

The Garden Club: Client Responses

Sally Leonard sent out an online questionnaire to the active users of The Garden Club. From the request sent out to approximately 65 active clients, 40 responses were recorded.

The results are outlined below.

Word of mouth is key

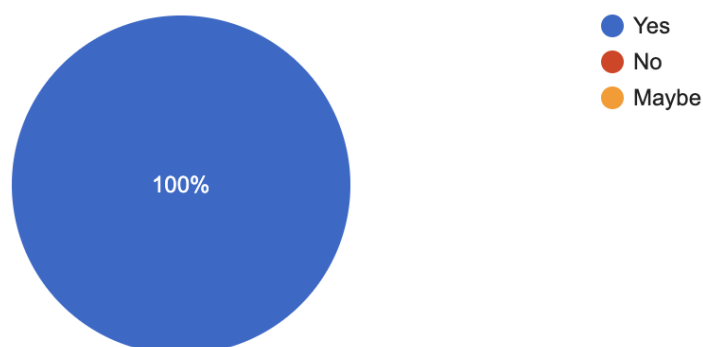
Based on the responses in the questionnaire, it is clear that most people have made contact with TGC following recommendations from current users, demonstrating a positive view of the project, and the support received. There is still a need for existing users, as well as a desire to share the project with others, indicating a strong continued demand within the sector - potentially also outside the Hatton Garden area.

Positive Response

Overall, the response to the project and its effectiveness has been extremely high, with 100% of respondents reporting an increase in confidence when running their business and making strategic decisions, as a result of being part of TGC:

Do you feel more confident in your business, with the knowledge that support is available from TGC?

40 responses



The overall majority of respondents have a very positive view of the Garden Club, and its impact on the area, and its relevance to the sector as a whole.

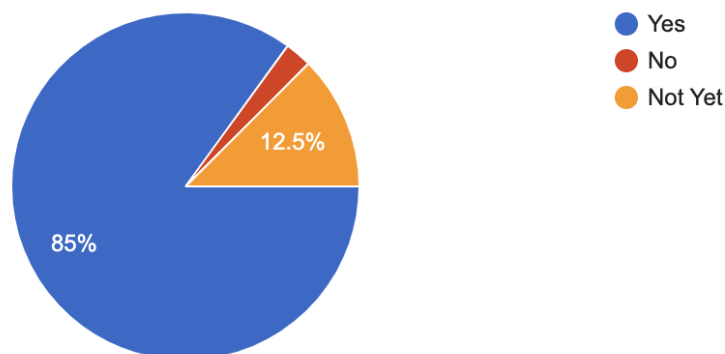
Survey statements	Strongly Agree	Agree
TGC has helped with my business strategy	90%	10%
I feel more confident about my products and pricing	87.50%	12.50%
I can call on TGC when I need support	82.50%	12.50%
The performance of my business has improved with the support of TGC	80%	20%
TGC are knowledgeable about the jewellery industry and needs of my business	95%	5%
I feel TGC understands the issues within my business	97.50%	2.50%
TGC is an important resource for Hatton Garden	95%	5%
I would recommend TGC to other people in the jewellery trade	97.50%	2.50%

Outcomes

Outcomes for the project have been significantly positive, with 85% (34) of respondents reporting improved business systems, with a further 12.5% (5) in the process of improvement:

Since joining TGC, have you improved your business systems, such as costing and pricing, or added in new systems?

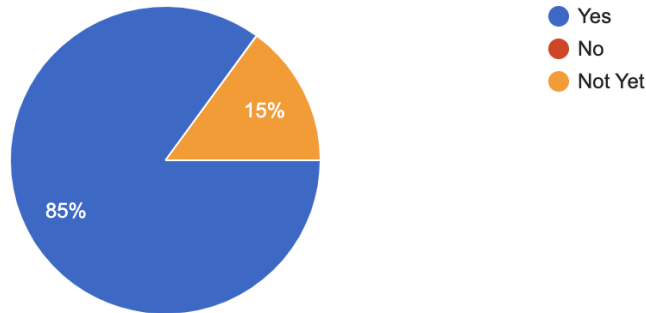
40 responses



85% of respondents have created new products during their time on the project, with the remaining 15% in the planning stages, and none with no plans to release products

Since joining TGC, have you created new products/pieces/collections?

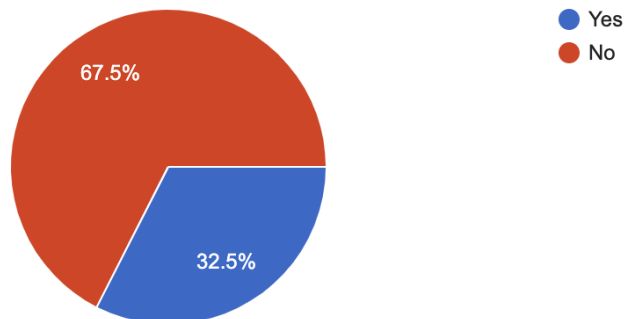
40 responses



More outputs from the project include 32.5% of respondents (13) employing someone within their business, and 67.5% (27) reporting an increase in sales since joining the Garden Club program

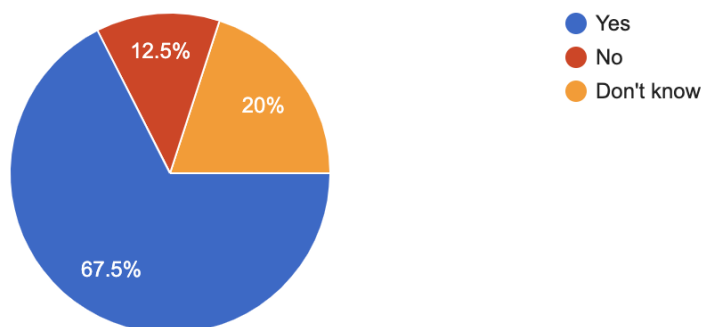
Have you employed anyone on a freelance or payroll basis since starting on the program?

40 responses



Has the amount of annual sales you make increased since joining the program?

40 responses



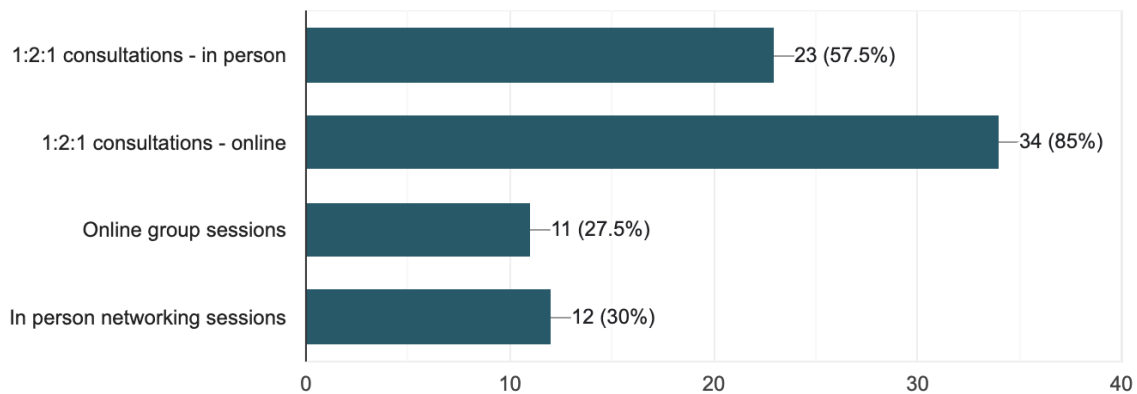
Meetings

There is an increase in demand for in-person meetings, but online sessions remain the most desirable. This is reflective of the 'hybrid working' model that is gaining popularity amongst the UK workforce, and is enabling those clients who use Hatton Garden, but are based further away from London, to access support

What aspect(s) of The Garden Club are most useful to you?



40 responses

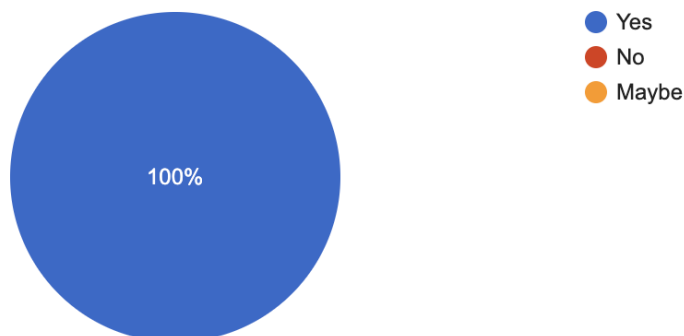


Response to the Garden Club

100% of respondents declared The Garden Club as a valuable resource when it comes to strategy and planning of the business; whilst many clients are confident on the product side of things, a lot of them lack confidence when it comes to making any strategic business decisions, such as market placement, product pricing and outsourcing production

Would you say that TGC is a valuable resource when it comes to planning and growing your business?

40 responses



Written feedback

Selected comments from the feedback questionnaire:

"I have developed a pricing formula, I have spreadsheets for stock/orders/pricing etc., I've got Google analytics for my site and am running ads, I've streamlined my collections and site"

"I now have a much better understanding of all the costs that need to be taken into account and due to very strong analysis on placing myself in the market I feel more confident to price my work appropriately. This has been an issue in the past and Sally has helped immensely to understand the importance of pricing and how that works with my new business model."

"TGC has been particularly helpful with range planning and has changed how I approach designing a collection."

"The support on pricing has been the best advice I've received ever. My prices are more accurately based on my time and materials. I've actually started timing myself making individual pieces and was surprised to find they took less time than I had previously estimated. My prices are definitely more reflective of all the costs and add ons extras involved and I now have a wholesale & retail price that I am confident with."

"With the help of TGC I now have templates that I can present to client for bespoke work, and feel confident in my costings."

"I just generally have a much better idea now of brand positioning, and more confidence in pricing new pieces. We now use the MONDAY app to track jobs and it has made the production process much easier to manage, it also means we have a historical record of jobs and client details saved for future reference."

"Using the manufacturer comparison we've changed our subcontractors as well as changing the kind of products/services we offer."

"Via The Garden Club, Sally taught me how to plan my budget for the year and helped me set up achievable goals and sales targets."

Continuation

There is an overwhelming amount of support and desire for the Garden Club to continue, with 100% of respondents agreeing that it is a support service that needs to carry on post first-round funding

Would you want The Garden Club to continue after Spring next year?

40 responses

