

Planet Knox Limited:

Grant Amount: £31,776.80 (40% total costs)

Project Cost: £79,442.00

*Manufacturing of motorcycle clothing
and accessories*

Solway, Border & Eden Local Action Group

Support for micro and small enterprises,
and farm diversification

Local strategic priorities:

- Support for investments on creation and development of non-agricultural activities.
- To encourage significant and sustainable economic growth and increased employment.

The Applicant:

Planet Knox Ltd is a motorcycle clothing and accessory manufacturer. It was established in 1981 and has become a well-known brand. Products are designed in house and many are manufactured in Cockermouth. Aaron Travell, Operations Director, identified new market opportunities which could be accessed subject to some modernisation in production. Alongside the LEADER grant, a commercial loan was secured and investment in new equipment and additional mezzanine storage became possible.

Process: Aaron was supported through the application process by the Economic Programmes Team at Cumbria County Council.



*3 full time skilled sewing machinist
posts created.
New products designed and
manufactured in Cockermouth.*

The Project:

Purchase of Computer Aided Design equipment, a spreading machine, Velcro cutting and seam sealing machines, an iron station, electricals and lighting, and mezzanine flooring. The improved quality of product and greater capacity enabled Planet Knox to take advantage of a gap in the market without relocation or increased outsourcing. Without the LEADER grant the project could not have gone ahead. There would have been no growth in manufacturing and no jobs created.

'The equipment purchased with grant support enables us to manufacture higher quality garments and accessories, giving us access to high end contracts.'

Outcomes: The grant enabled a manufacturing business in Cockermouth to benefit from an improved production capacity using new techniques, plus additional storage, all of which opens the way for new contracts and growth.

Economic: New products, an increase in turnover and three additional skilled sewing machinist posts have been created.

Environmental: The Computer Aided Design software makes significant savings on raw materials. Manufacturing more products in-house reduces inefficiencies associated with purchasing from overseas and cuts down on delivery miles.