

CASE STUDY - Three Bears Cookery Club

Cooking up a storm with Growth Hub support



KEY POINTS

Support Received

- Webinars
- Action Planning Workshops
- Adviser support

Outcome

- The Business have become a franchise
- Upskilling the business
- Ongoing business support

The Three Bears Cookery Club journey started when founder, Ruth Chubb, was pregnant with her first child and was made redundant. Using this as an opportunity rather than a setback, Ruth started her own sales-based business. The business offers fun cookery sessions for children ages 2-13. Currently based in Derbyshire, Three Bears Cookery Club runs After School Clubs in local Primary Schools, Holiday Workshops, Online Classes, Baking Parties and a monthly Baking Subscription Box. The aim of the business is to teach children how to cook, explore tastes & textures and develop lifelong independence in the kitchen.

Although Ruth's experience in catering and running a previous business set her up for a good start, she sought support and advice to move her business forward. Ruth has been on a number of D2N2 Growth Hub online workshops which have been extremely useful in learning new skills to move her business forward. Workshops attended include 'Marketing strategy in practice', 'Creating an email marketing strategy', 'Getting started with pricing' and more. Since Ruth started Three Bears Cookery Club in 2016, the business has won a number of Awards for their Cookery Classes and due to the success of the business. Ruth has now franchised the business and looking for Franchisees across the UK. Ruth would encourage everyone to follow their business dreams and to remember that it's never too late, nor is it impossible if you have a family – in Ruth's case her family have been her inspiration.

“ Having access to D2N2's workshops has been amazing, the workshops are well organised and the trainers are extremely helpful and supportive in tailoring it to your business and answering questions. I would recommend D2N2 to everyone, as it has been fantastic to be able to have access to their workshops and services

Ruth Chubb, Founder of Three Bears Cookery Club

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