

## CASE STUDY

# Griffin Narrowboat Holidays Is Ready For Launch



*Griffin Narrowboat Holidays*  
MAKE YOUR GETAWAY AT 4 MILES PER HOUR



Mary-Ann Griffin is one half of Griffin Narrowboat Holidays, a family business offering dog- and eco-friendly holiday accommodation on the Trent and Mersey Canal.

Having spent many years holidaying within the UK and staying in some lovely hotels, B&Bs and self-catering accommodation, Mary and Dan decided to realise a dream and launch their own self-catering accommodation. Their USP, it will be on a narrowboat.

After much research they started putting their ideas into practice but recognised their weak spot was a knowledge of marketing and public relations. Mary-Ann decided to contact Julie Nicholson, her local D2N2 Growth Hub Adviser to see what support was available. Julie signposted Mary-Ann to a number of Growth Hub workshops and training events and gave one to one support to help her prepare for the launch of Griffin Narrowboat Holidays for the 2019 holiday season.

“It’s difficult to express strongly enough how grateful we are for the support we have received from D2N2 Growth Hub in setting up our business. The access to the workshops and training events as well as the 1-2-1 advice has been invaluable. It’s been great to run ideas by someone independent who can give impartial advice drawing on her experience and knowledge of business.”

MARY-ANN GRIFFIN, GRIFFIN NARROWBOAT HOLIDAYS

## KEY POINTS

### Support Received

- One to one support from D2N2 Growth Hub Business Adviser.
- Attended several Growth Hub events and workshops

### Outcome

- Fully developed marketing plan to support the launch of the business.
- Gained confidence and skills in marketing the business.

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