



# Case Study

**Adrian Lilley**

*Enterprise Norfolk*

“*The course helped give me the confidence and knowledge required to take the first steps towards setting up my own Advertising Photography business.*”

**Adrian Lilley**  
Owner, AD Photographic



**Project:** Enterprise Norfolk Business Support

**Business Sector:** Photography

**Location:** West Norfolk

**Job Outcome:** Set up his own photography business

Adrian Lilley had been made redundant twice and was currently unemployed and fed up with being rejected for jobs, so he started looking at self-employment instead. After visiting his local library, he picked up a leaflet about the Enterprise Norfolk workshops, which are managed by TCHC and funded by the Borough Council of King's Lynn and West Norfolk. The workshops are free to all residents of the King's Lynn and West Norfolk area.

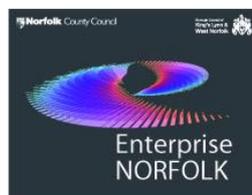
Adrian phoned TCHC to book a place on the course where it was explained that the workshop would provide general background knowledge about the things he would need to set up a business and how to assess the validity of his business idea.

The workshop lived up to his expectations and the enterprise facilitator leading the course was both friendly and approachable. He came away from the workshop buzzing with enthusiasm and with a clearer picture of how to become self-employed.

Also, he found the opportunity to meet like-minded individuals on the workshop hugely beneficial. As well as the workshops, participants also get one-to-one support with an experienced enterprise facilitator to help them develop their business.

He now has the knowledge and confidence to set up his own advertising photography business. He has since successfully become self-employed, providing a high quality advertising photography service to a diverse range of companies in the local area. Thanks to the help and support he received on the course, he is able to deliver demanding projects to tight deadlines and provide a friendly, cost effective and flexible service tailored to the specific needs of his customers.

*The Enterprise Norfolk project is a programme supported by the Borough Council of King's Lynn and West Norfolk*



Borough Council of  
**King's Lynn &  
West Norfolk**

