

## Case Study – Managing Innovation & growth in the construction sector

### *The Company*



Banbury Innovations Ltd offers fast-track premium solutions for the construction trade providing some of the highest quality and most innovative products in the industry. It has achieved considerable success in a relatively short period through acquisition, new business start ups and entering into partnerships with established businesses to fulfil these objectives. The Company was founded in 2005 as part of Banbury Group by Chairman, John Banbury to handle a large portfolio of fast track building products and systems. In December 2006, Banbury Innovations was incorporated into Yorke Holdings. The company now comprises six divisions offering products as diverse as GRP, large span glazed structures, lightweight stone solutions and traditional bricks & masonry. John Banbury continues to head up the group, providing a wealth of experience in the construction sector build up over the past 30 years. Banbury Innovations continues to set the standard for fast-track and prefabricated products and committed to the continual development and improvement of products for customers.

### *The Business Challenge*

The Banbury Group emerged from the recession with a profitable business and a growing order book. However the challenges of keeping traditional revenue streams growing and managing innovation were beginning to inhibit that growth. There was a need to review the strategic direction taken by the sales teams and to address the needs for regular demand generation campaigns. There was also an urgent need to build and open two new sales showrooms. It was clear that external help would be required; however funding such expertise was also a challenge following a period where prudent management and cost cutting had been the order of the day.

### *The Solution*

The Andante consultant initially undertook a discovery survey and interviewed all stakeholders and business partners. Following this a report was submitted to the Chairman detailing recommendations for further training, organisational changes and identifying the extra resources required to meet the needs of this growing business. Over the next twelve months Andante [UK] Ltd assisted with the successful application and acquisition of four grants for the different businesses within the group. This included a strategic sales review and a sales training programme match funded by the Manufacturing Advisory Service (MAS). In addition to this funding was obtained to support business planning and product testing funded by the sustainable construction iNET.

### *The Benefits*

The group is on target to increase its annual budget by £2m this year, seven new jobs have been created, two new showrooms have been opened and one third of the cost of external consultants work have been covered by grant funding.

### *John Banbury Chairman of the Banbury Innovations Group*

"Steve is a highly professional and conscientious person to work with, and he left a good impression with everyone he came into contact with. He delivered good results, on time and to budget and I would recommend him to anyone else considering using his skills and abilities."

### *The Andante Mission*

Our professional advisors are committed to enhancing your customer's journey through, your people, your processes and your systems. This is achieved by providing you with best practice, managing change and delivering practical and effective assistance. We have raised capital, reduced costs, motivated teams and assisted many companies like yours to acquire incremental business, retain customers and lock out the competition.  
**"Independent, Objective, Advice"**