



New digital hub to Champion clients' successes

Sector:
Marketing and Communications

Location:
Costock

No of employees:
110

The Business

Champions is an award-winning full-service brand, marketing and communications agency, providing a raft of digital, creative and publishing services, along with events and celebrity talent management.

The family-run business has developed long-standing and successful relationships with some of the UK's biggest brands and leading SMEs.

Its team of more than 100 colleagues combines the expertise of ten in-house departments to create the ultimate brand agency set-up.

With a unique structure and more than 20 years' industry experience, it has been recognised as one of the UK's fastest-growing businesses by both the Daily Telegraph and the Sunday Times.

The Support

Champions approached us for help in equipping its staff with key digital skills in SEO, website development and social media advertising.

Champions staff accessed 72.5 hours of fully-funded workshop support, via the Digital Growth Programme, in a host of subject areas to bring staff up-to-date with the latest digital techniques.

We also provided £56,000 worth of grant funding toward the purchase of a host of new hardware and software, including the creation of a new Digital Hub, which will enable Champions to provide an in-house video production service, which is currently outsourced, and create nine new jobs plus an apprenticeship.

The Impact

Matthew Hayes, Champions' Managing Director, said: "As a fast-growing communications business with a growing emphasis on digital, it's crucial that we keep up with technology to continue providing value to our clients.

"The workshop support we have received has enabled us to equip staff with the latest digital skills, while the financial support has helped bring a number of digital projects to fruition, to enable better remote working, client monitoring and reporting, and enhancing our provision of digital, creative and video services.

"This has been fundamental in enabling us to futureproof the business, increase our capacity and further enhance our creative offering."

Find out more at:
www.championsukplc.com

Rushcliffe Borough Council supports the Rushcliffe Business Partnership and works closely with partners including East Midlands Chamber and the D2N2 Growth Hub to provide ongoing support to local businesses. For more information, visit www.rbpbusiness.org.uk

