

# DELIVERING FOR NUNEATON & BEDWORTH IMPACT REPORT



## THE POWER OF BUSINESS AND LOCAL GOVERNMENT WORKING IN PARTNERSHIP



# 120 YEARS OF DRIVING ECONOMIC GROWTH

## COVENTRY & WARWICKSHIRE CHAMBER OF COMMERCE

Chambers of Commerce are modern, dynamic, and vibrant champions of business communities all across the UK. They are the voice of Britain's civic businesses, helping companies, places, and people to achieve their full potential. Together, our work focuses on creating real change and influencing the agenda to ensure the region remains a great place to trade, locate and grow a business.

1982

The Chamber became a major training provider, with the launch of Coventry & Warwickshire Chamber Training (CWCT)

2008

The Chamber moves to its present home at the Innovation Village on Coventry University's Technology Park

2020

The Coventry & Warwickshire Chamber of Commerce continues to grow, with over 1500 members from across the region

2023

Coventry & Warwickshire Chamber of Commerce celebrates its 120-year anniversary



### MEMBERSHIP

**1,500+**  
Member  
Businesses

Representing  
**65,000+**  
Employees



### OUR REACH

**20,000+**  
followers across  
social media platforms

**30,000**  
readership of C&W  
in Business magazine



**120+**  
events delivered per year



### INTERNATIONAL TRADE

**£91.2M**  
in exports facilitated in  
Coventry & Warwickshire

**3,500**  
export documents  
annually

### BUSINESS REPRESENTATION

**5** Branch Districts addressing the challenges which matter, on a local level

Our campaigns help to create the policies and conditions to help

**38,000**  
business succeed in  
Coventry & Warwickshire

**830**  
Apprenticeships delivered  
each year

**WE ARE PLACE MAKERS,  
TAKING A LEADERSHIP ROLE  
IN DEVELOPING OUR  
REGIONAL ECONOMIES**

### GLOBAL NETWORK

**62** Overseas Chambers of Commerce in our Global Network

Enabling  
**£20BN+**  
of export goods to reach  
every country worldwide

**CHAMBER  
MEMBERSHIP HELPS  
YOU DO BUSINESS  
TODAY AND DO  
BETTER BUSINESS  
TOMORROW**

### BUSINESS SUPPORT



**185**  
Business supported through intensive 1:1 Coaching annually through our Business Support Programmes

**177**  
Start Ups supported each year

**80**  
new jobs created each year as a result of Businesses accessing Chamber's support

### PART OF A POWERFUL NETWORK

**53**  
Accredited UK  
Chambers of Commerce

**70,000+**  
Member Businesses  
representing 5.8m  
employees





## DELIVERING FOR NUNEATON & BEDWORTH: THE POWER OF PARTNERSHIP

We strongly believe in the power of public and private partnerships. We know from experience that decisions made at a local level by the region's councils, allied with the support provided by the Chamber of Commerce, can have an incredible impact – delivering inclusive growth, helping businesses innovate and grow, creating jobs and building a strong and resilient economy.

Coventry & Warwickshire Chamber of Commerce has delivered a plethora of business support for many years. This report, however, will focus on Business Support programmes delivered since January 2019. These programmes have been part funded by European Regional Development Funds (ERDF) and part funded by our City, County and District and Borough Councils. They have

offered exceptional value for money, encouraging business owners to think strategically, and work on, rather than in, their business. All programmes offer blended support, combining 1:1 support with workshops and masterclasses. Thereby allowing support to be tailored to individual need, facilitating strategic learning and empowering business owners to identify opportunities.

Nothing compares with practical experience; indeed many of the Chamber's Business Advisors have run their own business, giving them real insight into the mindset of business owners. Working diagnostically our Advisors can quickly understand challenges that a business owner faces, and translate into practical, accessible and scalable actions. Business Advisors are able

to demystify grant funding, support business owners to think strategically acting as a catalyst for business development and growth.

The area comprises the towns of Nuneaton and Bedworth, the large village of Bulkington and the green belt land in between. Having been awarded large sums of funding for an exciting regeneration project there are huge levels of optimism for the firms within the region. The area is also home to some of the country's leading manufacturing facilities which have created a highly skilled workforce. We want to work together, build on inward investment opportunities and maximise growth; thereby realising Nuneaton and Bedworth's regeneration ambitions.

Welcome from  
**Keely Hancox,**  
Head of  
Operations





# START-UP

## SUPPORT TO BUILD A NEW BUSINESS DREAM...

The Start Up programme, delivered by the Chamber on behalf of Warwickshire County Council, has successfully delivered support to hundreds of businesses across Warwickshire since 2019. Activities are part funded by the European Regional Development Fund, forming part of the CW Business: Start, Grow and Scale Programme. They are also funded by Warwickshire County Council and all 5 District & Borough Councils.

Our experienced Business Advisors understand first-hand the challenges of business start-up. We help individuals who have an idea, and are looking to start, as well as those in their early phase of trading. Individuals can access up to 12 hours of 1:1 support and a range of workshops and masterclasses.

Not for profit, agile and autonomous we are able to respond quickly to funders' and business' needs. We can develop programmes built on tried and tested successful delivery, as well as trial new ways of working to ensure we continue to innovate and remain relevant. Whether participants are looking to sound out ideas, upskill or ask technical questions, our collaborative approach helps increase chances of success.

## ACCESS PANEL SHOP

Access Panel Shop in Nuneaton supplies wall and ceiling panels for the construction industry and was started by sisters Lisa and Julie Cartwright, after they'd been made redundant. The support they received from the Chamber was crucial in getting the business off to a good start, establishing a UK-wide network of customers and plan for an e-commerce web site.

The Chamber provided support on behalf of Warwickshire County Council through the CW Business: Start, Grow and

Scale programme, part funded by ERDF, Warwickshire County Council and all five District and Borough Councils. Julie says "It can be daunting launching a new business but Rita has really helped us with our confidence as well as practical advice. From where we were to where we are now is amazing and Rita has helped us more than she will ever know". Julie goes on to say they are now expanding their range to include roof and floor panels, and are also developing a new product.



## TREE-V

Nuneaton based, Tree-V was set up to help drivers of petrol and diesel vehicles offset their carbon footprint through tree planting and forest maintenance, with the help of a forestry partner.

The Chamber's Start Up Business Advisor Rita Booth supported the firm as part of the CW Business, Start, Grow and

Scale programme, part funded by ERDF, Warwickshire County Council and all five District and Borough Councils. Rita supported Tree-V in identifying the different markets it could tailor its services towards, supported its marketing and branding, as well as helping to structure the business and its processes.



88

Nuneaton based Start Up Businesses supported



312

masterclasses delivered



350+

Nuneaton and Bedworth residents participating in masterclasses

This project is part funded by the European Regional Development Fund, forming part of the CW Business: Start, Grow and Scale Programme. It is also funded by Warwickshire County Council and all 5 District & Borough Councils.

# GROWTH

## ACCELERATING A PATH TO BUSINESS SUCCESS...

Our Business Growth Programme, Accelerated Growth, has successfully delivered intensive 1:1 support to thousands of Businesses across Coventry and Warwickshire since 2019. This project forms part of the Coventry & Warwickshire Business Support Programme which is part funded by the European Regional Development Fund. Delivered by a team of experienced Business Advisors the programme offers 1:1 support, both online, and at Businesses' premises. We work with a wide range of businesses, including those within Engineering and Manufacturing, Food and Drink, Specialist Business and Professional services, information and communication technologies and the Creative sector. Businesses need to demonstrate an appetite for growth, therein they are looking to recruit staff, diversify and/or explore new markets. We support business owners with strategic business planning, financial management, marketing, sales and grant funding.



## TRUCK SMART

Sam Neale, owner of Specialist truck washing firm, Truck Smart, in Nuneaton accessed the Chamber's Accelerated Growth Programme back in 2021. The firm, founded in 2010, was initially started as a car valeting service before progressing to cleaning trucks. The Chamber supported Sam, through the Accelerated Growth Programme, part of the Coventry and Warwickshire Business Support Programme, which was part funded by the European Regional Development Fund. Not only did Sam receive help and advice on his marketing,

website presence and business planning but also Helena from the Chamber supported the company to win a grant of £25k to help purchase new vans and equipment to carry out new work and expand its fleet cleaning programme. As a result the company was able to expand, create four new jobs and doubled in size over a 12 month period.

Sam said "I genuinely feel blessed and proud to be able to offer people jobs now and grow the business. It's really rewarding when you take on new staff and see your business grow."



# 30

businesses undertaken intensive business support programme



# 151

businesses engaged with the programme



# £561k

net GVA generated from the jobs created as a result of businesses accessing the support



## KOPEK SECURITY

A Nuneaton security firm, which was established by two female entrepreneurs, moved to new offices, eight times the size of their first unit, following rapid business growth after seeking advice from Coventry & Warwickshire Chamber of Commerce. Helena was able to offer Sue Yildiz and Gennine Cope of Kopek Security advice and support through the Accelerated Growth Programme, part of the CW Business Support Programme, part funded by the European Regional Development Fund. Helena advised the pair to look at their customers' journey and think about how best to market themselves to potential new clients, including a website audit. But her biggest single piece of advice was to get the company to 'think big' in order to grow at a greater pace than they had originally planned.

As a result Kopek now has 50 sub contractors working for the business, as well as being able to introduce three new services. Helena advises a range of businesses across the area on how they can scale-up their growth.

She said: "I am so pleased to see just how much Kopek has grown in such a short space of time. I looked at some of the fundamentals with them around marketing, key performance indicators and making sure they always had their customer journey in mind. But it always came back to the fact that they could think bigger and push themselves to grow much more quickly – and that's exactly what they have done."





# TOURISM, LEISURE & HOSPITALITY

After Covid-19 created such a huge challenge in the sector, which was heavily impacted by lockdowns and restrictions, Project Warwickshire was launched in October 2021. Set up by Warwickshire County Council as part of the CW Business: Start, Grow and Scale programme, part funded by the European Regional Development Fund and Warwickshire County Council. The programme is delivered by Coventry & Warwickshire Chamber of Commerce and has been supporting small businesses to grow post pandemic through a free recovery and business growth support

programme. The project offers fully funded free business assistance, delivered by our experienced Business Advisors. This takes the form of 1:1 business coaching, providing impartial, confidential support and masterclasses on topics such as:

- social media
- online presence
- marketing and recruitment
- customer confidence
- increasing footfall.



This project is part funded by the European Regional Development Fund, forming part of the "CW Business: Start, Grow and Scale Programme". It is also funded by Warwickshire County Council.

## D'MAY ENTERTAINMENT

A family-run company D'May Entertainment in Bedworth which specialises in creating, producing and managing entertainment for a variety of clientele has been supported by the Chamber.

D'May Entertainment's typical customers have included Twycross Zoo, shopping centres, destination farms, weddings, etc.

Like all businesses within this sector it endured a complete shutdown during Covid. As the UK eased out of lockdown in 2021 D'May Entertainment had to rethink it's strategy and completely relaunch the business. They turned to the Chamber, via Project Warwickshire for support.

Project Warwickshire is funded by the European Regional Development Fund and Warwickshire County Council. The support is delivered by Coventry & Warwickshire Chamber of Commerce in collaboration with Shakespeare's England and Northern Warwickshire Tourism. D'May Entertainment were assigned a Business Advisor who supported them on a 1:1 basis with their marketing and sales and their overall relaunch.

The support provided allowed D'May to win a coveted contract with the Birmingham 2022 Commonwealth Games as well as secure a number of contracts with farms and other tourist attractions. The company has since been able to grow and expand and has taken on a new employee.





# TRUE PUBLIC AND PRIVATE PARTNERSHIP

For 120 years, Coventry & Warwickshire Chamber of Commerce has been working with Local Authority partners to drive our region's economy and support businesses to grow. This relationship was built with an unwavering focus on community engagement. Together we continue to support civic minded business leaders in the knowledge that we have some of the best global businesses based within our city, towns and villages. This unique collaboration is successful because it merges public sector strategy with private sector delivery which means a little money can go a long way.

By working together, we have supported businesses through recessions, Brexit, changes in national and local governments, pandemics and global conflicts.

This document celebrates all that we have achieved, and now we focus on where we are going. So here is to our future partnership where Coventry and Warwickshire:

- Becomes a global leader in sustainability and Net Zero
- Facilitates inclusive and diverse workforces
- Encourages skilled local people into well paid jobs
- Builds upon well-established supply chains
- Is an area where entrepreneurs are free to succeed and where profits generated benefit the local communities and economies

Our unique public and private partnerships can be the catalyst for all this and more.

Corin Crane  
Chief Executive  
Officer





# TESTIMONIALS

“The support from Marie and the Chamber has been fantastic and proved really helpful at a very uncertain time for our business. Marie really got to know us as a business, and this helped us to make informed choices of where to invest in new product lines... Once we'd done that, the Chamber support helped us to grow our customer-base through marketing and growing our online presence. Since we diversified and boosted our range... our corporate sales have increased massively which helped the business to survive.”

Tony English, Marco's Deli

“I'd recommend the support to other businesses. It's like having an external person auditing your business and your approach to promotion. It's good practice to assess what we're doing right and wrong and having a mentor who has better knowledge than I do and isn't biased and will tell you if something isn't looking good or where you can improve.”

Charlie Little, Experimental Escape

“The work with the Chamber could not have been better as it prompted me to look at things differently; try new things to get the business started and provided me with an experienced but impartial sounding board for ideas. To begin with I was looking for help with investment in the business, which is why I went to the Chamber in the first place, but I got much more out of it. The help, advice and range of support available was crucial to help launch the business.”

Sam Jeffreys, Business Director for CRMi Ltd

“It can be daunting launching a new business, but Rita has really helped us with our confidence as well as practical advice. From where we were to where we are now is amazing and Rita has helped us more than she will ever know.”

Lisa Cartwright, Access Panel Shop

“Helena helped us with the application paperwork guiding us through it. It included a business strategy, data extraction for the balance sheet, cash flow statistics, profit and loss reports, as well as a rationale for why we needed a grant. We would have given up on the application without Helena's assistance.”

Marc Burrows, Harry Burrows Engineering

“I also benefitted from Sarah's perspective as someone who has run a business at the same as being the parent of young children. She's been there. She's juggled work with the school run. She's plonked the kids in front of the TV for an hour to get something done. The fact she understood me from the perspective of a business coach and woman was incredibly powerful. I'd urge business owners to contact the Chamber for help because it can be a game changer, just like it was for me.”

Faye Hatton, Straw Hat Communications



## WORKING IN PARTNERSHIP WITH

