

Successful Business round 1 of the Business Development Fund- Alphabet Gift Shop

The Alphabet Gift Shop and Lowercase Coffee Shop was awarded funds from round one of the Business Development Fund in December 2013.



The investment was used to help with the fit out and conversion of a new gift and coffee shop in



Burton upon Trent town centre. The grant was instrumental in helping the Alphabet Gift Shop open when it did and without the money from East Staffordshire Borough Council, they would have missed the Christmas trading period and would have had to take the business forward at a steadier pace, which would have resulted in less dramatic opening and a 'drip feed' of new customers, rather than the large amount of interest in the shop in a relatively short space of time.

The Alphabet Gift Shop is a one stop shop for a range of 'gorgeous gifts' for weddings, christenings, birthdays, births and everything in-between. The Alphabet Gift Shop specialises in design led gifts, homewares and furniture from independent brands that aren't available elsewhere in Burton upon Trent; Gisela Graham, One Button, Bath House, Jellycat, Danon, Parlane, Coach House and Heaven Sends to name but a few.

The shop offers a personalisation service, so many of the products bought in the shop can be personalised in the workroom upstairs. Everything from bags and cushions to baby blankets and keyrings can be personalised with embroidery, print or engraving.

Towards the back of the shop is a licensed coffee shop, "Lowercase", offering breakfasts, brunch, lunch and afternoon tea which can be enjoyed with artisan coffees and teas or a glass of wine or champagne. Lowercase coffee shop offers customers the opportunity to make a day of their trip to Burton, where they can shop, meet friends and enjoy coffee and cake or lunch.

The owner of the Alphabet Gift Shop, Sue Dorling, said the following about the fund:

"I spoke to a number of other businesses when the fund became available, but they were reluctant to apply, expecting not to be successful. Now new funds are available, I would encourage all eligible business to have a go – I'm certainly glad we – it gave us just the kick start we needed and we haven't looked back!"

Sue Dorling, Owner, The Alphabet Gift Shop and Lowercase coffee shop.