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Accelerator Case Study

Bees Knees Deli & Cookery School

Sector: Deli & Cookery School **Size:** Micro **Location:** Broxtowe

About the business

Bees Knees Deli & Cookery School is a family business, run by mother and daughter, Elaine and Rachael Harrison. They produce an array of homemade pastries, cakes and patisserie, alongside a delicious changing menu of breakfasts and lunches in their Deli in Eastwood, Notts. They also run a school, teaching cookery to kids and adults offering a wide range of classes for people in the local area.

They have years of experience, and it shows in their fantastic outside catering for a variety of events. Both Elaine and Rachael credit their passion for food and cookery to Elaine's mum, Shirley Palmer. Elaine and Rachael started Bees Knees Catering in 2019. Bees Knees Deli & Cookery School was established a few years later in September 2021.

Challenges faced

The business duo needed to promote the cookery lessons and services more effectively, especially to passing trade and residents. They wanted to create new marketing collateral to explain what was on offer and improve the visibility of the deli premises.

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Solution and impact

Elaine heard about support from the Accelerator Project from Broxtowe Borough Council and East Midland Chamber's Business Adviser, Cat Walls. The Accelerator Project is funded by Broxtowe Borough Council's share of the UK Shared Prosperity Fund and delivered by East Midlands Chamber.

The business successfully applied for a Broxtowe High Street Business Grant where the total funding requested was £3,570 and the business contribution was £900. This funding will be used to pay for training to enable the team to enhance their skills so they can offer a more diverse range of classes.

In addition, it will be used to purchase electronic display boards, new marketing leaflets for the cookery school and business cards for Elaine and Rachael to use at events.

Elaine said: "We are the only cookery school in Eastwood. We can offer a variety of classes to help people eat healthier, cater for special dietary requirements, as well as kids and teenager classes to get them started, and just bring the fun to cooking. We would love to give people the passion and skills to cook their own meals and enhance their lives for the better."

A word from the business

"The funding was great for us as it helped us become more visible and helped people become more aware of the services we provide.

Without this funding we would not have been able to increase footfall and awareness on this scale. We are very grateful for the assistance provided by the Accelerator Project."

Elaine Harrison, Director

Accelerator has provided:

- Business Grant

Impact to business:

- Upskilling workforce
- Diversification of classes
- Increased footfall
- Increased visibility

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