

Business Builder

Business: Plantscape
Owner: Jim Adcock

Driving business growth with Business Builder support

The Challenge

Plantscape had been running its firewood business for just under a year, but the ordering process was still manual and time consuming. To increase sales, improve efficiency and build stronger customer relationships, Jim needed an online shop that could automate sales and integrate client information.

At the same time, Plantscape wanted to build greater brand awareness in the infrastructure and development sector – a market that had previously been difficult to break into. Exhibiting at the Norfolk Show would be an ideal opportunity, but the cost of showcasing a full range of equipment was a barrier.

The Solution

The Development Grant from Business Builder, along with ongoing support from the Council, provided the boost the business needed.

“The grant enabled us to build an online shop, which has automated what was previously a manual process, with the added benefit of an integrated client database.”

It also made it possible for Plantscape to exhibit at the Norfolk Show for the first time, giving prospective clients the chance to see their equipment up close.

“The process with the Council was straightforward and we had excellent support throughout.”

The Impact

Business Builder support has helped Plantscape:

- Launch an online shop to drive sales and automate orders
- Build an integrated client database for better customer management
- Showcase a wide range of equipment at the Norfolk Show
- Increase visibility among large infrastructure and development clients
- Secure new quoting opportunities that were previously out of reach

The combined impact has strengthened both operational efficiency and market positioning, helping Plantscape reach new customers and streamline the firewood side of the business.

About Plantscape

Plantscape, led by Managing Director Jim Adcock, provides a wide range of landscape services across Norfolk.

The business continues to build a strong reputation across domestic, commercial, corporate and local authority sectors – now with a growing profile in larger infrastructure and development markets.

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.