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Putting business under the microscope in West Kent

CMB NEWS
SUMMER 2014

WEST KENT
PARTNERSHIP



Our brief has been to provide business support for home based business (HBB) and those attending Job Centres seeking self-employment.

Our Call Centre continues to be one of the primary contact methods for HBB accessed by a bespoke phone number.

The web site, again with a bespoke URL and response mechanism continues to feed through enquiries each week; <http://www.homebasedkent.biz> continues to attract visitors, and now has an online form to collect enquiries. We are getting an increasing number of requests for information via this, and building up a useful database of HBBs.

The programme of 121 clinics based in the County Libraries has been successful in reaching into the community from Swanley through Snodland, Paddock Wood down to Cranbrook. Full details and booking forms and details are on our website at: <http://www.thecentreformicrobusiness.co.uk/west-kent/>

Our programme of events with ASDA Swanley is now complete, and resulted in interviewing 15 Home based business on the 4 dates generating the first business

to design and manufacture and source internationally to their own design specification.

We continue to hold bespoke 1 to 1 meetings for Home Based Businesses in K College Tonbridge to meet the demand created by our online responses. The time allocation continues to be varied for some individuals with more complex and in depth issues to contend with.

We would like to create "An end of term" event to round up the year's sessions following comments from many participants that it would be very useful. This would also seek to establish the outline of a collaborative trading platform.

We have delivered:
**93 one to one HBB SESSIONS
of an average 1 hour length**

**31 HBB GROUP EVENTS
of an average 1 hour length**

**In addition a wide variety of tangible
business services to get a
professional start; see over.....**

MAKING MICROS MATTER

The Centre for Micro Business is social enterprise organisation that acts as an umbrella for a diverse group of business specialists who have set out to provide support, guidance and practical input to get micro businesses up and running fast – and professionally.

We go beyond coaching and training by setting out to work with and alongside the participant. Our success and that of those we work with has stemmed from this one to one approach.

Where we can, we have established funding to provide a free service, beyond that we set out a fixed, low cost price list to opt in to.

Our objective is:

Getting businesses fit:

- to supply
- for funding
- to employ
- for growth

employmentplus BE YOUR OWN BOSS

We are continuing to see clients on an ongoing basis as we take them nearer to fulfilling their objectives, we are trying to speed things up so that this projects continues to capture them.

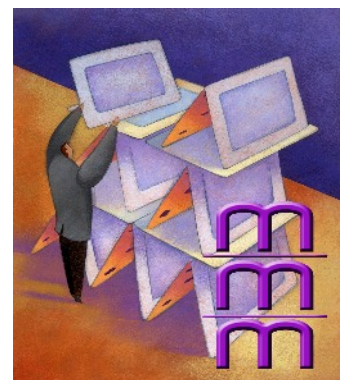
A dedicated web link at www.thecentreformicrobusiness.co.uk/byob/ continues to operate with all details of meetings and is still taking bookings.

From the clients we have seen, 9 had potentially viable businesses, (target 7) however, from this at least 2 will fail to come to fruition, as client's circumstances change, the rest we hope will be trading shortly.

We have had to assist through JCP with several issues as regarding the participants cut off to employment support and thank the JCP staff for their continued assistance.

We have delivered:

**63 one to one BYOB SESSIONS
of an average 1 hour length
Over 30 BYOB CLINICS HELD AT JCP**



As part of the West Kent project we have established a number of new businesses from both JCP and home based individuals;

- Decorating
- Interior design
- Health & beauty care
- Reflexology and holistics
- Ferret man
- Fishing tuition
- Scooter renovation and sales
- Food production
- Themed French parties
- Jewelry – manufacture and sales, import to specific design
- Candle making
- Book keeping
- Virtual PA
- Translation services
- Numerology “The new business tool”

We have assisted with the establishment of;

- Business names,
- Logos, copywriting, general design. Point of sale display.
- Website creation from the ground up including URL choice and purchase and developing ecommerce sites.
- Photography.

We have assisted with issues at JCP where there have been problems relating to financial support.

We have fed six people through for funding for establishment and growth (Fredericks Foundation).



We have worked with clients to produce professional web sites with fully functional ecommerce solutions together with admin training. We have worked on corporate image including design and preparation of imagery.



We have given confidence to proceed and tactical advice to succeed for people who have never been in business. Jewellery designed in Swanley, artisan crafted in Brazil. A huge learning curve.



Tasting the success of a home-produced product made in compliance with regulatory demands and hitting the market.



Under our umbrella we turn your ideas and ambitions into practical reality

TACTICAL
advice & guidance for business

COMPANY FORMATION
intellectual **Legality**
property **Insurances**
business **FINANCIAL**
funding **MANAGEMENT**
EMPLOYING **networking**
PEOPLE **collaboration**

PRACTICAL
solutions & support for business

product definition **image**
BRANDING **customer location**
ONLINE **BUSINESS**
OFFLINE **PLAN** **pitch**
MARKETING **design**
communications **PLAN** **print**
SALESMANSHIP **w e b**
bid writing **a p p s**
DATA **TENDERING** **expo**
BASE **video**

New Me is our flagship programme which covers a huge range of topics from broad entry level to focused individualised detail.



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