

04/02/2011

Phil Burkhard  
Merthyr Tydfil County Borough Council  
Civic Centre  
Castle Street  
Merthyr Tydfil  
CF47 8AN

Dear Phil

### **Heads of the Valleys Innovation Programme (HOVIP) Manager**

Williams Medical Supplies has benefited from our relationship with HOVIP over a number of years. As one of the leading employers in the Rhymney Valley we have been pleased to work alongside HOVIP, who have provided excellent training and support.

With the current economic climate and the official regeneration of the area it is essential that there are local initiatives in place to support the local businesses within our region.

We have been lucky enough to have access to the services of HOVIP which has assisted us in a number of areas. Our most recent involvement has been our success in the Innovations Award 2010 where we achieved Most Innovative Business with over 20 employees. This has given us a fantastic opportunity to raise the profile of our organisation in a number of publications. We were also given the opportunity to make a short film of the business which we now use internally for staff and also appears on our website

Participation with HOVIP has gained us membership of the Turning Heads Club, an arena enabling us to discuss creative business solutions and gain best practice by meeting with other local companies on a regular basis.

We have also utilised the services of HOVIP to undertake creative thinking training with both our Business Transformation Team and our Employee Forum Representatives. The topics covered were:

- Creatively finding solutions to agreed business challenges
- Using techniques that assist problem solving and identifying business opportunities
- Practicing techniques that help generate & action new ideas
- Improving understanding of creativity and innovation
- Potential solutions to challenges
- Practical creativity and innovation techniques you or your colleagues can use immediately to get better results
- Techniques that will also subtly improve team and group working and staff involvement to improve the business
- Becoming more motivated

Williams Medical Supplies Ltd  
Craiglas House  
Maerdy Industrial Estate  
Rhymney Tredgar NP22 5PY  
United Kingdom

T 01685 846666  
F 01685 844725  
E sales@wms.co.uk

www.wms.co.uk



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The training has empowered both teams and given them a greater understanding of how to tackle issues and come up with innovative solutions to real business problems.

The support we have received from HOVIP has been excellent and it would be detrimental to our organisation and other businesses within this area if we lost this much needed support.

I very much hope to be able to continue our relationship with HOVIP in the future.

Yours sincerely

Sue Parnell  
Director of Human Resources  
Williams Medical Supplies