

## Case Study 2

“Mrs G” was referred to the Journey2Work project in April 2021. She had been unemployed for some time following an accident in the workplace of her previous job in the hospitality industry. This had left her with chronic pain and claiming Employment Support Allowance for a period of time.

During the lockdown periods of the Covid pandemic, “Mrs G” began to think about what she would like to do with her future, as she knew that it would not be possible to go back to her old type of work. Due to her health issues and her young daughter she needed part time and/or flexible working hours. She had noticed that during the pandemic, many people were affected negatively and this took its toll on people’s mental health and emotional well-being. After talking to friends and family members, she felt that there was not enough in the way of support. As “Mrs G” is a qualified Reflexologist and had always wanted to be able to use her qualification she started thinking about starting her own business.

When I met with “Mrs G” we discussed her self-employment goals and I was able to advise her about the practical support the project could provide. I also referred her over to the Self Employment Officer, for her specialist support, and from then on we were able to support “Mrs G” with a joint up approach.

“Mrs G” was helped to research a venue for her business as well as applying for a UTR number from HMRC. She started to consider what items would be essential for her to start practising and what items could wait until she was more established. “Mrs G” was advised regarding marketing and advertising her business. The Barriers fund was accessed to enable “Mrs G” to purchase the start up items needed, including a reflexology chair, a card reader for her to take payments, PPE, towels and a small tablet to enable “Mrs G” to manage all aspects of her business online for example, social media, emails etc. The Self Employment project fund was accessed to assist with the first 2 months’ rent on the unit in Cardiff Market

On 3rd June, “Mrs G” opened her reflexology treatment business, The Present Moment, in Cardiff Central Market! She has started to take walk in clients and has spent a lot of time advertising her business around the centre of Cardiff using her flyers as well as her Instagram page. Both projects have continued to support “Mrs G” in the first weeks of her business. “Mrs G” has stated;

*I would just like to say thank you so very much for giving me an incredible opportunity to start my own business and return to work. The help and support has been greatly appreciated beyond words. I am looking forward to being able to return to work, to offer my skills as a Reflexologist and to help others and have made this possible for me. I can't thank you enough, (Mrs G)*



Photo of "Mrs G" during the opening of her new business venture

