

NOMINATE NOW: DEADLINE SEPTEMBER 26

# Celebrating success

**C**OMPANIES are being urged to celebrate their successes with just days to go until the nominations deadline for this year's *Birmingham Post* Business Awards.

The deadline for entries to the region's premier celebration of business is September 26 – so time is running out.

And with the event heading back to the ICC on November 26, with 800 businesspeople set to attend, it is set to be the largest *Post* awards ever.

With 12 categories, businesses from across the region can put themselves forward to share in the celebrations which are this year themed around *Birmingham Bounces Back*, to recognise a strong year for the region.

Already nominations have started to flood in but regional head of business Graeme Brown urged companies to come forward.

He said: "There has been a rise in



investment, employment is up, unemployment is down, we're exporting more than ever before and attracting more cash from abroad.

"This sort of thing doesn't happen overnight. It happens when a regional economy is working.

"But more specifically, it happens because businesses get it right.

"In recent years the *Post's* business awards have been about celebrating success in the face of adversity – tipping our hat to those businesses succeeding in the face of a tough climate.

"This year, the awards are just about success.

"They are about celebrating a year in which the region's economy came roaring back with the people who brought that about – those behind successful local businesses.

"So throw your names in the hat and get involved.

"It has been quite a year for business in this region and on November 26 we celebrate it."

Businesses and professionals can nominate themselves 12 categories, including Company Of The Year, Outstanding Professional, Business Startup, Communications, Environmental, Export, Finance, Legal, Manufacturing, Property, Small and Medium-sized Enterprises and Technology and Digital.

The awards – which has its own dedicated website at [www.bpbusinessawards.co.uk](http://www.bpbusinessawards.co.uk) – are being celebrated across the *Post's* platforms,



## NOMINATIONS NOW OPEN

Go to [bpbusinessawards.co.uk](http://bpbusinessawards.co.uk) to enter



BIRMINGHAM POST

*Business Awards*  
2014

IN ASSOCIATION WITH



WIDEN YOUR WORLD

Join us to celebrate the best of business in the West Midlands

ICC, Birmingham Wednesday 26 November 2014



#BrumBouncesBack, #BPBA2014

## Iconic British brands thrive and drive forward on global stage

Car giant Jaguar Land Rover is sponsoring the manufacturing category at this year's Birmingham Post Business Awards. Here, the car giant looks back at a period of incomparable success

**J**AGUAR Land Rover is the UK's largest automotive manufacturing business, built around two iconic British car brands: Land Rover is a world-renowned premium 4x4 brand while Jaguar is one of the world's pre-

mier luxury sports saloon and sports car brands.

Driving the business forward is a world-class team of around 30,000 people globally. In addition we support more than 190,000 UK jobs through the supply chain, dealer network and wider economy. Jaguar Land Rover has recruited 11,000 people over the past three years and has 1,000 young people on its current graduate and apprentice programmes to nurture new talent.

All of our cars are engineered and designed in Britain and while we have ambitious plans for global growth, the heart of the business remains in the UK. We have invested billions of pounds in our state of the art production and R&D facilities here in the UK.

Around 80 per cent of the cars produced at our three advanced manufacturing plants – in Halewood, Solihull



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# at Business Awards

with companies urged to share success stories on Twitter under the hashtag #brumbouncesback.

Those who apply will get the chance to share their successes in a special post-awards supplement in the *Birmingham Post*.

Previous winners have said it is a great way to put your business on the map and those chosen on the night will also be able to showcase their success in marketing literature.

Post editor Stacey Barnfield said: "Every year, the *Birmingham Post* Business Awards is a stellar event – and this year's will be better than ever."

"There is no better way of showcasing your company's success."

"With a panel of top judges and an audience of the great and good of the region's business scene, the winners on the night can really show they are at the top of their game."

The likes of IM Properties, Chiltern Railways, SGH Martineau and Pailton

Engineering are among the previous winners of the awards.

This year, there is a great line-up of sponsors, including Turkish Airlines, Birmingham Airport, Ikea, Jaguar Land Rover, Jerroms Accountants, JLL and Wesleyan.

For those companies who would like to get involved in this year's awards by becoming a sponsor, there is a wealth of opportunities.

Becoming a sponsor, you can expect to receive a full range of editorial and advertising benefits – in print, online and at the event.

The awards are free to enter and open to any business based in the West Midlands region.

To apply for the awards visit <http://www.bpbusinessawards.co.uk>

➤ Last year's Birmingham Post Business Awards and (left) Post Editor Stacey Barnfield at the ceremony



## COMMERCIAL FEATURE



and Castle Bromwich – are exported from the UK to more than 170 markets worldwide.

Solihull is a major manufacturing growth success story and has received almost £2 billion investment in the last three years, including the world's largest capacity automotive aluminium bodyshop facility. The plant, which now employs 7,200 people, works 24 hours a day to meet global demand for its products.

Castle Bromwich has received £201 million investment over the last three years and employs 3,000 people, of whom 1,100 were recruited in the past 3 years.

Jaguar Land Rover has invested £500 million in its new Engine Manufacturing Centre in Wolverhampton which will start production in 2015. The plant, which will employ 1,400

people and create an additional 3,500 jobs in the supply chain, will produce a new family of advanced technology, low-emission, 4-cylinder petrol and diesel engines, named Ingenium.

We have ambitions to expand our manufacturing footprint and increase production in markets outside Britain, particularly in China and Brazil. These new facilities will allow us to reach more customers in more markets, making our business stronger and protecting our UK operations. This output will supplement UK production.

Through our Global CSR programme, we will create opportunities for 12 million people through education, humanitarian, conservation and environmental projects by 2020 to increase community and customer engagement in key overseas markets.

Today's car industry is as high-tech as aerospace and Jaguar Land Rover is at the centre of the UK automotive industry's drive to deliver technical innovation in all areas of vehicle development with our two state-of-the-art engineering and design facilities in Whitley and Gaydon in the West Midlands.

Jaguar Land Rover is the biggest investor in R&D in the manufacturing sector – ahead of British Aerospace and Rolls-Royce; Britain's third largest investor in research and development of any kind and also in the top 100 for all companies for global R&D spend.

In the year to March 2015, we will invest £3.5 billion in R&D and CAPEX, with a focus on reducing carbon emissions by developing innovative technologies to meet the needs of our cus-

tomers and deliver on our legislative objectives.

Hybrids, pure electric power and more fuel efficient petrol and diesel Ingenium engines are all part of the plan. We are also committed to reducing the weight of our cars. Jaguar Land Rover is already the global leader in this area and makes a number of vehicles using revolutionary all-aluminium bodies, which greatly reducing the car's weight, and thus improve fuel economy – as well as improving performance, handling and comfort.

The Range Rover, for example, is up to 400kg lighter than the outgoing model. Its aluminium body actually weighs less than the steel body of a much smaller BMW 3-series.

Jaguar Land Rover will continue to excel and innovate in lightweight aluminium architectures.

Jaguar Land Rover is a major investor in Corporate Social Responsibility. A strong community is a necessary foundation for a successful business therefore strengthening the community invariably means strengthening local businesses. We invest around £3 million in community relations activities across the UK each year. The company focuses on education, young people, environment and employee volunteering, with high level engagement in communities surrounding its design and manufacturing sites in the Midlands and Merseyside.

Jaguar Land Rover is the only car maker in the UK to achieve the highly regarded CommunityMark. The company was BITC Responsible Business of the Year 2013 in recognition of its significant investment in UK jobs and facilities, improving its environmental performance and increasing the skills and education opportunities for young people and existing employees. We achieved top 'Platinum Big Tick' rating in BITC's Corporate Social Responsibility Index.

Jaguar Land Rover's 'Inspiring Tomorrow's Engineers' programme works closely with schools across the country to promote learning and engagement with STEM (science, technology, engineering and maths) subjects to help create the next generation of engineers and technologists. 328,000 students participated in the hugely popular programme in 2013.

Twenty-two-thousand school children people visit our five Education Business Partnership Centres (EBPC) based at our UK sites each year and we will launch a new EBPC at our Engine Manufacturing Centre next year. Jaguar Land Rover runs several school challenge programmes to develop STEM skills and promote engineering careers through hands-on projects that enable students to explore different aspects of the automotive industry in a stimulating and exciting way.

We're proud of these achievements and look forward to celebrating the CSR accomplishments of other businesses from across the region.

[www.jaguarlandrover.com](http://www.jaguarlandrover.com)