



## Creating a winning online blend for local coffee house

**Sector:** Hospitality  
**Location:** West Bridgford  
**No of employees:** 6

### The Business

**Forde's Coffee and Sandwich Bar** is an independently-owned coffee and sandwich shop which takes pride in serving the local community, as well as welcoming people from further afield.

Its name is derived from the old name for West Bridgford (Bridge Forde), while its brand and logo are a nod to the colour and bosses of the iconic nearby landmark, Trent Bridge.

Its coffee comes from the 200 Degrees Roastery, on Meadow Lane, and it sources its produce from local suppliers wherever possible.

The café boasts a crisp, clean interior and contemporary menu which combines a range of delicious sweet and savoury treats to get the taste buds tingling.

### The Support

Forde's was officially launched in September 2018, having previously been Philo's Delicatessen.

As part of the rebrand, it launched a new website and also offers an outside catering function, which it was looking to promote online.

It received 33 hours of fully-funded digital support, attending several Digital Growth Programme workshops.

Subjects included creating video content, developing effective web content, digital marketing, Search Engine Optimisation, social media and Google Analytics.

It was particularly interested in learning how to develop a website and the different elements that go into creating a successful online platform.

### The Impact

Founder Sarah Vernau said: "All of the courses have been great. For me, it's been all about getting new skills and gaining a better understanding of things like SEO and Google Analytics, and how they can help get the website found online.

"I'm not very technically-minded, but all the course presenters had a great way of breaking things down, to simply explain the things you need to do to be visible on social media and the web.

"The whole process has been invaluable, because not only do you learn new skills, but you come away with so many good ideas about how to put what you've learned into practice."

Find out more at [www.fordescoffee.co.uk](http://www.fordescoffee.co.uk)

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](http://www.rbpbusiness.org.uk)

