

Chesterfield
Digital High Street



Case Study

TwelfthCraft Miniatures, Curios and Gifts

Sector

Retail

Location

1 Irongate, Chesterfield S40 1PT

Website

www.twelfthcraft.com

Call: **0330 053 8639**

Email: info@emc-dnl.co.uk

www.emc-dnl.co.uk/chesterfield-digital-high-street

Funded by



Delivered by



Background

TwelfthCraft is a retail emporium based in The Shambles, Chesterfield. It offers new and pre-loved dolls houses, miniatures, accessories, curios and gifts.

As a one-woman band, owner and manager Caroline Gleadall is tasked with every element of running the business, from dealing with suppliers to finance and customer service. Inevitably, this – and a desire to accelerate the business in so many areas – meant she had spread herself too thin.

Support from the Chesterfield Digital High Street project has given her focus, and freed up time for more strategic thinking and targeted marketing efforts.

Business Vision

Like any business, Caroline has a firm focus on generating revenue to the point of self-sufficiency and profit. At the same time, she is keenly aware there's a role for her business to play in social responsibility. Her ultimate vision is to offer support workshops for people with dementia and learning difficulties, as well as an apprenticeship to someone with a learning difficulty.

Support

Caroline first became aware of the Chesterfield Digital High Street project when she was approached by the Borough Council's Town Centre Manager, Rebecca Bland. She was then introduced to East Midlands Chamber Business Adviser, Alex Gardner, who offered one-to-one support on business strategy, building a social media presence as well as on cashflow management and sales target setting.

Caroline has taken advantage of the free webinars on Cashflow Forecasting and Social Media Marketing, as well as on Ecommerce and Knowing Your Customers. She is also tapping into the financial support on offer from the project to set up a new e-commerce website.

Results

The project has allowed Caroline to apply real focus in her business. Rather than trying to do everything at once, she now has a 3-year plan with targets. With the support of her Business Adviser and the Town Centre Manager, great progress has so far been made. Caroline has arranged meetings to promote The Shambles at Christmas. She is now posting regularly on Twitter and Facebook, and her Facebook shop has already increased her sales by 10%!

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Thanks to the project, I feel like I've already achieved so much. I've developed the confidence to pay for Facebook advertising, and the time I'm committing to my social media presence has provided lots of new connections, allowed me to contact my customers, and given them the opportunity to leave reviews. I've introduced videos to my social media platforms (which seemed very difficult in the beginning but, with the encouragement of my adviser, I could see how easy it actually was). I'm about to launch my new ecommerce/Shopify website which will help me reach new markets. I'm also launching an Instagram account.

