

Case Study: London Marine Consultants (LMC)



An engineering design company specialising in the design and provision of floating structures and mooring systems for the offshore industry.

Business profile

- Well established in the oil and gas sector.
- Successful transition into offshore renewables sector.
- Consulting for tier 2 and 3 platform designers in the Offshore Wind industry.

Support received



BUSINESS TRANSFORMATION PROGRAMME – WEST



LMC was matched to an OWGP delivery partner with the market intelligence to assist LMC in developing a new technology offering specific to the Offshore Wind industry, expanding its understanding of the differences between oil and gas and Offshore Wind customers. The partner also reviewed grants and funding applications to enable them to grow.

Impact of the support

- Enhanced marketing materials to strengthen customer outreach.
- Secured highly competitive funding of £265,000.
- Improved LMC's market knowledge and commercial confidence.

A closer look at London Marine Consultants

LMC is one of the few consultancies offering combined Engineering, Procurement and Construction (EPC) services, working all the way through offshore projects from initial design to manufacture and installation. By spanning the full lifecycle of a project, LMC provides unique insight into the risks and operational challenges which occur in a marine environment.

LMC is currently in the process of developing a 'plug and play' mooring system for floating offshore wind which would enable de-coupling of an offshore mooring installation from the platform, thereby reducing risk, offering schedule advantage and contributing to reduced LCOE.



Intelligent energy management and storage technologies for the energy industry.



Underwater, offshore and onshore solutions.



Decarbonising energy operations.

How did OWGP's support propel London Marine Consultants' business into the Offshore Wind sector?



Before

Before reaching out to OWGP, LMC had over 31 years of experience in the offshore market, primarily through its oil and gas heritage, and with such valuable and transferrable knowledge from a complimentary sector, had successfully transitioned the business to operate in the Offshore Wind market.

LMC was seeking OWGP's support to help the business take a step change in growth within the Offshore Wind sector by deepening its understanding of the market, developing its product offering specifically for the needs of the sector and looking at routes to market for those products.

During

OWGP paired LMC with its delivery partner, Lumen Energy & Environment, who developed a scope of activity based on LMC's needs.

The Lumen Energy & Environment team underwent a capability review with LMC and focussed on potential opportunities for the business based on its product and service offering with its unique dis-connectable buoy system. They worked together to devise a market entry roadmap and marketing and sales strategy to grow this area of LMC's business.

In addition to this, the Lumen Energy & Environment team also advised LMC on the funding landscape and public bodies which may be of benefit to the business.

After

A key outcome of OWGP's support was the deep awareness LMC gained of its current market position and the strategic direction and communication support to grow the business, particularly around its unique dis-connectable buoy system.

The market insight LMC gained from the programme spills into a high-level understanding of the pipeline of Offshore Wind projects, the tier system of engagement in the market and enabling it to spot wider opportunities for the business and have the confidence to engage with developers.

LMC has since been successful in winning funding through the highly competitive BEIS Floating Offshore Wind Demonstration Programme.

“ The WEST programme allowed us to optimise and refine our technical offering and understand our true position as developer engineers for the floating Offshore Wind market.

During the business support programme we confirmed the market need for our product, devised a funding strategy for the necessary development stages and created a market entry plan. Since completing the programme, we have been successful in a bid application for funding as both a lead applicant and collaborator, which has helped us to establish our technology and reputation in the industry. ”

NICK PALMER
Director, LMC



www.londonmarine.co.uk