



# Wind Expert Support Toolkit (WEST) Pilot Programme 2020

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

## Expression of Interest Application Form

31<sup>st</sup> August 2020



[owgp.org.uk](http://owgp.org.uk)

## Contents

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1	Contact Details & Company Information.....	3
2	Introduction .....	4
3	Application.....	4
3.1	Instructions.....	5
4	Applicant Responses .....	6
Q1	Tell us about your company and your plans for growth in the offshore wind sector...6	
Q2	Tell us about your Company Needs.....	7
Q3	Please provide us with further details to better understand the needs you have identified in Q2? .....	9
Q4	What is your company / site commitment to improvement and growth? .....	10

## 1 Contact Details & Company Information

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Please enter your contact details:

Name:	
Position:	
Email:	
Telephone:	
UK Company Registration No:	
Number of Employees:	
Company Turnover:	
Postcode:	
Website:	

If you have not already registered, please register your interest in the OWGP programme before you submit this application at:

<https://owgp.org.uk/register-interest/>

## 2 Introduction

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The Offshore Wind Growth Partnership (OWGP) is a long-term business transformation programme that has been established as part of the UK Offshore Wind Sector Deal. Over the next 10 years, the OWGP will invest in projects, activities, products and services that provide direct support to high growth companies in the UK offshore wind supply chain.

The OWGP is a national programme that encourages companies from all sectors and locations to participate. It consists of four main strands:

- A - Collaborating for Growth
- **B - Business Competitiveness**
- **C - Building New Capacity**
- D - Supply Chain Futures

This application form is for the Wind Expert Support Toolkit (WEST) Pilot Programme which covers both Strand B and Strand C - Business Competitiveness and Building New Capacity respectively.

Full guidance on this application form is provided in the **WEST Scope and Guidance** document available on the [OWGP website](#) under the opportunities tab.

If you require help completing this form or you have any questions about this opportunity, please email [info@owgp.org.uk](mailto:info@owgp.org.uk) with "WEST" in the email title.

## 3 Application

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This opportunity is designed to:

- Provide a short, needs-based, focused intervention to existing or prospective offshore wind supply chain companies through specialist advice, market intelligence and business planning.
- Provide OWGP with detailed intelligence and understanding of the needs of the offshore wind supply chain to better inform future intervention activities and business transformation offerings
- Support growth of the UK offshore wind sector by increasing turnover, jobs and exports of UK supply chain companies.

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

Use this application form to answer the 4 questions about your business and how the provision of support would help your company. Note that some questions contain a series of sub questions to help you to complete your application. Please also refer to the **WEST Scope and Guidance** document.

### 3.1 Instructions

- Step (1)** Ensure that you have registered on the OWGP website:  
<https://owgp.org.uk/register-interest/>
- Step (2)** Complete this document and save with your **company name at the start of the file name**.
- “[**COMPANY NAME**] WEST Expression of Interest Application Form (pdf)”
- Step (3)** Send an email with the file as an attachment to [info@owgp.org.uk](mailto:info@owgp.org.uk) before the application deadline with “**WEST Expression of Interest Submission**” as the email title.
- Ensure that you include any appendices you wish to be considered as part of your submission in-line with the guidance set out in the **WEST Scope & Guidance** document.
- Step (4)** You will receive an email acknowledgement to confirm that your application has been received.

Please complete all sections of this form electronically.

Please pay careful attention to instructions for each section – failure to provide information to the instructions and detail specified may result in your application being excluded from further consideration.

## 4 Applicant Responses

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### Q1 Tell us about your company and your plans for growth in the offshore wind sector

Note: Applicants must demonstrate their ambition for growth in offshore wind and how OWGP support will accelerate this growth.

- What does your company offer? What are your core capabilities?
- What is your track record in the offshore wind sector? What % of your business is this?
- In which other market sectors do you currently operate and who are your key customers?
- What is the size of your company? If you're not sure, please refer to the EU definition of micro, small, medium and large businesses which can be accessed [here](#).
- Describe the business need, challenge or opportunity within the offshore wind sector you are addressing or hoping to address through your business / product offering?
- How big do you consider your market opportunity in the offshore wind sector?

**Q1 – Tell us about your company and your plans for growth in the offshore wind sector (Maximum 500 words)**

## Q2 Tell us about your Company Needs

Using the following table(s), please specify your top five (5) company needs, ranked from most important "1" to fifth most important "5". Please do not duplicate any number from 1 to 5 or provide ranking against more than 5 needs.

If you have identified needs for your company preventing you from growth in the offshore wind sector which are not contained in Table 1, please use Table 2 to describe these needs in more detail and specify the associated ranking. (Please do not duplicate scoring across Tables 1 and 2).

Table 1: Company Need Identification List

Need ID	Company Needs	Ranking 1 to 5
1	Sector understanding including products, services and how the industry works	
2	Understanding the technology landscape associated with offshore wind products / services	
3	Exploration of opportunities in relation to our own product / service offering in the sector	
4	Market entry requirements	
5	Customer and competitor analysis	
6	Exploration of opportunities in relation to our current skills and processes in relation to the offshore wind sector	
7	Understanding of delivery mechanisms and good business practices in the sector	
8	Understanding of how projects and contracts are bid for and won in the sector	
9	How to certify a product for the offshore wind sector	
10	Definition of our product / service value proposition	
11	Knowing which bodies, organisations and networking opportunities exist and can benefit my business	
12	Understanding of the long-term offshore wind horizon and strategic decision-making points in relation to our business	
13	Improving our business model	

14	Timescales and investments required to commercialise my offering into offshore wind	
15	How do we approach an exit strategy?	
16	How to tackle a product / process development plan	
17	Supply chain positioning	
18	Understanding costings and margins within the sector	
19	Support for a marketing and sales strategy	
20	Technical risk of a product / service offering development	
21	Assessment of market need and commercial potential	
22	Environmental impact of my business and identifying opportunities to improve	
23	Understanding exports and global opportunities	

Table 2: Additional Company Generated Needs

Company Need	Ranking

Before moving on, please ensure you have only selected / identified your top 5 company needs across Table 1 and Table 2.

**Q3 Please provide us with further details to better understand the needs you have identified in Q2?**

Note: We are looking for an applicant to show a clear understanding of their own challenges in relation to growth or entry into the offshore wind sector.

- In relation to each need, what will addressing these enable you to do?
- Quantify or describe the impact on your business of not having these needs met.

Need ID	Further detail to understand impact of addressing the needs (Maximum 150 words per need)

**Q4 What is your company / site commitment to improvement and growth?**

Note: We are trying to understand the commitment of your company or site to engage with improvement and support mechanisms and any previous experience of having done so.

- Have you made any investments as a business to gain traction in the offshore wind sector? Please provide details.
- How would support via WEST be additional to “business as usual” activities?
- As a company, do you now or plan to invest in improvement activities? Please provide examples as / where relevant.
- How do you envisage support from OWGP to support economic growth for your company? Please refer specifically to impact on turnover, jobs, export opportunities and IP.
- Have you previously gained any support through other business support mechanisms either publicly or privately funded? If so, please specify which programme(s) / mechanism(s) and when your company participated. (e.g. SE / HIE’s Wind Expert Support Programme, NMCL, F4oR).

**Q4 – What is your company / site commitment to improvement and growth? (Maximum 500 words)**



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ORE Catapult | Inovo 4<sup>th</sup> Floor | 121 George Street | Glasgow G1 1RD