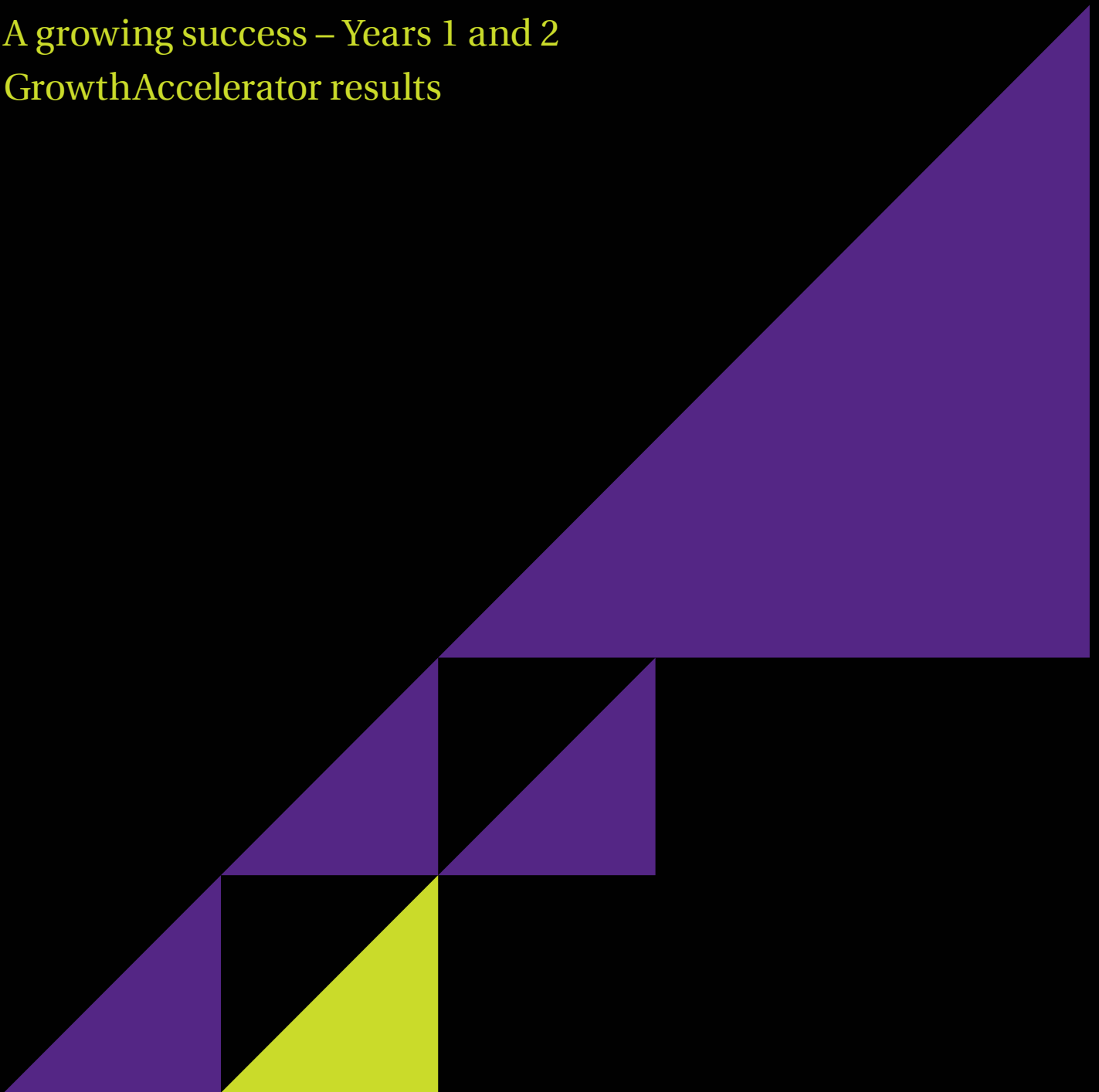
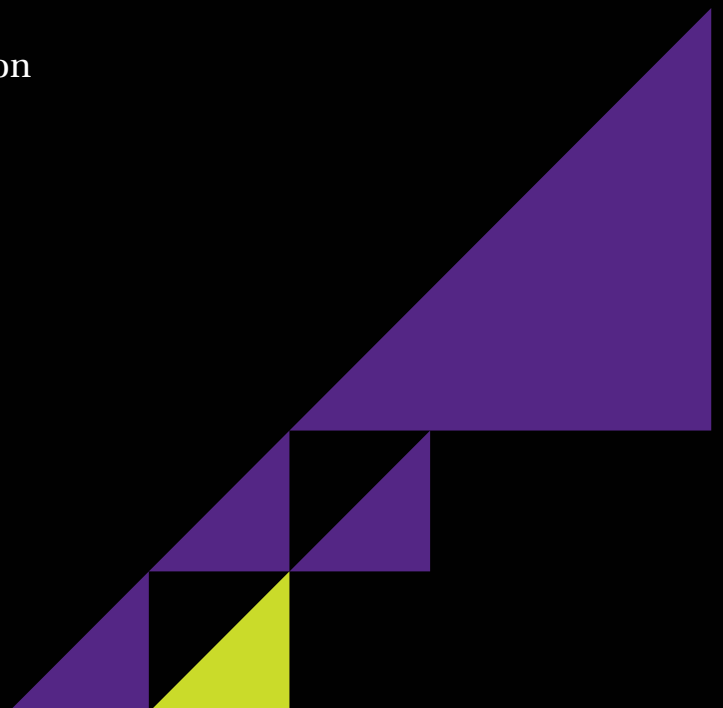


Annual Report 2014

A growing success – Years 1 and 2
GrowthAccelerator results



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A growing success

Created by the Department for Business, Innovation and Skills, GrowthAccelerator is a service specifically developed for ambitious businesses with the potential for growth. It is targeted to support ambitious, growing, England-based businesses to deliver £2.2 billion economic growth (defined by Gross Value Added) and create 55,000 jobs.

The purpose of this report is to outline the impact of the service and lessons learned in its first two years (April 2012 – April 2014). During this period over 15,000 ambitious growing businesses engaged with the service, receiving tailored, expert coaching to overcome challenges and achieve their maximum potential.

Unless otherwise indicated the data presented in this report has been collected between April 2012 and April 2014 from one of two sources: independently administered client and stakeholder surveys; and/or financial data returns provided by supported businesses.

About GrowthAccelerator

GrowthAccelerator is a government-backed service that helps ambitious businesses to grow through coaching, workshops, masterclasses and match funding. We provide support for business development, leadership and management training, access to finance and innovation.

Adding value at every stage of the journey

This is GrowthAccelerator's second Annual Report and we have come a long way since the launch of the service in early 2012. The journey for us over the last two years has been one of continual learning. We have learnt more about the barriers that growing businesses face: about how best to work with them to overcome these barriers; about the characteristics, culture, nature and approach of high growth potential businesses; and about how GrowthAccelerator support makes a positive, lasting and measurable contribution to business growth.

Through the independent evidence available to us, which is summarised in this report, we know that GrowthAccelerator is identifying and supporting businesses which have a clear intention and ambition for growth. The leaders of those businesses tell us that the element of GrowthAccelerator they most value is the input from real-life business experts, people who understand how to grow a business because they have done it themselves. Through deep engagement with business leaders, our Growth Coaches are able to truly understand the businesses they support and work with them to challenge their thinking, identify goals and set out a clear plan to achieve them.

This model is working. We are ahead of our plans to achieve the targets set for us by government and we are seeing the businesses we support achieve growth. In 2012/13 the businesses using the service grew at least four times faster than the average small and medium-sized business. On average, over the next five years, GrowthAccelerator will have a significant additional impact on the economy, leading to the creation of 2.6 jobs per firm and a turnover increase of £296,000 per firm.



As a national service, delivered locally, we have made connections for our clients, including:

- strengthening our relationships with both government-funded services and other private sector businesses;
- launching the GrowthCommunity, our network of high growth business leaders; and
- the development of the GrowthShowcase, a platform highlighting the businesses we support to the investment community.

We greatly value the support we have received from a range of different supporters, from both the public and private sector. These organisations have contributed significantly to our success and our shared ambition of building sustainable high growth businesses.

Karl Eddy
GrowthAccelerator

High growth businesses are significant wealth generators and job creators. GrowthAccelerator is helping more businesses to achieve their growth aspirations by providing the expertise, insight and networks they need to overcome the challenges fast-growing firms face – raising finance, commercialising innovation, strategy development and execution and strengthening leadership and management skills.

And it is working. Businesses supported by GrowthAccelerator are significantly outperforming their peers. In the two years since GrowthAccelerator was launched, businesses using the service have grown at least four times faster than the average small business.

Through services like GrowthAccelerator, government is supporting businesses and making Britain an attractive place to start and grow a business. Going forward, we will make it even easier for businesses to access the help available by bringing services more closely together to form a fully integrated service for firms with the potential to contribute most to economic growth.



Rt Hon Matthew Hancock MP
Minister of State for Business and Enterprise



Rt Hon Dr Vince Cable MP
Secretary of State (SoS) for Business, Innovation and Skills

Helping businesses to grow faster

▲ Driving business growth

*Businesses supported by GrowthAccelerator are growing over **FOUR TIMES FASTER** than the average small and medium-sized business.*



▲ Boosting economic growth

Between April 2012 and March 2014 the businesses supported by GrowthAccelerator delivered***



▲ Supporting businesses in overcoming barriers to growth

As a result of GrowthAccelerator:



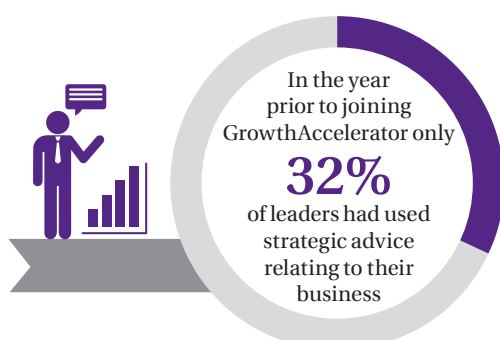
*Source: Calculated by the GrowthObservatory based on analysis of the BVD Fame database

**Source: ONS Business Structure Database extracted by The Enterprise Research Centre

***A separate Interim Evaluation produced by the Department for Business, Innovation and Skills (BIS) finds that the clients assisted by GrowthAccelerator in the first two financial years since launch will generate £1.6 billion GVA and 36,900 jobs over a 5 year period. This is based on monitoring surveys, where respondents were asked to estimate the impact the service will deliver, and applying a best practice additionality assessment to account for the growth that is directly attributable to the support provided by GrowthAccelerator

Customer journey

First engagement



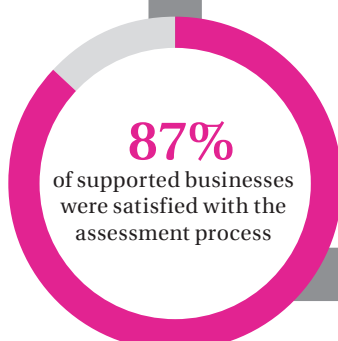
58% of businesses found out about GrowthAccelerator by a recommendation

Coach selection



93% of supported businesses are satisfied with the quality of coaching that they received

Assessment phone call



Face-to-face meeting to develop scope of support

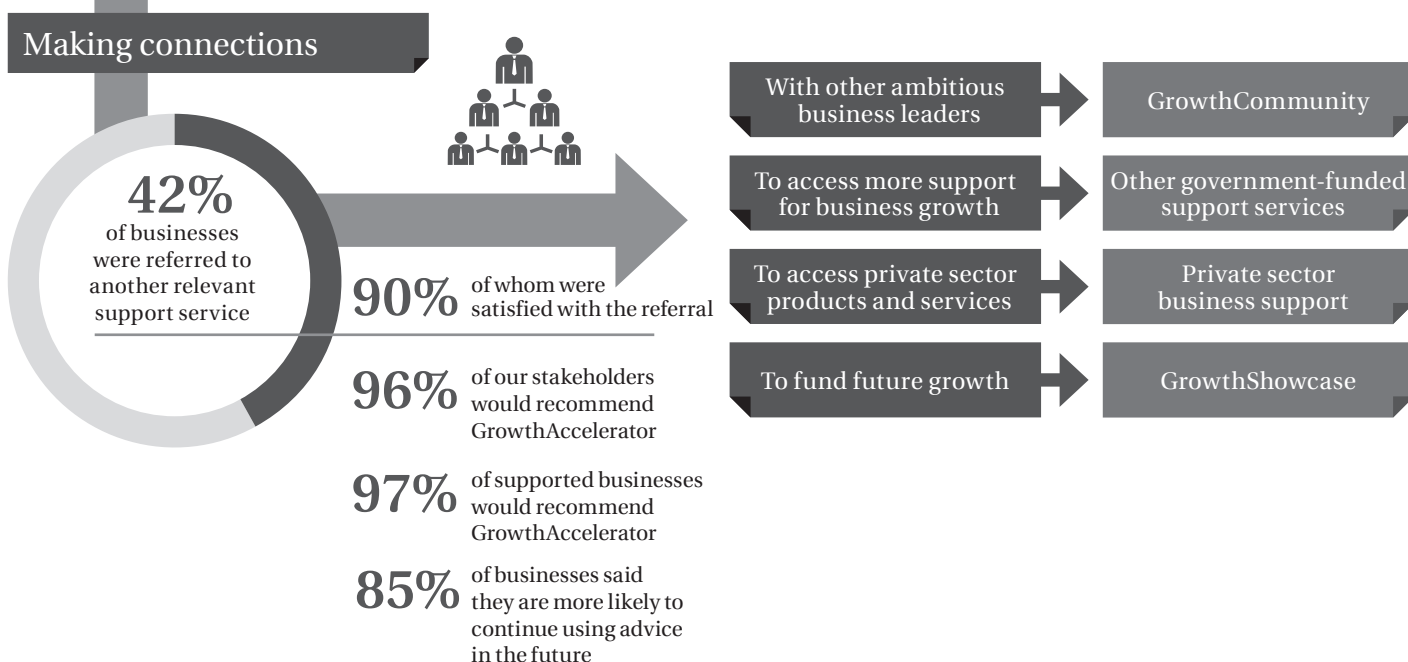
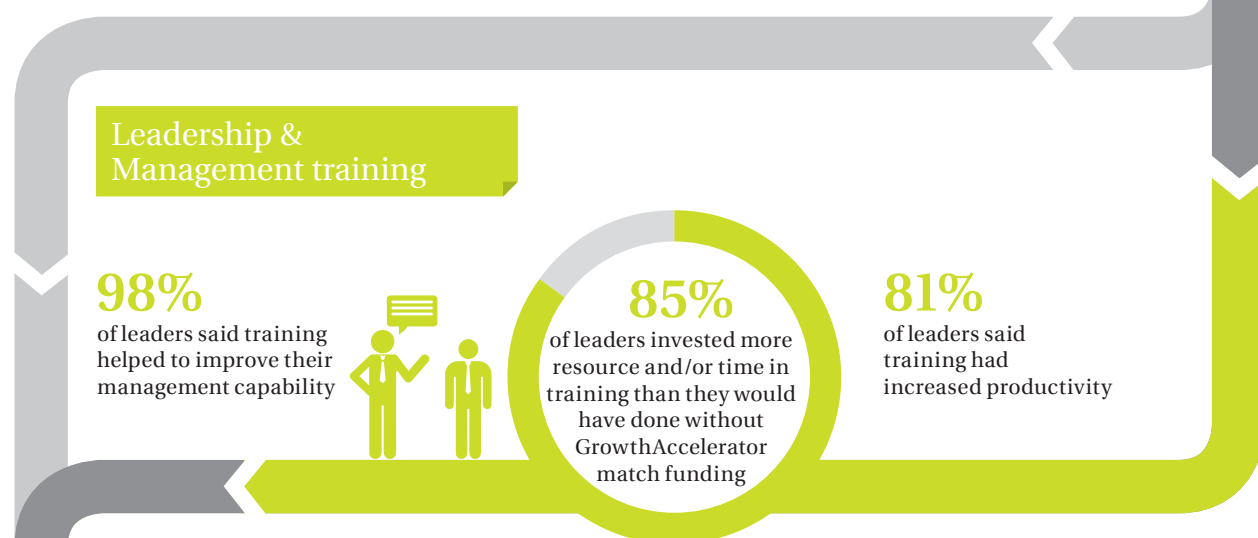
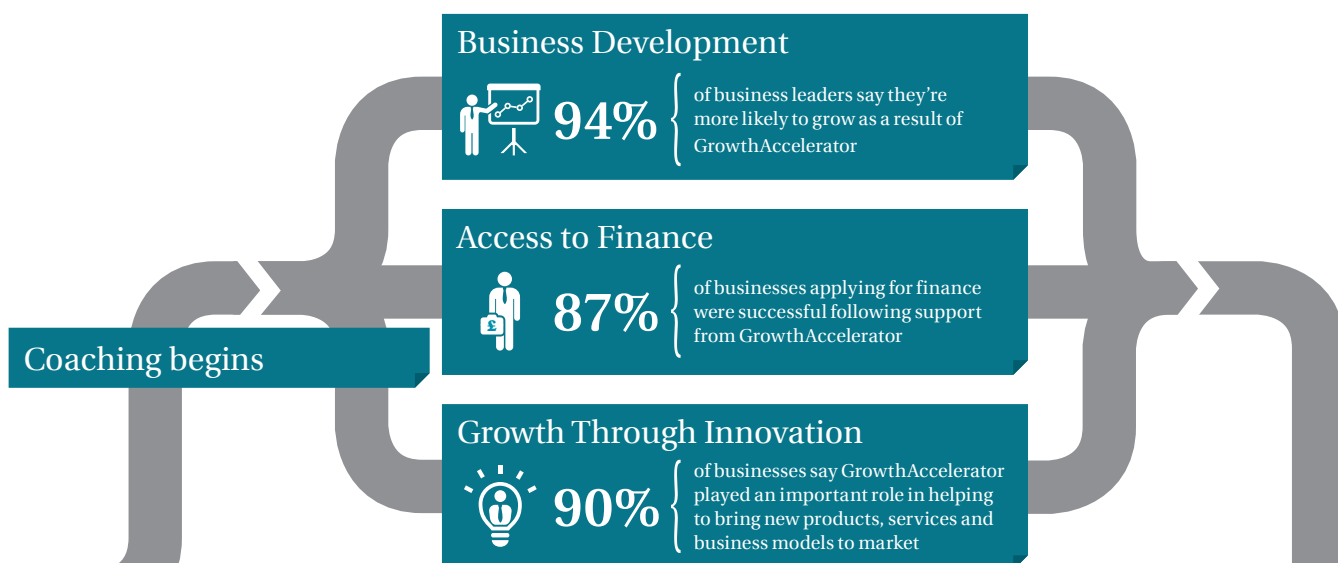


GrowthMapper®

GrowthMapper® is a tool which captures the management team's views about core business functions such as strategy, sales and marketing, people management and more. It maps resulting responses to show where the business is aligned or varied in opinion.

75%

of businesses said that this initial review clarified which issues they should focus on



Business Development

Business Development is the most widely used service on GrowthAccelerator with 78% of supported businesses taking part. It is used by businesses that stand to benefit from a fresh look at where potential opportunities exist, what plans are in place to exploit them and whether the right team is set up to deliver the best possible results.

Within Business Development, the main areas in which businesses need support are:



24%

Breakthrough strategy



Developing a plan that consolidates growth ambitions and creating a focused, strategic approach outlining specific activity that needs to take place to achieve them.

24%

Marketing and sales strategy



Designing and implementing a marketing and sales strategy to deliver the growth ambitions outlined in the breakthrough strategy. This includes increasing sales through activity such as improved sales processes, entering new markets, bringing new products to market, improving cross-sell processes and other marketing activity.

5%

Management structure



Ensuring that the senior leadership team is empowered and enthused to deliver the goals outlined in the breakthrough strategy. This can be supplemented with match funded Leadership & Management training for every senior manager in the business.

▲ As a result of GrowthAccelerator Business Development support:

9
in
10



businesses noted that they had improved business planning

3/4

say their marketing has improved



71%

say they are better placed to cope with difficult economic conditions

70%



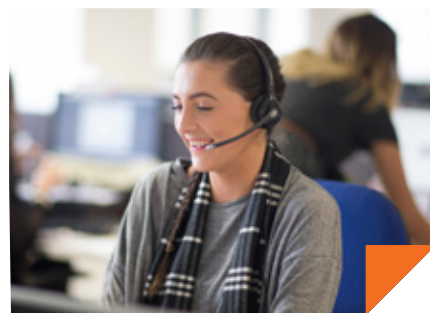
say they are better at spotting opportunities

Success story

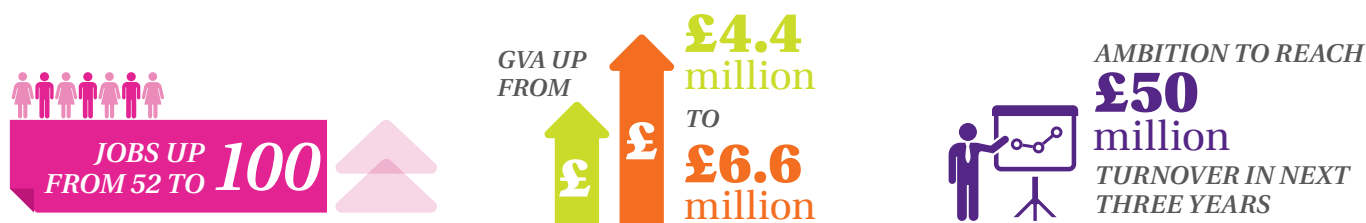
NCI Vehicle Rescue

Harrogate, North Yorkshire

Neil Richards-Smith, Chief Executive



▲ Impact of GrowthAccelerator (in one year)



Myself and my business partner Craig Duwell founded NCI in 2000 to offer breakdown cover for motorcycles. Since then we've experienced rapid expansion and growth and now provide a range of products including roadside vehicle rescue, car and pet insurance and fund management. We also run a call management business that supports both NCI and its white label customers.

As our growth continued, I recognised that the senior leadership team needed to challenge our embedded ways of working and adapt our style to fit with the changes in the business. Our directors have been running this business for a long time and had always done things a certain way, so we needed to bring someone in from outside to help us identify where change was required.

The great advantage of GrowthAccelerator was that we could choose our Growth Coach. We knew everything we needed to know about our industry, but we didn't have that outside opinion about what could work well in our business. We looked at several coaches before unanimously selecting Jayne Reid, whose expertise and personality we felt fitted our requirements.

With Jayne's support, we identified a key barrier to growth in our lack of marketing strategy around how to up-sell or cross-sell to our database of 100,000 customers. Jayne worked with us to develop and introduce a campaign which saw a complete change in culture, encouraging the directors and the wider team to work in a much more integrated way and think more proactively about sales. A big part of this was training for our customer service team which helped them to cross-sell and learn about the range of products.

To encourage our directors to challenge and adapt their ways of working, we also took advantage of the match funding offered by GrowthAccelerator for Leadership & Management training. The directors found this training so invaluable that we're now rolling it out for our managers.

In the last two years, NCI has grown from 52 people to over 100. Turnover has followed the same pattern and is now up to around £23 million this year. However, we plan to continue expanding in the next financial year and have a goal to reach £50 million turnover within the next three years. This isn't a target we've plucked out of thin air. It's something we've planned for and are confident we can achieve.

Coach comment

Jayne Reid

"Neil is a very charismatic person with a head for numbers. He has a particular return on investment in his head at all times. At NCI the team is absolutely on the ball, they are surrounded by management information and the whole business is geared around correct decision making based on that very accurate information."

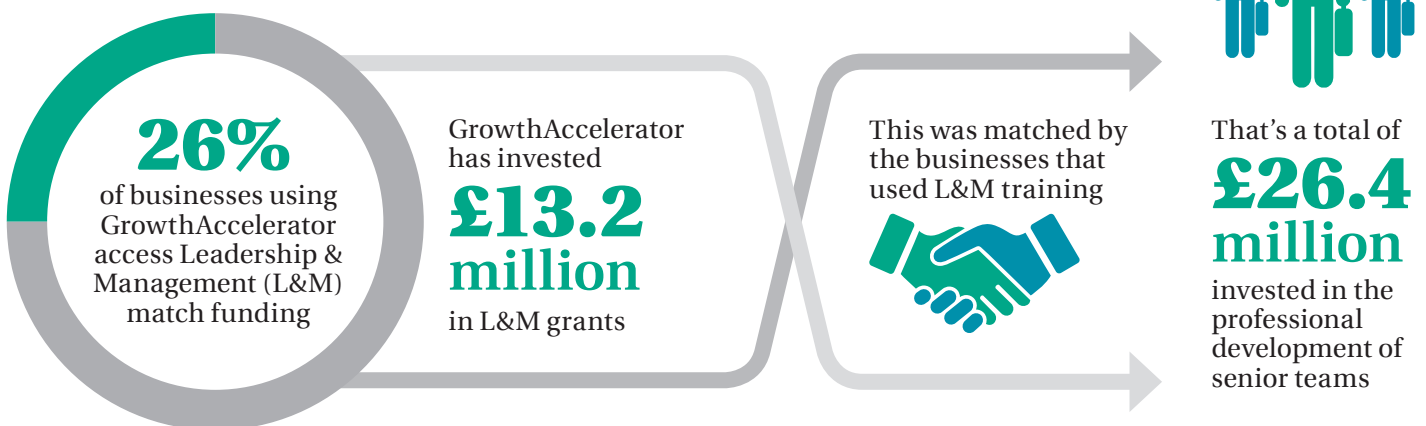
"GrowthAccelerator has enabled our directors to work with the wider team in a much more integrated way and think more proactively about sales."

Leadership & Management training

A great leader can make a business thrive. But having a whole team of great leaders propels a business towards rapid growth. All businesses using GrowthAccelerator are entitled to access match funding of up to £2,000 for Leadership & Management training for every senior manager involved in the strategic direction of the business.

Underpinned by other core workshops, masterclasses and expert growth coaching, training can be completed as a group or matched to the specific development needs of individual team members. We can help businesses find the right training provider for them or they can select their own, as long as all providers are registered with GrowthAccelerator.

▲ Investing in high growth leaders

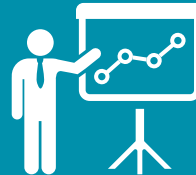


▲ How L&M training helped growing businesses



85%

invested more resource and/or time in training than they would have without GrowthAccelerator match funding



83%

felt the training had improved business growth prospects



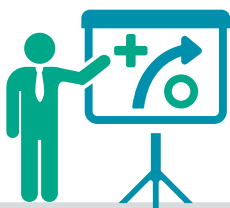
85%

felt the training had enabled them to increase the motivation and commitment of their employees



81%

felt the training had increased productivity



98%

felt that training helped to improve their management capability



97%

would recommend their training provider to others

Success story

Ashwoods Automotive

Jeremy Ellison, Finance Director



▲ Impact of GrowthAccelerator (in one year)

TURNOVER
UP BY



LAUNCHED

2 new
products

AMBITION TO SIGNIFICANTLY



**increase
sales**

with a consumer product
launch and to enter new
international markets

Ashwoods Automotive is best known for its hybrid vehicle technology. In 2013 we launched a unique driver feedback tool called Lightfoot which delivers proven fuel savings of over 10% by encouraging drivers to drive in the most efficient way possible. Lightfoot is currently used by the commercial fleet market but we are planning a consumer launch later this year.

In addition to developing a formalised process to take our new products to market, we needed our team to be aligned to our company vision and strategy, and to be sure that individuals understand their role in achieving success. The first step was clarifying our vision and strategy, so we worked with a specialist coach to help us update our business plan. Once completed, we needed to communicate this effectively to our team.

Using the match funding from GrowthAccelerator's leadership and management grant we commissioned The Colour Works to design a bespoke training programme which included psychometric profiling for everyone in the company.

Our directors identified that they did not have strong people management skills. Being able to clearly see everyone's strengths and weaknesses in terms of interpersonal relationships has been invaluable in helping

us to understand how people like to work and what type of things we need to do to motivate and inspire them.

One of the most important things we discovered was a need for better internal communication. To rectify this we've introduced a weekly Friday catch up for our whole team which is a forum for offering feedback and sharing information. This has proven very effective. The other change we made is the introduction of a more structured approach to personal development.

The training also highlighted that the leadership team needed to better communicate the overall vision and strategy. We now share our formal business plan with the whole team and have been careful to regularly update everyone about developments, such as the consumer launch of Lightfoot, as plans evolve.

Lightfoot is set to launch in the consumer market later this year and we have recently entered Spain, our first international market. Throughout our growth we want to continually improve our leadership and management capability and we are looking to strengthen our senior management team during the coming year. We'll also continue working with The Colour Works to develop our skills.

Trainer comment

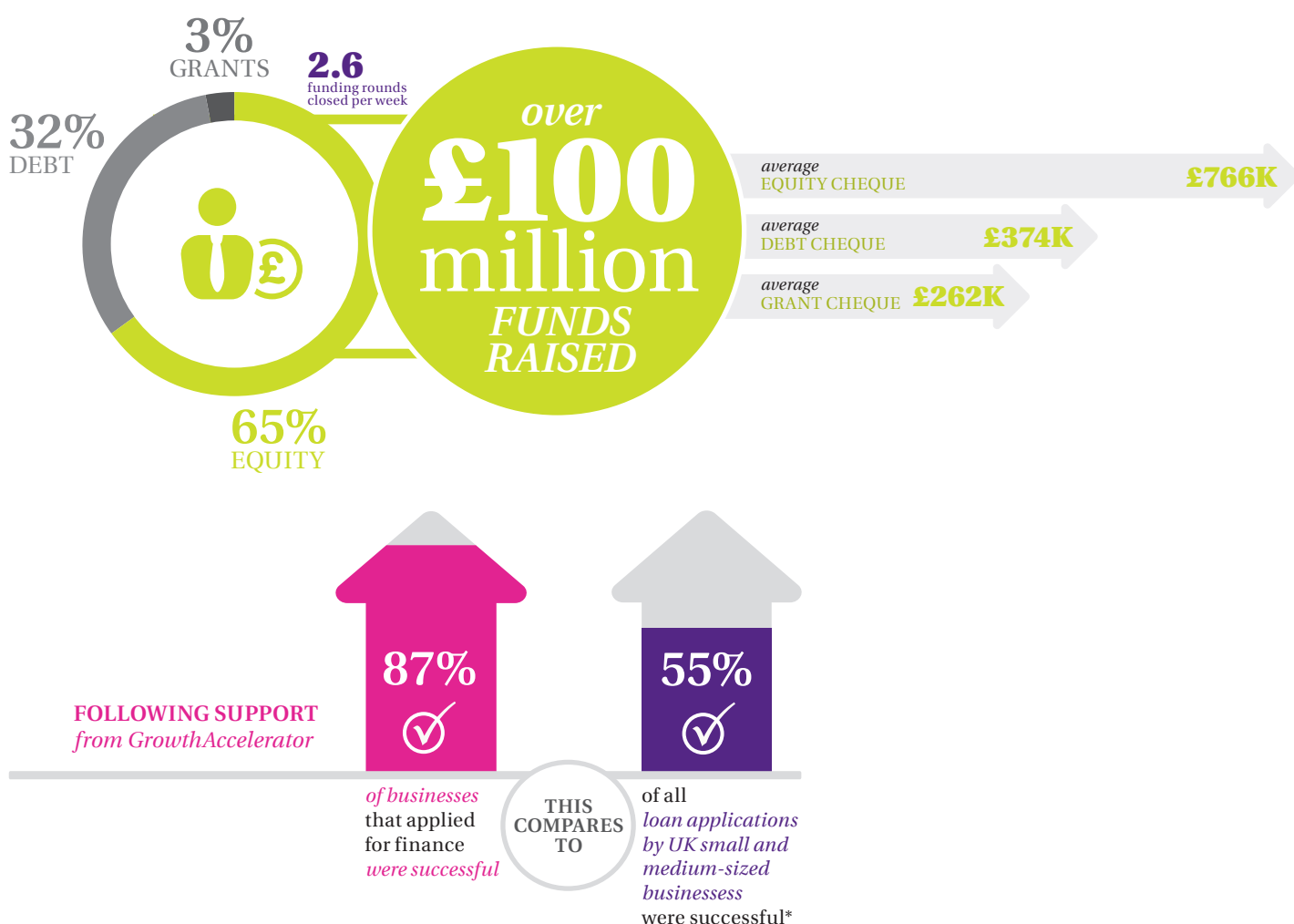
Steve Lloyd,
The Colour Works

"The training that we provide is specifically tailored to each business based both on the business growth needs identified and on the interpersonal needs of the leadership team."

Access to Finance

The access to finance landscape for small and medium-sized businesses in the UK is dynamic and constantly evolving. The issue for small and medium-sized businesses today is not that there is a shortage of funds; it is more an issue of knowing where to go to find finance and what options are available. Many businesses that we work with believe that high street banks are the only option for accessing finance. This is not the case.

Our specialist Access to Finance Growth Coaches help business leaders to understand and investigate the types of financial investment available. They provide support as they assess priorities and equip them with the right information to determine where time and money should be concentrated. Once the right funding route has been identified, we help companies prepare for meetings with potential funders and provide targeted introductions to these sources of finance.



Source: *Q1 2014 Finance Monitor

▲ Interesting facts

The power of ANGELS



1 in 4
companies raised
money from a
business angel or
syndicate of angels

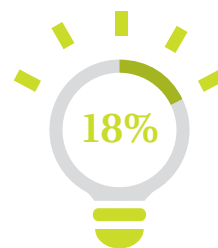
Male led
companies
on average
raised



Female led
companies
on average
raised



INNOVATIVE funding solutions



of supported
businesses raised
funding from a
combination of
debt, equity and/or
grant funding

▲ What do external finance providers say?



87%

would recommend
GrowthAccelerator as a source
of potential investments



100%

expressed a desire to
receive further referrals
from GrowthAccelerator

“We recently finalised an offer to a company introduced to us by GrowthAccelerator. The pre-vetting and high quality of their presentation made it much easier for us to say yes.”

*Harvey Shulman,
Seed Mentors*

“GrowthAccelerator plays an essential role in broadening the availability and suitability of funds for small and medium-sized businesses. We refer businesses that are not quite investor-ready to the service.”

*Simon Thorn,
Seneca EIS Fund*

▲ GrowthShowcase

In partnership with Innovate UK we recently launched GrowthShowcase – an online platform for the small and medium-sized business investment community which showcases some of the high growth businesses we support.

GrowthShowcase offers investors access to information about some of the UK's most exciting high growth businesses and greater transparency from the Department of Business, Innovation and Skills about how government-funded support services are benefiting growing businesses.

GrowthShowcase has been launched in partnership with the British Business Bank and the UK Business Angels Association. Established digital platform Justinvesting is hosting the website.

Find out more at www.growthshowcase.com

Success story

PayasUgym

Jamie Ward, Founder



▲ Impact of GrowthAccelerator (in one year)



AMBITION TO CONTINUE



When we first set up the business, we knew we had a unique idea with huge potential that would disrupt the health and fitness market. Our Growth Coach worked with us to secure substantial investment which has taken our potential for growth to the next level.

My business partner Neil Harmsworth and I used to travel around the country a lot to visit clients and we always found it very hard to get short-term gym memberships. We also noticed that the gym sector had yet to properly embrace digital technology. We thought it was strange that you could order a takeaway, or book a holiday online but you couldn't use the internet to access flexible fitness to suit your lifestyle. That's where the idea for PayasUgym came from.

We set up the business in 2011 and it has grown very quickly, which I think is proof that our business proposition has really filled a gap in the market. We now partner with over 2,000 gyms and health clubs in the UK and our client base is growing all the time. We've thought about packages to suit pretty much every type of gym goer – which we think is key to our long-term success.

While we were confident with our business model, we hit a wall with our funding quite early on in the process, and it was then that we spoke to GrowthAccelerator about our options. We felt our business idea had huge potential and we had some ambitious growth plans, but we knew we needed help reaching the right investor audience and in delivering a pitch that would hit all the right notes. We had raised a fair amount of money ourselves but with plans to rebrand, recruit a substantial number of new team members and diversify our services, we needed an injection of cash to achieve the rapid growth we knew we could achieve.

We were never in doubt that we'd made the right decision with our Growth Coach Nick Taylor. He had valuable experience in building a business from scratch, and his expertise with marketplace business models helped position our pitch. He was really encouraging of our intentions, and had a genuine interest in our business. He was also very constructive and thorough when it came to examining the finer detail of our business plan, which we now know is a fundamental part of the process.

We were especially grateful for Nick's expertise in connecting ambitious businesses like ours with the right investment audience, and helping us to deliver compelling pitches for investment. Nick worked with us throughout two funding rounds totalling over £2 million in investment, which has given us so much more room to develop and compete in our industry.

The funding made an immediate impact. We underwent a full rebrand and embarked on a high octane marketing campaign, developing a new CRM system in the process. We've also been able to take on 15 new staff, and have launched a new product – PayasUgym classes.

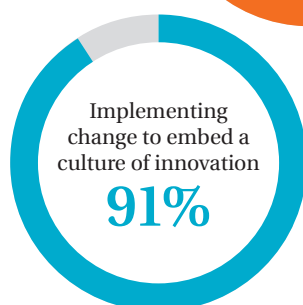
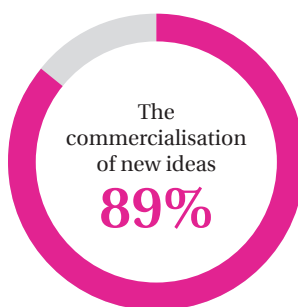
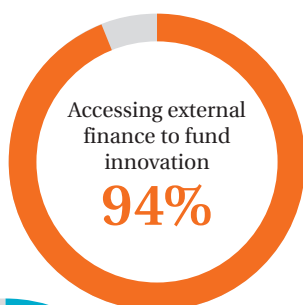
Our turnover has doubled year-on-year since we set up, and we're not ready to slow down yet. We believe there is potential for greater market penetration in the UK so we're always on the look-out for more locations and gyms that we can work with. We are also looking to improve the overall quality of our website and are keen to make classes even more accessible for our customers.

Growth Through Innovation

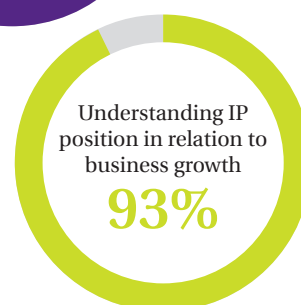
Innovation is a strategic necessity. In today's global economy, competition is fierce and fast, so being effective in business is all about keeping ahead of the game. True innovation goes far beyond new product development or new technology. The most successful businesses demonstrate creative but strategic focus, embedding innovation within the culture of the organisation, its business practices, processes and organisational structure.

Growth Through Innovation provides support to help business leaders achieve this. 900 businesses receiving support from GrowthAccelerator used Growth Through Innovation between April 2012 and April 2014.

The main areas in which businesses using Growth Through Innovation require support are:



Businesses using GrowthAccelerator say Growth Through Innovation support was important in:



16%



Building creative capacity

16% of businesses using Growth Through Innovation need support to develop technologies or processes that will generate income or streamline resources.

15%



Identifying new concepts

15% use the service to help unlock new ideas, services or business models and assess commercial viability.

9%



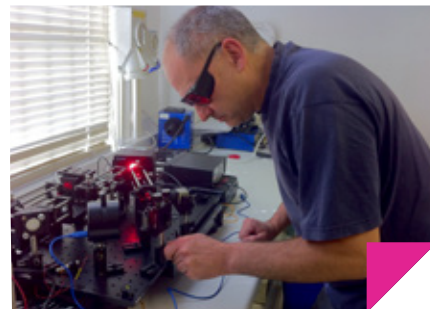
Understanding IP

9% use the service to carry out an IP audit or screening, funded by the Intellectual Property Office, to help them get a better understanding of the value of their IP.

Success story

Applied Materials Technology

Iain Glass, Managing Director



I started Applied Materials Technology in 1995 as a technical plating house. Since then we've diversified into a wide range of disruptive technologies. We support clients through early-stage development and demonstration and we also develop our own innovations through UK and EU-funded collaborative products. These include SHIPSHAPE, which unlocked the commercial potential of the Powder-HIP process (production of complex, high-performance metal parts with little or no material waste), POPARDET, which developed portable automatic asbestos detection systems and, more recently, BabyLight, which offers the prospect of treating infant jaundice at home instead of in hospitals.

Whilst the business is a powerhouse of innovative ideas and we've been very successful in securing grant funding for research and development, my team and I knew we had to safeguard the future of the business with a formal business management structure. To achieve this we wanted to extract full value from the R&D we were doing as well as from our core plating business, which also had enormous scope for growth.

Working with our Growth Coach Steve Potts gave us the opportunity to step back from the front line and focus on our business. We addressed strategy and planning and put in place clear systems and processes to take us in to the future.

At the end of our GrowthAccelerator support we were ready to relaunch the company with a shared vision and values, management team in control of the business, new management and HR processes, an all-new website and newly recruited leaders for each of the four laboratories.

GrowthAccelerator has enabled us to work with our client companies in a way that would simply not have been possible before. We now have the capacity to engage with new activities that broaden our base of operations, which provides much-needed resilience and reduces our dependency on a small number of key customers. It has also put us in a strong position for investment for future growth.

Coach comment

Steve Potts

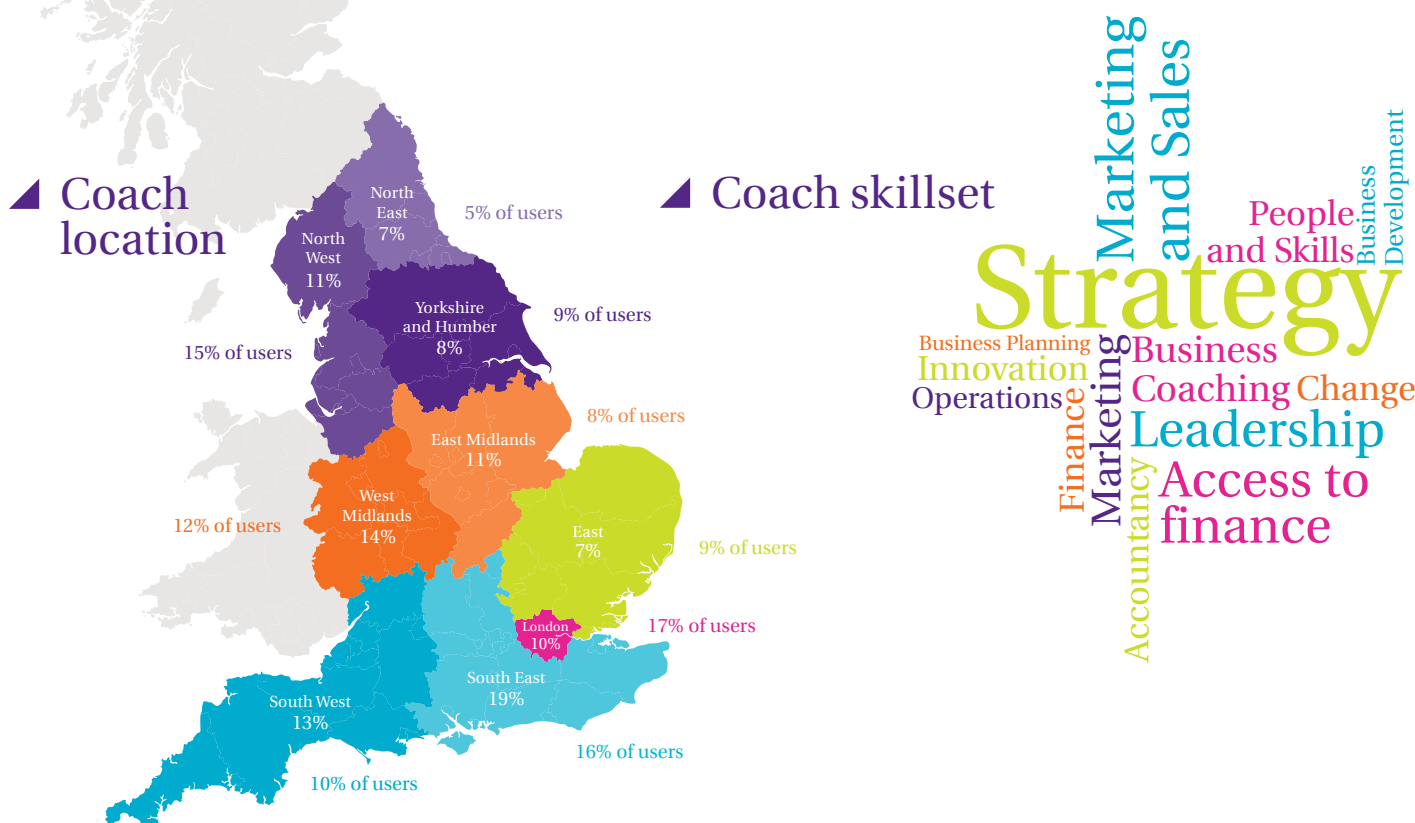
"We switched the focus from purely science and technology to include all the things you would expect to see in a well-run organisation such as a strategy and plan, clear roles and responsibilities and robust systems and processes. The team has made tremendous progress, achieving order, stability and growth as well as innovating to put a unique business structure in place."

Growth Coaches

The business leaders that we support say that one-to-one coaching encourages them to challenge the way they think about and run their businesses and that it facilitates the development and implementation of new, improved strategies for growth.

GrowthAccelerator offers businesses access to a talent pool of over 2,000 Growth Coaches who have expertise across a huge range of specialisms, many with personal experience of growing a business.

Our clients have the final decision about the Growth Coach they work with, giving them the unique opportunity to find both the expertise and the personality that best fits their business. Many of our clients build strong and lasting business relationships with their coaches – evidence that tailored mentoring has long-term value.



What business leaders say about our Growth Coaches

93%

were satisfied with the quality of coaching they received



95%

Credibility

94%

Business experience

91%

Understanding of my business

90%

Technical skills

▲ My Growth Coach and I

Wiggly Wigglers

Heather Gorringe,
Founder of Wiggly Wigglers

From our first meeting with Rachel we felt she was someone who really understood our business. We have a very strong ethos and culture at Wiggly Wigglers, so having a coach who fitted in with that was really important. Rachel is straight-talking, down to earth and very proactive. She challenged us with difficult questions in a way that made us think properly about our ideas and plans, but in a supportive way. The most important thing that Rachel has given us is confidence. She's been a force of calm throughout our ups and downs. We couldn't bear to part with her so Rachel is now a non-exec director for Wiggly Wigglers.



Rachel Carr, Growth Coach

Wiggly Wigglers' business personality was one of the first things I really noticed when I started working with them. They are brave in their attitude and pioneering in their business intent. A fun working culture is in their DNA and they constantly strive to offer ethical excellence. Wiggly Wigglers has a clear vision for success, they will actively seek out new ideas for both developing and sustaining their pathway to growth, they are not afraid to try something new, they will admit when things haven't quite gone to plan and seek to identify the key lessons learnt, and they always (even when the odds are against them) believe in the Wiggly brand.



Stansted Park Farm Shop

Fred Duncannon,
Co-founder, Stansted Park Farm Shop

With our great location we have access to amazing local produce. When we started the business we knew there was huge growth potential but we had no retail experience. We approached GrowthAccelerator knowing where we wanted to be, but needing help to get there. We chose Keith as our coach for his fantastic retail experience. Throughout he has been passionate about the same things we are – like cheese – and he's very knowledgeable. He acts both as reassurance and devil's advocate, often pointing out things that should be obvious but aren't when you are in the throes of growing a business. We have completed our coaching but we're still working with Keith to train our team and we see his support as valuable to our future growth.



Keith Angus, Growth Coach

Fred and his business partner Sam are a fantastic team. Leaving secure jobs to follow their dreams and start the farm shop was a gamble – and it's one that's paying off because of their passion for food and commitment to their business. Their unique offering is locally sourced produce, particularly the venison that comes from the Stansted Park Estate. Their willingness to diversify is a key factor in their success – outside catering, their onsite café and the development of an online retail presence are activities that ensure the business stays fresh and exciting to customers. For me it's great to work with retailers like this as there's so much potential – and they're doing all the right things to achieve growth.



Building partnerships

Business leaders who choose to work with GrowthAccelerator tell us that guidance from business experts with personal experience is the most important service we provide. To ensure that businesses are able to tap into a wealth of specialist expertise beyond the tailored coaching they receive, GrowthAccelerator is committed to guiding businesses through the landscape of wider support and services available, helping to identify opportunities that will support their growth goals.

Whether referring businesses on to another relevant government-funded support service or offering special deals, exclusive events or simple introductions to corporate businesses, our goal is to build partnerships that offer value to growing businesses, supporting them throughout their GrowthAccelerator journey and beyond.

Government-funded support services

As a government-funded support service we recognise the importance of working with fellow support providers to offer a seamless, holistic service to growing businesses. We value the relationships that we build and see the benefits that we offer businesses by working together with our sponsors, referral network and delivery partners as vital both to our success and to successful business growth.

88%
of stakeholders have
recommended a business
to GrowthAccelerator



GrowthAccelerator has helped us make some big changes. We've increased brand awareness through media coverage, including in a BBC documentary and The Times, and via a video that went viral and reached over a million people on social media. On our Growth Coach's suggestion we also tightened up on intellectual property protection and used the Manufacturing Advisory Service (MAS) Lean training to help us implement 'right first time' manufacturing. Another course, on finance strategy, is also helping us protect cash flow as we grow. Through UK Trade & Investment's (UKTI) Passport to Export service, we're working directly with the British Embassy in Paris, our first export target. We'll be launching in Paris in November with a reception for architects at the Embassy hosted by the British Ambassador. The trade team's organisational support and the surrounding publicity have been massive – and are due to be replicated in New York as UKTI is helping us fund a toe-dipping exercise there too.

*Alison Lyons,
Director, Sesame Access*

Our work with both GrowthAccelerator and Innovate UK has been invaluable in terms of generating rapid growth. Innovate UK funding has allowed us to develop new products and meet important potential customers, whilst GrowthAccelerator coaching has enabled us to focus on the things that are vital for our future growth and drive them forward. In the last year, we've taken on a new Head of Sales, grown our team significantly, floated on AIM, moved to larger premises and acquired a new business. It's been a busy time but we're on track for our ambitious growth targets, thanks largely to the support that we've received.

*Neill Ricketts,
Founder, Versarien*

THE BRAVE & THE BOLD

In June 2014 GrowthAccelerator hosted an awards ceremony like no other. The Brave & The Bold recognised and rewarded the success stories of the high growth businesses that GrowthAccelerator has supported. We were not just looking for businesses who have achieved the highest growth, but those who have made the bravest decisions and the boldest moves.

Commercial supporters

We are proud to collaborate with commercial organisations to offer events, services and products that are of value and interest to ambitious growing businesses. We build relationships with organisations that have a shared aspiration to help businesses grow.



Our relationship with GrowthAccelerator offers us unrivalled access to the high growth business community providing the opportunity for us to promote our products and services. In collaboration with GrowthAccelerator we offer growing businesses valuable support through joint events, access to free informative resources and straight-talking advice. 

*Scott Garner,
Head of Business Development,
DMH Stallard*



We are delighted to continue our association with GrowthAccelerator as a valuable initiative in helping nurture businesses often in critical stages of development. Through the conversations I have regularly with both our customers and our partners, the ability to tap into a wide variety of resources and expertise to help craft, execute and monitor a balanced plan for enabling new business opportunities to become a reality is key for future success. We have a number of both customers and partners who have joined GrowthAccelerator and are reaping the benefits already. 

*Linda Rendleman,
UK Channel Lead,
Microsoft*



Barclays is excited to be working in collaboration with GrowthAccelerator, providing support and relationship banking for businesses of all sizes. In collaborating with GrowthAccelerator we aim to help customers, clients and businesses realise their ambitions in the right way. By developing close working relationships and an understanding of the business challenges that customers face, our desire is to offer solutions and practical support through good times and bad. Our job is to save growing businesses time, make them money and give them total peace of mind. It's a duty we take very seriously. 

*Caroline Pullich,
Head of Business Banking,
Barclays*

Want to support ambitious
and growing businesses?

Contact our stakeholder
team to find out more.

Lisa Taylor
lisa.taylor@uk.gt.com
0207 728 2514

GrowthCommunity

The GrowthCommunity is an exclusive network for the leaders of the high growth firms that GrowthAccelerator supports. It has over 1,000 members and is designed to help them drive growth amongst themselves by doing business together.

A key feature of the GrowthCommunity is the online forum, where members can share knowledge with and seek advice from their peers. This is complemented by a programme of exclusive member-only events, which include inspirational guest speakers as well as opportunities to network with and learn from fellow members.

On top of these benefits, GrowthCommunity members receive unique offers from supporters, such as Microsoft and the Institute of Directors, as well as priority access to the research and reports that GrowthAccelerator produces.



▲ Ways to connect and interact



▲ Many other benefits



Join us



Am I eligible?

To be eligible, your business must:

- Be registered in the UK and based in England
- Have fewer than 250 employees
- Have turnover of less than £40M
- Meet the EU definition of an SME



How much does it cost?

Your contribution depends on the size of your business. You pay a one-off fee:

- For 1-4 employee businesses: £600 (+£700 VAT*)
- For 5-49 employee businesses: £1,500 (+£700 VAT*)
- For 50-249 employee businesses: £3,000 (+£700 VAT*)

Leadership & Management grants are match funded up to £2,000 per eligible senior manager.

* VAT is based on 20% of the nominal value of the service at £3,500, so all businesses pay the same amount of VAT.



What do I get for my money?

The one-off fee is for the guidance and support you receive from your Growth Manager and Growth Coach, as well as access to masterclasses and workshops. In addition, you get access to match funding for Leadership & Management training.

Finally, you can also become part of the GrowthCommunity, a network for England's high growth leaders.



What do I need to do next?

Get in touch now by emailing enquiries@growthaccelerator.com or calling 0844 4632995 (Monday to Friday 9am - 5pm).

One of our growth experts will then explain the service in more detail and describe how we can help you grow your business.

Contact details

0844 4632995 (Monday to Friday 9am - 5pm)

enquiries@growthaccelerator.com

www.growthaccelerator.com

 *[@GrowthAccel](https://twitter.com/GrowthAccel)*



we mean business▲