



**THE CENTRE FOR MICRO BUSINESS C.I.C.**



# OUR PROPOSAL: SUMMARY



- The economy is underperforming.
- There are approximately 19,500 businesses in West Kent.
- Over 90% are micro businesses.
- Micro business is the bottom line of growth.
- Micro businesses are isolated and hard to reach.
- Micros contain significant growth potential if encouraged.
- Research shows that homeworkers seek help.
- Government research indicates more business succeeds with advice.
- We seek to provide support for ambitious businesses.
- Our objective is to deliver improvement via, guidance, skills and mentoring.
- Our initiative will deliver an outreach programme into the community.
- Marketed through Local Authorities, partners and local organisations.
- We deliver through selected expert entrepreneurs.
- We seek to assist in building collaborative trading groups.
- We seek to deliver six Face to Face advice road shows, two in each LA across the year where local businesses can obtain advice.
- Provide onward access to support services.
- Provide onward access to mentoring.
- Provide access to support programmes for startup businesses.
- Utilise K College resources to add value to the project.
- Cover the three West Kent Partnership Local Authority areas.
- Utilise rural venues for localised access.
- Use central locations for advice clinics.
- Bring together a partnership group of complementary organisations to jointly support local business requirements.
- Report back on outcomes.
- Obtain funding of £4000 from each Local Authority.
- Total cost of project for 12 months; £12,000.00

# KEY OUTCOMES

**Engage with 120 companies seeking business growth support**  
**Engage with 100 individuals considering a route to self-employment**  
**Build a West Kent Mentoring team**

# OUR PROPOSAL



**The objective is to engage with West Kent based rural /micro businesses, to help them improve their business skills, and for some of them to work together to jointly access new business opportunities from the public or private sector. This will include support for Social Enterprise and the Voluntary sector with assistance from partner organisations.**

**In addition we will provide information and workshops on startup businesses.**

We know from [www.westkentforbusiness.co.uk](http://www.westkentforbusiness.co.uk) that there were 13,720 VAT registered businesses in West Kent at the beginning of 2006. Given that only 60% of all businesses are VAT registered (HMRC), and assuming an annual growth rate in business stock of around 1.5%, this would imply there are currently around **19,500** micro businesses in West Kent.

This Rural Outreach programme will deliver the following:-  
A road-show in 6 venues across West Kent to engage with owners of ambitious micro businesses who have the capability to grow; additionally those seeking information on business startup. We will reach these businesses by working with a list of local partners.

Provide access to a follow-up mentoring programme, via central venues to help businesses implement change and make improvements to their business.

**The programme will be delivered by the team of experts from the Centre for Micro Business who specialise in start-ups and micro business support for growth. Working in partnership with K College and their associate group and partners we can significantly extend value to business participants.**

# BUSINESS ENGAGEMENT



This is a critical element to the success of the business engagement. We have considerable expertise in this area from both business background, with K College support and the work we do as volunteers for the Federation of Small Business (FSB). We will promote the rural outreach project via a number of organisations within the West Kent area, as well as on-line resources:

- Sevenoaks, Tonbridge and Malling and Tunbridge Wells Local Authorities
- Publications, local authority sites including libraries, web sites, etc.
- The West Kent Partnership ([www.westkentforbusiness.co.uk](http://www.westkentforbusiness.co.uk)) and relevant partners
- Kent County Council eg. Kent Foundation and Connexions
- Kent and Medway Social Enterprise network
- Voluntary Action in Kent
- Action with Communities in Rural Kent
- Parish Council Offices; village halls
- KaMSEN (Kent and Medway Social Enterprise Network)
- Federation of Small Business (FSB) – West Kent branch
- Chambers of commerce; West Kent, Eden Valley, Sevenoaks and District, Swanley, etc.
- Institute of directors including KAYE
- Enterprise First and any other business support organisations in West Kent that are happy to collaborate with us
- Princes Trust
- West Kent Networking Club (230 members)
- BNI, 4Networking, Alternative Breakfast Club, Friday Club, etc.
- Women's Business and Networking organisations (Tonbridge, Tunbridge Wells, West Kent, Tonbridge business women,
- Media; Courier, The KM, Archant, local information publications
- K College, Hadlow College, University of Kent at Tonbridge
- Social Networking; LinkedIn, Twitter, Facebook, Ecademy, etc.

# ACTION PLAN



- We will seek the support of the all organisations to promote the road-show.
- We will design material to promote the rural outreach road-show, and supply this to these organisations for distribution.
- Many of these will also be able to refer us to other local micro businesses or networks.
- Printed material (eg. posters, point-of-sale) will be used in local shops, parish offices etc.
- Attend local networking meetings and encourage others to mention the road-show at their networking meetings.
- Write articles for West Kent press, village magazines, etc. on the business benefits from attending the road-show.
- Send emails to our own contacts in West Kent, and invite them to forward it to local micro businesses that they know.
- We will do a similar promotion on LinkedIn, and other social media.
- To maintain awareness of the programme we will create and distribute an email newsletter, after one month and three months and maintain the message through the organisations listed above.

**Finding business opportunities and building supply chains to respond to them are critical success factors in this project. So as well as up-skilling the micro business suppliers and encouraging them to work together, we will also need to work with Procurement Officers of the three Local Authorities and other Public Sector buyers in order to obtain forward procurement schedules, and find suitable bidding opportunities for micro businesses.**

# OUTREACH ROADSHOWS



- The focus of these events will be to:
- Deliver an overview of some of the key issues in efficiently running a micro business.
- Our panel of experts from four key areas of a business: finance, sales and marketing, operations and people – will each deliver short sessions, with some Top Tips.
- The road show will provide individual access to experts in a minimum of 15 minute slots.
- Cover general issues, branding and marketing, money matters and “lean” business techniques together with IT.
- Capture company data enabling us to build a picture of what these businesses need, what they sell, what their ambitions are, and provide a marketplace for trading together.
- Ascertain the demand for various topics, so that next stages can be effectively planned and delivered, to match their needs
- Provide local networking opportunities to meet other businesses and raise awareness of what is available in the locality.

## Action Plan

- We will hold up to **six** road-show events in different venues in West Kent during a twelve month period. We anticipate circa 20 companies to attend each road-show.
- Knowing that micro businesses often have last minute difficulties in attending we will over-book and be able to cater for up to 30 businesses per venue.
- Also businesses will be charged a nominal fee, in return for which they will get a ring binder containing all the Top Tips and slide presentations from the workshops. They will also get the opportunity to indicate on an “Opportunities Wall” (a) what they are mainly **selling**, and (b) what they are looking to **buy**. This will enable us to put together a “Marketplace” of buyers and sellers and will provide extra value to participants.
- The venues will be selected based on access to numbers of local rural micro businesses, and availability of suitable village premises with presentation facilities (working with Action for Rural Communities Kent) or other venues, in the selected locations.
- We will hold one major event at K College premises in Tonbridge based on opportunities in starting a business.
- The content in the road-shows will be delivered by members of our team of Experts.
- The road-shows will be from 9am till noon, with opportunities to stay for networking till 1pm latest.
- Feedback forms at the events will indicate the follow-up sessions desired by the participating companies.

## FOCUSED SUPPORT



We expect that out of the businesses who attend, there will be those who will want to attend further detailed workshops on specific aspects of their business.

We have been successful in delivering our Fit to Grow Programme through the Skills Southeast Leadership and Management funded programme and directly to self-funding businesses.

We will establish three key business events to address major business issues with the assistance of K College and in partnership with other organisations such as KAMSEN.

## AND MENTORING

For businesses and organisations that are looking for continued support, the CMB will have a series of programmes available both individually and in small cluster group sessions which may be delivered in various locations to suit demand and the needs of attendees.

# OUR APPROACH TO DELIVERY



1. Establish an initial database of those within the target audience.
2. Create awareness of the programme through newsletters by email and on-site material such as posters and web site links.
3. If required by participants create a Focus group to establish the structure of the Programme and take on agreed areas of input. Determine specific areas of required business and specialist input.
4. Establish a simple web presence on the CMB website to begin the programme. (This should grow organically as the participants decide direction and create demand for detailed content).
5. Develop a virtual online forum establishing a LinkedIn Group Facebook and Twitter campaign with additional access via web site building on the existing Pfizer material.
6. Set up an online method to personal communications via the web using Skype etc.
7. Establish an 0845 telephone hotline. (Easily redirected as needed).
8. Following initial diagnostics, publish a preliminary programme of activities and workshops updated as needs .
9. Use online processes to establish individual and group meetings for activities. (Eventbrite and Doodle).
10. Match Club members to Business Mentors as required taking into account business sector and skills levels.
11. Liaise with appropriate organisations for premises and sponsorship.
12. Network and liaise with other organisations for delivery of meetings and access to wider business resources.
13. Build partnerships with the media.
14. Create and maintain a series of business clinics – as determined by the participants of the programme on business start-up topics, especially aimed at the homeworker community.
15. Deliver three headline specialist topic events/workshops on detailed start-up and growth topics. (Eg: Finance, Personal Development, Salesmanship, Public Relations and Brand management). Add to this as demands requires.
16. Maintain full records electronically of participants and activities carried out for monitoring purposes.



# OUR APPROACH TO FACILITATION



The art to facilitation is to provide the groundwork for meetings and a place to carry them out.

Facilitation should be in the first instance based around the people as individuals rather than businesses and we would recommend a series of events that draw in the participants and encourage them to determine and help create their own programme towards self-help whilst feeding in pragmatic knowledge to help their business move forward..

Enabling those sessions is part of the support to be delivered for the Enterprise Net.

As there is a limited financial input, it will require certain levels of self-help to maintain a low cost operation. We have suggested a budget allocation for inspirational or generic topic led speakers.

The Centre for Micro Business has significant expertise amongst its Directors and key business practitioners and K College in facilitating meetings and workshops of all descriptions.

Through a partnership with K College the centre of Micro Business is able to offer access to a wide range of facilities in centres across Kent.

K College is an active member of the prestigious Windsor group of colleges , 10 of the largest, most successful Further Education colleges in the South East. This wide network of college can provide first class facilities across the region and speakers for meetings.

We are also able to factor in HE participation through existing links such as the Canterbury Christchurch Centre for Entrepreneurs, University of Kent Business School and Greenwich University.

**We recognise that participants will have a range of expertise and different needs. Our programme allows for an initial detailed audit and flexibility in the development of individual needs to a diverse audience.**

**Key Performance Indicators for Enterprise Facilitation projects are:**

People engaged by the project  
Clients (emerging from those engaged); New start-ups;  
Jobs created; Jobs secured

# FINANCIALS OVERVIEW



Project administration	£2000.00
Marketing and promotion:	£2000.00
Travel and expenses:	£1000.00
Specialist Mentors:	£7000.00
<b>TOTAL</b>	<b>£12,000.00</b>

**Plus: Room hire and refreshments recovered by direct charging and/or subsidised by sponsorship.**

## NOTE:

We anticipate the marketing element to be largely web and internet based. We have secured an offer from a web design company to provide a basic site designed to post notices and take enquiries.

## SPONSORSHIP

Rather than financial donations, we would endeavour to source sponsors for events from the business groups, commercial and business organisations including further and higher education.

We have existing experience and contacts with the banks and other commercial organisations.

In this way we would hope to extend the financial pot for utilisation in areas of direct relevance to Club members in particular higher profile topic speakers as appropriate.



# ADDITIONAL INFORMATION

# ABOUT THE CENTRE FOR MICRO BUSINESS



## The Centre for Micro Business

**A powerhouse for the development of ambitious micro businesses and organisations in the voluntary and social enterprise sectors, creating real growth through the fusion of support services delivered by expert business practitioners and practical business development activities.**

### **OBSERVATORY**

Policy, research, lobbying, reports, papers.

### **LABORATORY**

Providing a safe haven for testing intellectual property.

### **DELIVERY**

A quality, accredited process delivering vibrant content in a peer to peer environment backed by a mentoring facility.

Lyons House, Lyons Crescent, Tonbridge, Kent TN9 1EU  
Telephone: 0845 689 1290  
Email: [info@thecentreformicrobusiness.co.uk](mailto:info@thecentreformicrobusiness.co.uk)  
Web: [www.thecentreformicrobusiness.co.uk](http://www.thecentreformicrobusiness.co.uk)

## A JOINT VENTURE WITH K COLLEGE



The concept of the Centre was created from within the business community through extensive knowledge of the support for the business sector and the lack of resources aimed at micro business.

To build and maintain a viable solution encompassing the best of business and the appropriate resources of education in the community it was a natural step to work with FE and HE.

The Principle of K College has been wholly supportive of this initiative and a Memorandum of Understanding was signed agreeing that K College would host and support the Centre for Micro Business.

Through this partnership with K College the centre of Micro Business is able to offer access to a wide range of facilities in centres across Kent. K college has 5 campus centres in Ashford, Folkestone, Dover, Tonbridge and Tunbridge Wells.

K College is an active member of the prestigious Windsor group of colleges, 10 of the largest, most successful Further Education colleges in the South East. This wide network of college can provide first class facilities across the region and speakers for meetings.

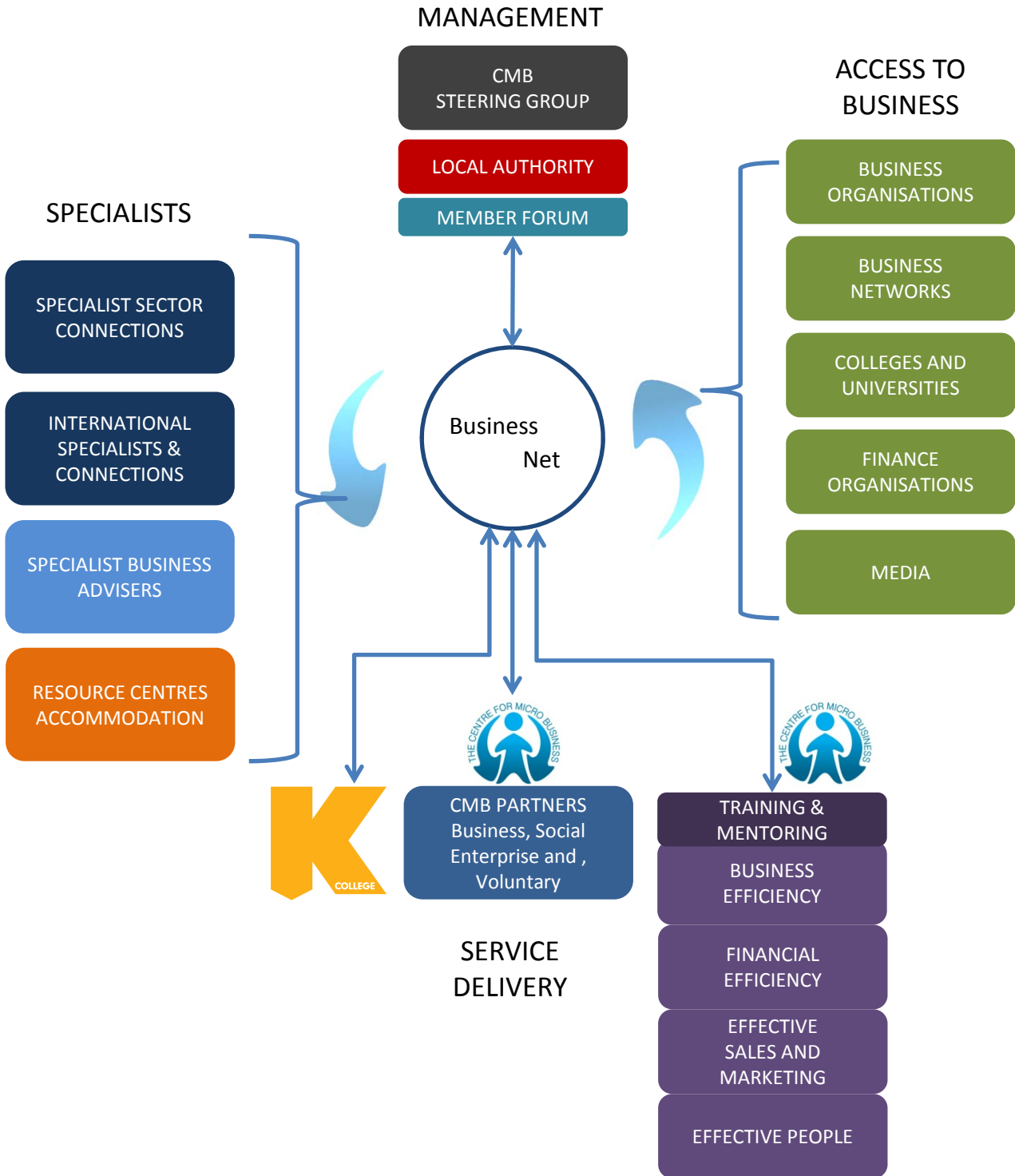
The association between The Centre and K College also enables the routes through to the College partners such as Thanet College and the Kent universities from which resources may be drawn.



**BILL FEARON**  
**K COLLEGE**  
**PRINCIPAL**  
**SAYS:**

I totally support the NewMe programme as this offers structured and knowledgeable support from professionals for those entering self-employment. This has the added backing of K College, Canterbury Christchurch University and the Federation of Small Businesses together with access to a myriad of other relevant specialist organisations. The lead team are made up of highly respected individuals who are key professionals in their own fields.

# HOW THE CENTRE INTERFACES WITH THE COMMUNITY



## The Bottom Line

**Businesses that are:**  
**Fit to supply Fit for investment Fit to employ Fit for growth**



## ABOUT THE CENTRE FOR MICRO BUSINESS

## THE CORE STEERING GROUP OF THE CENTRE

(All practising  
entrepreneurs)

**Non Exec Chairman; John Parsonage:**

Former professor at Greenwich University, former Director of Education and Skills at SEEDA

**CEO; Roger House:**

Long term entrepreneur with successful track record over twenty years assisting start-ups some to £multi million status; Chair of Federation of Small Businesses Kent and Medway and SE Network. Specialist in business improvement services. Offline media, marketing, Public relations and brand development.

**Adviser, former Public Sector; Robert Hardy:**

Specialising in all aspects of public sector interface and developing local economies. Former deputy Director KCC.

**Adviser, former Pfizer; Prof. Victor Newman:**

Former Chief Learning Officer, European Pfizer Research University (2000-2004). Innovation experience and insight through advising FT100 innovation leaders (through his work with the Pure Insight Global Innovation Leadership Programme and the Improvement & Innovation Specialist Insight Group); also his pharma strategic experience with Pfizer, Novartis, Astrazeneca, and GSK.

**Adviser, former Senior HR Manager at AXXA PPP; Rosie Serpis:**

Former HR Manager at AXA PPP, specialist in people improvement and transitional employment consultancy.

**Adviser, Venture Capital; Jonathan Neal:**

Accountancy and Law; member Kent Investors Club and Board member of Finance Southeast. Access to networks of investors/angels.

**Adviser, K College; John Grafik:**

Assistant Principal at K College, main liaison with the Centre operation and interface of the college resources; the 5 campus centres in Ashford, Folkestone, Dover, Tunbridge Wells and Tonbridge.

**Adviser, John Mann:**

Head of Qualifications at CELL (Accreditation Board) and adviser to CMB on quality control, course creation and delivery.

**Advisers, Business:**

There is a core group of specialist advisers covering key business issues who make themselves available for consultation to the Steering Group.

# ABOUT THE CENTRE FOR MICRO BUSINESS PROGRAMMES



The CMB specialises in the following programmes:  
**“NEW ME” Start-up programme** – for individual entrepreneurs, spin-out businesses; return to work; young entrepreneurs; individuals in transition from paid to self-employment; all setting out to form and run a successful micro business/enterprise wanting pragmatic advice, guidance and support.



**Collaboration Clubs™** establishing groups of micro enterprises, building collaborative teams to trade together that are enabled to respond to major tenders and contract opportunities from the public and private sectors. We provide research and evaluation for contracts and tender opportunities for Collaboration Clubs.™



**Business Improver (Certification programme)** - to be recognised by financial institutions (Fit for Investment) and procurers (Fit to Supply). An interconnected programme of business efficiency workshops aimed at generating a chain reaction within an enterprise’s operation stimulating stability and growth. Working with CELL AWARDS recognised by Ofqual.



**Mentoring services** - providing a service including after care for those new to self-employment, and for those seeking to expand and grow their existing enterprise.

**Face to Face business clinic roadshow.**  
Designed to provide local access to an expert group.

**Homeworker hubs:** following the result of earlier research carried out for the West Kent Partnership via SEEDA (and data from FSB) respond to the demand for co-working support for otherwise isolated homeworkers and home based businesses (over 30% of businesses in southeast region).





# ABOUT THE CENTRE FOR MICRO BUSINESS

The Centre has established a network of specialists in the key areas of starting and sustaining a micro business. Our approach to delivery is to create a framework building a logical series of steps to enablement.

# PRACTICE GROUPS DELIVERING UP TO DATE KNOWLEDGE AND EXPERIENCE

To manage these resources we have created a process via four practice groups which encompass all the business components.

BUSINESS EFFICIENCY

- BUSINESS VIABILITY
- INNOVATION – IDEAS INTO OPPORTUNITIES
- TECHNICAL EXPLOITATION (ICT AND SYSTEMS)
- GOVERNANCE STRUCTURES
- PREPARATION FOR PROCUREMENT OPPORTUNITIES
- COLLABORATION
- ONLINE AND HOMEBASED BUSINESS

FINANCIAL EFFICIENCY  
Finance;  
Money management

- SHARED RESOURCES, CLUSTERED TRAINING
- FUNDING SIGNPOSTING AND HANDHOLDING
- BUSINESS PLANNING AND FORECASTING
- INVESTMENT READY
- BANK READY

EFFECTIVE SALES & MARKETING

- SALES DEVELOPMENT
- MARKETING
  - PUBLIC RELATIONS
  - BRANDING
  - VALUE PROPOSITIONS
  - INTERNAL COMMUNICATIONS, WORKING
- INTERNATIONAL TRADING

EFFECTIVE PEOPLE

- LEADERSHIP AND MANAGEMENT
- RECRUITMENT PROCESSES FOR GROWTH
- STAFF DEVELOPMENT
- TRANSITIONING FROM EMPLOYMENT
- WORKING WITH ALL ABILITY LEVELS


## DELIVERY GROUP



In addition to the heavyweight leads from the steering group; Jonathan Neal, Prof. Newman, Rosie Serpis and Roger House, we have a selected group of expert business practitioners.

Working via the four practice groups we are able to channel delivery of knowledge, experience, advice and mentoring through a carefully selected group of business practitioners collaborating together with experts from social enterprise, specialist business sectors and further education. Some are listed below.

Each has a track record in their own right in their specialist subject. Where there is a unique element is the methodology in integrating their abilities and content into a framework designed to suit those seeking pragmatic advancement in their decision to start self-employment or begin a new business.

Our framework for start-ups is our  programme.

To enhance the breadth of content we also draw upon the financial and educational institutions for presentations and access to sponsored speakers providing inspiration and motivation.

## CORE ENTREPRENEUR TEAM

**PETER ANANICZ** – Social enterprise specialist  
**TIM COLMAN** – Procurement, bid-writing, opportunity finder  
**KATIE DAY** – Personal development  
**COLIN FORSTER** – Sales management, customer service,  
**CASPER GRAY** – Technical funding , TSB and expertise across key sources  
**DAVID HALL** – Working with standards, ISO and BSI specialist  
**JAMES HALLIGAN** – taxation strategist, financial management  
**KATIE KING** – Online media and social media  
**ARA MATIROSSIAN** – IT and communications  
**DAVID MILHAM** – Finance sourcing specialist  
**JOHN MANN** – Business development  
**VICTOR NEWMAN** – Business development with high-tech speciality  
**MATTHEW NEWMAN** – Web development  
**TIZ BELL-RICHARDS** – Sales performance  
**DEBASISH SEN** – Market research, collaboration clubs, business development  
**HILDA STEARN** – Leadership and Management  
**HENRIETTA RACKHAM** – Brand management, corporate communications  
**RICHARD ROMAIN** – International trading  
**GRAHAM WILLIAMS** – Personal performance , Mind Fit programme



## OUR EXPERIENCE AND BACKGROUND

## INTELLECTUAL PROPERTY SUPPORT

- Part of the establishment of the Centre for Micro Business is the Laboratory. This is specifically designed as a safe haven for the exploration and testing of intellectual property.
- Essentially it brings Legal, commercial and financial expertise together in a non-disclosure environment all recorded and time stamped for security and evidence of origin.
- Complementing this service is Prof. Victor Newman now working with a number of universities in the southeast.

## ACCESS TO FINANCE AND VENTURE CAPITAL

- Our Finance Practice Group includes:
- Jonathan Neal who has legal and accounting specialisms and is in the Kent Investors Club and on the Board of Finance Southeast. He has access to Angel investors nationally.
- We have David Milham, a Director from ASC Finance and a further panel of independent finance specialists.
- Plus a number of other experts and representatives from the major banks.

# MARKETING



K College engage around 1800 business at any time and have over 4,000 learners who are studying whilst working. This employer engagement is managed by a market leading CRM system (Microsoft Dynamics) and the application of Account Management principles to engage and progress business.

K College are able to give the Centre for Micro Business access to this software and our experience in Account Managing clients, large and small and progressing business through good customer relations.

Furthermore the college has established marketing tactics and systems which can be applied to the Centre for Micro Business such as the use of Dot Mailer software for e-mail marketing and the use of web platforms to facilitate successful events.



In addition to this, the business practitioners within the Centre have extensive experience in marketing both online and offline. They would utilise their knowledge to create local material and online material for LinkedIn and twitter and a Blog site etc.

# CONNECTING BUSINESS ORGANISATIONS WITHIN THE COMMUNITY



The Centre is led by Roger House who has chaired the Federation of Small Business in Kent and Medway for some 12 years. As a member of The Kent Economic Board and other such groups in the southeast, opportunities to open doors are significant.

He has developed a direct link with a huge network of major organisations. Each would be extended the opportunity of contributing to business development at the Enterprise Club.

CMB business colleagues currently sit on LEP Boards across the southeast, on BIS committees and on Government task groups.

The Enterprise Net programme would actively encourage linkages and inter organisational contact to produce the most vibrant business environment possible.

The Federation of Small Businesses has launched a new campaign (Real Life Entrepreneur) including support sessions and linkages to a group of partners and service suppliers which may be accessible via The Centre.



The Centre has a Memorandum of Understanding with two key organisations; Voluntary Action within Kent and The Kent and Medway Social Enterprise Network whose Chairman acts both as an adviser to The Centre and co-producer of advice programmes.



**We have been joined by Mike Southon, the “Beermat Entrepreneur” as an adviser to The Centre and will be able to factor in resources from him and his associated organisations.**

We have been offered support by SANTANDER in terms of finance clinics and impartial advice from their resources.



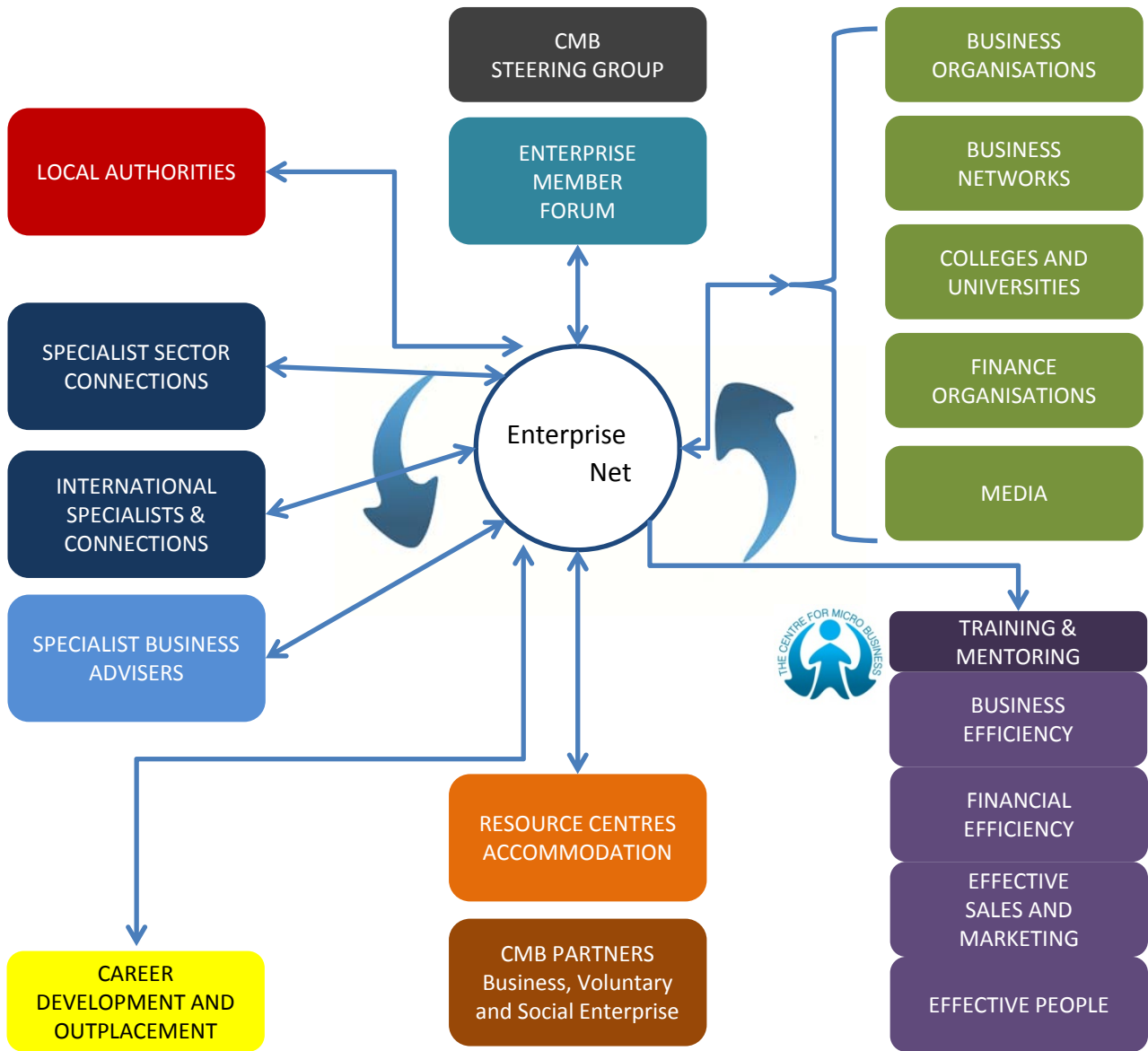
**As part of the common relationship between The Centre and the FSB, Mike Southon The “Beermat Entrepreneur”, FT Columnist and author has agreed to advise The Centre and deliver “Inspirational” events as agreed together with making his web site resources available to The Centre participants.**



Championing the UK's  
**Real-Life  
Entrepreneurs™**



# ORGANISATIONAL SCHEMATIC



## The Bottom Line

New businesses that are:  
**Fit to supply Fit for investment Fit to employ Fit for growth**

# CONNECTING BUSINESS WITH ACADEMIA FOR EXTENDED RESOURCES



The Centre is hosted and supported by K College and has access to the full range of resources of the college for delivery into the business community across all campuses.

The college provides a stable and credible base of operations for the Centre with outreach capability from the main college in Tonbridge through to Ashford, Folkestone and Dover.

K College can supply a wide range of training and learning resources.

Utilising the college's network these capabilities are extended through the college connections with Thanet College and Canterbury Christchurch University.

K College also provides links through to the Windsor group, an established network of highly skilled, experienced and business focussed Colleges across the southeast. The colleges would provide speakers as appropriate to the Enterprise Club to extend and enhance the support and mentoring provided by business entrepreneurs.

Roger House (CMB CEO) has long experience with CCCU through the establishment of a Memorandum of Understanding between the Federation of Small Businesses and the university currently.

Members of the Centre Steering Group also bring valuable contacts and resources from a range of university connections in Kent and the southeast.



# CONTINUITY AND QUALITY



In creating The Centre for Micro Business it has been an underlying principle that standards and quality control be an imbedded principle of every undertaking.

There are many individuals and organisations setting out to offer “business support” in one for or another but The Centre does so with a focus on achieving accreditation and compliance with national standards of knowledge transfer, albeit delivered by business to business.

We have therefore elected to submit to an accreditation process and have selected CELL AWARDS as the chosen accreditation board.

As part of the core delivery group we are also able to benefit from the supervision of our British Standards expert who oversees our activities.

We will establish an 0845 number that can be quickly redirected through an online dashboard should the need arise.

We will maintain dialogue and quality monitoring through regular use of physical and online feedback forms which will in turn act as a record base for the operation of the Net.





# SPECIALITIES

## TRADING CLUSTERS

The COLLABORATION CLUB programme is designed to help SMEs build trustworthy long-term relationships to jointly quote for projects of bid for public sector work based on the strength of their combined resources – financial, people and intellectual assets.

All companies go through a “Fit to Supply” vetting process. This is then followed by a programme designed to help them build strong working relationships for joint trading.

Integral to the “binding” process is the enablement through signposting to opportunities and the hand-holding throughout the process. Over the last two years delivery partners have assisted in realising £6million of business for supported companies.



# ANNEXE 1



## THE START-UP PROGRAMME



This is the flagship product for The Centre and in its provision and access to this project constitutes part matched funding to the level of some £10,000.

We are currently delivering programmes directly to the private sector and shortly to corporate organisations such as the MOD and large corporates shedding staff at commercial rates.

We are prepared to supply these products at greatly subsidised rates to Shepway District Council as part of the project costing.

03  
HOURS

STAGE 1



**Stage One**

This is a very short form of our main programmes and acts as a "taster". It will be presented for groups up to twenty participants. The session will cover the absolute basics of self-employment and "test" the resolve of those considering starting their own business.

The process begins with a focus on the individual strengths and weaknesses, the potential business idea and the basics of getting a business up and running.

The value of this comparatively short session is the ability to tap into the knowledge of the business people making the delivery.

There will be a strong focus on what to look out for, how we and colleagues have succeeded and time for questions.

It is designed for those who would then consider joining one of the more detailed courses and support programmes offered by The Centre.

Information will be presented to the participants through access to electronic work sheets and online links for their own exploration and research.

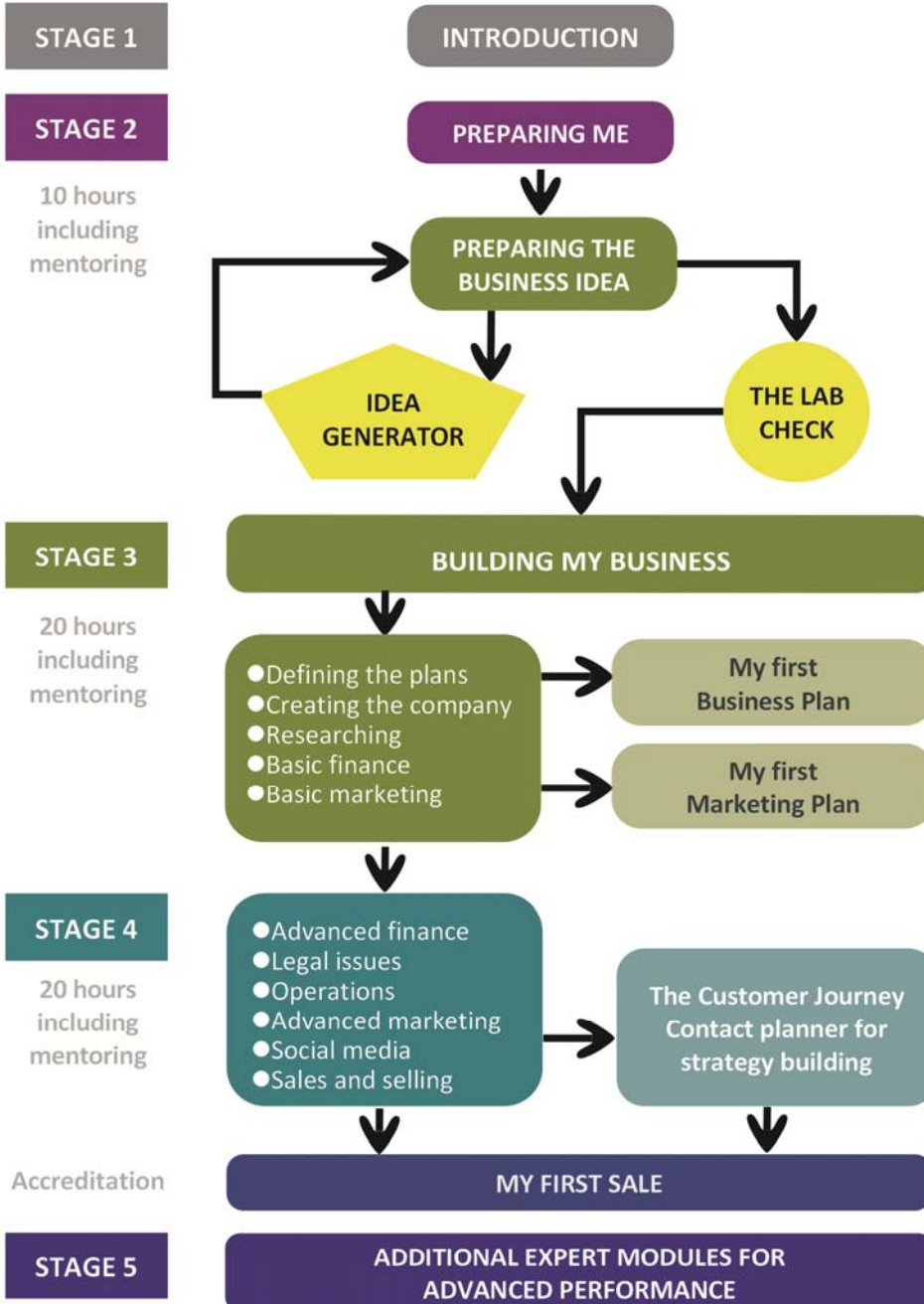
**GOVERNMENT BUSINESS HEALTH WARNING**  
80% of businesses starting without advice - fail  
Of the remainder, 60% seeking advice - succeed



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Email: [info@thecentreformicrobusiness.co.uk](mailto:info@thecentreformicrobusiness.co.uk)

51  
HOURS



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CMB 3

## THE "NEW ME" BUSINESS ACCELERATOR INDIVIDUAL PROGRAMME

18  
HOURS

### STAGE 1

½ hour

INTRODUCTION

### STAGE 2

3½ hours

PREPARING ME AND MY IDEA

### STAGE 3

6 hours

BUILDING MY BUSINESS

- Defining the plans
- Creating the company
- Researching
- Basic finance
- Basic marketing

My first Business Plan

My first Marketing Plan

### STAGE 4

8 hours includes individual mentoring

- Advanced finance
- Legal issues
- Operations
- Advanced marketing
- Social media
- Sales and selling

The Customer Journey Contact planner for strategy building

Accreditation option

Techniques for appointment setting, negotiating and closing sales.

**GOVERNMENT BUSINESS HEALTH WARNING**  
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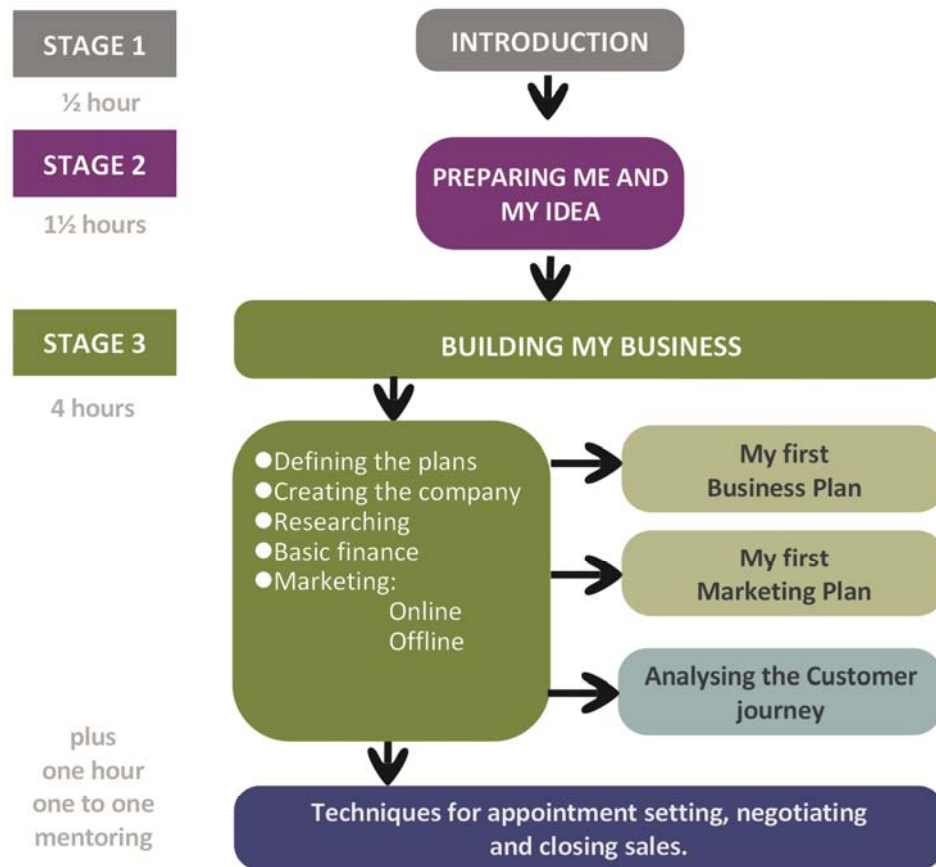


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07  
HOURS



The workshops are arranged to take place in a single day which is quite an intensive approach.

undertaken on an individual basis outside the workshop environment.

**Stage One**

This programme will be presented for groups up to twenty participants. The "introduction" session will cover the absolute basics and "test" the resolve of those considering starting their own business.

**Stage Three**

This stage involves two, two hour, workshops

Workbooks are included for each participant, and include a number of exercises which can be undertaken on an individual basis outside the workshop environment.

**Stage Two**

This part of the programme is comprised of one, one and a half hour, workshop. Which sets out to prepare the individual as the key to the business success.

We include an exercise that involves writing an outline business and marketing plan. We demonstrate how to build an analysis of the potential customer journey and how to establish the marketing priorities. This then leads on to tips and techniques for making the sale.

Workbooks are included for each participant, and include a number of exercises which can be

**GOVERNMENT BUSINESS HEALTH WARNING**  
80% of businesses starting without advice - fail  
Of the remainder, 60% seeking advice - succeed



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# ANNEXE 2

## THE GROWTH PROGRAMME





# ANNEXE 2.0



## THE GROWTH PROGRAMME

This is a major business support programme that the Centre and its affiliates have been delivering across the southeast primarily under the Leadership and Management contract as managed by Skills Southeast by which it has been approved.

				
		PROGRAMME CONSISTS OF UP TO 20 HOURS ONE TO ONE SUPPORT INCLUDING MENTORING		
<p>This programme will enable business owners to build a business strategy for growth and engage their staff team in the process, embedding a companywide approach to the company development:</p> <ul style="list-style-type: none"> <li>• Develop the company business strategy. Set priorities for action.</li> <li>• Set marketing and sales priorities, business and marketing plans.</li> <li>• Organising the company structure, mindset and dealing with any personal performance issues.</li> <li>• Become more sales savvy in order to transform the company sales achievements.</li> <li>• Receive business advice and mentoring as a critical friend.</li> <li>• Create a strategic sales presentation to be pitched to prospects in order to sell a business proposal.</li> <li>• Create a Mission Statement and working policy document.</li> <li>• Measuring impact: understand starting point and set targets; regular review meetings; be flexible to change emphasis and priorities.</li> </ul>				
STAGE	MODULE	COMPONENT	CONTENT	TIME
STAGE 1 PREP	BD1 PREPARATION	T1	A general overview of your business Brainstorming where you think you are and getting a measure of where you want to go.	
STAGE 2 STRATEGY	BD2 EVALUATING EXISTING PLANS	C1	What business are you currently in?	
		C2	What is your competitive advantage?	
		C3	Why do people buy from you?	
		C4	What shape is your business plan?	
		C5	What shape is the marketing plan in?	
		C6	How does your staff see the picture? PWL provides the tools to bring that information to the table to assess alignment.	
	BD3 ANALYSING SALES	C1	Establishing the 80:20 breakdown of sales and profits by segment.	
		C2	Identifying customer performance; analysing past customers that are not currently buying from you.	
		C3	Prioritising sectors with the greatest potential.	
		C4	How can your sales staff best contribute to this assessment and deliver input for your guidance.	
	BD4 STRATEGY: OPPORTUNITY ANALYSIS	C1	What is the business really good at? Carry out customer survey programme.	
		C2	What more can you sell to existing customers?	
		C3	What other products do customers want?	
		C4	Are there other customers in the same sectors?	
C5		Can you reach new customers via partners?		
C6		Working with staff to bring about a coordinated approach and communicating to staff the key findings of the		



# ANNEXE 2.1



## THE GROWTH PROGRAMME



			customer survey.	
STAGE 3 TACTICS	BD5 MARKETING AUDIT	C1	What marketing are you doing at the moment?	
		C2	What is the most effective in terms of Return on Investment?	
		C3	How strong is your brand, does it stack up against your competitors? (Audit).	
		C4	Simple tools to engage with staff to reinforce your knowledge in this area and build up forward planning.	
	BD6 MARKETING PLAN	C1	The <b>CUSTOMER JOURNEY™</b> , matching the route to the customer segments. An interactive tool for the business leader designed for implementation as a staff exercise.	
		C2	Prioritise and integrate into the Marketing Plan, creating actionable steps to build growth. Set SMART Objectives. Communicate objectives to staff and manage buy-in.	
		C3	Generate sales targets and marketing budget.	
		C4	Prioritise marketing activities (campaigns) to deliver the targets.	
		C5	Implementing campaigns. Building the business direction and formulating a plan and process to engage with staff in taking it forward.	
STAGE 4 PRACTICAL	BD7 OPERATIONS	C1	<b>OPERATIONS.</b> ICT – Information and Communication Technology. Looking at business communications. Measuring impact of marketing activities – analytics. Customer relationship management. Creating a business wide strategy building and coordinating staff buy-in.	
		C2	<b>BUILDING ON THE CUSTOMER JOURNEY: Marketing Offline</b> Making the right “Noise”. The “Art” of branding. Revisit <b>PERCEPTION</b> , shameless self-promotion. Media management, cutting through the hype of media sales, writing an advert, press release or article. Trade and local press, what to look for.  Exhibition and displays, design and how to operate a stand. A close focus on copywriting. Obtaining images, An image is worth 1000 words but beware looking at royalty issues. How to design or commission design for printed matter.  Personal presentation, creating a powerful Powerpoint show and audio visual material. Looking at the use of TV and radio media. Setting up processes that will deliver a companywide approach.	
	SALES	C3	<b>BUILDING ON THE CUSTOMER JOURNEY: Marketing Online</b> Constructing the web site, how to brief a designer, keeping it up to date. Getting the right words and images (Royalty issues). Search Engine Optimisation, key words, buying click through. How do the Search Engines work? A look at e-commerce and the opportunities it brings. Viral	

## ANNEXE 2.2



## THE GROWTH PROGRAMME



		marketing.  Creating a focus group approach for staff involvement and creativity.	
	C4	<b>BUILDING ON THE CUSTOMER JOURNEY: SALES</b> The sales pipeline. Quotes and estimates. Generating sales leads and follow up. Negotiation skills, closing the deal. <b>UNDER PROMISE - OVER DELIVER.</b> Networking techniques. Email and Letter writing, client meetings, time keeping, language, body language, exuding confidence. Overview of the selling process. Establish relationships, ask questions and listen. Check your understanding, match benefits to needs. Preparing the presentation pack, delivery, rehearsals. Follow up. One chance to make a first impression. Converting prospects to customers. Selling on expertise not the price. Why should anyone buy from you, clearly set out the benefits you bring. Checking over and refining <b>THE ELEVATOR PITCH</b> . Sharing and coordinating the message across the whole company, building a single aligned strategy.	
	C5	<b>PUTTING INTO CONTEXT AND MAKING THE MOST OF SOCIAL MEDIA.</b> Linkedin, Twitter, Facebook, You Tube, blogs, groups. How to decide where the best focus is and to manage the time in operating the huge variety of social media sites. Selecting the most appropriate for your business.	
	C6	<b>GETTING FIT TO SUPPLY:</b> basics involved in preparing for public sector tendering and large commercial contracts.	
<b>MEASURING THE IMPACT</b>			
	Suggested ways of measuring the impact of the training suggested by Skills SE.	<p>Increased ownership</p> <p>Increased mentoring / coaching</p> <p>IIP, Staff satisfaction survey and suggestions</p> <p>Feedback from appraisals</p> <p>Increased profit, Decreased staff turnover - lower costs, Increased conversion of enquiries in customer service and repeat business</p> <p>Customer feedback</p> <p>Targets met</p> <p>Increased motivation</p> <ul style="list-style-type: none"> <li>- Better time keeping</li> <li>- Less staff grievances</li> <li>- Increase productivity</li> <li>- Extra hours - voluntarily</li> </ul> <p>Staff turnover</p> <p>Complaints and compliments</p> <p>Absenteeism</p> <p>Flexibility, Appraisals</p> <p>Productivity, Staff forum</p> <p>Atmosphere / morale</p> <p>Innovation, Reputation</p>	

# ANNEXE 3

## THE ROADSHOW



# ANNEXE 3



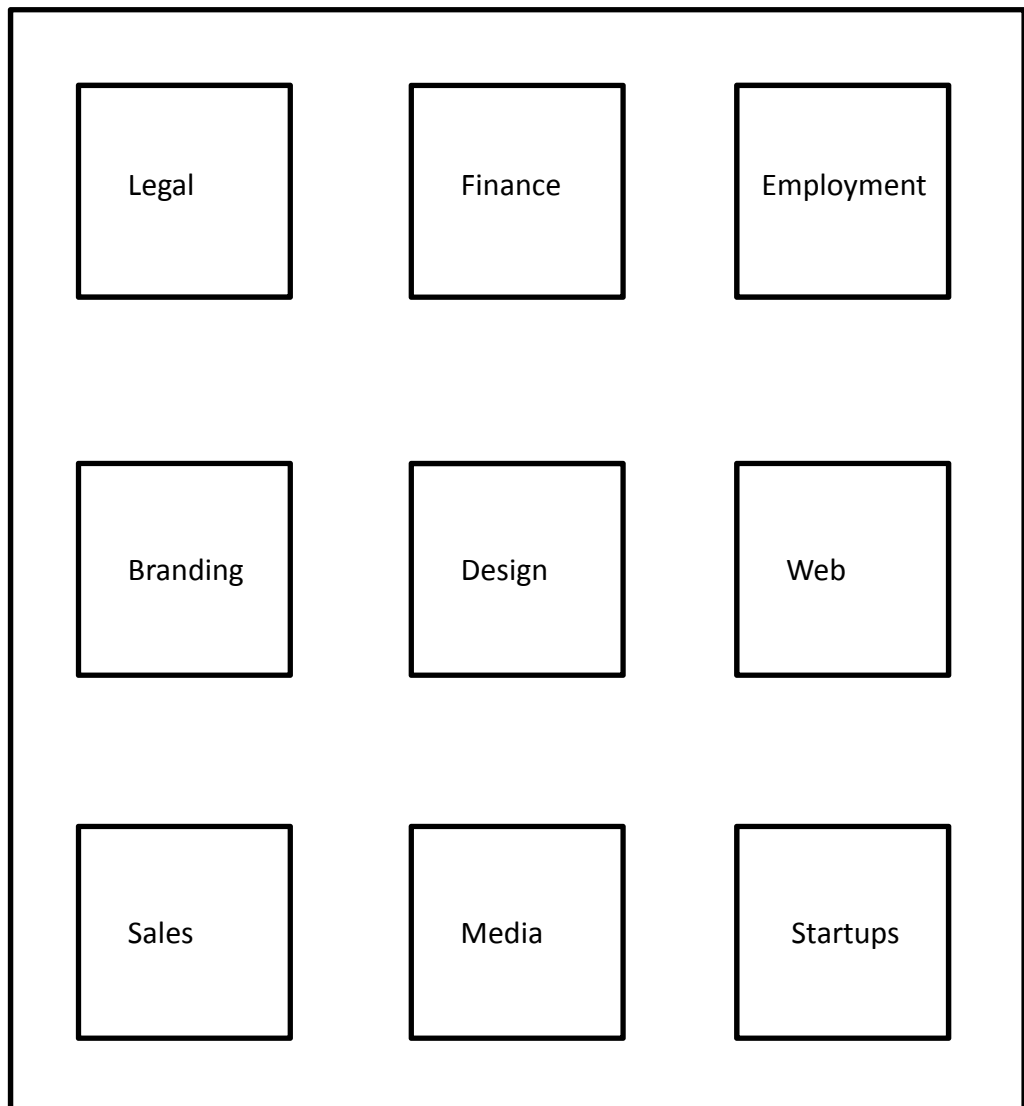
## BUSINESS CLINIC ROADSHOWS



A roadshow of experts where visitors may book in to have a time slot with each taking away a booklet of top tips at the end.

The roadshow to be taken into the community gives local businesses the opportunity to gain a taste of what the overall programme has to offer whilst benefitting from advice that may be taken away immediately.

This provides a one to one opportunity in a group setting. Below is an example of a typical 9 expert setting.





CMB10

THE FACE-TO-FACE BUSINESS CLINIC ROADSHOW PROGRAMME

- Branding
- Business Law
- Business plans
- Business tax
- Cashflow
- Employment
- Franchises
- Insurance
- Intellectual Property
- Legal issues
- Getting paid
- Media relations
- Online marketing
- Offline marketing
- Raising Finance
- Sales

If you are starting, developing or expanding a business, there are so many things to consider. We bring together industry specialists to help you approach these issues with personalised advice to help you get FIT to do business better.

The Face to Face programme is designed to be a localised service supported by Local Authorities, business and academia seeking to deliver sustainability into the local economy.

We all have our own strengths and weaknesses, the Face to Face road show gives you a chance to check yours. See if you are taking the wrong course, get a third party input to get you on track.

There is business advice from everything from strategy, business and marketing plans, getting and managing finance to sales techniques.

Topics may vary from session to session, participants must book their choices in advance where possible.

Each session will last 15 minutes and must be booked in advance.

Our objectives are to support micro businesses to become;

- **Fit for Growth** – a fully rounded business, able to work in collaboration with other businesses to increase their profitability.
- **Fit to Supply** – developing the business to address opportunities in public or private sector supply chains.
- **Fit for Investment** – ready for investment through grants, loans and business angels.
- **Fit to Employ** – understanding legislation, human resources and performance through staff development and personal leadership.



Industry experts on tap to give you just that boost and direction you may be lacking - or confirm you are on the right track.



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