

Business Support

Wellies and Waders Gets Off the Ground

Andre Crawford is the owner of Wellies and Waders. Spurred on by attending the 5-week Start-Up program run by TDA Business at Torbay Business Centre, he set up his gardening, landscaping, and waterscape company. Specialising in ponds and aquatics, Wellies and Waders are working with clients in Torbay and the surrounding areas and now looking to build a customer base throughout the South West.

The Challenge

Ever since completing an Apprenticeship in Ponds at Bicton College, Andre had ambitions to start his own business in Torbay. The knowledge and experience he picked up during his training complemented time he spent wading through and exploring local canals and ponds with his grandfather, growing up in the Midlands!

With his sights set on being self-employed, he was looking for direction on getting the business up and running and finding out about funding opportunities available to help.

The Solution

Andre signed up to Start Up Torbay. A program fully funded by the European Regional Development Fund and Torbay Council, designed

to harness local entrepreneurial talent, delivered over 5-weekly morning sessions for groups of up to twelve. The program guides attendees step-by-step through crucial business topics, including; business planning, finance, and marketing, to help take an idea and turn it into a business reality.

Andre also benefited from 1:1 sessions to finalise his business plan and cash flow in preparation for his Start Up Loan application.

Following the Summer course, Andre formed a solid idea of what his business could be, how to get it off the ground, and the confidence to get started. Talking about the support Andre said:

“From the first session, Kim from TDA was the confidence builder I needed. She has been amazing. I can’t describe just how much she has helped! I had an idea of what I thought could be a good business, and I knew what I wanted to represent. The program has meant I have done this much quicker than I ever would have dreamt of.”

With the help of TDA Business Advisor Kim Thornton, Andre successfully applied and secured a £10,000 Government-backed Start Up Loan.

“Kim guided me through the application process. The loan meant I was able to secure a van for the business, invest in essential specialist equipment like my Pondovac sludge vacuum that protects wildlife during the cleaning process, insurance, branding, and signwriting. It has been the reason I have been able to begin trading, and deliver the full range of services customers expect from a Pond and Garden specialist.”

Talking about Andre and Start-Up Torbay, Kim commented:

“Andre is an absolute pleasure to work with. His knowledge and enthusiasm have given him a great start on his entrepreneurial journey. The Start-Up program helps with the business practicalities, and what is also so great to see is the fantastic supportive network the Start-Up group also develops. I am incredibly proud of what Andre has achieved so far. His infectious vision and determination will go a long way in the future, and as he builds his business.”

Wellies and Waders have secured several projects in the local area. Along with garden maintenance and renovations, many pond projects have already been completed.

The Future

Andre was keen from the Start that his business would reflect his passion for what he does. “I get to do what I love on a day to day basis, helping customers enjoy their gardens, care for their gardens, and share knowledge with customers.

“With help from the Start-Up Loan, I can offer a range of services for both big and small projects. Long term, I’m looking for Wellies and Waders to become a business that delivers a friendly service right across the South West. I am also looking to support community initiatives and projects that support water wildlife and their ecosystems. It is an exciting time!”

TDA has been able to support Wellies and Waders through the ERDF funded Enterprise Coaching program, Start-Up Torbay, and will continue to support him as his business develops.



To find out more about Wellies and Waders visit:

www.welliesandwaders.com

You can find further information on setting up your own business and Business Support available at:

Start Up Torbay and **TDA Business**



European Union
European Regional
Development Fund



START UP TORBAY

A fully funded business support programme designed specifically for businesses in Torquay, Brixham and Paignton, whether you’re at concept stage or you are already up and running.

Through a series of collaborative workshops and 1:1 sessions, you’ll learn all you need to get to grips with turning your idea into a reality.

Spread across five workshop sessions, the programme will cover the basics of starting a business including business planning, marketing, financial planning and promotion.

Who are we?

We are a local, friendly team of Business Advisors with a passion for helping businesses.

We’ve helped hundreds of people across the South West unlock their potential to become self-employed, aiding budding entrepreneurs to start their own business and not look back.

This service is available free of charge to all Torbay residents from all backgrounds with the aim of harnessing local entrepreneurial talent. This project is fully funded by Torbay Council and the European Regional Development Fund and delivered by TDA.

Sign up **FREE** today on 07824 889100

Kim.thornton@tda.uk.net

www.startuptorbay.com