



## Forging the digital skills of iron worker David

**Sector:** Manufacturing      **Location:** Aslockton      **No of employees:** 8

### The Business

**David Gill and Son** is a traditional blacksmith and ironworks, working out of the picturesque Aslockton Forge.

After a lifetime of shoeing horses and helping his Dad run the village blacksmith's shop, David has kept the legacy alive by doing what he loves best, working around the anvil.

As well as traditional farrier's work, David hand-crafts a range of personalised decorative objects, from candle holders to horseshoe hearts, which he sells via the online ecommerce platform, Etsy.

David also demonstrates his craft at the on-site forge at the nearby Papplewick Pumping Station, which opens to the public for several steaming weekends throughout the year.

### The Support

David accessed 21 hours of support by attending several fully-funded workshops delivered by the Digital Growth Programme.

These included sessions on working with digital images, and visual marketing via Instagram and Pinterest, a vital avenue for promotion given the highly-visual nature of the products David makes.

These workshops gave him a broader understanding of the importance of images in ecommerce, and ways to capture professional-looking photographs for use on social media.

He also attended courses on planning an effective website, and selling via ecommerce, along with the D2N2 Digital Growth Conference in 2018.

### The Impact

David Gill said: "Primarily, I sell online with a lot of my products shipping to America, so these workshops have given me a better understanding of how to do business online.

"I do everything myself, including the website, so this was all about gaining more control, but also getting a steer on what may happen in the future and the direction I could take the business in.

"I'll be 65 this year, but I don't want my business to stand still.

"Digital technology is a huge part of life so it doesn't matter how old you are, you've got to get to grips with it."

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

