

# COVID-19: Warwickshire County Council Support for Business Recovery

## Survive, Sustain & Grow Programme

### Enterprising Hiller's harness SSG expertise to build for the future

Jobs at a major employer in the county's rural economy will be safeguarded in the short and longer terms by support from Warwickshire County Council's Survive, Sustain & Grow programme.

The SSG programme, part of the county council's £6million COVID-19 Recovery Plan, was swiftly launched by the council in light of the pandemic to support businesses in the tourism, hospitality and retail sectors.

Farm shop AH Hiller's & Son, in Dunnington just outside Alcester, has a presence in all those sectors, so was quick to engage with the programme following a referral from Jim Clark, at Coventry and Warwickshire LEP Growth Hub.

Hiller's, which also received a separate £35,000 Small Capital Grant from the county council, is now planning an expansion which will strengthen the business both in the immediate term and into the future, post-pandemic.

The long-established business employs more than 90 people and those jobs have been safeguarded, with new ones to be created following strategic advice from specialist consultants on the SSG programme.

A permanent extension will be erected to enable the business to provide a higher-end food and drinks experience and increase capacity. The new space will also allow for diversification into the hosting of events and functions, which could potentially see an increase in opening hours in order to host such events.



To find out more, contact us on:

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Hiller's director Sally Haines said: "Pre COVID-19, the restaurant was often full to capacity. We sometimes opened a temporary extension to the rear but this could only be used at certain times, weather permitting, so we reached the stage where we were unable to accommodate customer demand or fulfil the quality of service.

"This new space will not only provide additional covers for the restaurant but enable us to diversify. The investment will allow the business to grow and take on additional staff.

"The expert advice we received through the SSG programme was invaluable and really made us understand where we needed to take the business."

Hiller's extension will have knock-on benefits for the rural economy in Warwickshire. The new extension will be contracted to a local company while safeguarding a business which always looks to source products from the local supply chain.

SSG programme lead consultant Jagdish Soor: "It has been a pleasure to work with Hiller's who have shown a really proactive and enterprising approach to very difficult trading circumstances for the hospitality industry.

"It is a long-established business which is a significant employer in Warwickshire's tourism, hospitality and retail sectors and I am delighted that, with the support of the county council, they are destined to remain so far into the future."

## The Survive, Sustain & Grow Programme

Survive, Sustain and Grow is a new support programme for businesses most affected by the Covid-19 crisis. Open to all small businesses in Warwickshire with a focus on retail, tourism, hospitality and leisure, the programme offers a tailored one-to-one recovery support package through a network of specialist consultants.

Find out more [information on SSG](#)

Fill out the [expression of interest form](#)

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