

START UP BROMLEY

Business support for aspiring
and early stage entrepreneurs



Discover more

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The 2022 Business Year Has Begun!

Happy New Year to you all! We hope you had a lovely break over the festive period.

In this newsletter, we will be covering helpful goals that should be considered by all aspiring entrepreneurs and existing businesses alike to help them reach further success, feature a January wrap-up talking about the successes of our first two events this year, discuss upcoming events- including a hint to a well-requested **spring marketplace event** not too dissimilar to our December showcase event (but with a twist!), and debut our new members directory with their newly designed, bespoke appearances.

Also featured are pages for Tim Buick from *StreetPin*, announcing their **Webinar** event that will help all members learn to use their platform, and further network with other businesses in the area, and the *Federation of Small Businesses*, a group who function similar to Start Up Bromley, but offer more services for a small annual fee,

As expected with a new year, goals and objectives are typically set in anticipation to achieve personal ambitions over the following months. For entrepreneurs and business leaders alike, business goals are set and refined as they help a business to continually develop, therefore establishing the context for ongoing success in the future.

The setting of business goals doesn't have to be a mammoth task, or consist of a overwhelming list of tasks. Picking no more than two strategic small goals can help you achieve longer term business objectives, which can be refined and evaluated throughout the year if you feel the goals are not adequate.

We hope this year will be a successful business year for you all, as we continue to provide opportunities of value to grow and develop your business and business skills.



Photo by [Austin Distel](#) on Unsplash

YOUR GOALS FOR THE YEAR

To help you think about what goals to set, we have provided a list of four goals you may want to consider this year.

GOAL ONE: Conduct a Swot Analysis

SWOT stands for Strengths, Weaknesses, Opportunities and Threats. Conducting a Swot Analysis on your business will give you the opportunity to concentrate on things that are working well in the business i.e. strengths, challenges to address (weaknesses) and highlight opportunities that you have yet to take advantage of that can lead to beneficial results for your business. After doing this, you will have identified a couple of important issues that will be in the forefront of your mind when making business decisions, meeting new people and introducing new products and services.

GOAL TWO: Get Networking!

Whether online or in person, networking can open up doors for your business that can not be achieved behind a computer screen. By making the effort to commit yourself to a number of networking events each quarter so you can get in front of new people, the expansion of both your network and opportunities can only result in positive results for your business.

There are many business networking events within your local community and London more widely (check Eventbrite if you are short of ideas) as well as global online networking events that have been made popular as a result of the pandemic. Of course SUB offers networking opportunities as well, so please do come along to one of our workshops or networking events if you haven't already.



Josette of My Party box.fun, Denise of Transitions Career Management and Training, Lauretta of Life In.. Magazine, Tim of Streetpin and Nadmin from Houses of Nature at Start Up Bromley Networking event 30 Sept 2021

GOAL THREE: Get a handle on your finances

If your business is yet to make any profit, think about ways you might want to do so this year. This could be by focusing on and developing a better marketing or sales strategy, or conducting a SWOT analysis on your product or service. If you are making profit, the same suggestions applies, as this could help you increase your profits. Moreover, if you don't have a good handle on how much money is coming in and out of the business, or if you are yet to have a guide to help you budget your business expenditure, try to set aside some time to achieve this, as it will help improve the financial health and planning of your business.

FINALLY ... GOAL FOUR: Review your marketing tactics

Take stock of how your customers (and potential customers) find out about your products and services.

Is it through print media? Social media? Through word of mouth? Blogging? Chatrooms? Then ask yourself, through which of these are your customers likely to engage with, and if you interact with them in this way or not.



Photo by [Melanie Deziel](#) on Unsplash

If social media is discovered to be a platform in which you can discover potential customers, and you are not confident or familiar with a particular social media platform, find time to learn and dive in with the help of YouTube, books and practical workshops.

JANUARY EVENT WRAP-UP

New Business Strategy Networking evening

Wednesday 12 January, Bromley Central Library

We're proud that we were able to bring Lee Lam's wisdom to all of you.

Through her exceptional knowledge, she set out to help members use this event to really think and plan out how their business will look and grow in 2022. Between this and an engaging sticker-defined activity after the main talk, we really hope you had a fulfilling evening, and enjoyed the catering provided by *Weeks Catering*.



Lee Lam (far right) explains the advantages of diversifying your business strategies when confronted with adversities

BID Writing Workshop Wonders

Wednesday 19 January, Bromley Central Library



Gary Parker (seen by projector) explaining the common mistakes seen in beginners bid writing.

During this event run by Gary Parker, our members learnt the process of BID application, and all the details relating to it.

From showing examples of common mistakes made by those new to BID writing to showing real-world BID applications, Gary brought a new perspective on the whole endeavour, from making to writing a BID, and highlighted the importance of BID writing to the Start Up Bromley Members through engaging group activities.

UPCOMING EVENTS

Tuesday 8 February 2022 10:30 – 12:00

Instagram Deep Dive

Helen Manchip will be taking us through what the Instagram platform has to offer for businesses. The event will take place in the **Workshop Room at Bromley Central Library**.

You can find more information about the event as well as register your attendance at **this [link](#)**.



Helen is a trained Social Media Manager, Coach and Certified trainer in Social Media Marketing after graduating from Digital Mums. She has helped many local businesses with their social media, and especially with Instagram as that's her passion, she has also designed 1000's of social media posts and marketing material for local businesses too.

Thursday 17 February 10:30 - 12:00

Why Branding Is Important

Nancy James of Mums The Word will take us through **Why Branding is Important**, and its impact on company growth.

Monday 28 February 10:30 - 12:00

Business Accounting Basics

Joanne Bell of Bell Accountants will demystify **Business Accounting Basics** and bring greater understanding to the importance of accounting in running a business.

Wednesday 9 March 10:30 - 12:00

Information Technology Workshop

Julien Brunoir of Skills Development Training will run an **Information Technology Workshop** aimed at helping those who wish to improve their skills or confidence in the basics of I.T.

Also coming in March...

Whispers of an exciting **spring marketplace** and **Workshop Week...** final details to be announced in February!



Eventbrite

Make sure to visit and subscribe to the Start Up Bromley **EVENTBRITE** for more information on upcoming events!

BUSINESS PITCH COMPETITION

Start Up Bromley is excited to announce the Business Pitch Competition!!

This is where Start Up Bromley Members have a chance to win one of three cash prizes to help grow and develop your business.

Keep an eye on your inbox for the link, as the application process will run from 31 January to 9 February. There will be mandatory training sessions and zoom judging rounds taking place in late February to early March, with the finals also taking place in March!

MEMBERS DIRECTORY

The Members Directory receives a new, bespoke look!



START UP BROMLEY is proud to present the new Members Directory, with bespoke pages for Members to show the diverse, varied business which operate in the Bromley area and are part of the Start Up Bromley programme.

Each of the roughly 40 currently available directories features a brief biography about the company, another small section about their business's future plans or business philosophy, their contact details, and their social media connections and/or website.



Scan to QR code or visit

<https://bit.ly/SUB-MembersDirectory>

to read about and connect with the businesses



If you are a Start Up Bromley Member and would like to be part of the directory, please get in [contact with us](#) and we would be happy to add you to it to bring visibility to your company.

JOIN THE PROGRAMME NOW!

There is no charge for joining Start Up Bromley or any fee for using the facilities on offer. All we ask is that you complete our Registration Form ([link](#)) which will give us brief details of you and your business or business idea.



Webinar February 3rd 6-7pm – book your place [here](#)

Here at **Streetpin**, we help you promote your business to a local audience. We'll get you online for **FREE** (or boost existing online channels), on our platform which is designed for local discovery and engagement. Uniquely, we also bring business promotions together in a collaborative showcase, like this Hub for [Startup Bromley](#), so that we can all support and promote each other, and grow our local business and community networks.

What you'll learn at streetpin's **February 3rd 6pm-7pm Webinar**:

- **Orientation** - Map, Search, Pinboards, Hubs
- **Registering, logging in, your profile**
- **Your Pinboard** – Set-up and features, Directory info, Following, Hubs
- **Posts and Offers** – Creation, Targeting, Sharing on the socials

#ShopLocal

Covid has brought issues as well as opportunities. Since having to rely on services nearby, 91% of UK consumers expressed the will to continue to shop local. Add to this that 95% of shoppers are influenced by deals, and we have a perfect opportunity to build and maintain local customers for our products and services.



Now, we just need to make it as easy to shop with you, as it is to go to an online alternative. We use online tools to drive in-person, local trade.



About me (Tim Buick - connect with me on [LinkedIn](#))

I have 20+ years' experience in delivering 'digital transformation' for the big boys. I want to make my learnings available to small businesses and startups in a collaborative, supportive environment where you can focus on what you do best whilst competing with the online giants.

My passions, which have driven Streetpin:

- supporting small businesses
- helping everyone to #ShopLocal
- reducing waste, whether food in bins or wasted appointments

Any questions, or set-up requests, give me a shout on hello@streetpin.com

Federation of Small Businesses (FSB)



Experts in Business

The next FSB Bromley event is on the 17th February 11:45-13:30. To book a place, visit the link: [Bromley Virtual Networking FSB, The Federation of Small Businesses](#)

Starting your own business is an exciting but daunting time. Chances are you picked an industry you know and are passionate about. You're confident that you know it well enough to be able to cope with whatever life throws at you. But what happens when you need to deal with something outside your field of expertise?

No one person has all the answers. The good news is, joining FSB, means having someone on your side who does have the legal, tax or HR expertise needed. Not only that, but FSB will also save you money from the start of your journey.

FSB members have access to a range of services designed to make your life easier, including legal and tax insurance, 24/7 legal advice line, an online legal hub with over 1300 documents, 24/7 HR advice, insurance advice, cyber protection insurance, debt recovery, access to funding, networking, and masterclasses and so much more.

So, before you open a business bank account, that will likely charge you after an initial welcoming period, take out the wrong insurances, pay for a legal document and advice, or find yourself not knowing where to turn, give me a call.

Hi, I'm Rachel Barham, your local membership advisor for the Federation of Small Businesses (FSB). Like you, I am a small business owner. Not only do I work with FSB on a self-employed basis, I'm also a property landlord, with a rental property in the Bromley borough and I am also an FSB member.

I pride myself on not being a pushy salesperson. I like to get to know the people and businesses I work with and join as members to FSB. By doing this and where my network is beneficial, I can then make introductions and referrals to potential clients, customers and even collaborations. These business owners then also feel comfortable making contact when they need support or have questions, giving them the reassurance, they really are not alone.

My claim to fame: I featured on the TV programme Nightmare Tenants, Slum Landlords. I wasn't a nightmare tenant or a slum landlord but if you watch the programme you will know, things often happen in business outside of your control. FSB is there to give you the peace of mind and support when they do.



To find out more and to join FSB, please contact me directly:
rachel.barham@fsb.org.uk
07979504080

BUSINESS ROOMS AT THE LIBRARY!

We proudly offer business spaces at some of your local libraries!

Available at *Biggin Hill Memorial Library and Pool*, *Bromley Central Library* and *Orpington Library*, we're proud to offer spaces for you as a business owner or aspiring entrepreneur to work.

BIGGIN HILL MEMORIAL LIBRARY

Business Lounge

The upstairs Business Lounge at Biggin Hill Memorial Library is open for drop-in visitors, at the following times only:

MONDAY	09:30 - 13:00
TUESDAY	09:30 - 19:00
WEDNESDAY	09:30 - 19:00
FRIDAY	09:30 - 19:00
SATURDAY	09:30 - 17:00



Business Corner

Biggin Hill Memorial Library also offers a Business Corner with seating and desk space among the business and career books.

This space is ideal for research & administration.

If you have calls or meetings we recommend going upstairs to use the Business Lounge.

MONDAY- FRIDAY	09:30 - 19:00
SATURDAY	09:30 - 17:00



BROMLEY CENTRAL LIBRARY

The Business Lounge at Bromley Central Library is open for drop-in visitors, while the Library is open:

MONDAY - FRIDAY	09:30 - 19:00
SATURDAY	09:30 - 17:00



In addition to our Business Lounge at Bromley Central Library we can offer small rooms for use for private meetings with clients, professional advisors and so on. These rooms must be pre-booked, to do so either email the team or complete our [booking form](#).

ORPINGTON LIBRARY

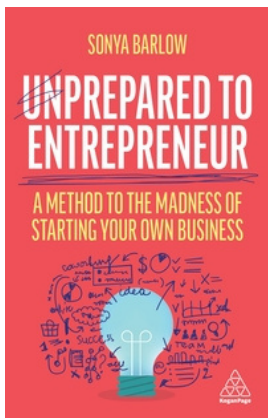
The Business Lounge at Orpington Library is open for drop-in visitors, at the following times only:

TUESDAY	10:00 - 17:00
WEDNESDAY	10:00 - 17:00
THURSDAY	10:00 - 13:00
FRIDAY	10:00 - 17:00



Please contact the [Start Up Bromley team](#) to obtain the access codes for the business lounges

BOOK OF THE MONTH



Unprepared to entrepreneur: a method to the madness of starting your own business

Times have changed: you can launch a successful enterprise with your phone, sell through social media and tap into a whole world of opportunities.

This book is an honest guide to launching your own business, sharing real stories from real people who have tested, failed and won at business. It profiles the underdogs, those who brainstormed ideas whilst travelling on the bus, started a business from their phone and managed to create three income streams whilst maintaining a full-time job in the city to show you that you can do it too.

From a working Google doc as your business plan, to ideation strategies that live and die off Instagram engagement; they won't teach you this at business school. The author takes a look at the resilience needed to make it in business, the incredible tax on mental health and the non-negotiable steps to creating a viable business

You can reserve a copy of the book at your local Bromley Library [HERE](#)

ADDITIONAL BUSINESS RESOURCES

COBRA

[COBRA \(The Complete Business Reference Adviser\)](#) is an online database that can be accessed via your Bromley Library card and allows you to search information on the regulations, market trends, qualifications needed as much more on 100s of different business sectors.

NATWEST: Business Builder

Natwest has created a digital tool with the aim of supporting the development of businesses and entrepreneurs at all stages. Natwest's Business Builder service is free of charge and you don't need to be a Natwest bank user to access this resource.

Natwest Business Builder can be found [here](#)

Follow us on social media for Start Up Bromley updates

Just a quick final note, if you have a product or service you wish for us to feature in the monthly newsletter then please feel free to email us at StartupBromley@gll.org



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Thank you, we look forward to seeing you at our future events and 1-2-1s

**With kindest regards,
the Start Up Bromley Team!**