



RELIANCE MEDICAL *'Leading First Aid'*

A company based in Newcastle-under-Lyme has expanded and created nineteen jobs with support from the Business Growth Programme.

Formed in 2006, Reliance Medical Ltd is involved in sourcing, manufacturing, marketing and distributing First Aid and Medical products to the healthcare industry in the UK. Since its inception, the company has established a dedicated distributor network in the UK, specialising in contract supply.

Reliance Medical has achieved sustained growth over the past 5 years, supplying First Aid Products to a range of organisations and sectors including the NHS, Construction and UK government. In particular, the company has had success with distributing AED's (Automated External Defibrillators), winning large contracts within the above sectors.

With a wealth of experience in healthcare to offer, Reliance Medical set its sights on diversifying into the Rail sector, as Health & Safety is identified as a key priority within HS2 strategy documents.

As the company had outgrown its existing business premises, which lacked both storage capacity and office space to accept larger contracts, it sought to relocate to future proof the company and found premises which were more than three times larger than its previous warehouse, in order to position itself to bid for HS2 business.

Reliance Medical moved to state-of-the-art premises in Kidsgrove, Staffordshire to facilitate their current demand and prepare to supply the HS2 supply chain with First Aid and Medical needs, both for the construction and operational phases.

They applied for a HS2 Supply Chain Programme grant, which is managed by Birmingham City Council and part-funded by the European Regional Development Fund, and one of the strands of support offered on the Business Growth Programme. The company invested £291k of business

capital in a development project, while receiving £167k in grant funding, which allowed them to move business operations to a new building, offering 36,000 sq. ft. of storage, with part of the grant also covering the construction of two offices.

The project has created nineteen full time jobs, exceeding their target of 17 and with support from the grant fund, Reliance Medical are now in a strong position to secure new contracts within the HS2 Supply Chain, allowing the company to create a foothold in the Rail sector.

Andrew Pear, MD/Chief Executive said:

“Support from the Business Growth Program has been pivotal for our business. We have just completed a relocation to much larger premises, the grant enabled us to build new office facilities within the new warehouse premises, turning it into our global headquarters. We are growing rapidly now that we have the facilities to take advantage of opportunities, not least, HS2.”

For more information about the Business Growth Programme, visit www.birmingham.gov.uk/bgp

 @ERDFBGP

The Business Growth Programme (BGP) – managed by Birmingham City Council’s Business Development & Innovation Team and part-funded by the European Regional Development Fund offers a comprehensive package of business support to B2B Small to Medium sized Enterprises (SMEs) based in the Greater Birmingham & Solihull, Stoke-on-Trent and Staffordshire, and The Marches Local Enterprise Partnership (LEP) areas.

The Business Growth Programme consists of 4 strands of grant support: The HS2 Supply Chain Programme, the Green Bridge Supply Chain Programme, the Business Innovation Programme and the Business Development Programme.

The Business Growth Programme has received or is receiving up to £16.3m of funding from the England European Regional Development Fund as part of the European Structural and Investment Funds Growth Programme 2014-2020. The Department of Communities and Local Government is the Managing Authority for European Regional Development Fund. Established by the European Union, the European Regional Development Fund helps local areas stimulate their economic development by investing in projects which will support innovation, businesses, create jobs and local community regenerations. For more information visit <https://gov.uk/european-growth-fund>.