



# Innovation 4 Growth

# Innovation and bid writing workshop

# Introduction to the I4G programme

Innovation 4 Growth (I4G) is a grant funding and training programme run by the University of the West of England, Bristol and funded by the European Regional Development Fund (ERDF). The programme aims to support businesses in the Swindon & Wiltshire who are looking to innovate and grow.

## Grant funding

The programme is offering eligible small and medium sized enterprises (SMEs) in Swindon & Wiltshire grants of between £10,000 and £40,000, to fund up to 35% of the total cost of a research and development (R&D) project.

## Training workshops

Alongside grant funding I4G is hosting a series of free training workshops for SMEs in Swindon & Wiltshire. Workshops are suitable for start-ups, I4G grant recipients, and innovating and growing businesses across all sectors.

# Innovation and bid writing workshop

As markets and conditions recover, investing in innovation is key to helping businesses future proof, grow their markets and adapt to opportunities. This intensive 2-day workshop is for SMEs that are responding to new opportunities and looking to disrupt the market through innovation.

We will help you to articulate your innovation projects and take your ideas to the next stage.

We will:

- Introduce you to the fundamentals of bringing innovation into your business.
- Give you practical innovation tools to help you generate creative ideas, evaluate and test them for your business.
- Help you understand how innovation projects can be funded and how to write winning bids.
- Give you the confidence, practical skills and techniques to pitch your idea.

The sessions are designed to be interactive, with participants working in small collaborative groups and engaging in peer-to-peer learn. This in-person course is funded by the ERDF and is free to SMEs in Swindon & Wiltshire. Places are limited to 20 SMEs and because places are limited, we request that you commit to the full two-day workshop.

## Facilitators and speakers



Lucy Paine  
Business Development  
Manager  
UWE Bristol



Aimee Skinner  
Innovation Manager  
Future Space  
UWE Bristol



Andrew Mercer  
Finance Specialist  
Innovate UK EDGE



Rob Creer  
Swindon & Wiltshire  
Growth Hub



Jim Hughes  
Become Untamed



Paula Harsley  
Swindon & Wiltshire  
Growth Hub

## A taste of what you can expect:

For five years **Jim Hughes** has provided transformative experiences to high performers and entrepreneurs around the world through his unique brand of coaching, speaking and events.

He has helped (at least tried to) change the lives of eight figure business owners, World Record holders, senior military leaders, top performing professionals and many more.

Leveraging his extensive life experience, that encompasses everything from running a multimillion-dollar engineering business in Australia and canoeing the Yukon River, to skiing the world's longest giant slalom race wearing only a g-string and pretending to be an electrical engineer for eight months, he approaches his work how he approaches life...with energy, commitment and fun.

Jim experienced the cost of living out of alignment with his true self. He felt the impact on his health, relationships, happiness and performance and, having invested over £100,000 in his own development, he has transformed his own life and is on a mission to help others do the same.

Finance Specialist, **Andrew Mercer** will join us to show how South West businesses can access the right type of finance to grow, innovate and internationalize. The support he provides is fully-funded by Innovate UK and delivered under the Innovate UK EDGE brand and includes grant, debt, and equity investment supporting innovative companies raise over £5m in the last year.

With over 20 years' experience in business support experience, Andrew has access to a network of funding specialists and programmes and is uniquely placed to discuss routes to finance for your business.

**Aimeé Skinner** is Innovation Manager for [Future Space](#) in Bristol and supports all the business needs of the Future Space community, with a focus on driving engagement between UWE Bristol and the resident companies. With a background in technical project management, lean six sigma, and large-scale transformation programmes, Aimeé is well-placed to assist businesses grow, providing a range of business support services and helpful tools and frameworks.

Recognised in the Top 75 innovators in the South West in 2021, she also co-manages the Bristol Innovators' Group – a group of more than 600 innovators, offering networking and learning prospects in the local area. As well as sitting on several regional forums, including the Tech South West Leadership forum, Aimeé now jointly runs the UWE Bristol Launch Space Incubator programme, to further enhance opportunities for aspiring entrepreneurs and early-stage businesses to succeed and grow in the region.

## Timetable

### Day 1 – Tuesday 29 March

Doors open at 9:00 for coffee and networking.

|  |               |               |
|--|---------------|---------------|
| <b>Introduction to I4G</b>                                   | Lucy Paine    | 9:30 – 10:00  |
| <b>Innovation and Ideation: how to solve your challenges</b> | Aimee Skinner | 10:00 – 12:30 |
| <b>Lunch break</b>   |               | 12:30 - 13:30 |
| <b>Embracing change, reclaiming power</b>                    | Jim Hughes    | 13:30 – 16:30 |

The team will be staying until 17:00 and will be available to discuss applying learnings.

### Day 2 – Wednesday 30 March

Doors open at 9:00 for coffee and networking.

|  |               |               |
|--|---------------|---------------|
| <b>The Innovation Narrative: Pitching your idea</b>                            | Lucy Paine    | 9:30 – 12:30  |
| <b>Lunch break</b>   |               | 12:30 - 13:30 |
| <b>Access the right type of finance to grow, innovate and internationalise</b> | Andrew Mercer | 13:30 – 16:30 |

The team will be staying until 17:00 and will be available to discuss applying learnings.

# Location

The Innovation and bid writing workshop is being held in the **Stateroom** on the ground floor at:

## Hartham Park

Corsham  
Wiltshire  
SN13 0RP

*Please make your way to the lounge to the left of the café – grab a coffee here if you like - and we will meet you to take you to the **Stateroom**.*

### **Directions:**

Hartham Park is located off the A4 between Bath Road and the village of Biddestone.

When coming along the A4 from Chippenham go through the first set of traffic lights, carry straight along the road until you see the sign for Hartham Park just as you enter the 30mph speed limit. Turn right down Hartham Lane and continue till you come to the entrance of the site.

When coming along the A4 to Chippenham go through the 30mph speed limit & just before the 60 mph speed limit sets in there is a sign directing you to Hartham Park. Turn left and continue down Hartham Lane until you come to the entrance of the site.

Parking/Accessibility: Please make sure you park in the main car park. Once parked, follow the signs to the main reception.

# COVID-19 Guidance

### **Please help us keep safe by following this advice:**

- Face covering is at your discretion as will be for the participating speakers and other attendees.
- Hand sanitiser will be available and should be used when you enter and leave the workshop.
- You must check in using the NHS Test and Trace app (or complete a form on arrival), please make sure you have the NHS COVID-19 app downloaded to enter the event.

### **You must NOT attend the event:**

- If you experience COVID-19 symptoms before/on the day of the workshop. Please follow the instructions on the NHS website about what to do if you have symptoms.
- If you experience symptoms during the event, you must leave the venue immediately and let us know.

### **Lateral flow (asymptomatic) testing requirements:**

- We are asking everyone to take a lateral flow test before attending and encourage you also to test again following the event.