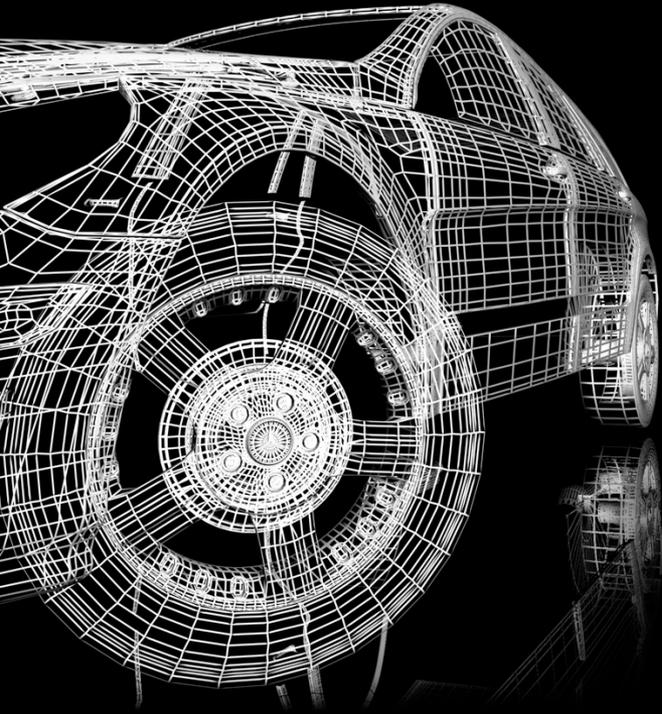




**Business Excellence  
Celebration event  
Friday 12<sup>th</sup> June  
Cholmondeley Pageant of Power**



Where are we today

Survey feedback

Utilisation of NAA services

The Future

# Stakeholder Perceptions

- Short qualitative (perceptive) survey
- Targeted at key stakeholders
- 40 Responses:
  - 7 “internal” staff
  - 15 members (micro – SME – large)
  - 11 board members
  - 7 wider external stakeholders (funding or educational partners, LEPs, BIS, etc)



# Results



## *What is your perception of what NAA does?*

- Representative body
- Assist growth
- Networking
- Training
- Information and knowledge sharing
- Access to funding
- Provide supply chain opportunity
- NAA & Members – Operational 'urgency'
- Board – Tactical
- External - Strategic

## *What do you believe it should be doing?*

- **All of the above & more please!**

### Members

- Supplier visits
- Best practice visits
- Introductions

### External

- Amplify / promote
- Broaden
- Collaboration
- Lead

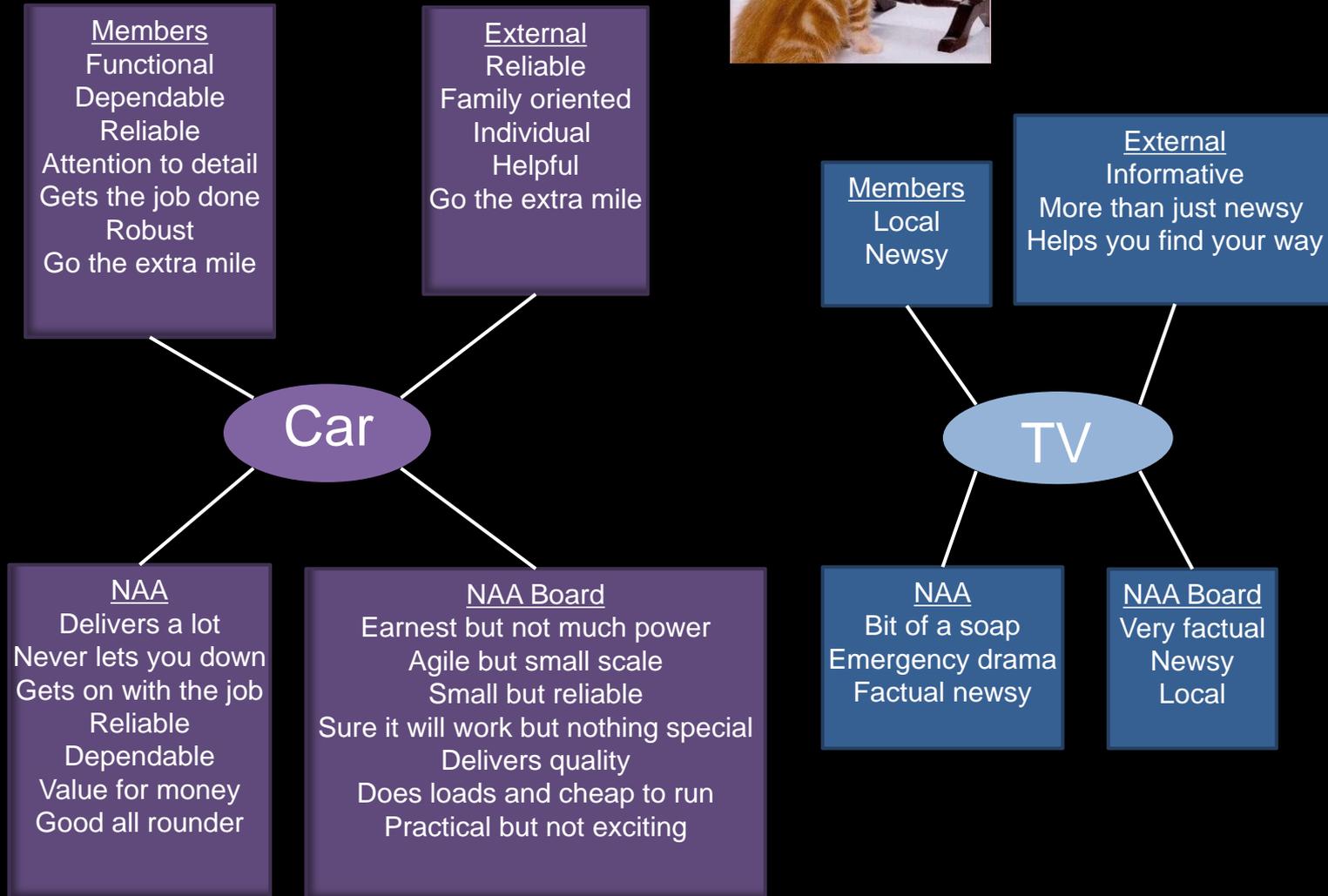
### NAA

- Survival
  - Gain funding
  - Grow membership
- Expand
  - Larger companies
  - Wider spread

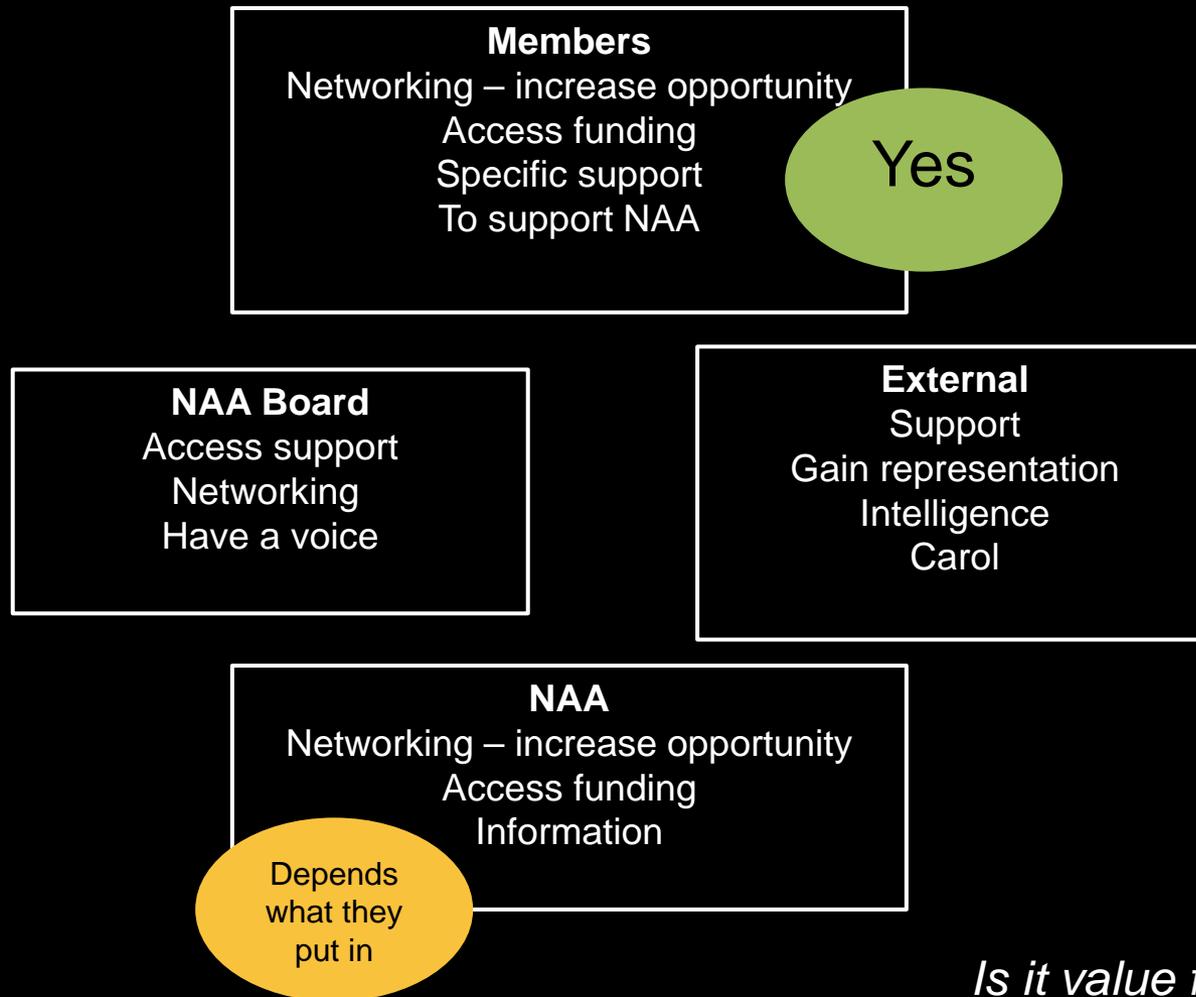
### NAA Board

- Collaborate
- Widen reach

# Analogy

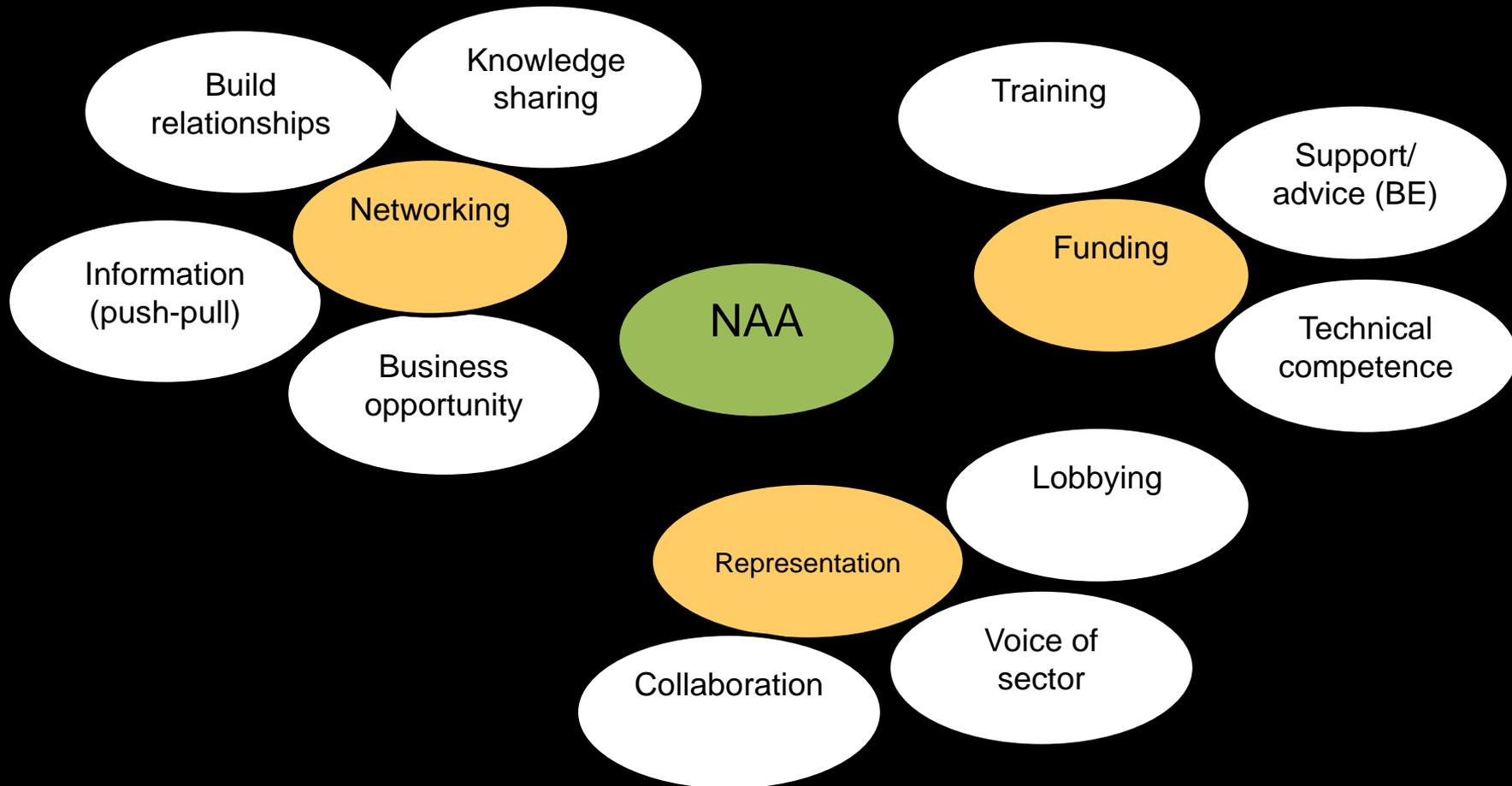


# *Why do you think companies become paid members of the NAA ?*

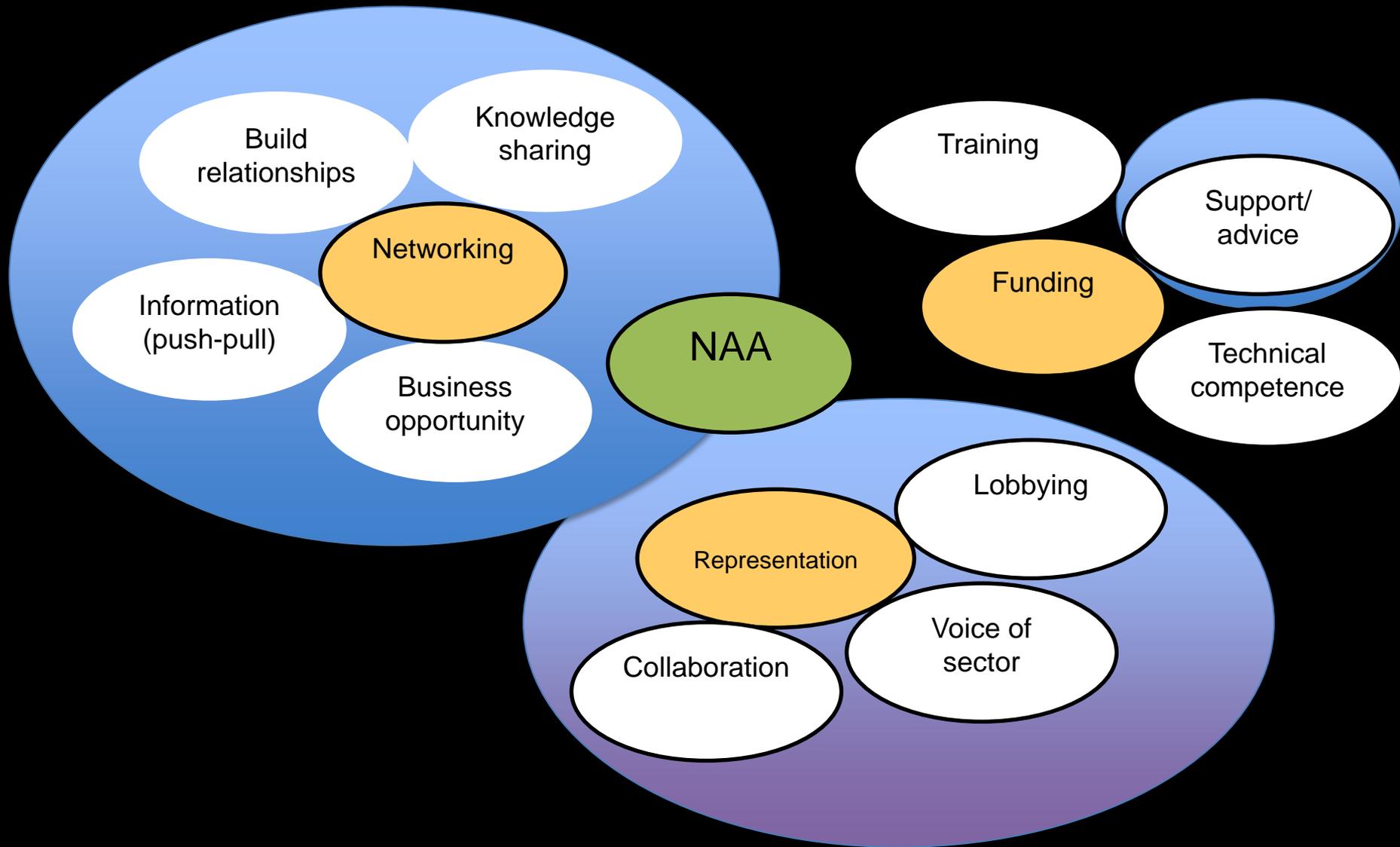


*Is it value for money?*

# *Areas of focus in 2015 and onwards and member benefits?*



# 2015 and onwards



# 2014 “Membership” utilisation

- 34% attend general events
- 33% attend networking events
- 28% have undertaken a Business Excellence project
- 21% had an annual consultation
- 19% were provided with support for either grant bids or access to funding
- 17% hosted a networking meeting or published a case study
- 13% participated in the Awards process
- 10% joined us in exhibition attendance
- 9% participated in our training courses
- 1% utilise our project & contract management skills

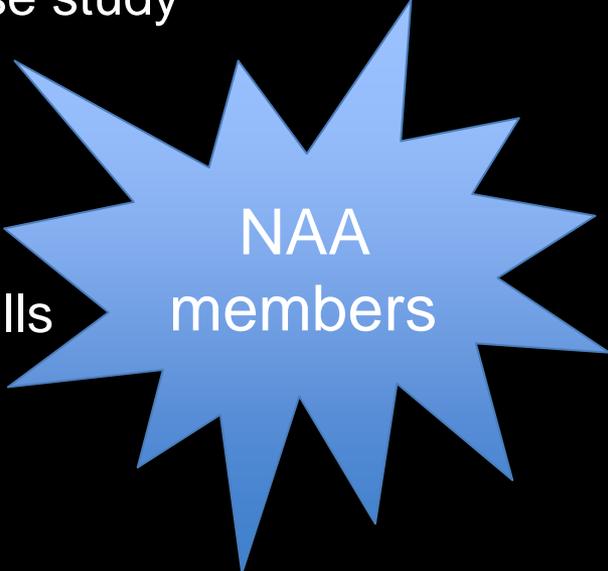


NAA &  
BE  
members

# 2015

## “after Business Excellence”

- General events
- Networking events
- 28% have undertaken a Business Excellence project
- Annual consultation
- Support for either grant bids or access to funding
- Hosting a networking meeting or publishing a case study
- Participated in the Awards process
- Exhibition attendance
- Participate in our training courses
- Utilisation our project & contract management skills



NAA  
members

# CURRENT PROGRAMME



- August: Tesla, by invite only, networking meeting
- September: CENEX LCV 2015 show
- October: Networking meeting
- November: Advanced Engineering Show
- November: Annual Dinner
- December: Networking meeting
- February: Meet-the-Buyer, conference & workshops
- April: Networking meeting
- May Joint event with other NW clusters
- June: CPOP 2016

TRAINING COURSE PROGRAMME CONTINUES

# What is NAA?



- 11 year track record of reliable, specialist business support within the automotive sector
- We support supply chain companies improve their performance and grow their business in a range of areas
- We work face-face with SMEs
- We represent the auto industry & supply chain companies with a range of stakeholders
- We filter information, in the constantly changing support landscape, to be relevant to the individual companies
- We are the envy of other regions of the UK
  - North East Automotive Alliance – Launched March 2015
  - Yorkshire – requested assistance
  - Midlands – requests to assist set-up



# Join us



**Join us**

**Use us**

**Join us**

**Use us**

**Loose us**



## The NAA 4th Annual Dinner & Awards Ceremony The Mere Golf Resort & Spa Hotel 12<sup>th</sup> November 2015

Celebrating excellence and innovation in the North West Automotive Industry



An effective and relaxing marketing opportunity  
Join colleagues, invite customers, reward staff and enjoy an evening of networking.  
Tables of 10 - £650 or £75 per person

To reserve your place at this event, or for further information, please contact Zoe,  
[zoe@nwautoalliance.com](mailto:zoe@nwautoalliance.com).