# Hercules plc expands into power sector with £15.7m Advantage NRG acquisition amid UK grid overhaul



Hercules plc, a technology-driven labour supply company serving the UK’s infrastructure and construction sectors, has taken a strategic step into the power and energy market through the acquisition of Advantage NRG Ltd. The deal, valued initially at £10.2 million in cash with potential deferred payments and earn-outs pushing the total to a maximum of £15.7 million, highlights Hercules’ ambition to position itself at the heart of the UK’s substantial electricity network transformation. Advantage NRG, a specialist provider of highly skilled linesmen for overhead electrical transmission lines, supports major utility contractors nationwide and brings with it a workforce of approximately 155 operatives along with established training capabilities. This complements Hercules’ existing infrastructure labour services and expands its reach into a sector undergoing rapid expansion and critical investment.

The timing of this acquisition coincides with a significant phase of investment and upgrade across the UK’s electricity transmission and distribution infrastructure. Government-backed initiatives are driving a comprehensive overhaul of the network to accommodate a projected 64% increase in electricity demand by 2035, underpinning the UK's legally binding net-zero targets. National Grid has revealed plans to invest around £35 billion through to 2031, with over £11 billion allocated to maintaining and upgrading existing networks and approximately £24 billion dedicated to pipeline projects. These pipeline investments include 14 projects under the Accelerated Strategic Transmission Investment (ASTI) programme, aimed at expanding network capacity to integrate renewable energy sources and ensure energy security. The UK’s electricity transmission network spans roughly 20,000km, with significant sections managed by National Grid across England and Wales, and by ScottishPower Energy Networks and SSEN Transmission in Scotland.

This massive infrastructure push has heightened the demand for skilled linesmen and technical operatives, a need that Hercules, with Advantage NRG’s expertise and operational framework, is well placed to meet. The acquisition not only provides Hercules with an immediate operational footprint but also access to training and compliance capabilities that allow the development of domestic talent and sponsorship of international skilled workers—a vital advantage given the sector’s acute labour shortages. The integration with Hercules Academy, bolstered earlier by the QTT training assets purchase, sets the stage for enhanced training capacity and cross-selling potential within the group’s broader infrastructure training services.

Financing for this acquisition combines Hercules’ cash reserves with a £6 million loan from Wasdell Holdings Limited, controlled by Martin Tedham, a non-executive director and significant shareholder of Hercules. The loan is interest-only, repayable over three years, with an 8% annual interest rate, secured by a secondary debenture. Independent directors have reviewed this related party transaction, deeming it fair and reasonable for shareholders after consulting their nominated adviser.

CEO Brusk Korkmaz underscored the strategic importance of the acquisition, noting that it marks a significant milestone in Hercules' growth and aligns with the expanding demand for specialist labour in the critical power and energy infrastructure sector. The company positions itself to play a pivotal role in supporting the delivery of essential national energy infrastructure during a transformative period defined by substantial government and industry investment.

This move by Hercules reflects a broader trend in the UK energy sector where infrastructure investment is not only underpinning the transition to cleaner energy but also driving economic growth and job creation. National Grid’s initiative, termed 'The Great Grid Upgrade,' is the largest overhaul of the electricity grid in generations. It aims to establish new infrastructure across England and Wales to facilitate the transport of increasing amounts of clean energy, thereby reducing fossil fuel dependence and enhancing energy self-sufficiency. Investments like these are forecast to deliver long-term environmental benefits, energy security, and cost efficiencies, while fostering significant green job opportunities across associated industries, including skilled labour supply firms such as Advantage NRG.

Hercules' strategic acquisitions since 2023, including Future Build Recruitment Ltd and QTT, demonstrate a clear M&A approach focused on scaling operations within sectors supported by persistent, infrastructure-driven demand. Entering the power and energy market further solidifies their positioning within the UK's evolving economic landscape, marked by substantial public and private sector commitment to net-zero and infrastructure renewal targets.

### 📌 Reference Map:

* Paragraph 1 – [[1]](https://www.directorstalkinterviews.com/hercules-steps-into-power-with-a-high-voltage-labour-move/4121204568)
* Paragraph 2 – [[1]](https://www.directorstalkinterviews.com/hercules-steps-into-power-with-a-high-voltage-labour-move/4121204568), [[2]](https://www.nsenergybusiness.com/news/national-grid-unveils-35bn-plan-to-transform-uks-electricity-transmission-network/), [[4]](https://www.newcivilengineer.com/latest/national-grid-to-double-investment-in-uk-network-to-30bn-over-next-five-years-23-05-2024/), [[5]](https://www.standard.co.uk/business/business-news/national-grid-outlines-unprecedented-ps35bn-investment-plans-b1200642.html), [[6]](https://www.nsenergybusiness.com/company-news/national-grid-unveils-35bn-plan-to-transform-uks-electricity-transmission-network/)
* Paragraph 3 – [[1]](https://www.directorstalkinterviews.com/hercules-steps-into-power-with-a-high-voltage-labour-move/4121204568)
* Paragraph 4 – [[1]](https://www.directorstalkinterviews.com/hercules-steps-into-power-with-a-high-voltage-labour-move/4121204568)
* Paragraph 5 – [[1]](https://www.directorstalkinterviews.com/hercules-steps-into-power-with-a-high-voltage-labour-move/4121204568)
* Paragraph 6 – [[2]](https://www.nsenergybusiness.com/news/national-grid-unveils-35bn-plan-to-transform-uks-electricity-transmission-network/), [[3]](https://www.nationalgrid.com/national-grid-launches-largest-overhaul-grid-generations), [[4]](https://www.newcivilengineer.com/latest/national-grid-to-double-investment-in-uk-network-to-30bn-over-next-five-years-23-05-2024/), [[5]](https://www.standard.co.uk/business/business-news/national-grid-outlines-unprecedented-ps35bn-investment-plans-b1200642.html), [[6]](https://www.nsenergybusiness.com/company-news/national-grid-unveils-35bn-plan-to-transform-uks-electricity-transmission-network/), [[7]](https://www.nationalgrid.com/national-grid-launches-largest-overhaul-grid-generations)

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## Bibliography

1. <https://www.directorstalkinterviews.com/hercules-steps-into-power-with-a-high-voltage-labour-move/4121204568> - Please view link - unable to able to access data
2. <https://www.nsenergybusiness.com/news/national-grid-unveils-35bn-plan-to-transform-uks-electricity-transmission-network/> - National Grid has announced a £35 billion investment plan for its electricity transmission division, covering the period from April 2026 to March 2031. The plan includes over £11 billion for maintaining and upgrading existing networks, with approximately £24 billion allocated for pipeline investments, including £15 billion to expand network capacity through 14 confirmed Accelerated Strategic Transmission Investment (ASTI) projects. This substantial investment aims to modernise the UK's electricity grid, supporting the integration of renewable energy sources and enhancing the country's energy infrastructure.
3. <https://www.nationalgrid.com/national-grid-launches-largest-overhaul-grid-generations> - National Grid has initiated 'The Great Grid Upgrade', the largest overhaul of the UK's electricity grid in generations. This project aims to build significant new infrastructure across England and Wales to transport more clean energy from generation sites to where it's needed. The upgrade is designed to help the UK meet its net-zero ambitions, reduce reliance on fossil fuels, and contribute to lower energy bills over the long term, while also creating green jobs and enhancing energy self-sufficiency.
4. <https://www.newcivilengineer.com/latest/national-grid-to-double-investment-in-uk-network-to-30bn-over-next-five-years-23-05-2024/> - National Grid has announced plans to double its investment in the UK network to £30 billion over the next five years, compared to the previous five-year period. This investment aims to drive the energy transition, deliver benefits for consumers and communities, and support economic growth and job creation. The funding will be used to enhance the UK's energy infrastructure, facilitating the integration of renewable energy sources and improving the overall efficiency and reliability of the electricity network.
5. <https://www.standard.co.uk/business/business-news/national-grid-outlines-unprecedented-ps35bn-investment-plans-b1200642.html> - National Grid has outlined plans to invest £35 billion in its electricity transmission business over the five years to March 2031. The investment includes around £11 billion to maintain and upgrade existing networks and about £24 billion for pipeline investment, including £15 billion to increase network capacity. This unprecedented level of investment aims to almost double the amount of energy that can be transported around the UK, supporting the electrification of industries and contributing to the country's net-zero goals.
6. <https://www.nsenergybusiness.com/company-news/national-grid-unveils-35bn-plan-to-transform-uks-electricity-transmission-network/> - UK-based National Grid has revealed an investment plan of up to £35 billion for its electricity transmission division, covering the five-year period from April 2026 to March 2031. The plan includes over £11 billion in baseline funding to maintain and upgrade existing networks, with approximately £24 billion allocated for pipeline investments, including £15 billion to expand network capacity through 14 confirmed Accelerated Strategic Transmission Investment (ASTI) projects. This substantial investment aims to modernise the UK's electricity grid, supporting the integration of renewable energy sources and enhancing the country's energy infrastructure.
7. <https://www.nationalgrid.com/national-grid-launches-largest-overhaul-grid-generations> - National Grid has initiated 'The Great Grid Upgrade', the largest overhaul of the UK's electricity grid in generations. This project aims to build significant new infrastructure across England and Wales to transport more clean energy from generation sites to where it's needed. The upgrade is designed to help the UK meet its net-zero ambitions, reduce reliance on fossil fuels, and contribute to lower energy bills over the long term, while also creating green jobs and enhancing energy self-sufficiency.