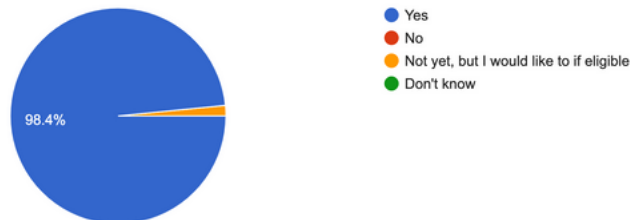


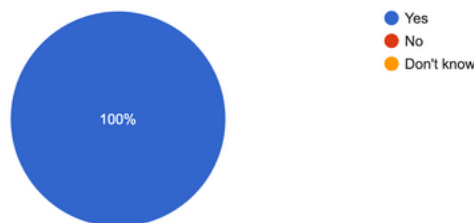
Statements of Support

Statements of support were requested from 150 people; 64 replied within 24hrs. The next three pages contain statements from a selection of these businesses - **all of whom overwhelmingly support the need for continued, targeted consultancy and advice**

Have you accessed support from Sally/Centa over recent years? This can be either 1:2:1 sessions, group sessions or events (such as the Garden Club evenings)
64 responses



Do you see a value in the work that is provided by Sally/Centa as a valuable asset to the jewellery industry?
64 responses



How would you describe your business?
64 responses



Statements of Support

Access to a **free one-on-one jewellery mentoring** has been invaluable in **my professional growth**. Not only did it provide me with **direct guidance on refining my goals**, but it also helped me gain **crucial insights into running a business**, from customer relations to operational strategies. **This support has been instrumental in scaling Rachel Boston Jewellery** and enhancing the overall customer experience.

Rachel Boston, Designer

Sally's advice, guidance and mentorship **has been invaluable for my business**. Since I started working with Sally my business has **grown financially and I have become more confident** in myself as a designer to take the **next steps in growing my business**. Sally's marketing advice has **improved my work flows and efficiency** in my business.

Natalie Perry, Designer

Sally/Centa is a **key support resource** for designer-makers with **no other support system**. We work alone and having guidance, a sounding board, **updates on business opportunities and potential growth areas is vital**. Without this support it's easy to give up.

Ayshe Brandts, Designer

Sally advice is **invaluable in the industry**. There aren't a lot of **jewellery specific business advisors**, Sally and Centa are an asset to the industry, raising **resilient and sustainable businesses**.

Judith Peterhoff, Designer

Statements of Support

*In such a niche industry, Sally's expertise is such a boon to receive, especially as **all other supports out there are very generalised and not really tailored to jewellery makers/business owners**. It's something I have never come across and is **really valuable** to someone like me transitioning from a different industry and coming from a completely different background. **It would be a shame to lose this support moving forward.***

Mystillium Designs

*"I have been lucky enough to receive tailored business support from Sally on and off since 2017. **Without which I think I probably would've given up on the industry**. Running your own business can be overwhelming, Sally really knows **how to break it down for you and deliver things in a manageable way**, plus she's actually practising in the field so **her insights, network and knowledge are invaluable.**"*

Kali Forbes, Designer

*Sally advice is **invaluable in the industry**. There aren't a lot of **jewellery specific business advisors**, Sally and Centa are an asset to the industry, **raising resilient and sustainable businesses.***

Gemma Champ, Designer

Statements of Support

*The support of Sally and the program has been **completely invaluable, and in this just 2 years of working with Sally I've been able to make a profit on my business after 5 years of running it.** Gaining a deep understanding of costing, **where money is spent in a business and who to target it at** are skills that university does not teach yet are critical to being successful in this industry. More than this, Sally is a **wealth of knowledge in the industry and has been able to offer insight into everything from the use of lab grown vs natural diamonds, to range planning and marketing, to connecting me with others in the trade.** Her experience in the industry means she is **perfectly placed to offer a breadth of advice** and tailor it to the individual in the session.*

Robyn Smith, Designer

*Sally has been **instrumental in helping me to consolidate my brand** and create a stronger online presence. She has helped me **re-develop my website and strengthen my social media networks.** I value her contribution greatly and still have much to learn from her*

Katherine Brunacci, Designer

*Sally's support of jewellers in industry is **vital to all small businesses seeking help.** She goes **above and beyond** in supporting us building networks and helping us navigate potentially disastrous pitfalls, always **empowering individuals to be fully in control** and on the right path.*

Vicky Tawamana, Tutor & Designer

Statements of Support

*Sally is an **absolute asset** to the Jewellery industry! The funding you provide her is being put to good use .. it is clear regardless of how big or small a business is **Sally is always prepared to assist**, I personally **would not have the network created** without Sally's get togethers , again an **absolute asset to our industry** and confident all will agree*

Ballantyne Diamonds, Retailer

*For the past three years, **Sally and Centa's support has been absolutely instrumental in the growth of my business.** Her comprehensive expertise has helped me navigate challenges I wouldn't have known how to approach on my own. Thanks to her guidance, **I feel more confident and optimistic about the future of my business.***

Matilde Mozzanega, Designer

*The guidance and advice from Sally over the programme was **practical, considered and clearly drawn from her long-term experience.** The consultations were always **full and far ranging from business strategy to design considerations** for making and appeal to marketing narratives. I particularly appreciated her **independent, frank and open perspective** and delivery without affiliation or trend driven concerns.*

Daou Jewellery, Retailer

Statements of Support

*Despite only having had a couple of meetings with sally **I can already see a change in how I work.** I feel **more focused in how to develop my business.** I really hope to continue to learn from sally as I feel like I've only just begun!*

Isabel Distassi, Designer

*Sally has **revolutionised** what I do. Consultancy is very difficult to come by particularly in a small industry where business and marketing is taught little and not core to the work. It is an artist left brain forcing to do marketing and business right brain, but **without her perspective and support we would not have businesses** as it is only with the sales can we support ourselves and have a future.*

Lily Flo Jewellery, Retailer

*Sally has provided **Insightful feedback** on my current marketing challenges, and I find this to be most helpful in **re-focussing on my working practice**, with fresh perspective. Additionally, in orchestrating b-to-b connectivity amongst us **Sally has laid solid foundation for the whole jewellery industry***

Vicky Forrester, Designer

*The support provided by Sally has **been invaluable.** I feel much more comfortable and equipped to **operate my business effectively and efficiently.** My **online presence has increased, as well as my sales.***

Claire Hunter, Designer

Statements of Support

*Centa has been **instrumental in helping me refine and strengthen my business strategy**. Through expert mentorship, I **gained clarity on my product offering, uncovered blind spots** in my collection, and developed a deeper understanding of how to build a purposeful, impactful brand as a solo entrepreneur. Their support continues to be a **cornerstone in the growth and future success of my business**.*

Clara Rose Ltd, Designer

*Working in the jewellery business on your own can be a very lonely place. Especially being female and **neurodivergent** in a business that has been predominantly male. Having **someone to speak to that understands is a lifeline**. If I had a "Sally" 25 years ago when I started in the trade I believe I'd be in a much better position than I am now, and in this changing world of business with social media and AI I believe that **many of our businesses will struggle without her help**.*

Belsky Diamonds, Retailer

*Sally is able to immediately spot potential problems and pitfalls and **suggest solutions** wherever they are possible. Due to her design background she's **able to communicate and 'translate' complex business issues** for people who have had little to no formal commercial experience.*

Daniel Kennedy-Martin, Designer