



## Jupiter Play & Leisure

Taking a new direction



<b>Sector</b>	<i>Outdoor leisure design consultancy</i>
<b>District</b>	<i>Rushcliffe</i>
<b>Number of Employees</b>	<i>17</i>
<b>Support received</b>	<i>Workshops, one-to-one coaching, graduate talent grant</i>

### The Client

Jupiter Play & Leisure is one of the UK's leading independent play and sports design consultancies.

It designs and creates inclusive leisure spaces which utilise some of the world's most unique and innovative outdoor equipment brands. The firm creates solutions for landscape architects, local authorities, education, leisure and tourism providers, housing developers, community groups and the healthcare sector.

The play spaces Jupiter creates are designed to inspire children, their parents and communities, and boost engagement and participation in physical activities.

[→ Watch the video](#)



### The barriers to high growth

The business has a history stretching back almost 20 years but switched its main base of operations from Scotland to Nottingham in 2015. Although Jupiter had achieved solid organic growth, it was looking for support as it was in the process of restructuring the business and wanted to refocus its offering to appeal to a UK-wide customer base.

The firm was also looking to rebrand to enable it to move into different market sectors and work with specifiers, landscape architects and developers on a more strategic level.

### The UpScaler solution

Jupiter Play & Leisure received an in-depth business diagnostic from an UpScaler adviser to help it develop and refine its strategic objectives and short, medium and long-term goals.

Its team attended several Growth Forums and UpScaler strategic leader workshops on a host of different subjects, including finance, business planning, supplier development and marketing. The latter was of particular use in helping the firm to take stock of its current activity and redefine its brand message.

### The impact

An UpScaler business adviser worked with the company to develop a strategic business plan aimed at identifying and targeting connections in the space it is looking to move into.

Jupiter has recently recruited two new members of staff to extend its design team and add an aftersales and contracts coordinator to its ranks. It has also created an in-house installation team, rather than sub-contracting this aspect of the business out.

*"The support we received from UpScaler enabled us to take a step away from the business and refocus our efforts on developing our strategic vision and working out what we need to do to get us there. As a business in transition, it's often hard to take time away from the day to day to do that strategic thinking."*

- Catherine Hoenigmann