



WEST Programme Briefing Webinar

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Funded by

Offshore Wind
Industry Council

Delivered by

CATAPULT
Offshore Renewable Energy

1. Introduction to OWGP
2. WEST Programme
Background, Aims, Eligibility, Scope, Application, Submission, Assessment & Timescales
3. OWGP Impact to Date
4. Future Grant Funding Opportunities
5. Q&A

Introduction to OWGP

Aim:

A long-term business transformation programme for the UK offshore wind supply chain

Funding:

- OWIC (offshore wind developers) are funding OWGP.
- OWGP will leverage regional and national public funding

Delivery:

Budget of £100m over ten years to provide:

- **Business Transformation** – structured programmes to help companies grow.
- **Grant Funding** – for developing new products, services, capacity and capability

Objectives:



Increase UK
content in UK
projects



Increase
exports to
global markets



Increase
economic value
(jobs and GVA)



Increase UK IP
embedded in
supply chain

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OWGP Programmes and Reach

Grant Funding

Innovation Grants

£25k - £100k*

Small-scale grants for game-changing projects that deliver new innovative technologies, products and services to the OSW Sector

Development Grants

£100k - £1m*

Large grants for transformative projects delivering a step-change in company growth

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Business Transformation

WEST (Wind Expert Support Toolkit)

Foundation - provision of specialist advice, market intelligence and insight into the sector for all businesses.

F4OR

Intermediate – supporting companies with complementary skills and services to get bid-ready for work in OSW supply chain.

Sharing in Growth offshore Wind

Advanced - embedding proven approaches to drive organisational improvements with exiting OSW supply chain.

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OWGP Support Reach

-  Business Transformation
-  Grant Funding
-  Grant Funding
Business Transformation



187
Project
Activities
supported

So far...

Business Transformation



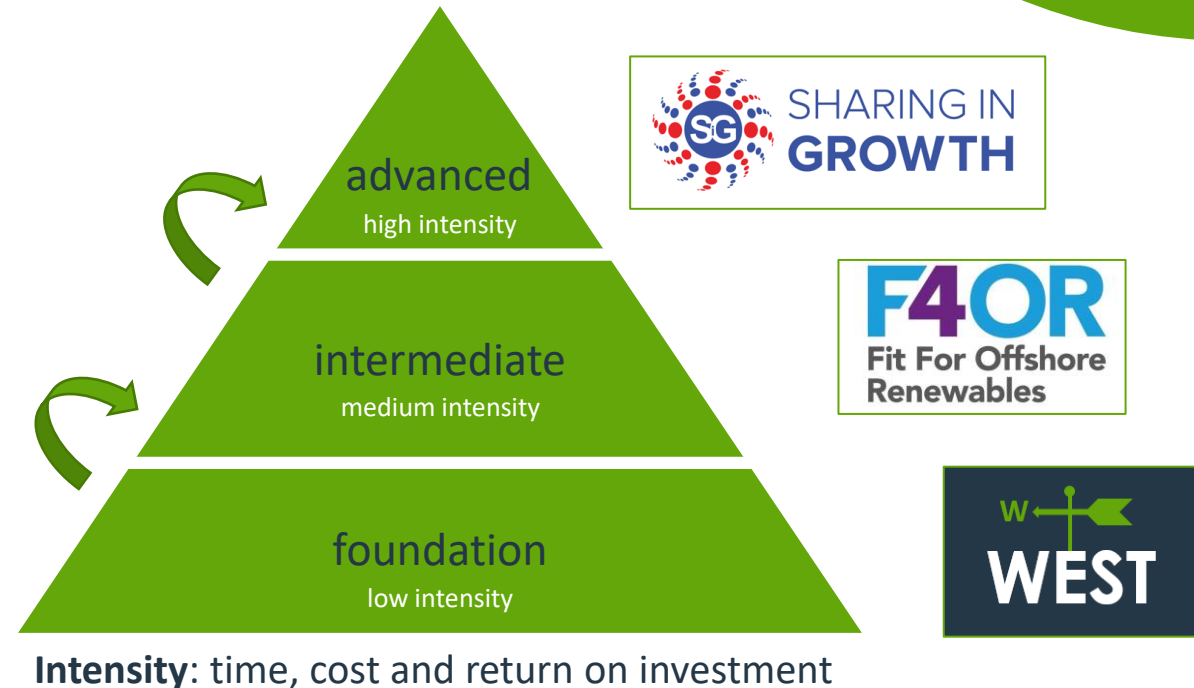
Business Transformation

OWGP are driving the delivery of the Offshore Wind Sector Deal commitments to increase UK supply chain content, productivity and exports

Business Transformation

- OWGP currently offer a suite of Business Transformation Programmes to support companies at different stages of their journey within the Offshore Wind Sector to realise increased impact, productivity and growth.
- Our tiered support enables us to reach companies of all different shapes, sizes and levels of maturity within the Offshore Wind Sector. This includes companies from other sectors who hope to transition into offshore wind.

OWGP Business Transformation Model



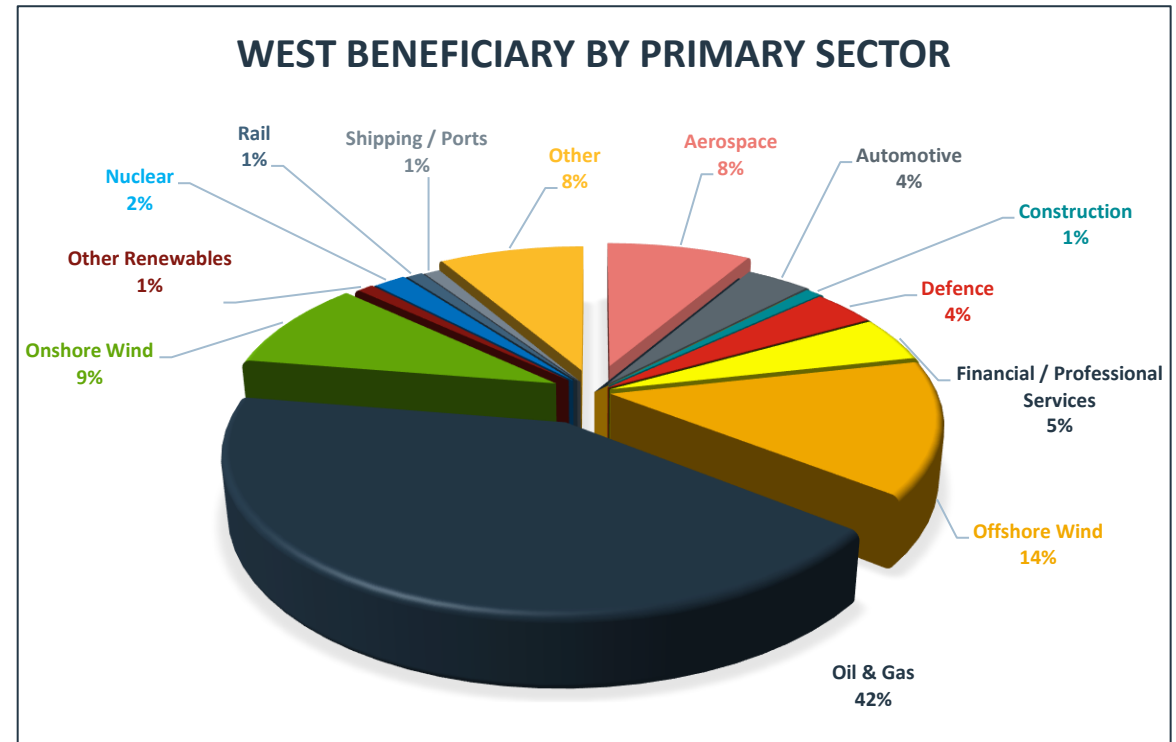
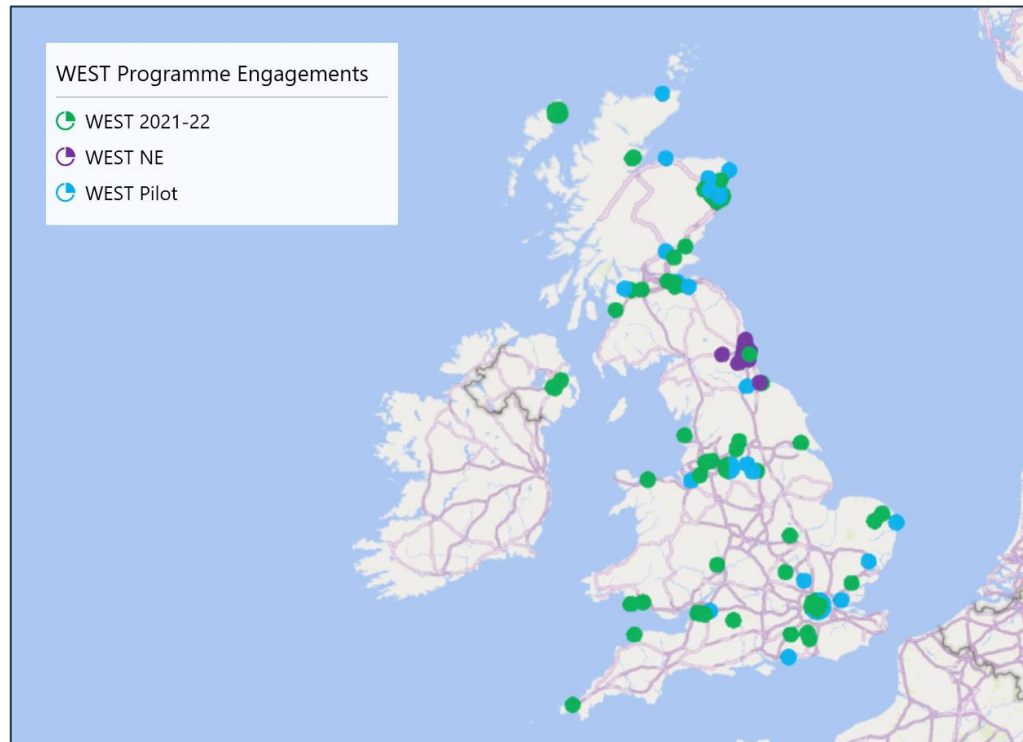


WEST Programme Background



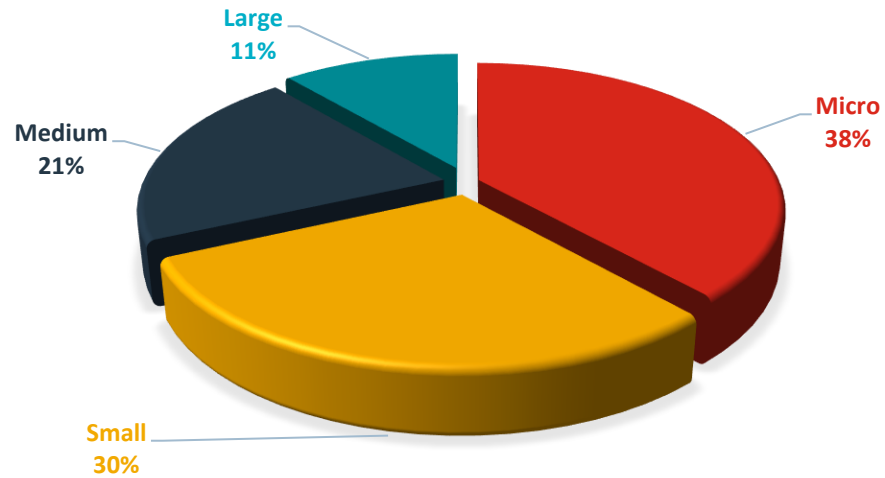
OWGP's WEST Programme builds upon a strong foundation of support first established in 2020, with emphasis on continuous improvement to benefit the growing UK Offshore Wind Supply Chain

112 Companies Supported to Date!

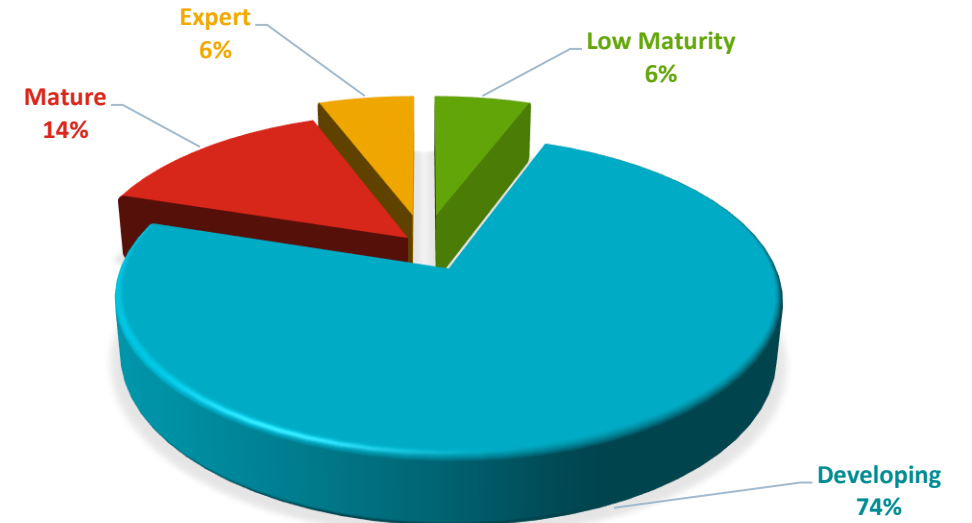


WEST Programme Background

WEST BENEFICIARY BY COMPANY SIZE



WEST BENEFICIARY MATURITY IN RELATION TO UNDERSTANDING OF OSW SECTOR



Low - We have little understanding about the sector / where our organisation might fit and would benefit from help knowing where to start

Developing - Developing - We have done some research and have some understanding of where our products or services might fit, but we would benefit from further insight

Mature - Mature - We have been operating in the sector for some time and know what is necessary to win work, we need deeper insight to accelerate our growth

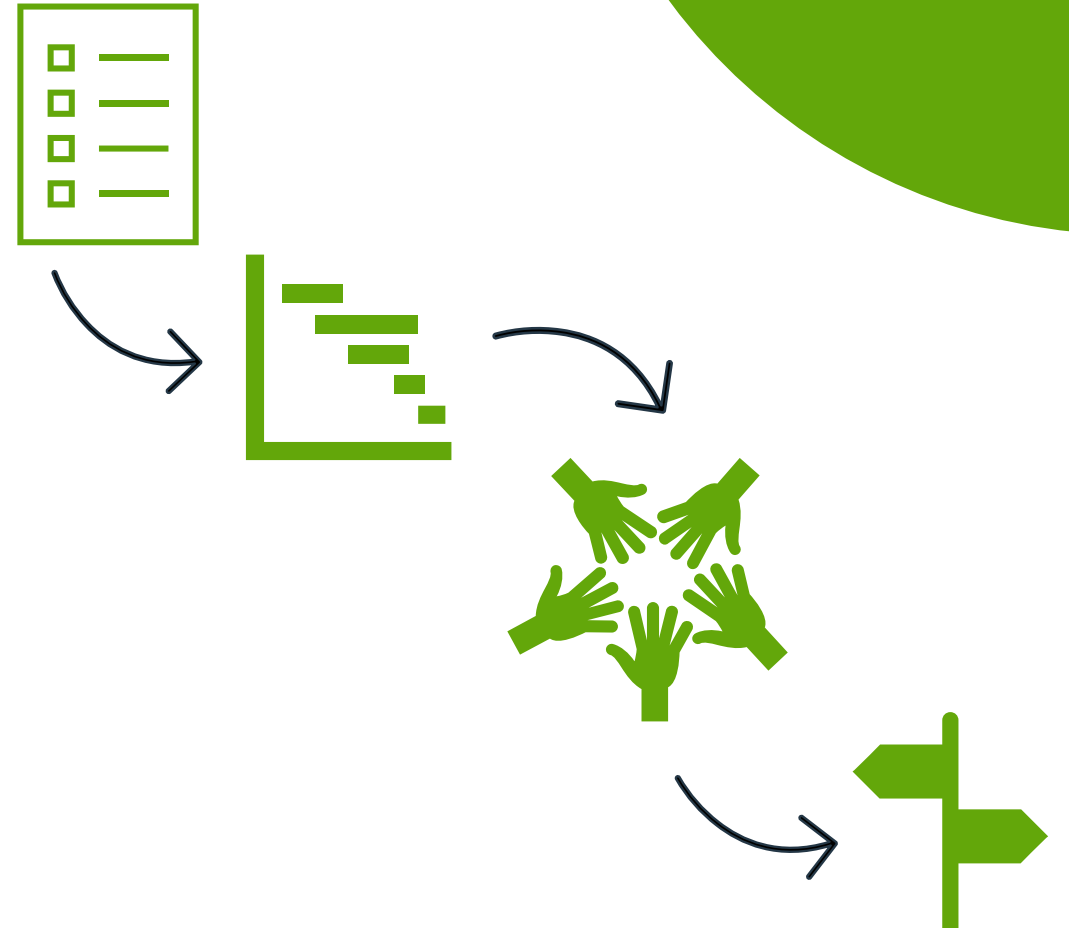
Expert - We have been operating in the sector for some time and are very familiar with the landscape and where we fit - we would benefit from strategic help

Wind Expert Support Toolkit (WEST) – Aims

WEST is a low intensity intervention within the OWGP's business transformation programme and aims to support growth of supply chain companies entering or already embedded in the offshore wind sector.

WEST is a short-term foundation support activity that will include:

- an assessment of a company's needs
- development of a plan to address company needs
- bespoke and targeted advice and support
- recommendations for next steps and action plans



Wind Expert Support Toolkit (WEST) – Aims



Supporting companies to become more competitive within the Offshore Wind Supply Chain

- By providing structured business improvement activities
- By encouraging and supporting more UK businesses into the offshore wind supply chain by attracting cross-sector engagement and helping potential new market entrants to overcome barriers to diversification

The WEST programme also provides OWGP with a greater understanding of the needs of the supply chain to inform future support activities and business transformation offerings

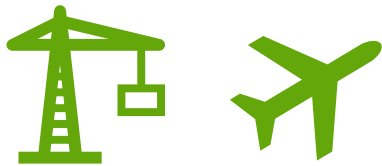
Total funding pot is £500k
Supporting 60 Companies

Target



WEST is open to companies and organisations with the following characteristics:

Start-up companies and organisations based in the UK who wish to work in the offshore wind sector



Established UK companies or organisations who work in other sectors who wish to transition into the offshore wind sector

UK companies or organisations already working in the offshore wind sector requiring more focused support or strategic input to enhance their future direction and growth opportunities





Applicants must meet the following criteria:

- Be a UK-registered company of any size.
- Applicants must provide evidence as part of their application of a desire to work within or have an existing foothold in the offshore wind supply chain with **senior leadership buy-in and engagement.**
- Can clearly articulate their desire to enter / grow their presence in the offshore wind market.
- Understand their own needs and deficiencies.
- Provide detailed information to an Expert Consultant and OWGP to allow support delivery.
- Demonstrate how the intervention would impact their business.
- **Have not been awarded Business Transformation support in the last 12 months from an OWGP Programme**

Scope – Needs Focused Support

Sector understanding including products, services and how the industry works

Exploration of opportunities in relation to our own product / service offering or skills / processes in relation to the offshore wind sector

Understanding of the long-term offshore wind horizon (UK / Europe / Global) and strategic decision-making points in relation to our business

Understanding of delivery mechanisms and how projects and contracts are bid for and won in the sector

Customer and competitor analysis and supply chain positioning i.e. Tier Level

Definition of our product / service value proposition

Assessment of market need and commercial potential including TAM, SAM, SOM

Technical risk of a product / service offering development

Standards and certifications required for my business / product to operate / supply to the offshore wind industry

Improving our business model e.g. support to review possible strategic business options and outline next steps

Timescales and investments required to commercialise my offering into offshore wind

Support for a marketing and sales strategy

Scope



- Applicants will complete the application form, identifying their top three (3) company needs and provide further information about their company, products / services and ambition within the offshore wind sector.
- During the delivery phase, a minimum of two (2) company needs will be addressed by the Expert Consultant and OWGP.
- As each delivery is bespoke, the duration of support and support expectations will be discussed with each successful applicant on commencement of support.
- Applicant companies should ensure they have suitable bandwidth and capability to support activities as a condition of application with inclusion of senior representatives of their business who can influence and affect change.
- At the end of the engagement each company will receive a bespoke information pack to support their growth ambitions in the sector.



How to Apply



<https://www.owgp.org.uk/business-transformation-programmes/>

The WEST Programme

We recommend you download our Scope & Guidance document before starting the form

- We use Microsoft Forms for our applications
- Questions are a blend of text box responses, numerical and drop-down responses

Please note - you will **NOT** be able to save and return to your application within the form. We therefore strongly recommend that you draft responses to the questions which are found in the WEST Programme Scope and Guidance Document before copying these into the form for submission. You will be able to save a PDF copy of your responses after submission.



OWGP WEST Programme Application

Prior to entering your responses on this form, please ensure you have fully reviewed our WEST Programme Scope and Guidance Document which can be found on the OWGP Website: <https://owgp.org.uk/about/business-transformation-programmes/>

The WEST Programme Scope and Guidance Document contains important information relating to the scope and aims of the programme, applicant eligibility and also explains the assessment and delivery process. The WEST Programme Scope and Guidance Document also provides insight into each question asked and allows applicants to prepare answers, which in our experience, normally results in better applications.

Please note the following:

You will **NOT** be able to save and return to your application within this form. We therefore **strongly recommend** that you draft responses to the questions which are found in the WEST Programme Scope and Guidance Document before copying these into the form for submission. You will be able to save a PDF copy of your responses after submission.

This application should be completed by the **lead organisation** wishing to receive support and should not be filled-out by a third party or on behalf of another organisation.

If your organisation has been awarded support from an OWGP business transformation programme launched in the last 12 months you are not eligible to submit into this support round.

Applications will be assessed in alignment to the description set out in the WEST Programme Scope and Guidance Document.

All applicants will receive written feedback.

* Required

Contact Details & Company Information

If you have not already done so, please register with the OWGP Programme before you submit this application at: <https://owgp.org.uk/register-interest/>

1. Applicant First Name *

Assessment – Questions & Evaluation Criteria



Section	Section Title	Criteria Guidance	Assessment Weighting
1	Contact Details and Company Information	Unassessed – Information only	0%
2	Tell us about your company and your plans for growth in the Offshore Wind Sector	An applicant must have clear intent to operate within the offshore wind supply chain and have some understanding of the possible challenge or opportunities within the sector they are hoping to address through their products or services.	30%
3	Tell us about your Company Needs	An applicant must show a clear understanding of the challenges it is facing (needs) and the impact of addressing these needs in relation to their business and growth.	30%
4	Understanding your company / site commitment to improvement & growth	An Applicant must demonstrate their companies' desire to embrace improvement opportunities, change and where possible provide examples.	30%
5	How do you envisage support from OWGP will support economic growth for your company?	An applicant must demonstrate how they envisage the support provided by OWGP will align with the overall programme KPIs in supporting company growth in relation to turnover, jobs, export opportunities and IP.	10%

Timescales



Application Assessment Wave	Assessment Wave Closure Date	Applicants Notified	Indicative Programme Start Dates*
Wave 1	Friday 18 th November 2022	Friday 16 th December 2022	4 th – 31 st January 2023
Wave 2	Friday 13 th January 2023	Friday 10 th February 2023	6 th – 31 st March 2023
Wave 3	Friday 17 th March 2023	Friday 14 th April 2023	1 st – 27 th May 2023
Wave 4	Friday 12 th May 2023	Friday 9 th June 2023	3 rd – 28 th July 2023
Wave 5	Friday 14 th July 2023	Friday 11 th August 2023	4 th – 29 th September 2023
Wave 6	Friday 15 th September 2023	Friday 13 th October 2023	6 th – 30 th November 2023

**start dates will be allocated by OWGP based on the quality and number of applications received. Where high volumes of high-quality applications are received in an assessment wave, successful applicants may onboard onto the programme later than the indicated programme start dates above.*

Recap



Review Scope & Guidance Document and completion of an application focused on your company needs / support requirements



OWGP will assess applications, successful applicant companies will be selected to participate in the WEST Programme



OWGP will pair successful applicant companies with one of the expert delivery team



Your company needs will be reviewed and a short-term action plan will be pursued to support understanding and ambitions



The expert delivery team will work with your company to gather information applicable to your action plan and engage to share understanding



The results of the work will be provided in a bespoke pack with next steps and future recommendations highlighted to assist you in the next stage of your journey



Application open on an ongoing basis

OWGP Impact to Date



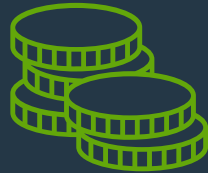
OWGP in Numbers

1169



Companies Registered

£12.63m



Funding Awarded

187



Projects Supported

87



Live Projects

143



Jobs

£15.47m



Turnover

£4.34m



Exports

29



IP

Future Grant Funding Opportunities



2022 Innovation Grant Competition

OWGP Innovation Grants are aimed at delivering new products, services and technologies into the offshore wind market through targeted funding competitions.

- ❖ The next competition will be launched on **Wednesday 9th November**
- ❖ The total funding pot is **£2 million**
- ❖ Grants of between **£25k and £200k** are available
- ❖ Competition will be split into two strands, each with a targeted scope area
- ❖ Industry engagement identified the following priority scope areas:



Decarbonisation

Improved
Reliability &
Robustness

Smart O&M

Cable
Installation &
Development

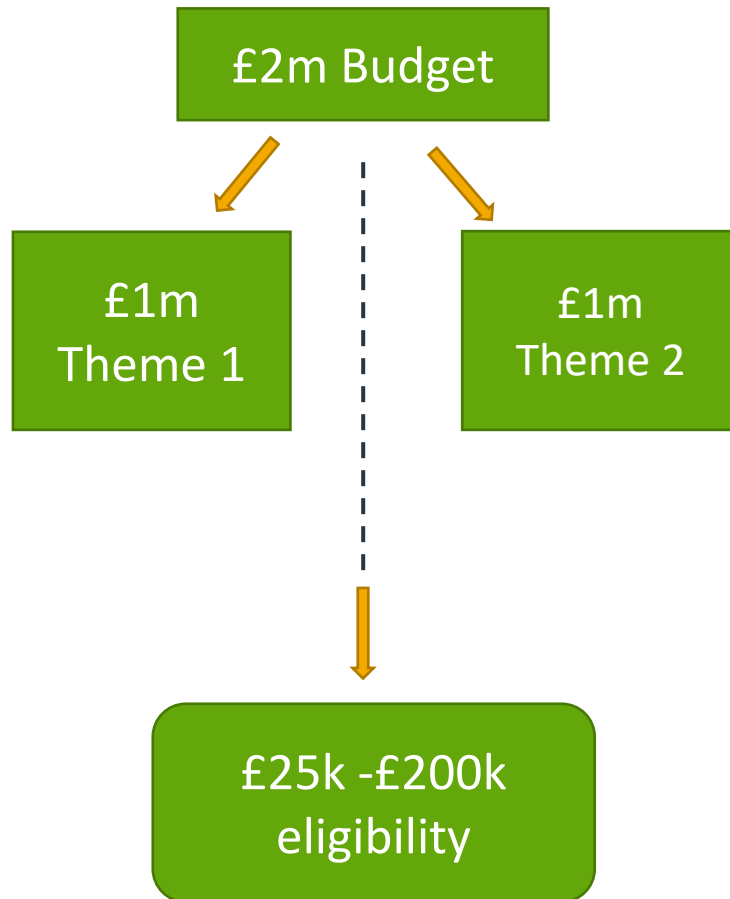
Mooring
Systems

Environment &
Biodiversity

- ❖ Themes will be announced during the competition launch!

OWGP Innovation Grant Competition

Competition Structure



Timeline

Stage	Key Date
Call Launch	Wednesday 9 th November
Briefing Webinar	Wednesday 23rd November
Applications close	Friday 20 th January 2023
Notifications	Friday 17 th March 2023
Project Start	April 2023

Competition
Launch

WE'RE EXHIBITING

Organised by **NOF**

Supported by **ENERGY COAST**

CONFERENCE & EXHIBITION
OWNE
Offshore Wind North East 2022
9-10 Nov | Sunderland, NE England

A national event in a pioneering offshore wind region of the UK.

Q&A





Supporting high growth companies in the UK offshore wind supply chain

[Learn more >](#)

www.owgp.org.uk