

Trunk Logistics

Peer Networks' Journey

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Background

Trunk Logistics is a removals and storage company based in Grays, Essex.

www.removalsstoragesolutions.com

Trunk is one of the rare companies that has seen business grow as a result of the Global Pandemic, partly due to the increase of property sales and house moves, with turnover forecast at £3.7m for 2021.

Despite being busy, with a pipeline of work, the company needed to develop a strategy to manage growth cautiously in parallel with an effective marketing plan.

Joining Peer Networks, the Managing Director (Jo Sedley-Burke) was new in post and wanted to develop a network with likeminded business leaders in Essex.

"Marketing, fundamentally, has not been something that the business has really done" and the business lacked resource expertise in specific aspects of marketing.

How Peer Networks helped

During the Peer Networks journey, Jo was able to strategise with members of her cohort on marketing tactics which included social media and SEO.

Taking the lead from another cohort member, she has also been able to take on a marketing intern from Anglia Ruskin University for 12 months.

The personal connections made on the Peer Networks journey have resulted in a legacy of ongoing support and knowledge sharing, in the true Essex spirit of entrepreneurship.

A key benefit of Peer Networks was the brokerage of grant funding, access to finance, support and scale-up advice, which included facilitation through training, as well as access to Government programmes to support staff mental health.

Whilst on Peer Networks, Jo engaged with a cohort member to collaborate on a new business opportunity with an Essex-based courier company which has so far involved site visits and meetings.

Trunk Logistics (Jo Sedley-Burke) says:

"If you are considering joining Peer Networks, you will benefit from listening to other peoples' business issues including Brexit and Covid-19. You'll be able to challenge each other to find solutions. I've been able to step out of the day to day and work more on the business rather than in the business.

I feel we are now in an incredibly strong place. Peer Networks has helped us validate that we are doing the right thing and identify what we need to change to make the business even stronger. The next few years are going to be good for us."

How Peer Networks can help your business

Learn from your peers: Find solutions to the real issues your business is facing by working with other local business leaders facing similar challenges.

All it takes is your time: Peer Networks is a completely free programme, all it takes is a few hours of your time each month. You can join virtual sessions from the comfort of your home or office.

Varied delivery, real results: Activities take place in structured, small-group sessions, led by a skilled professional facilitator to make sure you see real

results in return for the investment of your time. You will also benefit from access to 1:1 mentoring, coaching or advice depending on the support you need.

Non-competitive: Peer Networks brings together business leaders working collaboratively to find solutions to common problems. You will not be placed in a group with any competitors, so you can share your expertise and benefit from others.

For more information about Peer Networks, visit

www.peernetworks.co.uk

Peer Networks is powered by the BEST Growth Hub

The BEST Growth Hub offers free, impartial advice to help Essex-based businesses grow.

At the BEST Growth Hub, we help our clients make smarter decisions centred around the four key components of running a business:

planning | growing | solving | adapting

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