



Wind Expert Support Toolkit (WEST) Briefing Webinar

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Funded by
**Offshore Wind
Industry Council**

Delivered by
CATAPULT
Offshore Renewable Energy

1. Offshore Wind Growth Partnership
2. OWGP's Business Transformation Programme
3. WEST Programme
Target, Scope, Eligibility, Application, Submission, Assessment & Delivery
4. What's Next in Business Transformation?
5. Funding Call Recap
6. Q&A

A long-term business transformation programme

Objectives

Increased competitiveness of UK supply chain leading to:

- Increased UK content in UK projects.
- Increased exports to global markets.

Funding

- OWIC (offshore wind developers) are funding OWGP.

Delivery

Budget of £100m over ten years to provide:

- Business Transformation – for development.
- Project Grants – for innovation and prototypes.

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Offshore
Wind
Growth
Partnership

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CATAPULT
Offshore Renewable Energy

Four core strands of activity

Enhanced engagement between developers and supply chain.

Developer-led activity

A

Collaborating for Growth

Business Competitiveness

An intensive structured business improvement programme.

B

Increasing the breadth of the UK supply chain by attracting cross-sector companies.

C

Building New Capacity

Supply Chain Futures

Developing growth based on new UK intellectual property.

D

Two types of support from OWGP



Business Transformation

- Increasing competitiveness to enable business growth
- Programmes of support delivered by specialists
- Part of a managed programme; assessment, delivery, review
- Different levels of intensity
- In-kind contribution from beneficiary



Grant Funding

- Funding for specific improvement or innovation projects
- Projects developed and managed by supply chain company
- Typically used for innovation – product and service commercialisation
- Range of sizes depending on stage of development
- In-kind contribution from beneficiary

Business Transformation



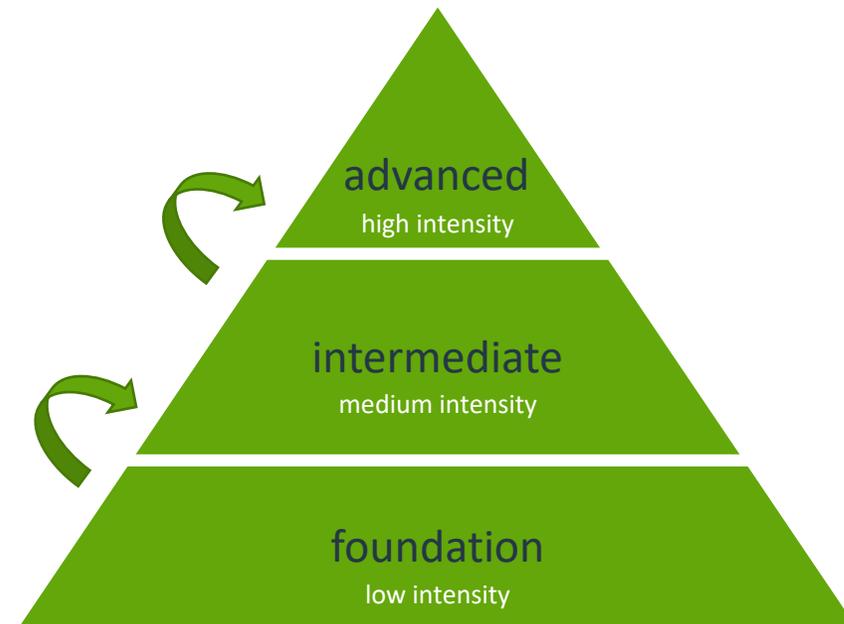
Business Transformation Programme

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

Business Transformation

- OWGP are launching 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 will enable 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



Intensity: time, cost and return on investment

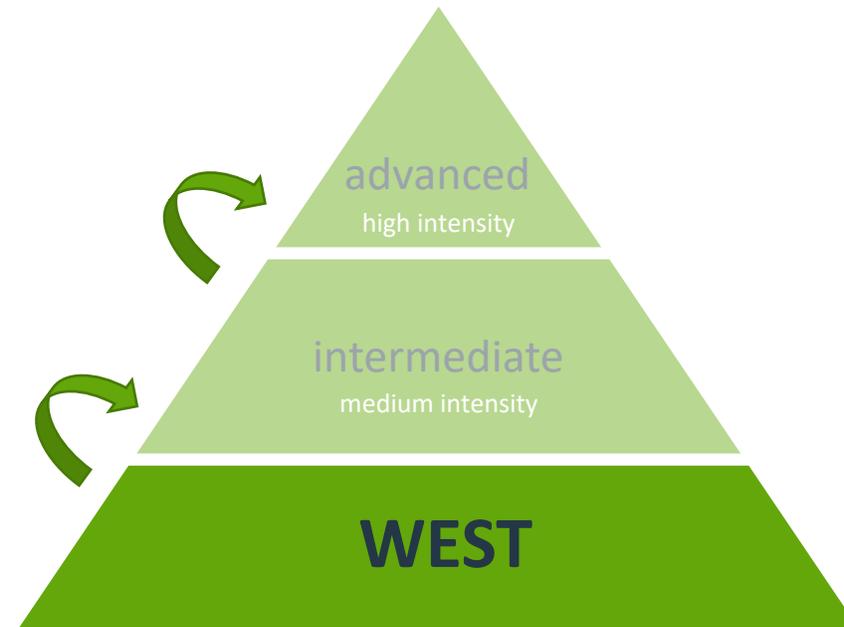




WEST is a low intensity intervention within the OWGP's business transformation programme and aims to support growth of supply chain companies entering or already embedded in the offshore wind sector.

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

- an assessment of a company's needs
- bespoke and targeted advice and support
- recommendations for next steps and action plans as and where required



Intensity: time, cost and return on investment



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 pilot programme will additionally provide OWGP with a greater understanding of the needs of the supply chain to better inform future intervention activities and business transformation offerings

Total funding pot is £200k
Supporting ~30 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



WEST is a needs-focused intervention:

Sector understanding including products, services and how the industry works

Exploration of opportunities in relation to our own product / service offering in the sector

Customer and competitor analysis

Understanding of delivery mechanisms and good business practices in the sector

How to certify a product for the offshore wind sector

Knowing which bodies, organisations and networking opportunities exist and can benefit my business

Improving our business model

How do we approach an exit strategy?

Understanding costings and margins within the sector



- Companies are invited to submit an expression of interest (Eoi) application for support against a range of possible needs to support their establishment and/or growth in the offshore wind sector.
- Applicants will complete the application form, identifying their top five (5) 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.
- OWGP will monitor successful Applicants and track progress in line with KPI's. Intervention activities led by Expert Consultants will be delivered over a 6 – 8 week period from kick-off and Applicant companies should ensure they have suitable bandwidth and capability to support activities as a condition of application.



Applicants must meet the following criteria:

- Be a UK-registered company of any size.
- Show a clear intent to diversify their business into offshore wind or demonstrate existing capability in the sector.
- 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.
- Make only one submission per company to this opportunity wave.
- Demonstrate how the intervention would impact their business.

Application Questions



Criteria	Guidance
Company background and relevance to this opportunity	An applicant must have clear intent to operate within the offshore wind supply chain and have a reasonable understanding of the possible challenge or opportunities within the sector they are hoping to address through their products or services.
Understanding of their own needs and the impact of having these needs met	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.
Alignment with OWGP KPIs	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.
Culture and approach to improvement	An Applicant must demonstrate their companies' desire to embrace improvement opportunities, change and where possible provide examples.

Application Form



Offshore Wind Growth Partnership

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

31st August 2020

Funded by **Offshore Wind Industry Council** | Delivered by **CATAPULT** Offshore Renewable Energy

owgp.org.uk

1 Contact Details & Company Information

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/>

Contact
Details

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)

Sub-questions

Max 500 words

- Step (1) Ensure that you have registered on the website:
<https://owgp.org.uk/register-interest/>

- Step (2) Complete the EoI Application with your company name at the start of the file name.
e.g. ***Best4Wind** WEST Expression of Interest Application Form.pdf*

- Step (3) Send an email with the files as attachments to info@owgp.org.uk

- Step (4) You will receive an email acknowledgement to confirm that your application has been received.



Event	Date
Eol Applications Open	31 st August 2020
Online Briefing Event	3 rd September 2020 from 14:00 – 15:00
Eol Applications Close	2 nd October 2020 at 5:00pm
Applicants notified	16 th October 2020

- Applications will be reviewed by assessors
- Assessors will be asked to score applications based on the evaluation criteria detailed in the Scope & Guidance documents (Please refer to the documents for weighting of scores)
- Applicants will be notified of the decision via email and will receive feedback

Successful Applicant Responsibilities

- Provide an internal champion or Project Manager to own the relationship with the OWGP and Expert Consultant.
- Commit commensurate internal resource to support the implementation plan to address specified needs.
- Report to the OWGP on results and major business milestones following engagement with the OWGP.
- Provide feedback to the OWGP Programme Team on the impact of the intervention against turnover, jobs, exports and IP (as appropriate).
- Be open to publicity about participation in the WEST Pilot Programme with the OWGP and where possible, participate in case studies to promote WEST and the impact of the intervention.

Recap



Completion of an expression of interest application focused on your company needs / support requirements



OWGP will select a range of companies for participation in the WEST Programme to start on a rolling basis



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



Your company needs will be reviewed and a short-term action plan will be pursued



The expert delivery team will work with you to gather information applicable to your specific needs



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 deadline:
2nd October 2020

What next?



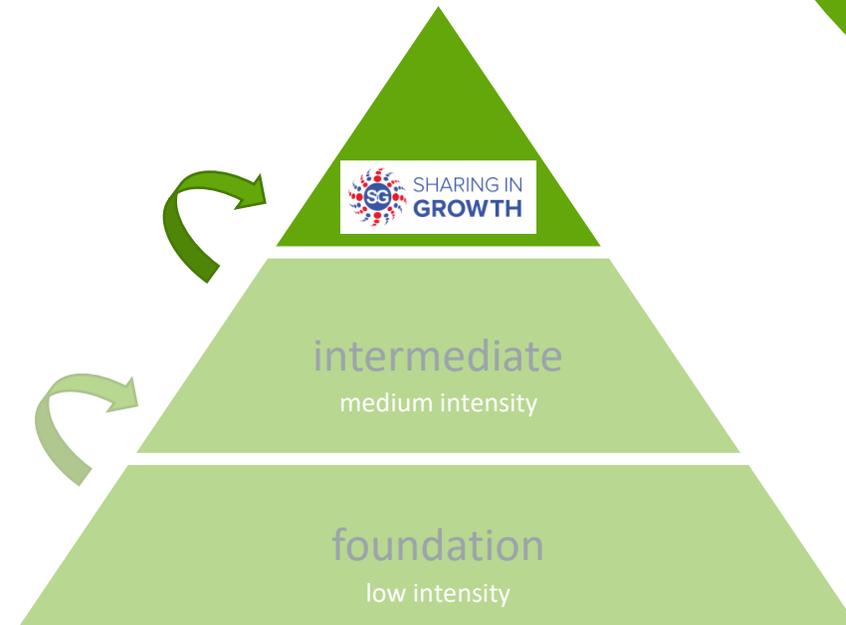
Sharing in Growth Offshore Wind Programme



The Sharing in Growth Offshore Wind (SiG OW) Programme is a high intensity intervention within the OWGP's business transformation programme and aims to support increased productivity and growth of supply chain companies in the UK offshore wind sector.

SiG OW is an advanced support activity that will provide long term intervention and include:

- An assessment of a company's needs
- Support which is bespoke and directly linked to a company's strategic priorities
- Recommendations for next steps and action plans as and where required



Intensity: time, cost and return on investment

Who can apply?



SiG OW is based on the highly successful Sharing in Growth Aerospace Programme and is open to companies and organisations with the following characteristics:

Ambitious companies looking to commit themselves to accelerate growth



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



Site turnover of between £5m – 100m per annum



More details on SiG Aerospace can be found using these buttons



What do Sharing in Growth Aerospace beneficiaries say?

“SiG has proven to be different from typical business improvement models from consultants, in that SiG personnel are coaches, embedded and genuinely understanding our business with a desire to leave behind a stronger organisation. Without this intervention, I doubt we would have been in a position to cope with our projected growth.”

Scott Tolson, CEO

Funding Call Re-Cap



Improving competitiveness and driving innovation across UK supply chain

This competition will support companies across the breadth of the supply chain to develop new innovative solutions that meet the needs of the offshore wind sector and enable access to structured support programmes to improve business competitiveness.

In line with Strands B and D, project proposals should be focused on one or both of the following areas:

- **Exploring and implementing new processes or ways of working that will demonstrate improved competitiveness within the supply chain.**
- **Disruptive technologies, products and/or services that present game-changing solutions to real industry challenges.**

- Total funding pot is £300k
- Eligible project costs are between £25K and £100K
- Projects of 6- and 12- months duration

**Funding Call now
closed to applications**

Event	Date	
Call Announced GOW V-Fest	22 nd July 2020	✓
Call Opens	24 th July 2020	✓
Online Briefing Event	4 th August 2020 from 2:00pm – 3:00pm	✓
Stage 1 Application deadline	21 st August 2020 at 5pm	✓
Successful Stage 1 Applicants notified	4 th September 2020	
Stage 2 Deadline/Call Closes	2 nd October 2020 at 5pm	
Applicants notified	13 th November 2020	
Assessor Feedback	Issued by 27 th November 2020	

Strand C: Cross-Sector Support Call

Enabling diversification of UK manufacturing capability and technology innovation

- To encourage and support 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.
- Project proposals should be focused on one or both of the following areas:

Manufacturing Diversification

Building new manufacturing capacity in offshore wind by enabling UK businesses with existing capability in adjacent sectors to de-risk existing processes and diversify.

Technology Transfer

Supporting innovative companies to de-risk new technologies, products/services for offshore wind application through testing, validation and/or demonstration.

- Total funding pot is £300k
- Eligible project costs are between £25K and £100K
- Projects of 6- and 12- months duration

**Funding Call still
open to applications**

Event	Date	
Call Announced GOW V-Fest	22 nd July 2020	✓
Call Opens	22 nd July 2020	✓
Online Briefing Event	4 th August 2020 from 2:00pm – 3:00pm	✓
Call closes	18 th September 2020 at 5:00pm	
Applicants notified	30 th October 2020	
Assessor Feedback	Issued by 13 th November 2020	

Q&A





Supporting high growth companies in the UK offshore wind supply chain

[Learn more >](#)

www.owgp.org.uk