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Cherished Companion

Sector: Pet Cremation **Location:** High Peak **Size:** Micro

About the business

Cherished Companion is based in Glossop, Derbyshire and supports families across the High Peak and surrounding areas. The family-run business was established in 2024 and is run by directors, Ruth Bakerson Lowe and Paul Bakerson.

Cherished Companion provides compassionate end of life pet care, including individual pet cremation, support with arranging private home euthanasia, collection from veterinary practices, keep sakes, farewell room, ashes return as well as ongoing bereavement support for families.

Challenges faced

As a relatively new business, its greatest barrier to growth has been raising awareness in a market where many pet owners don't realise they have a choice over who cares for their

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pet after euthanasia. Larger providers often already have established relationships with veterinary practices, so as an independent, family-run business, Cherished Companion must work harder to educate and inform families, build trust and market itself consistently.

Like many small businesses, Cherished Companion has also faced rising operating costs and has little in-house capacity to focus on marketing, while continuing to deliver a very personal, hands-on service.

Solution - Support Given

Cherished Companion has been supported by East Midlands Chamber Business Adviser, Dan Wilkinson and the Accelerator project. Dan has provided one-to-one advice, helping the business review its growth plans, marketing priorities and practical steps needed to raise awareness of the service.

Ruth comments: “This support has helped us think more strategically about how to communicate our unique offer, strengthen our business visibility and identify opportunities to grow through partnerships, marketing activity and service development.”

With Dan’s guidance the business successfully applied for a Growth Voucher which has helped fund external digital marketing support.

Through this specialist support the business is introducing a new digital marketing and e-commerce strategy that will transform how Cherished Companion promotes its services, engages customers and manages sales.

Previously a manual system, it means they can implement a comprehensive digital marketing framework which includes content management, digital templates and a new e-commerce platform for their urns, keepsakes and related products. The business will also be able to track and analyse performance and measure engagement through Google Analytics and Meta Insights, not done previously.

In addition, through training and workflow processes provided by the consultancy, the directors will manage systems in-house helping sustainability and scalability.

The business has also benefited from signposting to wider business support and networking opportunities, which has helped it reflect on the next stage of growth.

Impact - The Difference it’s Made

Ruth adds: “The support has helped us become clearer and more confident about the direction of the business. It has strengthened our approach to marketing and growth,

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helped us identify where to focus our time and investment, and supported us in building a more competitive and visible presence in the market."

Cherished Companion expects the support received, and consequent activity, to lead to increased awareness, more enquiries, stronger referral relationships and a more streamlined approach to business development, while safeguarding and growing the family business.

Although some of the impact is longer term, Accelerator support has already saved time by helping the team prioritise the right actions and given them a clearer roadmap for sustainable growth. Therefore, at this stage the main measurable benefit has been the time saved in focusing their efforts more effectively and avoiding wasted activity.

A word from the business:

"The support has given us valuable time to step back and work on the business rather than only in it.

As a small family-run company, having tailored advice and encouragement has helped us feel more confident about our next stage of growth and how to communicate what makes our service different."

Ruth Bakerson Lowe, Director

Accelerator has provided:

- 1 to 1 Advice
- Growth Voucher

Impact to business:

- Upskilling workforce
- New Process
- New Technology
- Time Savings
- Increased Efficiency

This project is funded by the UK Government through the UK Shared Prosperity Fund and delivered by East Midlands Chamber.

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