



SUPPORTING YOU AND YOUR BUSINESS

TO INNOVATE AND GROW



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Our dedicated team are here to help you understand how you can adopt innovations in technologies, business models and processes to drive business growth in digital and green technologies.

Working in partnership with the UK's innovation agency, Innovate UK and colleges across the West Midlands, our new Innovation Centre will provide a space for us to catalyse ingenuity by engaging with your business to get a clear understanding of your organisational needs.

HOW WE CAN SUPPORT YOU?

Our Business Engagement Advisers will take the time to get to know you and your business, providing impartial, commercially focused advice.

- **Organisational needs analyses** charting your workforce development priorities and skills gaps
- **Sector specific training** for you and your workforce
- **Development of innovation and growth plans** co-created with your Business Engagement Adviser
- **Knowledge transfer** and innovation management programmes
- **Workshops and practical demonstrations** to help you navigate new products, technology, services and processes in your sector
- **Support with staff recruitment**
- **Advice on grants and funding**
- **Coaching and mentoring**
- **Decarbonisation and net zero support**

entrepreneurship



OUR SERVICES

INNOVATION PLANNING

We can support you to develop innovation plans for your business to help you **set clear goals and objectives that align to your organisation's vision**. We will help you to encourage a culture that values creativity and allows for experimentation. We will co-design the innovation plan with you and connect you with other organisations within your industry who may be able to mentor and guide you towards growth. In addition, as part of the innovation plan design **we will guide you towards the services of other advisory services to help you receive funding, grants and further one to one support**.

PERSONALISED INNOVATION LEADERSHIP PROGRAMMES

The Coventry and Warwickshire Local Skills Improvement Plan, formulated from research and feedback from a large pool of businesses across the West Midlands, cites **the need for additional leadership and people management skills to overcome challenge**. It also highlights the need to maximise opportunities associated with digitisation, the advancement of new technologies and the transition to net zero over the next three years. The most frequently identified additional skills were:

- Strategy Development – required by 43% of businesses for digitisation and the advancement of new technologies and 38% for net zero
- Performance Management – required by 42% of businesses
- Change Management – required by 32% of businesses.



In order to innovate we can work with you to design a **robust innovation leadership programme**.

We receive funding from the West Midlands Combined Authority (WMCA) to help up-skill and re-skill adults across the West Midlands community. Our Business Engagement Advisers can connect you with technical experts and trainers who can **co-design and shape leadership programmes which will help you to be able to formulate strategy in fast changing environments**. This supports aspirational business leaders and entrepreneurs to develop the skills, knowledge and attributes required to take your organisation to the next level.

At zero cost to your business we will create a path to innovation led growth gaining access to:

- Coaching, advice and guidance
- A unique blend of action learning including one to one sessions, peer review, activity-based learning, creative challenge-based activity and self-directed learning
- The development of your own innovation-focussed action plan development for your business
- Access to the latest thinking around innovation and social value.

BENEFITS TO YOUR BUSINESS

- Dedicated time to focus on innovation, research and development as a strategic driver for your business growth
- Learn to embrace innovation, creativity, diversification
- Get support with marketing, business development, funding and team dynamics
- Access to a support network of experts
- Be part of a unique innovation network
- Learn from others within your industry and wider community.

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OUR SERVICES

INNOVATION AND DISCOVERY TASTERS

We are working together with colleges across the West Midlands to deliver innovation and discovery tasters in our Innovation Centres. **These are intended to connect you with technical trainers and experts who can demonstrate technological advances, masterclasses and new skills**, which will help your business to future proof. Some of these discovery tasters may take place off-site at industry expert premises. We are always on the lookout for businesses who have excelled in innovating processes within their industries to demonstrate to others.

PLEASE GET IN TOUCH IF YOU WOULD LIKE TO HOST AN INNOVATION TASTER.

DECARBONISATION SUPPORT AND TRAINING

In order to future-proof your business, many organisations require support to reach the UK PLC's target of net zero greenhouse gas emissions by 2050. **Up-skilling workers is necessary to address green skills shortages as well as in increasing the workforce in key sectors. Green skills align closely with innovation.** For example, are you a small to medium enterprise in the motor vehicle industry requiring support to move towards electrification? Are you an independent builder whose staff require up-skilling around charge post, solar voltaic, insulation and retrofit training?

Today there are fewer than 3,000 heat pump technicians but as many as 150,000 will be required to meet the government's ambitious installation targets. **One in five jobs will be affected by the energy transition and Deloitte says that "all" jobs will require sustainability skills by 2050.** In order to stay ahead of the game and future-proof your business, you will need to be up-skilled to innovate and navigate your workforce along the journey towards net zero.

We are here to help you with a wide range of green skills training including:

- Domestic Retrofit
- Electric and Hybrid System Repair and Replacement
- Electric Vehicle Awareness and Maintenance
- Electric Vehicle Charging
- Electric Vehicle Testing
- Insulation
- Sustainable Management.





DIGITAL TRANSFORMATION LEADERSHIP PROGRAMMES

No organisation can ignore the noise and opportunities that digital innovation brings. **The UK's economic future, jobs, wage levels, prosperity, national security, cost of living, productivity, ability to compete globally and our geo-political standing in the world are all reliant on continued and growing success in digital technology.**

The government's Digital Strategy sets out this vision and the actions required to deliver it. Estimates commissioned by the government suggest that supporting and strengthening the digital economy could **grow the UK tech sector's annual gross value added (GVA) by an additional £41.5 billion by 2025 and create a further 678,000 jobs.**

Our Digital Transformation Leadership Programmes will **equip you with the strategic foresight and leadership capabilities to create and sustain a competitive advantage and cultivate a people-centric organisation.**

You will experience live online teaching sessions, video lectures, interactive activities and assignments whilst receiving personal support from your Business Engagement Adviser.

SKILLS OF THE FUTURE

The conversation about the future of jobs and skills is one of the most important in education. At Coventry College we host regular **Skills of the Future Boards** with local employers to **help ensure our curriculum, and the skills our learners are developing, are future-proof.**

We have Skills of the Future panels in each of our industry areas to connect employers both small and large to our technical expertise and stakeholder bodies. The panels also offer the chance for employers to **shape the landscape of the jobs market in the UK**, hear from leading industry experts and gain access to CPD.

BESPOKE TRAINING

To enable you to continuously develop your workforce and nurture future talent for success and prosperity, we offer a range of high quality and cost-effective workplace training and development packages that can be tailored to meet your needs.

We understand that every business is different, which is why **we'll work with you to carry out a training needs analysis to identify skills gaps** and offer solutions to meet your needs. As your requirements and business changes, so can your training.

Training includes:

- Accredited Professional Qualifications
- Distance Learning
- Higher Education and Access to Higher Education
- Into Employment
- Part-Time Qualifications
- Skills Bootcamps
- Technical Skills Training
- Work Related Training.

OUR INNOVATION CENTRE

Based in the heart of the city our Innovation Centre at Coventry College is a hub for businesses to embrace new technologies, training and innovations to drive growth.





Innovate UK
and Coventry
College



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About Innovate UK

Innovate UK drives productivity and economic growth by supporting businesses to develop and realise the potential of new ideas.

They connect businesses to the partners, customers and investors that can help them turn ideas into commercially successful products and services and business growth.

Their work funds business and research collaborations to accelerate innovation and drive business investment into research and development. Support is available to businesses across all economic sectors, value chains and UK regions.

Innovate UK is part of UK Research and Innovation.

Supports
research
programmes



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