



It's very easy to get wrapped up in the day-to-day running of your business – dealing with the constant demands of customers, suppliers and employees. But when was the last time you examined whether your company was going in the right direction? Do you really know your market and more importantly, what are you doing to guarantee future success?

The Strategic Management Programme (SMP),

delivered by the South West Manufacturing Advisory Service (MAS), is a £1million scheme to help ambitious SME manufacturers turn growth aspirations into reality. It is focused on enabling manufacturers to move up the 'value chain' and embrace knowledge-intensive, skilled manufacturing to meet current and future challenges and create new opportunities for growth.

What does the Strategic Management Programme do?

- Works directly with your senior management team to help you devise a practical business growth strategy
- Lends expert advice in action planning
- Supports implementation to ensure sustainable change and success

The Programme

The SMP is tailored to suit the needs of manufacturers. The programme consists of:

- **A Strategic Review** – this stage typically takes five to eight days over a four to eight week period and is conducted with your senior management team via a combination of meetings and structured practical workshops.
- **Implementation** – a key output of the programme is a clear view of the business strategy and a detailed implementation plan. The South West MAS is able to work with businesses who require further support in implementing change and can make sure you get access to relevant funding, support.
- **Performance Review** – at the end of the programme, the South West MAS will undertake a free of charge, one day review to measure progress and identify any further actions.

“ Working with the South West MAS has been different to any other experience we have had of external consultants. So often, 'experts' visit a company, ask lots of questions and then present a business plan. The SMP was better as it involved a facilitated brainstorming process, with key team members, which focused on where we wanted the business to go. The South West MAS specialists provided a personal service and we have put together a plan that is realistic, specific and achievable. ”

Chris Nagle,
Director, T M Safety Signs

Since the SMP began:

- 68 manufacturers have participated in the programme
- 826 jobs have been created or safeguarded
- £27 million gross value added (GVA) has been created or safeguarded
- £5.5 million has been invested by the participating companies in new equipment, factory moves and extensions, improved IT and business operating systems and new technology

south west
mas
BERR manufacturing advisory service



South West MAS

The South West MAS helps small and medium-sized manufacturing businesses in the region improve their productivity and competitiveness. Established by the Department for Business, Enterprise and Regulatory Reform (BERR), it is one of ten regional Manufacturing Advisory Services across England and Wales.



Thorn Cycles

Feedback

“We have made so many improvements in the last nine months. If we had not taken part in the SMP, we would still be doing the same things that we were doing last year. Some of the biggest changes are in how we structure the business, which is starting to show significant benefits. Simple changes, such as creating area supervisors with responsibilities for specific activities, has had dramatic effects.”

Adrian Knight, *IT Manager, Thorn Cycles*

Cost-effective

The SMP is 50 per cent match funded by the South West of England Regional Development Agency (RDA). This makes the programme, which is delivered by experienced manufacturing professionals with practical knowledge and skills, a sound return on investment.



Taunton Fabrications

“We were introduced to the SMP at a time when we were looking at potential paths for future growth. The external impetus and specialist knowledge helped us to clarify the right direction for the business in terms of markets to be exploited, areas which required attention to enable growth and the aspects of our offering which make us competitive. The programme has provided us with a route to success and ongoing support by specialists at the South West MAS will be invaluable on this journey.”

Jason Rigby, *Managing Director, Taunton Fabrications*

Do you qualify for the SMP?

The answer is yes, if you:

- Have between 20 and 250 employees
- Turnover between £2m and £25m
- Are based in South West England
- Are ambitious for growth
- Are an autonomous company

Call us today 0845 608 3838



Severn Delta

“The SMP helped us identify key areas for improvement and provided a detailed change programme, which included the restructure of management and workshop layout focused on product value streams. It improved both process and personal development, giving us the confidence and tools we needed to drive operational improvement.”

Clive Birnie, *Managing Director, Severn Delta*

South West Manufacturing Advisory Service
The trusted provider of advice and hands-on support for manufacturers aiming to achieve sustainable success

South West MAS supported by



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