



BLACK COUNTRY  
GROWTH HUB

# Sandstone Yoga & Pilates

*Yoga and Pilates training franchise based in the Black Country*

**Trading Since:** 2016

**Employees:** 3

## Client

Sandstone Yoga & Pilates is a training franchise which has to date opened 3 studios in Aldridge, Sutton Coldfield and Bearwood.

The company focuses on bringing on board new franchisee's that wish to start an existing or a blossoming career in Yoga.

A self managed franchise has the potential to be a lifestyle business with a professional salary for those who are committed, driven, resilient and solution focused. Sandstone HQ are dedicated to building up the asset of a branded business which could be sold at a later date or managed to be a successful studio.

## Project

Sandstone Yoga & Pilates wanted to broaden their presence as a franchise opportunity and needed to meet key contacts to assist in its development.

The business owner, Michelle Nicklin, wanted to reach out to a wider local community of potential franchisees and have a recognised platform to present the opportunity of owning your own studio to a more focused demographic.

The business wants to open a further 7 franchises in the next 12 to 18 months, with a long term plan of developing the brand further. With an aim to be seen as a national opportunity, eventually the company wants to expand to an international market.

## Solution

Black Country Growth Hub has helped Michelle to gain access to various key contacts regarding funding and business mentoring.

As well as putting her in touch with NatWest Boost (Business Growth Enabler), Aston Programme for Business Growth and Aston Business School.

## Conclusion

BCGH and Black Country Chamber of Commerce worked with Isabella's Homes to help the business access several recruitment agencies, as a result the organisation has now appointed a registered manager, as well as an apprentice.

Natasha found the one to one mentoring particularly helpful, this allowed her to make a wider connection within the local community and she has improved her confidence while networking as a result.

With the help of BCGH and its partners, Isabella's Homes now has a strong team and Natasha is excited and hopeful that her home in Wolverhampton will be the first of many across the region.

She concluded, "the commissioning team in Walsall are already looking at the possibility of a similar home in their authority and I am working with a number of council authorities and mental health experts across the Black Country to take my business model into their areas"