

Case Study : Black Swan Cyber Security Solutions

Black Swan Cyber Security Solutions is a Chesterfield-based business focused on helping small organisations, schools and regulated sectors improve their cyber security in a practical, cost-effective way.

The business was developed with support from Chesterfield Borough Council's Innovation Support Programme, working closely with Adrian Williamson.

Background

The business builds on over 20 years of experience providing IT and cyber security support to schools across the region.

Over time, many Multi-Academy Trusts began centralising their IT provision. While this created efficiencies for the trusts, it also reduced the demand for independent providers. This shift prompted the need to adapt - moving beyond a schools-only focus and into a broader range of sectors, while still retaining strong links to education.

Black Swan Cyber Security Solutions was created as a direct response to that change, with a clear aim: to take the experience gained in education and apply it to small businesses and regulated organisations that face similar risks but often have fewer internal resources.

Starting point

At the early stage of the business, the priority was to establish a clear digital presence, test the market and begin building visibility in what is a highly competitive and often crowded sector.

Through the UK Shared Prosperity Fund (UKSPF), support was secured to fund the creation of the website, alongside initial marketing activity and market research. This provided a strong foundation to launch the business properly, rather than relying on piecemeal development.



Support received

Alongside funding, ongoing support from Adrian Williamson played a key role in shaping how the business approached growth and decision-making.

This included:

- Challenging assumptions around content strategy, including how often to post and where effort is best spent
- Encouraging a broader digital footprint beyond the website, including podcasting and multi-channel visibility



- Reinforcing the importance of tracking analytics to guide future marketing decisions
- Exploring tools and approaches to improve content creation efficiency, including AI-assisted workflows
- Providing input on positioning, messaging and maintaining an authentic voice in a space increasingly saturated with automated content
- Advising on practical ways to generate leads through partnerships, referrals and local networks
- Supporting ideas around community-building, including potential forums linked to podcast activity
- Offering guidance on balancing investment decisions, ensuring solutions meet current needs while allowing for future growth

The support also extended into more tactical areas, such as:

- Developing ideas for diagnostic-led prospecting approaches
- Identifying opportunities for sector-specific outreach, particularly in education and safeguarding-led cyber security
- Encouraging visibility through speaking opportunities, networking and local partnerships
- Advising on content formats such as short-form video and podcast structure to improve engagement



Impact

The combination of funding and ongoing advisory support has helped Black Swan Cyber Security Solutions move from concept to a growing, visible business with a clear direction.

Key outcomes include:

- Launch of a professional website and initial marketing presence
- Increased visibility across digital channels, including LinkedIn and podcast platforms
- Development of a consistent content strategy supported by analytics and experimentation
- Early inbound enquiries generated through improved visibility and positioning
- Expansion into new sectors alongside education, reducing reliance on a single market
- Growing network of partners and referral opportunities

The business has also begun to see traction through word-of-mouth and industry engagement, with opportunities emerging beyond the local area.

Ongoing development

Support through the programme has not been a one-off intervention, but an ongoing process of refinement and accountability.

Regular discussions have helped to prioritise activity, test ideas and avoid wasted effort — particularly important when balancing growth with limited time and budget.



“Working with Adrian has been hugely valuable for the business.

The funding helped me get the website and initial marketing in place properly, but just as important has been the ongoing support. Having someone to challenge ideas, sense-check decisions and keep things moving forward has made a real difference.

A lot of what we’ve worked on hasn’t just been ‘what to do’, but why — whether that’s content strategy, partnerships, or how to approach growth in a crowded market.

It’s also given me a level of accountability that’s easy to underestimate when you’re running a business on your own.

Overall, it’s been a really positive experience and something I’d recommend to other local businesses looking to grow in a structured and practical way.”

Kevin Walker, [Black Swan Cyber Security Solutions](#)



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