



Case Study

The Wyre Pie Company

Located in Tenbury Wells, Worcestershire, The Wyre Pie Company is an award-winning artisan butchers, specialising in hand-crafted meat pies and pasties.

"Our experience with the Elevate Technology team has been fantastic. I would recommend it to anyone - in fact, I already have! The advice we received was very insightful and has allowed us to progress to the next level as a modern, professional business."

Steve Powell, Director, The Wyre Pie Company

Company Background

The Wyre Pie Company originally started out as a small business owned by Peter Edwards supplying rural customers from a garden shed. As their reputation grew, so did the demand for their products and in 2017 they relocated to a larger industrial unit in Tenbury Wells, where production could be increased. In 2019, they opened a retail shop in the town, and Steve Powell joined the team. An experienced butcher, with over twenty years in the industry, Steve was keen to grow and modernise the business.

The Challenge

Steve recognised that if the company wanted to target larger clients, it would need to make changes to its manufacturing process. "Health and safety and quality assurance are essential within the food industry - and for larger businesses this means they would be looking for suppliers with a modern tracking system and robust stock management systems," says Steve. The business knew that it would need to make changes but were unsure of the options that were available to them. This is where the Elevate Technology team at Worcestershire County Council were able to support them.

We caught up with Steve to find out more about his experience with the Elevate Technology team and the impact it has had on his business...

How did you hear about the Elevate Technology programme?

A joint contact referred me to the Elevate Technology programme, as they thought it would be beneficial. I approached it with an open mind and was interested to see what opportunities there were for us. Expert specialists, Winning Moves took the time to find out about our business, before offering advice on the technological options we could consider. We knew we needed to introduce new levels of automation, but the situation ended up being more complex than we originally thought, and they were able to guide us through it.



What specialist support did you receive from Elevate Technology?

As well as specialist advice, we also had peer to peer support which was incredibly useful. Being in business can be very lonely at times but knowing that there were other businesses going through the same challenges that we were, was helpful. We developed good relationships with our peers and hope to work with some of them in the future.

How did you find the grant application process?

Surprisingly simple! Jacqui and the Elevate Technology team were very supportive and guided us through the process step by step. We had regular meetings, which kept us informed, and things went very smoothly.

How has the support you received from Elevate Technology impacted upon your business?

The support we received allowed us to see things from a different perspective - almost giving us an external view of our business. We identified areas that we needed to change, and have taken these ideas even further to future-proof our business. We have introduced a new IT system, which has significantly reduced paperwork, and improved efficiency. We have a new bar code system that gives us full traceability for our manufacturing, plus clear labelling, which allows us to meet the demands of larger clients. We will shortly be launching a new website too and this will help us move to online accounts and online ordering.

Has the Elevate Technology programme had any impact on your employees?

It has definitely made a difference to our staff. The automation now reduces their working hours and their stress levels. Rather than decreasing staff numbers, the changes have actually enabled us to take on more staff as people can take on more specialist roles. The new IT system also allows remote access, so it has created a better work-life balance for the management team. We have a family environment at The Wyre Pie Company, and we introduced the changes in phases so as not to overwhelm anyone. We believe we have successfully managed to increase productivity, improve staff morale and cut costs - which is a great result!

Contact:

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The Elevate programme is just one of a range of comprehensive business support programmes offered by Worcestershire County Council for businesses at different stages of their development, from pre-starts to large established businesses.

Elevate is an exclusive offer to established SMEs with growth ambitions to take their businesses to the next level.

Support is offered to support a wide range of business sectors*.

The online delivery of the support includes both group and 1:1 consultancy support including diagnostics with the ultimate aim of producing a detailed growth development plan on which to base their grant-funded project.

To find out more about how the Elevate Technology programme has supported businesses to achieve its growth ambitions, please contact the Worcestershire Growth Hub via their website

www.worcestershiregrowthhub.co.uk/elevate/ or email info@worcestershiregrowthhub.co.uk

*Eligibility criteria will apply