

MOMENTS

candles co.

Moments Candles shines a light on our thriving local economy

'It takes courage to become who you really are.'
This profound quote adorns one of the pages of a brochure promoting Moments Candles Co, a growing business which makes luxurious candles and fragrances.

Moments Candles is a company on the up. After three years of significant growth, it is expanding this summer with 22 franchise partners. They will be selling Moments products manufactured from one of Cheshire West and Chester Council's new units at Dee View Business Park in Chester.



Founder and CEO, Helen McCue

The above quote aims to motivate these new franchise partners, while inspiring others thinking of joining the business. It also nicely sums up the ambition of the Moments Candles Co. founder and CEO Helen McCue.

Moments was founded four years ago in Helen's home in North Wales and the business was run alongside her full time job as a senior banker within the financial services sector.

In January 2018, Helen was made redundant. She took this as an opportunity to upscale the business and focus on a fresh challenge doing what she was truly passionate about, and breaking free from her 20 year-long career in banking.



Helen said: "I decided to try to make my own candles and fragrance products and quickly realised that I had quite a skill for it. I did some research and testing but found that I had a natural ability to create beautiful luxury products.

"There is physics to making candles. It's not about melting wax and adding oil. It is all about the diameter of the jar, the wick that is used, and of course the secret ingredients, which I can't disclose!

"A candle maker can literally take two years to master that art, but within a matter of weeks I had made the perfect candle. I have this great sense of smell and of how to produce the most wonderful products.

"People often ask me: 'how do you choose your scents and products?' and the honest answer is, I don't actually know. I just have a natural ability to product beautiful Moments products for everyone to enjoy."

Once she realised she had a skill, Helen began mass producing candles at home. With just four hobs, four jugs and four pans, she would spend her free time at weekends making candles and fragrance products.

She found that she could make up to a hundred candles a day on her own. Support for her business grew among family and friends and the popularity for Moments spread further on social media.

Helen said: "I found that I got really busy quite quickly and then needed to ask people to join the team. I started to put the feelers out and asked if anyone wanted to be business development managers to promote Moments whilst earning money on any sales that they made. I ended up attracting about ten people into my team."

The candle industry in the UK alone is worth £90m and Helen was naturally keen to expand further. Drawing on her business expertise and passion for luxury products, she decided to launch Moments as a franchise and her hard work comes to fruition this summer, 2019.



Helen said: "Quite a lot of companies out there do multi-level marketing, which is fine. However, during my research of the industry, I found that people may work really hard on behalf of that company. Then something might happen in their life where they may have ill health or family commitments and they would walk away from the business with nothing. That didn't sit well with me after someone's dedication and hard work, so that's why I decided to go down the franchise route, as this means that they literally own their own business.

"Our franchise partners get everything they need to start their own business; we manufacture, supply and deliver their products directly to their customers. We offer our expertise and support within the Moments Business Suite, and they also get a webpage within our amazing website."



Their products will be manufactured at one of a number of modern new workspaces across the borough which Cheshire West and Chester Council has built to grow the local economy and help small to medium enterprises expand.

Helen said: “We feel really proud to be in these units because I needed a certain type of unit that was brand new and also I wanted this Chester location. These units are amazing for what we need. They are a fantastic size and the cost of running the unit is really low compared to other places, due to the solar panels. As it’s a new build, you know that you are not going to have worries about things going wrong and distract you from the day to day running of the business.

“Knowing that the Council has got your back and is there to support you, it’s amazing. They also offered business workshops. They have put people in touch with us to help with social media and marketing of the business. There is a great community of business people on your doorstep. It is support that I didn’t think would be out there and it is even better that it is free support.

“When we launch Moments with 22 franchises out there ready to do business, they will be paying tax and supporting the economy. The Council hasn’t just helped one business by supporting us but has helped 22 franchisees start their own businesses.”

Moments plans to take on more staff and hopes to have ten extra people working at Moments HQ in Chester by the end of the year, in addition to launching more franchise businesses in the coming months.

It has taken courage for Helen and her franchisees to become who they really are. But they really are successful business people with a prosperous future ahead.



Helen said: “I can see us outgrowing this unit in the future and the Council has said they will support us if we need to move to one of their larger units.

“Moments Candles Co is growing a lot quicker than we had imagined. We have been headlined with the franchise associations, who we are registered with, as being a business to watch and we are on track to becoming the fastest growing franchise in the UK, which is great for Chester and this borough.”

