

## Coast to Capital Escalator Pilot Programme

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In its latest review, The ScaleUp Institute<sup>1</sup> reported that developing the skills of the existing leadership team is the priority of scaleups increasing their leadership capacity, alongside peer-to-peer networks and effective hiring. The report also identified five key areas where scale-up businesses need support:

1. **The talent and skills gap** – finding employees to hire who have the skills they need.
2. **The markets gap** – accessing customers, other markets/home market.
3. **The leadership capacity gap** – building their leadership capacity
4. **The finance gap** – accessing the right combinations of finance
5. **The infrastructure gap** – navigating infrastructure.

In light of this research, Coast to Capital have devised an innovative Escalator Programme open to businesses in the Coast to Capital area that have the potential and appetite to grow.

### How will you benefit?

This six-month pilot for ambitious business leaders is being delivered in partnership with the MDHUB<sup>2</sup>, a leading peer to peer business growth network, and provides:

- support and training from experienced professionals;
- personal leadership development to enable you to meet the challenge of accelerating business growth while at the same time, leading and managing it successfully;
- practical ways of unlocking barriers to growth;
- new ideas and takeaways to implement in your business;
- intensive support during challenging times;
- a network of like-minded business leaders to learn from, share knowledge, ideas and experience;
- access to an infrastructure that supports your innovation and growth drive.

### What can you expect?

The programme is 50% match funded through Coast to Capital LEP and will cost each business who attends £100 per month inclusive of VAT for a six-month period.

The content of the programme will be tailored to meet your individual business needs identified through the selection process and will include:

- monthly peer to peer groups with each session focussing on a different barrier to growth with a solution driven outcome;
- events and guest speakers;
- the opportunity to join the Escalator Alumni group.

### Who should apply?

- Enterprises with an annual turnover of between £1 million and £20 million with more than 10 employees.
- Businesses that can demonstrate an average annual growth in employees or turnover greater than 20 per cent per annum over a three-year period.
- Scaleups that do not quite fit this definition but have strong growth potential as well as the desire to achieve scaleup growth in the short term. These participants will need to exhibit a “can-do” attitude together with a real appetite for learning and developing.

### How to apply?

Please contact Lou Williams by email: [lou.williams@c2cbusiness.org.uk](mailto:lou.williams@c2cbusiness.org.uk) or by phone on **01403 333840**. Application forms must be completed and returned by Friday 22<sup>nd</sup> February in order to be considered by the selection panel.

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<sup>1</sup> The ScaleUp Institute is a private sector, not-for-profit company focused on making the UK the best place in the world to scale up a business. <http://www.scaleupinstitute.org.uk/>

<sup>2</sup> MDHUB – A business network that supports leaders to develop through leadership and management training and personalised groups of like-minded peers where they find the solutions they need to solve business problems and expand. <https://www.mdhub.co.uk/>