



MADE IN BRITAIN



Lucy Whitfield (Radley parent)

Managing Director, Soane Britain

Lucy will moderate the panel.

Having spent her early career in publishing and then as Sales Director of Links of London, Lucy joined Soane Britain in 2007, becoming Managing Director in 2010.

Graduating from York University with a degree in History, Lucy has a sales and distribution background in retail and BtoB luxury goods companies. This has included opening stand alone and franchise stores in Japan, the Middle East and New York. During her time at Soane Britain the business has built thriving workshops in Leicester and the West Country and supports over 40 independent British craft and manufacturing workshops.

As a member of the Independent Monitoring Board, Lucy is also involved with monitoring fair and humane treatment of prisoners in HMP Bullingdon, Oxfordshire. She has an area of special interest in prison education, progression, and release.

Talk to Lucy about:

- Sales and distribution strategy for a SME
- The importance of supply chain transparency and the benefits of making in Britain
- Golden rules for keeping control of your brand values while managing growth

With an uncompromising commitment to British manufacturing, Soane Britain's mission is to design and make enduring and life-enhancing furniture, lighting, fabrics, and wallpapers. By working with a network of the finest craftspeople in Britain, it preserves traditional skills, including rattan weaving, saddlery, blacksmithing and cabinet making, nurturing them for future generations.

With a team of over 100, including 40 makers, Soane designs can be seen in private homes, hotels, restaurants and members clubs worldwide. The company exports 60% of its orders to North America, where it has recently opened a showroom on Madison Avenue. To find out more visit www.soane.co.uk/

SOANE
BRITAIN



MADE IN BRITAIN



Seb Inglis-Jones (2004, E)

Co-CEO of Maeving

Seb will share insights on the founder's journey of starting a British manufacturing business.

Seb is the Co-Founder, and Co-CEO, of Maeving: Britain's first electric motorcycle manufacturer.

Seb began his career working in two tech start-ups which, between them, provided excellent templates as to how to/how to not run a business, whilst solidifying his desire to eventually start a venture of his own.

Talk to Seb about:

- Whether you should start a business, or not.
- How to start a business.
- What makes a good entrepreneur.
- Manufacturing, and the automotive industry.

After two years in tech, he decided to pursue a more formal commercial training in the world of FMCG; transitioning through a variety of Sales and Marketing management roles within Reckitt Benckiser, and eventually Danone. Throughout his career he has directly managed brands and product portfolios collectively worth over £250m, including Durex, Vanish, Veet, Aptamil, and Cow & Gate; building and executing national and global brand strategy.

At Maeving, Seb's strengths naturally tend him towards sales & marketing and, as the passionate 'petrol-head' and motorcycle fanatic, product development. Seb is a frontline leader, highly practical/hands on, an insufferable optimist, a strong negotiator, and a natural salesman. He thus serves as a company figurehead for press exposure, and a deal-maker when it comes to, for example, the acquisition of a new factory.



Maeving is Britain's first electric motorcycle manufacturer. With a factory based in the heart of the West Midlands, the birthplace of British motorcycling, and a team producing industry-leading products (outperforming the likes of BMW and Kawasaki), Maeving is leading the charge in driving the two-wheeled electric revolution. To find out more visit

<https://maeving.com/>



MADE IN BRITAIN

Sam McMeekin (1996, B)

Co-founder and CEO of The Gipsy Hill Brewing Company, COO Sunrise Alliance Beverages

Sam will talk about building one of the largest independent craft breweries in London.

Sam graduated from Radley in 2001, Stanford University, USA in 2005 and London Business School in 2012 with an MBA. He worked for three years in investment management before moving to Africa after 2008 and working for a Senegalese Microfinance NGO. After his MBA, Sam worked for two years in Private Equity before co-founding Gipsy Hill in 2014.

Talk to Sam about:

- Fast-Moving Consumer Goods (FMCG)
- Small business
- Crowdfunding and finding investment
- Entrepreneurship and innovation

Despite the challenges that COVID and lockdowns presented to the hospitality sector, Gipsy Hill faced difficult decisions head on and even found opportunities for innovation. In 2022 and with aspirations to expand, Sam and his co-founders launched their first-ever equity based crowdfund, welcoming 450 investors into their community, hitting their funding target in 1 day and overfunding by over 130%.

Gipsy Hill has grown into London's largest independent brewery, known for high-quality craft ales and for industry leading sustainability through its pioneering work with regenerative farmers. Most recently, they have created two carbon-negative brews without offsets. This marks the culmination of years of work, research and trialling suppliers and processes. The two ales are served in pubs on draft finish with a CO₂e footprint of -30g and -40g per pint respectively, compared to standard pints which are more than 350g per pint.



The Gipsy Hill Brewing Company, based in South London, is the largest independent brewery in London, known for Hepcat, its flagship session IPA, sustainability through its pioneering use of regeneratively farmed products and its employee-owned status.