



Case Study: Jiggery Pokery

Jane Coulthard launched Jiggery Pokery, her accessories and jewellery business, from home in Westlinton in July 2006. With support from Longtown MTI, she launched Jiggery Pokery online in July 2007 as a reinforcement of her face-to-face business and as a way of extending her local customer base. The core of Jiggery Pokery continues to be creative, imaginative and sometimes quirky accessories, offered to women in their own homes so that they can experiment with an array of styles and colours.

"Guests can see the jewellery pieces and accessories, try them on with outfits and share in a fun night out with friends. The hard sell approach is not me at all but I enjoy encouraging people to try different styles, experiment with accessories and boost their confidence in how they look."

Jane Coulthard

Longtown Market Town Initiative involvement

Jane met Bev Bamford, Business Adviser with the MTI, when she was first considering setting up her own business. After completing a business start-up course with Bev as her mentor, Jane launched Jiggery Pokery with a gathering of friends and her first jewellery stock. Word has spread fast about her exclusive but affordable ranges and Jiggery Pokery now stocks scarves, wraps, bags and belts as well as a number of styles of jewellery.

Business expansion and marketing grants in 2007 are enabling Jiggery Pokery to go online with e-commerce facilities and Jane is also using some of the marketing grant to extend awareness into businesses in Carlisle and to distribute mailings to past customers, promoting the new website.

"I felt very planned and prepared when I first started the business but the online aspect is rather more a leap into the unknown. The Longtown MTI contacts, support and grant money have given me access to the right expertise and have enabled Jiggery Pokery to expand much faster than it could have done from just my own resources. It's a huge relief to know that there is advice and support available should I need it."

Jane Coulthard

Achievements

Jane's business has grown through word of mouth so far and she is delighted that her selection of jewellery and accessories and her approach to selling have proved so popular with customers, their friends and then friends of friends.

"I trusted my own taste and style when I sourced my first stock so it was a huge relief when other women found the same things as appealing as I did. This has boosted my buying confidence and I am gradually extending the range to include more hand-designed and unusual ranges, some of them exclusive to Jiggery Pokery and many not available elsewhere in the

area. I aim to continue offering beautiful things that people will feel inspired to wear and that will draw the admiration of their friends and colleagues.”

Jane Coulthard

Challenges

Jiggery Pokery is competing with several other home-based jewellery businesses in the Carlisle and Longtown area but it is unusual in being independent and very much based on Jane’s personal choice of ranges and stock. Her challenge is to continue to grow the face-to-face side of sales, generating more requests for gatherings and reaching new customers, while also developing the online side of the business in future.

“I very much enjoy the personal one-to-one experience of meeting women as well as the social aspect that goes with it. With the expansion of the business through web sales, I know that I need to balance both sides of Jiggery Pokery as the e-commerce site develops.”

Jane Coulthard

Future plans

Jane is already working with a number of local publications on future features and she is developing partnerships with a couple of women’s wear retailers with a similar approach and style to Jiggery Pokery.

She would like to support local designer makers by stocking and promoting their work, if their style of jewellery or accessories fitted the Jiggery Pokery brand. And she is also looking into piloting daytime gatherings in larger businesses so that employees with very little free time for shopping can buy gifts without leaving the workplace.

“Working with Longtown MTI has given me the confidence and the resources to stretch my ideas and grow the business. These are exciting times for me and I am looking forward to the challenge of growing Jiggery Pokery.”

Jane Coulthard

If you are a designer maker with jewellery or accessory ideas or you work in a business that would like to host an on-site gathering or if you would just like to update your wardrobe in the company of friends, please take a look at the Jiggery Pokery website and get in touch with Jane direct.

Nature of business: Jewellery and accessories
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