

# 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.

## Rock Foundation UK

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The **Rock Foundation UK Ltd** is a front-line charitable organisation that provides support for adults with learning disabilities within Greater Lincolnshire via structured work activities within a safe and nurturing environment.

The organisation established a facility in **Caistor** in 2017 which enabled the development of day service provision within a rural setting. This provided Rock Foundation's students with a very different work experience linked to environmental and horticultural activities. The centre also operates a not for profit tea room and gift shop providing students with greater commercial interaction with the public. All centre activities provide students with opportunities to develop personal skills, improving their capacity to live independently and improve their quality of life.

Rock Foundation was alerted to the availability of the UKSPF funded, WLDC 121 business support programme via a local Councillor.

After meeting with Clare, and following initial diagnostic discussions, Rock Foundation have been supported to become more sustainable through improved marketing of the full portfolio of services.



### Social Media Development



### Market Penetration Advice

Rock Foundation's Christine confirmed: "Before our involvement with 121 Business Support, we did not realise that we were not making the most of our digital and social media presence. The advice provided by Clare and her team has been invaluable."

The team has helped us to use marketing in a more targeted way and ensure we were included on local tourism websites. We needed to reach the local community for the day services we offer and ensure a wider reach for the supported living provision. Before talking with the team we had no idea that we needed to claim the Google Listing for our tea room and add listings for day services and the supported living."

Since utilising West Lindsey's 121 business support, Rock Foundation have committed to the on-going evolution of their approach to marketing and formally planning their social-media output.