

Case Study : Finney's Wood Finishes



CHESTERFIELD
BOROUGH COUNCIL

Located just off the A61, [Finney's Wood Finishes](#) supplies expert advice on a carefully curated range of specialist products.

No matter what wooden items you have Finney's will be able to advise you of the best way to prepare the surface, how to apply the best treatment and how to care for it over time. The business, owned and run by husband-and-wife team Mark and Sue has been in existence since 1989. Originally founded to offer high quality joinery pieces, the enterprise subsequently changed focus to providing products to support the sector, both for professionals and regular consumers.

Prior to the pandemic Finney's was still operating in almost exactly the way they had since they began – though they did have a website. Covid forced the rate of change towards digital media at the same time as encouraging many to start projects to improve their homes. The business prospered during this time, but after the pandemic their lack of digital visibility became an issue. Most customers had decided that using online means was the best way to find what they needed.



Sue and Mark knew that they needed to embrace new technology but everywhere they turned seemed to be a blind alley. This is where Adrian Williamson CBC's Innovation Support Project Manager became involved.



Working with the business through the UKSPF programme, Adrian was able to identify gaps in knowledge that were standing in the way of progress and outline a plan to help address the business's issues. Alongside Sue and Mark, Adrian was able to address

- Considerations around business positioning
- Identifying customer groups and motivations
- The customer journey
- Leveraging value through analytics
- Gathering real-world information for actionable insights
- A digital promotion framework encompassing social media and the wider web

In addition, Adrian referred the business onto the Digital Boost programme and into the wider CBC Accelerator programme for additional digital support, through the use of a Growth Voucher and access to a digital consultant.

Now with a clear direction of travel, the business is working to further improve its digital skills, refining its promotion skills and growing in confidence.

"Before we met Adrian there was an issue of us falling behind. We knew people were looking for things differently. We tried all sorts of approaches - doing things ourselves and even working with another business. We were hitting a brick wall and then we found Adrian. It's like we were in a maze and Adrian helped us find direction through it ... giving us a map to help find our way"

Mark Finney

"We were in a mire, with a wonderful business but people not being able to find us. We knew we needed input, but everywhere we turned gave us no progress. Adrian acted like a catalyst. He helped by giving us a structure, identifying our priorities and showed us a path that we could follow.

We felt worried, concerned and directionless but now we're inspired, energised and empowered to learn new skills. We now think differently about the business - especially the way we reach out to new customers"

Sue Finney



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