

DEVELOPING SUCCESS TOGETHER


UKSPF Business Support

Since April 2023, 40 businesses (Jan 2024) have engaged with the UKSPF funded free support programme ranging from self-catering accommodation owners through to restaurants and retailers. Led by retail expert Clare Bailey and team (many of whom are or have been business owners themselves), West Lindsey District Council has been able to offer local businesses tailored support around a variety of business disciplines including marketing, website development, accountancy, price structuring and product development.

Strengu

 www.strengu.co.uk

 info@strengu.co.uk

 07811601802

Jen Stainton is the owner of **Strengu** - a sports therapy clinic and pilates studio/gym, based in **Gainsborough**. Jen is a sports massage therapist, kinesiology taping specialist and personal trainer (offering pilates, PT, nutrition coaching, life coaching, consultation, rehabilitation etc.). Customers include individuals that have picked up work or sports injuries or those wanting to improve health and fitness.

Jen was alerted to the availability of the UKSPF funded, WLDC 121 business support programme via WLDC's e-business newsletter.

After meeting with Clare, and following initial diagnostic discussions, Jen has been supported to co-develop a marketing strategy which has generated 12 months' worth of activity around improving Strengu's social media, marketing, website development and SEO (search engine optimisation).

Jen confirmed: "Clare's support has literally given me enough work to do for the next year where it will be directly linked to the ongoing growth of my business. Working with Clare has been a catalyst and more, and I look forward to taking on these challenges over the next 12 months.



Marketing Strategy



Mentoring Support

Before I started this programme, I was winging it and a bit lost, but now I have structure. It has also made me realise that as a sole trader I can't be an expert on everything! I have more drive and confidence in my marketing, and that comes from having real people assess your business from the outside.

The support is being delivered by REAL business people with REAL experience and insight which is invaluable for any businesses wanting to develop further. It's easy to engage with and I have never once felt like I have been waiting for a response. I have never felt like a tick box exercise and have always felt enthused and like we are in the solution together. Honestly, this is the future of business support!"

Since going through West Lindsey's 121 business support programme, Jen now has future business development plans and aspires to become a local, regional, and national authority on health subjects. She also wants to develop an online offer that extends beyond Gainsborough, is considering scale-up possibilities and even a franchise!