

Business Builder

Business: Beeyutiful Home
Owner: Kate Nicholas

Strengthening a creative small business with Business Builder support

The Challenge

Crafting beautiful, traditional Norfolk-inspired home décor has always been Kate's passion.

After a period of ill health led her to step away from hairdressing, she turned to craftwork as a way to stay busy – and it soon became a vital source of income.

Her quirky handmade gonks, dried flower arrangements and personalised wooden items quickly found customers, but Kate needed better equipment to keep up with demand and expand her creative offer. She also needed practical business support to grow with confidence.

The Solution

Kate met Jane from Broadland District Council during this period, and the expert guidance she received became a turning point for the business.

"The Build Up Grant allowed us to invest in a much better laser for applying my designs onto a range of objects – even onto cards. Jane's professional approach and knowledge made such a difference."

With upgraded equipment, Kate can now produce higher quality engraved items, offer more personalised products and work more efficiently.

The Impact

Business Builder support has helped Kate:

- Improve production quality with a new laser engraver
- Expand her personalised product range
- Create more intricate designs on a wider variety of materials
- Build confidence in growing her business sustainably
- Access ongoing practical advice whenever she needs it

"It's great to know I can always come back to the Council for the kind of practical help a small business really needs."

About Beeyutiful Home

Beeyutiful Home is led by maker and creative founder Kate Nicholas, whose lovingly crafted products capture the cosy charm of Norfolk living.

You can find her welcoming shop at White House Farm, home to a vibrant community of independent businesses.

Alongside her storefront, Kate is expanding her growing online shop. She has also expanded to open a second shop in Aylsham.

The Business Builder programme has supported 472 businesses, providing advice and training, and has paid out £2.3 million in grants across Broadland and South Norfolk between late 2022 and February 2026.

WINNER

BROADLAND & SOUTH NORFOLK
Business Awards