

# 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.

## Wild Pines Park

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Samuel Woodings is the owner of **Wild Pines Park** - an outdoor activity centre and parkland offering award-winning high ropes courses, archery, mini golf and site/building hire, based in **Market Rasen**. Customers include the general public (of all ages), corporate clients, stag and hen-dos, schools and LCC run initiatives.

Samuel was alerted to the availability of the UKSPF funded, WLDC 121 business support programme via direct contact with the programme delivery team.

After meeting with Clare, and following initial diagnostic discussions, Samuel has been supported to develop the business' approach to digital marketing, brand development and B2B work .

Samuel confirmed: "I got in touch as I needed help marketing the business and the technical side of social media. Being a 'one man band' when I launched the business in 2017, I had to teach myself all aspects of business through searching online - including health and safety, accounting, HR etc. Six years on, there were still some areas of business development that I needed further support with. Having access to free support has allowed me to fill these gaps, plus offered reassurance that I knew more than I thought.



### Digital Marketing



### Market Development

The support has also allowed me to look at the digital side of my business, which has been incredibly valuable, as well as generating some great ideas for optimising online and how to maximise the chance of people discovering us via search.

Everything has been explained in detail, but in an easy to understand way and I had opportunities for further discussions and interaction with each of the experts on the team. Everyone I've dealt with has been courteous, friendly and professional. Support has been comprehensive and swift in its delivery, all I could ask from the project would be more free hours!"

Since going through West Lindsey's 121 business support programme, Samuel continues to develop and implement a wider marketing strategy and plans to expand services to include weddings, wellness groups, first aid classes, outdoor theatre, cinema and more! The support has armed Samuel with both the skills and confidence to target the right audiences with the right content to attract new customers.