



CASE STUDY



A company based in Stirchley, Birmingham has made a considerable investment in machinery to enable them to competitively tender for work in new markets.

Cameron Price Ltd designs and manufactures high precision plastic injection moulded parts and assemblies for a blue chip customer base, largely for the automotive market for braking, steering, suspension and fuel systems.

After undertaking a strategic review, Cameron Price identified that they needed to develop new customers in alternative industries, so they set their sights on the HS2/Rail sectors, to enhance their ability to compete and broaden their offer range significantly.

To this end, the company embarked on a £316k investment in new moulding machines which would enable them to competitively tender for HS2 work, alongside the rail industry sector generally.

Cameron Price were awarded a grant of £60k from the HS2 Supply Chain Programme, which is one of the four strands of support available to SMEs under the **Business Growth Programme**, and part funded by the European Regional Development Fund.

Mr Lewis Pepall, Finance Director of Cameron Price said:

“The grants received have helped Cameron-Price realise our strategic Investment plan. The investments made have allowed us to competitively tender for (and win) new, high spec/high tolerance work. In addition the machinery is much more efficient driving down energy usage - to the

extent that we have recently been announced runner up in the British Plastics energy award (out of 350 other competing firms). Alongside production and energy efficiency we have been able to make focussed investment Industry 4.0 technology to drive visibility, reactivity and productivity throughout the business.”

As a result of their HS2 Supply Chain Project, Cameron Price will create 6 new jobs.

For more information about the Business Growth Programme, visit <https://goo.gl/Uqb9Aw>

 @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 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>.