

CASE STUDY - Shining Cliff Centre

Upskilling for a marketing boost



KEY POINTS

Support Received

- Action Planning Workshops
- Webinars

Outcome

- Digital marketing skills gained to help grow the business
- Able to create a WordPress website for the business

Shining Cliff Centre C.I.C was established in 2019 when director, Kate Tuck, took over the lease of Shining Cliff Hostel. The hostel has been in existence since the 1940's, and provides simple, self-catering accommodation in a unique off-road location, situated in the midst of 600 acres of stunning woodland on the edges of the Derwent Valley World Heritage Site. The hostel includes a Woodland Hut, which can be hired to groups wishing to spend a day in the woodland, they also have access to a fire pit, toilet, and a dry, secure hut to use in poor weather or to store belongings whilst exploring the woodland. The ethos of Shining Cliff Centre is to encourage people to improve their wellbeing through the 5 Steps to Wellbeing (Be Active, Keep Learning, Give, Take Notice and Connect). The centre organises regular woodland sessions, including volunteer conservation days, women's wellbeing sessions and bespoke sessions for children and adults. They also work in partnership with All About the Calm, to offer wellbeing activities, such as forest school sessions, mindful guided walks, special event days throughout the year, an outdoor social group and bespoke woodland sessions.

Kate reached out to the Growth Hub to gain support in self-employment and to learn how to help promote the business in her local area. This support came in the form of Action Planning Workshops and webinars. Kate attended several including: 'Getting started with social media', 'How to have a greater impact using social media' and also 'Diving deeper into WordPress'. These sessions have helped boost the marketing for the Shining Cliff Centre and helped support in the development of the company website. Sessions were also attended on the topics of Empowerment and Wellbeing and Finance, the latter enabling Kate to start to think ahead and plan financially.

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I have really benefited from the webinars run by D2N2. I've learnt how to use social media as a marketing tool, had support on using WordPress to create my own website, and had support on how to think ahead financially. I had no experience of setting up or running a company, so these free resources have been invaluable in learning about many of the facets of being self employed and getting my service known in the local area.

Kate Tuck, Shining Cliff Centre Director

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