

Studio B61

Studio B61 get off to a 'flying start' with help from Enterprising Worcestershire

The Company:

Based in Bromsgrove, Studio B61 is a creative services agency offering graphic design, marketing and communications strategy and in-house printing solutions. It works with corporate clients across a range of sectors, including property, finance, leisure and tourism and also works with public sector clients. Directors Hannah Dudley and Sian Conway first met on an entrepreneurship scheme at Coventry University.



Studio B61- creative services agency

The Challenge:

Graphic designer Hannah had been working on her own for several years and Sian had been gaining experience in a range of senior marketing roles. When they explored the possibility of joining forces to set up a creative services agency they realised they would benefit from some mentoring and training. The pair also felt they could benefit from financial support for capital investment in new equipment.

The Solution:

In August 2017 the pair contacted Worcestershire Business Central and signed up for the Enterprising Worcestershire programme, which is part-funded by the European Regional Development Fund, Worcestershire County Council and district councils. During the two-day finance and marketing workshop they also applied for Enterprising Worcestershire grant funding.

“We got the full grant that we applied for and we used the money to buy two new computers, new photography studio lights, monitors, new chairs for the office. We also bought a drone because we’re going to expand into aerial photography for property clients, and the funds also enabled us to gain a qualification from the Civil Aviation Authority which gives us a license to operate a drone commercially.”

The Result:

“Both the mentoring and the funding gave us everything we needed to get going and get off to a flying start,” says Sian. “Our new equipment meant that we were able to work more efficiently, expand our service offering, and compete against some of the larger marketing agencies who have state of the art equipment.”

Open for Business

Having hit the ground running, Studio B61 has been able to bid for larger projects. The team now counts Severn Valley Railway and HMP Hewell among its clients and continues to work with Hannah's former design clients including Harris Lamb property consultants.

“We spend a lot of time getting to know clients at the beginning – getting to know where they're at and what their goals are. Sometimes we take on one-off projects, other times we are working as an extension to their team,” explains Sian.



Sian (left) and Hannah (right)

European Regional Development Fund

This project is receiving up to £1,076,648 of funding from the England European Regional Development Fund as part of the European Structural and Investment Funds Growth Programme 2014-2020. The Department for Communities and Local Government (and in London the intermediate body Greater London Authority) is the Managing Authority for European Regional Development Fund.

Established by the European Union, the European Regional Development Fund helps local areas stimulate their economic development by investing in projects which will support innovation, businesses, create jobs and local community regenerations. For more information visit <https://www.gov.uk/european-growth-funding>.



For more info see: www.businesscentral.co.uk/enterprising-worcestershire/

Email: info@business-central.co.uk

Or call: 01905 677888

Part of the government-supported growth hub network

