

SMMT Webinar

## **New Manufacturing Advisory Service**

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28 February 2012

# Paul Everitt

## Chief executive SMMT

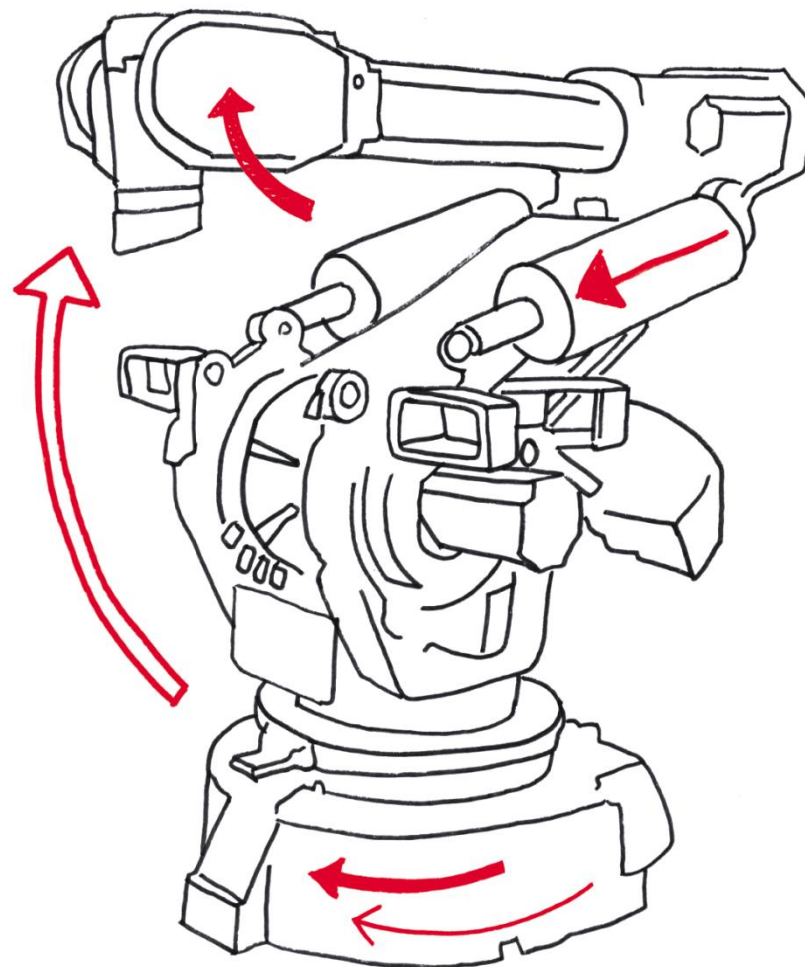
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- During presentations (14:30 – 15:00) everyone will be muted so that only the presenters will be heard.
- There will be a Q&A session straight after presentations.
- If you are experiencing any technical problems please call 0207 344 1647

# Overview of new MAS

28<sup>th</sup> February 2012

**Simon Griffiths**  
Director – North & West England



# The MAS Service

- A national service to all manufacturing businesses in England from January 1st 2012
- Delivering strategic and technical support to SME manufacturers
- Driving business growth.
- Single common delivery model
- Developing advanced manufacturing capabilities.

# Programme Objectives

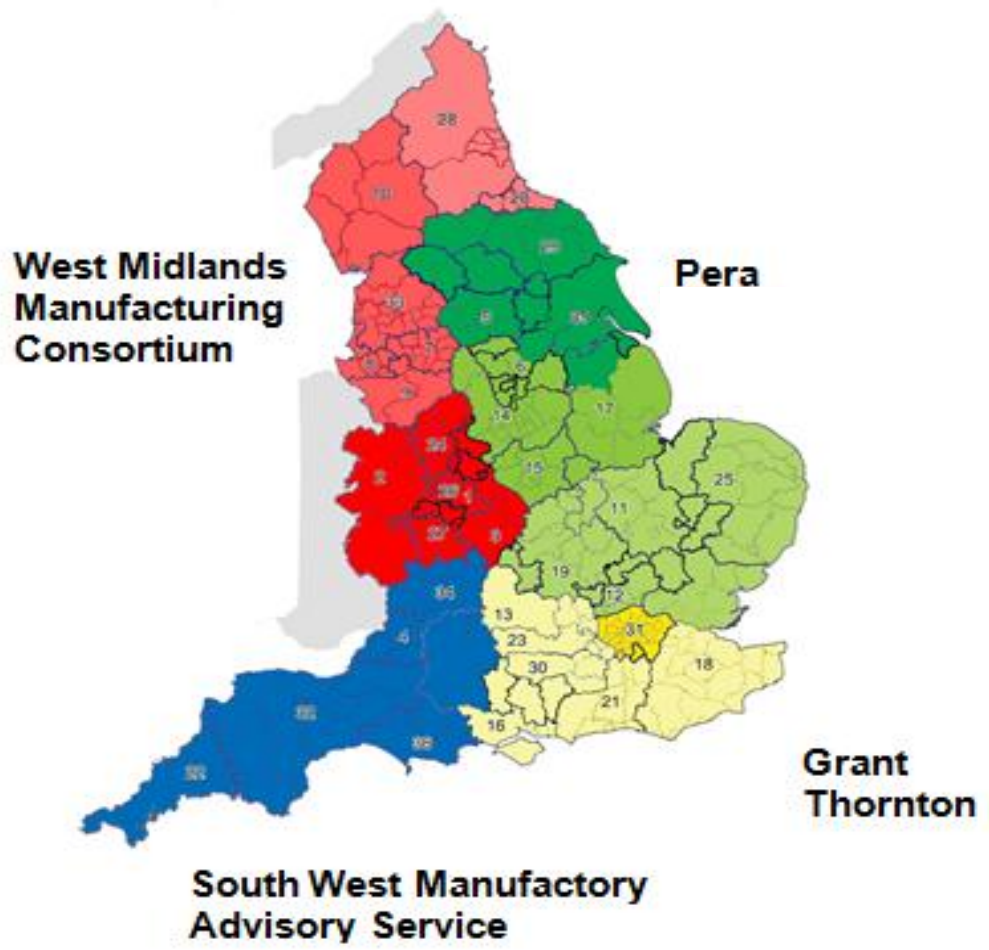
A three year programme :-

- Working with 27,000 SME manufacturers across England
- 10,800 In-Depth Improvement Projects
- 300 Events per year
  
- Creating 23,000 jobs
- Safeguarding 50,000 jobs
- Helping generate £1.3 Billion of GVA

# Nationally coordinated - locally delivered

- The National MAS contract has been awarded by BIS to a consortium of 4 companies :-
  - Grant Thornton
  - PERA
  - SWMAS Ltd
  - WMMC Ltd
- There is a single national contract and a single Operational Management Board.
- MAS is delivered locally by advisors based from Plymouth to Penrith, Doncaster to Dover.
- Funding & resources have been allocated on business density across England.

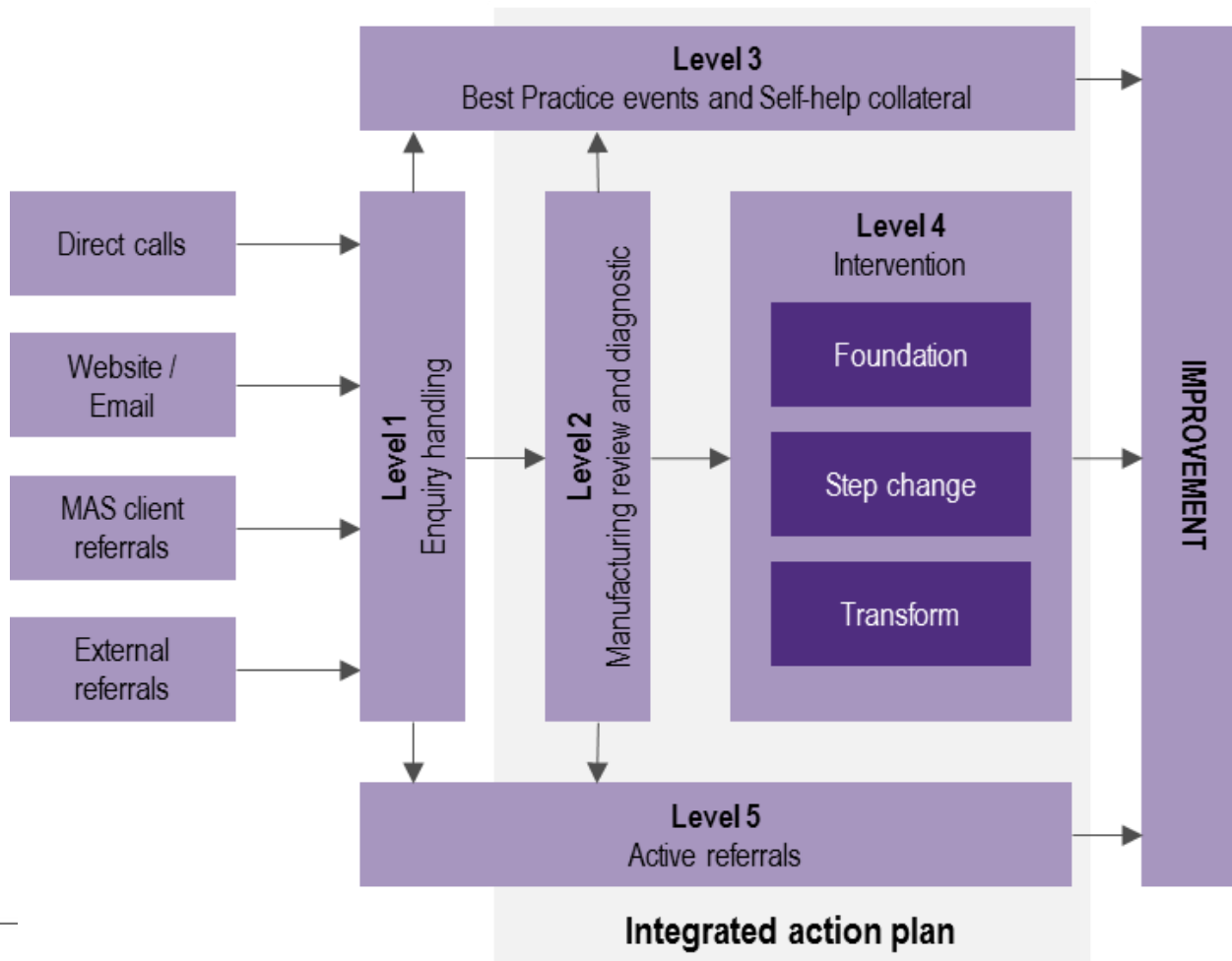
# Geographical Responsibility



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# Client Journey



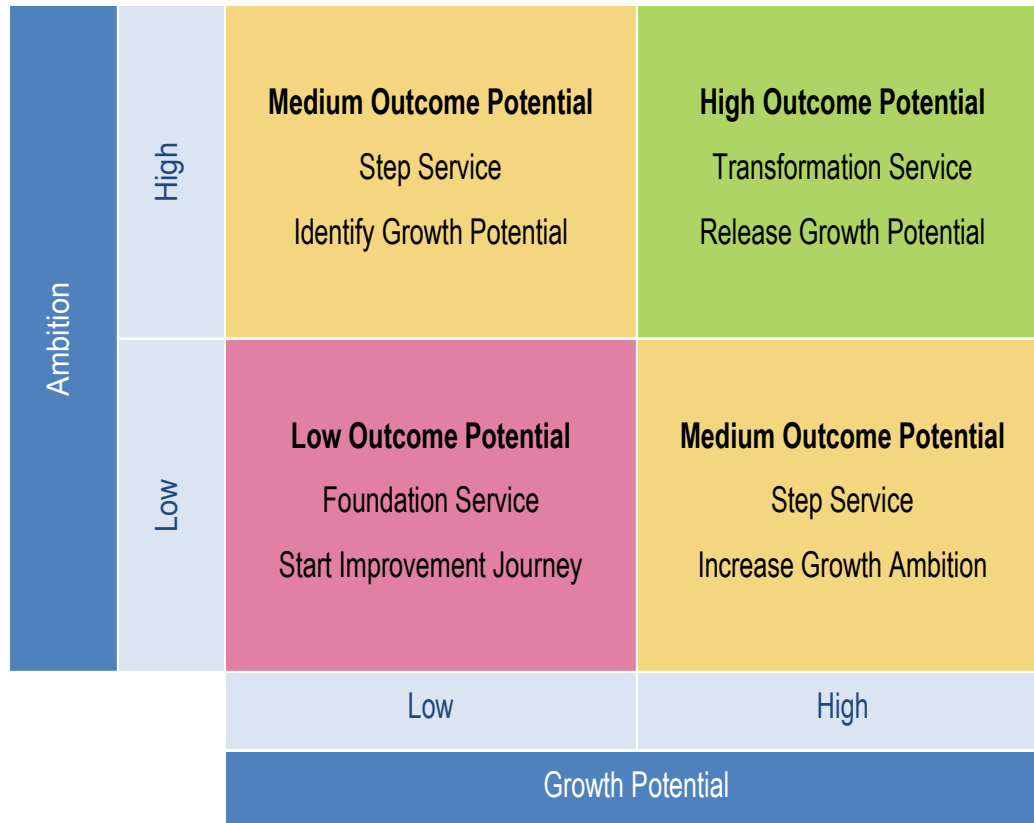
# Delivery methodology

- All Manufacturing Reviews delivered by MAS Advisors
- In Depth Project delivered by either external Consultants or MAS Advisors.
- Foundation (up to £1k) & Step (up to £3k) grants committed by the MAS advisor at Manufacturing Review stage.
- Transformation grants (up to £10k) awarded by MAS Funding Panel – available later in 2012

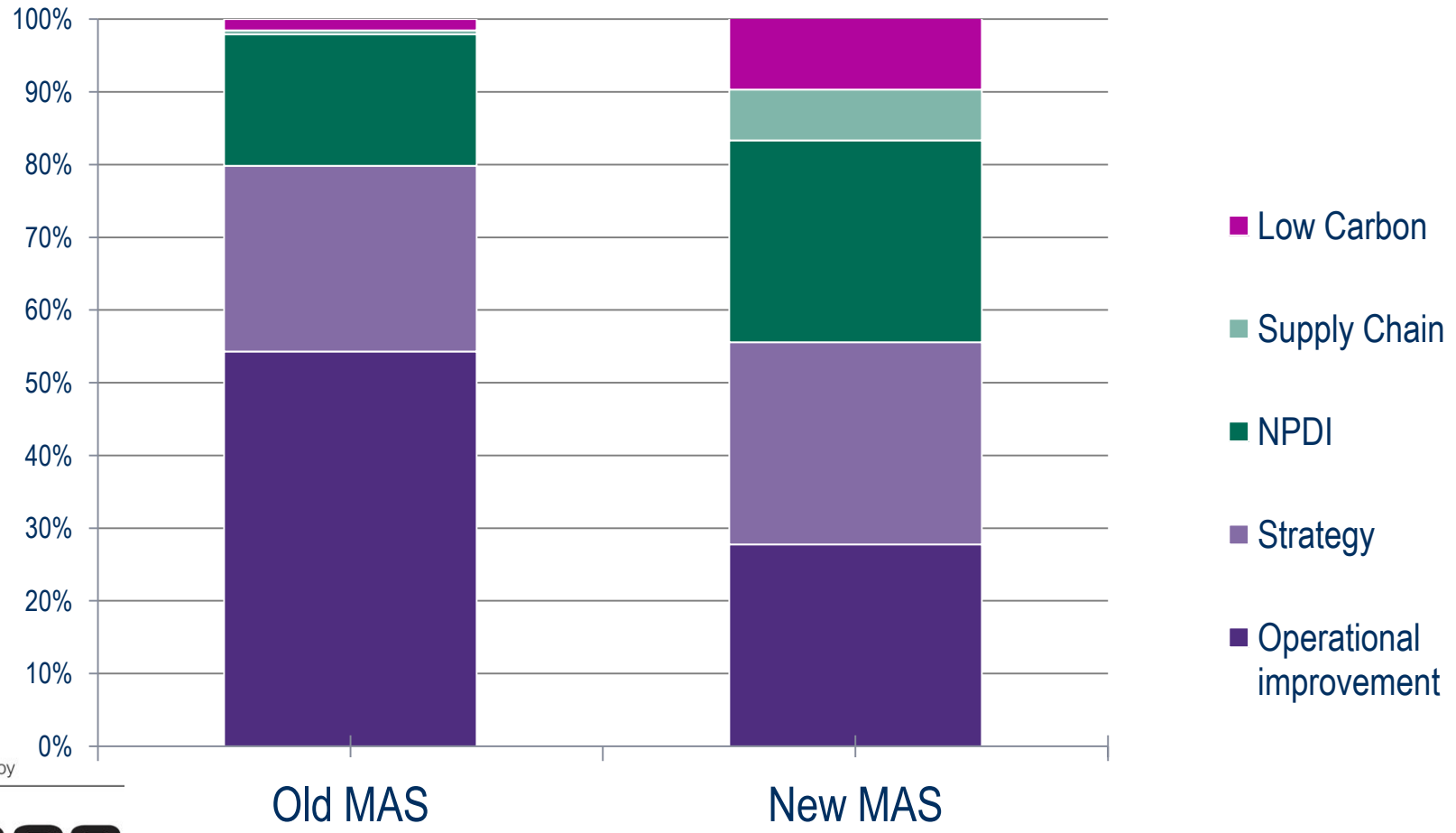
# Consultant Selection

- Choice of deliverer rests with Manufacturer.
- Manufacturer contracts with consultant.
- NO contract between MAS and the consultant.
- Manufacturers to browse directory using following search filters:
  - Location/Distance.
  - Capabilities.
  - Fee rate.
  - Previous MAS Project
  - Feedback filters

# Growth Ambition



# Growth focus



# Eligible Projects

Those demonstrating a good fit with at least one overarching objective:

- Driving business growth
  - Developing advanced manufacturing capabilities
  - Creating high value jobs
  - Improvement of resource efficiency (carbon footprint)
- 
- ROI of  $> \text{£}66 : \text{£}1$

# Eligible Projects for MAS funding

- Developing a medium to long term strategy for growth
- Developing and/or introducing new products / processes
- Reducing operational costs
- Application of lean principles (especially beyond the manufacturing shop floor)
- Introduction of advanced manufacturing techniques.
- Servitisation

# Non - Eligible Projects

- Sales lead generation, Identifying selling agents (UK and overseas)
- Generation of marketing and selling materials
- Advertising, PR, Marketing Materials, Logos & Branding, Brand Management
- Intellectual property fees
- Anything related to websites or social media
- Open training courses, NVQ courses
- Anything that is a statutory requirement
- Preparing annual accounts, Tax and VAT consultancy



# High Level Process

Enquiry

Business Development activity - Direct from Manufacturer to advisor or helpline, referral from partner (eg Business Links) or from consultants.

Manufacturing Review

Free on Site review of manufacturing business – determine SME status, understand current issues, record observations, develop action plan including project scope.

Funding Application

Manufacturer submits application form for grant funding to assist with delivery of the identified/scoped projects. Selection of consultant from MAS directory.

Funding offer

MAS allocates and confirms level and condition of grant funding (ie. Time-bound)

Project Delivery  
& Management

Project delivery – MAS advisor manages project to ensure on track.

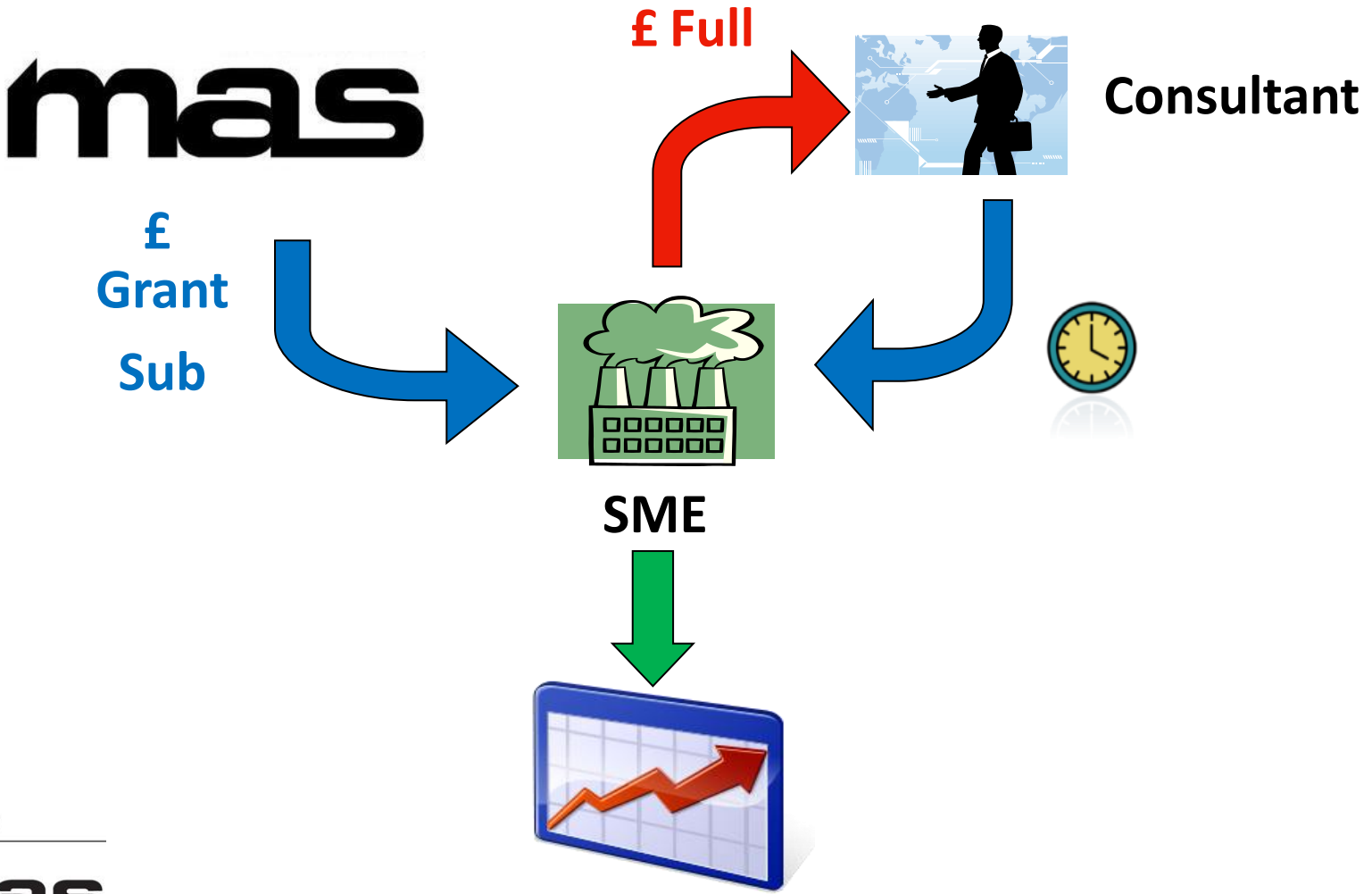
Outputs &  
Feedback

MAS advisor collates project outputs and feedback from client. Another project??

Grant Payment

Manufacturer invited to invoice MAS for grant funding

# Funding Process



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# Contact Points

- National Helpline Number  
0845 658 9600

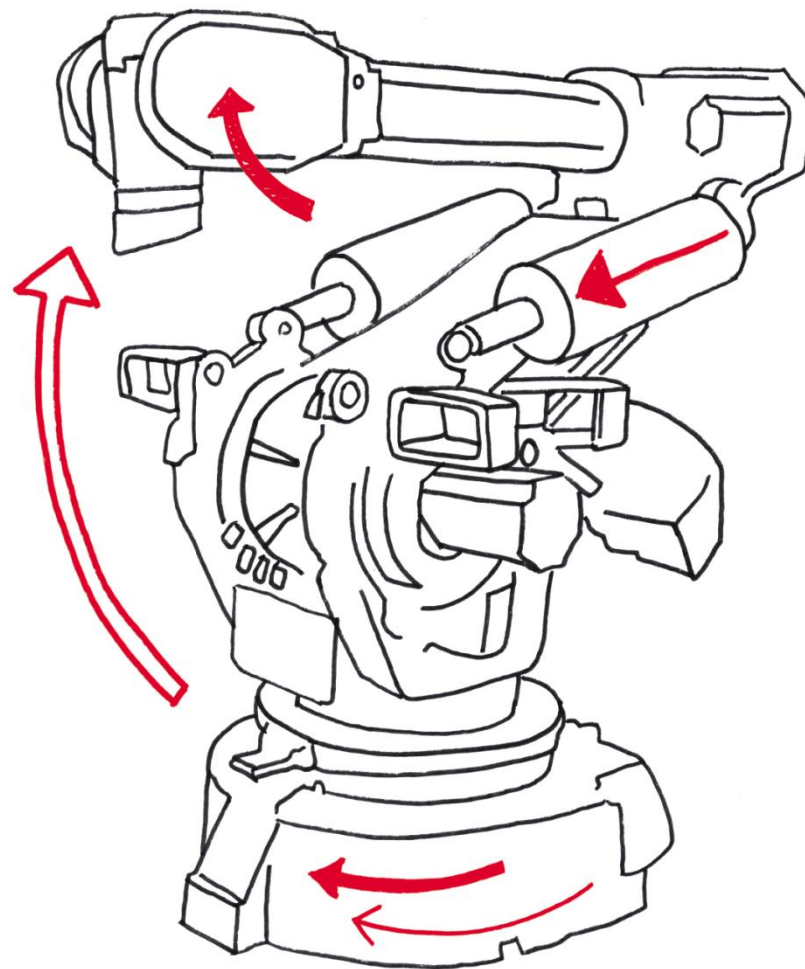
- Website

[www.mymas.org](http://www.mymas.org)

The screenshot shows the MAS website homepage. At the top is the MAS logo with the tagline 'The manufacturing advisory service'. Below the logo is a navigation menu with links for Home, About Us, Services, Resources, News, Events, Case Studies, and Contact. A breadcrumb trail indicates 'You are here: Home' and there are links for 'Log in' and 'Register'. The main content area features a large hero image of a man in a workshop, with several smaller images to the right. Below the hero image are five buttons: 'Welcome to MAS', 'How we can help', 'Who we can help', 'Free newsletter', and 'Free diagnostic'. The page is divided into three columns. The left column has a 'Latest News' section with two articles: 'Recruitment and investment on the horizon for South West manufacturers' (dated FEB 17, 2012) and 'Results from the latest Manufacturing Barometer Survey - comment from Simon Howes, MAS Area Director-South' (dated FEB 17, 2012). The middle column has a 'Case Studies' section with three articles: 'Arc Energy Resources Ltd' (Gloucestershire manufacturer energises itself for future growth), 'Protechnic' (Bristol manufacturer embraces innovation to make a case for growth), and 'AR18' (London manufacturer embraces Lean model to make a case for growth). The right column has a 'Register' section with a link to 'Register to benefit from our FREE library.', a search bar with a 'Search' button and a link to 'Advanced Search...', a 'Free Helpline' section with the text 'Our experts are on hand to help answer your technical questions or queries. Call now: 0845 658 9600' and an email address 'Email advice@mymas.org', and a 'Testimonial' section with the text '\*Working with MAS has easily been the...'

# Thank you

## Q&A



>Please click on the hand symbol to raise your hand if you have a question.

>Please ensure that you are connected to the audio to ask a question.

>Alternatively, you can type your question.

>Email:

**memberservices@smtt.co.uk** with your questions after this session.

>Slides available after the event at

[www.smtt.co.uk/members-lounge/member-services](http://www.smtt.co.uk/members-lounge/member-services)

