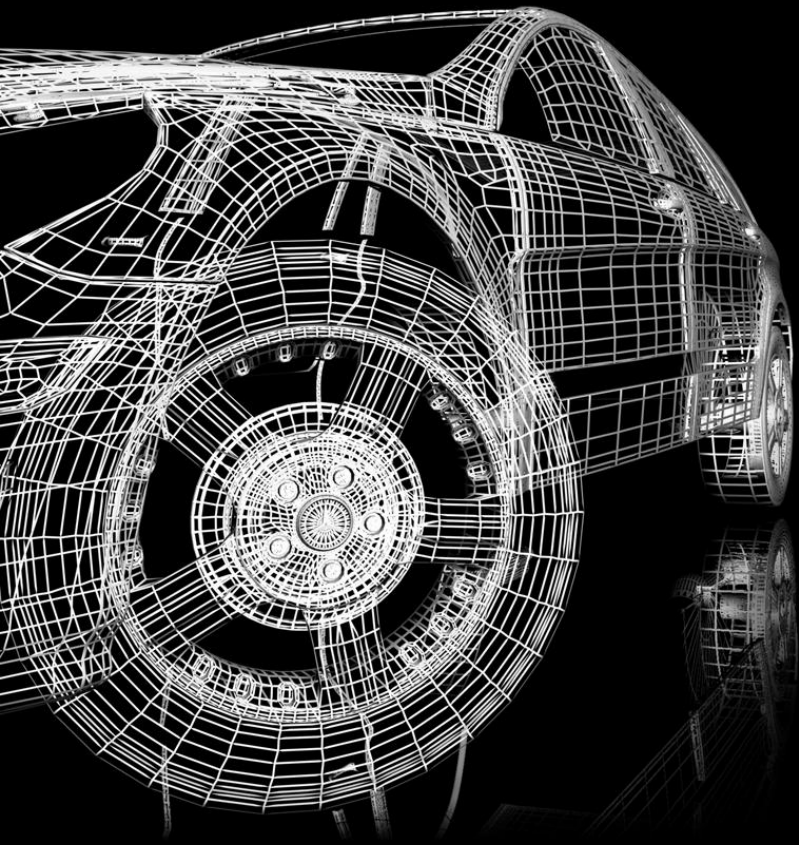




Supporting your Drive for Growth 2014 SMMT Roadshow 5th March 2014



Presented by

Carol Holden OBE

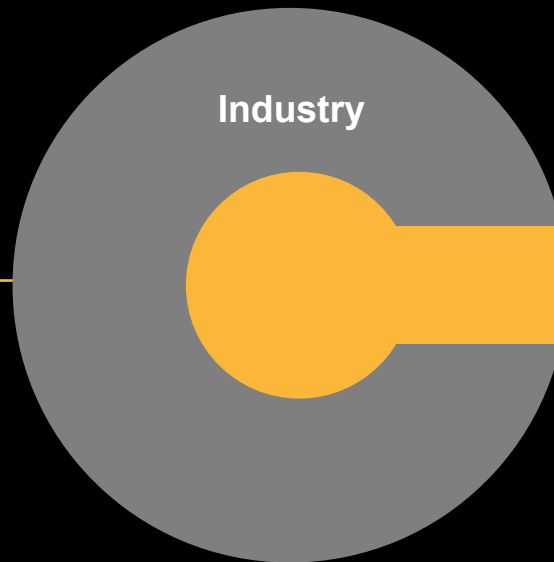
Chief Executive

www.nwautoalliance.com

What is the NAA



- The NAA is a not-for-profit, membership-based company, which is a catalyst for raising the profile and competitiveness of the automotive sector in the North West.



Industry

The NAA provides a community for all automotive-related businesses in the North West, as it purely focuses on the automotive sector, with a wealth of contacts and knowledge in this area.

What we do



NAA Networking Event
28th November 2012
JLR



Business Excellence Networking Meeting:
6th July 2013
Tour of Auto Marine Cable



Sector Update
30th January 2013
Haydock Racecourse



NAA Annual Dinner
6th November 2013
Carden Park



CENEX LCV Event
4 & 5th September 2013
Millbrook Proving Ground

What we do



THE NORTHWEST AUTOMOTIVE ALLIANCE
Working on behalf of the North West's automotive industry



NAA UPDATE: YOU ARE INVITED TO ATTEND FORTHCOMING NAA EVENTS, AND TO APPLY FOR AN AWARD...

Carol invites you to attend the next NAA meetings, which include 'A guide to marketing for NW automotive companies and suppliers' on 4 October at MWS; the annual NAA networking dinner on 18 October at Garden Park; and a members networking meeting on 28 November at Jaguar Land Rover in Halewood... [Read more](#)



NAA SKILLS UPDATE: APPRENTICESHIPS

It's that time of year when many young people have received their GCSE or A-Level results and are wondering what to do next. Thankfully, a lot of emphasis is being given to apprenticeships at present, but I worry that we are still not doing enough to promote the benefits of apprenticeships to learners, parents and employers... [Read more](#)

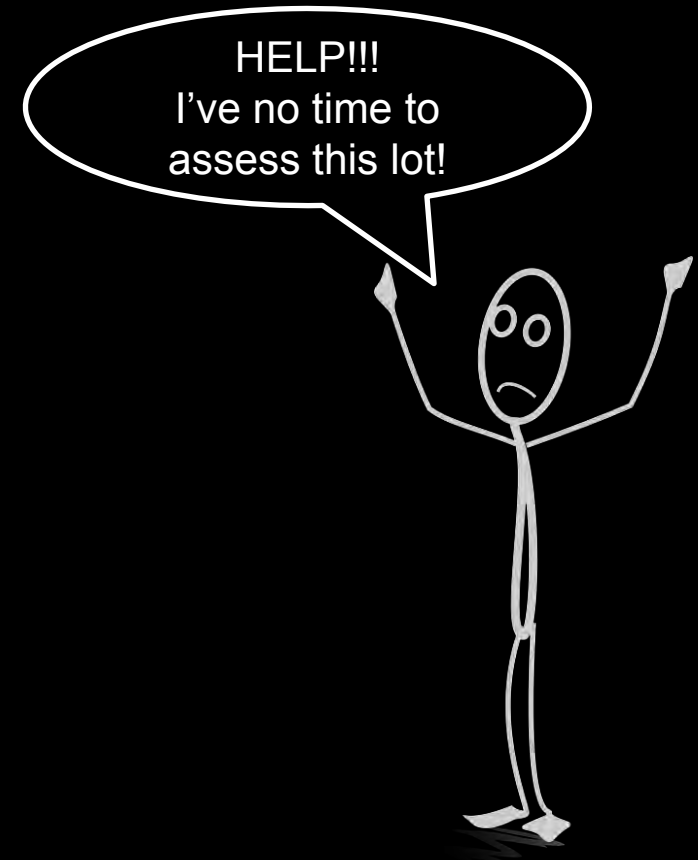


Training courses

The screenshot shows the website's navigation menu with links for ABOUT US, TRAINING COURSES, NEWS, SERVICES, EVENTS, and CONTACT US. It also features a login/register section and a newsletter sign-up button. The main content area includes a featured article on the NAA Business Excellence Programme, a news section with links to Lancashire Business News, a Twitter feed, and a UK Trade & Investment section. There are also sections for 'OTHER NEWS' and 'EVENTS'.

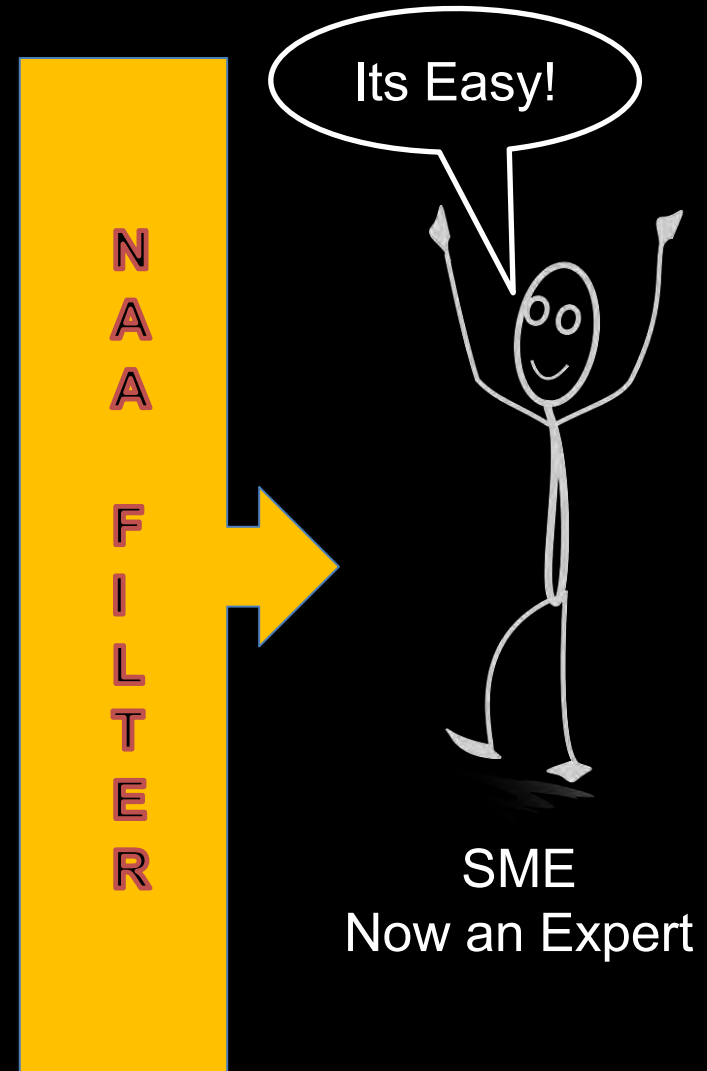
SME – Information Overload

- Funding
 - ERDF
 - Horizon 2020
 - FP7
 - TSB
 - AMSCII
 - Regional Growth Fund
 - Growth Accelerator
- Tax
 - Tax Credits
 - R&D Tax Incentives
- Business Growth & Advice
 - MAS
 - UKTI
 - SEMTA
 - Apprenticeships
 - The Manufacturing Institute
- Government Bodies
 - LEPs
 - BIS
 - Councils
- Consultants
 - Quality
 - Management
 - Sales
 - Purchasing
- Industry Bodies
 - SMMT
 - Automotive Council
 - IMechE
- Higher Educational Establishments
 - Technology Centres
 - AMRC, VEC...
 - Universities
 - Liverpool/LJMU/Lancaster/Manchester/Sheffield...



NAA Knowledge Bank

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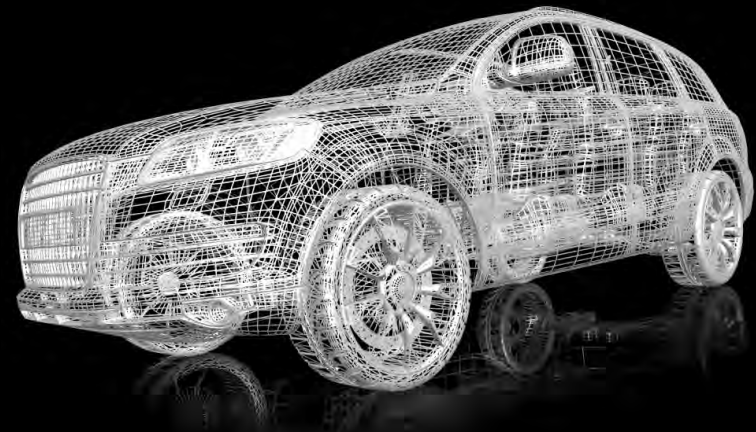
To improve business practices, sustainability, competitiveness and the profitability of the automotive sector through Business Excellence.

- Free or heavily subsidised services for 133 companies (109 SME)
- The support is flexible, accommodating the requirements of a wide range of projects.

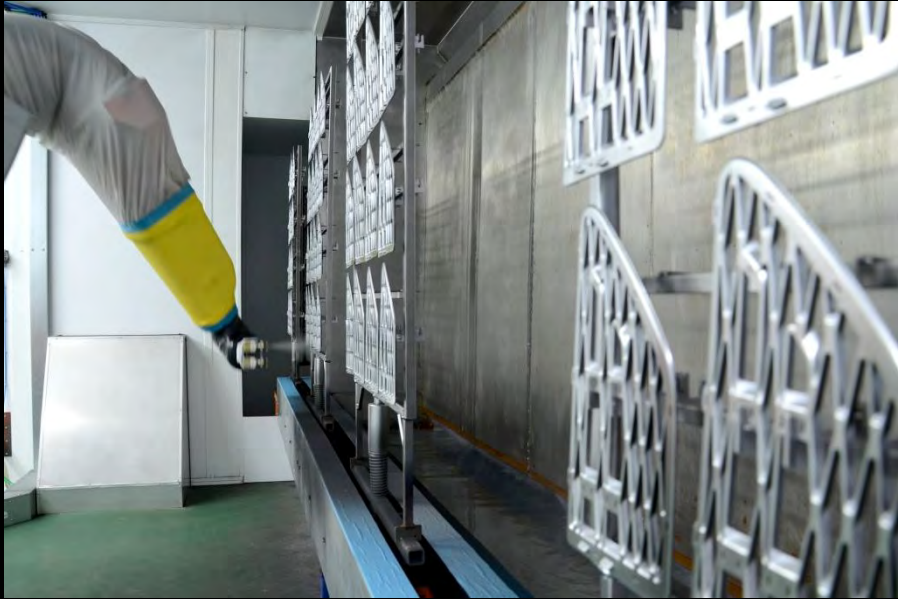


Business
Excellence
Programme

- Subsidised mentoring and technical support - funding up to £10,000.
- Subsidised training from NAA delivered courses
- Networking, events and sharing of best practice
- Promotion of companies' products, services and successes both regional & international
- Newsletter articles
- Website entries
- Case studies
- Show support



Business Excellence Case Study: Electron Technical Solutions Ltd - capacity increase



- Electron Technical Solutions, specialists in applying unique paint finishes to plastic car parts, has undertaken a project to improve the efficiency of its processes, allowing it to increase its production capacity and turnover.

“The work carried out has definitely been beneficial. Significant improvements in productivity have resulted, and we can now take on more business. We have invested significantly in capital equipment and this project has helped us to achieve the best possible return on that investment.”

Current statistics

Members

Target - 133

To-date - 123

Jobs Created

Target - 232

To-date - 186

Jobs Safeguarded

Target - 691

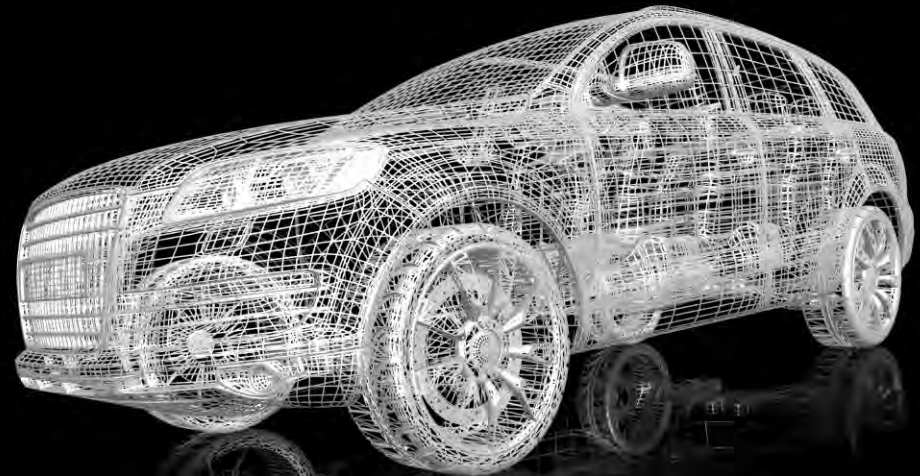
To-date - 564

Projects

95 projects funded to-date

Target Spend - £1,245,958

Committed Spend - £1,001,256



Project support

- Help consortium partnering
- Help develop your bid application
- Undertake the project/contract management for you
- Undertake the dissemination / exploitation planning & implementation



NAA is one of the most active and dynamic business support organisations I have engaged with. Carol and the team are constantly developing new projects and ideas which support Automotive businesses, large and small, to the benefit of the wider North West economy. They have been instrumental in achieving or contributing to some of the most transformational automotive projects in the UK. I engage with NAA because they achieve real change through practical business support activities and by having influence and connections to the highest levels of government and private enterprise.

Alan Wilson - Pirelli

STRIVE

(SIMULATION TOOLS FOR RAPID INNOVATION IN VEHICLE ENGINEERING)

An AMSCI funded project



Aims

- To create a new Digital Supply Chain for the UK Automotive Sector
- To develop an integrated solution of high fidelity simulation, immersive virtual prototypes and processes for evaluation and, ultimately, application for the advancement of the UK automotive industry.
- To facilitate a 'step-change' in UK automotive engineering, significantly reducing timescales for the development of new vehicles and enhanced build quality.

Partners





A Technology Strategy Board-supported project

Aims

- To create a new type of car, designed from first principles, with support from the insurance industry, in order to reduce risks for young drivers.
- To create a car with novel driveline technology, a lightweight impact-resistant body and features designed specifically to appeal to young drivers.

Partners



Up-coming events



- 29th April: Technology event
- 13th June: BE Networking, Cholmondeley Pageant of Power
- 26th June: NAA Networking, Getrag