

CASE STUDY - Hanwell Wine Estate

New opportunities through business adviser support



KEY POINTS

Support Received

- Ongoing adviser support
- Accessed webinar programme

Outcome

- Better strategic decision making
- Diversification into new revenue streams
- Hired two new staff

Hanwell Wine Estate is a second generation family vineyard ran by husband and wife team William and Helenka Brown. Set amongst the rolling countryside of south Nottinghamshire, the vines of Hanwell Wine Estate are hand tendered to grow grapes for English sparkling wine. The business has it's own shop selling wines made from its grapes. Experience days and craft workshops are also part of the offering.

The business approached the Growth Hub with the challenge of helping them to lead the business by making the correct strategic decisions in order to not only grow but to motivate the team along the way from a leadership perspective.

The Growth Hub were able to respond by providing a dedicated business adviser to support and mentor them on a one to one basis. The adviser, Richard Crowden, had phone calls with Helenka and William, some up to an hour at a time providing a sounding board for their ideas and constraints. Richard was then able to provide advice to help crystalize decision making due to his extensive experience.

The business also took advantage of the Growth Hub's webinar programme by attending several sessions on leadership, marketing, digital marketing and finance. This support has enabled Hanwell Wines to grow by diversifying into new revenue streams and in turn hiring more staff.

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The Growth Hub team are easy to engage. Richard listened carefully to my requirement and reacted quickly to find me a Business Mentor. This has been a game changer for Hanwell Wine Estate, adding value and increasing opportunity.

Big thanks to the Growth Hub!

Helenka Brown, Owner Hanwell Wine Estate

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