

# Build up Grant

## Meet Rechenda Smith, Nurture Marketing



“When setting up my business, I bought a cheap desktop printer, which did the job for a short while. After expanding quickly into new office space and recruiting two members of staff, it became apparent that the printer was not fit for purpose. It kept running out of toner every week and the print finish was so bad, documents were embarrassing to take to client meetings.

I had no understanding that access to finance would be limited in the first two years of business. No access to a business overdraft or credit facility. So when I found out from Jane that there were grants available to help new businesses grow, I jumped at the chance and it proved really straightforward to apply.

As my business was between 12 and 24 months old, I was eligible for a Business Builder grant for up to £1,000. The grant would cover 50% of capital costs on things to help my business develop. The grant also helped to pay for sponsorship of the regional tourism awards for the first time, a key sector for our business.

Rechenda Smith, Managing Director of Nurture Marketing based in Blofield, offers marketing services to businesses in East Anglia.