

START UP BROMLEY

Business support for aspiring
and early stage entrepreneurs



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TABLE OF CONTENTS

A MAGNIFICENT MARCH

BUSINESS WEEK ROUND-UP

SPRING MARKETPLACE AT CONTINGENT WORKS

COACHING PROGRAM ROUND-UP

WHAT ARE THE BENEFITS OF COACHING? WITH LEE LAM

UPCOMING EVENTS & START UP BROMLEY VIDEO

BUSINESS ROOMS

BOOK OF THE MONTH & OTHER BUSINESS RESOURCES



Pictured: Emily Maitlis

A MAGNIFICENT MARCH

In this newsletter, we round up our business weeks' seven events, talk about everything and everyone from the event that we're so proud of,

In addition we have a link to the fantastic **Start Up Bromley video**, which documents our achievements as a service over the course of the past year. We also dedicate a page to the coaches who kindly took part in the **coaching program** that so many of you chose to benefit from.

The Start Up Bromley team have been working very hard over the last couple of weeks to organise the very first Start Up Bromley Business Week. Highlights from the week included an interactive business panel event moderated by award winning journalist and Broadcaster **Emily Maitlis**, who discussed the business start up journeys with three local business owners – Lauretta Wright founder of **Life in... Magazines**, Neil Mitchell, Co-founder of **Ollie Polly Play Café** and Rene Perkins, Co- Founder of **CityMaaS**.

These stories were motivating and inspirational and served as a useful reminder as some audience members commented: "why they were setting up their businesses, and to keep going despite challenges". **David Smith**, the Economics Editor for the Sunday Times was also on the panel and contextualised the experiences of local and national entrepreneurs within the wider current social and economic climate the U.K, providing a useful national picture in which business owners are operating in at the moment, and the resilience they demonstrate. Notable attendees included Cllr Hannah Gray and Cllr Peter Morgan as well as many Bromley business owners and aspiring entrepreneurs.

Another highlight from the week included a business pitch competition hosted by **Sasha Qadri** from Bloomberg Live, where six Start Up Bromley Business owners pitched to three 'dragons' to win £2,000, £1,000 and £500 investment for their businesses. Liam Carlton from **Pit Pro** won the competition and the £2,000 cash prize which he said would "go a long way to help with the growth of his business". Lauretta Wright founder **Life in... Magazines** came 2nd place taking home £1,000 and Buki Odunlami founder of **Buki Lami** came 3rd place and won £500 to invest in her business.

Lastly on the Saturday, 20 Bromley business owners took part in the Spring Marketplace at **Contingent Works** which provided them with an opportunity to showcase their products and services to the local community.

BUSINESS WEEK ROUND-UP

WORKSHOPS



Pictured: Neil Infield of The British Library Business & IP Centre

Between Monday 14th March and Saturday 19th March 2022, the very first Start Up Bromley Business Week took place.

This consisted of an exciting week of business related events at Bromley Central Library and Orpington Library, designed to provide support to businesses primarily within the borough of Bromley as well as aspiring entrepreneurs.

Workshop facilitators delivered practical and exclusive workshops on an array of business topics such as: e-commerce, intellectual property, HR for small businesses, securing retailers for products and legal and compliance issues for businesses.

These workshops were intended to develop businesses, facilitate networking and expose Bromley business owners to information and ideas they haven't yet explored, but that is integral to the success of their businesses.

We pride ourselves on the ability to visit topics that business owners and aspiring entrepreneurs aren't entirely aware of, be it something as fundamental, as Microsoft office's programs like *Word* and *Excel*, or something as complex or intricate as taxation and law.



left: Alexandra Sodimu Jones of KANR Legal

BUSINESS WEEK ROUND-UP

BUSINESS PANEL: THE ENTREPRENEUR EXPERIENCE IN THE UK

During the Tuesday afternoon event, members and public alike came in droves to admire the wisdom of Emily Maitlis and David Smith. Both well-known people of interest in the business world, they, in the expert company of Start Up Bromley Members and local residents; Rene Purkins, Lauretta Wright and Neil Mitchell took the time to share their experiences and life stories that drove them to the place they are now.

The panel consisted of:

Emily Maitlis, who acted as emcee, is the lead presenter on primetime TV. She co-hosts the hugely presented podcast *Americast*, and was named the Network Presenter of the Year at the RTS Television Journalist Awards in 2019 and 2020.

David Smith has been an economics editor of *The Sunday Times* for over 30 years, with several books published on the topics of business and economic observations.

Neil Mitchell co-founded and leads with his wife, the [Ollie Polly Play Cafe](#) in West Wickham, a toddler-friendly cafe.

Rene Purkins co-founded [CityMaaS](#), a company that champions innovation and inclusivity through creative solutions,

Lauretta Wright founded the [Life In... Magazines](#) that may have started in Orpington area, but now extend to the Bromley town area, too.



Pictured: David Smith, Rene Purkins, Neil Mitchell, Lauretta Wright, Loretta Awuah, and Emily Maitlis

During the event, we enjoyed insightful thoughts and opinions from the full cast on stage.

As a point of regional pride, we were extremely happy to hear from Emily herself that she's impressed with how *"really connected some of you are with the local businesses and charities, literally in the course of the day"*. To this point, we're so pleased that we're viewed this way. It's always wonderful to hear about our members accidentally finding each-other amongst other groups like the *Federation for Small Businesses*. As such, this kind of comment from Emily really goes to show that the entire borough's residents, and companies, really do excel on their interconnectivity in their shared goal to make local businesses successful. It's, in our opinion, highlighted that the adage of *"It's who you know, not what you know,"* has never been more true.



Throughout the evening our audience heard the thoughts of those on stage. One lovely inspiring quote we did note, however, was when asked, in terms of starting a business *"what did you regret not doing sooner?"* Lauretta replied:

"I wish i'd started earlier. I worked in full time employment for years. I was so scared to take the leap of faith to leave my job and leave the safety net of regular income. We may have personal experiences that have effected us, but just don't wait for it to happen. I wish i'd started earlier".



BUSINESS WEEK ROUND-UP

BUSINESS PITCH COMPETITION



Pictured: Daniel Daly, Lilian Lee, Hannah Fairclough, Lauretta Wright, Liam Carlton, Auden Powell, Buki Lami, Diana Edmunds, Cheryl Huggins

On Thursday 17th March, the Business pitch competition competitors reached the end of their multi-week journey when they came face to face with Start Up Bromley's handpicked "Dragons"; **Auden Powell** (Economic Development Team, Bromley Council) **Diana Edmunds** (National Libraries Director, GLL) and **Daniel Daly** (Retail Liaison Manager, The Glades).

During the finals hosted by **Sasha Qadri** from Bloomberg Live, six Start Up Bromley Business owners pitched to the three dragons to win £2,000, £1,000 and £500 investment for their businesses, with smaller prizes for those of the six who did not place into the top three.

Following the six fantastic presentations from all finalists, the judges departed the room together to discuss the finalists off-stage. After a substantially longer-than-expected deliberation period which functioned as a lovely opportunity for the audience hear from the competition facilitator **Dean Williams** of [Exclusive Visions](#) (and to network while enjoy the refreshments), the judges re-entered the room and announced their winners.

Coming in first we had **Liam Carlton** from mouth-watering [Pit Pro](#), winning the £2,000 cash prize. Second place was taken by **Lauretta Wright** of the borough's fantastic [Life In... Magazines](#), taking £1,000, and third place **Buki Odunlami** receiving £500 that will go towards bringing smiles to so many more people through her work with her own brand of colour and design, [Buki Lami](#).

We are so proud of everyone who contributed so much to this journey, so regardless of your position in the competition, please know we always make it our goal to help each and every single one of you achieve greatness.

We thank all of our judges for their taking the part as "Dragons" so well, and thank **Steven Bainbridge** for photographing the event.

A special thanks goes out to **Ken Chu**, who was able to step up to get additional professional videography of the event when we needed it most.



The Judges (left to right): Auden Powell, Diana Edmunds, and Dan Daly.

SPRING MARKETPLACE at **contingent works**



Left to right: Aleta Viljoen of Pretty Pink Potato, Esther Jacob of Authentic Work Publishing, Carmela Nola of Carmela Mosaics, Buki Odunlami of Bukilami

A SUNNY SATURDAY MARKET

On the final day of our Business Week during a very lovely Saturday, 20 Bromley business owners took part in the Spring Marketplace at [Contingent Works](#), outside of the glades, that provided them with an opportunity to showcase their products and services to the local community.

Arriving bright and early, our members unpacked all their goods and presented lovely stalls for the public to admire. Whether their service was tangible, like food or craft, or immaterial like coaching services or videography, every single one of our members had a stall that was practically overflowing with branding and examples of their work. Throughout the day, our members showed off their goods and services to the public, whether it was a lovely cake, fantastic jewellery or a coach's fabulously branded notebooks, there was something for everyone.

Despite the venue being a bit tucked out of the way, we received nearly double the footfall of the previous showcase, so we're extremely happy to know that the change of venue to something even bigger was as rewarding as we'd hoped. Keep an eye out for information on our next showcase due this summer, in an even larger venue in the center of Bromley!

(Editor's note: We really did love everything you all had to offer on the day. The numbers game brought by Lola of GBM consultancies still has me scratching my head...)



COACHING PROGRAMME ROUND-UP

Between January - March 2022 Start Up Bromley collaborated with 15 business owners to offer a unique coaching programme for Members in a variety of different areas of supporting, from Business Planning to finance to social media and mental well being. We want to thank all of the coaches for getting involved and offering their business knowledge to the Start Up Bromley Members



Amanda McCarthy
am life coaching
amlifecoaching.co.uk



Lola Adeleye
GBM Consultancies Ltd.
linktr.ee/coachlolagbm



Bayo Igoh
BigohCoaching
bigohcoaching.com



Matthew Storey
The Human Storey
thehumanstorey.com



Chandra Sharma
Elmcroft Business Services
elmcroftbusiness.co.uk



Paul Robert McCartney
e business coaching
ebusinesscoaching.co.uk



Daniel Najafi
JDM Social
jdmsocial.com



Raymond Holt
Agnētis Partners Ltd
agnētis.com/raymond-holt



Darren Weale
In Tune PR
intunepr.co.uk



Sarah Marsh-Collings
babelMonkey Ltd
Babelmonkey.co.uk



Gary Parker
CNT Associates
cntassociates.com



Sue Tappenden
Headspace for Change
headspaceforchange.com



Lee Lam
Your Startup Partner
yourstartuppartner.com



Zeenat Noorani
Zeenat Noorani Vida de la Mariposa
zeenatnoorani.com/coaching



Liz Hamlet
Spark Succeed Coaching
sparksucceed.co.uk

Despite this coaching service now coming to a close, Start Up Bromley is still offering 1-2-1 business advice, similar to the coaching sessions, with our own Strategic Business Support Manager Loretta Awuah.

Please contact the start up bromley team at startupbromley@gll.org to book in a session.

WHAT ARE THE BENEFITS OF COACHING?

LEE LAM OF YOUR STARTUP PARTNER EXPLAINS

Coaching is a great resource for any business owner but is especially valuable for startups. When you are starting out, there is pressure to show a confident and ambitious face to your marketplace for the first time.

But it can be difficult to find space to discuss your plans, review your goals, drivers and motivation and to admit when things feel tough.

Coaching provides an objective but supportive resource to business owners, to help you in four very specific ways:

1. It can help you identify your reasons for starting your business, which act as the fuel for your energy and motivation. Without this, you can lose focus or enthusiasm.
2. It can help to identify your ambitions. Whether you want to be the next 'Unicorn' or you want a comfortable lifestyle doing something that you enjoy, your plan rests on what success will look like to you.
3. It can help you create the plan on how you get there. There is usually a lot of refining and reviewing when you are creating your business plans, and it pays to have time to take a higher level view of your vision to confirm the activities you are going to focus on.
4. Lastly, it can hold you accountable. One of the most challenging parts of starting a new business is getting used to being the boss – and certainly not have someone direct all your movements. Whilst this is freeing in many ways, it can also make it difficult to remain on target. A coach will help you create the roadmap and timelines for your goals – and hold you to keeping them.

When I work with my startup clients, my success is tied to theirs – and their growth is my goal. Having worked in large corporates for over 20 years and coached for 16 years, my business – Your Startup Partner – is the culmination of a desire to level the playing field for all new businesses. I want to help them realise their potential by helping them apply the principles that allow big businesses to thrive from the very beginning. By focusing on their strategy, operations and their mindset, I can help them be in the best shape possible to take their best shot.



Website:

<https://yourstartuppartner.com>

Phone:

0203 865 2877

LinkedIn:

<https://www.linkedin.com/in/leelam>

Instagram:

https://www.instagram.com/your_usp

UPCOMING EVENTS

The Start Up Bromley team is working hard behind the scenes to finalise the calendar of Workshops, networking events and showcase markets for the rest of 2022.

Details for events will be released as confirmed!

Eventbrite

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



While waiting for the Start Up Bromley events, have a look at some other workshops and networking opportunities happening;

GCD Learning: Covering a variety of courses to help your business grow, such as food safety, financial management, social media & web design and so much more!. You can find the full breakdown of courses and how to apply by visit their website:

<https://www.gcdlearning.org.uk/business-start-up-training>

START UP BROMLEY FILM

Filmed and edited by Patrick Bowyer, this video highlights the activities of Start Up Bromley since its launch in early 2021, as seen through the eyes of some of the aspiring entrepreneurs and Business involved in the programme.

You can watch the film on the Better YouTube channel at bit.ly/SUB-Video



A massive thanks goes out to all involved in the entire process, especially Councillor Hannah Gray, Buki of Buki Lami, Kieran of SherpaCamp Luxury Glamping Experiences, Liam of PitPro, Lola of GBM Consultancies, and Nicola of Canvass Design.

MARCH 2022

BUSINESS ROOMS AT THE LIBRARY!

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

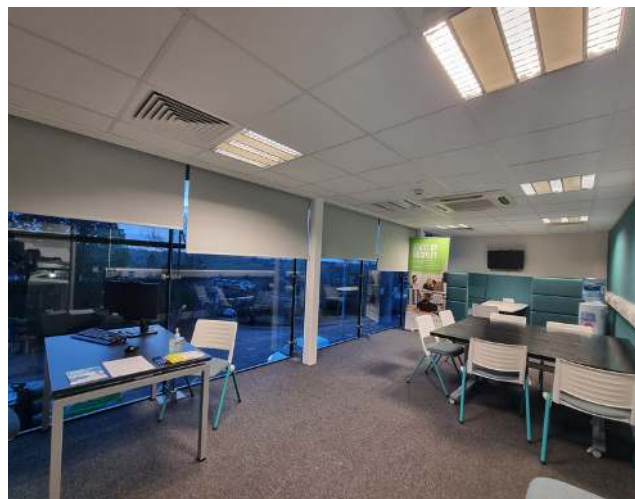
Available at *Biggin Hill Memorial Library*, *Bromley Central Library* and *Orpington Library*, we're proud to offer spaces for you as a business owner or aspiring entrepreneur to work.

BIGGIN HILL LIBRARY

The Business Lounge at Biggin Hill Library is open at the following times only:

In the interest of fire safety rules, please let the Library staff at the desk know you're heading up to the Business Lounge

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



ORPINGTON LIBRARY

The Business Lounge at Orpington Library is open at the following times only:

TUESDAY	09:30 - 17:30
WEDNESDAY	09:30 - 17:30
FRIDAY	09:30 - 17:30



BROMLEY CENTRAL LIBRARY

The Business Lounge at Bromley Central Library is open, 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](#).

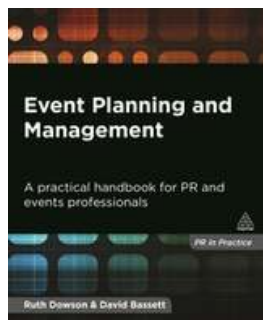
Please contact the [Start Up Bromley team](#) to obtain the access codes for the business lounges



BOOK OF THE MONTH

Event Planning and Management

Ruth Dowson & David Bassett



Event Planning and Management: A practical handbook for PR and events professionals offers a structured, practical approach to events, from the initial planning, to final evaluating stages. It introduces the key models and theories but focuses on the practical side of building and working with a team, choosing a location, creating a programme, dealing with stakeholders and sponsors, promoting the event, essential financial and procurement considerations and finally evaluating the event.

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](#)

END OF YEAR SURVEY

As the first year of Start Up Bromley comes to an end, we would really appreciate if you could a few minutes to complete our online survey and let us know your experience of being part of Start Up Bromley, this will help improve the service going forward

Please follow the below link to complete the survey online:

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

MEMBERS DIRECTORY

Our members directory is a fantastic means of getting in contact with Start Up Bromley members individually!

Use it as an opportunity to network with likeminded individuals, or even to enquire about their services!



Scan to QR code or visit
<https://bit.ly/SUB-MembersDirectory>
to read about and connect with the businesses

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

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

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

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