

# Business Builder

**Business:** Brick Kiln Pottery  
**Owner:** Emma Wright



## Growing a creative business with Business Builder support

### The Challenge

Emma Wright had always been curious about pottery, and after taking her first class she was instantly captivated. She bought her own wheel, began creating pieces from home, and soon started selling her handmade work on Etsy and at local markets.

As her confidence grew, so did demand. Customers began asking her for lessons, and she started running small pottery classes from a barn at her home.

The classes quickly became so popular that Emma outgrew the makeshift space. To continue expanding the business, she knew she needed proper premises – but making the leap to a dedicated studio felt like a significant challenge.

### The Solution

Emma reached out to Jo from the Council's Business Development Team for guidance. Jo provided reassurance, expert advice, and practical support throughout the process.

With her help, Emma successfully secured a Rural Capital Grant, which enabled her to invest in new premises and purchase essential equipment, including pottery wheels and kilns to meet growing demand.

Emma described the process as smooth and stress-free: "Jo made the whole process so straightforward. Applying for the grant felt easy with her support – she really took the stress out of it."

### The Impact

In less than two years, Emma has transformed her hobby into a thriving creative enterprise. The new light and airy studio in Hethersett has unlocked significant growth:

- A monthly membership scheme for potters who need space, tools and ongoing support
- A wider range of classes and workshops
- Collaboration with a self-employed potter to help deliver sessions
- Space for visiting artists to run workshops and share their skills
- A full-time member of staff now supporting the business, along with Emma's daughter
- An on-site shop selling pottery, tools and local artwork
- A welcoming café that adds to the studio's creative atmosphere

The studio has become a lively community hub, supporting local artists and offering opportunities for people to learn new skills.

### About Brick Kiln Pottery

Brick Kiln Pottery is a creative studio in Hethersett offering pottery classes, memberships, workshops, and a curated shop showcasing local artwork.

Since receiving Business Builder support, Emma has expanded her business into a vibrant community space where people can learn, create and connect.

**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.

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