



Funded by
UK Government

Accelerator Case Study

Herd Energy

herd



Sector: Renewable Energy

Size: Micro

Location: Leicester

Turnover: £100K

About the business

[Herd Energy](#) is a Leicester-based business established in December 2024. It provides tailored renewable energy consultation, planning and installation – particularly solar energy and battery storage systems – to commercial clients.

The business was founded by Ross Kent who is passionate about seeing Solar PV operational on commercial buildings and the cost benefits it can bring. Ross has 15 years prior experience in the renewable energy industry from working with manufacturers and project developers in that time.



Leicester City Council east midlands
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Challenges faced

The business is less than 12 months old and needed to build a client base in a specialised market with many competitors, who are both more established and have greater resources. The main challenges have been around marketing sufficiently to the right segment to achieve a high return on investment. The business started with no external funding but needed to secure new clients so it was important that marketing budgets were allocated cautiously and efficiently to drive interest.

Solution - support given

Herd Energy joined East Midlands Chamber soon after incorporation and Ross has attended the Manufacturing Trade Conference and How to Drive Carbon Reduction and Sustainability webinar earlier this year.

The business is being supported by Chamber Business Adviser, Prashant Gandabhai through the Leicester Accelerator project. Ross comments: "Prashant understood our business and created defined areas we could improve and also gain funding for."

With support from Prashant the business applied for and was awarded a £2,000 Growth Voucher, which can be used for specialist digital consultancy or training.

Ross has been helped with digital marketing providing a more targeted approach to reach specific clients. This support includes improving the current website, creation of email campaigns, SEO advice and formulating a social media strategy for increased visibility.

Ultimately this will lead to job creation and growth. Additionally, its chosen consultant, Paragon Sales Solutions, is Leicester based and will similarly benefit.

Impact - the difference it's made

In the first instance the business was able to save approximately 6 days which would otherwise have been used to create a similar project internally. In the longer term it hopes the new email marketing strategy will increase its client base.



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A word from the business:

“The support given was clear and straight forward. It helped to reflect on the business to find clear areas of improvement and then make a plan to tackle those.

Particularly for a new business, trying to balance cost and ambition are difficult. The Growth Voucher allowed us to explore avenues which might otherwise have been cost prohibitive or taken longer to implement.”

Ross Kent, Founder

Accelerator has provided:

- 1-to-1 Advice
- Growth Voucher
- Webinar

Impact to business:

- Time Savings
- Cost savings
- Upskilling
- Improved Efficiency

This project is funded by the UK Government through the UK Shared Prosperity Fund and delivered by East Midlands Chamber.