

Early success a sign of things to come for Dyson

With a client list that includes the likes of the University of Sheffield and Investec, Dyson Signs and Graphics is a local business that works with industry-leading names.

In fact, the company has even worked with high-street names like Thorntons, Cardzone and Hallmark.

With ambition to continue growing, the Sheffield-based firm has been taking advantage of the support available from Business Sheffield to improve its performance and profitability.

After hearing about it at a networking event, company Director Adam Dyson got in touch with Business Sheffield, a partner of the Sheffield City Region Enhancement Project, which is a project aimed at supporting growth businesses and is financed by the England European Regional Development Fund as part of the European Structural and Investment Funds Growth Programme 2014-2020.

Speaking of the support, Adam said: "It has been fantastic.

"Right from the first hour with our Business Sheffield Key Account Manager, Jon Denton, we had a very relaxed and friendly chat that quickly gave me some new ideas and more confidence."

Since that initial conversation, Dyson has received practical support that has delivered real results.

Adam explained: "We took on board the suggestion of focusing on our strongest, most rewarding areas of business, and it has already paid dividends.

"Our customer base has grown. Enquiries have almost doubled and our conversion rate has increased.

"It all adds up to a really exciting future, and the support from Business Sheffield is playing a key role in that."

Jon developed a detailed and comprehensive marketing plan that the business could use as the basis from which to communicate more effectively with current and potential customers.

He also conducted a training needs analysis to understand what Dyson's employees required in order to develop.

The ability to pick up the phone and have a quick chat is arguably what Adam values most, though.

"They are always there, always receptive", he said.

“And it’s not just work, work, work – you can speak to them on a personal level, too.”

The support has clearly made a big impression on Adam.

He added: “I have recommended Business Sheffield to other companies I know, and will continue to do so.

“It is a great help and I would urge anyone wanting to grow or enhance their business to get in touch.”

The Sheffield City Region Growth Hub Enhancement Project is receiving up to £2.7m of funding from the England European Regional Development Fund as part of the European Structural and Investment Funds Growth Programme 2014-2020. The Ministry of Housing, Communities and Local Government (and in London the intermediate body Greater London Authority) is the Managing Authority for the 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>.