

WEST OXFORDSHIRE BUSINESS
ACCELERATOR

Supporting Business
Success
2024/25

West Oxfordshire Business Accelerator programme



ALP Synergy Ltd

Supporting established businesses to thrive!

West Oxfordshire District Council received funding from the UK Government through the Shared Prosperity Fund to support local small and medium sized businesses to get started and grow.

The target audiences for this support were retail businesses, businesses that form part of the rural economy, the visitor economy and other SMEs.

West Oxfordshire District Council chose to work with OxLEP Business to deliver this support due to their strong pedigree for supporting profit and purpose driven businesses across the County.

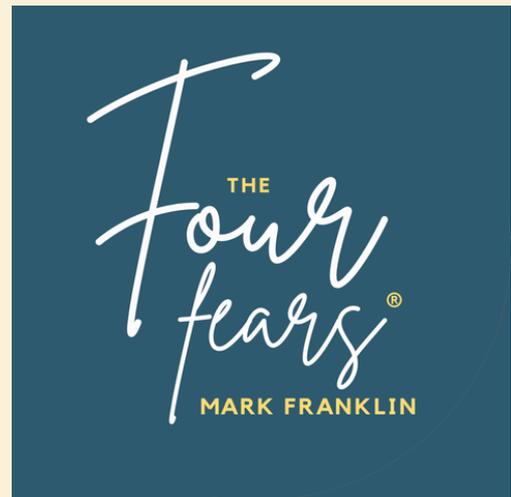
The 'Business Accelerator' programme is designed to help to focus expertise and support, so that small businesses with big potential could grow and create jobs. The support provided included:

- Carrying out a strategic business review to create a support delivery plan and a 3-year Business Growth Action Plan
- Providing Masterclasses on key business, innovation, and growth topics
- Providing a Leadership Development programme for senior managers in the businesses
- Providing facilitated peer-to-peer learning opportunities
- Providing expert 1-2-1 support on productivity, innovation, growth and connecting businesses with funding opportunities
- Providing fun and interactive networking opportunities (see Camp Fire Networking shown below)

This showcase report highlights a number of case studies from just a few of the businesses supported through this programme. If this inspires you to want to engage with support then flick to the back page and get in touch.



[Watch Here](#)



When I founded The Four Fears Guy in May 2023, I knew I wanted to make a real difference for small business owners. As a mindset expert, business strategist, and event speaker, my mission is to help entrepreneurs embrace what I call the Four Fears of Business Ownership - perfectionism, imposter syndrome, time management, and the fear of failure. These common hesitations can often hold people back from reaching their full potential, and I am passionate about supporting them in overcoming these challenges.

In my first year, I focused on growing my audience, building my reputation, and networking extensively. I also launched a comprehensive range of services, from 1:1 coaching and team training to membership programmes and keynote presentations. This work has already generated fantastic client testimonials and sparked both interest and revenue, which is incredibly encouraging.

The support I have received from OxLEP has been invaluable. Through their peer networking sessions, the Accelerator Programme, and regular OxBoost events, I have been able to connect with like-minded professionals and gain critical insights to help scale my business. Their guidance also enabled me to successfully pitch for CapEx funding from the Government, a milestone that has significantly contributed to my business growth.

Looking ahead, I am excited to release my first book in spring 2025, further establish myself as a keynote speaker, and, hopefully, support even more local businesses across Oxfordshire. With the right mindset and the incredible support of networks like OxLEP, I am confident that the journey ahead will be both rewarding and impactful.

www.markfranklin.co.uk





Laboratory Plastic Recycling Services

At RecycleLab, we are committed to transforming the way single-use plastics from the science and healthcare industries are managed. By collecting and recycling these materials into high-quality recycled polymers, we help our customers reduce their environmental footprint while working towards a circular economy for plastic laboratory consumables.

Like many growing businesses, we face key challenges in scaling our operations and increasing brand awareness. Expanding our customer base is crucial to our long-term success, but it must be balanced with maintaining financial stability. We are actively engaged in several innovative projects that will enhance our recycling services and improve the quality of our recycled plastic materials, ensuring they meet the stringent demands of scientific and healthcare applications.

One of the most valuable steps we have taken is participating in the West Oxfordshire Business Accelerator. The expert-led masterclasses have provided us with essential insights on planning for growth and driving innovation in a small business. The practical strategies and tools we have gained have already enabled us to implement meaningful changes, helping us refine our approach to overcoming business challenges.

Looking ahead, we are excited about the upcoming projects that will further improve our recycling processes and strengthen our impact. By developing a high-quality recycled plastic specifically for laboratory use, we are not only enhancing our own growth but also supporting our customers in their sustainability efforts. With each step forward, we are building a more sustainable future for plastic laboratory consumables and reinforcing our commitment to environmental responsibility.

www.recycle-labs.com



THE COTSWOLD LETTING AGENCY
BETTER BY FAR

At the Cotswold Letting Agency, we pride ourselves on being the trusted go-to letting agent in the Cotswolds, offering exceptional property management through quality, innovation, and best-in-class service. However, as we set ambitious growth targets, we recognised key challenges that needed addressing. These included implementing a clear strategic plan, improving operational efficiency in what were traditionally manual processes, setting stronger management objectives, and building a structure capable of delivering our long-term vision.

Earlier this year, I attended a series of West Oxfordshire Business Accelerator masterclasses, which led to my engagement with Paul Holmes of PCH Business Consultants. Paul has been instrumental in refining our business strategy, strengthening management functions, reviewing operations, and identifying innovative ways to attract new customers. In just six months, we have transformed into a more sustainable and robust business with clear growth targets and a more structured approach to management. Paul, through OxLEP, has played a fundamental role in this evolution.

Looking ahead, the next six months promise to be incredibly exciting. We are also in the process of implementing a new software system to automate key areas of our business, improving efficiency and scalability. Perhaps the most exciting milestone is our planned expansion into Tetbury, where we are actively recruiting for our second Cotswolds office.

Furthermore, in our commitment to sustainability and ethical business practices, we have set the wheels in motion to become a certified B-Corp. This aligns with our ambition to operate with social and environmental responsibility at our core.

<https://www.cotswoldlettingagency.com/>

WINETRADERS

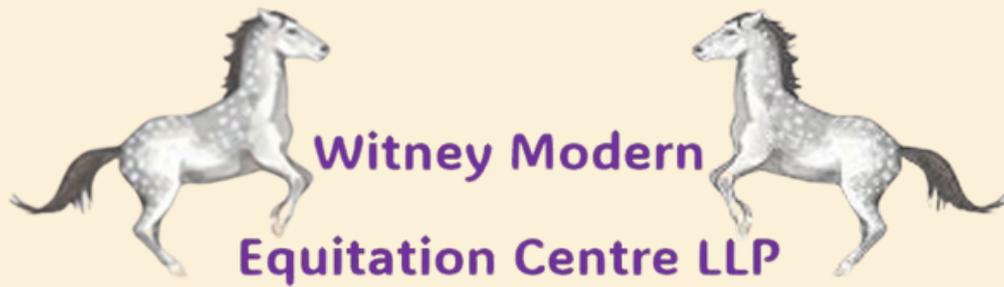
Winetraders has always been about more than just wine. We champion family owned estates and cooperatives that craft exceptional wines, each bottle a true reflection of its regional heritage. With a curated portfolio rooted in Italy, Spain, and Germany, we specialise in indigenous varietals, offering the hospitality and retail sectors high-quality, tailored solutions for unique wine lists.

Recently, we have been navigating the complexities of post-budget changes to UK alcohol duty regulations while also preparing for the Extended Producer Responsibility regulations coming into effect in October 2025. At the same time, we have been planning an IT roadmap to improve operational efficiency, reduce costs, and scale with our producers to better serve larger customers in response to changing alcohol consumption trends.

Joining the West Oxfordshire Business Accelerator Programme has been a game changer. The expert advice and collaboration with other business leaders in West Oxfordshire have been invaluable. So far, I've explored business planning for growth, mastering operational efficiency, and developing compelling business narratives. The Leadership Development Programme, in particular, has been incredibly empowering, helping me to reframe challenges as learning opportunities that I can share with my team.

Looking ahead, the next six months are set to be transformative. We are implementing key IT solutions to enhance operational efficiency and ensure a seamless customer experience while reducing costs. We also plan to expand our portfolio by partnering with larger retailers and distributors, driving growth for our producers. Additionally, we are preparing to launch a marketing campaign highlighting unique, sustainable wines, tapping into evolving consumer preferences.

<https://www.winetradersuk.co.uk>



Witney Modern Equitation Centre LLP is a dedicated provider of ethical equine experiences for both children and adults. We also provide an alternative for experienced riders seeking a more compassionate approach. Our methods are rooted in horse psychology. Fostering mutual respect, communication, and understanding. Whenever new scientific research emerges on equine welfare and training, we evaluate it carefully and integrate it into our teaching and care practices when beneficial.

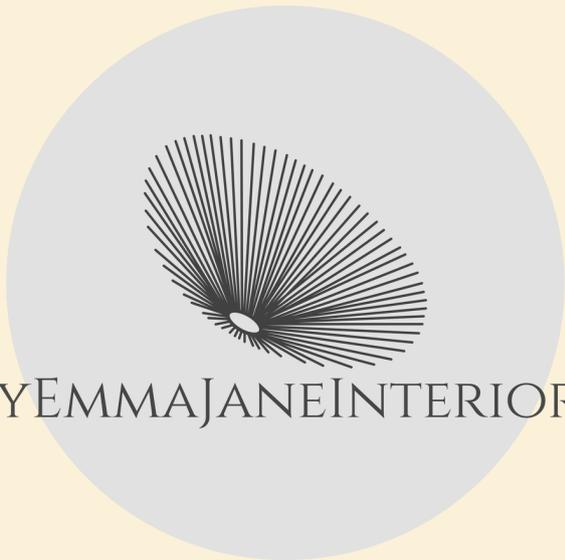
Over the past two years, one of our greatest challenges has been the erosion of our profit margins. While we have a strong base of loyal customers and occasional visitors, rising costs including vet, farrier, dental, feed, and wages have outpaced what we can reasonably charge for our services. This prompted us to explore new revenue streams, particularly ways to utilise our facilities during quieter weekday periods.

We noticed that many of our visitors included children and young adults with anxiety, ASD, ADHD, PDA, and other special educational needs (SEN). Recognising this, we reached out to local schools to offer alternative education provision. This initiative has been highly successful, and we now have five students who train with our horses for a few hours each week.

OXLEP has been instrumental in our growth, providing a wide range of support. Their webinars on marketing and social media have helped me understand how different platforms can work to our advantage. Being part of the West Oxfordshire Accelerator programme has also enhanced my confidence in business planning and marketing, while allowing me to connect with other local businesses.

Looking ahead, we plan to expand our alternative provision offerings and apply for inclusion on the local authority's register of alternative education providers. We are also excited to develop the tourism side of our business, having recently joined Cotswold Tourism. Next year, we will offer immersive equine experiences to British and international holidaymakers, a completely new venture for us!

<https://www.witneyponypartners.com>



BYEMMAJANEINTERIORS

Running ByEmmaJaneInteriors has been an exciting journey, filled with both challenges and opportunities. We specialise in helping residential and commercial clients bring their visions to life, whether through renovations, extensions, new builds, commercial refurbishments, or fit-outs. Our philosophy is to offer a completely bespoke and transparent service, ensuring that every project, big or small, benefits from a cost-effective, time-efficient, and value-added approach.

One of our biggest challenges recently was rebuilding our workload after a major project was stalled due to planning issues. Being a small business, we dedicate significant resources to each project, so when one stalls, it leaves us in a difficult position. Finding new projects quickly became a priority, but this required careful financial management and strategic investment to generate leads. Over the past few months, we have successfully navigated this hurdle, securing new projects and ensuring a steady workflow once again.

This year, we have explored improved sales techniques, joint venture opportunities, and refined our services to include detailed walk-throughs. Not just for interior design but also for market research, budgeting, and ROI analysis for clients considering property investments.

Completing the West Oxfordshire Business Accelerator programme has been a turning point, allowing me to identify setbacks and areas for improvement while reinforcing my strengths. This experience has shown me the importance of adapting to scale, outsourcing strategically, and focusing on what truly drives our business forward. We are now looking at offering joint venture packages, leveraging our expertise to provide investment opportunities for our clients. Additionally, we are enhancing our project management systems to improve communication, ensuring transparent, real-time updates on costs and progress.

<https://www.byemmajaneinteriors.co.uk>



At Heaton Design and Engineering Ltd we are Celebrating our 10th anniversary in February 2025, we take immense pride in being an independent building services consultancy specialising in low and zero carbon mechanical and electrical engineering solutions. Over the years, we have built strong relationships with commercial property estates, architects, developers, and homeowners, helping them achieve sustainable and energy-efficient outcomes.

A key aspect of our success has been our ability to secure decarbonisation funding through initiatives such as Salix's Public Sector Decarbonisation Scheme and the Low Carbon Skills Fund. By leveraging our expertise in funding applications and project delivery, we have helped clients transition to low-carbon solutions while maximising financial incentives.

Recently, we have focused on refining our internal operations to support long term growth. This has involved adopting new technologies and streamlining workflows to improve efficiency and productivity. By reassessing our existing systems and identifying areas for improvement, we have positioned ourselves to scale effectively while maintaining the high standards our clients expect.

Since October 2024, we have fully embraced the support and resources offered by OxLEP. From workshops at Witney's Corn Exchange to online masterclasses, peer networking, and one-to-one mentoring, the experience has been invaluable. OxLEP has provided us with practical tools, fresh perspectives, and a supportive business community, helping us tackle challenges with clarity and confidence.

<https://heatonde.co.uk>



InSpired

Health Outcomes

At InSpired Health Outcomes our mission is simple. Putting patients' voices at the heart of treatment development. We specialise in clinical outcomes assessments and validated health questionnaires, providing vital insights into patient experiences. These tools help healthcare providers, researchers, and industry leaders measure the effectiveness of treatments from the patient's perspective, ensuring better healthcare solutions for all.

Founded in early 2022 in West Oxfordshire, IHO has rapidly grown into a globally recognised organisation. With over 90% of our income derived from exports, we work with leading pharmaceutical and medical device companies, academic researchers, and healthcare providers worldwide. Our foundation is built on over 20 years of expertise in health outcomes assessment, spearheaded by our founder, Dr. David Churchman, who previously led the Clinical Outcomes activity at Oxford University Innovation. Together with our wider team, we bring over a century of combined research experience to the field.

OXLEP has played a crucial role in our growth. Our journey with them began with a one-to-one business strategy session, which helped us identify key opportunities. Through the West Oxfordshire Business Accelerator masterclasses and webinars, we gained invaluable insights into business development, enabling us to scale efficiently. A significant milestone was securing a West Oxfordshire District Council Small Business Grant, supported by OXLEP, which allowed us to set up our first professional office in Witney in February 2025. This space enables us to welcome global clients, including leading pharmaceutical companies, in a professional setting.

Looking ahead, we are investing in bespoke software systems to enhance operational efficiency and provide new digital tools for the health outcomes sector. We are also strengthening academic collaborations to develop next generation health outcome assessments, particularly in women's health, with AI-driven innovation. Our global presence continues to grow, with planned presentations at key international conferences in Washington, Montreal, Glasgow, and Milwaukee.

[Inspired Health Outcomes](#)



Neve's Bees started when my then 9-year-old daughter, Neve, developed a fascination with beekeeping. For her 10th birthday, Grandad Jim bought her our very first hive, and from that moment, our love for bees and natural remedies flourished. Our mission is to create natural skincare that truly cares for the skin and the environment.

Neve and I had always struggled with dry skin and eczema, and after years of searching for products that didn't contain harsh chemicals, we decided to take matters into our own hands. With my background as a chemist and a lifelong passion for natural medicine, we began using our beeswax to create our own skincare range. Initially, it was just for us and close family, but word spread, and our little business grew into something truly special.

Today, we offer a comprehensive range of 100% Certified Natural Skincare, from facial cleansers and moisturisers to natural deodorants and body oils. Unlike mainstream products, which are mostly water and packed with ultra-processing chemicals, our formulations harness the power of nature to nourish the skin while reducing chemical waste.

We attended multiple masterclasses within the West Oxfordshire business Accelerator programme including, Innovation and Growth planning. Both of the courses were very well run with a host of interesting attendees. I picked up some really interesting and helpful ideas that I was able to take back to the business.

Beyond skincare, we're dedicated to restoring wildflower meadows and supporting pollinators, donating 10% of our profits to nature recovery causes. 2025 is set to be a landmark year for us, with exciting new launches, a refreshed website, and our journey towards B Corp certification, affirming our commitment to being a true 'Business for Good.'

<https://nevesbees.co.uk/>



Frame Your World Co began in 2016 as a passion project, fuelled by a love for illustration and storytelling. What started as bespoke home and pet portraits soon grew into a thriving creative brand, offering a curated collection of travel-inspired prints and meaningful artwork that brings cherished moments to life.

Our mission is simple: to inspire creativity and curiosity through beautifully illustrated designs. Beyond our art collections, we also share insights through the Creative & Curious Club Podcast, encouraging individuals to embrace their own creative journeys. Our YouTube channel, Frame Your World Art, provides a behind-the-scenes look into our process, allowing us to connect with our audience in an authentic and engaging way.

The West Oxfordshire Accelerator programme has played a crucial role in helping us refine our business model and identify key growth areas. Through OxLEP, we have connected with an incredible network of business owners and creatives, opening doors to collaborations and new opportunities.

Over the next six months, our focus is on expanding our custom portrait commissions, launching a print-on-demand collection, and developing an art licensing portfolio. We are also growing our podcast and introducing exclusive creative resources. Our long-term vision is to establish Frame Your World Co as a recognised brand in the art and illustration space, inspiring creativity on a global scale.

<https://frameyourworld.co.uk>



At Pressed For Time Cleaning, we take pride in delivering top-quality cleaning services across Oxfordshire. Our team specialises in cleaning holiday lets, de-clutter cleans, mould removal, and end-of-tenancy cleaning. Alongside this, we run a laundry service, ensuring that holiday lets have fresh, pressed linen while also offering a hire service where needed.

As the business continues to thrive, I am looking to expand our biohazard cleaning services, securing contracts with councils and housing associations. This growth will allow Pressed For Time Cleaning to support even more clients with specialist cleaning while I transition towards a consultancy role in preparation for retirement.

Networking has played a vital role in our success, and I've found OxLEP to be an invaluable resource. Their events have introduced me to like-minded professionals, and their online courses have provided insightful business guidance. These experiences have strengthened my confidence in scaling the biohazard side of the business.

www.pressedfortimecleaning.co.uk



Beehive is a Home and Lifestyle store in the heart of Chipping Norton, West Oxfordshire. As an independent store, we take pride in curating a diverse collection of textiles, home accessories, and lighting. Sourcing distinctive, high quality pieces from around the world and from talented local makers right here in Oxfordshire.

Supporting our community is central to what we do. Many of our handmade pottery, lampshades, and textiles come from artisans working in Chipping Norton, helping to keep our carbon footprint small. We are also passionate about ethical trade, showcasing beautiful, socially responsible products from Ghana, Kenya, and Bangladesh. Our warm and colourful shop reflects our values, offering customers a carefully handpicked selection of fair-trade goods, contemporary designs, and functional pieces.

The support from OxLEP advisors and a West Oxfordshire Business Accelerator in-person breakfast event on Marketing and Digital content has been invaluable as we refine our digital strategy and enhance our website.

Alongside the Accelerator programme we have had the help of West Oxfordshire Small Business Grant Scheme. We have successfully installed a new Heritage Awning for the front of our shop which has been a runaway success and has had a significant impact on footfall and subsequent sales.

www.beehivehome.co.uk



Celebrating Business Start-Up & Success event!

Leonardo Royal Hotel Oxford
27th March 2025



From the 1st of April 2025 OxLEP became Enterprise Oxfordshire.

From 1 April 2025, we have operated under the trading name of 'Enterprise Oxfordshire', with the change marking the completion of a two-year process that saw the economic development functions – previously led by Local Enterprise Partnerships – altered so that they are overseen via a mechanism agreed by respective upper-tier local authorities. In this instance, Oxfordshire County Council.

Oxfordshire County Council now act as our 100% shareholder, known as a Teckal company arrangement, with Enterprise Oxfordshire maintaining our independent company status.

Building on our significant legacy as OxLEP, Enterprise Oxfordshire oversees the delivery of a comprehensive set of business, skills, investment and trade support services, as well as supporting a variety of strategies backing Oxfordshire's economic potential to be delivered in a sustainable and inclusive manner.

Engage with Enterprise Oxfordshire Support by completing the Business Support Tool.

You will then receive your fully funded Business Support Action Plan.

Click here: [Enterprise Oxfordshire Business Support Tool](#)

Scan here:



ALP Synergy Ltd

Delivery of this Business Growth programme was supported through Enterprise Oxfordshire Business by ALP Synergy Ltd. ALP Synergy Ltd is on a mission to support 10,000 small UK businesses to start, grow or thrive by 2030 as part of a sustainable and fair economy. www.alpsynergy.co.uk