

The Escalator Programme Returns

Following the success of the pilot last year, our ground-breaking Escalator Programme will be returning this April! The previous programme assisted business owners to significantly increase their confidence as leaders.

- 60% of participants increased sales
- 42% found a new strategic direction in the business to increase growth
- 42% recruited a senior management team to facilitate expansion
- 35% created a plan to find investment for the business

The programme supports businesses that have the potential for growth, helping them achieve their potential through a series of facilitated peer to peer groups, focusing on barriers to growth. This new six month programme is for ambitious business leaders who have an appetite for growth and learning. The Escalator Programme will be delivered in partnership with MDHUB, a leading peer to peer business growth network.

“The Escalator Programme is a business lifehack”

Daniel Shaw, General Manager at Heyland and Whittle

How will you benefit

- Support and training from experienced professionals
- Personal leadership development
- Practical ways to overcome barriers to growth
- New ideas to implement in your business
- Intensive support during challenging times
- Meeting like-minded business leaders

What you can expect

- A tailored programme to meet your individual business needs
- A confidential peer-to-peer cohort consisting of six to eight business leaders
- Each cohort will meet once a month for three hours to discuss business topics as agreed
- The meeting dates will be set by the group at the inaugural meeting
- Additional learning events and guest speakers

Who should apply

We are looking for businesses in the [Coast to Capital area](#) who have been trading for a minimum of three years, have a turnover of between £500,000 and £10 million, and have more than 10 employees. You should also be able to demonstrate an average annual growth in employees or a turnover greater than 20% per annum over a three year period.

We have a particular sectoral focus / interest in businesses who fit the financial growth criteria outlined above and who are also :

- A female business owner or leader
- An International Trader
- From a service based industry specialising in innovation and knowledge

Applications would also be welcome from very ambitious pre-scale up businesses who have been trading for at least 2 years with a minimum turnover of £500K and anticipated growth of 20% over a three year period.

Application Details

Please send your application via email to growth.hub@coast2capital.org.uk;

with the email subject line ‘Escalator Programme 2020’ and address to Lou Williams, Growth Hub Manager

Application forms must be completed and returned by Tuesday 31 March, in order to be considered for the selection panel in April. The programme will commence in May.

The programme is 50% match funded through Coast to Capital and will cost each business £100 per month (inc. VAT) for the six month period. Companies will be invoiced for the full amount upon acceptance onto the programme.