

START UP BROMLEY ...
SUPPORT FOR BUSINESS START UPS PROVIDED
ACROSS BROMLEY LIBRARIES

2020 has been a year of crisis. We have experienced a pandemic which has disrupted our lives – and which will disrupt the economic life of the country in the years to come. Every day we read of major companies going into liquidation and of the job losses which will result. The pandemic will leave in its wake an economic landscape in which people will be looking for jobs and will need support to do that – and in which entrepreneurs will need support to establish new businesses

Public libraries are ideally placed to act as recovery hubs, providing support both for job seekers and for entrepreneurs. Libraries in Bromley are highly accessible and evenly distributed across the Borough. For people who are struggling to apply for jobs, our libraries can be a game changer, providing free access to books and technology, supporting customers to engage with professional networks, or gain new skills during this time. Libraries in Bromley can in addition, offer free access to a host of learning opportunities through virtual and physical programmes.

In these very different times, entrepreneurs will also grasp the opportunity to create new businesses, GLL, the charitable social enterprise which operates libraries in Bromley on behalf on the Council, already has experience of providing start up support in one of our other library partnerships. Greenwich Libraries, also operated by GLL, was one of 10 London library services to be awarded European funding via the British Library's SILL (Start-Up in London Libraries) programme, to provide support for business start-ups in conjunction with the BL. Funding was provided for the salary of the Project Delivery Coordinator – Business Start Ups, and enabled us to recruit an experienced business advisor to our team. The programme in Greenwich, now in its second year, has supported 244 aspiring entrepreneurs so far.

Participants are offered a support package which includes:

- **Free attendance at British Library seminars for business start ups**
- Membership of the **Start up Greenwich Network** which aims to provide:

Opportunities for aspiring and early stage entrepreneurs to meet and build networks of support

Meetings have focussed on topics such as launching a product/service to market in 90 days; digital marketing; portfolio careers and maintaining positive mental health as an entrepreneur.

A local events programme. These have included Christmas Marketplace which enables local start-ups to showcase products as well as test business ideas, Business Events for Women on International Women's Day, Events for businesses run by entrepreneurs identifying as BAME during Black History Month and so on.

- **121 Support Sessions**, giving entrepreneurs the opportunity to discuss particular challenges they are experiencing, ideas, business model plans and so on,
- **Information Support** We deliver individual sessions to help people understand how to navigate the COBRA (Complete Business Reference Adviser) database and search for the information they need.

Annual funding of £40,000 was provided by SILL primarily to support the recruitment of the Business Support Officer, while and Greenwich Libraries match funded this grant funding to provide an administrative officer, management support and office accommodation.



Business workshops at Greenwich Centre Library



Loretta Awuah, Greenwich SiLL Champion

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In Bromley, we should like to use the experience we have gained from the SILL programme, and build additional features into the offer. We have proposed to brand this as **Start Up Bromley** but clearly would be happy to change this, if the Council preferred a different branding. The programme would be subject to extensive marketing, co-ordinated by GLL's Marketing Manager.

Client Base. We would propose focussing on start ups but would also be willing to include small businesses which may have started some time ago but have not developed to their full potential. We have an excellent range of business information in Bromley Libraries, and any size of business may find the material we hold helpful, so we would propose the approach be inclusive of all businesses.

Services to be offered. We would follow the model used in Greenwich by appointing a Business Support Officer who would establish the **Start Up Bromley** model. The Business Support Officer would be based in Bromley Central Library but would run well publicised clinics in libraries across the Borough.

Participants would receive:

- Membership of the **Bromley means Business Network** which would:

Provide opportunities for aspiring and early stage entrepreneurs to meet and build networks of support, sharing updates on their entrepreneurial journeys

Encourage peer to peer sharing of resources, including contacts, skills, space, time and information to support the development of each others' businesses

Enable members to learn from successful local start ups, established businesses and other professionals associated with the start-up ecosystem

- **Regular Meetings for Members.** The Business Support Manager will hold regular meetings for group members, focussing on specific topics of relevance, or featuring special speakers. These meetings could be held remotely using zoom or Teams, or, where possible, face-to-face, although suitably socially distanced. We would aim to run approximately 3 workshops each quarter, a programme which seems to work well for entrepreneurs who are already busy establishing their new business.
- **121 Support Sessions.** These will operate throughout the year giving entrepreneurs the opportunity to discuss particular challenges they are experiencing, ideas, business model plans and so on,
- **Information Support.** Bromley has a good range of business information resources and we will deliver individual sessions to help people understand how to use relevant resources effectively, from the library or in their own homes.
- **Start up Bromley Showcase.** Throughout the year, we will hold events to showcase local small businesses and their products. We will use different libraries as venues, so library customers have an opportunity to buy locally produced goods.
- **British Library Seminars for Small Business** GLL applied for funding from the SILL programme for Bromley Libraries at the same time as applying for Greenwich Libraries, but the funding was limited to areas of significant economic deprivation. The British Library has now agreed to accept start ups from Bromley onto their workshop programme and so we would incorporate these into the Bromley Start Up programme, too. The British Library has recently adjusted the programme to respond to the challenges of managing a business in a society impacted by a pandemic. The schedule has so far only been published up to March 2021, but we understand that it will be extended further into 2021. Topics include:

Reset, Restart your mindset and your customer offer

What next for my business idea?

Get ready for business

Marketing Masterclass Day 1

Marketing Masterclass Day 2

Finance essentials for start-ups

Build a winning sales funnel

- **Start Up Bromley Space.** Many small business owners already work out of our libraries which many prefer to working from home or out of cafes. We should like to be able to offer a more appropriate environment for small businesses – and have already started this process in Bromley Central Library where small “roofed dens”, originally intended for teenagers have been taken over by entrepreneurs. We should like to offer a Business Lounge in Central Library and Orpington Library, with good quality tables and acrylic dividing screens, comfortable and ergonomic chairs, free Wi-Fi and IT support, bookable meeting space and good quality coffee on tap.

We would suggest establishing a central Business Lounge in Bromley Central Library, using a large but little used room on the 1st Floor of the building. We would also propose establishing a smaller Business Lounge facility in Orpington Library. In any situation, we would suggest that the facility should accommodate a minimum of 6 entrepreneurs at any one time: In the Central Library, we would also be able to offer small rooms for hire, for private meetings with clients, professional advisors and so on.

Libraries are closed now but this would give an opportunity to refurbish while customers are not in the buildings allowing an April start date. We would be willing to place orders if we received a letter of intent in advance of the funding period.

Staffing Resources

In order to ensure a rapid start to the programme, we would transfer members of the business support team currently working in Greenwich, including Martin

Stone, Sector Libraries Manager, who is a member of the Divisional Libraries Team and supervises the programme and Loretta Awuah, the SILL Champion. Loretta had a career in accountancy before moving into business support. Additional staff would be recruited more locally.

Costings for a one year programme – Bromley Central, Orpington

Salary Costs – for the Business Support Officer, Inclusive of on-costs, pension contribution and travel expenses 1 x £40,000	£40,000
Administrative Support 1 x £25,000	£25,000
Marketing	£10,000
Start Up Bromley Space	
Bromley Business Lounge - Redecoration, Furniture, Carpet	£63,000
3 other meeting rooms, Bromley – Redecoration, Furniture, Carpet	£18,000
Orpington – Redecoration, Furniture, Carpet	£18,000
ICT equipment - Bromley (details below)*	£11,290
ICT equipment – Orpington*	£11,290
Management Fee @ 10% (includes time of National Libraries Director, and a Sector Libraries Manager)	£19,658
TOTAL	£216,238

Costs are net of VAT

*IT costs:

- 6 x Lenovo Tiny PCs (Similar specification to Public PCs – Microsoft Office Applications, including video conferencing functionality etc.) @ £ 950 per unit - £ 5,700
- Cabling for the above workstations & MFD- £ 1,750
- Enhanced Wi-Fi offering for dedicated area - £ 2,000

Revenue costs:

- Annual software licencing for PCs - £ 720
- Quarterly MFD rental (Suggest separate device to Public) – £ 175 – Annual – £700
- Print Control (Allowing connectivity from laptops and PCs) – Annual - £ 420

BUSINESS RESOURCES AVAILABLE IN BROMLEY LIBRARIES

The following resources available to Bromley Library members provide useful information if you are running a local business. They can be accessed here

<https://capitadiscovery.co.uk/bromley/assets/-/OnlineResources.html>

Career Active

A resource aimed at businesses to help with career development. The resource includes sections on Self Development, Interviewing and Business Skills etc. Resources can be text based, audio or video; includes questionnaires that allow you to identify your personal strengths helping to identify future paths for your business.

Sign up for this service here

<https://bromleycareeractive.careercentre.me/register/bromleycareeractive?AuthToken=9373BC76-9FEE-4077-B6CF-AC235FB94946>

Cisco Courses

Part of the Cisco Networking Academy

Includes free beginner or intermediate courses in

- Digital transformation
- Cybersecurity
- Entrepreneurship

Cobra – the complete business reference advisor

Information on how to start and run a business, write a business plan and find grants etc.

Includes

- Business opportunity profiles which show which types of service are growing and which are in decline
- Business legal library – a guide to business law
- Sources of business information – including statistics, government help, trade associations and places to update your skills
- Weekly news bulletins including updates on Brexit and Covid impact.

Cobra includes many links to valuable third party resources.

<https://bromley.cobwebinfo.com/>

Newsbank

Up to date access to all major UK newspapers including free access to The Times

<http://infoweb.newsbank.com/signin/LondonBoroughofBromley>

Starting & Running a Business – Most recent titles available in Bromley Libraries

AUTHOR	TITLE	YEAR
Barnes, Andrew	The 4 day week	2020
Hall, Richard	Start-ups, pivots and pop-ups	2019
Reuvid, Jonathan	Start Up Wise	2019
Belew, Shannon	Starting an online business	2020
Nelson, Bob	Starting a business all-in-one for dummies	2019
Ries, Eric	The lean start-up	2020
Jones, Emma	The start-up kit	2019
Clarke, Gordon	Business start up and future planning	2020
Bridge, Rachel	How to work for yourself	2020
Pillot de Chenecey,Sean	Influencers and Revolutionaries	2020
Carvill, Michelle	Myths of social media	2020
Wilson, Lee	30 minute website marketing	2019
McCormack, John	The straightforward business plan	2019
Craven, Bruce	Win or Die : Leadership secrets from Game of Thrones	2019
Ackland-Snow, Nicola	30 Second Money	2019
Oppong, Thomas	Working in the Gig economy	2019
Kessler, Sarah	Gigged, the Gig economy	2019
Prassl, Jeremias	Humans as a service	2019
Banerjee, Abhijit	Good economics for hard times	2020
Burnett, William	Designing your work life	2020
Arian, Somi	Career Fear (and how to beat it)	2020