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Accelerator Case Study



Luná Movements CIC



(Images above are taken from its official launch in January 2026).

Sector: Holistic Movement & Therapy

Location: Amber Valley

Size: Micro

About the business

Luná Movements CIC is a mobile holistic wellness community in and around Derby. Founded in January 2025 by Sinéad Robertson it provides tools and practices that empower people to make conscious choices, feel energised and grow along their life's journey through yoga, pilates, dance classes and coaching workshops.

Luná Movements offers a supportive space to navigate the challenges that can arise when striving to become the best version of oneself. It works by collaborating with expert teachers in their field, who come together to support the community.

CLAUDE WARD
MAYOR OF THE
EAST MIDLANDS

East Midlands
Combined County
Authority

east
midlands
chamber



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Challenges faced

One of the main challenges faced by the business has been establishing and communicating the value of an integrated relationship between arts and wellness. While there is strong interest in holistic wellbeing, Sinéad comments that it's taken some time and consistent advocacy to demonstrate how creative movement, embodied practice and artistic expression meaningfully support physical, emotional and community health.

Access to support and funding has also been a key barrier. Securing funds to purchase a professional booking system has been essential but also challenging. A reliable system is critical to protecting customer data, ensuring safety and trust, and enabling participants to book with confidence. Without this infrastructure, it would be harder to systematically collect feedback, build testimonials, and develop a strong portfolio that reflects the impact and potential of what the Luná Movements community can deliver.

Solution - Support Given

The business has been supported by East Midlands Chamber Business Advisers, Cat Walls and David Smith, and the Accelerator project. This includes one-to-one adviser support which has been instrumental in the development and sustainability of Luná Movements.

Sinéad comments: "Through personalised guidance and being able to express the challenges I've faced, I've gained greater clarity around my business vision and options available to me, enabling me to make more confident and informed decisions.

"This tailored support has helped me to identify practical next steps. Having dedicated time to reflect, plan and problem-solve with an experienced adviser has increased my confidence in navigating funding opportunities, partnerships and growth strategies.

"Importantly, the one-to-one support has also provided reassurance during periods of uncertainty, helping me to recognise the value of my work and articulate its impact more clearly. As a result, I am better equipped to communicate my offering effectively and continue developing Luná Movements in a way that aligns with both community needs and its business strategy."

The business has also joined the Chamber under the new charity/CIC membership offer so will be able to take advantage of other Chamber services.



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Impact - The Difference it's Made

It's early days but Sinéad hopes to build on an integrated relationship between arts and wellness, the need to foster a balanced approach to living life with more ease.

Taking on board the advice from Cat, Sinéad hopes a more strategic approach to digital marketing - and through building relations with Derby businesses and Culture Derby - will help build brand awareness and Luná Movements' offer.

In the long-term Sinéad would like to build a team that develops the class timetable and outreach programme to communities, establishing a creative community within Derbyshire.

A word from the business:

“David and Cat have been a great support through the connections they have made for me, creating space for my challenges to land, helping me see new perspectives, and building confidence in the offerings my organisation delivers.”

Sinéad Robertson, Founder

Accelerator has provided:

- 1 to 1 Advice

Impact to business:

- Greater clarity of business vision
- Improved confidence
- Improved digital marketing strategy to build brand awareness
- Increased business connections

This project is funded by the UK Government through the UK Shared Prosperity Fund and delivered by East Midlands Chamber.