

# Business Builder

**Business:** M&M Aesthetics  
**Owner:** Mel Woolfenden



## Growing through Business Builder Support

### The Challenge

M&M Aesthetics had an impressive 86% repeat business rate, but owner Mel knew that awareness beyond her loyal client base was limited.

“My clients are very private, and many people don’t realise how I can help them. Even small treatments can make a big difference to how people feel about themselves,” she explains.

### The Solution

At one of the Council’s Business Breakfasts Mel spoke to the team running the Business Builder programme.

With their guidance Mel successfully applied for a grant which enabled her to invest in:

- Training: Funded her daughter’s intensive aesthetics course to join the business.
- Marketing: Invested in professional treatment videos and digital marketing services.
- Advertising: Launched a Google Ads campaign that quickly attracted new clients.

Mel also took advantage of the free Foundation business course at Carrowbreck Training Centre, which led to further marketing training and a partnership with Julie the trainer, who now manages M&M Aesthetics’ social media.

### The Impact

- Increased visibility and new client bookings every month.
- Expanded team with plans for a mother-daughter business.
- Professional marketing support and ongoing training for future growth.

“I never imagined I could get this kind of help – Jo was amazing, always quick to answer questions and guide me through the application. It’s not just the grant – it’s the advice and support that made the difference.”

### About M&M Aesthetics

Mel has worked in the beauty industry for years and believes continuous professional development and staying up to date with treatments is key to delivering the best service for her clients.

She offers a range of highly-specialised treatments including cryotherapy, with the additional benefit of working with a team of dermatologists who can analyse moles and other skin lesions to confirm best treatment approach. With her daughter joining her, Mel is in a position to grow her business.

**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.