

# Regional Growth Fund Case Study



## Nostalgia Means Jobs for Revived Clothkits.

An innovative, creative business comes back from dormancy with new ideas, and three new jobs: helped by a grant of £25,000

### About Clothkits:

Clothkits has a history that stretches all the way back to 1968 and a kitchen table in Lewes. Designer Anne Kennedy realised that many people want to make their own clothes, but that not all of them have the skills they need to do so.

Clothkits was created to offer an easy way in to dressmaking for those new to it. Customers could choose a fabric, give Clothkits their size, and be sent a ready-cut clothing kit ready to be sewn. As time went on, the company expanded, offering toy and accessory kits, and ready-to-wear collections.

Its success saw Clothkits being bought out by Freemans, and then, sadly, made dormant. But Kay Mawer saw the potential for Clothkits to make a comeback. She bought the company back in 2007, creating destination shop in Chichester and selling online. Today's Clothkits has a growing band of loyal customer. Many of them are second generation: they were dressed in Clothkits clothes as children.



*Kay Mawer, Managing Director, said “Many of today’s Clothkits customers are next generation – those that had Clothkits made for them as children are now making for themselves as adults, or for their own children. Those that made for the clothes for their children are now making for their grandchildren. Every day customers are re-connecting with us. We are planning to regenerate and refurbish studio space in the courtyard at the back of our shop premises. This will allow expansion of activities in two main areas, which are key to our continued growth”.*

### The Challenge:

As word spreads that the company is back, Clothkits keeps on growing. And it needs more space to grow into. An expanded Clothkits would be able to target the previously untapped wholesale market. It would also be able to offer space for local craft businesses, becoming a creative hub that could support other small businesses with big ideas.

### The Solution:

The Business Growth Grant will be used to help fund better facilities that will allow Clothkits to meet the needs of business customers – including better storage and distribution, and dedicated wholesale catalogue. It will mean that Clothkits can grow and help others do the same.



## Regional Growth Fund

Business Growth Grants are available to any business in the Coast to Capital area who are seeking to grow and create new jobs, but need additional finance. Grants are available from £5,000 to £250,000 and it is expected that the grant will form no more than 25% of the total costs of the growth plans. Further details of how to apply can be found at [www.coast2capital.org.uk/helping-business-growth/regional-growth-fund](http://www.coast2capital.org.uk/helping-business-growth/regional-growth-fund) or, alternatively contact Hayley Shepherd, Regional Growth Fund Programme Manager on 01403 333840 or [rgf@coast2capital.org.uk](mailto:rgf@coast2capital.org.uk)