

# Case Study: Client 8 - Hospitality Sector



## Hospitality Sector Client

Industry: Hospitality Sector  
 Location: North East  
 Size:

### Company Bio

A hospitality company based in the North East of England.

*"We are so grateful for the support that we received through the Start & Grow programme"*

## Overview

This hospitality company, is based in the North East of England. The company began trading in 2016, roughly the same time as first accessing Start and Grow services. They discovered the Programme via their business support company.

The start and grow programme supported the client in the following ways:-

### Turnover Increase

**115%**

### FTE Employed

**9+**

## The Challenge

The client had accessed financial support from friends and family prior to joining the Start & Grow programme, but did not require further external assistance before Covid-19 occurred, and have since accessed the UK Government grant support for businesses. When the company was originally set up, they relied on friends and family "to help out with deliveries and food prep" alongside the two directors, however they now employ 9 people at the company. For 20/21, the client states that they are expecting to continue to grow their turnover, despite initial concerns regarding Covid-19 and were particularly grateful for the Eat Out to Help Out scheme.

## The Approach

The company accessed advice regarding business planning and financial advice throughout the Start & Grow Programme from their business adviser. It was through this advice, when drafting their business plan, that they were successful in receiving a loan from their business support service. Their business adviser also signposted to other areas such as financial grants and loans available (within the support service) to them. The client was very satisfied by how accessible, effective and relevant this support was. The business also attended some masterclass training. The client noted that their one-to-one advisor was on-hand at any time, and would often "pop in for a chat" if he was in the local area.

## The Solution

The client received the following support:-

- Business Support including Business Planning
- Financial Advice including start-up loans
- Masterclass attendance
- Signposting to appropriate specialist and technical services

*"Having a background in the hospitality sector and a local knowledge paid dividends in working with this client and being able to signpost them to funding available, really made all the difference for this company."*

- Tracy .  
 Business Adviser

## The Results

The key results for the company were an increase in turnover by 115% and an increase of 9 in the FTEs employed.

Turnover Increase

FTE Increase