

## CASE STUDY

# Artisan Blacksmith hits nail on the head with support from D2N2 Growth Hub



After a 'lifetime' of shoeing horses in a 'village blacksmith's shop', David returned to doing what he loves best, working around the anvil. Since 2013 David has 'forged with love' heart shaped 'Unicorn' shoes, which he sells on ETSY, eBay and other outlets.

After successfully making the transition from farrier to artist blacksmith and changing the direction in his business, David was seeking support with business growth and sales.

As a sole trader and maker he was in a situation faced by many sole traders of having to do everything himself and just needing intervention and support as required, to help him plan a strategy for growth, make the business run more smoothly and to help to 'keep his eye on the ball'.

“*The change in direction for my business would never have happened without the suggestions of others. Being self-employed can be very isolating and talking to someone outside the business is absolutely essential. The D2N2 Growth Hub is very approachable and just a phone call away. Their advisers both listen and help and if they can't, they'll know someone who can...as for the training from the Digital Growth Programme there's something for every business*” - David Gill, Owner, David Gill Blacksmith

## KEY POINTS

- Following a business review from a D2N2 Business Adviser, David 'sorted out' his paperwork and completed his accounts.
- He attended an Innovation workshop and he was referred to the Digital Growth Programme to seek further advice on internet selling.
- The heart shaped personalised horseshoes had attracted international orders via the Internet and David was made aware of the e-exporting service offered by the Department for International Trade.
- Further advice was given when David was considering employing an apprentice.

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