

Expanding Airframe Designs creates Advisory Board

Airframe Designs has created an Advisory Board to support strategic growth as it expands its services in engineering and additive manufacturing to the aviation, defence and space sectors.



The Advisory Board will be chaired by Gary Lumby, a seasoned business advisor with extensive experience in guiding companies through growth phases.

His background in banking led him to being awarded an MBE for Services to the Finance Industry. He is also a growth expert on the Goldman Sachs 10K Small Business Programme working with Oxford University Business School.

He is joined by Jeff Cheetham, whose expertise in engineering and business development further strengthens the board's capabilities. With diverse experience in delivering growth and operational performance, he has worked at various strategic management levels for BAE Systems and is a non-executive director of the North West Aerospace Alliance.

The creation of the Advisory Board marks a significant milestone for Blackpool-based Airframe Designs, which has seen substantial growth in the recent past, expanding to nearly 30 staff members.

Jerrold Hartley, CEO of Airframe Designs, said: "Gary and Jeff's combined experience and insight will be invaluable as we continue to scale our operations and expand our service offerings."

"The board will play a crucial role in refining our business planning, growth strategy, and ensuring we remain accountable to our high standards of governance."

Airframe Designs has earned a reputation for delivering optimal engineering solutions for mechanical structures, with a strong emphasis on new design, modifications, repairs, and reverse engineering, as well as providing advanced additive manufacturing services.

With polymer additive manufacturing technology, combined with 3D scanning and 3D modelling, Airframe Designs offers creative solutions to complex engineering problems in the aviation and defence part market, including solutions for airframe tooling. This technology can also be adapted for other industries including space, nuclear, motorsport and rail.

Recent projects undertaken by Airframe Designs include the design and manufacture of several 3D printed tooling fixtures to aid the installation of external sensors onto the fuselage of a special mission military aircraft and the integration of new systems into heavy lift drone platforms.

The company has also been responsible for the conceptual design at a platform level for new uncrewed air-systems, test rig and tooling for electric vehicle propulsion systems and most recently the design and analysis of operator consoles for a special mission aircraft.

For more information contact Airframe Designs, tel 01253 400320 or visit the Airframe Designs website.

Find out more

Meet the Team



In each issue of Plane Talk, we'll be talking to one of the NWAA team members. First up is marketing and events assistant, Natasha Thomas.

What's your role at North West Aerospace Alliance and what does a typical day look like for you?

I am the marketing and events assistant at NWAA and every day is completely different from planning the Annual Ball and Farnborough Airshow to updating the website with some events for members.

How did you start your career in Marketing?

I worked for 7 years at a textile wholesale company and found that I enjoy being busy and having something different to do every day. When the opportunity to work at NWAA came up it was an opportunity to get into a new industry.

What do you enjoy most about working at NWAA?

I love the connection we have with the members and at the events getting to meet the faces behind the emails and learning about the industry.

What's a project or accomplishment you're proud of at NWAA?

The Annual Conference 2024 at the Concorde Conference Centre, it was amazing to see and hear so many positive comments about this day – it made all the hard work worth it and made me very proud of our amazing team!

What's your favourite thing about the Aerospace industry you work in?

How it is all about collaboration and working together, everyone likes to network and get to meet people face to face to form collaborations.

What skills are essential for your role?

Being diverse and have the ability to think quickly and remember lots of information

What's a fun fact about you that most people don't know?

I am allergic to lavender so when people want to help me winddown they advise me to use relaxing scents and I cannot use the most popular one – lavender.

What's your favourite way to unwind after a busy day at work?

I like to go for a long walk, watch a series on tv or I relax by completing jigsaws.

What's one piece of advice you'd give to someone aspiring to be in your position?

Keep on working hard and you can achieve whatever you set your mind to – believe in yourself!

What's your go-to productivity hack?

Creating a to-do list and ticking it off as they day goes along – how I get through most of my days!

What's the most challenging part of your job?

Permanently busy being a part of a small team so sometimes can feel like so much to do in such little time.

Who or what inspires you in your work?

My daughter Quinn to make her proud and to know that her mum worked hard for her!

What's your favourite book, movie, or TV show and why?

My Sisters Keeper is one of my favourite films – I love this film so much and it holds a special place in my heart!

If you could have any superpower, what would it be and why?

Be a magic fairy to be able to do everything for everyone.

How do you stay motivated and inspired in your work?

Putting on great events for members and receiving positive feedback of our work that we are doing.

What's your favourite quote or mantra?

Always go with the choice that scares you the most, because that's the one that is going to help you grow!

What's one thing you can't live without in your workspace?

Most definitely a brew and biscuits! I don't think we would last a day with out these 2 things!

How do you like to spend your weekends or free time?

I enjoy spending time with my family and going on days out!

If you could travel anywhere in the world, where would you go and why?

I would love to go to Disneyland with my daughter, I went when I was poorly when I was little and don't remember very much and have only seen pictures. I would love to take Quinn to be able to see her reactions and relive the photos from when I was little.

What's one thing on your bucket list you've yet to accomplish?

Get married – been together with my partner for 14 years and we are still yet to be engaged and get married – if you see him at the Annual Ball you may need to have a word with him!