Funded by UK Government

Accelerator Case Study

Derby Uncovered CiC

Sector: Heritage/ Visitor Economy **Size:** Micro **Location:** Derby City

About the business

Derby Uncovered is a heritage centre situated on Sadler Gate in the heart of Derby City. Established in February 2024 by Directors David Turner and Stephen Culf, the centre is dedicated to showcasing the rich history and heritage of Derby and Derbyshire. In addition to its historical exhibits, the centre features a curated selection of books, prints, and gifts related to the area, all created by local artists. It also supports the community by offering locally sourced groceries and provisions.

Challenges faced

One key barrier identified was the low footfall in Derby's Cathedral Quarter, and David was actively seeking strategies to attract more visitors.

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Solution and impact

David initially received start-up support from Lara Beardsmore, a Start-Up Adviser, when the business was first launched. A few months later, Lara referred them to Steve Phillips, an Accelerator Business Adviser, to further assist with the growth of the heritage centre.

The Accelerator Project is funded by Derby City Council's share of the UK Shared Prosperity Fund and delivered by East Midlands Chamber.

After a one-on-one meeting with Steve, David applied for a High Street Business Grant to improve the shop frontage and overall visual appearance of the premises. They were awarded £2,040 to purchase a digital display unit to show information regarding Derby City and the historical centre.

The enhancement to the shop front has helped increase foot traffic and attract more customers to the centre. Since completing the improvements, they have seen a noticeable rise in both visitor numbers and sales.

A word from the business:

"We're very grateful for the support. Steve Phillips was invaluable in terms of helping and guiding us through the process and it's something that I'd recommend other business get in touch about. Our shop front now attracts more customers into our premises which in turn leads to more revenue."

David Turner, Director

Accelerator has provided:

- Start-Up support
- 1-2-1 Business Advice
- Derby High Street Grant

Impact to business:

- Jobs created & safeguarded
- Shop Front Improvements
- Increase in Visitors
- Increase in Revenue

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