

## Brindley Timberworks



Brindley Timberworks established in 2004, is a small joinery production and retail business. Owner Ben Brindley started out specialising in producing high quality garden furniture and other landscape joinery. Since inception the business has grown from strength to strength and so have Ben’s skills. This has included working on some exciting projects which includes restoration work, interior joinery and bespoke furniture for private customers and business/education establishments.

At the start of the peer network Brindley Timberworks were embarking on a major rebrand to reflect the business growth and to ensure the business name represented their skills and knowledge more appropriately. Whilst the new business name had been chosen they wanted to be sure to maximise on this opportunity. The advice, accountability and direction given by being involved in the Peer Networks programme paved the way and provided the direction and focus needed. It was great for them to know that they were also giving back to the group and it felt empowering being part of a wider business community at a time when, as a small business owner, it felt quite isolating. Working with other businesses helped them to realise that regardless of size, all face similar challenges and opportunities and with the Peer Network you are not alone. Since the network they’ve fully rebranded and taken on their first intern, which they wouldn’t have done without the confidence and knowledge gained at the network.

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*The peer network came just at the right time for me, there was well over 100 years’ experience in the virtual room for me to tap into. The 18 hours of peer support helped to stimulate new ideas, develop my knowledge and gave me the confidence to take my business to the next level. So much so I’ve just taken on our first intern. The 1-1 coaching support from the facilitator was excellent and also crucial at supporting me on this journey and helped me to focus on working on the business rather than in it.*

Ben Brindley, Brindley Timberworks

### Key Points

- Fully rebranded
- Employed an intern
- Felt empowered being part of a business community
- Felt less isolated
- Helped to stimulate new ideas

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