



How Worcestershire Business Accelerator can propel your business

Worcestershire Business Accelerator is a short-term programme, offering support to enable established businesses to reach new heights. If they can demonstrate rapid growth potential, the combination of grant funding, advice and mentoring can be instrumental in helping these businesses to upscale their operations, and in doing so, create a company that has a value of its own.

As part of the Worcestershire Business Accelerator programme, growing SMEs in the county can now access grants for capital equipment and business development services. During the grant appraisal and application process, they can also work with experienced business professionals through consultancy and mentoring sessions to produce business growth plans.



Think Aluminium who have received Worcestershire Business Accelerator support.

There is nothing that quite compares to the insight you receive from having someone independently review your business, plus the injection of funding to enable you to push your business to the next level. This combination of funding and support is currently on offer through the Worcestershire Business Accelerator.

To be eligible for support through the programme, businesses need to have been trading for two years or more, so will have already found their feet and hopefully be seeing the rewards – both financial and motivational – of being their own boss. But if there is room for improvement, and a growth plan to aspire to, then support is available.

With little time to waste – the Worcestershire Business Accelerator grants programme is only available for a limited period of time - we look at the benefits of accessing grants and working with an advisor to grow your business.

What support does Business Accelerator provide?

The strength of the Worcestershire Business Accelerator programme is the availability of grant funding to support growing businesses and the quality of the expert guidance on offer. Typically, the programme advisors will work with representatives from the business through one-to-one sessions and workshops, understanding what may be holding them back and helping them to access the available funding.

The key factor in this programme is its sustainable approach – growth must be achievable and sustainable, which is why the business is supported through every step of the grant application process and beyond, also providing participating businesses with access to other business owners who can share their experience, proven methods and business acumen to help them grow sustainably.

How have other businesses benefited?

Many businesses have already taken advantage of the grant-based support offered through Worcestershire Business Accelerator to grow their operations to the next level. Take for example, Kidderminster-based Think Aluminium, designer of specialist extruded aluminium window profiles, whose need to find suitably qualified

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employees was putting a strain on management time and outgoings. Through participation in the programme, Think Aluminium were able to access consultancy support and funding to purchase new equipment to improve quality and output.

Thanks to improved precision and quality through implementation of the new machinery, demand for their products has increased, and enabled the company to create two further jobs.

As Director Ken Rutter said:

“A big thank you to the Worcestershire County Council and the BizSmart team in recognising our potential, and then speedily assisting us through the process of grant application, it’s approval and finally the funding.”



Helen Bower from Adder Bookkeeping who have received grant funding from Worcestershire Business Accelerator support.

How can my business access funding?

By joining the Worcestershire Business Accelerator programme, we can help you to prepare a business growth plan to enable you to apply for any available grant funding that may assist you in achieving your growth goals.

Project Information

Worcestershire Business Accelerator is an ERDF funded programme available to SMEs based in and trading from Worcestershire and with less than 250 employees.

To find out more about the programme and to see if your business is eligible, please contact the Worcestershire Business Central team on 01905 677888.

European Regional Development Fund

Worcestershire Business Accelerator- This project is receiving up to £604,005 of funding from the England European Regional Development Fund as part of the European Structural and Investment Funds Growth Programme 2014-2020. The Department for Communities and Local Government (and in London the intermediate body Greater London Authority) is the Managing Authority for European Regional Development Fund.

Established by the European Union, the European Regional Development Fund helps local areas stimulate their economic development by investing in projects which will support innovation, businesses, create jobs and local community regenerations. For more information visit <https://www.gov.uk/european-growth-funding>.



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