

CASE STUDY - YADA Collective

Re-inventing the night-time economy with Growth Hub support



KEY POINTS

Support Received

- Webinars
- Action Planning Workshops
- Adviser support
- Support with funding bids

Outcome

- Business plan created
- Upskilling the business
- Funding bids won

YADA Collective CIC is a newly formed social-enterprise who have a vision to re-imagine and re-present the night-time economy. Their first alcohol-free bar opened in June 2021 creating an alternative and welcoming space in the city of Derby. The collective hopes to provide a unique environment for local charities to reach out to members of the community, with a particular focus on those working with marginalised groups. YADA is also a showcase and learning environment for young creatives and entrepreneurs seeking to explore their vocation and vision.

YADA Collective's directors are an enthusiastic group in their mid-20s that are keen to learn and develop as their business grows. As a start-up social enterprise, they were on the lookout for funding opportunities but needed to have a clearer and more robust business plan. With the support of a D2N2 Growth Hub business adviser the business underwent the information, diagnostic and brokerage service. This enabled them to then create a robust business plan that would aid their success at funding bids. The business also attended a number of Growth Hub webinars and Action Planning Workshops on the topics of marketing, business planning and wellbeing.

“ Having the support of D2N2 has been a game changer for us. As a team of young co-founders it was great to get some experienced advice from Sonny. With their support we were able to create a business plan, identify and win some funding bids, receive some essential training for our new staff and develop crucial connections within the city.

Rhondell Stabana, Director and co-founder

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