



Focused Support for the Automotive Industry



Join us

Welcome to the NAA



“Thank you for your interest in becoming a member of the Northern Automotive Alliance. I have been Chairman of the NAA since 2008 and I am delighted to be part of an organisation that has the growth and success of the Automotive sector as its key aim.

Over the last four years the NAA has achieved a return on investment of 38:1 from its Business Excellence programme. This shows that the NAA is an extremely efficient organisation which achieves real results for the companies that it works with. However, to gain the most benefit from the NAA you need to be a member; this brochure summarises over twenty benefits of membership. I would encourage you to read the brochure and become part of one of the most effective business support organisations in the country, and one which is also making a real difference to the economy, both in the North of England, and nationally.”

Michael Straughan *Chairman of the NAA*
Member of the Board for Manufacturing, Bentley Motors



What is the Northern Automotive Alliance (NAA)?

Based in Liverpool, the NAA is an independent, not-for-profit company which provides a membership service combined with a project management and delivery function to the automotive community across the North of England. The NAA supports micro-companies through to the regional global vehicle manufacturers, offering a diverse service using its established networks. This includes the provision of training, events, funding applications and strategic, business and technical advice.

The NAA was launched in March 2004 with support from regional government funding. From mid-2010 the funding landscape changed and the NAA became an independent company.

The NAA is a strong believer in partnership and collaborative working with both industry and relevant public sector organisations such as BIS, UKTI,

BGS, universities, local councils and LEPs. The NAA also works with relevant trade organisations including the SMMT, Automotive Council, EEF and SEMTA.

In 2013 the North West automotive cluster directly generated £9bn of the total UK automotive manufacturing economy, which relates to approximately 12% of the UK total, placing it as the second most significant region for automotive manufacture in the UK.

Who are NAA members?

NAA members are comprised of the regional global vehicle manufacturers, including Bentley, Jaguar Land Rover, Leyland Trucks, and Vauxhall in the North West, together with automotive supply chain companies, ranging from micro-businesses to Tier 1s. There are also other members such as universities and LEPs. The NAA provides a community in which members can network and share best practice.

What area does the NAA cover?

The NAA primarily covers the extended M62 corridor, from Liverpool in the West to Hull in the East. However we also have members based around the UK.



NAA governance

The NAA has a board of directors comprised of the NAA Chief Executive and a small group of senior individuals from automotive OEMs and SMEs. There is also an advisory board, with members from OEMs, Tier 1s, large companies, SMEs and others.

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...compelling reasons why your organisation should become a member of the Northern Automotive Alliance – and all from less than £1 per day.

1 Providing the focused, industry-specific support that your organisation needs

There's lots of help out there for organisations operating in the automotive sector – but how do you know where to turn? The NAA cuts through the sometimes overwhelming amount of information that faces the typical automotive business and provides focused and specialist support and advice for the automotive sector and its supply chain.

2 Helping automotive companies grow and be more profitable

The NAA helps organisations grow through a variety of support measures all designed to help automotive companies improve their performance in a range of areas. The NAA has a particularly impressive and unique track record working with SME supply base companies.



3 Introductions to new customers

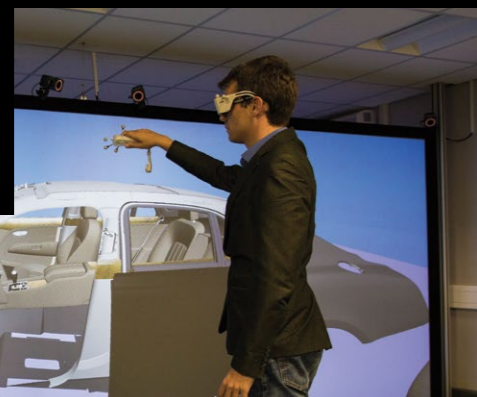
If your business wants new customers then through its contact network the NAA can provide introductions to the companies in the automotive industry that you want to speak to.

4 Industry networking

Joining the NAA means that you have the opportunity to be an active member of the automotive community, in the North and beyond, which is a growing, vibrant environment, and many members are now working with each other since being brought together by the NAA.

“ The NAA brings together businesses large and small, well known and not so well known, to share every aspect of business life. It inspires you through funding for projects, which drives your business forward. It inspires by bringing you together at networking events showing what others do and how they do it. It even inspires you by twisting your arm into hosting a network event and being quizzed by other members on how and why you do what you do. Being part of the NAA is an inspiration to all members and helps you to move your own business forward. We wouldn't be where we are today without its support. ”

Steven Schofield
Managing Director at **Electron Technical Solutions Ltd**



5 Signposting

In addition to all of the NAA's services and contacts within its membership base, the NAA also has an excellent external network of organisations that can provide additional support to businesses in the automotive sector, such as UK Trade & Investment (UKTI), the Society of Motor Manufacturers and Traders (SMMT), the Automotive Investment Organisation (AIO) and the Advanced Propulsion Centre (APC).

6 Accessing Financial Support

The NAA helps members to source and apply for grants, funding competitions and other financial incentives.



7 Bringing Partners and Consortia Together

The NAA has brought many organisations together - including members, universities and other national automotive bodies - to work as partners in consortia for funded projects, facilitating collaboration and enabling companies to undertake innovative, larger, higher profile projects.

“ The NAA is one of the most active and dynamic business support organisations I have engaged with. Carol and the team are constantly developing new projects and ideas which support automotive businesses, large and small, to the benefit of the wider regional economy. The NAA has been instrumental in achieving or contributing to some of the most transformational automotive projects in the UK. I engage with the NAA because it achieves real change through practical business support activities and by having influence and connections to the highest levels of government and private enterprise. ”

Alan Wilson
Engineering Manager at **Pirelli**



“ The NAA gave us dedicated time and support both in the writing of funding applications and in forming a strategy to enable us to create a sustainable innovation business. This intervention by the NAA was very successful and has enabled us to become well established and very successful within the UK's growing innovation and R&D sector. We now have ongoing support available from the NAA as our successful R&D projects progress towards commercialisation and manufacture. ”

Paul Andrews
Owner at **Oaktec**

8 Industry-specific project management

Providing project management support for funded projects and collaborations, as well as for in-company initiatives.

9 Consultancy

Providing members with specialist automotive industry consultancy advice to help them become more efficient and competitive.

10 Promotion of your organisation

The NAA promotes its members in many ways, including in its monthly e-newsletter, on its website, in PR, at events, and through referrals.

11 Knowledge Transfer

Regular updates – including via e-newsletters, the NAA website, events and one-to-ones – on the latest regional, national and international automotive industry developments.

“ The NAA scored an impressive 100% for usefulness when compared against a whole range of other manufacturing and business support bodies in the Annual Manufacturing Report 2014 from The Manufacturer magazine. It's no surprise to see these survey results and the comments about the NAA as we all know the NAA team does an amazing job in supporting us with an endless list of benefits. It's a trade body run by the industry for the industry and it offers an amazingly efficient service. ”

Steve Williams
Managing Director at **Force Technology**

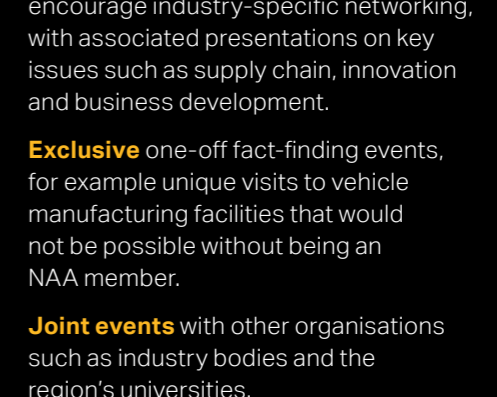


14 Event and Exhibition Support

Helping members to showcase their products at events and exhibitions at home and abroad and to take part in foreign trade missions.

15 Meet The Buyer Events

Matching buyers who need particular products and services with potential NAA member suppliers.



17 Promotion of the Sector

Promoting regional automotive industry capability nationally and internationally.

Identifying and continuously updating regional industry sector data and needs.

Providing industry sector input to regional policy and economic strategy.

18 Lobbying/Sector Representation

Representing the views of members and the wider sector at regional, national and international level, and liaising with the LEPs.

19 Skills

Working with businesses, the wider industry and the Automotive Council Skills Working Group to identify skills shortages and to set in place appropriate plans.

20 Industry Training

Training programmes at preferential rates to help members become more competitive in subjects from quality standards to sales presentations.

21 Annual Consultation

A one-to-one consultation each year to explore how the NAA can help with specific issues affecting a member company's operations.



The Return on Investment achieved by the NAA

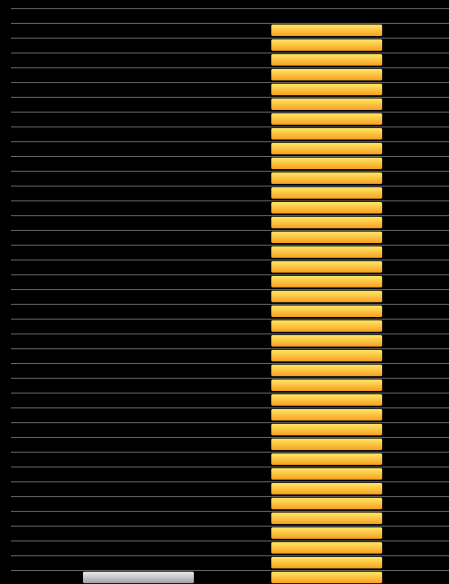
The NAA's Business Excellence programme was successfully completed in June 2015 concluding four years of sector-specific financial support for the Automotive supply chain businesses in the North West.

It provided flexible support to help participating companies increase performance; focusing on improving business practices, sustainability, competitiveness and profitability.

The support came through funding of projects, network meetings and events, subsidised training and tailored brokerage support to meet the individual needs of the businesses.

The project has been successful in meeting its targets, and an area worthy of note is in the number of jobs created (292) and jobs safeguarded (932) that the project has helped to achieve. Using a regional GVA per manufacturing employee in the North West of £62,130¹, the net attributable impact as a direct result of jobs is around £76m. This means that the project has helped to leverage a return on the £2m original investment of 38:1.

Funded by the European Regional Development Fund and the Private Sector, the programme has been an excellent example of what can be achieved through joint finance and regional support.



£1m ERDF Funding **Impact: £76m**
£1m Private Sector Funding

- **£1m** ERDF funding levered in an additional **£1m** private sector funding
- Return on investment of **38:1**
- **147** projects supported and **100** projects funded
- **292** jobs created
- **932** jobs safeguarded
- **64** businesses with improved performance

¹ Office of National Statistics: Regional Labour Productivity Data by Industry 2012

NAA Membership Rates

Micro Company

0 - 10 Employees
£350 per year *or*
£29.17 per month (+ VAT)

Small Company

11 - 49 Employees
£600 per year *or*
£50.00 per month (+ VAT)

Medium Company

50 - 249 Employees
£900 per year *or* **£75** per month (+ VAT)

Large Company

250+ Employees
£2000 per year *or*
£166.67 per month (+ VAT)



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Sign-up as an NAA member online

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