andrew McKenzie

Andrew is a sustainable-business leader focused on helping organisations lighten their footprint as they address the opportunities and challenges of climate change. Andrew has worked across multiple sectors supporting clients to develop and embed purpose-driven strategies within their operations. As a champion of innovative technologies and solutions, Andrew has worked with businesses to improve their resource efficiency, reduce their environmental impact and establish market differentiators.

The 4 areas Andrew can help your business are:

- 1. Low carbon innovation and technology**
- 2. Climate change adaptation**
- 3. Stakeholder engagement**
- 4. Internal opportunities**

Andrew has nearly 20 years' experience working with businesses across a broad range of sectors to manage and reduce their environmental impacts. He has worked as a consultant and an external project delivery partner, but has also spent 7 years as an in-house sustainability lead implementing an award winning CSR programme (including Queen's Award for Enterprise – Sustainable Development).

Key questions to ask about your business

1. Does your business have the goal to become more sustainable?
2. Are you aware of your carbon footprint?
3. Are you looking for a differentiator in a crowded market?
4. Do your customers recognise and choose your business because of your sustainable practices?
5. Do you know how to demonstrate, measure and evidence the sustainable practice of your business?



Introducing

Andrew McKenzie

Case Study on Sustainability

Andrew oversaw an award-winning sustainability programme that won cross-sector recognition for the positive impact it delivered directly through the responsible procurement strategy, the low-carbon operations, and internal staff engagement. One project directly addressed the use of single use plastics.

Baseline studies were undertaken to determine where and how much plastics was used or consumed. The findings were used to implement positive change. Plastic packaging tapes were changed for paper tapes; tea bags containing microplastics were swapped for plastic free alternatives; catering supplies were swapped for compostable alternatives in consultation with waste contractors. In addition, all staff, existing and new starters were provided with reusable water bottles and coffee cups.

The products supplied to customers were also appraised, creating a data repository unique in the sector. Data for almost 1,000 different products was collated detailing the types of packaging used, the weight of packaging used, and also whether the product and packaging were disposable and single use plastics. This data all filtered through into a tool to enable customers to make informed buying decisions by comparing similar items for their plastic content.

Implementing these changes had a profound impact on the business: staff, customers and suppliers all became more engaged and united on a global issue; personal and corporate buying decisions changed; and, many thousands of pieces of plastic were removed from the supply chain.

Contact Andrew

specialists@thegrowthhub.biz



Introducing Hannah Darby

Hannah is a growth specialist focused on customer acquisition and retention using digital as the enabler to reach and serve new and existing customers. She works with businesses to operationalise their growth ambitions, helping them put in place actions and plans that take them from where they are today to their ultimate growth goal; be that revenue, customer numbers or earnings before interest and taxes (EBIT).

The 5 areas Hannah can help your business are:

- 1. Customer targeting**
- 2. Proposition development**
- 3. Channel strategy and performance**
- 4. Customer experience**
- 5. Data strategy**

Having spent much of her career working with private equity (PE) and venture capital (VE) backed businesses, Hannah has a healthy obsession with numbers and Key Performance Indicators (KPIs). Hannah will work with businesses to validate what they have today and leave them with a clearly defined KPI dashboard allowing them to measure and track success.

Key questions to ask about your business

1. Do you have a clear growth ambition or goal (revenue, customer numbers etc.)?
2. Do you know who your target customer is or what they look like and where to find them?
3. Can you clearly articulate your point of difference and proposition to your target customer?
4. What channels do you use today and are you clear on what is working and what is not?
5. What is your digital capability today and do you have the right talent to support it?



Introducing Hannah Darby

Case Study on Customer Acquisition

Purchased by the private equity group Carlyle in October 2011, The RAC had a membership base of 7.1 million and a turnover of £457 million. Hannah's role was directly responsible for new membership growth, cross sell, and proposition.

By establishing a clear view of where new customers were coming from and how much it was costing to acquire them, a channel strategy was quickly established. Data and digital tools allowed for a gap analysis against growth projections and current performance which fed into a delivery plan. Within 6 months the team had halted the decline in the membership base and delivered growth. By focusing on customer experience, it became possible to increase the average revenue per customer (ARPU) by presenting products and services at different points in the online journey.

“Hannah and I worked together to relaunch RAC Cars - the UK’s second largest (by stock volume) used car website. Hannah has led the restructuring of the business implementing a new operating model. She is a very capable Digital leader – with a breadth of skills and accountabilities running across Web Development, Digital Trading, P & L accountability, proposition design development and implementation.”

– Christian Taylor, CIO RAC

Contact Hannah

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Introducing

Paul Spenley

Paul is a Chartered Engineer with over 20 years experience of helping companies develop and implement their growth strategies. He helps companies create a clear and inspirational vision and application of innovation to create the product or service USP needed to compete successfully in existing markets or to diversify into new revenue streams.

The 5 areas Paul can help your business are:

- 1. Covid-19 recovery**
- 2. EU Exit readiness and international trade opportunities**
- 3. Innovation of products and services**
- 4. Scale up strategy and implementation**
- 5. Leadership and team development**

With a hard-won career track record of success as a Director of three large companies, Paul has the first-hand experience and insights to advise ambitious organisations. His role as a NED for an outstandingly successful SME in Gloucestershire provides an up-to-date understanding of the real world in the detail needed to help other companies, including Covid-19 and EU Exit strategy and planning.

Key questions to ask about your business

1. Do you have a clear vision for your business which inspires you and your team to overcome barriers and beat the competition?
2. Is your business model capable of scale up growth?
3. Do you need to innovate your products/services to create a business winning USP or to diversify into different markets to create a new revenue stream?
4. Does your business plan incorporate post Covid-19 opportunities in 2021?
5. Do you have a plan to mitigate EU Exit problems and to exploit potential new international trade opportunities?



Introducing Paul Spenley

Case Study on Vision and Innovation

Wheatway Solutions is an advanced engineering and manufacturing company with facilities in Quedgeley and Tewkesbury. The Growth Hub and Paul Spenley have supported Colin Smith and his team since the early days to help create and deliver a clear and inspirational vision and scale up strategy based on innovation of products with an international USP.

This vision has delivered turnover of £2.5 million in 2020 scaled up from £1.5 million in 2019 despite Covid-19 and EU Exit uncertainties with international trade providing 90% of the turnover.

Innovation is key to achieving the vision and Gyrustar is an example of the innovative products designed developed and manufactured in Gloucestershire by Colin and his team. Gyrustar is the brand name of the world's leading compact screening system, which uses an innovative design for bucket type attachments.

The success of the company is based on innovative design solutions which are developed and manufactured to the highest quality and distributed to an international network of customers with practical and user-friendly customer service.

Future growth is planned through new innovations and an expansion of the product range and international network. Paul and The Growth Hub will continue to support Colin and his team on their incredible journey.

Contact Paul

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