



# Enhancing innovation and scalability in environmental services

### BUSINESS PROFILE

- Seiche develop and manufacture marine environment survey and monitoring equipment, focusing on marine mammal populations.
- Their technology and expertise enable clients to meet evolving environmental standards and operate responsibly offshore.
- Specific areas of expertise are underwater sound monitoring, modelling and mitigation, passive acoustic and visual monitoring and autonomous marine vehicles.

### SUPPORT RECEIVED



Seiche is the UK’s leading specialist in underwater noise and marine mammal monitoring, delivering cutting-edge marine technology and environmental services to the offshore industries.

As a global market leader in underwater acoustics and noise measurement, Seiche provides passive acoustic monitoring (PAM) solutions that help clients in oil and gas, renewables, construction, and marine science comply with increasingly stringent environmental regulations. Seiche combine innovation with practical expertise to protect marine life while supporting sustainable offshore development.

### A closer look at clean marine autonomy and machine learning

Seiche is accelerating growth to expand further into the offshore wind market, with a focus on the use of clean marine autonomy and machine learning to deliver near real-time data and information products. Seiche is embedding circular economy principles by reviewing the full lifecycle of its technologies from development and manufacture through to use, repurposing, and recycling, ensuring business growth is aligned with long-term environmental sustainability.

To achieve this, Seiche sought to advance its business across three key areas: strengthening strategy and business development to capture new opportunities; launching new technologies and solutions in a cost-effective way; and improving internal processes to increase efficiency, reduce costs, and support scalable, sustainable growth.

### Solutions for the offshore wind industry



Seiche assesses underwater sound impacts during construction and operations.

The company monitors marine populations, collecting acoustic and visual data and tracking long-term changes in species distribution and density.

It implements mitigation measures using passive acoustics, smart camera systems, and machine learning.

### Impact of the support

Built the confidence to embrace necessary change and opened the door to further support, leading to enrolment in the OWGP Sharing in Growth Programme.

Delivered the practical tools and structured platform required to drive meaningful and lasting change.

Knowledge sharing and industry insights provided key guidance and validation and direction for investment and future growth.



### Before

Before engaging with the OWGP, Seiche was a well-established leader in underwater noise and marine mammal monitoring, serving defence, oil and gas, and offshore wind sectors. The company had developed deep technical expertise and a strong reputation for delivering innovative solutions, but it was seeking to accelerate growth and expand its presence in offshore wind.

Seiche submitted an expression of interest to join the OWGP Sharing in Growth Sprint Programme, a condensed version of OWGP’s Sharing in Growth Programme. OWGP identified the company as an excellent candidate due to the relevance of its services to the wider offshore wind sector. Operating within the Smart Environmental Services category of the Industrial Growth Plan, Seiche’s work in environmental monitoring, acoustic surveys, and marine data collection supports a critical area of offshore wind development, contributing to the UK’s domestic supply chain and long-term sector growth.

### During

During the OWGP Sprint programme, Seiche received hands-on support from our Sharing in Growth delivery partners across three key areas needed to scale its business: developing their strategic overview and exploitation of technology, enhancing process efficiency and scalability; and refining the project lifecycle.

The Sharing in Growth team facilitated and aided in a number of key company development sessions as well as provided a sounding board and guide through managing change and developments. The program provided Seiche both the process and confidence to question its current procedures and develop new ways of thinking, communicating and strategising.

### After

Seiche has been invited to the next stage of the Sharing in Growth Programme.

Building on the foundations established through OWGP Sprint, Seiche plans to further refine leadership and governance by reviewing and aligning its vision, mission, and values, developing and deploying strategy, and embedding leadership coaching and organisation design, including succession planning to match business priorities.

The company will also focus on business growth and profitability, improving bid processes, project profitability tracking, forecasting, opportunity pipeline development, and customer portfolio management. To enhance operational readiness and product development the programme will help Seiche align asset management with opportunities and map the commercial pipeline to new product development.



As an SME the external, professional support we have received during both OWGP Sharing in Growth Programmes has been invaluable. Gaining insights to key tools to support business transformations and process development is making key differences to how we think, operate and grow. Making changes within an organisation is often challenging but having the Sharing in Growth team to support us has provided us with key skills and confidence to grow with future resilience.



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