

## Case Study – The Facility

March 2013

<i>Sector:</i>	Multidisciplinary architecture and design practice
<i>No of employees:</i>	20
<i>Turnover:</i>	Since starting work with GrowthAccelerator, it has increased by £400,000
<i>Location:</i>	London Bridge, London
<i>GrowthManager:</i>	Clinton Bell
<i>Service used:</i>	Business Development and Leadership and Management Training

### Snapshot – impact of GrowthAccelerator

- Employees grown from 13 – 20 in four months.
- Clear strategic growth plan which includes projections on exactly what staff and skills they will need in order to grow six fold in three years.
- Plans to open a new premises.
- Support with creating a robust and long term business plan has helped them become investment ready.

### About

The Facility was set up in 2002 by Managing Director Claire Price, and started life as a traditional architecture consultancy. However, over the years they have branched out into a multi-disciplinary practice, and have diversified significantly. They also now provide advice and funding solutions to local authorities, registered social landlords, homeowners, communities and businesses, and they own a separate company that develops carbon-reducing technologies for the built environment.

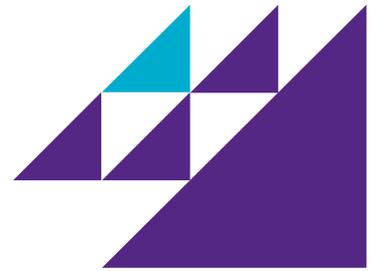
### The business challenge

Running an increasingly diverse business is a challenge, and especially having the appropriate plans and strategies in place to drive that forward. In addition, ‘sustainability’ is a key growth area for the business, but the challenge was ensuring they had the capacity and capability, as well as confidence to unlock this growth potential.

### How GrowthAccelerator has helped

Claire said their business plan and strategic vision had previously been ‘a document which sat on a shelf’, but thanks to GrowthAccelerator, they now know exactly what they need to grow, when they need it and how they’ll make it happen. They also know exactly what skills they will need on board to capitalise on the countless growth opportunities they have.

In short, Claire says GrowthAccelerator has given them “much better focus”. Their ambition was to grow six fold in three years, and now they have a robust and long term business plan they feel very confident they will achieve their aims. They have also received support with Leadership and Management training to ensure they are able to fully engage the team with their future plans.



## Case Study – NBC Group

April 2013

<i>Sector:</i>	Business Services, Health and Safety
<i>No of employees:</i>	Eight
<i>Turnover:</i>	£1million
<i>Location:</i>	Runcorn, Cheshire
<i>GrowthManager:</i>	Joanne Phoenix
<i>Service used:</i>	Access to Finance

### Snapshot – impact of GrowthAccelerator

- Secured an overdraft extension to help fund growth plans.
- Clear focus on strategy and growth plans.
- Staff expansion and new military contract in place.
- Increased ability to service new markets.

### About

Founded in 2004, NBC Group is the UK's leading solutions provider for three main markets; homeland security, emergency management and disaster response, offering a wide range of solutions for any emergency incident – big or small.

As industry experts, NBC Group work throughout the UK in partnership with all 'first responders' in emergency situations. It also works closely with local government and critical infrastructure industries; such as Telecoms, Utilities, Nuclear, Chemical, Oil and Gas.

As it has grown, the business has secured national framework contracts with organisations including the UK Department of Health. NBC Group is recognised as an expert in its field, founded on product innovation, and a deep understanding of client needs, capability and awareness.

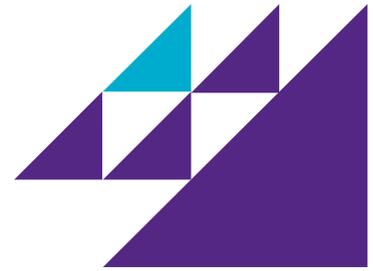
### The business challenge

NBC Group has ambitions to grow in the defence sector, and international markets. While their niche expertise in the UK means minimal competition domestically, the business is keen to create alliances with, for example, US competitors, in order to drive significant growth internationally.

### How GrowthAccelerator has helped

Providing NBC Group with the benefit of an external and fresh perspective enabled the management team to re-evaluate their current finances, strategy, and to drive a more dynamic approach to staff management. In addition, following GrowthAccelerator's support in raising additional finances, NBC Group is now in a stronger position to grow domestically and internationally. With an international military contract secured, NBC Group can continue to break new markets with the assurance of funding to support its growing business.

Dave Watson, Managing and Board Director at NBC Group, said: "Every MD talks about growth, but GrowthAccelerator allowed me to really sit down and focus. In my case that meant crunching numbers, working out what resource structure was required, the roles employees could take on, and the impact we could have as a result."



## Case Study – SNAP Account

April 2013

<i>Sector:</i>	Online business services for fleet operators
<i>No of employees:</i>	4
<i>Turnover:</i>	Turnover year end April 2012 = £1.4m; Forecast turnover of £2.65m in 2013
<i>Location:</i>	Hoveton, Norfolk
<i>GrowthManager:</i>	Pauline Procktor
<i>Service used:</i>	Business Development

### Snapshot – impact of GrowthAccelerator

- GrowthAccelerator was a key part of a 40 – 50% increase in turnover (10% above normal) in October 2012.
- Marketing strategy in place, with LinkedIn presence established and a marketing intern being recruited from the local university.
- “(Coach) discussions have led to ideas being created which could significantly help the business develop further or quicker” (Founder Chris Billing).

### About

SNAP Account provides access to parking spaces in lorry parks for fleet operators via an online payment solution and by drivers simply using vehicle registration numbers as identification. Previously, lorry drivers parked in a space overnight, paid their charge in cash and took their receipt back to the fleet owner. While suitable for one or two drivers, cash and expense management can become a complicated process for larger fleets of lorries. Chris Billing noted a gap in the market and launched the business four years ago. Now SNAP Account offers fleet owners access to a service where they can pay for all their driver parking each week from a single invoice.

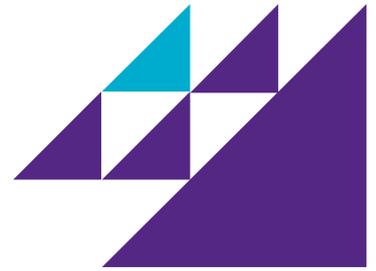
### The business challenge

Having grown steadily since launch, Chris felt he needed external support to help him unlock the growth potential in a sector he believes to be worth £100million across the UK. With turnover goals of over £7million in three years and a desire to increase staff numbers, Chris recognised he needed to develop, in particular, targeted sales and marketing strategies.

### How GrowthAccelerator has helped

GrowthAccelerator is supporting the business in developing its sales and marketing strategy to reach a new and sizeable potential audience. This includes expanding its presence in Europe (an untapped market) by building on the relationships with European fleet operators, and marketing new products.

GrowthAccelerator is also providing vital peer-to-peer networking opportunities for Chris with ‘like minded’ business leaders. Chris says of the service; “Since joining last year, I have seen GrowthAccelerator as a way of “sanity checking” my operations. My coach has played a very important support role by understanding what needs to be achieved in my market and then playing “devil’s advocate” when I talk through different aspects of the business. I have also found that our discussions have led to ideas being created in my mind which could significantly help the business develop further or quicker.”



## Case Study – Simple Safety Advice

April 2013

<i>Sector:</i>	Training provider, Health and Safety
<i>No of employees:</i>	Increased from one to four
<i>Turnover:</i>	£150,000 this year; three year forecast of £650,000
<i>Location:</i>	Cambridge, Cambridgeshire
<i>GrowthManager:</i>	Kirsten Masson
<i>Service used:</i>	Business Development, Access to Finance

### Snapshot – impact of GrowthAccelerator

- Employees grown from one to four.
- Defined unique selling point (USP) and strategic growth plan.
- Growth in order book – and move to new offices.
- Innovative new marketing ideas in development.

### About

Simple Safety Advice Ltd, founded three years ago, offers a range of health and safety solutions including audits and action plans, risk assessments, accreditation and training to businesses predominantly in the East and South East of England. Although operating successfully in this region, and seeing steady growth, the business had further aspirations to grow which they needed help making a reality.

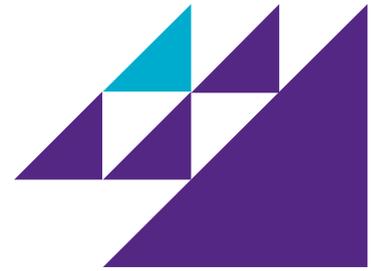
### The business challenge

The company has forecast a 60% increase in turnover this year, and are keen to sustain this level of growth over the next three years. This means continuing to grow their team of core consultants and branching out into different geographies. But the team lacked a clear vision and strategy which defined their USP, a planned approach to Sales and Marketing or defined roles and responsibilities for the growing team.

### How GrowthAccelerator has helped

GrowthAccelerator, via coach Sharon Stevens, helped the business to step back and consider who they are, what they do, and their customer audience to create a coherent vision and plan. Day to day, this means the company have some innovative market leading ideas in the pipeline and have recently launched their pilot video ‘Toolbox Talks’ – pragmatic and precise advisory talks that businesses can use to educate their members of staff on health and safety issues. In turn, employee numbers have increased from one to four, and they have moved to new and larger premises to accommodate business growth.

Growth Manager Kirsten Masson said, “The team needed to be clear on which ideas they should pursue to maximise value within the business. By setting some key objectives needed to deliver the vision and strategy we have enabled the business to maximise their growth opportunity and achieve their ambitions. It’s fantastic to hear that only a few months into coaching the business has seen a transformation in staff attitudes and the ability to better service their clients and take on new orders.”



## Case Study – Roaming Roosters

April 2013

<i>Sector:</i>	Food retail (sustainable)
<i>No of employees:</i>	29
<i>Turnover:</i>	Projected turnover 2013; £1.2million
<i>Location:</i>	Higham, Lancashire
<i>Growth Manager:</i>	Wendy Bowers
<i>Service used:</i>	Business Development

### Snapshot – impact of GrowthAccelerator

- The business has tripled its forecasts for the year ahead; this year they're on track to turn over £1.2m.
- Funding was successfully secured to allow the business to expand into new premises.
- With a clear growth strategy in place, the business is looking to recruit eight new employees this year.

### About

Roaming Roosters was launched three years ago when brothers Simon and Nick Mellin set up an office above their father's butchers shop and started selling sustainably produced chicken and pork reared on the family farm, online. The third generation family butchers and farmers spotted an opportunity to create a new route to market for their farmed products and indeed the demand was great – so much so that they quickly needed to source products from other local farmers who shared their sustainable ethos in order to meet demand.

Three years on they have expanded significantly. In addition to the office, 2011 saw construction start on the Roaming Roosters farm shop next to their farm, and later the Olde Spot Bistro and the Hay Loft Coffee Shop selling locally-produced food. Diversifying again, March 2013 saw the launch of an onsite non-profit making education centre which will teach children about sourcing food sustainably, and where the food on their plate comes from.

Growth has continued apace. The team expects 300% online growth this year alone, plus 300% wholesale growth and they have tripled forecasts for the Bistro and Café.

### The business challenge

Running an increasingly diverse business is a challenge, and especially having the appropriate plans and strategies in place to drive that forward. In addition, 'sustainability' is a key growth area for the business, but the challenge was ensuring they had the capacity and capability, as well as confidence to unlock this growth potential.

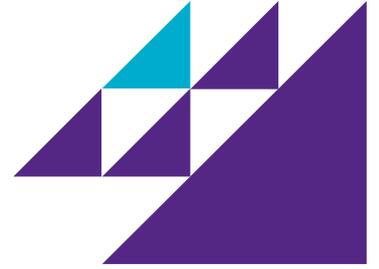
### How GrowthAccelerator has helped

GrowthAccelerator has helped Roaming Roosters primarily with the skills to define and implement the strategies which the business can use to plan long term goals.

The team's Growth Manager Wendy Bowers and Growth Coach Paul Gorman helped Roaming Roosters to secure funding to convert farm buildings into bustling premises and are helping the team to navigate the moving of the wholesale business to a different site, and the online business to a specialist facility. The outcome? Roaming Roosters plans to boost its team even further this year, moving from 29 to over 35 employees.

Simon Mellin says of GrowthAccelerator: "GrowthAccelerator gave us structure and a focus on making time for essential planning. Without that focus we would have had to slow growth down and scale back activity to allow us to cope. Instead it has given us confidence to grow, to know where we're going and what we need to do".

# GrowthAccelerator



For more information on GrowthAccelerator, call Mindstrong Ltd on 01733 252207  
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