



Northwest

# automotive Alliance

## ANNUAL NETWORKING DINNER & BUSINESS AWARDS 2014

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6<sup>TH</sup> NOVEMBER 2014 | THE MERE, KNUTSFORD

# SPEAKERS & MENU

## SPEAKERS

**MICHAEL STRAUGHAN** *Chairman of Directors, NAA*

**JERRY HARDCASTLE OBE** *Chairman – Automotive Council Technology Group,  
General Manager for Innovation and Performance Projects,  
Nissan Motor Manufacturing (UK) Limited*

## MASTER OF CEREMONIES

**STEVE DICKSON**

## MENU

Tartlet of Roasted Vegetables and Mozzarella,  
Herb Salad & Basil Pesto



Breast of Corn Fed Chicken, Dauphinoise Potato,  
Spinach, Baby Carrots & Thyme Chicken Cream



Mandarin Crème Brulee with Lemon Cookies



Freshly Brewed Tea & Coffee with Mere Chocolates

## AWARDS

# CHAIRMAN'S INTRODUCTION

## I AM DELIGHTED TO ONCE AGAIN WELCOME YOU TO THE NAA ANNUAL DINNER

The NAA Annual Dinner is a chance to reflect upon the achievements of the year, both by the NAA and the many organisations that make up the North West automotive industry. There is a diverse automotive manufacturing industry in the North West from truck manufacturers, engine manufacturers, mass producers, luxury brands and our own formula one supply chain.

2014 has been another strong year. Investment continues and new models have been launched such as Jaguar Land Rover's Land Rover Discovery Sport at Halewood and my own company, Bentley, launched our most exclusive model, the Mulsanne Speed. So far this year, nearly 2 million cars have been sold in the UK and we produce around 1.5 million per year, many in the North West.

We are doing well but to further succeed and attract investment we must continue to collaborate. Bodies like the NAA can forge connections that can help us to innovate and to remain competitive. None of us can succeed in isolation so we need strong supply chains, a strong skills base with both technical and leadership skills, and the ability to realise good ideas and bring them to market.

It has been a good year for the NAA as it has helped bring new alliances together, for example the North East Automotive Alliance. Our CEO has been awarded an OBE for her services to the North West automotive industry; an incredible achievement that reflects her hard work and commitment over many years. Tonight we also celebrate business success across the North West. Thanks to everyone who has submitted an award entry, to the sponsors and the assessors. I would recommend those companies who did not participate this year to start planning their submission for 2015.

Our success at the NAA is determined by how we help you to succeed and our Advisory Board of company members and not-for-profit status means that we keep value for money high on our list of priorities too.

I hope you have an enjoyable and memorable evening and use tonight to help prepare for even more success and growth in 2015.



**MICHAEL  
STRAUGHAN**

*Chairman of Directors  
and Advisory Board,  
Northwest Automotive  
Alliance*



### **JERRY HARDCASTLE**

*General Manager - Innovation and Performance Projects, Nissan Motor Manufacturing (UK) Limited*

Jerry was appointed as General Manager for Innovation and Performance Projects from April 2014. In this role, he is responsible for delivering strategic global projects that demonstrate and communicate Nissan and Infiniti technology innovation and

performance capability. He represents the global marketing communication department and is in constant dialogue with research & development (R&D) departments internally within Nissan and externally with partners. He describes himself as "an engineer who can tell stories".

Jerry joined Nissan in 1989 and has experience in the fields of Engine Design, Interior Trim Design, Vehicle Project Management, Vehicle Evaluation and Motorsport. He was previously Vice President – Vehicle Design and Development at Nissan Technical Centre Europe. Jerry is also a member of the UK Automotive Council and currently holds the position of Chairman of the Technology Group. Jerry was awarded an OBE for services to the UK Automotive Industry in the 2012 Queen Birthday Honour's List.

## MASTER OF CEREMONIES

### **STEVE DICKSON**

Steve has had an extensive and 'sector rich' marketing and training career, holding positions in DIY, automotive, the tobacco industry, broadcast media and Chambers of Commerce. He has amassed significant achievements developing brands and sales forces with two global companies, working in Europe and Africa. He's worked regionally

with partners connected with the Chambers of Commerce and with his own marketing and training company.

He started his management career with the Debenhams Group, and has always been passionate about customer and sales strategy and training.

His company SD Marketing stages the new business development event 'The Customer Conference' launched in 2014. The company focuses primarily in customer services programmes, presentation skills, sales and media training.

## EVENT SPONSOR



**BENTLEY**

### **BENTLEY MOTORS**

Bentley is the most sought after luxury car brand in the world, and performing better than ever before. 2013 was Bentley's record year in the company's 95-year history, manufacturing more cars than at any other point. Its headquarters in Crewe is home to all of its operations, including design, R&D, engineering and production of the company's three model lines, Continental, Flying Spur

and Mulsanne, all of which offer a unique experience of luxury and performance.

The combination of fine craftsmanship, using skills that have been handed down through generations, alongside engineering expertise and cutting-edge technology is unique to UK luxury car brands such as Bentley. It is also an example of high-value British manufacturing at its very best.





**ACAL ENERGY** was founded in 2004 by Dr Andrew Creeth and has developed a revolutionary approach to hydrogen fuel cell technology. Its patented catalyst and system architecture means that ACAL Energy has technology solutions to make PEM fuel cells cheaper, more efficient and more durable. Fuel cell costs are typically high because platinum is an integral component. ACAL Energy-designed fuel cells outperform such fuel cells and use 80% less platinum. The company is now engaged with automotive OEMs to undertake system validation projects and initiate license discussions. The technology is planned to be used in second generation mass-market fuel cell vehicles.

[WWW.ACALENERGY.COM](http://WWW.ACALENERGY.COM)



**BRIGGS AUTOMOTIVE COMPANY (BAC) LTD** is the manufacturer of the Mono, the world's first road-legal single-seat production supercar. Aimed at drivers who seek a purist driving experience and for whom design, engineering excellence and performance are of paramount importance, Mono sets a new benchmark in the small but elite segment of uncompromised, purist supercars. BAC's dedicated facility in Liverpool features integrated showroom, offices and 11,000 sq ft of manufacturing, logistics and service space. Up to 60 jobs are expected to be created at BAC over the next 5 years and over 100 in the supply chain.

[WWW.BAC-MONO.COM](http://WWW.BAC-MONO.COM)

**AUTOMARINE**  
CABLES & COMPONENTS



**AUTO MARINE CABLES** was formed in 1964, selling parts for cars and light commercial vehicles. By 1978 the focus had switched to nationwide cable distribution. Operations moved to the current site in 1984 and by 1992 the company was manufacturing low voltage automotive cable on site. The present day organisation employs around 70 staff with a turnover of £10m. Cable ranging from 0.35mm<sup>2</sup> to 150mm<sup>2</sup> is produced on three extruding lines as well as supplying a wide range of cable-related products. The company formally established a lean manufacturing improvement programme in 2005, which remains the basis for continuous improvement activities.

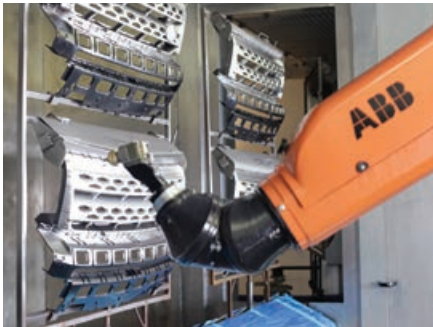
[WWW.AUTOMARINECABLES.COM](http://WWW.AUTOMARINECABLES.COM)

**MAGNA**  
MAGNA EXTERIORS



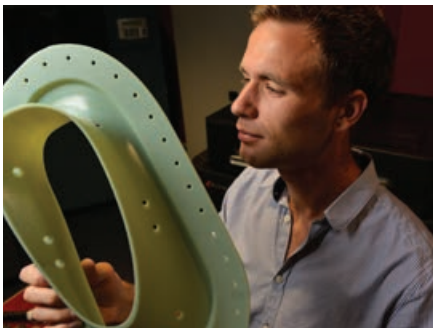
**DECOMA UK LTD (MAGNA)** is a tier one supplier to JLR, Toyota and Aston Martin and employs over 600 people mainly from local areas. It has three core technologies; injection moulding, painting, and assembly & sequencing. Decoma manufactures external and internal parts for a range of vehicles from bumpers to spoilers and from sills to door panels. Decoma has been awarded new business previously outside of the UK, securing the future of the plant and local employment as well as bringing more manufacturing into the UK. Decoma continues to strive to win more business both abroad and nationally further strengthening the local economy and jobs.

[WWW.MAGNA.COM](http://WWW.MAGNA.COM)



**ELECTRON TECHNICAL SOLUTIONS**, a surface coatings technology specialist, is based at Astmoor Industrial Estate, Runcorn, Cheshire. Established in 1984 by managing director Steven Schofield, Electron is now part of the WH Smiths Holdings group of companies. The business specialises in the application of technical and decorative coatings to plastic substrates using the process of wet spray painting. Facilities include fully automated robotic cleaning and paint process lines with multi-coat application for high quality. Skilled staff also carry out manual painting applications. The company paints a wide range of automotive components, and also undertakes post-paint assembly and printing operations.

[WWW.ELECTRON-TS.CO.UK](http://WWW.ELECTRON-TS.CO.UK)



**FDM DIGITAL SOLUTIONS** is passionate about additive manufacturing and 3D printing. The company has invested over £650,000 in the latest state-of-the-art technology that is unique to the UK, to allow the application of mass production techniques never seen before. FDM has unique 3D printing multi-post processes; applying decades of engineering experience which makes the company number one in the UK for customer solutions using this technology.

[WWW.FDMDIGITALSOLUTIONS.CO.UK](http://WWW.FDMDIGITALSOLUTIONS.CO.UK)



**GETRAG FORD TRANSMISSIONS HALEWOOD** forms part of the GETRAG corporate group, the largest independent manufacturer of transmissions in the world; synonymous with quality, reliability and delivery in the automotive market. The success and growth that the company has enjoyed over recent years has been founded on the three basic values: Precision. Passion. Partnership. Employing 700 people covering all aspects of manufacturing, Halewood has seen the implementation of investment in a new six-speed transmission that has delivered the introduction of state-of-the-art technologies and machine tools. In 2014 the plant is celebrating 50 years of manufacturing in Halewood.

[WWW.GETRAG.COM](http://WWW.GETRAG.COM)



**JAGUAR LAND ROVER** is the largest premium automotive business in the UK directly employing 29,000 people with an increase of more than 10,000 since 2011. Ambitious growth plans supported by significant investment in new model introductions and associated infrastructure saw the company deliver a profit of £2,501m in the 2013/14 fiscal year. With up to £3.7bn committed to product creation and facilities in the year to March 2015 alongside a focus on becoming carbon neutral by 2020, Jaguar Land Rover has a solid foundation on which to meet its future growth ambitions.

[WWW.JAGUARLANDROVER.COM](http://WWW.JAGUARLANDROVER.COM)



**MINI GEARS**  
Components worldwide  
UK & Global manufacture



**MINI GEARS (STOCKPORT) LTD** is a large privately-owned subcontract engineering company specialising in the manufacture of high precision machined parts, ground gears, commercial gears and gear racks to a wide range of industries including low volume automotive, high end performance cars and engine products. The company was established in 1966 and is well renowned for machining excellence, innovation, quality and input into design and cost saving ideas that give its customers a competitive advantage. Mini Gears has over 100 machines, including an extensive range of the latest high tech CNC machine tools at its 35,000 sq. ft. manufacturing facility.

[WWW.MINIGEARS.CO.UK](http://WWW.MINIGEARS.CO.UK)

**norlec**



**NORLEC SHEET METAL** is a manufacturer, fabricator, finisher and assembler of sheet metal products. Its central focus is the production and finishing of steel components, fabrications and assemblies. Its services include flexible lead times, custom design by application, design for low cost manufacturing, custom delivery schedules and administrative support. It maintains its business by providing products and services to original equipment manufacturers throughout a wide range of industries. Thus it maintains a presence in a variety of markets including, but not limited to, construction equipment, agricultural equipment, automotive, trains, heating and others.

[WWW.NORLEC.COM](http://WWW.NORLEC.COM)



**MOTOR WHEEL SERVICE DISTRIBUTION (MWS)** is one of the leading independent distributors of commercial vehicle wheels throughout Europe. Working in conjunction with both OEMs and aftermarket, the company supplies steel and forged aluminium wheels to truck, trailer, bus and coach operators alongside value added services and technical support expertise. The company has sole European distribution rights for supply of xlite forged aluminium wheels. With more than 80 years experience and an enviable client list, MWS is the only aftermarket company in Europe to ensure all wheels are homologated to OE standards.

[WWW.MWSWHEELS.CO.UK](http://WWW.MWSWHEELS.CO.UK)

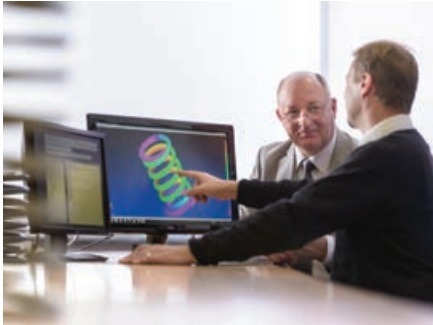
**OakTec**  
efficient power



**OAKTEC** is an engineering business focusing on low carbon transport and energy innovations, including the Pulse-R engine concept for hybrid range extenders and hybrid vehicle energy harvesting systems. Oaktec set a world first by modifying and competing a Honda Insight Hybrid, winning two rally championships against conventional rally cars. The same rally car won the hybrid class in the 2011 RAC Future Car Challenge scoring 94 mpg. During this period Oaktec was sponsored by EEMS, Honda and Bosch. Oaktec is developing the powertrain for the TSB-funded Car for Young Drivers project and won the 2014 National Shell Springboard Innovation Award.

[WWW.OAKTECHYBRID.CO.UK](http://WWW.OAKTECHYBRID.CO.UK)

## Performance Springs



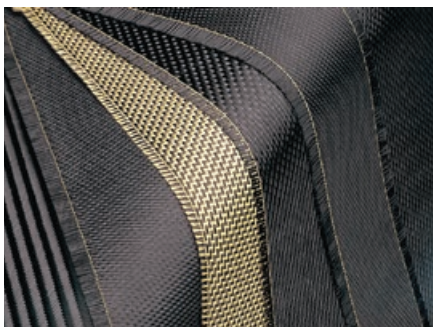
**PERFORMANCE SPRINGS LTD** is the UK's premier designer and manufacturer of made to order, high quality and high duty spring products for global automotive and heavy duty diesel markets. Using the latest technology and state-of-the-art equipment, combined with the expertise of its management team, it is a leading innovator in spring technology. Customers include prestigious OEMs and Tier 1 companies. The company employs 45 people and has a turnover growing at 10% pa with exports accounting for 47%. It is committed to growth and high investment in both its workforce and manufacturing facilities, making it the best choice for high fatigue and safety critical applications.

[WWW.PERFORMANCESPRINGS.CO.UK](http://WWW.PERFORMANCESPRINGS.CO.UK)



**TISS** is known for its TankSafe Fuel Security Device Range which consists of the TankSafe 'Impregnable' Fuel Security and Safety Device – the world's ONLY device to completely stop any siphoning, skimming and diesel spills. It offers over 60 different TankSafe models enabling fitment to all trucks, vans, plant equipment and refrigerated trailers, and sells in over 40 different territories through a network of distributors and OE manufacturers. Its market-leading TankSafe Fuel Security Devices have been supplied to over 1,000 customers worldwide including DHL, Tesco, Sainsburys, and Schmitz Cargobull. The TankSafe devices are also protected by 39 patents (granted and pending) covering 45 territories.

[WWW.TISSLTD.COM](http://WWW.TISSLTD.COM)



**SIGMATEX** develops and manufactures carbon fibre textiles for composite material applications. From global locations, including USA, UK and China, Sigmatex supplies textiles which are used in visual as well as structural applications, powder coating and recycled fabrics across a broad range of industries. With over 40 years of carbon fibre conversion and weaving expertise, Sigmatex is a world leader in providing technical textile solutions. Having expertise in several fields since 1972, it has grown rapidly to meet ever increasing demands for its products and services, and currently successfully supplies OEMs and Tier 1 suppliers in the aerospace, defence, space, automotive, marine and industrial segments.

[WWW.SIGMATEX.COM](http://WWW.SIGMATEX.COM)



**VAUXHALL**



**VAUXHALL** is one of the UK's most successful automotive manufacturers. Established in 1903, it currently employs approximately 4,000 people across its four sites. The Ellesmere Port plant produces the Astra, and the award-winning Vivaro van is manufactured at the Luton plant. Both plants have successfully secured production of the next generation of both vehicles. Vauxhall also has corporate offices and warehouse operations in the Luton area. As an employer, Vauxhall's achievements continue to be recognised and celebrated - the organisation was recently named one of Britain's Top Employers for the fourth year, and was awarded Gold status Investors in People accreditation.

[WWW.VAUXHALL.CO.UK](http://WWW.VAUXHALL.CO.UK)



# INTERNATIONAL TRADE AWARD

## AWARD PRESENTED BY BARBARA SINGLETON

This Award is for companies that have been involved in exporting their products during 2014.

### JUDGES

Carol Holden   Barbara Singleton   Steve Williams

### SPONSORED BY



**UK TRADE & INVESTMENT (UKTI)**, with its team of expert advisers located across the globe, can help you fulfill your international ambitions. It can assist you at all stages of the business planning cycle, from inception to completion. Whether you're a seasoned exporter or just beginning to expand overseas, talking to UKTI is one of the best moves your company can make. Through a range of unique services, including participation at selected trade fairs, outward missions and providing bespoke market intelligence, we can help you crack foreign markets and get to grips quickly with overseas regulations and business practice. Our North West International Trade Team has over 25 International Trade Advisers who can provide support tailored to your needs, including financial subsidies, export documentation, contacts in overseas markets, overseas visits, e-commerce, export training and market research.

## SHORTLISTED COMPANIES

### BRIGGS AUTOMOTIVE COMPANY LTD (BAC)

BAC has now delivered over 20 vehicles and has over 400 sales leads. Over the last 12 months the average total value of sales has risen by about 13%. Around 32% of BAC's total sales are for the UK market and 68% are exports. 32% of total sales have gone to North America, 14% to Asia and Oceania and the remaining distributed through varied locations. BAC will be expanding to mainland Europe in the next few months as mainland European demand soars with the prospect of eased EU homologation. Recently BAC has received investment from a Brazilian customer. This unexpected development has made Brazil, and by extension South America, a high potential new market for BAC.

### MWS DISTRIBUTION (MWSD)

MWSD has used the Tender Training support given in 2012 by Xemptor (funded by NAA) to win the following contracts in 2014: TruckForce, Bus Eireann and Pirelli Fitting Service throughout Europe. Following the success with ATS Euromaster (UK), MWSD has been able to roll this business strategy out to its European distributors. In 2013 MWSD directly employed 15 people and had a turnover of £7m. In 2014 MWSD directly employs 18 people with a turnover of £8.3m. MWSD has employed a web administrator, an additional sales and marketing assistant with language skills, and an additional warehouse admin assistant. MWSD has sole European distribution rights for supply of xlite forged aluminium wheels. The company has promoted a wheel safety campaign across the UK and Europe. By the end of 2014, 50% of the business will be from European sales to 12 countries.

### TISS LTD

TISS' TankSafe™ 'Impregnable' Device was first launched in the UK in 2008. Having achieved strong sales in the UK and secured Aftermarket Sales with multiple multinational logistics companies, the company also has reseller agreements in place with 4 of the leading 6 truck manufacturers. Total sales turnover has increased from £968k pa in 2011 to £1.655m for the current financial year. International sales over the past three years has grown significantly - 2011: 13%; 2012: 28%; 2013: 45%. The growth in international sales occurred due to TISS' product development ability to service international markets, and thorough planning and research for each new territory including demographic research, UKTI OMIS reports, and attendance at relevant trade shows combined with visits which included potential distributors. This thorough, methodical and effective approach will have contributed to TISS achieving a Queens Award for Enterprise in International Trade.



# INNOVATION AWARD

## AWARD PRESENTED BY RICHARD ELSE

This award is for technical innovation and is related to either a product or a process. Innovation projects entered for this category would typically have had the benefit of grant funding (either TSB or other) during the year.

## JUDGES

Carol Holden   Richard Else   Dave Pover

## SPONSORED BY



**JAGUAR LAND ROVER** is the largest premium automotive business in the UK directly employing 29,000 people with an increase of more than 10,000 since 2011. Ambitious growth plans supported by significant investment in new model introductions and associated infrastructure saw the company deliver a profit of £2,501m in the 2013/14 fiscal year. With up to £3.7bn committed to product creation and facilities in the year to March 2015 alongside a focus on becoming carbon neutral by 2020, Jaguar Land Rover has a solid foundation on which to meet its future growth ambitions.

## SHORTLISTED COMPANIES

### ACAL ENERGY LTD

Fuel cells produce electricity by reacting hydrogen and oxygen, giving heat and water as the by-products. In conventional powertrain fuel cells this reaction is catalysed with platinum. In order for fuel cell vehicles to meet mass market cost demands, the platinum loading needs to be a third of that being used in the first generation vehicles to be launched in March 2015. FlowCath® is an aqueous liquid made from low cost, abundant metal oxides and replaces platinum as the cathode catalyst. FlowCath® is unique as it removes the need for air/oxygen gases and particulate catalysts. This removes all the known cathode degradation mechanisms whilst also being able to offer superior power and efficiency. ACAL Energy is the pioneer in this area.

### OAKTEC

Oaktec was funded by the Niche Vehicle Network in 2013 to explore the potential of the Pulse-R engine concept. The project conducted research to evaluate this novel, high efficiency, combustion engine concept that utilises standard 4-stroke engine architecture in a unique way to create an engine with novel gas flow, gas dynamic and combustion architecture. The results of the project were excellent, despite having no time for optimisation. This led to a submission to the Shell Springboard Competition, where Oaktec won the NW round and then the national competition. Pulse-R can be developed for any fuel but has great potential to burn gaseous fuels such as bio-methane, LPG and CNG with exceptional efficiency. An optimised Pulse-R engine could deliver 40%+ thermal efficiency - as good as the most sophisticated lean burn automotive engines - yet at a fraction of the cost, and enjoy more than 20% better fuel efficiency than typical low cost engines.

### SIGMATEx (UK) LTD

Sigmatex has developed an ultra-lightweight material for the composites market. Having reached production phase this year, the new Sigma ST 88gsm product is now available to many sectors requiring lightweight performance. The material is manufactured from a spread carbon fibre material that was the output of a Technology Strategy Board project which focused on the manufacture of carbon tapes. The subsequent development of the lightweight fabric will capitalise on the initial project. The ST material has a fraction of the thickness and crimp when compared to conventionally woven fabrics. Unlike current lightweight materials available on the market, the Sigmatex Spread Tow fabrics contain no epoxy resin as a stabilising agent, ensuring that compatibility is not an issue. The process of manufacture has also been optimised to ensure the output rates of the fabric are capable of satisfying demand.

# BUSINESS EXCELLENCE AWARD

## AWARD PRESENTED BY STEVEN SCHOFIELD

The Business Excellence award is for companies that have demonstrated significant improvement in their business performance following their involvement with the NAA Business Excellence programme. Projects must have been supported by the NAA's Business Excellence programme 2013-14.

## JUDGES

Carol Holden    Steven Schofield

## SPONSORED BY



**ELECTRON TECHNICAL SOLUTIONS** is part of the WH Smith (holdings) group of companies and was originally formed in 1984. Electron is one of the country's leading painters of plastic components to the automotive industry, applying interior and exterior decorative coatings to components on some of the world's leading vehicle marques. Currently employing 95 staff at its two factories in Runcorn, the business has enjoyed significant growth over the past few years, which has stemmed from large investment in new automated painting facilities over the past three years. Electron Technical Solutions was the proud winner of the NAA Company of the Year Award in 2007 and the Business Excellence Project of the Year Award (Large Enterprise) 2012.

## SHORTLISTED COMPANIES

### DECOMA UK LTD (MAGNA)

Decoma UK Ltd (Magna) identified one large area of weakness in the business which was middle management training. The resulting programme focused on managers understanding how to motivate and coach their staff, which was part of the change management programme adopted by the business. The programme was designed to fit around the company's requirements and included one-to-one coaching, group sessions and distance learning. All managers were set goals and targets to achieve during this programme. The business is now in a much healthier place with trained managers that have the tools and techniques to help them coach, motivate and mentor their staff. The business has now made profit month-on-month in 2014 which it has never achieved in its history.

### PERFORMANCE SPRINGS LTD

It was identified that professional marketing was required to grow the business. Automotive Comms was chosen as the preferred partner and a review of the company's marketing was carried out. The new strategy transformed the existing approach to emphasise how the business differentiates from its competitors by added-value front-end consultancy, and items such as a multilingual website were developed. The response has been excellent; overall the business turnover is up in 2014 by 10% and much of that gain is due to the new marketing approach. As a result the company has just opened a new factory, and marketing is now an integral part of the overall business strategy.

### TISS LTD

During the company's yearly international trade show calendar, TISS is exposed to many individuals from the automotive industry. These high profile business representatives are often from territories where English is either a second language, or isn't spoken at all. TISS wanted to help potential distributors understand its TankSafe™ products through a 3D animation of the device. The animation was to show installation and a demonstration of the device during the filling process. The project also involved the production of a pictorial Universal Product Installation Guide, understood in any country across the globe, to help simplify the installation process of the devices. Optical 3D was selected to produce the 3D animation. This project will ensure that TISS has the ability to portray the installation of its TankSafe™ devices effectively internationally and in all languages.



# SUPPLIER EXCELLENCE AWARD

## AWARD PRESENTED BY ANDY LANE

This award will go to the manufacturing company that, in the opinion of the judges, has made measurable progress towards operating an integrated and collaborative relationship with its customers, both internally across functions and with its own supply chain partners.

## JUDGES

Carol Holden    Andy Lane    Paul Hardiman

## SPONSORED BY



**INDUSTRY FORUM** is a leading provider of sustainable business improvement solutions to the automotive industry. Delivering continuous sustainable results is at the heart of everything that we do! Through alignment with world-leading OEMs and suppliers we are able to offer a complete suite of business solutions that will increase the operational performance of our customers. This may be through process improvement based solutions or the provision of employee skills enhancement. If you're interested in understanding what we can do to support your business succeed then please contact us. Consulting Services - Training - Audit and Assessment.

## SHORTLISTED COMPANIES

### ELECTRON TECHNICAL SOLUTIONS LTD.

A 'Customer Focus Programme' was initiated to improve the quality of parts received at the customer and to improve Electron's delivery performance. The objective was to ensure that the customers received less defective products, and on-time delivery was improved. In order to achieve this objective Electron needed to redefine individual responsibilities within the business. The company funded the whole programme from self-generated profits. The main achievement of the programme is the visibility of how Electron is performing with each customer. Also in the first three months of this financial year the company has seen a 20% drop in rejects at the customer. Delivery performance has gone from 95.77% last year to 100% in the first three months of this year.

### NORLEC SHEET METAL LTD

Norlec supplies into the automotive industry (25-30% of total company turnover) with automotive customers including JCB and Terex. Norlec realised that to enable its business to grow it needed to improve its capacity constraints, specifically for its panel bending and painting capabilities. An investment plan commenced to enable Norlec to grow the business from a £4m turnover in 2012-13 to an £8m turnover by 2017. This involved the purchase of a panel bending machine and a paint plant that produces a uniform paint finish and includes a 5-stage pre-treatment that is widely used in the automotive industry. Such investment has enabled Norlec to win contracts such as the design and supply of the sheet metal to improve the image of Ford showrooms and exhibitions; providing growth in line with the company's plans.

### SIGMATEx (UK) LTD

Sigmatex is a major supplier of innovative carbon fabrics used in multiple automotive segments including in the manufacture of Formula 1 and Le Mans racing cars as well as high end sports cars. This innovative technology has been used by a high end OEM to create the chassis of its latest supercar. The challenge to Sigmatex and the entire supply chain was that whilst the specification was known, the start date and build rate was not known due to the exclusivity of the project. The project began at a rate that was four-fold above the 'normal' production rates of the fibres and fabrics, presenting the very real possibility of not being able to keep up with the OEM's requirements. The solution implemented was to establish a full Supply and Operational Planning process (S&OP) between Sigmatex and its customers to ensure that variations in the demand didn't result in a halt to production.

# LOGISTICS EXCELLENCE AWARD

## AWARD PRESENTED BY MICHAEL DOYLE

This newly introduced award category for 2014's NAA annual dinner is for businesses that can demonstrate all round logistical success, innovation and above all excellence. This success can be focussed on general business performance, launch or development of a new logistics process, environmental impact or people engagement.

## JUDGES

Carol Holden    Michael Doyle

## SPONSORED BY



**DHL SUPPLY CHAIN** is a leading contract logistics provider to the automotive industry. It has a proven track record of designing and operating world-class supply chains that overcome complex customer challenges. Its services cover the entire supply chain from transportation, warehousing, inventory and supplier management to kitting, sequencing, line feeding and packaging services. In the UK, in excess of 5,000 colleagues, located across 33 sites, provide support to a diverse portfolio of OEMs and Tier Suppliers. The value DHL brings comes from its ability to create innovative and collaborative solutions which enhance supply chain agility, allowing its customers to focus on the core areas of their business.

## SHORTLISTED COMPANIES

### AUTO MARINE CABLES

Auto Marine Cables (AMC) had already made improvements to On Time In Full delivery (OTIF), but customer surveys and changing order profiles necessitated later order cut-off times, improved stock availability and reduced lead times. As a result the sales order cut-off time has been extended from 2pm to 4pm, and customers are taking advantage of this service. The planning function (in conjunction with operations) has masterminded a reduction of £130k in bulk cable stock, and indications are that savings up to £100k could be made by holding 30% less copper. OTIF has provided an effective focus for the whole company and internal logistics improvement has been a key factor in achieving the 99% level. Also, to complement the company's growth ambitions, a New Product Development (NPD) team has been formed.

### MINI GEARS (STOCKPORT) LTD

Mini Gears was traditionally known for producing commercial gears for all types of industries but, with low cost labour competition and a huge shift in the market to outside the UK, this saw the company's market in huge decline. So it set out a plan 3-4 years ago to totally transform the company. After huge investment and a major effort by all the workforce, Mini Gears is now a major supplier to the oil and gas industry, as well as developing within aerospace, and is a specialist supplier to the automotive and motorsport sectors. To support the growing business, Mini Gears has effective logistics systems that serve its clients globally. Mini Gears subcontracted its simpler, high volume components to China, setting up its own company to ensure continuity and consistency of supply back to itself and then focused on the medium and low volumes with higher technical content at its facility in Stockport, overcoming many external logistical challenges.

### PERFORMANCE SPRINGS LTD

Performance Springs has over 4,000 products, each averaging 10 different manufacturing operations. Manufacturing logistics is therefore highly complex. The company has an enviable reputation for on time delivery and high quality. However, as part of continuous improvement a visual, PC and tablet-based ERP capacity and stock management system has been developed for use across the company. Use of the kanban management system alone is saving 10-15 hours per week at supervisor level. The EDI and stock barcode and picking system is saving 15 hours per week in scheduling for one customer alone and a further 10 hours per week in stock picking and labelling. The customer is also saving a similar amount of time in the reduced requirement to schedule and chase parts. There is now effectively no administration overhead for customer and supplier schedule loading.



# COMMUNITY OUTREACH SME AWARD

## AWARD PRESENTED BY ANDREW GRAVESON

The award will be given to an SME which can demonstrate that it takes its social responsibility seriously and is also that it is keen to work with young people; with a view to recruiting and developing them into our future engineers and leaders.

## JUDGES

Carol Holden   Ivan Shearer   Andrew Graveson

## SPONSORED BY

# FESTO

**FESTO** is a global manufacturer of industrial automation technology with annual turnover exceeding £2 billion. Employing 15,000 people worldwide, Festo is a proven innovator and problem solver in the fields of pneumatic and electrical automation. The company invests 9% of its annual turnover in R&D resulting in over 2,900 patents providing innovation and inspiration to its customers. Festo is a trusted worldwide partner to many automotive companies such as Jaguar Land Rover, BMW & Ford. The training and consulting division of the company specialises in the development of people, organisational and technology skills, training over 42,000 delegates worldwide every year.

## SHORTLISTED COMPANIES

### FDM DIGITAL SOLUTIONS LTD

FDM Digital Solutions Ltd has undertaken a range of Community Outreach related-activities, such as taking on a modern apprentice placement, investing in funded CAD Training for a 21 year old, delivering 3D Engineering & Manufacture Presentations to Sir John Thursby Community College (in conjunction with Job Junction), a STEMNET ambassador has attended training and has completed two days of activity, and a presentation has been delivered to Preston College to attract 14-17 year olds taking their options. More activity is planned with a range of initiatives from primary school to further education, including 3D Printing to assist in engagement and also a proposal for a STEMBUS.

### SIGMATEX (UK) LTD

In addition to workplace-based initiatives, Sigmatex also undertakes much charitable work, reaching out to various needs of the community. Sigmatex' opted local charity is a local hospice called Halton Haven, and a number of fund-raising events have taken place. However, as there are so many other issues that affect employees and their families, Sigmatex has chosen to raise funds for charities that are close to people's hearts; this year's Manchester 10k was run in honour of an employee who is on long-term sick leave due to cancer. Sigmatex has a working group to help bring people together by organising charitable and social activities which reach out to employees' families and friends. Of particular note is the Sigmatex internal and external mentoring programmes; they have also been developing an Apprenticeship programme since 2011, currently employing six Apprentices.

# COMMUNITY OUTREACH LARGE ENTERPRISE AWARD

## AWARD PRESENTED BY ANDREW GRAVESON

The award will be given to a Large company which can demonstrate that it takes its social responsibility seriously and is also that it is keen to work with young people; with a view to recruiting and developing them into our future engineers and leaders.

## JUDGES

Carol Holden   Ivan Shearer   Andrew Graveson

## SPONSORED BY

# FESTO

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## SHORTLISTED COMPANIES

### GETRAG FORD TRANSMISSIONS GMBH, HALEWOOD

As a long existing employer, Getrag's links with the local community remain very strong and are subject to continued renewal via employee input and suggestion. A Diversity Committee (a team of employees from all levels within the business) defines a range of objectives to drive forward improvement and community engagement. A very small selection of Getrag's extensive community activity over the past 12 months includes:

- Workers Charity Committee – supported via 'Give As You Earn'; during 2014 this achieved a total over £1 million in donations reached since the donation scheme was put in place
  - Support is provided to a multitude of groups from primary schools to universities and from site visits, work placement, and STEM activities
  - Multiple individual actions and support for charities and local good causes
- The FAIR annual audit provides a tool for the plant to continuously improve in this area.

### JAGUAR LAND ROVER HALEWOOD OPERATIONS

JLR's Community Relations Vision is to create and maintain strong community relations in local/regional communities and enhance JLR's reputation as a socially responsible company. JLR's 'Inspiring Tomorrow's Engineers' programme, in collaboration with schools and colleges, promotes learning and engagement on STEM subjects. JLR has five Education Business Partnership Centres, which provide an interactive, practical approach to learning across all stages of the national curriculum to inspire young people to consider engineering careers, raise attainment and improve employability skills. A small selection of JLR's many achievements in this area include:

- 328,000 young people directly participated in 'Inspiring Tomorrow's Engineers' Programme last year
- The ITE programme won BITC's national Education Award 2013
- 5,300 students and 532 teachers from 159 schools across the region visited Halewood EBPC in 2013.

### VAUXHALL MOTORS LTD.

Vauxhall has recognised the need to build and strengthen links with the local community, specifically young people, by making this an integral aspect of its HR business plan. Partnering with education providers by visiting schools and talking directly to school children about manufacturing and engineering was seen as an effective way to change perceptions and promote career opportunities. Vauxhall currently provides a range of training programmes including Technical and Commercial Apprenticeships, Work Experience placements, an Undergraduate Placement Programme and Graduate Training Programme. The company also actively participates in the government-led initiative 'See Inside Manufacturing'. Vauxhall documents and publishes its commitment to the wider community in its annual Corporate Social Responsibility (CSR) report, and in 2013, launched its UK CSR policy and programme for all staff. Worthy of note is the undergraduate programme and the schools outreach activity that this group undertakes and the take-up by employees of the days leave entitlement to support community voluntary action.



# COMPANY OF THE YEAR AWARD

## AWARD PRESENTED BY STUART KNOWLES

This award is for businesses that can demonstrate all round success. This success can be focused on general business performance, launch of a new product, development of a new process.

## JUDGES

Carol Holden   Richard Else   Dave Pover

## SPONSORED BY



**MORSON GROUP'S** key subsidiaries are Morson International and Morson Projects. Morson International is a specialist technical and engineering recruitment company for the engineering industry, and has been named the UK's No.1 Technical Recruiter in the definitive industry publication, the Top 250 Report, consecutively in 2012 and 2013. Morson International delivers exceptional personnel to a diverse client base across the world, and develops bespoke, innovative recruitment solutions across all sectors. Morson Projects provides cost-effective, multi-disciplined project management, engineering and design services to clients across a variety of industrial sectors. Services range from complete 'turnkey' project management through to detailed design exercises. Clients have the opportunity to outsource complete design packages to Morson Projects.

## NAA 2014 SUMMARY



1 JANUARY 2014  
Carol Holden awarded OBE



18 FEBRUARY 2014  
BE Networking, Mini Gears, Stockport



18 MARCH 2014  
Niche Vehicle Network Symposium, Gaydon



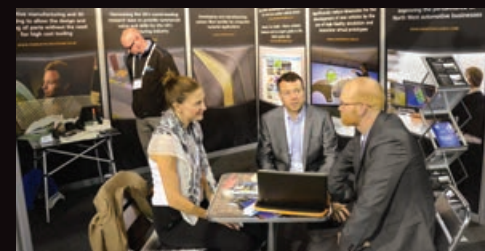
19 APRIL 2014  
The Winning Edge is Design, Bentley Motors



13 JUNE 2014  
BE Networking, Cholmondeley Pageant of Power



19 JUNE 2014  
UK Manufacturing Summit, Wirral



10 SEPTEMBER 2014  
LCV2014, Millbrook



1 OCTOBER 2014  
BE Networking, Sigmalex, Runcorn

# THE NORTHWEST AUTOMOTIVE ALLIANCE



**The Northwest Automotive Alliance (NAA) is an independent not-for-profit company which provides a membership service combined with a project management delivery function to the North West automotive community**

- Global car manufacturers operating in the North West include Bentley, Jaguar Land Rover and Vauxhall
- The North West accounts for 12.8% of the UK's Automotive sector gross value added (GVA) – the second largest regional auto economy behind the West Midlands\*
- Automotive accounts for 5.8% of the North West regional manufacturing GVA
- Over 17,000 people are directly employed by the vehicle makers and tier 1 suppliers in the region (12.8% of the national figure)

\* ONS Annual Business Survey 2012.

# THE BUSINESS EXCELLENCE PROGRAMME



**The Northwest Automotive Alliance's Business Excellence programme is the only automotive-specific funded business project of its type in the region and country**

- Aim is to help participating companies increase performance
- Support is flexible, accommodating requirements of a wide range of companies in automotive and related sectors
- Focus is on improving business practices, sustainability, competitiveness and profitability
- Practical funded business support, training and sharing of best practice
- Networking and events
- Funded by the European Regional Development Fund and the private sector

**NAA ANNUAL  
REVIEW  
NOVEMBER  
2014**  
OVER THE LAST  
12 MONTHS:

**534**  
individuals have  
attended either an  
event or undertaken  
training with NAA

**145**  
companies have either  
attended an event or  
undertaken training

**4,000**  
hours of support

**148**  
companies are  
members of the  
Business Excellence  
(BE) programme

**66**  
companies are  
registered and  
approved on the BE  
Provider panel

**117**  
BE projects have been  
initiated and are either  
complete, in progress,  
or at tender stage

**£1.04m**  
current committed  
total BE project value





# Automotive Comms

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established 2006, providing news, reviews,  
features and a guide to the latest green cars.