

From Rock Bottom to Rebuilding: Jordan Grant Films' Journey with GROWTH Hillingdon

When COVID hit, filmmaker Jordan Grant saw years of hard work crumble. His once-thriving creative business was struggling, and in 2024 he found himself applying for Universal Credit. "I was surviving purely on resilience and personality," he recalls. "It felt like my dream of running a video production business was slipping away."

Then Universal Credit referred him to the Hillingdon Chamber of Commerce's GROWTH Hillingdon Business Support Programme, and everything began to change.

Jordan's Challenge

Jordan had the skills and experience — a background in broadcast TV and a portfolio of music videos and short films — but he lacked structure, business systems and a professional network. He was struggling to find consistent work, unsure how to reach clients who valued professional video over DIY content. "I knew I had the talent," he says, "but I didn't know how to turn it into a sustainable business."

Jordan Joined the GROWTH Hillingdon Business Support Programme

Professional Mindset Shift

The programme's alumni events pushed Jordan into a new routine. Surrounded by ambitious local entrepreneurs, he quickly adopted a more formal, business-focused approach.

One-to-One Mentoring

Paired with mentor Stian Eriksen, Jordan learned to price properly, value his time and create healthy boundaries with clients. "He made me realise I was working too hard for too little," Jordan explains. "Now, if I'm doing a video, it's at the right rate, taking into account all the time I put into it, from meetings to filming and editing, and the client respects that."

RESULTS & IMPACT

- **Secured major council contract:** After showcasing his work at the Hillingdon Business Expo, Jordan met Hillingdon council representatives who later commissioned him for a long-term video contract — his largest to date.
- **Rebuilt financial stability:** Moving from Universal Credit to a consistent pipeline of professional clients, Jordan now describes himself as "a hunter, not just surviving on hope."
- **New confidence, new direction:** Jordan's business model has evolved from ad-hoc creative work to structured, strategic storytelling for businesses, charities and the public sector.

Practical Skills from Workshops

Workshops covering branding, marketing and communication gave him the missing business knowledge to back up his creative expertise. "I'd never thought about things like consistent branding or setting a marketing schedule. Now I batch social posts weekly and approach client contact strategically."

Looking Ahead

Invigorated by his progress, Jordan is expanding his network, building repeat clients and mentoring other creatives through the Chamber community.

"This programme was the biggest godsend. It's the most valuable investment I've ever made in my business. As I was attending the webinars, it dawned on me I was receiving the same level of support I was previously going to spend thousands on for free.

I still can't quite believe the stress I encountered working out how I'd ever afford support of this level when a far happier answer was just around the corner."

"Even if your business is running smoothly, you'll still get something out of this scheme. It helped me turn my lowest point into a launchpad for growth."



“

This programme was the biggest godsend. It's the most valuable investment I've ever made in my business.

”

Want this type of support for your business?

Register your interest your interest today and we'll be in touch with more details.

Visit hillingdonchamber.co.uk/hillingdon-business-support-programme

