

Business Builder

Business: Dancing Bee Bakes
Owner: Sophie Yaxley



Scaling a growing gluten free baking business with Business Builder support

The Challenge

Sophie's love of baking began when she was just two years old, and not even a coeliac diagnosis could stop her. She became passionate about creating bakes that were gluten, dairy and egg free, while still tasting just as good as traditional treats.

As part of her home education, Sophie completed a food technology qualification, which sparked the idea of turning her passion into a business. With support from her mum as she was only thirteen at the time – Dancing Bee Bakes was born and quickly found customers through postal brownies and a local Cat Lounge stocking her bakes. However, her small mixer meant each batch took far longer than it needed to, limiting how much she could produce.

The Solution

After discovering the Business Builder programme, Sophie was encouraged by Jane from the Business Development team to apply for a Build Up Grant and complete the free online Foundation Course for start ups. Both made a huge difference.

“With the grant, we were able to get a commercial mixer and now I can do 20 batches in one go, compared to only two before!”

The online course also helped Sophie develop business knowledge rapidly, building confidence in planning, marketing and managing her growing customer base.

The Impact

Business Builder support has helped Dancing Bee Bakes:

- Boost production with a commercial grade mixer
- Increase efficiency from 2 batches to 20 batches at a time
- Strengthen business skills through the online Foundation Course
- Make informed plans for future growth
- Build confidence – enough for Sophie to take her Business GCSE a year early

“The support from the Council was amazing. Jane was so helpful and encouraged me every step of the way.”

About Dancing Bee Bakes

Dancing Bee Bakes is run by Sophie Yaxley, specialising in gluten free, dairy free and egg free bakes that taste just as delicious as the originals.

Sophie was just 14 years old when she received Business Builder support, and her business continues to grow as she expands her skills, product range and customer base.

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.