Case Study: Client 5 - Creative Sector

Overview

The client was a small company operating in the creative industries sector in the South East. At the time of their involvement with Start and Grow, the business was a pre-start. The company started trading in February 2016, had two FTE employees and an initial turnover of £5K which was raised to £30k at the end of the programme.

"Our business is performing better at this stage that we had allowed for in the business plan. Start & Grow gave us the confidence to ‘push ahead’

The Challenge

The client's main objectives for their involvement with Start and Grow were to start, promote and market the business. They were also looking to obtain advice on sales, skills and on their legal and fiscal obligations. The company also felt that they needed to have “someone on hand” to discuss any questions they had.

The Approach

The client found the business planning support and legal, plus financial advice particularly useful. The company was allocated an adviser that was supportive and enthusiastic about their project, and this was really powerful for the business. The advice was delivered in one-to-one sessions with the adviser. The quality and frequency of the advice was strongly appreciated as well as referrals on to other business support providers such as accountants.

"We were able to support this creative business with a robust business plan and signpost them to all the relevant partners for them to have a smooth start up journey."

- Andy, Business Support Adviser

The Solution

The client was given the following support -

- Business Support
- Coaching
- Mentoring
- Business Planning
- Legal Advice
- Financial Advice
- Signposting

The Results

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<tr>
<th>Turnover</th>
<th>Market Engagement</th>
<th>Increase in Turnover</th>
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</thead>
<tbody>
<tr>
<td>100%+</td>
<td>600%</td>
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Start and Grow UK

Start and Grow UK is the newly branded consortium of Business Support Agencies formerly operating as Cavendish Enterprise.

www.startandgrowuk.org