



Business Growth Fund CASE STUDY – Genvolt, Shropshire

Based in Highley in rural Shropshire, Genvolt, designs and manufactures high voltage power supplies. It currently employs 19 members of staff and in addition to selling to the UK market, Genvolt exports its products all over the world, including India, China, the States and Europe.

Following a successful application, Genvolt was awarded grant funding recently via the Business Growth Programme. Part-funded by the European Regional Development Fund and managed by Birmingham City Council, the programme is designed to strengthen supply chains, stimulate innovation and grow existing small to medium-sized Enterprises (SMEs) across the Greater Birmingham and Solihull, Stoke-on-Trent and Staffordshire and The Marches Local Enterprise Partnerships (LEPs).

Genvolt became aware of the opportunity for funding through the Marches Growth Hub Shropshire. Business Development Manager, Delia Yapp, within the Economic Growth Team at Shropshire Council, assisted Genvolt throughout the process.



For the first part of their project, the company were looking to install mezzanine flooring to provide more space for their operations. Managing Director, Stuart Morgan explains, "Our business is growing rapidly and we were outgrowing our current premises. We wanted to stay in Highley and needed to retain the fantastic staff and skills base that we have locally. This grant has enabled us to expand our current workspace, take on more staff and meet the growing demand for our products."

The second part of their project involved the update of Genvolt's IT systems and an investment in capital equipment, again helping the company to bid for contracts and fulfil demand.

Stuart adds, "Overall the investment has enabled us to sustain our intended growth and allowed us further business development and sales generation."

Wendy Cox, Office Manager for Genvolt commented that the application process for the Business Growth Fund programme was very straightforward and well supported by the grant scheme team: "It was refreshing to have such a simple process and we were able to complete the application paperwork in just a short space of time."

Gemma Davies, Shropshire Council's head of economic growth, said the council are pleased at the success of the programme in the county: "Businesses in Shropshire have benefitted greatly from this programme and we are delighted that Genvolt could capitalise on this opportunity."



ERDF grants are available to businesses in Shropshire, for further information please contact the Marches Growth Hub www.marchesgrowthhub.co.uk 0345 6000 727