

# Business Builder

**Business:** Vintage Rose  
**Owner:** Tracey Cunningham

## Turning a lifelong passion into a flourishing floristry business

### The Challenge

Tracey Cunningham had dreamed of becoming a florist for many years. After recovering from serious illness, she decided it was time, retrained in floristry and gained her Level 3 qualification - but found that working for someone else did not provide the necessary flexibility.

The logical conclusion was to start her own business, which at the time felt like an overwhelming challenge.

### The Solution

Tracey learned about the Business Builder scheme from a friend and reached out for support. She connected with Jane at the Council, who provided tailored, hands-on guidance throughout the entire process, supporting her with:

- Securing the right premises at Ketteringham Hall
- Resolving a planning query
- Applying for a Business Builder start-up grant
- Connecting with other local business owners
- Accessing a free marketing and social media course to promote her new shop

Tracey described the experience as transformative: "I couldn't have done this without the help and support from Business Builder and Jane. She supported me every step of the way. Knowing she was just a phone call away gave me the information and encouragement I needed to succeed."

### The Impact

Tracey proudly opened Vintage Rose, fulfilling her long-held ambition to become a florist. Named in honour of her father – who loved growing roses – the shop is rapidly gaining a strong local reputation.

- A beautifully designed floristry space in the grounds of Ketteringham Hall
- Increasing demand for Tracey's bouquets and bespoke arrangements
- Renewed confidence and personal wellbeing after a long journey of recovery
- Stronger community connections through local networking and support
- A thriving creative environment built around Tracey's passion

Reflecting on her journey, Tracey said: "I'm so happy with how my life has turned around with Vintage Rose. It wasn't just the Build-Up grant, I received help with securing the premises, contacts to other business owners and access to free marketing and social media courses."

### About Vintage Rose

Vintage Rose is an independent floristry studio based at Ketteringham Hall, offering bespoke bouquets, fresh and dried flowers, and personalised floral designs.

**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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