



Glansin Glass – Project Update

Glansin Glass is a fused glass business based in Unst, Shetland. Cheryl Jamieson designs and makes a range of products, inspired by her stunning homeland.

Construction started on the new Glansin Glass visitor centre in October 2019, and they were on target to open by May 2020. Unfortunately, when Coronavirus hit and the country went into lockdown in March, all work stopped on site. The new website was also in the middle of being built and this was affected by lockdown.

As everything felt so up in the air Cheryl decided to wait with the planned marketing project as they were facing a very different world the other side of Coronavirus. She struggled to make her usual glassware, partly due to the physical state of my old workshop, and partly to do with her own mental health. She then developed some new ranges of glass items that were inspired by her experience during lockdown and these have sold well. Luckily this has helped keep Glansin Glass afloat as the business was unable to access much financial assistance from the government schemes. One funding was successful in an application to the Creative, Tourism, Hospitality Fund and she also managed to get a Bounce Back loan from her bank.

Work resumed on the building in June and progresses well. It is hoped that it can be ready for opening in the Autumn. Although it can't be the opening that had originally planned due to Covid but it is hoped that they can still have customers visiting by observing the safety guidelines. The new website will be even more important now as more and more sales are done online since Coronavirus. Cheryl said that she is reaching the stage now where she needs to

make a final decision on what ranges she wants to sell online and send images and text to the website designer. She had hoped, before Coronavirus, to get the photos taken professionally but this could not happen as everyone was in lockdown. Now she needs to decide whether it is an investment that she can afford to make or not.

A crowdfunding campaign is also being considered. Megan has agreed to spend some of the budget from the marketing project on a video to support this. This will work well alongside her plans for a social media campaign. If done well it will bring in much needed revenue and also help raise the profile.

Cheryl commented 'Glansin Glass will hopefully come through this crisis and continue to grow but there is no doubt that Coronavirus has had a huge impact on us. The support offered by W-Power has been much appreciated. As a sole trader of a micro-business, one can feel very small, insignificant and overlooked when the whole world is in freefall, so being part of the W-Power network is greatly beneficial. The Pure Energy Centre have been very supportive during this trying time. It makes a huge difference to have someone locally that can offer practical advice and help pull together people facing similar problems who can share their experiences.'

