

The DR Company set up the Young Business Growth Project to help young people between the ages of 16 and 30 to start up or develop their own businesses. One person who received support through the project was photographer Emily Fleur.

After leaving school at 16 Emily set up a successful wedding, country sport and portrait photography company. Her work however was largely seasonal with wedding photography being concentrated in the summer months and country sports work dominating the winter. Through this existing work Emily quickly recognised an additional market demand for equine, sports and landscape photography that would be less seasonally dependent and much sought after.

To develop this additional branch of her business Emily needed new equipment and resources. She approached The DR Company to find out if she could access funding to buy a high-speed camera, high-resolution lens, desktop computer, marquee and generator, and marketing and advertisement merchandise. The DR Company were pleased to suggest that Emily apply for a Young Business Growth project grant.

Emily received a free day of business advice from DR Consultant Sophia May which helped her with her application for funding and her accompanying business plan. The DR Company were running other funding programmes at the time and these helped to provide some Young Business Growth applicants, including Emily, with support for business planning, cash flow forecasting and fund sourcing, before they applied for Young Business Growth funding.

Emily was successful in her application and was able to



purchase the resources she needed to develop her business. Emily now employs an apprentice and her business is booked year round.

*The DR company couldn't have been more helpful and supportive with helping me in growing my business further. I would encourage any new business to approach them for help!*

*Emily Fleur*