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Accelerator Case Study

Fresh Logistics Group

Sector: Courier Logistics **Location:** Derby **Size:** Medium **Turnover:** £1.5m

About the business

Fresh Logistics Group is a logistics provider specialising in temperature-controlled (cold chain) courier services. Located in Derby, the company operates across the UK and Europe, delivering time-critical and compliance-led transport solutions. Established in 2008, Fresh Logistics Group has grown steadily and currently employs approximately 50 full-time staff.

The company operates on a 24/7 basis supporting sectors such as pharmaceuticals, food distribution, experiential marketing, festivals and events. Reflecting the time-sensitive nature of cold chain logistics and the critical industries it serves, the company focuses on innovation, sustainability, inclusivity and compliant refrigerated transport solutions to ensure integrity throughout the supply chain.

Challenges faced

The main challenge to Fresh Logistics Group's growth is rising operating and labour costs, particularly increased energy prices and higher National Insurance and minimum wage requirements, which significantly impact temperature-controlled fleet operations.

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Another barrier to growth is increased competition from lower-cost and less regulated providers, placing additional pressure on pricing while maintaining high service standards. Broader economic instability and inflation have further affected demand across key sectors, including events, festivals and food distribution.

Solution - Support Given

Fresh Logistics Group received targeted business support designed to strengthen growth planning, improve digital capability and support long-term sustainability within the logistics sector. This included:

One-to-one Business Adviser Support

The business benefited from dedicated one-to-one support from East Midlands Chamber Business Adviser, Lisa Baggott. This support focused on practical growth planning, improving operational efficiency, and strengthening market positioning within the competitive temperature-controlled logistics sector.

Lisa worked closely with the business to identify key challenges, prioritise actions, and support informed decision-making. Support also included guidance and hands-on assistance with the Growth Voucher application process, ensuring the proposed activity aligned with business objectives and delivered tangible value.

Workshops attended

Fresh Logistics Group participated in a series of business workshops delivered through the Accelerator programme. These sessions focused on developing digital capability, improving marketing effectiveness, strengthening data-led decision-making and supporting more sustainable and efficient business operations.

The workshops provided practical tools, up-to-date insights, and opportunities for peer learning, helping the business build internal skills and apply learning directly to day-to-day operations and planning.

Growth Voucher – In-depth SEO audit of online presence

Through the Growth Voucher, Fresh Logistics Group commissioned an in-depth SEO audit of its online presence. This included a comprehensive review of website performance, search engine visibility, keyword usage, content effectiveness, technical performance and competitor positioning.

The audit identified gaps and opportunities to improve online visibility and better communicate the company's specialist cold-chain logistics services across the UK and Europe. Clear, actionable recommendations were provided to enhance digital reach, attract higher-quality enquiries and support longer-term marketing effectiveness.

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Overall, the combined adviser support, workshops, and Growth Voucher activity have helped Fresh Logistics Group strengthen its foundations for growth, improve digital performance and build confidence in its strategic direction during a challenging economic environment.

Impact - The Difference it's Made

The support received has had, and is expected to continue to have, a strong positive impact on both Fresh Logistics Group's business performance and its workforce. The business now has a clearer strategic direction and stronger positioning within the temperature-controlled logistics market. Improved digital understanding and visibility have increased confidence when bidding for new contracts and exploring opportunities across the UK and Europe.

Improvements identified through adviser support, workshops, and Growth Voucher activity have resulted in more streamlined processes, better use of technology, and clearer operational planning. These efficiencies are particularly valuable in managing rising energy, fuel and labour costs.

Investment in staff training and development has delivered clear benefits. Employees now have improved skills, greater clarity around processes, and stronger management support, contributing to higher engagement, improved performance, and better staff retention. A more skilled workforce also supports compliance and service quality in a 24/7 cold-chain operation. The strengthened business model and clearer growth planning support the creation of new jobs as demand increases, while improved resilience and cost control help safeguard existing roles during periods of economic uncertainty.

Overall, the impact has been a stronger, more efficient, and people-focused business, better equipped for sustainable growth while continuing to deliver reliable, high-quality logistics services. In total, the combined support is estimated to deliver £20,000–£35,000 in annual cost efficiencies, alongside significant time savings, improved staff capability, and a stronger platform for sustainable growth. These improvements position Fresh Logistics Group for continued expansion while maintaining service quality, compliance and employment stability.

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A word from the business:

"The support we've received has been invaluable in helping Fresh Logistics Group grow and operate more efficiently. The one-to-one adviser guidance, workshops and Growth Voucher activity have given us greater clarity, improved our digital presence, and supported investment in our team. We feel better equipped to compete in the market, deliver high-quality services, and continue growing while safeguarding and creating jobs."

Alan White, Managing Director

Accelerator has provided:

- 1 to 1 Advice
- Workshops
- Growth Voucher
- Digital Consultancy

Impact to business:

- Clearer strategic direction and positioning
- Improved digital visibility
- Upskilling workforce
- Streamlined processes
- Improved efficiencies
- Cost savings
- Safeguarding jobs
- Created new jobs

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