

# Business Builder

**Business:** Norfolk Football  
**Owner:** Paul Suggitt

## Supporting rapid operational change with Business Builder support

### The Challenge

At the start of the busy football season, Paul suddenly found himself without a printing supplier – a major setback for a business that produces bespoke football kit, often to tight deadlines.

To keep orders moving, he needed to bring the fabric printing process in-house at very short notice.

That meant investing in a specialist, high cost printer capable of producing high quality transfers for fabric. Each order is bespoke, so reliability, responsiveness and precision are essential.

### The Solution

Paul reached out to the Council and received swift and practical support.

“Jo from the council was so helpful. The Development Grant was organised in a matter of days. Everything was accepted almost immediately and the funds were available within a week.”

The grant meant he could purchase the specialist printer straight away, ensuring production could continue without disruption.

### The Impact

Business Builder support has helped Norfolk Football:

- Bring garment transfer printing in house at a critical moment
- Maintain production during peak season
- Invest in a specialist, professional grade printer
- Continue delivering high quality, bespoke kit to local teams
- Strengthen long term business viability with improved capability

“We probably wouldn’t have been able to continue without it. The printer is a big stepping stone for the future of my business.”

### About Norfolk Football

Norfolk Football Ltd was founded by Paul Suggitt, producing bespoke football kit for teams across Norfolk.

The business prides itself on delivering personalised, high quality sportswear with fast turnaround and attention to detail.

**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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