

Are you looking for help to

GROW

your business?

Case Study: Seven Districts Coffee

Collaboration 4 Growth Grant: £6,840

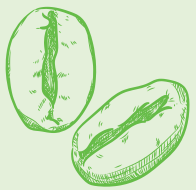
Who are Seven Districts Coffee?

Seven Districts Coffee is a speciality coffee roaster based in Lincolnshire, who supply and roast coffee for local independent businesses, cafes and consumers.

Since being established in 2019, business owners Ellis Purvis and Ben Southall have a team of 24 and two coffee shops in Welton and Nettleham.



Seven Districts Coffee applied for the C4G grant to help them refurbish a country pub into an interactive roastery and purchase a 12kg coffee roaster. The interactive roastery would be used for training baristas and hosting business networking events.



Benefits and Impact

Seven Districts Coffee were able to **increase capacity** and **support the growing demand** for online and wholesale orders.

Through the C4G grant, Seven Districts Coffee have **accelerated their B2B operations**. As a result, **new jobs were created**, retail sales increased as did media coverage and awareness of the brand.



They described the grant application process as '**great and easy**' and had the project not been 60% funded by C4G, Seven Districts Coffee said, '**we would not have gone ahead with the project and would highly recommend the C4G grant to other eligible businesses**'.

If you want to find out more, [click here!](#)



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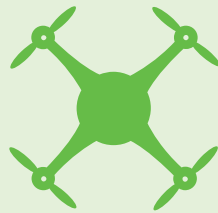
Case Study: Electric Egg

Collaboration 4 Growth Grant: £5,476

Who are Electric Egg?

Electric Egg is an innovative award winning, video, photography and animation production company based in Think Tank, at the University of Lincoln campus.

They offer a breadth of services which includes documentaries, promotional films, covering events and cover shots for magazines.



Electric Egg used the grant to purchase an in-house UAV drone system and equipment for a new high-end broadcast production.

Benefits and Impact

Electric Egg's video production, postproduction and the development of new aerial video and photography services have all **enhanced** because of the C4G grant. They said 'it **successfully created logistical, financial, and creative benefits for us**'.



The UAV drone system service has made the business **more competitive, cost-effective and supported staff development opportunities**. It has also created new opportunities for productivity and creativity.

As a result of the C4G grant Electric Egg has diversified and grown. It has also made a huge **improvement to their services**. Electric Egg said 'we are now able to retain expenditure which would usually be outsourced and have upped our quality to clients'.

If you want to find out more, [click here!](#)



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Case Study: Perma-Grit Tools

Collaboration 4 Growth Grant: £2,488

Who are Perma-Grit Tools?

Perma-Grit Tools design, manufacture, and supply Tungsten Carbide grit abrasive tools, for the High-Performance Car, Boat, Aircraft, Hobby, DIY and Home improvement market.

Over the past 30 years husband and wife, Ian and Tracey Richardson, have travelled extensively to make their business a household name in the carbon fibre industry. It has led to continuing relationships with high profile clients such as F1 teams and Aardman Animations.



Perma-Grit Tools applied for a grant to raise their online profile using the advertising platform - Google AdWords.

Benefits and Impact

Within 6 months Perma-Grit Tools **website visits had increased significantly**, with each user browsing for over 3 minutes. The direct retail orders received from their website **increased 38%** on average. The success continued into 2021, with a **10 and 15% business growth** per annum since the advertising campaign.



As a result of the grant, Perma-Grit Tools were able to **reach other industries** using carbon fibre, create an established presence overseas and appoint several new overseas dealers.

The grant enabled Perma-Grit Tools to reach their target audience, increase brand awareness, and helped Ian and Tracey think of the long-term future goals for the business.

If you want to find out more, [click here!](https://www.lincolnbig.co.uk)

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Case Study: Helen Lindores Design

Collaboration 4 Growth Grant: £4,702

Who is Helen Lindores Design?

Helen Lindores Design provides design, consultancy, and project management to the KBB (Kitchen, Bedrooms and Bathrooms) interior design industry.

Historically Helen sketched her designs for projects, however this practice was becoming outdated as manufacturers and retailers were asking for CAD (Computer Aided Designs) photorealistic designs.



After seeing the C4G grant on a local council website, Helen had no hesitation applying to support the growth and continuation of her business. Consequently, the C4G grant was used to purchase a CAD design package and a laptop.

Benefits and Impact

The specialist equipment enabled Helen to **target sectors which she had previously been unable to supply to.**

The C4G grant has **broadened technical skills**, as Helen described the '**computer savvy skills**' she now possesses. Helen said, '**these new learned skills and the ability to adapt to different clients ensures the continuation of my business for another 25 years**'.



Helen explained '**I've invested in the business, now businesses invest in me**'. Helen has now successfully restored former relationships with large manufacturers and increased her annual turnover.



If you want to find out more, [click here!](#)