

CASE STUDY - Derbyshire Vintage Crockery Hire

Practical solutions through webinar attendance



KEY POINTS

Support Received

- Webinar support
- Adviser support

Outcome

- Upskilling the business
- Diversification by introducing new business packages

Derbyshire Vintage Crockery Hire was established in August 2018 and operates throughout the East Midlands hiring out beautiful vintage afternoon/high tea party crockery and accessories. The crockery can be hired for many different occasions including weddings, birthdays, hen parties, baby showers and more. With over 100 different styles/colours/patterns (e.g. early 20th century, hand painted, art deco and retro styles in a wide range of floral, pastel and/or gilded patterns and colours) and almost 500 place settings, Derbyshire Vintage Crockery Hire can cater for a wide range of different tastes and occasions. As well as offering a couple of all-inclusive packages, Derbyshire Vintage Crockery Hire also provides a fully bespoke service to match each individual client's needs and wishes. Event styling can be completed with the 'finishing touches' of vintage linen, glassware and small tea cutlery.

Due to the significant changes that affected the hospitality and events sector during the Covid pandemic, the business needed to take some time to review their 'offering' – looking for other opportunities to continue to trade within the rules and therefore contacted the D2N2 Growth Hub for support. The D2N2 marketing and advertising online webinars provided the perfect vehicle to 'sit back and reflect' on what might be possible given the constraints and to gain very useful tips for positioning and promoting the business differently and using different channels e.g LinkedIn and Instagram. As an outcome the business has created packages and marketing materials to cater for the more 'intimate' occasions which were still allowed to take place during the Pandemic. In addition, Derbyshire Vintage Crockery Hire are now able to be more flexible in their offering and price to enable each event's needs to be fully met by amending the ratios of items offered.

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Due to the pandemic it has been a very challenging period for the events and hospitality sector and to be given the opportunity to continue to network and receive advice online through the various D2N2 webinars has been invaluable. This support has provided a range of benefits - a 'pick me up' when things looked bleak, the 'push'/motivation to continue, an opportunity to network with others in both similar and different sectors and, importantly, a number of concrete and practical actions which will benefit my business into the future.

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