



European Union
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D2N2 Growth Hub Case Studies

Supporting business growth throughout Derby,
Derbyshire, Nottingham and Nottinghamshire

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To receive details about how we can help your business grow in the same way, visit

www.d2n2growthhub.co.uk

Introduction

Inspiring business growth

The D2N2 Growth Hub is a vital support network for ambitious growing businesses across Derby, Derbyshire, Nottingham and Nottinghamshire.

We provide businesses with a wide range of support and services, from access to webinars and events, to funding opportunities and connecting them to regional or national programmes that will help them grow.

We work with start-ups, growing businesses, and companies that are ready to scale up their operations but often struggle to find the best services and support to help them overcome challenges.

Within this brochure, you'll be able to read the stories of 12 businesses across the D2N2 area that have been able to reach the next level thanks to the support the D2N2 Growth Hub has provided.



Watch video

A bright future for lighting distributor

Sector: Designer lighting products distributor

District: Nottingham City, Nottinghamshire

No. of employees: 12

Support received: Business diagnostic, D2N2 Business Investment Fund, Kickstart placement, Peer Networking programme

Impact: New jobs, improved marketing, streamlined processes




BRAVO
LIGHTING

The Client

Bravo Lighting is a trade-only supplier of premium lighting products to the retail sector in the UK and Ireland. It sources and imports bespoke designer lighting products from China and distributes them to lighting retailers, home furnishing shops and commercial properties across the country.

Its product lines can be found in retail stores, hotels, bars, restaurants and a host of other venues. It works with the lighting sector's leading manufacturers and product designers to bring the most innovative, cutting edge products to the UK.

The Challenge



The business has grown steadily since it was founded in 2015, but issues with its website and ordering system started to affect its efficiency and create a bottleneck. It currently processes orders manually via telephone or email, which is limiting its ability to grow further.

It approached the D2N2 Growth Hub for help in creating a new online B2B portal to streamline its sales process, increase staff efficiency and make it easier for customers to place orders.

The Growth Hub solution



A D2N2 Growth Hub adviser carried out a business diagnostic to highlight the growth challenges the firm was facing. We supported Bravo Lighting's director, Yunan Zheng, in applying for the D2N2 Business Investment Fund grant to help develop a bespoke new ecommerce system. The funding was approved in April 2021, and work to create the platform is currently underway.

We also signposted Yunan to the Kickstart employment scheme, as he was looking to bring apprentices into the business and Kickstart provides funded six-month work placements for skilled young people looking for work.

The Impact

The firm has recruited a new graphic designer via the Kickstart scheme to help support its future growth objectives. Development work has started on the new ecommerce platform, which will be launched in the near future and will help take the business and the brand to the next level.

It is also looking to recruit more young people, either through Kickstart or apprenticeships, to give it the capacity it needs to grow further.

"The support we've received from the Growth Hub has been great. It's helped us identify all the potential challenges and work out how to solve them. Our growth to date has been mainly through trade shows and word of mouth, but we want to be more proactive."

Our new website will help us to promote our products better and improve the process for our customers, so we can save time, sell more and raise the profile of our brand even further."

*- Yunan Zheng,
Director, Bravo Lighting*

Cooking up a fresh new business idea

Sector: Catering

District: Ashfield, Nottinghamshire

No. of employees: 1

Support received: Business diagnostic, growth consultancy, Action Planning Workshops

Impact: Sustainable growth, enhanced profile and reach



Cook It Up

The Client

Cook It Up is a home-based and mobile catering business that creates and delivers healthy and fresh multi-cuisine meals to the local community in Nottinghamshire. It also has a weekly stall at a local market.

Its founder, Ashleigh Bossman, launched the business in January 2021 after combining two of her passions: travel and food.

She created the business to share her experiences of different cultural meals that are authentic, healthy and tasty. She also bakes fresh desserts and creates monthly food specials that can be gifted.

The Challenge

Ashleigh's aim was to create a sustainable business with a feel-good factor, using locally sourced ingredients to create healthy meals that are cooked to order with little waste.

She had a background in marketing prior to starting the business, spent many years travelling to various countries to learn about different cultures, foods and recipes and wanted to combine these skills in her new business.



Eating well is something Ashleigh is keen to help encourage. She was looking for support in developing Cook It Up's business model to increase the variety and choice residents had when choosing a food delivery service.

The Growth Hub solution

The Growth Hub supported Cook It Up in two ways. A Growth Hub business adviser carried out an initial diagnostic and provided consultancy and support to help Ashleigh flesh out her business plan to ensure it was viable and sustainable.

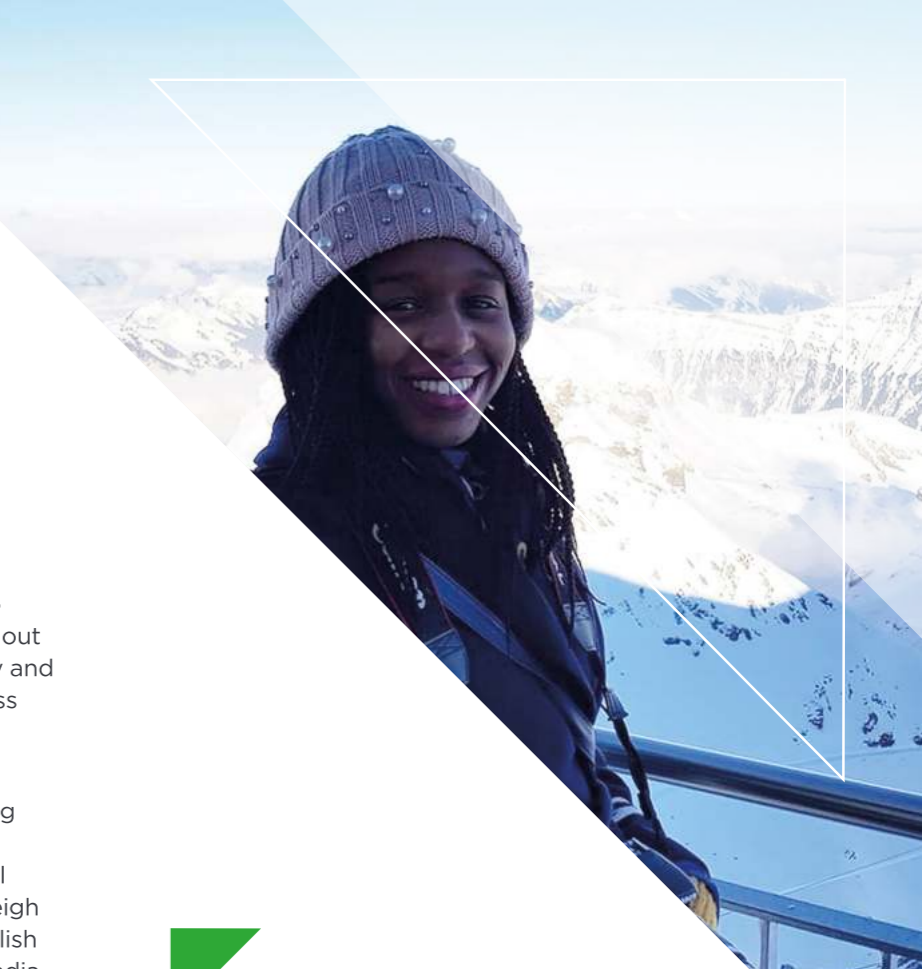
She also attended several Action Planning Workshops via the D2N2 Growth Hub covering a wide range of subjects, including business planning, finance, online sales, paid ads, social media and email marketing. These gave Ashleigh the skills and knowledge she needed to establish Cook It Up's presence online and on social media.

The Impact

Despite launching during lockdown in the middle of the coronavirus pandemic, Cook It Up has built up a large customer base online and on social media and welcomes regular visitors to its weekly market stall. The business has achieved several milestones, including a Healthier Options Takeaway Award and a Five Star Food Rating. Ashleigh is also a regular on the local food festival circuit and has launched on the 'Hucknall Eats' app, offering monthly specials to customers.

"The D2N2 Growth Hub has been brilliant in their support and the depth of knowledge shared. The online sessions have been invaluable and a great learning opportunity for anyone on an entrepreneurial journey."

*- Ashleigh Bossman,
Founder, Cook It Up*



Building solid growth foundations for a specialist joinery company

Sector: Bespoke joinery services

District: Gedling, Nottinghamshire

No. of employees: 46

Support received: Business diagnostic, D2N2 Business Investment Fund

Impact: Increased capacity, new services, jobs created



The Client

Edsons is a fifth-generation family business that has grown to become one of the UK's leading bespoke joinery specialists. Founded in 1885, it has worked on some of the UK's most prestigious and exclusive private residences.

Edsons works with architects, interior designers, design professionals and builders to create bespoke interiors on super-prime properties.

Expert knowledge, specialist craftsmanship and commitment to exceptional customer service means many long-standing relationships have been made and sustained over its 135-year trading history.

The Challenge

Around 25 years ago, Edsons transitioned its offering into new areas of specialist joinery. It now creates high-quality, bespoke furniture for an exclusive range of clients looking for unique and individually designed features for exclusive domestic and commercial properties.

It approached the D2N2 Growth Hub for grant funding to support the purchase of specialist machinery to help it enhance the capacity of its purpose-built spray shop, which enables it to provide a complete finishing service.

The Growth Hub solution

We supported an application for a £15,000 D2N2 Business Investment Fund grant towards purchasing a new Mattei Blade 22i variable-speed compressor for use in the Edsons spray shop and spray booth. The new machine is high-spec, gives the firm greater capacity and enables its team to complete jobs more efficiently and in less time. It followed a similar application through a different grant scheme in 2019, which enabled Edsons to renovate and upgrade its Computer-Aided Design (CAD) facilities.

The Impact

The new machine has unlocked productivity gains and has enabled Edsons to create two new jobs in its spray shop – a sprayer and a labourer. In addition, it may lead to further recruitment opportunities later in the year, including a new apprenticeship/trainee role.

The new machinery allows Edsons to offer products with a range of different finishes, providing additional revenue streams which support its 12-month growth objectives and sales KPIs.

“ The D2N2 Growth Hub has definitely been a massive help to us. When you're thrown into a grant scheme, going through the process on your own can be quite overwhelming.

Having someone there to walk us through it, support our application and ensure we got the message right was key to our success in securing the funding and purchasing equipment which helps advance our offering to customers. ”

*– Philip Edson (MRICS),
Managing Director,
Edsons*

Extending the safety net for local children

Sector: Children's safeguarding training provider

District: Derby, Derbyshire

No. of employees: 1

Support received: Business diagnostic, one-to-one mentoring, workshop support

Impact: Increased capacity, extended reach, enhanced online presence



The Client

E-safety Training Ltd is a provider of virtual and school-based online safety training for pupils, education professionals, carers, parents and other adults who work with children. It specialises in delivering a specialised safeguarding training programme in schools, along with classroom-based activities to help children stay safe online and make positive life choices.

Founder and online safety consultant, Traci Good started the business by delivering a pilot scheme to local schools in north east Derbyshire, which has since expanded across the county and into the city of Derby. It also provides online safety training to a national audience, as well as supporting British Schools overseas.

The Challenge

Traci started her career as a youth worker and has supported thousands of local young people with real-life issues over the years. Many of those issues, such as bullying and child sexual exploitation, have transferred into the online environment.

As a freelance consultant, Traci has a passion for helping schools, students, parents and community groups around all aspects of online safety. She approached the D2N2 Growth Hub for support to turn her passion into a viable and scalable business.

The Growth Hub solution

We supported Traci with a diagnostic business review and strategic planning to help develop a three-year growth plan for the business. She was also enrolled in the D2N2 UpScaler project and attended several Growth Hub-led workshops covering subjects including marketing, recruitment and access to finance.

As a result of the latter, she secured funding from the Derbyshire Police and Crime Commissioner to enable her to deliver a two-year project in all primary schools across Derby and Derbyshire.

The Impact

Funding for the two-year project will enable Traci to deliver safety training to 20,000 local youngsters in year one and a further 30,000 in year two.

She has been able to extend her reach to a national audience online and has recently entered into a joint venture with Online Safety UK to reach a wider customer base. The support has also enabled Traci to achieve a better work-life balance.



"I'm really good at delivering online safety training, but I'm not so good at running a business, so the support I've received from the Growth Hub has really given me the confidence to just go for it and create a business out of my main passion in life."

My business adviser has been a great sounding board and has helped me develop positive strategies to grow the business in a sustainable way and get real clarity on where I want the business to go and how to get there."

*- Traci Good,
Director,
E-safety Training Ltd*



Watch video

A passion for fashion leads to growth

Sector: Fashion design, manufacturing and ecommerce

District: Nottingham City, Nottinghamshire

No. of employees: 22

Support received: Growth consultancy, Business Investment Fund grant, Goldman Sachs 10KSB course

Impact: Sustainable growth, new IT equipment, new jobs



Watch video



GRASS-FIELDS

The Client

Grass-fields creates and sells a range of high-quality, contemporary African clothing for women, men and children. It was founded by Christelle and Michelle Nganhou, twin sisters from Cameroon, who originally started selling garments via the online sales platform Etsy.

However, they spotted the potential for the gap in the market for unique, well-made clothing that combines African textiles with western styles and launched their own ecommerce website to sell their products, from a UK base. Its imported garments are ethically produced in 11 factories across Nigeria and Cameroon, giving employment opportunities to more than 2,000 people within the African community.

The Challenge

The business was incorporated in the UK in 2016 when Christelle's and Michelle's uncle, John Tchoudi, came on board as a director.

While they remained in Africa sourcing products and producers, John ran the business in the UK importing the products and processing the shipping orders.

He approached the D2N2 Growth Hub for support to grow the business and start-up funding because, as a B2C brand, external finance was hard to come by.

Although John had plans to scale the business, which is a market leader in the UK and the US, he needed to put the right processes and structures in place to enable that growth.

He was looking for support to develop the infrastructure to white-label manufacture for other brands and grow the retail side of the business.

The Growth Hub solution

The Growth Hub supported Grass-fields in several ways. A Growth Hub business adviser carried out a business diagnostic and provided consultancy to help the firm develop a long-term business strategy.

We helped place John on the Goldman Sachs 10KSB programme for start-up and high growth potential businesses.

And we provided grant funding via the Business Investment Fund to enable the firm to purchase new ICT equipment and part-fund the recruitment of a new member of staff.

The Impact

The business has created new jobs in the past 18 months and has appointed a specialist external agency to look after its marketing and creative design.

It has applied the learnings from the 10KSB programme to improve its project management, cash flow forecasting and accounting processes.

It has seen massive growth in what is still a niche market in both the UK and the US and is currently developing further opportunities to increase its market share.



“ The support the D2N2 Growth Hub has given us has been invaluable. The 10KSB course on its own has been worth its weight in gold in terms of how I’ve been able to apply what I’ve learned to help grow the business.

“ The past 18 months have been really tough for everyone, but the support has enabled us to get through it, protect the business and come out of the other side in good shape.

“ Our future is in our own hands. We’d recommend the Growth Hub service to any business that’s looking to scale-up. ”

*- John Tchoudi,
Director, Grass-fields*

A growth story that makes the right impression

Sector: Digital Marketing Services

District: Nottingham City, Nottinghamshire

No. of employees: 62

Support received: Business diagnostic, growth consultancy, Business Investment Fund grant

Impact: New jobs, sustainable growth, investment in systems/software



The Client

Impression is a multi-award winning digital marketing agency with offices in Nottingham and London. It offers a wide range of services, including content marketing, search engine optimisation, paid advertising and digital PR, plus consultancy and training, to clients across the UK and beyond.

The firm was formed in 2012 and went full-time in 2014, and has grown to become one of the leading independent digital agencies in the UK.

It now employs 62 people in its two offices, with plans to expand further over the next three years.

The Challenge

Impression has undergone rapid growth since it was founded, quickly growing from a core team of five to a headcount of more than 60. It was looking for support to manage that growth in a sustainable way, plan effectively for its long-term strategic objectives, and invest in the systems and processes it needed to accommodate its growing team and give it the capacity to expand its offering and better service its client's needs.

Its team has engaged with the Growth Hub several times over the past six years on various growth-related projects to help improve its efficiency, productivity and profitability.

The Growth Hub solution

The Growth Hub has supported Impression in three ways. We have delivered strategic consultancy on a regular basis to help it develop and realise its plans for sustainable growth.

Several of its team have attended Growth Hub-led workshops on a host of subjects to help improve their knowledge and skills. We have also awarded a Business Investment Fund grant to enable Impression to invest in its staff intranet/ERP system and video conferencing capabilities to enable it to enhance its service offering and work with bigger clients both across the UK and internationally.

The Impact

The funding has enabled Impression to expand its conferencing capabilities four-fold, giving it more capacity to run remote meetings with multiple clients at the same time.

It is already more than halfway toward reaching its financial targets and its goal of doubling its staff headcount within the next three years. As a result, the firm is now working with larger clients on a more strategic basis and offering a more comprehensive range of services thanks to recruiting additional expertise into the business.

"The support we've received from the D2N2 Growth Hub over the years has been invaluable and has enabled us to reach our goals much quicker than if we'd done it on our own."

*- Tom Craig,
Director, Impression*

Growth with a social conscience

Sector: Health and social care provider

District: Nottingham City, Nottinghamshire

No. of employees: 12

Support received: Business diagnostic, growth consultancy, action planning workshops, kickstart funding

Impact: Sustainable growth, new jobs created, supporting young/disadvantaged people



The Client

Insight Care Services is a CQC-accredited provider of home and social care services to vulnerable residents across Nottingham. It provides services including personal care and help with shopping and cooking. It supplies HCA/support workers and nurses to nursing homes, private hospitals and the NHS, along with access to health and social care training at NVQ levels 1&2.

It also provides employment opportunities for young adults from deprived or disadvantaged communities across the city.

Its founder, Olorunyomi Adeyemi, is a dual-qualified RGN/RMN nurse with a BSc in Guidance Counselling and an MA in Counselling Studies from the University of Nottingham.

The Challenge

The business was founded in 2019, with Olorunyomi wanting to use his skills and expertise to support lonely and vulnerable elderly residents in Nottingham and provide employment opportunities for young people looking for a career in social care.

He approached the D2N2 Growth Hub for support to grow the business and access funding to recruit and train more young people so it could expand its offering.

However, his plans stalled when the coronavirus pandemic hit, and the resulting lockdowns meant the business had to switch to homeworking.

The Growth Hub solution

We supported Insight Care Services in several ways. A Growth Hub business adviser carried out a business diagnostic and provided consultancy to help the firm develop a long-term growth strategy.

Olorunyomi attended several action planning webinars covering different aspects of managing and accelerating business growth and implementing the correct procedures to accommodate it.

We also provided funding via the Government's Kickstart scheme to enable it to offer mainstream employment opportunities in health and social care to young people at risk of long-term unemployment.

The Impact

The business is currently ramping up its post-COVID service offering to provide in-home support to a broader range of lonely and elderly clients across the city. It's also working with several young people, providing the training they need, via Kickstart, to prepare them for the world of work. It is working closely with the Growth Hub and our partners in Nottingham to identify suitable candidates looking for employment opportunities.

" Our business was born out of a desire to share my knowledge, skills and experience with people to help them find employment and support vulnerable people and communities across Nottingham.

We have a solid plan for growth in place, and things are starting to ramp up following the COVID pandemic.

The support we've received from the Growth Hub has enabled us to focus our skills and knowledge, develop a long-term plan and start offering opportunities to young people so that they can start their careers in health and social care. "

*- Olorunyomi Adeyemi,
Director, Insight Care Services Ltd*

Crafting a hobby into a business

Sector: Hand-made furniture manufacturing

District: Chesterfield, Derbyshire

No. of employees: 8

Support received: Growth consultancy, Business Investment Fund grant, relocation support

Impact: Sustainable growth, new premises, new jobs created



The Client

Live With Wood designs and manufactures bespoke, high-quality hand-made wooden furniture and joinery products to customers across the UK. It combines traditional woodworking machinery and techniques to achieve an authentic, timeless finish on every piece of furniture it creates.

Its owner, Mick Pursglove, started the business in a garden shed, designing and building his first curved top media unit – a product that remains one of the company’s most popular pieces. Live With Wood prides itself on its quality craftsmanship, with many staff joining as school leavers and working their way through apprenticeship schemes to become fully qualified cabinet makers.

The Challenge

The business was founded in 2007 as a home-based enterprise, which allowed Mick to combine his two main passions of computers and woodworking.

The business quickly built its reputation and started taking orders from customers across the UK. It had to take on more production staff to keep up with demand, along with an office-based team to help with order enquiries and updates.



It quickly outgrew its home-based workshop and needed to expand into purpose-built premises to facilitate its growth and give it more capacity for future expansion.

The Growth Hub solution

The Growth Hub supported Live With Wood in several ways. A Growth Hub business adviser provided consultancy to help Mick gain an in-depth and objective view of his business and develop a longer-term strategy. We provided advice and support to help the firm find the premises it needed to grow into and access the finance it needed to fund the move. And we provided grant funding via our Business Investment Fund to enable it to create a mezzanine floor in its new workshop, in Chesterfield, which is used as a showroom and sales area.

The Impact

Live With Wood moved into its new premises in 2020, during the first coronavirus lockdown, and was fully up-and-running by July.

The new premises enable its customers to visit and view its product range in person, rather than just browsing its website. They have also helped the firm to increase production capacity, and it recorded its busiest ever year last year. It is currently seeking to enter the commercial sector, which will lead to further opportunities and expansion.



“Running a business can be a bit bewildering at times, especially when you are trying to do everything by yourself.”

“So, the support we have received from the D2N2 Growth Hub has been great and has really helped me to take a step back and take a more objective view of the business and where we are heading. I’d definitely recommend the service to other businesses who need it.”

“We’re in a good place thanks to the support we’ve received, with some exciting developments and opportunities on the horizon.”

*– Mick Pursglove,
Director, Live With Wood*

Developing a unique holiday experience

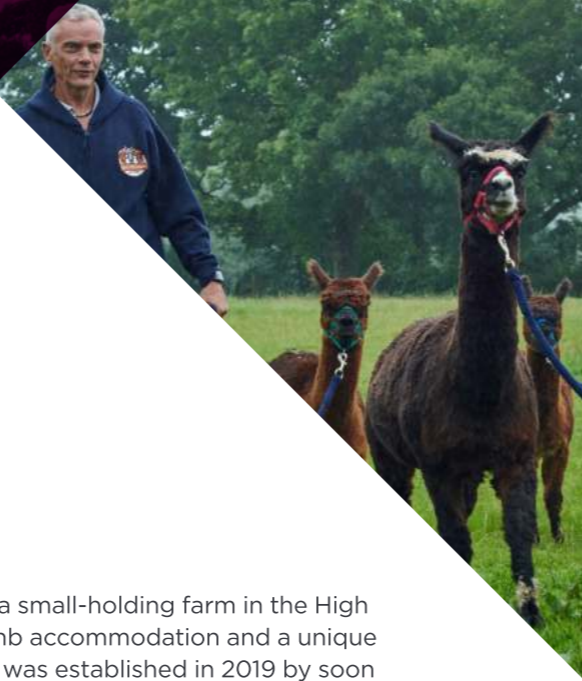
Sector: Holiday accommodation and Alpaca experience

District: High Peak, Derbyshire

No. of employees: 2

Support received: Business diagnostic, one-to-one coaching, webinars, action planning workshops

Impact: New website, improved marketing, long-term growth plan



The Client

Naze View Farm is a small-holding farm in the High Peak that offers Airbnb accommodation and a unique Alpaca experience. It was established in 2019 by soon to be husband-and-wife team, Paul Hoggins and Clare Graham. Paul is a construction company owner, while Clare has run her own assessment and training firm. The couple converted one of the outbuildings into a luxury two-bed self-catering holiday let. It also offers a 60-minute Alpaca experience, where guests can walk, cuddle and learn more about caring for the native South American animals.

The Challenge

The couple purchased the farm as part of their retirement plan but wanted to turn it into a revenue-generating business. They spent their first year doing the barn conversion and setting up the Alpaca experience, ready for the 2020 holiday season. They opened the doors on 1 August 2020 following the first coronavirus lock down and were fully booked very quickly. The restrictive tier systems and second lockdown meant it could not remain open to guests and had no income. Clare approached D2N2 Growth Hub for support in helping to market the business to a wider audience ahead of the 2021 season, to help sustain the business going forward.

The Growth Hub solution

A D2N2 Growth Hub adviser carried out a business diagnostic and helped Clare develop a three-year growth plan for the business. They also helped signpost the business to various coronavirus support funds.

During lockdown, Clare attended several social media, marketing, website development webinars and action planning workshops delivered by the D2N2 Growth Hub to develop her skills and better understand how to promote the business online.

The Impact

The couple are gearing up for the new season with bookings secured for both the accommodation and the Alpaca experience. In addition, they commissioned a new website, which is now up and running, as well as developing a marketing plan, using social media and digital channels to secure more bookings and promote the business to a wider audience. They are also in the process of developing an online ecommerce store to start selling a range of farm and Alpaca-related gifts as part of their three-year plan.

" We have a three-year plan to grow, and any profit we make is being reinvested back into the business to help us develop the farm further.

The help we've received from the Growth Hub, and the workshops, has been invaluable. While I had some knowledge of digital marketing, it's given us the skills and confidence to know that what we are doing is right, so we can do more of it. "

*- Clare Graham,
Co-founder,
Naze View Farm*



Watch video



New tricks for active dog equipment brand

Sector: Premium dog equipment manufacturing

District: Amber Valley, Derbyshire

No. of employees: 5

Support received: Business diagnostic, grant funding, one-to-one coaching, action planning workshops

Impact: New skills, more capacity, growth in business



The Client

Orka Outdoors is a Derbyshire-based manufacturer of premium active dog equipment. Its Arctic Wolf brand was established in 2010 and makes specialist collars, leashes, harnesses, shock-absorbing lines and accessories for owners and their dogs who want to get outdoors and be active. In 2020, it launched Purple Dog, its retail brand, which sells a wide range of food, natural treats, toys and accessories. It's an exclusive UK distributor for some of the world's leading dog product suppliers, and also manufactures equipment for other brands.

The Challenge

Orka's founder and CEO, Stuart Malcolmson, approached the Growth Hub in the summer of 2019 for support and advice to help him grow the business. What started as a hobby and lifestyle business quickly became a full-time enterprise. By 2014, the firm had moved into its own manufacturing facilities in Alfreton, after Stuart quit his career in public sector procurement to focus on Arctic Wolf full-time.

He was looking for support to develop the infrastructure to white-label manufacture for other brands and grow the retail side of the business.

The Growth Hub solution

A D2N2 Growth Hub business adviser worked with Stuart to focus on the long-term plans for the business and develop a strategy to achieve them.

The business received grant funding from the D2N2 Capital Growth Fund to support the purchase of new sewing machines to increase capacity and enable the firm to compete with China in manufacturing more high-end products. We also signposted Stuart and his team to action planning workshops on subjects including recruitment, marketing and social media.

The Impact

The company rebranded in 2020 and now has two distinct channels - the retail business and the manufacturing arm. Both are steadily growing, with plans to develop further in the future thanks to the new equipment purchased, enabling it to provide a broader range of bespoke products for its own brands and to its OEM clients. In addition, it has brought its marketing and IT in-house, and the workshops staff attended have helped bring new skills and expertise into the business.

" My passions have always been dogs and British manufacturing, so being able to create a business which involves both is a dream come true. The advice and support we've received from the D2N2 Growth Hub has been tremendous, and I would recommend any businesses looking to grow to get in touch.

Our adviser has been a fantastic, objective sounding board to help us test new ideas. Whenever I need help, I know where to turn. "

*- Stuart Malcolmson,
Founder and CEO,
Orka Outdoors*



Watch video

Bringing an authentic taste of Africa to the region

Sector: Hospitality and catering

District: Nottingham City, Nottinghamshire

No. of employees: 3

Support received: Business diagnostic, one-to-one mentoring, access to finance

Impact: Enhanced knowledge, new opportunities



The Client

The Compatriot is an authentic Nigerian restaurant based in Nottingham. It prides itself on serving freshly-made, traditional dishes based on family recipes that have been passed down between generations.

It's owner and founder, Iyabode Kadejo, is a professional caterer who initially started the business in her home country in 1999 before she came to settle in the UK with her husband, Isaac. Iyabode decided to explore the opportunities of running a similar business in Nottingham after she discovered there was a demand for African food in the city. The business began operation in June 2019.

The Challenge

Once the business had started, Iyabode and Isaac approached the Growth Hub for support in reaching a wider audience, and how to scale into other areas.

They had plans to open more sites where there is a growing trend of a large community of Nigerian expatriates within the 30-mile radius of Nottingham City.

However, in early 2020, the restaurant had to close its doors due to the coronavirus pandemic outbreak and remained shut throughout lockdown. It needed support to gear up for reopening, as well as bringing its plans to expand to fruition.

The Growth Hub solution

We supported the couple with a diagnostic business review and strategic planning to help it develop alternative revenue streams to grow the business after reopening.

A Growth Hub adviser provided one to one mentoring and support throughout lockdown to help the business shape its plans for the future.

We signposted the couple to several workshops looking at various aspects of business management, sales and marketing.

We also supported applications for emergency local authority coronavirus grant funding to enable the business to keep trading, even though it wasn't able to operate at full capacity.

The Impact

The restaurant was back up and running in June 2021 and is working towards its mid-term objective of expanding into further regions. It is also looking at longer-term plans to open up international business imports from Nigeria, as well as gearing up to sell pre-packed meals and recipe kits under The Compatriot brand.

"The tailored and personal support we received from our D2N2 Growth Hub adviser has been invaluable during what has been a challenging time for most businesses, so I would definitely recommend the service to anyone."

We have ambitious plans to not only sustain the business in Nottingham, but grow into other areas and the support we've received has enabled us to develop our ideas into tangible longer-term objectives to work towards now we are back up and running again."

*- Isaac Oyeyiola,
Co-owner,
The Compatriot*

Inspiring you to live life better

Sector: Hospitality, nutrition and wellbeing

District: Derbyshire Dales

No. of employees: 3

Support received: Business diagnostic, growth consultancy, action planning workshops, kickstart funding

Impact: Sustainable growth, business plan in place, new job created, supporting young people



The Client

Zaremba Marsden is a serene retreat set in Matlock, in the Derbyshire Dales, on the edge of the beautiful Peak District National Park. The business is owned by husband-and-wife team Marta and Stuart, who offer luxurious bed and breakfast accommodation set in a peaceful and calm environment, where guests can relax away from the fast pace and distractions of everyday life.

Zaremba Marsden is on a journey to ensure every aspect of their business is environmentally aware, taking every big and small step to ensuring they operate in a way that supports the environment and local community.

In addition, the couple offers personalised nutrition and wellbeing packages covering the four main areas of sleep, hydration, diet and physical activity to help their clients make incremental lifestyle changes that can be easily incorporated into their daily routines.

The Challenge

The business was founded in 2017, with Stuart winding down his 42-year career with Rolls-Royce and looking for a new venture built around the couple's passion for travel, food and healthy living.

Marta continued to work at Rolls-Royce, in programme management, while also studying for a Master's degree in Sport & Exercise Nutrition.



Watch video



They approached the D2N2 Growth Hub for support to grow the retreat on a sustainable footing. They are now about to launch the nutrition side of the business and grow it as a separate offering.

The Growth Hub solution

Stuart and Marta have been on the entire D2N2 support journey. They were initially supported by the D2 Business Starter Programme, which served as a springboard for the launch of the business.

As the business developed, they were introduced to a D2N2 Growth Hub business adviser who enrolled them onto the D2N2 Growth Hub Programme and provided more tailored support recommendations. These included taking advantage of our extensive webinar programme, our scale-up support and the Kickstart programme, a Government scheme to give young adults paid work placement opportunities.

The Impact

The business has gone from strength to strength since the pandemic, with high levels of retreat bookings and a plan for growing the client base for the nutrition side of the business.

Marta and Stuart now have a long-term strategic business plan in addition to recruiting a marketing assistant through the Kickstart scheme to support their continued growth. Involvement in the Growth Hub has also enabled the couple to expand their network through attendance at events and joining the East Midlands Chamber.



"We've been blown away by the expertise, structure, content and overall delivery of the D2N2 offering. It's provided us with a solid foundation for establishing and securing a successful and profitable business."

It honestly feels that the D2N2 Growth Hub is there just for us and wants to ensure we succeed in every step along the way. It's helped us expand our network of contacts, systemise our knowledge and provide structure to our business planning, to help us keep pushing forward.

The Growth Hub is a one-stop shop that can give you more than you will ever need to start and run a successful business."

*- Marta Zaremba-Marsden,
Co-owner,
Zaremba Marsden*



European Union

European Regional
Development Fund



About our partners

The D2N2 Growth Hub works with the following partners to help deliver the best possible services for businesses across Derby, Derbyshire, Nottingham and Nottinghamshire.



D2N2 Growth Hub

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