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Business Growth  
**West Midlands**

in Dudley

# Business Planning & Energy Grants for the Care Sector





# 1. Why business planning matters in your care business

**“Going into business without a business plan is like going on a mountain trek without a map or GPS support – you’ll eventually get lost and starve!”**

***Anon***



## 2. How having a business plan helps

- **Understand the sector you're in**
- **Direction & Vision**







## 2. How having a business plan helps cont'd

- **Finance**
- **Operational Planning**



## 2. How having a business plan helps cont'd

- **Growth & Innovation**
- **Risk Management**







## 2. How having a business plan helps cont'd

- **Stakeholder Engagement**
- **Monitoring & Evaluation**
- **Net Zero & Sustainability**





### 3. Energy in your business

- Understand your carbon footprint
- Route to net zero



### 3. Energy in your business cont'd

- Free energy audit
- Grants up to £100K – 50% match funded
- No payback on grants







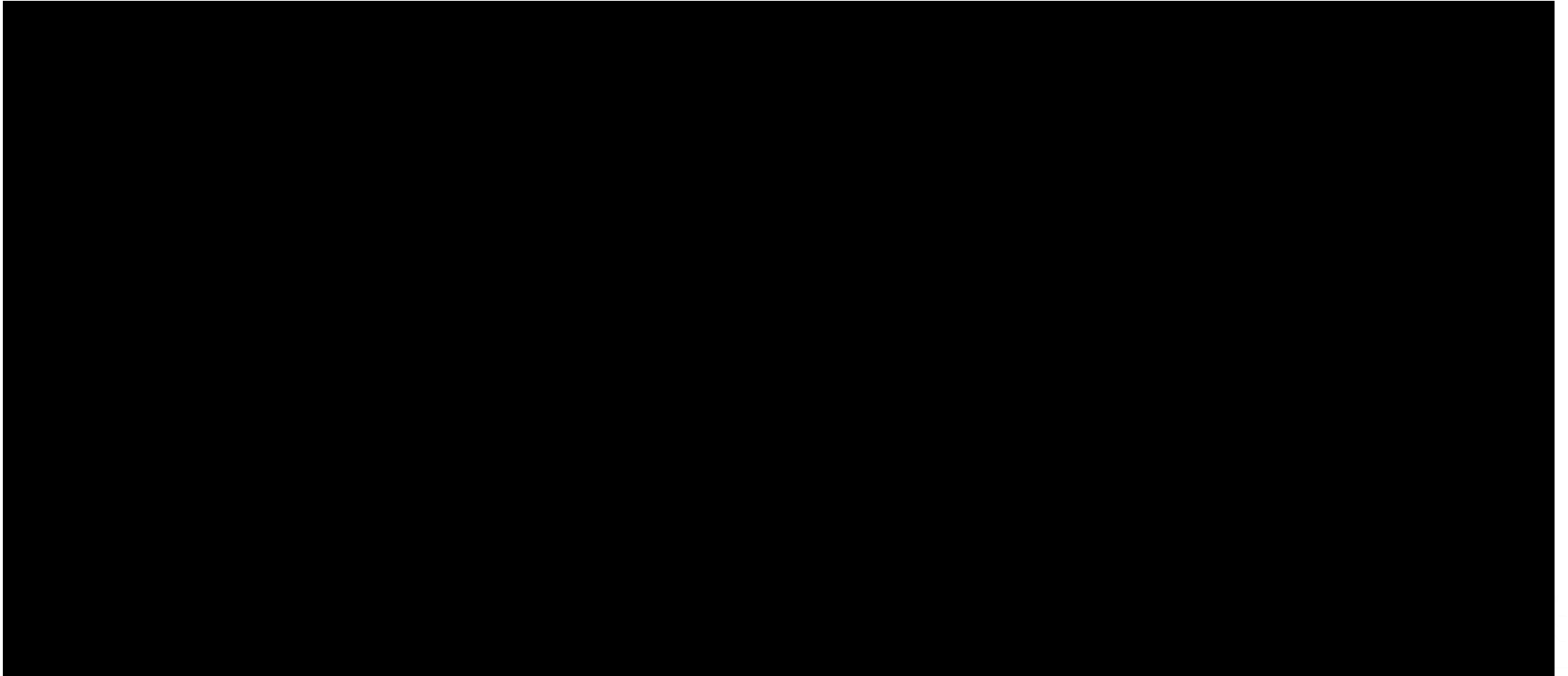
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## 3. Energy in your business cont'd

### Video Case Study





### 3. Energy in your business cont'd

#### Regions running BEAS

Within the West Midlands Combined Authority area, this includes **Birmingham, Solihull, Sandwell, Dudley, Walsall, Wolverhampton** and **Coventry**.

Outside the West Midlands Combined Authority area, this includes **Staffordshire and Stoke-on-Trent, Warwickshire, Worcestershire** and **The Marches (Herefordshire, Shropshire, Telford and Wrekin)**.







## 4. What we've discussed...

- **Business plan is critical to your business**
- **Support for energy efficiency**





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West Midlands**

**Understanding Routes to Finance in the  
Care Sector  
Presented by Helen Fortune**

Discover The West Midlands Funding Landscape  
Presented by Investment Readiness Team

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**LEVELLING  
— UP —**







# 17. Examples of Finance Requirements in Care Homes & Domiciliary Care

- **Start-up Costs:** Property, renovations, equipment, licenses, technology.
- **Operational Costs:** Staff salaries, training, utilities, insurance, supplies.
- **Regulatory Compliance:** Safety upgrades, audits, record-keeping systems.
- **Growth & Expansion:** New facilities, marketing, recruitment, acquisitions.
- **Contingency & Emergencies:** Repairs, temporary staff, crisis response.
- **Technology & Innovation:** Telecare, rostering systems, client engagement platforms.

# Funding Landscape - Raising Finance

- British Business Bank – Start Up Loans
- Banks
- Alternative Debt
- Asset Finance
- Crowdfunding
- Business Angels
- Venture Capital
- Grants







# Funding Landscape - Cashflow

- Revolving credit
- Invoice Discounting and Factoring
- Hybrid Finance



# Investment Readiness Programme



Government Funded  
Programme, Supported via UK  
Shared Prosperity Funding



Birmingham, Solihull &  
Black Country, Coventry (Co  
deliverer CW Growth Hub)



Delivery Partner to WMCA



Fully Funded to the End  
User



Pre-Start, Start-Up, and  
Established Businesses



SME Eligibility Criteria



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West Midlands  
Investment Readiness

# → Investment Readiness Programme Support

Our expert team of 'Business Finance Specialists' can guide you through tricky topics including:

- Debt Finance
- Asset Finance
- Finding & Applying for Grants
- Equity
- Crowdfunding
- Pitch Decks
- Creating Forecasts and Business Planning Documents







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## Meet the Investment Readiness Team



Dean Barnes  
Programme Director



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Programme Manager



Sharn Haywood-Higgs  
Business Finance  
Specialist



Helen Fortune  
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# Questions?



OXFORD  
INNOVATION  
ADVICE



Walsall Council



Business Growth  
West Midlands  
in Walsall

# Get In Touch

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