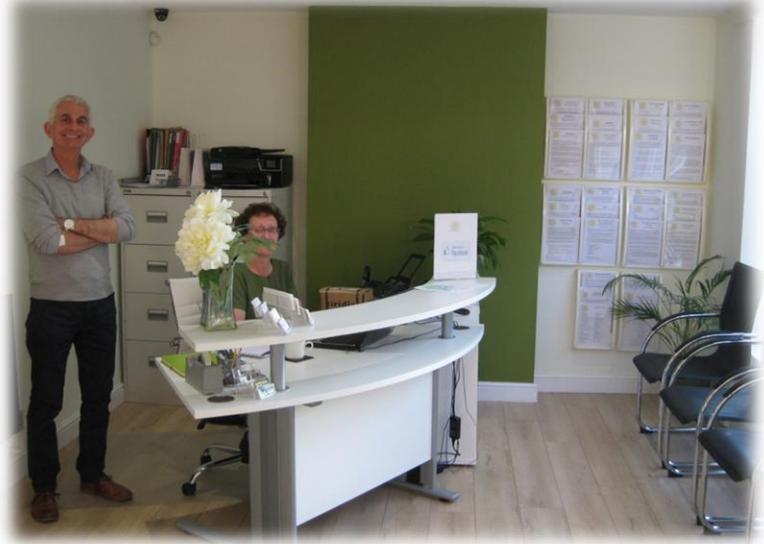


Case Study 3: The Natural Healthcare Centre, based in Burton upon Trent

Length of operation

The Natural Healthcare Centre was born out of the Anson Centre for Complementary Medicine (est. 2000), when the enterprise moved out of Anson Court to 23 Bridge St in April 2003. Since then, practitioners associated with the Centre have delivered health treatments to over 6000 people in the Burton-on-Trent area and Centre staff have provided health advice and health



products to all customers through the retail operation in the form of vitamin and mineral supplements, herbs, books and health products and resources. The Centre has always offered a stylish and relaxing environment that enhances wellbeing for employees, associates and the general public.

Summary of business / products / services

The Natural Healthcare Centre provides a location, advice, training and business support for skilled practitioners. The health shop predominantly provides products to clients and patients but also provides quality information and advice to all who visit to purchase products.

Practitioners based at the Centre help customers, patients and clients suffering with mental, emotional, muscular-skeletal, fertility, digestive, addiction and other internal chronic health problems.

More and more people are re-training as health practitioners as a second career. These newly qualified, better trained professionals are looking for quality led organisations to be part of or associated with, this is exactly what The Natural Healthcare Centre can provide.

What was the Business Development Fund used for?



The business development fund investment was used to part fund the relocation of the business and refurbishment of the new premises, on 9 Main Street, Stapenhill, Burton upon Trent.

The refurbishment included installation of the new electrical components, laying of new flooring, installation of new disabled WC facilities, kitchen units, fire alarm system, shop frontage, hygiene wash

basins in consulting rooms, decking, design and print of marketing leaflets and re-launch advertising.

Growth Plans



Over the next three years the company expect to have a member of the team focused on marketing and promotion. The centre will become an enterprise hub for healthcare practitioner; the business expectation is to double the current practitioner offer, with the long term view to attract more practitioner trainers.

The new location of the business has and will continue to generate increased retail sales of health products. Being on the edge of a predominately residential estate has had a very positive impact on the business. The aim is to double the retail operation by the end of 2016.

The overall impact of the grant

The relocation of the business and refurbishment of the business premises had a major impact on the business. The new business premises increased the offer of available practitioner space thereby increasing the company turnover. Customer experience was very satisfactory because the new atmosphere and ambience created within the new premises was exceptional.

The grant has enabled the business to take on seven rather than five practitioners and helped three of their reception staff increase their working hours. The increase in the varied offer of services by the healthcare professionals and staff working hours is testament that the business has relocated and expanded in the right place at the right time.