



Wind Expert Support Toolkit (WEST)

NE Business Growth Programme

Supporting companies in the North East to become
more competitive within the UK Offshore Wind
Supply Chain

Scope & Guidance

5th November 2020



owgp.org.uk

Contents

1	Offshore Wind Growth Partnership	3
2	Aim.....	4
3	Target.....	4
4	Opportunity Summary	5
5	Definitions	6
6	Eligibility	6
7	Scope	7
8	Applications.....	7
9	Evaluation.....	8
10	Dates.....	8
11	Submission Guidance	9
11.1	Application form.....	9
12	Delivery.....	10
12.1	Applicant Responsibilities	10
12.2	Provision of Support.....	10
13	Confidential Information and Intellectual Property	11

1 Offshore Wind Growth Partnership

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. It will promote closer collaboration across the supply chain, implement structured productivity improvement programmes and facilitate shared growth opportunities between developers and the supply chain.

Over the next 10 years, the OWGP will invest up to £100 million in projects, activities, products and services that provide direct support to high growth companies in the UK offshore wind supply chain. The programme will deliver a combination of strategic capability assessments, business support services and grant funding to grow existing companies, drive greater collaboration, increase business competitiveness, champion innovation and attract new entrants.

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

Strand A - Enhanced developer / supply chain engagement leading to increased competitiveness of the UK supply chain in UK projects. This is led by the developers and builds on and intensifies their supply chain plans.

Strand B - Business competitiveness improvements for existing UK supply chain companies to enable them to meet the quality, cost and quantity requirements of the offshore wind market. This strand provides companies with a structured business improvement programme.

Strand C - Expanded supply chain delivered by intensive cross-sector engagement to promote the sector and identify and address the barriers to new entrants. This targets UK strengths in sectors outside of offshore wind to introduce new approaches and technology to support the growth of the sector.

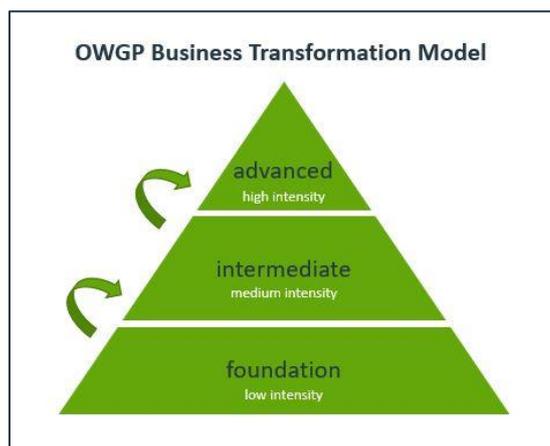
Strand D - Future supply chain development based on next generation technology to ensure the UK remains at the forefront of offshore wind technology. This leads to new UK products and services entering the UK and global markets.

This Business Transformation opportunity focuses on OWGP's Strand B: Business Competitiveness and Strand C: Building New Capacity.

2 Aim

In line with the Strand B and C objectives, the purpose of this business transformation opportunity is to help companies in the North East of England to become more competitive by providing structured business improvement activities and also to encourage more North East businesses into the offshore wind supply chain by helping potential new market entrants to overcome barriers to diversification.

WEST is a low intensity intervention activity which aims to support growth of offshore wind supply chain companies through specialist advice, market intelligence and business planning.



WEST is a short entry point foundation activity that will include the provision of assessment, support, feedback and recommendations of next steps and action plans for further support as and where required. This will be delivered by Expert Consultants and will provide a needs-focused approach to business support.

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.

3 Target

This business transformation opportunity is targeted towards companies in the following categories:

- Start-up companies based in the North East of England who wish to work in the offshore wind sector.
- Established UK North East companies who work in other sectors (such as Aerospace, Oil & Gas, Nuclear, Defence or Automotive) who wish to transition into the offshore wind sector.
- Companies based in the North East of England already working in the offshore wind sector requiring more strategic input to enhance their future direction and growth opportunities.

4 Opportunity Summary

Supporting companies to become more competitive within the Offshore Wind Supply Chain	
Objectives	<ul style="list-style-type: none"> To support growth of offshore wind supply chain companies through specialist advice, market intelligence and business planning activities. To provide OWGP with a greater understanding of the needs of the 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 in the North East of England.
Eligibility	<ul style="list-style-type: none"> Applicants must be a UK-registered SME as per the EU definition and based in the North East of England. 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.
Scope	To help companies become more competitive by providing structured business improvement activities and to encourage more UK businesses into the offshore wind supply chain by helping potential new market entrants to overcome barriers to diversification.
Activity Duration and Expectations	<p>Intervention activities with selected companies will be delivered by Expert Consultants on a rolling start basis.</p> <p>OWGP will endeavour to meet a minimum of one (1) top need of each successful applicant company through the WEST (NE Business Growth Programme).</p> <p>Support is expected to be delivered over a 4 to 6 week period from the kick-off meeting, with focused support provided by an expert delivery partner. Please note: the effort required to deliver against the identified needs will vary from company to company but is expected to require 2 – 5 days of effort from the expert delivery partner over the support period. Please be aware that not all of this time will be spent with the participating company.</p> <p>Participating companies will be required to facilitate calls, face to face meetings (where possible) or online meetings with Expert Consultants and OWGP to allow detailed understanding of their business and needs to be conveyed.</p> <p>Building of a relationship and effective communication is essential for the successful delivery of the WEST Pilot Programme.</p>
Support Type	<p>This opportunity will provide successful applicants with a selection of specialist advice, market intelligence or business planning tools as appropriate to meet the needs of the applicant company.</p> <p>Company needs will be established from both the Expression of Interest Application responses and from discussions during the kick-off meeting.</p> <p>OWGP and expert delivery partners will endeavour to support a minimum of 1 need of each successful applicant. Applicants may receive support on further identified need(s) following review between OWGP and the expert delivery partner which will be subject to funding availability.</p>
Applications Open	Thursday 5 th November 2020
Applications Close	No current closing date. Applications will be open on a rolling basis until all allocation has been filled.
Project Start	All companies wishing to participate must be ready to start on or after the 1st February 2021, with company specific start dates notified at the point of support award.

5 Definitions

The following terms shall have the meaning as described in the Definitions shown below:

Term	Definition
Applicant	A UK-based company situated in the North East of England that makes an application to the OWGP for support.
Assessor	An OWGP appointed assessor that reviews the Applications.
Support Agreement	An agreement which will be signed between the successful Applicant and the OWGP. Under this agreement, the Applicant will agree to support the delivery of the need(s) focused activity against the Intervention Plan which is set-out after the kick-off meeting. The OWGP will agree to make available to the Applicant an Expert Consultant to deliver against the Intervention Plan.
Needs List	The agreed set of specific need(s) and associated activities which will be delivered as part of the intervention.
Expert Consultant	A service provider who will be paired with successful Applicant(s) to provide specialist knowledge/expertise to the Applicant to meet needs agreed between OWGP, the Assessor and the Applicant.

6 Eligibility

To be supported through the WEST (NE Business Growth Programme), the Applicant must meet the following criteria:

- Be a UK-registered company of any size based in the North East of England. (Please note, academic institutions and RTO's are not eligible for this opportunity)
- 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 as a business and have a proactive attitude to business improvement and constructive feedback.
- 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 and the additionality it would provide by having identified needs met.

Applicants who receive support in this opportunity wave are expected to develop their company in the offshore wind sector based on the support received prior to receiving further support from OWGP.

7 Scope

The aim of the WEST Pilot Programme is to support companies to become more competitive by providing structured business improvement activities and to encourage more UK businesses based in the North East of England into the offshore wind supply chain by helping potential new market entrants to overcome barriers to diversification.

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 one (1) company need will be addressed by the Expert Consultant and OWGP.

OWGP will monitor successful Applicants and track progress in line with key performance indicators for the programme. Intervention activities led by Expert Consultants will be delivered over a 4 – 6 week period from kick-off and Applicant companies should ensure they have suitable bandwidth and capability to support activities as a condition of application.

Please note: The WEST (NE Business Growth Programme) will operate a rolling start date.

8 Applications

The Application form contains five questions about the Applicant's business and how it would utilise OWGP support and benefit from the support. Each question has a series of sub questions that will help an Applicant to complete its application. All of these sub questions can be found in the Application Form and the five main questions are as follows:

- Q1 – Tell us about your company and your plans for growth in the offshore wind sector
- Q2 – Tell us about your company needs
- Q3 – Please provide us with further details to better understand the needs you have identified in Q2?
- Q4 – What is your company / site commitment to improvement and growth?
- Q5 – Provide a forecast of how this support might impact your business against the OWGP KPI's.

9 Evaluation

Applications will be reviewed by Assessors based solely on the information provided by Applicants. Assessors will be asked to score the applications against the following criteria:

Criteria	Weighting	Guidance
Company background and relevance to this opportunity	20%	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	40%	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.
Culture and approach to improvement	10%	An Applicant must demonstrate their companies' desire to embrace improvement opportunities, change and where possible provide examples.
Alignment with OWGP KPIs	30%	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 Dates

The following table provides a list of key dates for this opportunity:

Event	Date
EoI Applications Open	5 th November 2020
Online Briefing Event	Monday 23 rd November 2020 (Overall TIGGOR Programme) Wednesday 25 th November 2020 (NE Business Growth Specific)
EoI Applications Close	No current closing date. Applications will be open on a rolling basis until all allocation has been filled.
Applicants notified	Within 4 weeks of application submission

11 Submission Guidance

The Application Form (pdf) for this opportunity are available from the OWGP website.

Applicants will be able to submit the PDF Application Form until the stated EoI Application closing date and time. The submission documents should be sent to info@owgp.org.uk in-line with the instructions within the application form. A confirmation email will inform the sender that the submission has been received.

11.1 Application form

The Application Form is a PDF Form. It is recommended that it is completed using Adobe Acrobat software. Applicants should answer all questions and be aware that applications are assessed based only on what is provided by the Applicant.

Where applicable, numerical or quantitative answers will be looked on favourably.

12 Delivery

12.1 Applicant Responsibilities

Successful Applicants will be required to:

- Provide an internal champion or Project Manager to own the relationship with the OWGP and Expert Consultant to manage the agreed communications and activities outlined by the Expert Consultant aligned to the needs of the Applicant.
- Commit commensurate internal resource to support the implementation plan to address specified needs, as agreed by the Applicant, OWGP and Expert Consultant.
- 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 (NE Business Growth) Programme with the OWGP and where possible, participate in case studies to promote WEST and the impact of the intervention.

12.2 Provision of Support

Needs based support will be provided to successful Applicants through the Expert Consultant(s). OWGP will endeavour to meet a minimum of one (1) top need of each successful applicant company through the WEST programme. Internal resource to support the implementation plan is required by the Applicant as above.

Applicants will receive a bespoke and individual company information pack detailing the needs highlighted, information relevant to addressing the agreed needs, the potential route forward and recommended next steps.

In some instances, the support provided may take the form of workshops, training or other collaborative activities if deemed necessary and appropriate to address the highlighted needs of the company.

OWGP may at its sole discretion, provide more support to the Applicant, if it is deemed that this will provide further measurable benefit in-line with the OWGP's Key Performance Indicators.

Applicants will not receive any payment from OWGP as part of WEST (NE Business Growth) Programme – all support will be provided through the outputs of the Expert Consultant(s).

13 Confidential Information and Intellectual Property

The business information you provide in your online Application will be kept strictly confidential and will be used solely by the OWGP and Assessors for the purpose of this call. All information provided will be treated as confidential and not shared with 3rd parties, save to the extent necessary to report to our funding bodies.

It is the intention of the OWGP that a confidential and intellectually safe environment be created by the Call where Applicants will feel free to share their ideas without fear of plagiarism or impact on their secrecy. As a result, the OWGP will ensure that any Intellectual Property (IP) included in submissions to this opportunity will remain property of the provider, will be treated in confidence and exclusively for the purpose of assessing and evaluating the EoI Application.

The OWGP may use your contact details to approach you about future activities and initiatives (programmes, projects, events, training opportunities, etc.).



ORE Catapult | Inovo 4th Floor | 121 George Street | Glasgow G1 1RD