



# Case Study

## Lily Pins



“The Leadership and Management scheme run by TCHC has enabled me to take a step back and start working on my business, rather than just in it. The level of support from my TCHC Leadership and Management Adviser has been immense. For a small business like ours, which is going through a massive growth spurt, the TCHC support has been invaluable.”

Jennifer Twigg  
Founder, Lily Pins

**Project:** Leadership & Management  
**Business Sector:** Property & Construction  
**Location:** Kings Lynn, Norfolk  
**No of employees:** 17

Lily Pins is rapidly becoming one of the largest specialised providers of hairdressing to care homes in the East of England. Launched by Jennifer Twigg in 2001 as 'Care 4 Hair', the company supplies specially trained hairdressers to care homes and residential homes for the elderly.

Jennifer first started working one day a week in a care home in Hertfordshire. She went on to gain qualifications in dementia care, manual handling and health & safety. Seeing that these essential skills were highly sought after, she assembled a team of similarly experienced stylists with healthcare training.

“Hairdressing elderly patients who have specific health-related requirements, such as dementia, requires both professional hairdressing skills and specialised training,” explains Jennifer. “For example, sometimes a client with dementia decides they don't want their hair cut and wants to leave. With our training in dementia handling, we know to let the client leave the care home salon, then finish the cut later in the day.”

After deciding she needed some assistance with the business side of affairs Jenny was contacted by Leadership and Management Adviser, Bev Wallman from TCHC. Bev's assessment was that Jenny would benefit from some one-to-one Leadership and Management training.

“When we first met, I could see that Jennifer was a highly trained hairdresser and healthcare specialist, but just needed some support with managing her growing business,” explains Bev. “And that's exactly what we do at TCHC – work with clients to identify their training needs, and then find training solutions and possible funding.”

“The first thing I was taught were time management skills,” says Jennifer (pictured right). “Then I worked with my trainer on a whole host of business and management issues, including running meetings and undertaking successful pitches.”

“We're now operating out of eight care homes and I have 12 stylists working for me, all suitably trained in healthcare and health and safety,” says Jennifer. “We are set to grow considerably and are even exploring franchising options. The support from TCHC and the recommended training provider, Coaching Dynamics, has enabled me to maximise the potential of Lily Pins' growth opportunities.” Tina from Coaching Dynamics says “Lily Pins continues to grow and Jenny has changed considerably into a much more confident and pro-active business woman, I'm really proud of her.



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