



# Celebrating Success

D2N2 Growth Hub Case Studies



## Introduction

D2N2 Growth Hub is one of 37 growth hubs across the country. It serves as a one-stop shop providing a single point of access to business support for small and medium-sized businesses in Derby, Derbyshire, Nottingham and Nottinghamshire. The D2N2 Growth Hub received a significant boost in 2015 when it benefitted from European Regional Development Fund investment. Its dedicated team have, over the years, provided 1-to-1 business adviser support, a growth grant, and an extensive events programme as well as signposting to other local, regional and national funding and advice.

The Growth Hub has been instrumental in helping our region's businesses set up, thrive, and take the next steps needed in staffing, technology, marketing, finance and so much more. This brochure highlights the project's achievements and some of the businesses supported.

## Future support

D2N2 Growth Hub will continue to receive core funding from the Department for Business and Trade, match funded by East Midlands Chamber. It will also receive support from local authority partners to deliver a range of business support services and grants funded through the UK Shared Prosperity Fund which is a central pillar of the UK government's Levelling Up agenda and will continue to showcase other government funded projects such as Made Smarter, Innovate UK EDGE and a range of programmes delivered by our local Universities and other partners.

This will enable it to continue to act as the critical triage and signposting service for local, regional and national business support across Derby, Derbyshire, Nottingham and Nottinghamshire. To keep abreast of changes and support available to you and your business, check our website regularly, sign up for our newsletter and follow us on social media.

Register for our weekly newsletter here: <https://www.d2n2growthhub.co.uk/newsletter-subscription/>

"D2N2 business advisers have been instrumental in the growth of so many of our area's businesses, not least in their role to deliver the area's share of the £5.2 million East Midlands Accelerator project, part-funded by the UK Government's Community Renewal Fund. The success of that project has played a key part in the Chamber being chosen to lead the successor Accelerator projects which are being funded by the UK Shared Prosperity Fund for the period until March 2025.

"This longer-term support means our local businesses can continue to access the right support, at the right time, with the support of individuals who truly understand the business landscape."

**Diane Beresford**  
Deputy Chief Executive, East Midlands Chamber



# Key statistics for the ERDF-funded D2N2 Growth Hub (April 2019 – June 2023)



Enquiries

24,000+  
4,177  
479

Enquiries dealt with in 51 months  
Businesses went on to  
access Adviser support  
Average enquiries per month



Events

16,400  
1,370

Delegates engaged  
Free workshops  
and webinars delivered



Advice

13,083

Hours of intensive support  
for 2,048 businesses



Investment

£3 million

Private sector investment



Grants

£2.9 million

In grant funding delivered  
through 225 grant contracts



People

206  
Jobs created

£137,000  
Funded consultancy



Consultancy





## Peak Translations Peer learning at its peak

**Sector:** Translation and interpreting services

**Location:** Whaley Bridge, High Peak

### Support Accessed

Business Peak District • East Midlands Chamber Member Services • Peer Networks • Workshops

### About the Business

Peak Translations Ltd is a business with a 45-year standing in translation and interpreting services. It offers support to clients looking to grow in overseas markets, and to communicate in different languages effectively and precisely.

### Challenges

As a business whose income is wholly reliant on clients who trade internationally, the impact of reduced export sales has been a seismic one. Covid prevented face-to-face engagement with overseas markets; such an important physical connection for different cultures seeking to communicate with one another. Brexit created barriers in exporting to the EU. More recently, the war in Ukraine has disrupted the supply of goods and, therefore, exporters' ability to fulfil their orders on time.

If it was to build back its order book in the shortest time possible, the business knew it needed to become more creative in opening up new opportunities.

### The Solution and Impact

As a member of both East Midlands Chamber and Business Peak District, the business is fully aware of the benefit of community and tapping into a vast reservoir of local knowledge.


Through its workshops and webinars, D2N2 Growth Hub acts as a vital entry point to such expertise. One such example is its series of peer networks. Keen to develop in her role as leader, Peak Translations' Managing Director, Helen Provart, decided to join the Women in Leadership peer network. The network promoted, amongst others, different approaches to finance, HR, processes and marketing. Most importantly, it provided a valuable sounding board, with honest feedback and support offered by other members of the cohort.

The peer network also presented an immediate commercial gain, with a fellow peer business signing up for Peak Translations' services.

Having had such a positive experience, Helen decided to sign up for a second peer network, this time on International Trade. Its benefit has been two-fold. Firstly, to Peak Translations as an importer (of services offered by translators and interpreters based overseas) and exporter (to businesses outside the UK) in its own right. Secondly, to gain a better insight into how the business's services could be adapted to meet the needs of its exporter clients.

Learning has not stopped there. The business's Digital Marketing Assistant has attended various workshops on email marketing and social media, with the aim of widening reach to new audiences.

[www.peak-translations.co.uk](http://www.peak-translations.co.uk)




“We know running a business can often be lonely. It's great to hear D2N2 Growth Hub's peer networks and workshops have been so well-received by Peak Translations, and that participating in the peer network has already brought commercial rewards.”

**Paul Stuart**  
Head of Enterprise, East Midlands Chamber

“When you're the MD, everyone expects you to know all the answers! That's clearly not the case and D2N2's peer networks have been such a wealth of information to tap into. I know my Digital Marketing Assistant, Emily, has found the D2N2 marketing workshops equally as useful. Overall, it gives me the reassurance that we are keeping up to date with the latest trends and are learning from the experiences of others.”

**Helen Provart**  
Managing Director



## Images Costumes Dressed for success

**Sector:** Clothing manufacture and distribution  
**Location:** Chesterfield, Derbyshire

### Support Accessed

Business Adviser support • Digital Upscaler • Workshops

### About the Business

Images Costumes is a family-run business that supplies custom-made dancewear, uniforms and active wear to dance schools, individual performers, theatres and production companies across the UK and beyond. Its outfits have taken centre stage in a number of shows, from The BRIT Awards to that of Irish-American dance sensation, Michael Flatley.



### Challenges

The business has a strong reputation for high-quality garments, choosing to import most of its fabrics from Italy.

Covid almost decimated the business. Cruise ships and their show-stealing dance performances were the first to go. Theatre productions and dance shows were soon to follow.

Issues were further compounded by new customs tariffs brought about by Brexit.

The business had to hunker down, weather the storm and think about how it accelerated its Covid and Brexit recovery through smarter ways of working.

### The Solution and Impact

D2N2 Growth Hub support was on hand from Adrian Williamson, a Growth Hub business adviser based at Chesterfield Borough Council. Adrian offered advice, diagnostic and brokerage support on how to solve particular business issues such as taking advantage of alternative B2B routes to market.

Technology was identified as an area for improvement, particularly the business's use of its website and social media.

Attending D2N2 workshops on topics such as WordPress Masterclass, Launching a Killer Website, Greater Optimisation of LinkedIn, and Greater Impact through Social Media, has enabled the business to focus its marketing activities where it believes it can derive the most benefit.

A two-day workshop on Making the Switch to GA4 has given the business the confidence to better understand how visitors to its website can be analysed and measured.

Attending D2N2's workshops led to an introduction to Rob Gregory, a Chesterfield-based digital consultant. As well as through D2N2's workshops, Rob's support was offered as part of East Midlands Chamber's Digital Upscaler (DUS) project. Images Costumes was chosen as one of the beneficiaries of 12 hours of fully-subsidised DUS consultancy support, with guidance from Rob helping it to implement important improvements to its website functionality.

[www.imagescostumes.com](http://www.imagescostumes.com)



"Images Textiles is a phenomenon. You would never believe the reach and visibility they have in their market or how they are at once very focused, incredibly creative and a thoroughly lovely team of people. They deserve every success."

**Adrian Williamson, Innovation Support Project  
Manager, Chesterfield Borough Council**

"Technology really is ever-changing and, no matter how we try, we are never up to date! So the triage of support we've received – D2N2 Business Adviser support, workshops and digital consultancy – has been hugely important to our business."

**Michelle Webb,  
Owner and Managing Director**







## Murphy & Son A thirst for knowledge

**Sector:** Provider of brewing supplies and technical expertise  
**Location:** Nottingham City

### Support Accessed

Digital Upscaler • Innovate UK • Peer Networks • Referrals • Workshops

### About the Business

Murphy & Son is a supplier of brewing supplies and technology to the brewery and broader beverages industry. The business was established in 1887 and has long been recognised as an authoritative one-stop-shop for brewers across the UK and worldwide.

It has a firm commitment to technology, and has developed a range of processing aids to improve efficiencies in the brewing process, such as clarification aids, shelf-life extenders, enzymes and foam control.

### Challenges

As a leading supplier in its industry, it is important that the business is able to fully showcase its cutting-edge technology. A key vehicle for this is its content-rich website which includes a plethora of technical articles describing the science behind the applications of its product ranges, as well as datasheets, and guidance on different elements of the brewing process.

The creation of compelling content is but one area where the business seeks to continually evolve. Maintaining its competitive edge means also investing in knowledge in other areas, including business processes, sales, HR and post-Brexit trade.

### The Solution and Impact

Over a number of years, the business has fully capitalised on the wide range of support available from D2N2 Growth Hub.

Digital Upscaler Business Advisers have helped the business to develop an action plan and a long-term approach to growth. Growth Hub Business Advisers have referred the business on to expert help in a number of areas, including the Business and IP Centre Nottinghamshire for support in guarding its intellectual property, as well as in HR, international trade, and energy efficiency.

An RTO (research and technology organisation) grant from Innovate UK has funded a feasibility study for a new innovation, and coaching/mentoring support around a strategy for growth and new markets.

Managing Director Charles Nicholds has participated in D2N2's High Growth and High Growth Sales peer networks, which have provided the opportunity to air the business's challenges amongst a supportive peer network, and benefit from the fresh perspective other senior business people brings.

Taking advantage of The Growth Hub's workshops and webinars in Customs Declarations and Correct Export Documentation has enabled it to stay up to date on changing requirements. Digital workshops such as Diving Deeper into WordPress and Getting Started with Microsoft 365 too have helped the Marketing team improve both efficiencies and impact when it comes to engaging with new and existing audiences.

[www.murphyandson.co.uk](http://www.murphyandson.co.uk)

“Whatever our challenge – whether that be export, HR, marketing or improving our business systems – we know there’s a wealth of tailored support available to us from D2N2 Growth Hub to point us in the right direction and equip us with the skills needed to fulfil our growth ambitions.”

**Charles Nicholds,**  
Managing Director, Murphy & Son

“Murphy & Son have tapped into more hours of Growth Hub workshops and Adviser support than any other business across the D2N2 region – in total, a staggering 170 hours!”

**Paul Edwards,**  
Innovation & Growth Specialist,  
East Midlands Chamber



# Penny Hydraulics Reaching new heights

**Sector:** Design and manufacture of lifting & handling solutions  
**Location:** Clowne, Bolsover

## Support Accessed

Digital Upscaler • Innovate UK • Peer Networks

## About the Business

Penny Hydraulics is a family-owned business that designs and manufactures vehicle-mounted lifting equipment, goods lifts, winch systems, nuclear equipment and tyre presses. Its end-to-end services also include installation and aftercare.

Its 100-strong team work on projects as far afield as Australia, the Middle East and South America.

As a regular supplier of chandelier and baggage lifting systems to the Royal Households, it proudly carries the Royal Warrant of Appointment.



## Challenges

What started some 40 years ago as a ‘backstreet’ engineering company servicing the coal industry is now a £10 million business.

A major challenge to this ambitious company lies in replacing its ageing workforce. This has been achieved, in large part, by its apprentices, who make up an impressive 10% of the workforce.

A second challenge is maintaining its position at the cutting edge of technology, and forever improving on its impressive lead times and quality standards.

## The Solution and Impact

Knowing that the best apprentices are attracted by state-of-the-art machinery, the business applied for a D2N2 Business Investment Fund grant to support the purchase of a new CNC machine.

The Digital Upscaler project funded bespoke training on CAD Autodesk, which has helped automate the business’s goods lift design process, in turn reducing the wasted time and material caused by manual errors.

When the business acquired another local business, further significant investment was needed. Support from the Digital Upscaler project has brought new cyber security measures to this new division, a D2N2 Capital Growth Fund grant has supported the installation of a new IT system and computers, and a Green Entrepreneurs grant from Derbyshire County Council has aided the purchase of solar panels, LED lights, a ventilation system and a heating management system. Support has not ended with funding.

HR Director, Martha Penny, has benefitted from D2N2’s High Growth Women in Business peer network, as well as workshops on international trade such as shipping to and from Northern Ireland and post-Brexit international trade.

[www.pennyhydraulics.com](http://www.pennyhydraulics.com)



“Penny Hydraulics’ roots in this proud coal-mining heritage run deep, but its future has always been in its bold expansion plans. With every project it undertakes, it has considered how grant funding might support it. This has allowed it to continue to develop at pace and sustain the livelihoods of so many local people, 95% of whom live in Clowne village.”

**Prashant Gandabhai,**  
**Digital Upscaler & Made Smarter Technology Specialist**

“Since 2014, we’ve secured no less than £265,000 in grant funding. The support D2N2 Growth Hub partners have offered is immeasurable. Not only in pointing us to the right funding at the right time, but in their training and guidance on practical matters such as setting up Letters of Credit, and completion of post-Brexit import and export documentation.”

**Ashley Holmes,**  
**Finance Director**







## Roadgas Fuelling a growing team

**Sector:** Green Gas Refuelling infrastructure  
**Location:** Gedling

### Support Accessed

Business Adviser support • Business Investment Fund • Peer Networks • Workshops

### About the Business

Roadgas specialises in fleet decarbonisation. It supports fleet and logistics managers with bespoke, on-site biomethane refuelling station infrastructure, and also supplies CNG, LNG, LCNG, biomethane options and hydrogen gases nationally.

### Challenges

The business has seen significant growth over the last five years in particular, having grown from a team of five to 14.

Ambitions may be big but, size-wise, the team is anything but. Like any other small business, the owners are required to wear many different hats, and might not always have the experience or expertise required in every area.



### The Solution and Impact


The business's desire to support its staff in bolstering their knowledge has been fulfilled by D2N2 Growth Hub's fully-subsidised programme of workshops, with the team tapping into some 60 hours of D2N2 workshop time alone. This included eight sessions of D2N2's High Growth.

It was by maintaining close links with the Chamber and Growth Hub, and by keeping a watchful eye on their weekly communications, that Becky was alerted to a Women in Leadership course being offered by Nottingham Trent University. The 12-week course, part of the Priority Skills for D2N2 SMEs project, afforded Becky with fully-subsidised training and career coaching to help her develop her skills in leadership and management – particularly useful once responsibilities for HR were added to her role.

Access to this Level 7 management training helped Becky identify how she was going to build and train her growing team. Other colleagues have benefitted too from attending workshops, across a range of areas including HR, marketing and green growth.


Financial support was also provided by the Growth Hub in the form of a Business Investment Grant, which supported the business in setting up its first bio-LNG refuelling station. More recently, support from the Midlands Engine Investment Fund has enabled the business to further fulfil its growth plans.

[www.roadgas.co.uk](http://www.roadgas.co.uk)



“Roadgas have been Chamber members since 2018 and take full advantage of the information they receive through Chamber and D2N2 Growth Hub comms to seize on available opportunities. A particularly notable example is successfully securing a green business loan from the Midlands Engine Investment Fund which has undoubtedly allowed them to expand at pace.”

**Tracey Hylton,**  
D2N2 Growth Hub Adviser



“Whenever we’re presented with a challenge or something unknown, my first port of call is the Chamber. We really do lean on its well-connected team who are approachable, personable and experienced – so much so that we see them as an extension to our own business.”

**Becky Rix,**  
Marketing Director





# TDP Furniture fit for a King!

**Sector:** Manufacture of recycled plastic garden furniture  
**Location:** Wirksworth, Derbyshire Dales

## Support Accessed

Business Adviser support • Digital Upscaler • Business Peak District • East Midlands Manufacturing Network • Funding: Business Investment Fund; East Midlands Accelerator; and Made Smarter • East Midlands Chamber Member services

## About the Business

TDP is a family-run business that designs and manufactures sustainable, environmentally friendly recycled plastic furniture. Its customers include schools and care homes seeking to provide attractive and easy-clean, easy-maintenance outdoor seating areas, as well as home owners.



## Challenges

The Covid pandemic served to pique the interest of the nation in its outdoor spaces. The business's sales rocketed as a result, and its team of eight doubled in a very short space of time.

If this level of growth were to be sustained post-Covid, the business knew it needed to tap into external support – not least making the step change needed in both machinery and process.

## The Solution and Impact

Its first port of call was D2N2 Growth Hub which supported the business in its application for an East Midlands Accelerator grant. This financial support helped the business develop its sustainability reporting, not simply to promote its own credentials but to lead the way as a green champion. It also funded attendance at environmental management and accreditation training with the University of Derby.

The close working relationship developed with the Growth Hub, and through membership of East Midlands Chamber and East Midlands Manufacturing Network, put the business in prime position to learn about further opportunities.

A capital grant from the Business Investment Fund (BIF) has enabled the business to invest in a new CNC machine. Now in situ, the machine is helping to accelerate production. A further BIF grant has supported the launch of a new 'My Place & Story' initiative, whereby the addition of QR codes to TDP's memorial benches allows visitors to discover more about the life being celebrated and the place itself.

With a burgeoning order book, it was clear the business's processes needed improvement. Support from Digital Upscaler Adviser, David Dobson helped prepare the groundwork for a Made Smarter grant. Funding secured is being spent on streamlining the business's order processing system, digitising its product assembly line sheets, and on AutoCAD training.

[www.tdp.co.uk](http://www.tdp.co.uk)



"TDP was one of the first in the East Midlands to receive Made Smarter funding. It's a pleasure to support this family-run business on their digital transformation journey. A recipient of the King's Award for Enterprise in 2023, this ethically-driven business has sustainability at heart. They have an exciting future ahead."

**David Dobson,**  
Digital Upscaler & Made Smarter Technology Specialist

"We knew we needed to increase our profile, both locally and nationally. Support from the Growth Hub, Digital Upscaler and Innovate UK teams has been on hand to put in place everything needed to give us the best possible chance of funding and awards success."

**Rob Barlow,**  
Marketing Director,  
TDP Garden Furniture





# Naze View Farm Developing a unique holiday experience

**Sector:** Hospitality & leisure  
**Location:** Whaley Bridge, High Peak

## Support Accessed

Action Planning Workshops • Business Diagnostic • One-to-one Coaching • Webinars

## About the Business

Naze View Farm is a small-holding farm in the High Peak. It offers self-catering accommodation and a unique alpaca experience. The business was established in 2019 when husband-and-wife team, Paul and Clare Hoggins converted one of their outbuildings into a luxury two-bed self-catering holiday let. Keen to create a unique destination, they also offer a 90-minute Alpaca experience where guests can walk, cuddle and learn more about caring for these South American animals.



## Challenges

The couple purchased the farm as part of their retirement plans but wanted to turn it into a revenue-generating business. They opened their doors in August 2020 during the first Covid lockdown and were fully booked very quickly. However, the restrictive tier systems and second lockdown meant they could not stay 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 Solution and Impact

A D2N2 Growth Hub adviser carried out a business diagnostic and helped Clare develop a three-year growth plan. The business was also supported in accessing various Covid-19 support funds.

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

The couple have now launched a new website and have developed a marketing plan, using social media and digital channels to secure more bookings and to promote the business to a wider audience.

[www.nazeviewfarm.com](http://www.nazeviewfarm.com)

“The help we’ve received from the Growth Hub, and its workshops, has been invaluable. Whilst I had some knowledge of digital marketing, such intense learning has given us the skills and confidence to know what we are doing is right, so we can do more of it.

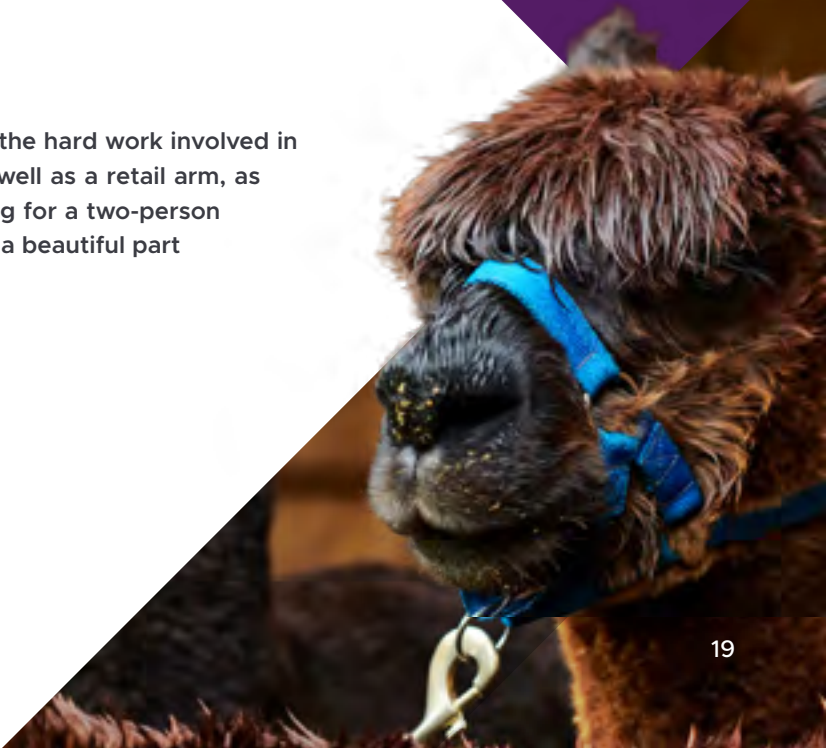
“It’s also given us the confidence to change tack when needed. Originally, we had considered launching an online shop of quality items made from alpaca fleece and alpaca-related gifts. When we investigated it further, we came to the conclusion that continuing with our current sales approach – selling in-person to local people and guests – was a better fit to our ethos as a small, personable and friendly business.”

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



“As the owner of a holiday let myself, I can fully attest to the hard work involved in running such a business. Add on a visitor experience as well as a retail arm, as is the case at Naze View Farm, and it is a real undertaking for a two-person business. It’s clear that the business has a unique offer in a beautiful part of the High Peak, and we wish them all future success.”

**Paul Stuart, Head of Enterprise,**  
**East Midlands Chamber**







# Goldbury Paint & Powdercoat LTD

## A blast to last

**Sector:** Powder coating, wet paint spraying and shotblasting  
**Location:** Ilkeston, Erewash

### Support Accessed

Business Adviser support • Business Investment Fund • East Midlands Manufacturing Network • Webinars

### About the Business

Goldbury Paint and Powdercoat Ltd is a third-generation family business specialising in powder coating, wet paint spraying and shotblasting. It was established in 1995 and serves a variety of industries from rail and aerospace through to independent artists and the general public.



### Challenges

The business knew it needed to invest in replacing some of its out-dated machinery but lacked the finances to fund a bold investment of tens of thousands of pounds.

Investing in a newer and more efficient oven was an obvious choice. Just as important was investment in a new shot blaster. This long-held ambition to bring shotblasting inhouse would give the business much greater control and reduce reliance on external partners.

### The Solution and Impact

Advice was sought from Richard Smallwood, Business Adviser for D2N2 Growth Hub and Erewash Partnership, who suggested that the Business Investment Fund (BIF) would be a possible source of funding.

BIF support allowed for the purchase of one of the largest powder coating box ovens in the East Midlands, which has transformed the business’s ability to complete jobs in a much shorter space of time.

A year later, support from BIF has also helped establish a large in-house shotblasting facility which removes the risk of using an external supplier, and means the company can offer its customers greater assurance on quality and lead times.

Having signed up to D2N2 Growth Hub communications means the business is regularly updated on all new opportunities, including the benefits of joining the East Midlands Manufacturing Network, an East Midlands Chamber initiative bringing together the region’s manufacturers.

[www.goldbury.org](http://www.goldbury.org)

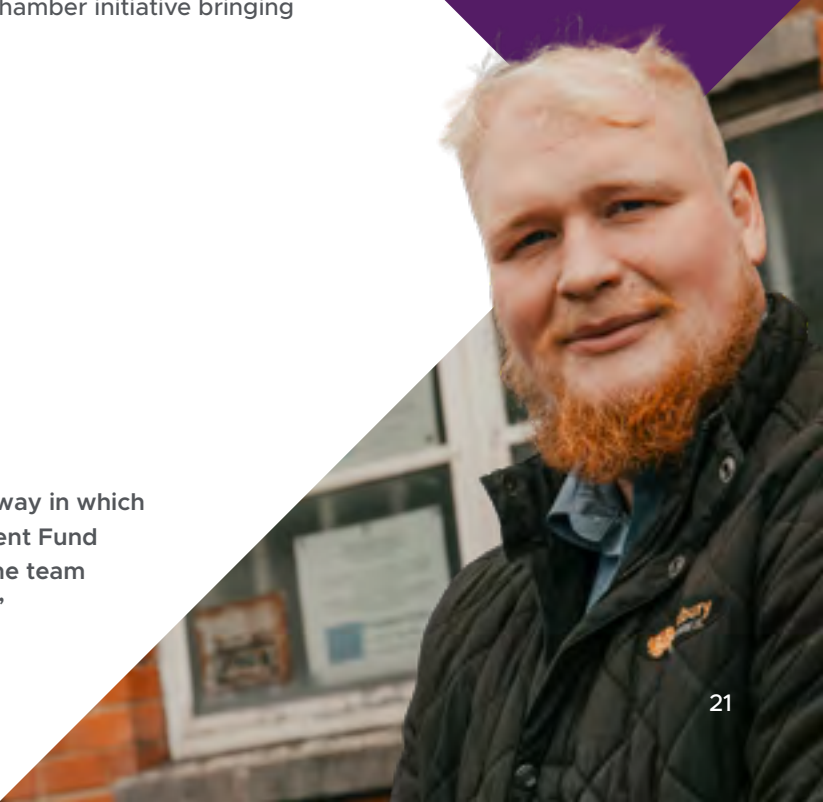
“I’ve come to really rely on the support I receive from Erewash Partnership, D2N2 Growth Hub and now the Chamber. As a relatively new director, I want to get my hands on as much advice and learning as possible, in the shortest space of time. Whether it’s learning about new funding opportunities, joining the East Midlands Manufacturing Network or joining Growth Hub webinars, I know there’s so much at my disposal.”

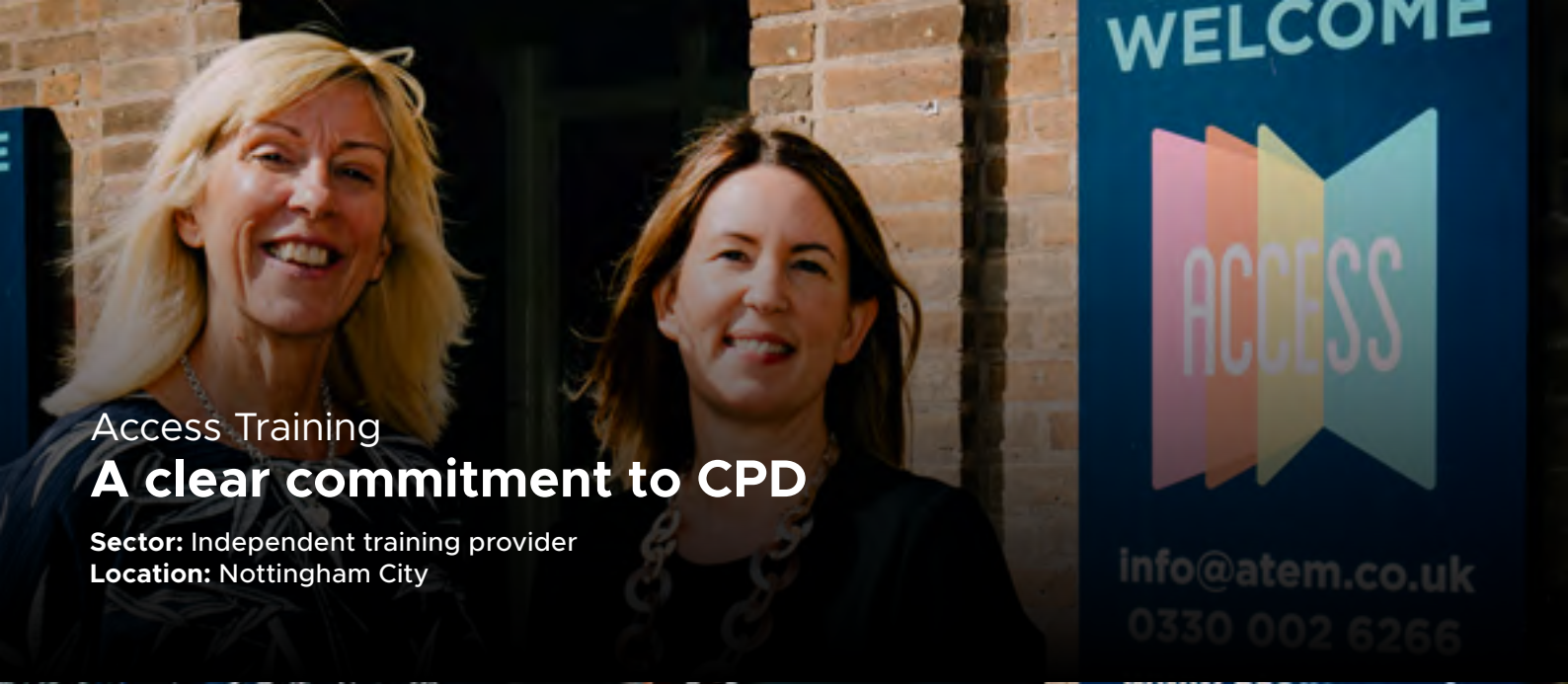
**Tom Hough,**  
**Director,**  
**Goldbury Paint and Powdercoat Ltd**



“Goldbury knew that investing in machinery was the best way in which to propel its growth. I’m so pleased the Business Investment Fund has allowed that to happen. It really has given Tom and the team the best springboard for expanding in the East Midlands.”

**Richard Smallwood, Business Adviser, D2N2 Growth Hub and Erewash Partnership**





Access Training  
**A clear commitment to CPD**

**Sector:** Independent training provider  
**Location:** Nottingham City

**Support Accessed**

Digital Upscaler • Peer Networks • Workshops

**About the Business**

Access Training provides high-quality training, apprenticeships and recruitment support to businesses and individuals throughout the Midlands. It has offices in both Nottingham and Derby, and specialises in training for individuals seeking to embark upon or develop their careers in sectors such as Housing, Construction, Childcare and in industry-wide subjects such as Business Administration, Customer Services and Management.

**Challenges**

As a business that looks first and foremost at promoting staff from within, it is critical that appropriate training is on hand to help develop the skills of individuals who may be experienced in their role but who are stepping up to new responsibilities.



**The Solution and Impact**

When a member of the Sales team returned back to a new business development role after maternity leave, D2N2 Growth Hub's digital marketing workshops and webinars were instrumental in highlighting new practical ways of engaging with businesses and building confidence in the new role.

There was support too when the Operations Manager transitioned into the role of Operations Director. Her participation in the High Growth Women in Business peer network provided exposure to others working at Director level, and the universal challenges faced, regardless of the industry.

CPD has been supplemented by support from East Midlands Chamber. The business's HR Manager regularly engages with the Chamber's HR Forum, where he is able to stay informed about the latest legislation and glean best practice from exercises like mock tribunals. This insight is disseminated to others in the management team.

Alongside valuable training, the business has taken advantage of Digital Upscaler support. Digital Upscaler Adviser David Dobson spent time with the business capturing appropriate information for a diagnostic report across its working practices. Whilst the business did not qualify for Digital Upscaler funding, the exercise was useful in giving the senior management team the reassurance that there were on the right track in areas including Finance, Leadership, Management and Sustainability, as well as identifying how IT systems might be upgraded.

[www.atem.co.uk](http://www.atem.co.uk)



"Investment in skills needs to be continual. It's great to see that D2N2 peer networks and workshops have been such an integral part of Access Training's CPD."

**Pauline Roessler,**  
**Business Adviser, D2N2 Growth Hub**

"Where we've found D2N2 Growth Hub's support most helpful is in upskilling our team, particularly when transitioning to new roles. D2N2's peer networks are a great form of learning for anyone experienced in post but new to director level. For us, it's been an extra layer of support that has brought in new ideas to our business."

**Corrina Hembury,**  
**Managing Director, Access Training**







## Trans-Sport.TV A global vision for television

**Sector:** Global Events Contractor  
**Location:** Treswell, Bassetlaw

### Support Accessed

Digital Upscaler • Peer Networks • Workshops

### About the Business

Trans-Sport.TV is a global events contractor with 35+ years of experience. They offer rigging, staging, and structures for various events, from Royal Events to televised sports like the Master's Snooker and Darts at Alexandra Palace. Managing Director Shaun Cope's engineering background and keen eye for design led the company to pivot into manufacturing, starting with the development of the first camera bracket for snooker table pockets. Their core goal is to be a one-stop-shop for bespoke solutions in televised media events, serving UK clients and temporary operations abroad.

### Challenges

The business faces challenges on three fronts. Recruitment and rising salary costs. Building the skills of its workforce. Finally, building back better after Covid whilst, at the same time, managing the rising costs of raw materials.

### The Solution and Impact

Recruitment support came in the form of East Midlands Chamber Kickstart wage subsidy and D2N2 Growth Hub's referral to Nottingham Trent University's GRADS for D2N2 project, both of which have brought in new talent to the business.

As well as workforce growth, the business seeks to lead the way in its sustainability plans. It is already ahead of its competitors, and adding its sustainable practice to clients' projects and plans. Part of this roadmap is improvement to technology and productivity, both of which have been made possible by coaching provided through the Growth Hub's Business Investment Fund.

The business has also received an injection of grant funding to invest in custom-made shipment crates for fragile equipment, made possible by the Chamber's East Midlands Accelerator project.

Alongside a welcome injection of funding, the Growth Hub has also supported the business in skills development. Its High Growth Women in Business Peer Network came at the perfect time for Director and joint founder Helen Cope when businesses were coming out of the pandemic isolation. Coming together in a safe place with other senior leaders experiencing similar challenges was hugely valuable, and useful learning has been shared with the family's next generation of Directors, son Will and daughter Rosie.

Finally, support from the Chamber's Digital Upscaler project has enabled the business to tap into business advice on broadband and how it might best support the business with the Cloud.

[www.trans-sport.co.uk](http://www.trans-sport.co.uk)

"By accessing all available support through D2N2 Growth Hub, combined with East Midland Accelerator funding, Trans-Sport TV are even better placed to deliver to clients both within the UK and internationally."

**Steve Phillips,**  
Digital Business Adviser, East Midlands Chamber

"Knowing what's out there is the biggest challenge. We are experts in what we are delivering but we can't be experts in everything we're involved in. We don't mix with technology every day so aren't up to speed on the latest legislation and on subjects like the use of AI in our industry. Knowing that there are people at D2N2 Growth Hub, the Chamber, and Bassetlaw District Council who genuinely care about our business and who we can pick up the phone to call – makes such a difference."

**Helen Cope,**  
Director, Trans-Sport.TV



Gift Wellness

## An enterprising approach to support women's health

**Sector:** Producer of eco-friendly, non-toxic sanitary products

**Location:** Derby City

### Support Accessed

Kickstart Wage Subsidy • Workshops

### About the Business

Gift Wellness is a producer of eco-friendly, non-toxic sanitary products. It was set up by founder, Dr Zareen Roohi Ahmed in an attempt to heal from the tragedy of losing her daughter, Halimah, whose life was cut short when she was brutally murdered.

Choosing to channel her grief into goodness and charity work, Zareen set about developing a line of sanitary products providing high quality, affordable sanitary wear, while at the same time restoring dignity to women and girls living in crisis.

In less than a decade, Zareen's charity, the Gift Wellness Foundation, has delivered over six million period products across the world.

### Challenges

The business has faced three key challenges. Firstly, how to continue to fulfil demand with a team of only Zareen and three remote workers.

Secondly, how to pivot to become a business that sells predominantly online rather than to retailers and wholesalers; a step change it felt it needed to reduce disruption during the Covid pandemic.

Thirdly, navigating the changes brought about by exporting post Brexit.



### The Solution and Impact

Qualifying for a Kickstart wage subsidy from East Midlands Chamber meant the enterprise could take on some 30 young people, offering them vital work experience and bringing in much-needed new resource. Many of the group were keen to make a contribution to the enterprise's digital marketing efforts but lacked the necessary experience.

D2N2 Growth Hub workshops and webinars proved to be appropriate for the group's level of understanding, and saved Zareen significant time and effort in finding the right training providers for her team. From getting the most out of Google Analytics to creating an email marketing strategy to paid digital advertising, there were a number of practical steps that could be implemented immediately in Zareen's marketing plan.

Insight was also gleaned from D2N2's workshops on setting up the correct export documentation; vitally important to the business's understanding of post-Brexit packaging and regulations in EU countries.

[www.giftwellness.co.uk](http://www.giftwellness.co.uk)

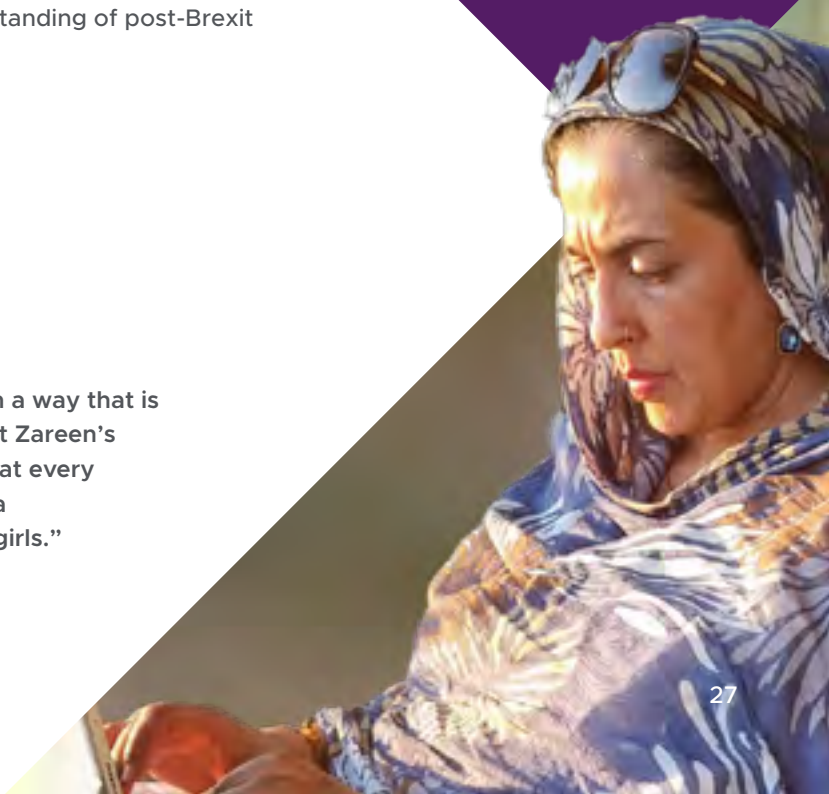
"With the support of D2N2's workshops and webinars, we've really taken the steps we need to develop as an online business, and have built up a healthy bank of monthly subscribers as a result. This programme of support has also undoubtedly built the confidence and ability of our staff, three of whom first joined us on the Chamber's Kickstart scheme and who are now in permanent employment with us."

**Dr Zareen Roohi Ahmed,**  
Founder, Gift Wellness

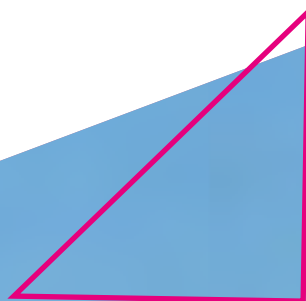
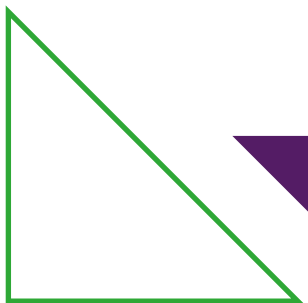


"A key role of D2N2 Growth Hub is to upskill businesses in a way that is accessible, practical and engaging. I'm really pleased that Zareen's team has benefitted in such a direct way, and it's clear that every success of this small but ambitious social enterprise has a tangible and important impact on countless women and girls."

**Paul Stuart,**  
Head of Enterprise, East Midlands Chamber







east midlands  
chamber



## For more information:

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