

## Derbyshire Business Advisory Growth Service

### Case Study Profile:

### Three Bears Cookery Club



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**Support Received:** Derbyshire Business Advisory Growth Service

**Location:** Derbyshire

**Website:** [www.threebearscookeryclub.com](http://www.threebearscookeryclub.com)

**Social Media:** Facebook ([www.facebook.com/childrenscookeryclasses](https://www.facebook.com/childrenscookeryclasses)), Twitter ([@childrencookery](https://twitter.com/@childrencookery)) & Instagram ([www.instagram.com/threebearscookeryclub](https://www.instagram.com/threebearscookeryclub))

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Mum of three, Ruth Chubb started the Three Bear Cookery Club in July 2016, a business that has risen after several years in the making.

Ruth's journey started when she 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. She continued the business into her pregnancy with her second child and after she was born. It was when Ruth was baking in her then rather small kitchen with her two young children, that the idea for a cookery club first arose. After Ruth had her third child and herself and her family moved back to Derbyshire, she decided the time was finally right to start her Three Bears Cookery Club business. Ruth notes:

"I had gained so much experience from my previous roles that I had a good understanding of how to start a business and how to market it using social media."

The Three Bears Cookery Club offers fun cookery sessions for children ages 2-13. Currently based in Derbyshire and Burton, the popularity of the clubs has required Ruth to move out of her kitchen and into local village halls. The business also runs cookery parties and after school clubs in primary schools. The aim of the business is to teach children important life skills, coordination and the ability to follow instructions, Ruth comments:

"We offer parents and children the opportunity to have fun and learn life skills creating delicious recipes each week."

"It gives them the opportunity to try out new foods. If a child can help prepare and cook the food, they are more likely to try it."

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 met Business Adviser Julie Nicholson after a friend informed her of D2N2 LEP (the Local Enterprise Partnership for Derby, Derbyshire, Nottingham and Nottinghamshire). Julie works with the D2N2 Growth Hub and supports businesses through the free Derbyshire Business Advisory Growth Service.

The project is part-funded by European Regional Development Funding and Derbyshire County Council and delivered by [NBV Enterprise Solutions](#). NBV's Growth Advisers are highly experienced in all aspects of business growth and work with you to grow your business. Ruth says:

“When I met Julie, I was in need of some support and direction as I wasn't sure how to move the business forward.”

“Julie has helped me enormously, I don't think I would be where I am today without her. Julie sat down with me and talked me through my current business model. She also helped me with pricing, as when I started I wasn't charging people correctly!”

“After each session there was so much to take away, reflect on and do, that it helped me progress the business so much quicker than if I just muddled through on my own.”

It may have taken a few years for Ruth to gain the skills and experience to realise her dream business, but she is now enjoying watching the Three Bears Cookery Club grow. Ruth even has ideas of expansion for the business:

“My plan for the future is to franchise the business, which is my next stumbling block! But I am confident that Julie will be there holding my hand.”

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. Lastly, Ruth comments:

“I would recommend this service (Derbyshire Business Advisory Growth Service) to everyone, as it has been fantastic and is a great help to small businesses who can't always afford to pay the high rates of a Business Adviser.”

If you want to learn more about the Three Bears Cookery Club or even sign your child/children up for a class, then look at their [website](#).

Or perhaps you're a Derbyshire based small businesses with an ambition to grow? Find out how you can start your journey today with a free impartial business diagnostic as part of the Derbyshire Business Advisory Growth Service.

