

[Start-Up West Yorkshire & ADVENTURE Case Study – Tchin Tchin](#)



Start-Up West Yorkshire is part of the [Mayor of West Yorkshire](#)'s region-wide [Enterprise West Yorkshire programme](#) to encourage entrepreneurship and help people get the support that they need to start a successful businesses. [AD:VENTURE](#) provides specialist support to new businesses to help them grow.

[Tchin-Tchin Bar](#) is a fully mobile bar service catering all types of events. Providing fully staffed bar, with different hire terms and serving a range of drinks. Ideal for parties, weddings, festivals and corporate events. The business was founded by Emma Grant with the support of Sam Toulmin, and is based in Lofthouse, on the Leeds and Wakefield border.

Emma accessed Start-Up West Yorkshire for help to reflect on her business model, address limiting factors, improve marketing, further her financial planning, identify efficiencies and grow the business. The support she received helped Emma to recognise the strengths of the business, to build a support network and to successfully apply for AD:VENTURE grant funding. The grant was used to improve marketing and grow her customer base by increasing trade with businesses.

About the business

Emma told us about how she started the business:

“The idea of running my own business really appealed to me, choosing my own hours, being able to work on my own terms and the satisfaction of building something that was ours.

After spotting a converted horsebox bar for the first time, I fell in love and knew that’s what I wanted to do. I spent a lot of time in customer service roles and having worked in bars for a couple of years and really enjoyed it, the idea of being able to do this in multiple locations really appealed to me. So, with support from Sam and his knowledge for numbers and data analysis, we decided to go for it.



Before accessing business support we had completed one full year of trading, with the year prior to that being paused due to Covid. Within this year of trading, we completed 11 events of varying significance and turnover. We generally cover a 60-mile radius of around Leeds, which includes North and South Yorkshire, East Riding and parts of Lancashire.”

Objectives

Emma began receiving business support in September 2022. She told us why she decided to seek support:

“We had a reasonable year of trade under our belt and were at a point where we could reflect and build on our experience. To make the most of this we needed some help.

We needed to make sure we had established our basics correctly, for us to move forward and grow our business successfully. This included pinpointing our USP and identifying our ideal client in order to direct any marketing efforts and connections in the right places.

The financial planning was needed to track the progress of the business up to present day, to review changes and identify efficiencies that needed to be made. We knew that once we had this in place, we would be able to forecast appropriately and navigate the financial challenges of our expansion plans.”

Emma met with Peter, the Start-Up Manager for Leeds from the [Start-Up West Yorkshire programme](#). Peter recommended initiatives, planning tools, funding options and provided business starter-pack materials. He then referred Emma to the AD:VENTURE business growth programme to further develop the business.



Results

*“We utilised every part of the training and support on offer. This included the one-to-one sessions with our dedicated advisor Stephanie [from the Accelerate programme delivered by AD:VENTURE partners Leeds Beckett University]. **These sessions were extremely helpful in being able to look deeper into specific areas of the business that could be made more efficient. As well as identifying what truly works well and being able to develop on those strengths for the future.***

Following the Accelerate course, we were introduced to lots of other people and were able to build a network of likeminded individuals, as well as those with a wealth of experience for us to get support from and ask questions.

One of the huge benefits of accessing the AD:VENTURE programme, was that we were able to apply for the [grant funding](#). Our application was successful, and as a result we have been able to invest further into our business – We have had our copy redone for our website, so we can really make a lasting impression and provide the best user experience for our clients.

We had a branding photoshoot, again made possible thanks to the grant funding, these images are used for our marketing and our website, ensuring a clear brand message.

At the beginning we traded primarily business to customer. With most of our events being weddings and large events. We are now focusing on our business-to-business potential, both within the wedding industry (such as wedding venues) and corporate events.

We plan on bringing in at least one additional fix term member of staff within the next 12 months, as well as our small seasonal team. Our goal is to be able to employ a small team, providing a reliable income for our staff all year round.”

Feedback

Emma found the one-to-one support hugely valuable:

“Taking things right back to the beginning by reviewing the basics was really great for identifying our USP and getting a better understanding of who our target audience is. We were able to tailor our content and marketing efforts.

I also found the sales sessions to be extremely helpful. I always thought I was quite good at sales, but there’s always more to learn. For me it was to make sure I was actively listening so that I know exactly how to respond to a potential client. Addressing any pain points they may have and offering a solution with our services.”

Emma described her experience of Start-Up West Yorkshire and AD:VENTURE:

“It was a really positive experience; it has opened us up to looking at further coaching and also signing up for alternative networking opportunities that I might otherwise have been too self-conscious to do.”

We asked Emma what advice she would give to someone who is thinking about accessing business support:

“Do it! No matter what stage you are at, these business support programmes are a great help. Getting the early steps right helps for later down the line.”

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[Start-Up West Yorkshire](#) fully funded business support can help any type of business under three years old and those who have not yet launched their business, in West Yorkshire.

[AD:VENTURE](#) provides support to growth focused new businesses that trade with other businesses. See our webpage to find out more, register or [hear from more business owners](#) who have received support.