



## A perfectly-roasted solution for mobile coffee bar

**Sector:**  
Catering and Events

**Location:**  
Ruddington

**No of employees:**  
6

### The Business

**The Split Screen Coffee Company** is a family-run mobile coffee business.

It sells delicious, locally-roasted coffee and other treats from the beautiful company van, 'May'.

The vehicle was born in 1965 in Wolfsburg, Germany, and started life as a bread delivery truck for the local bakery. In 2013, it was restored into a working van and converted to the mobile café it is today.

The company can be found at various events across the East Midlands and beyond, as well as catering for corporate clients and private parties, providing a range of fresh, homemade food and drinks that can be tailored to suit any situation or season.

### The Support

The business wanted a greater degree of control over its website and also wanted to find better ways of promoting itself online.

It has received 24 hours of fully-funded support through taking part in Digital Growth Programme Workshops and attendance at the D2N2 Digital Conference.

Subjects covered included blogging for business, developing effective web content, and Search Engine Optimisation.

It has enabled the business to develop and launch its own website, using web platform SquareSpace, and start selling its own blend of coffee online, as well as become more visible in the search engines and on social media.

### The Impact

Founder and Managing Director Jen Walker said: "The support I have received has been great and has really enabled me to think strategically about my website, my online presence and what I need them to do for the business.

"The workshops have not just given me new skills, they've really helped me to focus on the direction of the business and how I want it to grow.

"Having the skills and being confident to work on the website myself has put me firmly in control and given me a better understanding of what I need to do to bring some of the ideas I have for the business to life."

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

