

GBSLEP GROWTH HUB



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Health Tech and Life Sciences

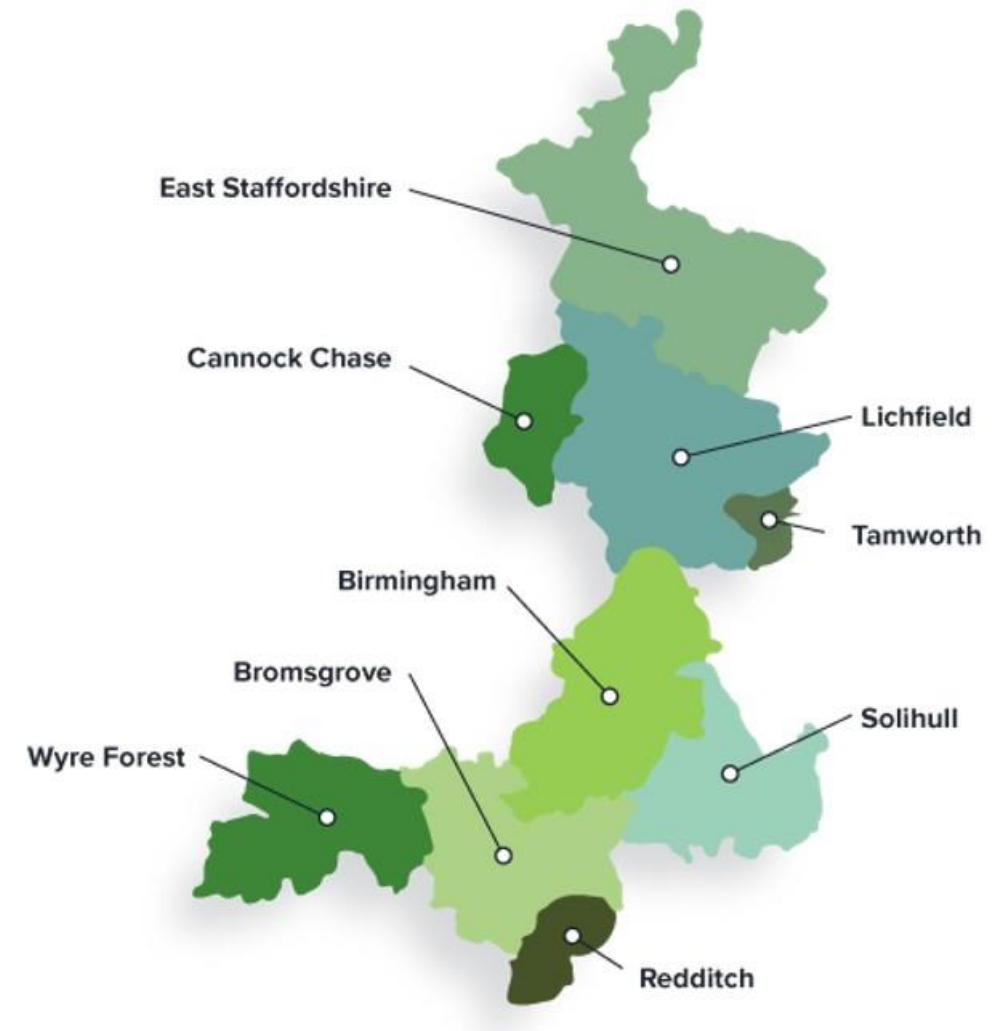


ABOUT THE GBSLEP GROWTH HUB

The Greater Birmingham & Solihull Growth Hub operate across all of these Local Authority areas, from **north Worcestershire** to **south Staffordshire**.

Our team is made up of **SFEDI accredited Business Advisers** offering advice and guidance businesses, as well as **specialist Account Managers** providing in-depth support for businesses requiring more help to achieve their growth ambitions.

All of our services are **fully funded and free to access**.



WHAT IS A GROWTH HUB?

- Set up by Local Enterprise Partnerships
- One-stop shop for publicly funded business support
- Free and impartial
- Web portal: www.gbslepgrowthhub.co.uk
- Helpline: 0800 032 3488
- Advisor Team: Quick questions or diagnostic
- Account Management: Business Resilience / Sector Specific

Account Management Model

- Proactive fully funded 12 hours AM model to go out into the business landscape
- Sector specific account managers in - life sciences & health tech, low carbon, food & FMCG, access to finance, BPS and a growth & resilience team of 4
- An open remit to engage with our regional SMEs to deliver a service that helps challenge their barriers to growth
- Bespoke intervention for a business, with support from several account managers



Sector Specific Account Managers

- A team of 10 sector specific account managers
- BPS, Low Carbon, Access to Finance, Food and Drink, Advanced Manufacturing, Growth and Resilience, Creative Industries and Social Enterprise
- Able to deliver internal support in a variety of areas – including EU transition and Covid support, as well as internal programmes
- Currently running Peer Network and Digital Benchmarking, as well as sector specific webinars, networking events and targeted business support
- A well established and interconnected network of business partners and contacts to support GBS SMEs



APPROACH

- Understand the GBS landscape – business partners and collaborations
- Work with LEP sector leads
- Make connections to let the sectors know and understand the new model
- Utilise existing networks to recruit companies
- Use pro-active “BD” methods to recruit companies into the GH
- Build relationships to craft a client journey and give a fantastic experience
- “Join the dots” in the different sectors



HEALTH TECH AND LIFE SCIENCES SECTOR MAJOR NEW MARKET OPPORTUNITY

- Any business concerned with human health – terms used are often life science, med tech, data health, biotech
- I try to understand their barriers and broker solutions – whatever that looks like
- My aim is to build relationships and make this sector aware of who we are and what we can offer
- 400 life sciences businesses in the WMCA area - 11,000 employees
- Generating approximately £4bn turnover
- Mostly small businesses with a few big names and some major assets such as the universities in the area
- I have developed a sector specific forum for some key business partners to demystify support for SMEs
- I have launched HALSEC networking event to encourage cross-sector collaboration

WHAT OUR CLIENTS SAY ABOUT OUR SERVICES

“A massive thank you to the Growth Hub for helping businesses like ours - no problem is too big for these guys”
Neal Rooke, Director, Countrywide Security Systems

“With their expertise and strong network, they made [accessing grant funding] so easy” Julia Bochenski, Managing Director, Ashes Memorial Jewellery

“They listened to our business and gave us detailed advice on what help we would be eligible for” Georgia Hands, Sales Account Manager, Prestige Printing

“The Growth Hub has enabled me to accelerate the business faster than I would've done on my own” Assama Mahroof, Administrator, PJB Accident Repairs



Call 0800 032 3488

Email info@gbslepgrowthhub.co.uk

Visit gbslepgrowthhub.co.uk

THANK YOU & ANY QUESTIONS?

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