



CASE STUDY



VR Simulation Systems Limited



Telford based VR Simulation Systems Limited is expanding thanks to support from the Business Growth Programme (BGP) and Birmingham City Council.

This IT and Digital company had already created a range of demonstrator products using virtual reality and 3D simulation targeted at the rail sector, enabling it to secure substantial contracts.

It's Virtual Reality Headset is used to guide all staff who work on the railway in Personal Track Safety, where a 3D virtual environment allows users to walk around a rail environment spotting hazards and making decisions on what to do next.

The business had also developed the World's first Platform Train Interface (PTI) simulator – an area where most accidents happen on the railways and also created a room within a room (CAVE) for trainees to feel that they are actually on a platform with the noise and view of trains arriving every 3 minutes. The CAVE is fully interactive and allows for a user to interact and make decisions on when to dispatch trains safely.

With these successful products under its belt, VR Simulation Systems applied to the HS2 Supply Chain Programme funding to help fund a project which will enable the company to roll out a new portable Simulator product to all rail operators, resulting in the creation of 4 new highly skilled technical jobs.

The company invested over £80,000 in the project, receiving a grant of £40,000 to enable them to build on the success of their PTI simulator (CAVE) and develop a lightweight portable version of the

simulator, which can easily be transported and set up in clients' premises, or used in exhibitions quickly and efficiently.

Mr Tim Luft, Owner of VR Simulation said:

"The support from the H2S fund and BGP has been instrumental in allowing our company to innovate and grow. With the additional support we are able to take on new staff and in turn develop a new mobile simulator which we can then take to all rail operators across the UK. We relish the opportunity to deliver new simulators to the rail sector and recognise the strength of the Midlands region as the UK lead in our rail industry, this is only going to grow with the roll out of HS2"

This investment will help the company gain significant market share 12 months ahead of the competition.

The HS2 Supply Chain Programme is one of the four strands of support under the **Business Growth Programme**, which is part-funded by the European Regional Development Fund.

For more information about the Business Growth Programme, visit www.birmingham.gov.uk/bgp

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The Business Growth Programme (BGP) – managed by Birmingham City Council's Business Development & Innovation Team and part-funded by the European Regional Development Fund offers a comprehensive package of business support to B2B Small to Medium sized Enterprises (SMEs) based in the Greater Birmingham & Solihull, Stoke-on-Trent and Staffordshire, and The Marches Local Enterprise Partnership (LEP) areas.

The Business Growth Programme has received £16.3m of funding from the England European Regional Development Fund as part of the European Structural and Investment Funds Growth Programme 2014-2020. The Department of Communities and Local Government is the Managing Authority for European Regional Development Fund. Established by the European Union, the European Regional Development Fund helps local areas stimulate their economic development by investing in projects which will support innovation, businesses, create jobs and local community regenerations. For more information visit <https://www.gov.uk/guidance/england-2014-to-2020-european-structural-and-investment-funds>