

CASE STUDY - Nottingham Writers' Studio

Diversification and collaborative working



KEY POINTS

Support Received

- Adviser support
- Signposting

Outcome

- Collaborative relationships built
- Ongoing support

Established in 2007, Nottingham Writers' Studio is a home for writers and creatives based in Hockley, Nottingham. They offer workshops, courses, discounted coworking, and networking opportunities, and also encourage members to become tutors themselves, getting paid to lead sessions in their area of expertise.

Over the past two years while the business worked towards a new business model and rebranding, the Growth Hub has provided Nottingham Writers' Studio with a wealth of valuable resources. The first by encouraging the business to diversify and think of themselves as a business as well as a community interest company. The Growth Hub supported Nottingham Writers' Studio in learning about funding resources to enable growth. The business was also introduced to fellow creative organisations that shared an equal passion for community work, helping them to network with talented individuals that signpost to new opportunities and developments for both the business and its members.

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The Growth Hub has helped us to move to a position where we are able to grow. Our attendance at the various marketing webinars and support through a mentoring programme, has given us focus and guidance to develop our business plan and put it into practice. We have also benefited from the support received due to the lockdown and the much-welcomed Covid grants that we were signposted to.

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