



**GRANTS4
GROWTH**
Local Enterprise Growth
& Efficiency programme



CASE STUDY

RED HERRING GAMES

ABOUT RED HERRING GAMES

In 2007 Jo Smedley set about trying to raise funding to start up her own coffee shop in Grimsby. As a crime author she had already devised a number of murder mystery games for local church youth groups so she thought that selling a few of her well received games would be a good place to start!

To her surprise, the Murder Mystery games took off and by 2013 Jo had well and truly shelved the coffee shop idea to focus on designing and selling more games and also run her own Murder Mystery themed events under the brand name Red Herring Games.

Today Red Herring Games employs a team of three, turns over more than £150,000 and

**CRIME
TIME**



For the detective in you

ships board games across the world from its base in Grimsby.

The dinner party games appeal to all ages and the events are proving as popular as ever given the resurgence of interest in Agatha Christie, introducing murder mystery as a genre to a whole new generation.

THE CHALLENGE

As demand for Red Herring games dinner party games grew, the production process soon began hitting full capacity. Jo was forced to start outsourcing much of the production, adding considerable cost, overstock issues and potential delays to her delivery timescales. Margins were reduced and the over dependency on external suppliers meant that Red Herring Games needed to find a more sustainable solution.

THE SOLUTION

In January 2017 after a meeting with a Business Lincolnshire adviser Jo decided to contact Grants4Growth and try to secure a grant towards the cost of the new printers. ➔

 grants4growth@sholland.gov.uk

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 01775 764813

Jo said, "The application process was very straightforward. All I had to do was outline how we were looking to grow and make the business case for the investment. We knew we were ready to invest so it was just a matter of explaining our plans and our ambitions. Our Business Advisor took care of most of it and all I really needed to do was sign a few forms and wait!"

Within a couple of weeks Jo received confirmation that Red Herring Games had been awarded a grant of £8459.49, helping them to buy two new printers plus a high capacity guillotine.

It's now been several months since the new kit was installed and Red Herring Games has seen a dramatic reduction in production costs. Their profit margins have improved allowing them to become even more competitive.

Jo added "What used to take days or sometimes weeks, can now be turned around in a matter of hours. The print quality is fantastic and we are so much more confident about expanding into new market. It's no coincidence that our turnover is up 30% since we made the decision to invest".

Red Herring Games is in the process of recruiting a fourth member of staff into the team at Grimsby.

WHAT'S NEXT?

As a crime writer it is not surprising that Jo has lots of ideas and plans for Red Herring Games' future!

Currently Red Herring Games sells dinner party games and scripts to English speakers across Europe through Amazon but

Jo would like to expand the brand further afield and is considering opening new manufacturing facilities in both America and Australia, reducing shipping costs by producing stock closer to the end customers.

She also plans to open an office in Australia and start translating the games into various languages for sale across Europe.

The company has also been contracted to write for this year's Crime Con, a world-renowned crime and thriller themed convention hosted in Nashville, Tennessee.

"This will be the second time we've worked with Crime Con. It's a great opportunity for us to raise awareness of the Red Herring Games brand and build interest across the US, which believe will be central to our long-term growth plans"



"THE GRANT HAS BEEN FANTASTIC FOR US, IT'S ALLOWED US TO TAKE BACK FULL CONTROL OF OUR PRODUCTION PROCESS, RE-BUILD OUR MARGINS AND START THE NEXT STAGE OF THIS THRILLING JOURNEY!"

WWW.RED-HERRING-GAMES.COM/



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