

## **Economy and Environment Scrutiny Meeting 24/11/20**

### **Business Lincolnshire Growth Hub Appendix: Case Studies**

#### **Evolve Flowers**

Evolve Flowers are a Pinchbeck based business established in September 2017, providing B2B consultancy, flower craft & floristry courses for leisure and 1-2-1 classes as well as bespoke floral designs for weddings, funerals and events.

Evolve has grown by over 500% since the start of lockdown 1, with now over 1500 florists buying from them. The Growth Hub has been supporting the business with one to one advisory support through their local Growth Hub adviser and one of the Growth Hub specialist advisers. The business has also had a Growth Hub capital grant that was used to buy and build a cold store and they have also used the Government's Bounceback loan scheme to provide cashflow to support such rapid growth.

The business has created this video to talk about what they do - <https://youtu.be/65ouMN-sD6g>

#### **Fizzco**

For Christmas decorating professionals [Fizzco Limited](#), it's Christmas 365 days a year. The Lincoln-based experts in designing, building and installing extraordinary and bespoke Christmas displays have expanded again, after a million-pound investment in a new premise.

Thanks to the Scale Up support from the Business Lincolnshire Growth Hub, Fizzco has acquired more warehouse space, taking on another 5000sq metres. This warehouse has been transformed into a magical, year-round Christmas showroom, filled to the brim with the biggest, best and brightest Christmas decorations.

The new showroom has a wide range of products, offering clients a fully immersive experience. Clients can now visit the showroom and view the various festive design components in person, seeing first-hand how the magic of Christmas is created.

Russell Brown, Fizzco's Operations Director, says: "The showroom is a way to accommodate the different buying patterns of our clients. We know with COVID-19 the industry is changing weekly, if not daily, and this showroom means customers with different lead times or production restraints can make decisions right then and there."

Check out the new showroom now with Fizzco's [virtual tour](#).

#### **Matthew Cox**

The Stamford-based company has evolved from Matthew's beginnings in the antiques trade, where he learnt everything from his antique dealer father and grandfather, to a fully-fledged design studio and workshop working with clients across the globe. The company has recently received a Productivity Grant and Scale-Up support from the Business Lincolnshire Growth Hub to support their growth and expand their business. Now the company is looking for a new generation of makers to whom they can pass on these skills and knowledge.

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Despite the challenges posed by COVID-19, the business has managed to gain momentum in

recent months. Due to the number of projects in the pipeline, Matthew Cox were unable to furlough their team when the outbreak began. Instead, they reconfigured their workshop and working practices to ensure the business is COVID-secure, allowing them to continue during the pandemic.

Amid the crisis, the business was also awarded a Productivity Grant from the University of Lincoln, which they have used to fund their highly innovative augmented reality project. This has enabled them to create AR models of their furniture in every finish, so a customer shopping online can take a closer look before they buy.

### **SafeLincs**

SafeLincs is an Alford-based fire safety provider, known for its progressive and customer-focused approach to fire safety. The winner of multiple customer care awards, SafeLincs also operates the UK's largest online fire safety portal, where businesses can get their hands on free test reminders, log books, risk assessment tools and more.

SafeLincs was selling personal protective equipment (PPE) long before the outbreak of COVID-19, due to their partnership with the St John Ambulance Service and their contract with Nightingale hospitals across the UK. However, after the outbreak of COVID-19, they decided to adapt their business to help stop the virus from spreading and to better suit their customers' needs during this unprecedented time.

To help businesses to reopen safely after lockdown, SafeLincs has been distributing designated amounts of PPE to customers including hand sanitiser, face masks and gloves – at pre-COVID-19 prices. They have also introduced a new line of products to help prevent the spread of COVID-19 in the workplace, including taps and hand wash dispensers that can be operated using elbows instead of hands and foot-operated door openers. This new range also features bespoke sanitation stands that can be tailored to suit a business's needs, along with wall-mounted holders for PPE.

SafeLincs are continuing their fire safety work alongside helping businesses to become COVID-secure. Their new measures include Zoom meetings for customers rather than face-to-face meetings, as well as putting new protective and social-distancing processes in place when conducting assessments.

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