

# Mitie Business Boost marks third year with digital growth drive in West Cumbria

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**Mitie** has announced the launch of its third annual Business Boost competition, aimed at supporting entrepreneurs and small businesses in West Cumbria.

This year, the focus is to drive digital adoption, by offering winners up to £40,000 funding boost alongside mentoring and practical business support. The funding is being provided by Mitie and three additional partners including Industrial Solutions Hub (iSH), One Aim (joint venture with Mitie & Amentum), and AtkinsRéalis.

They will be contributing to the initiative not only through funding, but also by sharing business expertise through the mentoring programme. Their involvement ensures all participants benefit from both financial and practical guidance to help bring their ideas to life. The competition is open to start-ups, SMEs, and entrepreneurs operating in West Cumbria within the tech world. Entries will be considered under two categories: Digital Adoption and Innovative Ideas.

Winners will receive financial investment, one-to-one mentoring from industry professionals, and access to workshops and networking opportunities. The initiative invites local innovators to submit proposals for an opportunity to receive investment and guidance. Now in its third year, Business Boost has helped a range of local businesses access funding and expert guidance to support their growth and adaptability.

Gina Goulding, 2024's winner and founder of Gina Bakes, accelerated her journey with a winning business plan developed through the programme. Her business now supplies baked goods to Sellafield and has over 30 employees, as well as recently launching the Beach Road Bakehouse in St Bees, contributing to a thriving community.

Lesley Sewell, Strategic Account Director, Sellafield Ltd, Mitie, said: "As a major employer in the region, we're proud to continue investing in the entrepreneurial spirit of West Cumbria. Business Boost 3.0 is about more than funding - it's about empowering local businesses with the tools, knowledge and connections they need to thrive in a digital-first economy."

Tracey West, Senior Social Impact Manager, Sellafield Ltd, said: "The programme is designed for inclusive economic growth, with the ripple effect the benefits reach far wider than the winning businesses. These businesses then go on to grow their businesses by investing locally, employing locally and spending locally, all which contribute positively to our local community. This is a great example of a supplier delivering on their social impact commitment that benefits the wider community, whilst aligning to the Sellafield social impact strategy and embracing the power of collaboration."