

## **YORKSHIRE BUSINESS MANUFACTURES GROWTH THROUGH PORTFOLIO OF TRAINING COURSES**

Harrogate-based Belzona Polymeric Ltd. is primed for success after staff have undertaken over 10 training courses with support and funding from the Leeds City Region Enterprise Partnership (LEP). Belzona worked with the LEP's skills service to design a bespoke training plan for their team, focussing on linking training to their business goals, and the benefits training would bring to the company.

Dedicated to the design and manufacture of specialist polymer-based composite materials and protective coatings, Belzona operates globally in over 120 countries with 150 employees in their Harrogate head office alone. This is supported by a strong company ethos of investing in their staff and alongside the £18,500 training grant from the LEP, they have invested over £20,000 themselves into training to upskill their workforce.

The company has big growth ambitions focussing on maximising sales and increasing profitability. This includes plans to increase staff recruitment in order to double their current turnover by 2020.

To catalyse their growth, Belzona approached the LEP's skills service to undertake a number of courses across a variety of departments and levels. This included comprehensive Excel training to enhance skills and improve staff confidence. Not only does this make the business more efficient, but ultimately leads to better quality reporting, enabling smarter decision-making within the company.

Following on from the first round of successful training, staff at Belzona embarked on several bespoke leadership and management courses, enabling staff to take on higher level responsibilities and improve their managerial skills. This was accompanied by funding towards supervisor training for newly appointed supervisory staff. In addition, the LEP supported the development of the marketing department, funding copywriting training to improve the speed and quality of press releases, increasing company exposure. Several staff also will be attending an event management course, with the aim of increasing quality and attendance of company events to increase sales.

**Shirley Lovell, Training Co-ordinator for Belzona Polymeric Ltd. explained:** "At Belzona, our combination of cutting-edge research and development allows us to develop the latest in polymer systems. By constantly investing and developing our staff, we can ensure an exceptional standard of products and services that is built on over six decades of experience, know-how and a proven track record.

"By working with the LEP skills service, we have been able to implement a training plan designed to ensure we achieve our long-term business ambitions, not only in terms of improved turnover, but also staff numbers and expertise. Training staff means new skills and new capacity for our business. I encourage other businesses to consider their training needs and get in touch with the LEP."

**Stephanie Burras CBE, Chair of the LEP's Employment and Skills Panel and Chief Executive of Ahead Partnership said:** "We are really pleased that we are able to help Belzona reach the next stage of its expansion plan through funding from the skills service.

"Employers have the opportunity to work with a team of expert skills advisors, discuss their long-term growth plans and skills needs, and put together a robust training plan for their staff. With grants of between £500 and £50,000 also available to eligible businesses, the skills service is part of a wider LEP offering that helps businesses to reach their growth targets.

"Offering a comprehensive service to businesses, the team of advisors support employers to draw up a training plan, source appropriate training provision and submit an application for funding. The LEP is dedicated to ensuring local businesses primed for growth have the skills to succeed."

To find out if your business is eligible for skills support and funding, please visit: [www.the-lep.com/skillsservice](http://www.the-lep.com/skillsservice) or contact the team on [skills@the-lep.com](mailto:skills@the-lep.com) or 0113 386 1910.