


# 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.

### Inline Therapies

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Lisa Walker is the owner of **Inline Therapies** - a physiotherapy practice clinic based in **Nettleham** which was established in November 2022.

Inline Therapies provide physiotherapy via personalised treatment plans in order to help people recover from injury, manage chronic conditions, reduce pain, and restore mechanical function. The practice also provides corporate physiotherapy - helping staff to stay fit and well at work, reduce absenteeism and workplace sickness.

Lisa was alerted to the availability of the UKSPF funded, WLDC 121 business support programme via recommendation.

After meeting with Clare, and following initial diagnostic discussions, Lisa has been assisted to develop a service targeting plan to increase her corporate client base.



#### Social Media Development



#### Customer Targeting Advice

Lisa confirmed: "Clare's advice has supported me to build a customer database and how to advertise to both corporate clients and private individuals in one-on-one settings. Her support has also improved how I use social media to market my services to clients and build relationships with customers via 'free tips and advice', to support clients to self manage and understand their body and symptoms."

Since benefiting from West Lindsey's 121 business support, Lisa has confirmed that she has plans to introduce further services for corporate clients including occupational therapy for mental health and return to work plans. She is also exploring the viability of providing mindfulness and mental resilience classes.