



MADE
PLATFORM



SUPPLY CHAIN



NETWORKING



BEST PRACTICE



PEOPLE

PROUDLY SUPPORTING MANUFACTURING IN THE UK

Challenges facing Manufacturers

- General over reliance on physical events to generate opportunities which have been slower and smaller to return than before.
- Unreliable and no longer cheaper overseas supply chains.
- Natural talent drain from the sector following the pandemic: ‘The Great Resignation’, Combined with expectation of working from home
- Difficulty in attracting ‘fresh blood’ into the sector
- Negativity & bad news driven through the media dampens confidence in the sector and on the shop floor.
- It has marked the death of the ‘traditional salesman’





Shifting Buying Trends

- Research shows 75% of the purchasing process is now conducted **without you** through research and committee led decision making
- **99% of buyers google you** before they even speak to you.
- So are you easy to find and does it convey a modern image of your organisation?
- This also applies to future employees, so when talent is benchmarking you against JLR wages or the ability to 'work from home' how do you stand out from the factory further down the road?





What got you here, won't Get you there

- Manufacturing companies spend less than 2.5% of turnover on promoting themselves, compared with industry-wide norm of 11.3%
- Many long-established firms have been successful for decades without the need to consider this.
- “Word of mouth” is how we operate is fast transferring to digital networks such as LinkedIn.
- Firms can count and measure their plant and materials on a balance sheet, but what is the value of your **NAME** and **REPUTATION**?



'Gen Y' Now Decision Makers

The problem most modern companies face in terms of Business growth is that their customers are getting older And their replacements behave differently..

- 'Tech Natives' Gen Y born 1982 -1994, replace the baby boomers, now take a lead in commercial roles and are your customers of tomorrow but communicate in a completely different way.
- They are now company leaders, senior C suite or have stable jobs and are the highest spending demographic at around £1.4trn
- Less than 20% of them maintain any brand or purchasing loyalty, almost 100% use the internet which makes digital very important to them.
- They don't trust advertising- so firms are having to find more creative mediums to reach them.
- They are big on social conscientiousness and sustainability





The Emergence of the Omni-channel

- The Mckinsey Institute identifies 2/3 of the customer journey is now done digitally, i.e., from research, to procurement, to delivery.
- The other 1/3 they refer as the 'Omni-channel'..
- This is the hybrid selling between digital and physical and that B2B Buyers are not moving merely towards this as a result of the pandemic... they have already arrived.
- Its therefore no longer a question of whether we do this, **but instead, how well..**





Why do we exist?

1

We believe that the UK needs to **encourage firms to source and supply more locally** as global sourcing becomes under pressure.

2

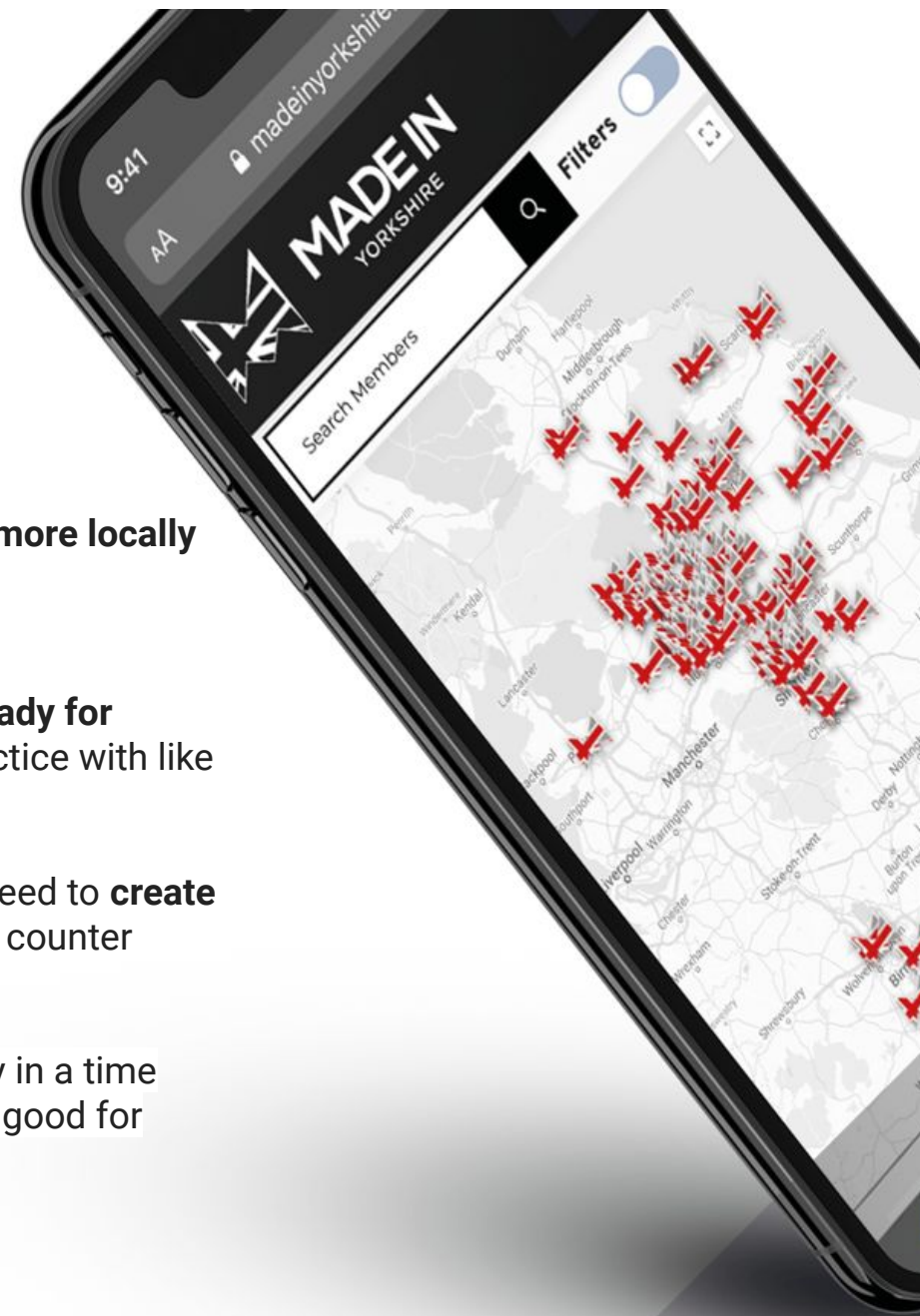
We believe manufacturers should **upskill and re-skill their workforce ready for growth** and the challenges ahead by sharing in knowledge and best practice with like minded firms.

3

We believe bad news sells newspapers and creates recessions, so we need to **create a culture to tell the world** about the good things in UK manufacturing to counter negativity in the media and inspire local people to want to work with us

4

We believe if we support and grow our regional manufacturing economy in a time when **the UK needs an economy that makes things**. Good for business, good for society, good for our community





Who are our Members?

- A £120 billion manufacturing network of 450 group members– some of the biggest employers in the sector representing 600,000+ employees. The biggest network in your area.
- Aimed between Major OEM and Tier One Members through to owner managed SME's employing more than 20 people, **not the 25,000 micro businesses in the area.**
- **Signed up by** the MD/CEO/GM/Site Leader only, not lip service participation
- **Not government funded**, launched to support UK Manufacturing capacity





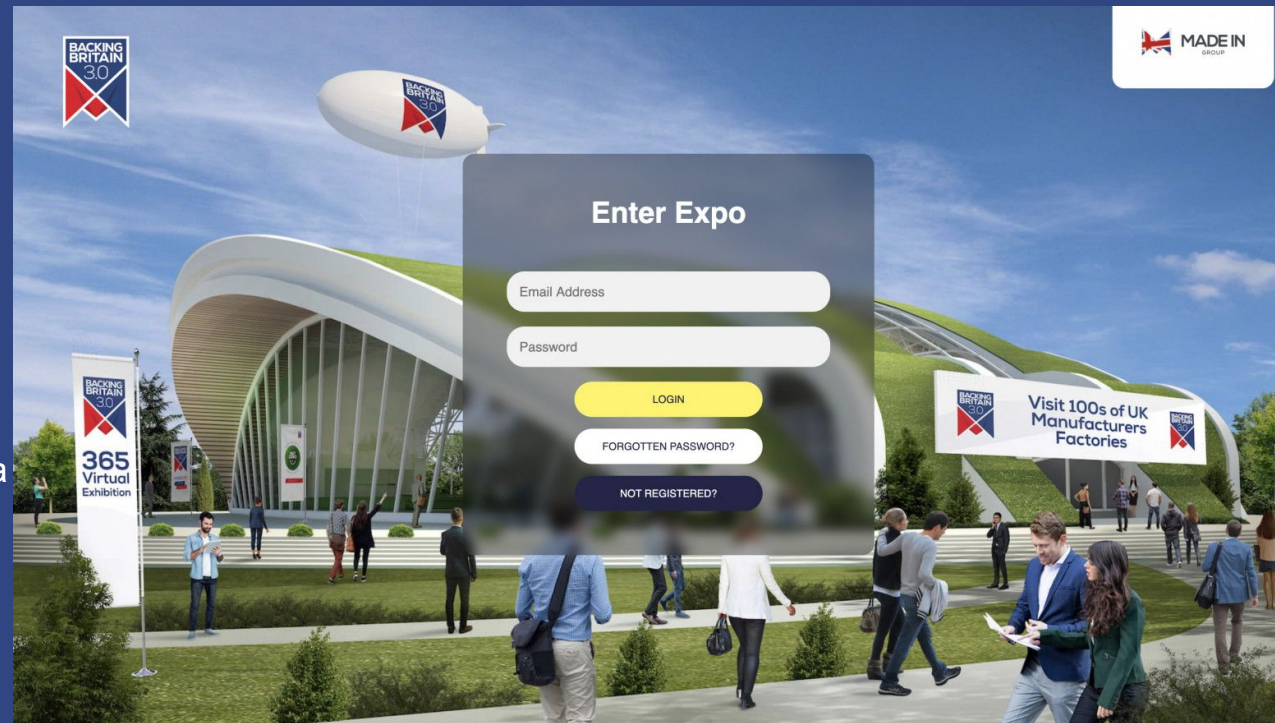
Our Members Include

- 450 Manufacturers
- £120 bn manufacturing turnover
- 85% are multi sector SME's
- 15% Larger OEM, Tier 1, Multinationals
- Minimum £2m turnover
- Represented @ Board level
- Average Member Lifespan: 6.5 years



What and how is it delivered?

- **NETWORKING:** A mix of face to face and digital networking events for senior professionals in the manufacturing community. People do business with people.
- **KNOWLEDGE:** A programme of best practice, knowledge and expert led webinars and workshops for manufacturing leaders. Challenge the status quo of 'we've always done it this way'.
- **CONNECTIVITY:** A global exhibition, industry led news, a factory tour using 3D Virtual Reality technology on an industry leading tech platform with 1 million+ unique annual visitors and the largest social media network in the UK for manufacturing
- **JOBS & PEOPLE:** A hiring tool that democratises the hiring process without relying on recruiters and engages with the next generation of engineering talent using technology.





How is this unique?

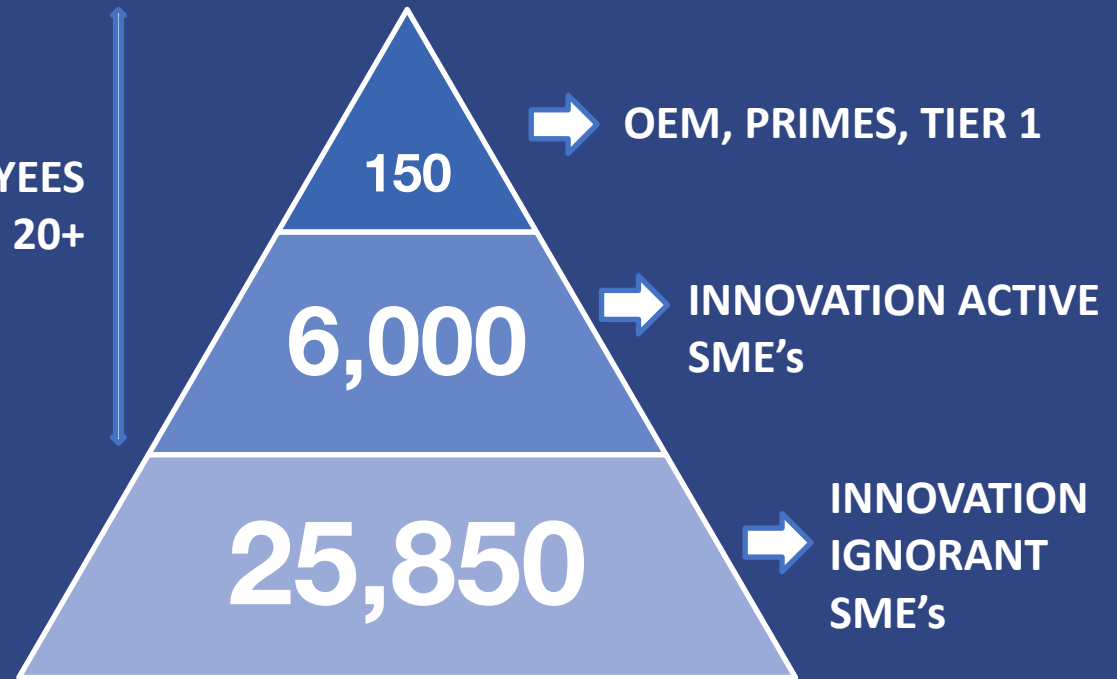
There are 32,000 companies within 100 miles of our HQ.

Too many firms and groups scattergun their approach to networking and promotion, but most firms are generally targeting firms that are **LARGER** than themselves.

With 26,000 micro-businesses in the area, it makes **little sense to be allocating resources** to microbusinesses.

Which makes Made in Group, unlike even Google advertising, able to help you to segment and target firms by size as well as location and sector.

EMPLOYEES
20+



1

Made 'SEO ready' microsite

A microsite is a web page we build for you that exists outside of your company's existing page and acts as a "satellite" for it.

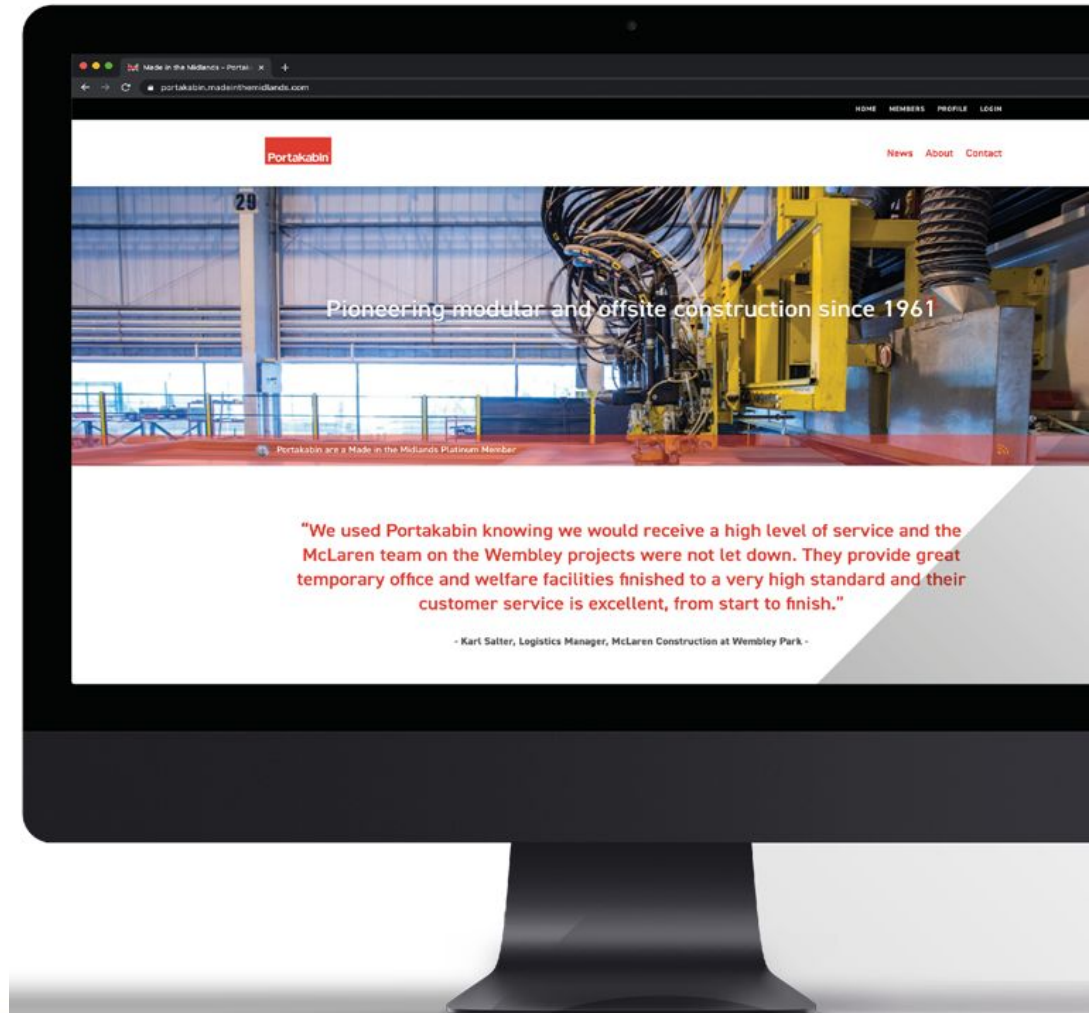
The more 'stuff' that points to your business, the easier you are to find and its less to someone else's.

We are not your agency, but the '**amplifier**' to your message.

All news posted by members to the site added to our weekly newsletter and shared with over **31k** followers on social media. For most manufacturers this improves their potential LinkedIn, Twitter and web **reach** by several thousand % and potentially to the **1 million unique visitors** to our platform last year

Benefits:

- Promote your services, your roles and your values outside of your existing circle of contacts.





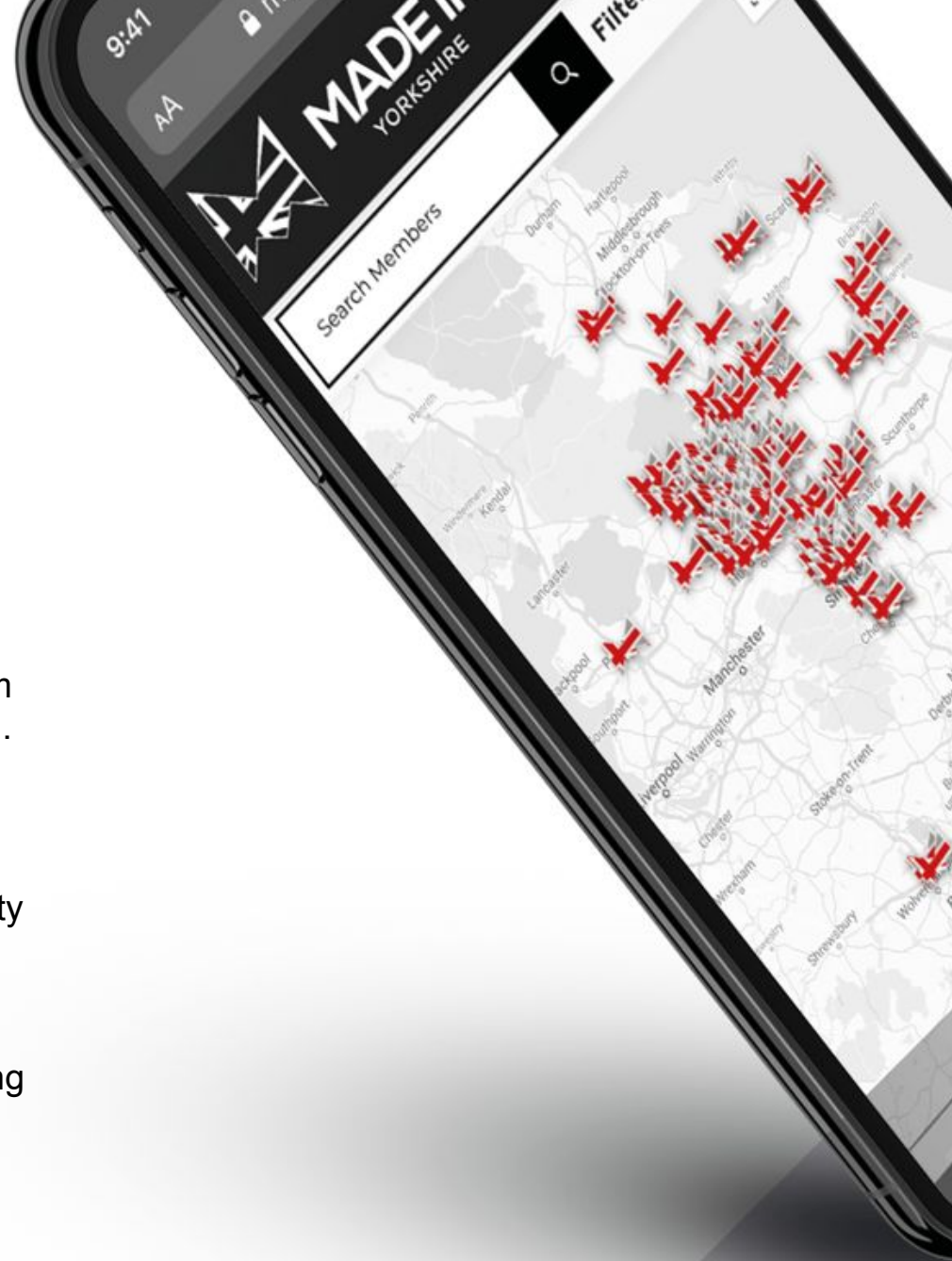
Link up a World Class Supply Chain

Top manufacturers are realising they can lower their carbon footprint by sourcing locally and are looking to do so actively.

Larger OEM and Tier 1 firms are frequently asking our team to help them find a supplier to get them out of trouble when a supplier lets them down.

Benefits:

- A localisation strategy of supply chain isn't just good for the environment, it's good for business in the region and the community too.
- A supply chain directory with a cause and a soul, centered around relationships, not just a list.
- Helping raise the bar for UK manufacturing as a whole by becoming more competitive, more agile and better skilled.





3 Events: Networking

Mix of face to face and digital: 2 events per month

There are 2 halves: 3 company leaders from top member firms each time are sharing thought leadership or best practice of a problem they have solved or something they have learned in session 1. (30 mins)

Second session (30 mins) broken into discussion rooms which members select themselves onto ahead of the event by topic:

PEOPLE (retention, recruitment, engagement) - **SMART FACTORY** (new tech and creating capacity) - **SUSTAINABILITY** (environment, energy) - **INTERNATIONAL TRADE** (currency, markets)

BENEFITS:

- Forward visibility into speakers, attendees and themes
- Ensures your time is not wasted into untargeted networking
- Builds competencies for your team as more than 1 person can go
- 70% attendance is senior leadership, avg 40 firms per event

VIRTUAL BREAKFAST MORNINGS

EVERY 2ND & 4TH WEDNESDAY EACH MONTH / 9-10.15

Backing Britain Virtual Breakfast Morning with Siddall & Hilton Products, EGL Vaughan and KUKA Robotics

	Craig De-Lara	Managing Director	QTS Ltd
	John D'Angellio	Managing Director	Bauomat (UK) Limited
	Stephen Leake	Marketing & RFID Business Manager	Fairfield Labels Ltd
	Peter Grant	MD	Hitherbest
	Anthony Bevan	Group Director	Bevan Group
	Lynn Kilby	Commercial Director	Kilby Packaging
	Emma Hockley	md	Big Bear Plastic Products Limited
	Phil Jepson	Director	Allied Global Engineering
	Jim Mangan	CEO	The Sempre Group
	Richard Whitehouse	Director of Operations - UK	Handicare
	Richard Caple	Marketing & Lighting Applications Director	Thorlux Lighting
	Chris Truman	MD	Syspal Ltd

DATE AND TIME
Wednesday, 13 October at 09:00am

DURATION
75 minutes

EVENT TYPE
Virtual Breakfast Mornings

SHARE

[Attend Event](#)



4 Made Futures Jobs Board

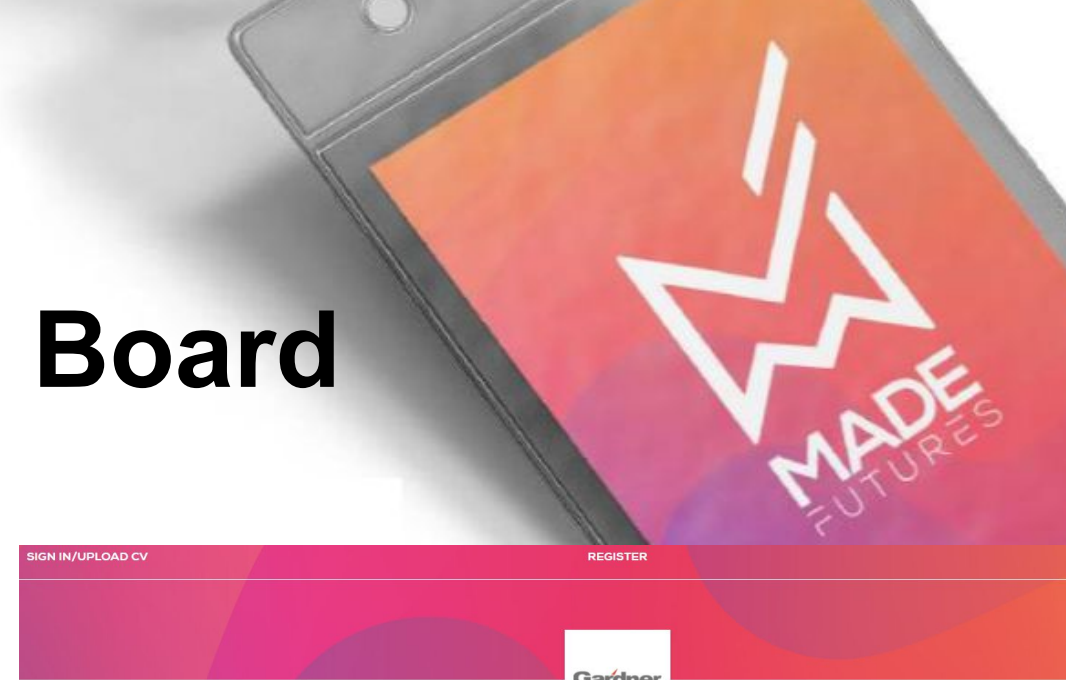
The Skills Gap continues to be the top challenge to overcome identified by manufacturers in the future.

Members can select role name, job description, include video and images, show salary/hide salary, part time/full time, location, and even an external HR hiring link.


Parasitic recruiters are not well liked across the sector and through Made Futures you can engage with your local school and college, participate in STEM events and find new talent by being more visible and there are no fees involved.

Benefits:

- Unlimited
- 100+ roles placed so far
- Don't have to come 'through us' first
- Shareable across our network
- Positions you in top 1% of tech savvy employers
- Even share the jobs board widget on your own website
- Help job seekers learn more about you before applying



SIGN IN/UPLOAD CV REGISTER



Gardner Aerospace

[Visit Microsite](#)

About

Gardner Aerospace is a leading international manufacturer of aerospace finished components, comprising simple to highly complex and small to very large machined and sheet metal fabricated detailed parts, with substantial speed shop, assembly and kitting capabilities. The company was acquired by Chinese firm Ligence Aerospace Technology (formerly SLMR) in June 2017.

Gardner Aerospace serves key aerospace OEMs and Tier 1 suppliers including Airbus, Embraer, Gulfstream, Pilatus, Spirit, GKN, Stelia Aerospace, Ruag and Safran and employs more than 1200 people worldwide. It is committed to manufacturing excellence, with 15 world-class facilities in the UK, France, Poland and India, providing customers with the advantages of a high-quality and substantial internal low-cost supply chain through a single point of access. The construction of a major new 45,000 sq m facility in Chengdu, China is now complete and will open in 2019 to address the rapidly developing domestic market.

One Gardner

The Group's 'One Gardner' operating model is a key reason why customers trust Gardner Aerospace to deliver a consistently high level of performance – regardless of the location of the site from which a product was manufactured.

Overview:

The Group's 'One Gardner' operating model is central to its consistent product quality, operational delivery and overall performance

- Facilitates consistent, stable operating performance
- High-quality, well-invested management information systems provide a high degree of central Group management visibility and control over the operations
- Each site has a specific role in producing the detailed parts and added value services that customers require

Overview

FOUNDED 1983	MICROSITE
NO. OF EMPLOYEES 2250	JOB VACANCIES 0
LINKEDIN View LinkedIn page	TWITTER View Twitter page

5 Virtual Reality Factory Tour

Show the world what you do.

As a special joining incentive Made in Group is building into the Gold membership tier a 3D Virtual Reality capture of part of your facility – could be a new machine, a new unit, or a new product.

Benefits:

- It can sit in your google accounts page and boost interaction by 200%
- You can share it via email, text, whatsapp to anyone in the world
- Future recruits can see the facility before applying which gives you a competitive advantage
- Your own ops team can look at how other businesses are laid out and run for best practice
- You can add it to an RFQ as an extra reason a firm should buy from you



6 All year round digital exhibition

Don't be limited by time or geography; show the world what you do or use it as HR Tool to promote vacant roles.

A 365 day exhibition stand asset that you can export and share, easier than increasingly expensive, poorly attended shows.

Share with customers, suppliers, local schools & colleges, send On whatsapp, use on google, send via email round the world.

Benefits are:

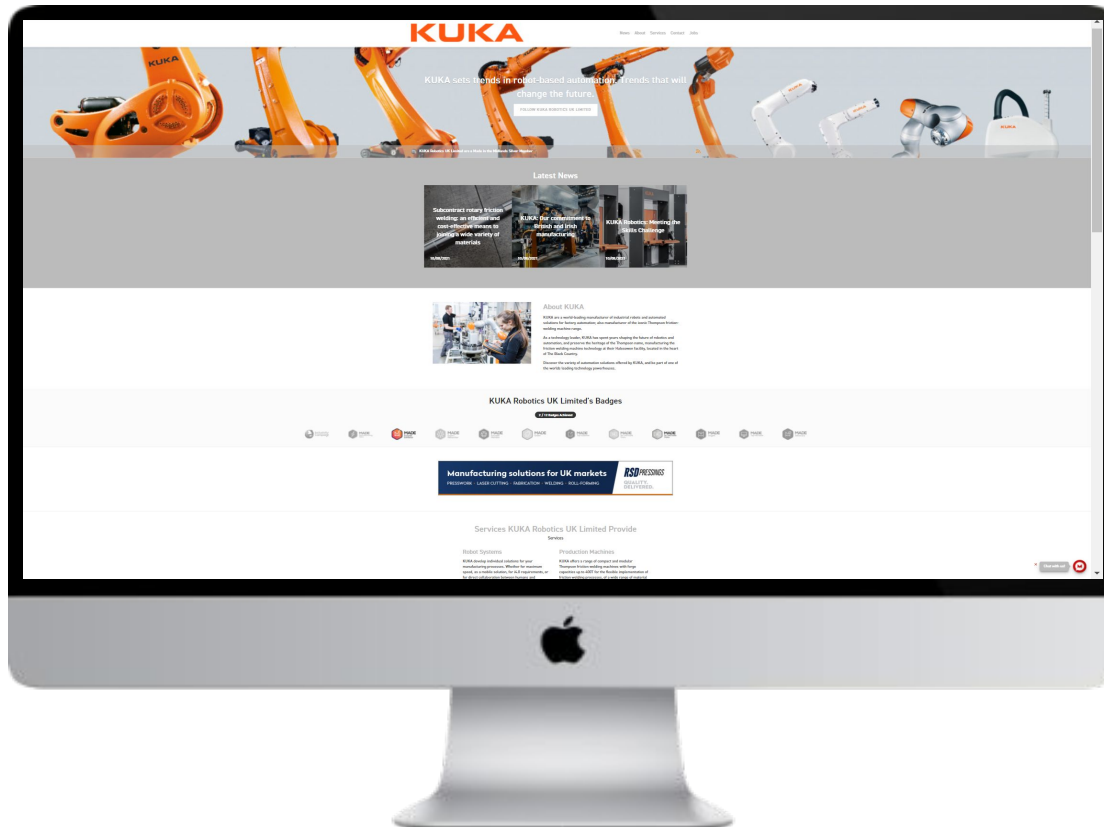
- You don't have to come to us to find it
- It can be redesigned and rebranded for multiple uses
- It could be sent to every school & college in your area to inspire future talent
- It can assist export drives by promoting you in new geographies or given to overseas reps as an asset
- It makes you unique as most firms in you area don't have tech like this.





Joining Options:

Entry Level Digital: £299 per month



DIGITAL
£299/mth

- ✓ Personalised Microsite
- ✓ Directory Supply Chain Listing
- ✓ Create & Publish News
- ✓ Member Newsletter Digest
- ✓ Backing Britain Marque
- ✓ Message & Live Chat
- ✓ Access to Jobs Board
- ✓ Access Breakfast Meetings
- ✗ Access Face to Face Meetings
- ✗ Exhibition
- ✗ Virtual Reality Factory Tour



Gold

£399 per month

⇒ Personalised Microsite

⇒ Directory Supply Chain Listing

⇒ Create & Publish News

⇒ Member Newsletter Digest

⇒ Backing Britain Marque

⇒ Message & Live Chat

⇒ Access to Jobs Board

⇒ Access Breakfast Meetings

✓ Access face to face events

✓ Expo stand 365 used all year

✓ Virtual 3D tour

✓ Gold Member Directory List

✓ Opportunity to be speaker

Gold Level: £399 per month

+ Attend face to face events as well as digital + All year round expo

+ 3D Virtual Reality Factory Tour

+ Access Mastermind Advisory Boards



ONLY £100 PER MONTH MORE



Licences

Up to 5 people in your firm can access the platform with their own login credentials.

Vistage: for company leaders is £12k+

MBA : £25k+

Apprentice training: £2.5k+

Made in Group: As little as £15 per head, per week

UK manufacturing needs safe opportunities to get back out and interacting with like minded companies and address skills gaps in the boardroom as well as the shop floor.

Key info:

- * With around 40 events to choose from plenty to get involved in over the course of the year.
- * Benefits more than just 1 person
- * Prior visibility of attendance, companies and themes helps people pick events relevant to them
- * Relevant to Leadership, HR, Operations, Quality, Sales, Marketing and Finance.



Getting Started?

Membership is paid for flexibly via a monthly direct debit.

First year membership:

A one-time build fee applies to all new memberships; this is equivalent to 3 months membership.

Membership Conditions:

You must be a manufacturing company, an educational organisation with strong industry links, or dedicated service to the industry. We do not accept ordinary membership from general service organisations such as accountants, law firms, recruiters. However, we may offer some organisations that align with our vision the opportunity to join as a patron.

Members must also sign our code of conduct which is signed alongside membership sign up and payment.

Within 48 hours of sign up, we will have created your account, offered platform training, and posted out your welcome pack

