



Northern

automotive
Alliance

Focused Support for the Automotive Industry



Join us

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Welcome to the Northern Automotive Alliance



"Thank you for your interest in becoming a member of the Northern Automotive Alliance (NAA). I have been Chairman of the NAA since 2017 and I am delighted to be part of an organisation that has the growth and success of the Automotive sector as its key aim."

The automotive industry faces a range of challenges and exciting new opportunities. For a business operating in the industry, the variety of issues can seem quite overwhelming. However, that's where the NAA can help. Members of the NAA are no longer on their own trying to find solutions to problems – they are part of a community which regularly comes together 'in person' to address issues at events, and which also shares best practice through regular virtual networking.

The NAA is a supportive and effective organisation which achieves real results for the companies that it works with. Becoming a member provides tangible business benefits; this brochure summarises over twenty value-added services that can be accessed through membership.

If you have an interest in the Automotive Sector then we welcome you to become part of one of the most effective business support organisations in the country, and one which is also making a real difference to the economy, both in the North of England, and nationally."

Wes Jacklin, Chairman of Directors and Advisory Board, Northern Automotive Alliance; Director of Supplier Management, McLaren Automotive

What is the Northern Automotive Alliance (NAA)?

The NAA is an independent, not-for-profit company which provides a comprehensive membership service combined with a project management and delivery function to the automotive community and wider advanced engineering & manufacturing sector across the North of England. The NAA supports a wide range of businesses from micro-companies through to the regional global vehicle manufacturers, offering a diverse service using its established networks. This includes the provision of training; networking events; funding applications; and strategic, business and technical advice.

The NAA was launched in March 2004 with support from regional government funding. From mid-2010 the funding landscape changed and the NAA became an independent company. The NAA is a strong believer in partnership and collaborative working with both industry and relevant public sector organisations such as DBT; APC; regional universities and local colleges; and local councils. The NAA also works with relevant trade organisations including the SMMT; Automotive Council; Make UK and Enginuity.

In 2022, the North West automotive cluster directly generated almost £2 billion of the total UK automotive manufacturing economy, which relates to approximately 14% of the £14 billion added to the UK economy, placing it as the second most significant region for automotive manufacture in the UK.*

In the same year, the North West had over 21,500 people working in the Automotive sector. There are also many other suppliers that won't be classified as primarily operating in the automotive sector.

The region has also benefited from over £3.4 billion of investment into electric vehicle R&D and manufacturing since 2011, the 2nd largest amount regionally.*

* Source: SMMT (Society of Motor Manufacturers & Traders)

Who are NAA members?

NAA members are comprised of the regional global vehicle manufacturers, including Bentley, JLR, Leyland Trucks, and Stellantis in the North West, together with automotive supply chain companies, ranging from micro-businesses to Tier 1s. There are also other members such as universities and colleges, and other support providers to the sector. The

NAA provides a community in which members can network and share best practice.

What area does the NAA cover?

The NAA primarily covers the extended M62 corridor, from Liverpool in the West to Hull in the East, and from Carlisle in the North to Stafford in the South. However, we also have members based around the UK and Eire.



NAA Governance

The NAA has a board of directors comprised of the NAA Chief Executive and a small group of senior individuals from automotive OEMs and SMEs. There is also an advisory board, with members from OEMs, Tier 1s, large companies, SMEs and regional universities.

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...compelling reasons why your organisation should become a member of the Northern Automotive Alliance – and all for just over £1 per day.

1 Providing the focused, industry-specific support that your organisation needs

There's a lot of help out there for organisations operating in the automotive sector - but how do you know where to turn? The NAA cuts through the sometimes overwhelming amount of information that faces the typical automotive business and provides focused and specialist support and advice for the automotive sector and its supply chain.

2 Helping automotive companies grow and be more profitable

The NAA helps organisations grow through a variety of support measures all designed to help automotive companies improve their performance in a range of areas. The NAA has a particularly impressive and unique track record working with SME supply base companies.

3 Introductions to new customers

If your business wants new customers then through its contact network, the NAA can provide introductions to the companies in the automotive industry that you want to speak to.

4 Industry networking

Joining the NAA means that you have the opportunity to be an active member of the automotive community, in the North and beyond, which is a growing, vibrant environment, and many members are now networking with each other since being brought together by the NAA.

5 Signposting

In addition to all of the NAA's services and contacts within its membership base, the NAA also has an excellent external network of organisations that can provide additional support to businesses in the automotive sector, such as the Society of Motor Manufacturers and Traders (SMMT), the Advanced Propulsion Centre (APC), and the Department for Business and Trade (DBT).

6 Accessing Financial Support

The NAA helps members to source and apply for grants, funding competitions and other financial incentives.



7 Bringing Partners and Consortia Together

The NAA has brought many organisations together - including members, universities and other national automotive bodies - to work as partners in consortia for funded projects, facilitating collaboration and enabling companies to undertake innovative, larger, higher profile projects.



8 Industry-specific project management

Providing project management support for funded projects and collaborations, as well as for in-company initiatives.

9 Consultancy

Providing members with specialist automotive industry consultancy advice to help them become more efficient and competitive.

10 Promotion of your organisation

The NAA promotes its members in many ways, including in its monthly e-newsletter, on its website, PR, at events and through referrals.

11 Knowledge Transfer

Regular updates - including via e-newsletters, the NAA website, events and one-to-ones on the latest regional, national and international automotive industry developments.

12 Sharing Best Practice

Business support highlighting industry best practice in areas from workforce development to organisational change.

13 Event and Exhibition Support

Helping members to showcase their products at events and exhibitions at home and abroad and to take part in foreign trade missions.



14 Annual Dinner and Awards

A high-profile networking Awards event providing the opportunity for NAA members to enter for a range of awards and to benefit from ongoing PR - regionally and nationally - from winning individual categories



15 Meet the Buyer Events

Matching buyers who need particular products and services with potential NAA member suppliers.



17 Promotion of the Sector

Promoting regional automotive industry capability nationally and internationally.

Identifying and continuously updating regional industry sector data and needs.

Providing industry sector input to regional policy and economic strategy.

18 Lobbying/Sector Representation

Representing the views of members and the wider sector at regional, national and international level, and liaising with the LEPs.

19 Skills

Working with businesses, the wider industry and the Automotive Council Skills Working Group to identify skills shortages and to set in place appropriate plans.



16 Regular NAA Events

Networking Meetings often with visits to vehicle manufacturing facilities that would not be possible without being an NAA member, designed to encourage industry-specific networking, with associated presentations on key issues such as supply chain, innovation and business development.

Joint events with other organisations such as industry bodies and the region's universities.

Regular webinars

Members' Roundtables

20 Industry Training

Training programmes at preferential rates to help members become more competitive in subjects from quality standards to sales presentations.

21 Annual Consultation

A one-to-one consultation each year to explore how the NAA can help with specific issues affecting a member company's operations.



What our members are saying about us ...

"NAA gives Autac ideas, opportunities and contacts in our focus areas, helping Autac to succeed with its strategy through enhanced knowledge and an expanded network."

David Lowe, Managing Director & Owner, Autac Products

"The NAA gave us dedicated time and support both in the writing of funding applications and in forming a strategy to enable us to create a sustainable innovation business. This intervention by the NAA was very successful and has enabled us to become well established and very successful within the UK's growing innovation and R&D sector."

Paul Andrews, Owner, Oaktec

"The NAA scored an impressive 100% for usefulness when compared against a whole range of other manufacturing and business support bodies in an Annual Manufacturing Report from The Manufacturer magazine. It's no surprise to see these survey results and the comments about the NAA. As we all know, the NAA team does an amazing job in supporting us with an endless list of benefits. It's a trade body, run by the industry, for the industry, and it offers an amazingly efficient service."

Steve Williams, Managing Director, Force Technology

"Promoting the North West and the wider North as a great place to invest is vitally important to the automotive sector. The NAA plays a fantastic role flying the flag for Northern automotive and supporting small, medium and large companies to prosper."

Sally Hepton, Director of Government Relations and Corporate Social Responsibility, Bentley Motors

"As a supplier of Electrification, Automation and Digitalisation to the largest of OEMs to the most modestly-sized supply chain SME, we felt membership would enable us to get closer to and really understand the manufacturing, digitalisation and sustainability needs of these companies."

Dave Sutcliffe, Head of Automotive, Siemens

"Best Automotive Networking Platform in the North"

Neill Briggs, Director of Product Development & Co-Founder, Briggs Automotive Company

"Having worked in Senior Management roles for a variety of SMEs within the automotive industry, I have always been grateful of the opportunity to learn from the experiences of other organisations within our sector. Through their networking events, the NAA is by far the best organisation that I've come across to provide these opportunities. Further to this, I have received a significant amount of funded business support that I just wouldn't have known about were it not for my association with the NAA. This includes staff training, University projects and mentoring support, amongst others."

Matthew Kershaw, Managing Director, Pennine Quality Consulting Limited

"The North West region has a fantastic automotive sector but it's sometimes difficult to find the time to develop new relationships. The NAA team provides fantastic support, generates great networking opportunities and promotes the industry and members really well."

Craig Allen, Business Unit Director, CEVA

"The NAA has given us the opportunity to gain a real understanding of the needs of the industry, since becoming a member we've developed some great relationships and I look forward to continuing our membership."

Peter Catlow, Consultant to Businesswise Solutions

"Amann Threads has benefited from being a member of the NAA, by gaining access to a rich network of elite manufacturers and specialist service providers. The NAA provides wonderful support and opportunities through its networking, promotional events and the eagerly anticipated site visits. We are privileged to be a member, and to be the only UK manufacturer IATF 16949:2016 certified, to produce the full range of premium automotive sewing threads for passenger safety systems, seating and interiors."

David Johnston, Managing Director, AMANN Group

"Joining the NAA has been a superb move for Bigtank. As a supplier of video and animation content to industry, the NAA has proven to be the perfect conduit to us meeting new businesses and organisations to not only showcase our products and services but to broaden our understanding of the industry and the wider opportunities it presents. Paul, Zoe and the team have been extremely welcoming and have been very pro-active in ensuring we have seen the value in being a part of this brilliant organisation."

Rob Hallam, Managing Director, Bigtank Productions

"Hylomar, a niche manufacturer of sealants for the automotive industry is a long-time member of the NAA. The NAA runs several networking events throughout the year which gives our staff a chance to visit automotive manufacturers and automotive supply companies and learn about their business and processes. The regional focus is useful as it makes it easy to attend networking events."

Ken Thompson, Director, Hylomar



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Sign up as an NAA member online

<http://www.northernautoalliance.com/about/become-a-member/membership-application-form>