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vendor insights

UK Industrial Strategy 2025

What the 2025 UK Industrial Strategy means for companies that support manufacturers, and how to adjust your messaging.

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The home of this briefing, with a summary and related reading: nickleeder.com/resources/uk-industrial-strategy-2025-vendor-insights/

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Executive summary

Why this strategy matters

The 2025 UK Industrial Strategy Policy Paper is a decisive statement of intent: to position the UK as a global leader in productivity, innovation and sustainable industrial growth.

UK Industrial Strategy 2025

The 2025 UK Industrial Strategy Policy Paper is the government's long-term framework for productivity, innovation and sustainable industrial growth, anchored on five national missions and overseen by an independent Industrial Strategy Council.

It acknowledges hard truths (underinvestment, productivity stagnation and regional inequalities) and lays out a long-term framework to address them. Crucially, it recognises that delivering this ambition hinges on modern, digitised and resilient manufacturing at its core.

For companies supporting the manufacturing industries, this strategy provides both a signal and a structure. It validates decades of messaging around digital transformation, skills and resilience, and offers an opportunity to reframe your offering as part of a nationally coordinated push for industrial renewal.

Key highlights for awareness

Five national missions drive strategic focus

Rather than scattergun interventions, the strategy is anchored around five missions, each backed by existing and upcoming investment programmes:

- **Net zero:** achieving clean, sustainable growth.
- **AI and digital transformation:** unlocking productivity through technology.
- **Energy security:** building a secure and affordable energy system.
- **Health and life sciences:** reinforcing UK leadership and capability.
- **Scientific leadership:** cementing the UK's status as a global science superpower.

These missions are not just political slogans. They are funding frameworks. Any industrial investment or initiative must demonstrate alignment with one or more missions to unlock support.

Industrial Strategy Council restored

An independent Industrial Strategy Council will oversee implementation,

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review progress annually and publish findings. This gives long-term credibility to the plan and reassures private sector partners that this is not just another short-lived policy cycle.

Co-investment and catalytic public funding

Government funding will act as a catalyst to crowd in private capital. Notable allocations include:

Area	Allocation
Advanced manufacturing across aerospace, automotive, clean steel and materials	£4.5B
Quantum technologies	£2.5B
AI and compute infrastructure	£953M
Green industries (hydrogen, CCUS, offshore wind)	£960M
Life sciences manufacturing	£520M

For vendors, this is a prompt to help clients access or respond to this capital through investment-ready digital transformation strategies.

Regional growth is core, not peripheral

The strategy puts a sharp focus on levelling up the UK's industrial base. Investment Zones, Local Industrial Strategies and devolved government powers are intended to create regionally tailored growth plans. Each region will be expected to define its comparative industrial advantages, and technology enablement will be core to making these advantages real.

A whole-of-government approach

Coordination across Treasury, DBT, DfE and the new Department for Science, Innovation and Technology ensures industrial strategy is no longer siloed. Software and services providers can align their messaging to a more consistent policy narrative, and expect their customers to increasingly do the same.

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What you should be saying to your customers

01

A changed game

"This strategy changes the game for UK manufacturing: long-term vision, real funding and alignment across government." Use this to anchor discussions about multi-year digital transformation or capital investment programmes.

02

Align with a mission

"If you're not aligning with one of the five missions, you'll struggle to access support." Position your solutions in terms of productivity, digitalisation, green transition and skills enhancement.

03

Regional identity

"Regional identity is now strategic. Manufacturers need to show they're part of their area's industrial future." Help clients articulate how they fit into regional growth plans and ecosystem strategies.

04

Strategy first

"Investment will follow strategy, not the other way around." Encourage manufacturers to define their operational roadmap before chasing funding or incentives.

Messaging opportunities

Anchor offerings to the five missions

Frame your value proposition in a mission-aligned context:

- **Net zero:** energy management, carbon accounting, circular economy tracking.
- **AI and digital transformation:** AI tools, predictive analytics, MES, ERP and PLM integration.
- **Energy security:** industrial process optimisation, demand response systems.
- **Life sciences and health:** regulated manufacturing tools, compliance automation.
- **Scientific superpower:** R&D digitisation, innovation platforms, simulation and digital twins.

By doing this, you elevate your offering from "supporting digital" to "enabling national ambition".

Use the language of policy to build trust

When speaking with manufacturing clients, mirror the language they will increasingly hear from government and trade bodies: resilience, digital

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productivity, co-investment, supply chain sovereignty, regional advantage, strategic clusters.

Being fluent in this vocabulary will help you earn trust and cut through procurement fatigue.

Develop offerings around investment enablement

Offer services that help manufacturers:

/ Assess digital maturity (we recommend OPERI and SIRI as great starting blocks).
/ Build business cases for tech investment.
/ Prepare funding applications.
/ Connect tech deployment to mission outcomes (for example, decarbonisation or regional job creation).

This moves you from being seen as a cost to being part of their strategic enablement plan.



Practical adjustments to your go-to-market strategy

/ **Revise customer segmentation** to prioritise frontier industries or Investment Zones (for example, battery clusters, aerospace hubs, hydrogen corridors).
/ **Create tailored campaign content,** for example “What the UK Industrial Strategy means for mid-market aerospace manufacturers”.
/ **Run client workshops** helping link tech roadmaps to one of the five missions.
/ **Collaborate locally** with universities, catapults or innovation hubs that are part of regional industrial ecosystems.
/ **Equip your sales team** with simple narrative tools to explain how your offer supports policy-aligned growth.

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Final reflection

This policy document is not just a political reset. It is a reflection of a broader shift: a recognition that sustainable productivity must be built, not bought.

That competitiveness comes from resilient systems, not just cheap inputs. And that the UK's future must be made in the UK, not just imported.

As a software or professional services leader, your role is evolving. You are no longer just a vendor or consultant. You are a co-pilot in an ambitious, nationally supported industrial transformation.

That is the opportunity on the table.

Reframe your messaging for the new industrial reality

At Nick Leeder & Co, we help solution providers reposition and reframe in line with this new industrial reality. To explore how this strategy can inform your customer messaging and go-to-market strategy, book a conversation.

Book at meetings.nickleeder.com
hello@nickleeder.com / +44 (0)1275 772 422

Scan to book

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Questions this briefing answers

What are the five missions in the 2025 UK Industrial Strategy?

Net zero, AI and digital transformation, energy security, health and life sciences, and scientific leadership.

How much funding does the strategy allocate to advanced manufacturing?

£4.5 billion for advanced manufacturing across aerospace, automotive, clean steel and materials, alongside allocations for quantum, AI and compute, green industries and life sciences manufacturing.

How should vendors adjust their messaging?

Anchor offerings to the five missions, use the language of policy, and build offerings around investment enablement such as maturity assessments, business cases and funding applications.

About the author

Nick Leeder is the founder of Nick Leeder & Co. An engineer by background, he has led, and been accountable for, transformation programmes in senior management roles at Dyson, SKF and Philips, across Europe, North America and Asia. He is certified in the Smart Industry Readiness Index (SIRI) and its CoSIRI framework, and is recognised by organisations including the World Economic Forum. Nick Leeder & Co is a multi-award-winning advisory and coaching business that helps manufacturing leaders turn enabling technology into measurable operational results.

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Complexity delivers nothing.

At Nick Leeder & Co, we exist to restore clarity, confidence and control for manufacturing leaders navigating digital transformation.

Our mission is to help industrial businesses unlock the real value of enabling technologies, not through hype, but through practical action that improves productivity, profitability and sustainability.

We have seen too many businesses fall into the pilot trap. Too many strategies built on buzzwords instead of business outcomes. We believe manufacturers deserve better. So we help leaders cut through the noise, uncover what really matters and build a transformation path they can trust, so they get results that stick.

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