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UK Government

Accelerator Case Study

GreenChill Systems



Sector: Manufacturing

Location: North East Derbyshire

Size: Micro

About the business

Renewable Innovations & Solutions, trading as [GreenChill Systems](#) was established in 2020 by husband and wife team, Paul and Fiona Cropper. The business is based in Clay Cross, NE Derbyshire and provides renewable energy systems for refrigerated transport.

It specialises in bolt-on renewable systems specially designed for refrigerated trailers. GreenChill Systems deliver zero-emission cooling powered by solar energy and on-board batteries, while retaining the existing diesel engine as a backup. Its systems are retrofit ready which means they can be installed on new and existing trailers. With its real-time monitoring and control, fleet operators can optimise energy use and reduce fuel costs. The team has recently grown to four employees.

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Challenges faced

One of the key barriers to growth was the limitation that only one person could work on a vehicle roof at a time. This constraint negatively impacted turnaround times and overall production efficiency. Enabling multiple people to work on a single vehicle simultaneously would not only improve turnaround times but also create opportunities for training during this stage of the installation process.

Another challenge was that GreenChill customers were asking for service and maintenance plans as part of their overall package. This was a complex area that needed specialist support and careful wording to protect the business and minimise the risk of financial exposure.

Solution - Support Given

GreenChill Systems has been supported by East Midlands Chamber Business Adviser, David Smith and Manufacturing Network Manager, Debbie Rogers.

Paul and Fiona have been involved with the East Midlands Manufacturing Network (EMMN) for the past few years regularly attending Derbyshire meetings. The Network has proved a valuable source of information for business support and an opportunity to connect with and learn from other manufacturers.

Debbie introduced the team to Accelerator and David, who provided a thorough diagnostic of the business to determine priorities and create an action plan. He also supported them with the grant application for the High Growth Accelerator which provided £2,000 funding towards the cost of two genie lifts. This will enable access to vehicle roofs by multiple people and means GreenChill Systems can implement in-house training.

The business also successfully applied for a £450 Growth Voucher which provided specialist legal guidance on the contractual wording required for its new service plans.

Fiona said: “The challenge in creating service plans for our customers was knowing who to ask. David helped me recognise that legal guidance was appropriate and funding from the Growth Voucher for specialist advice provided security for the business. It enabled us to create a product that was good for our customers and our business.”

The team have also taken advantage of funded Accelerator training events to develop their business knowledge. This includes Creating a Healthy & Sustainable Working Environment, Getting Started with HR Essentials, Practical Guide to Leadership and Management, Harnessing AI for Business and the Finance Peer Network.



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Impact - The Difference it's Made

The High Growth Accelerator grant has helped improve customer turnaround time which will enable GreenChill Systems to become more productive.

Fiona commented: "As we scale up to meet increasing customer demand it is essential that we can up-skill our installation staff. This new equipment purchased via the grant will enable existing and new staff to be trained on the more demanding aspects of our installations leading to smoother, quicker and more stream-lined production. This in turn means we can increase our customer capacity, fulfil orders on time and achieve customer success."

The legal guidance provided has supported the introduction of service/maintenance plans which its customers were seeking. This adds value to the GreenChill System's offer and could potentially help the business secure new commercial contracts.

Fiona continued: "We now have a professional Aftercare Pack which gives our customers confidence and comfort in knowing they have choices to ensure their assets will be well looked after but also ensures that the company is protected."

As a result of the support, installation times will be **reduced by 50%** going from two days to one, and there is potential for further reductions with an increase in the number of skilled employees.

A word from the business:

"As someone new to the business world, it's encouraging to know that I can call with any question or just to run a scenario by someone who will provide a genuine and friendly response when I'm looking for answers or reassurance.

It has meant so much to our company that East Midlands Chamber offers such invaluable support in many and varied ways and particularly David and Debbie who have been our key points of contact."

Fiona Cropper, Director

Accelerator has provided:

- 1 to 1 Advice
- High Growth Accelerator
- EMMN
- Growth Voucher
- Workshops/Webinars

Impact to business:

- Upskilling workforce
- Time Savings
- New Processes
- Increased Efficiency

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

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