



Funded by
UK Government

Accelerator Case Study



Aim Strong Sport



Sector: Sports & Recreation

Size: Micro

Location: Leicester

Turnover: £62k

About the business

[Aim Strong Sport](#) is a family run business established in 2012 providing high quality coaching and education in movement, sport and leadership. Father and son team, Steve White MBE and Harry White provide professional development for teachers in SAQ (Speed, Agility, Quickness) and run Holiday Clubs for young people. The business is based in Leicester and has four employees.

Challenges faced

Aim Strong Sport has had a few challenges over recent years including difficulties in retaining staff. There was also a need to improve marketing and promotion to bring in new business. In addition to this, the administrative burden was growing for the small team to handle and they also wanted to become a greener business.



Leicester
City Council

east midlands
chamber



Funded by
UK Government

Accelerator Case Study

Solution and impact

Aim Strong Sport has been supported by the Accelerator project, funded by Leicester City Council's share of the UK Shared Prosperity Fund (UKSPF) and delivered by East Midlands Chamber.

Chamber Business Adviser, Joanna Moore has provided 1-to-1 business advice to Harry and conducted a business review to see where the business is now and where it wants to be.

With Joanna's help Aim Strong Sport successfully applied for a Growth Voucher from the Accelerator project. This has enabled it to benefit from 20 hours of digital consultancy advice from Martin Broadhurst of Broadhurst Digital. Martin has helped the business implement a new CRM system and provided guidance on using AI to improve efficiency.

Harry commented: "It's hard to put a figure on it but the guidance and CRM system support has been incredible. I can now log and track all outreach work and monitor our pipeline. It's helped to increase my productivity with various tasks including emails, quoting and social media."

Joanna also worked with UK Operations Manager, Anthony Raisbury to support the business with its sustainability goals. A fully funded premises energy audit provided several recommendations for improvements to help reduced energy usage and bills, and a decarbonisation plan was also completed to guide the business on reducing carbon emissions.

A word from the business

"The support has been fantastic. Martin was brilliant to work with and supported me to implement the CRM system and utilise AI.

I am already feeling the benefits and know that this will help the business grow and develop in so many ways! Thank you."

Harry White, Managing Director

Accelerator has provided:

- Energy audit
- Adviser support
- Growth Voucher
- Consultancy Support
- Decarbonisation Plan

Impact to business:

- Increased Productivity
- Improved Efficiency
- Upskilling Staff
- Reduced Energy Bills and Usage



Leicester
City Council

east midlands
chamber