



# Supporting Bromley Business Growth Goldsmiths, University of London

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Research & Knowledge Exchange

**Goldsmiths**  
UNIVERSITY OF LONDON



## About Us

- We are an arts, humanities and social sciences university based in New Cross in the London Borough of Lewisham, which delivers taught degree programmes at undergraduate and postgraduate level, and world-leading research.
- In recent years we have honed an approach for successfully delivering business start-up and growth programmes, combining our academic and student expertise with astute cultural sensitivity and a deep understanding of the geographic areas we work in.



## Our team

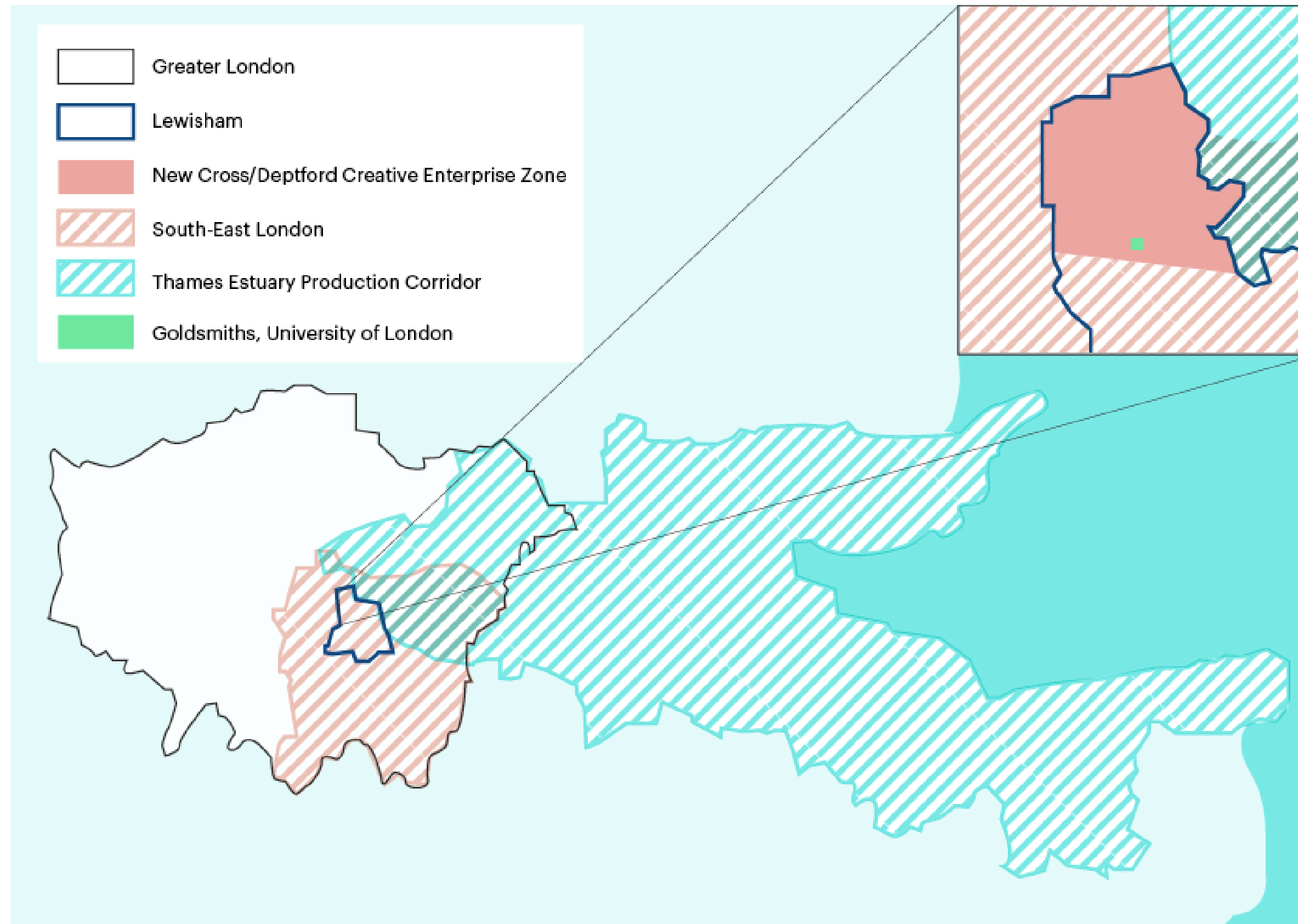
- Our business engagement work forms part of [Goldsmiths' mission to share our research and expertise with the wider world.](#)
- Responsibility for the delivery and management of business support programmes sits within the Research & Knowledge Exchange (RKE) department at Goldsmiths.
- We have a track record of delivering impactful programmes for businesses at every stage of their growth journey.



## Supporting SMEs

- Our aim is to stimulate two-way engagement and exchange between businesses and our academics.
- We have a particular focus on:
  - SMEs in the Creative and Digital Industries
  - SMEs and Micro enterprises in Southeast London and the Thames Estuary
  - Social ventures
  - Underrepresented business owners
  - Start-ups in the above areas

# Where we work





# Our expertise

## Institute of Management Studies

Sustainable consumer behaviour, marketing, strategy, entrepreneurship, resilience & well-being.

## Institute for Creative & Cultural Entrepreneurship

Business modelling, business planning, marketing and social media, social enterprise, IP, sustainability.

## Design

Using innovation methods and processes to develop new products, services and business models

## Computing

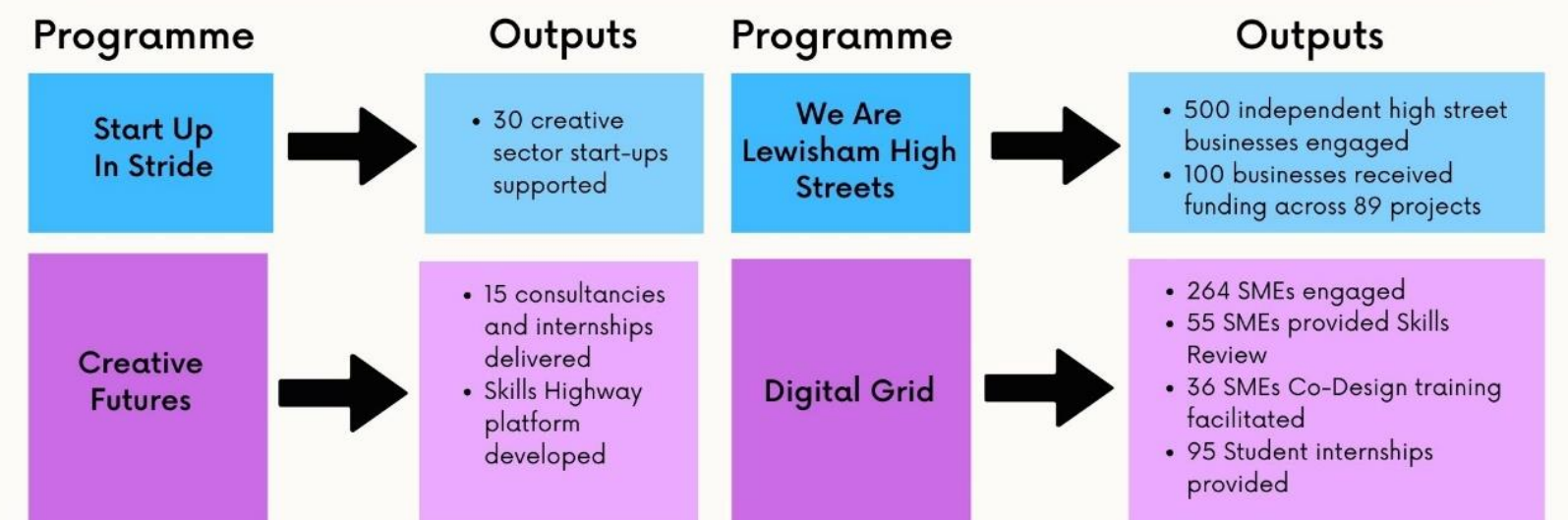
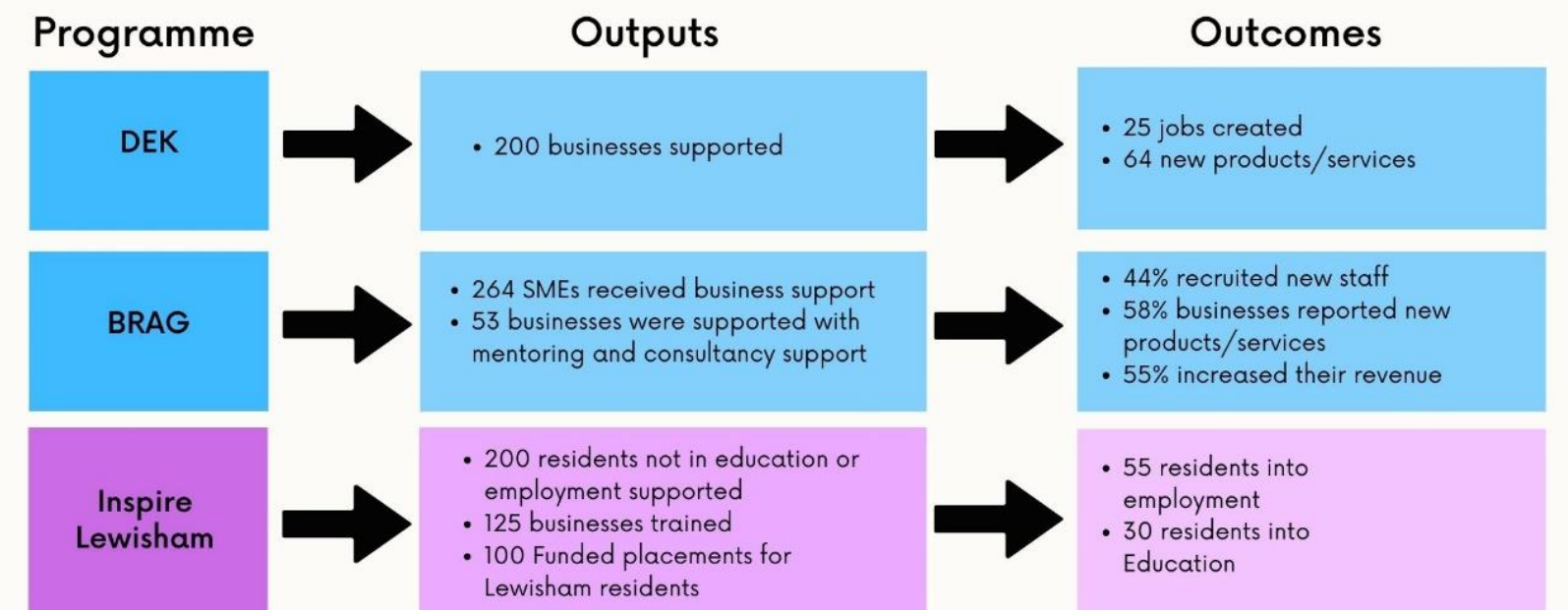
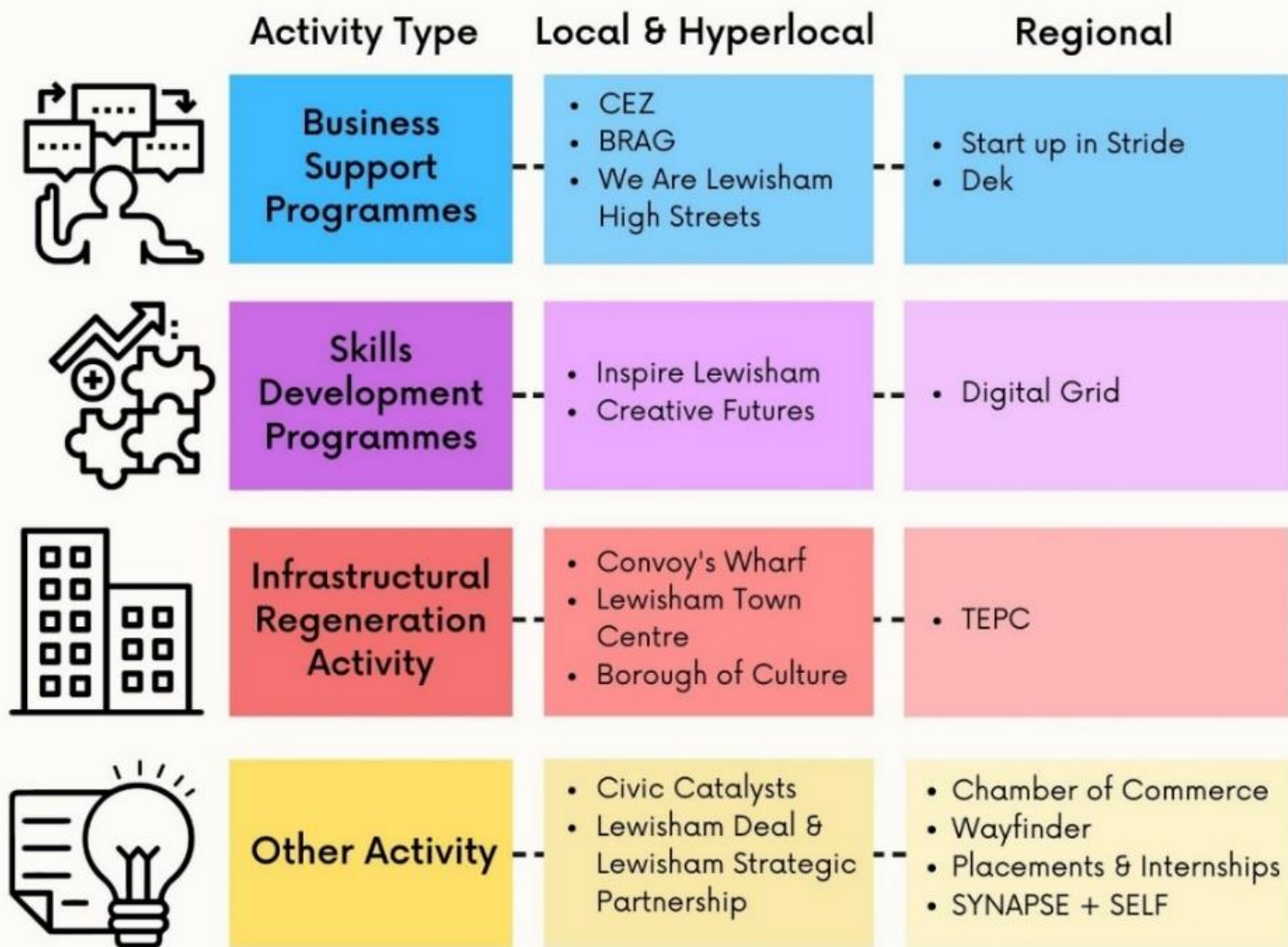
Immersive tech in business (e.g. Implementing AI, AR, VR, etc.)

UX Design – helping businesses understand how customers experience the world, particularly when using technology.

# Who we work with?



# Record of success and impact





# Outcomes

## Outputs

- 150 businesses supported



## Outcomes

- 5 new jobs created
- 75 jobs safeguarded
- 15 new products or services created

# The Journey

## Engagement



- In-person as a key part of our engagement strategy targeting key areas across the borough
- Using a small team of students
- Working with BIDs and other local partners and networks.
- All visits will be recorded and plotted on a private Google Map for Bromley Council reference.

## Registration

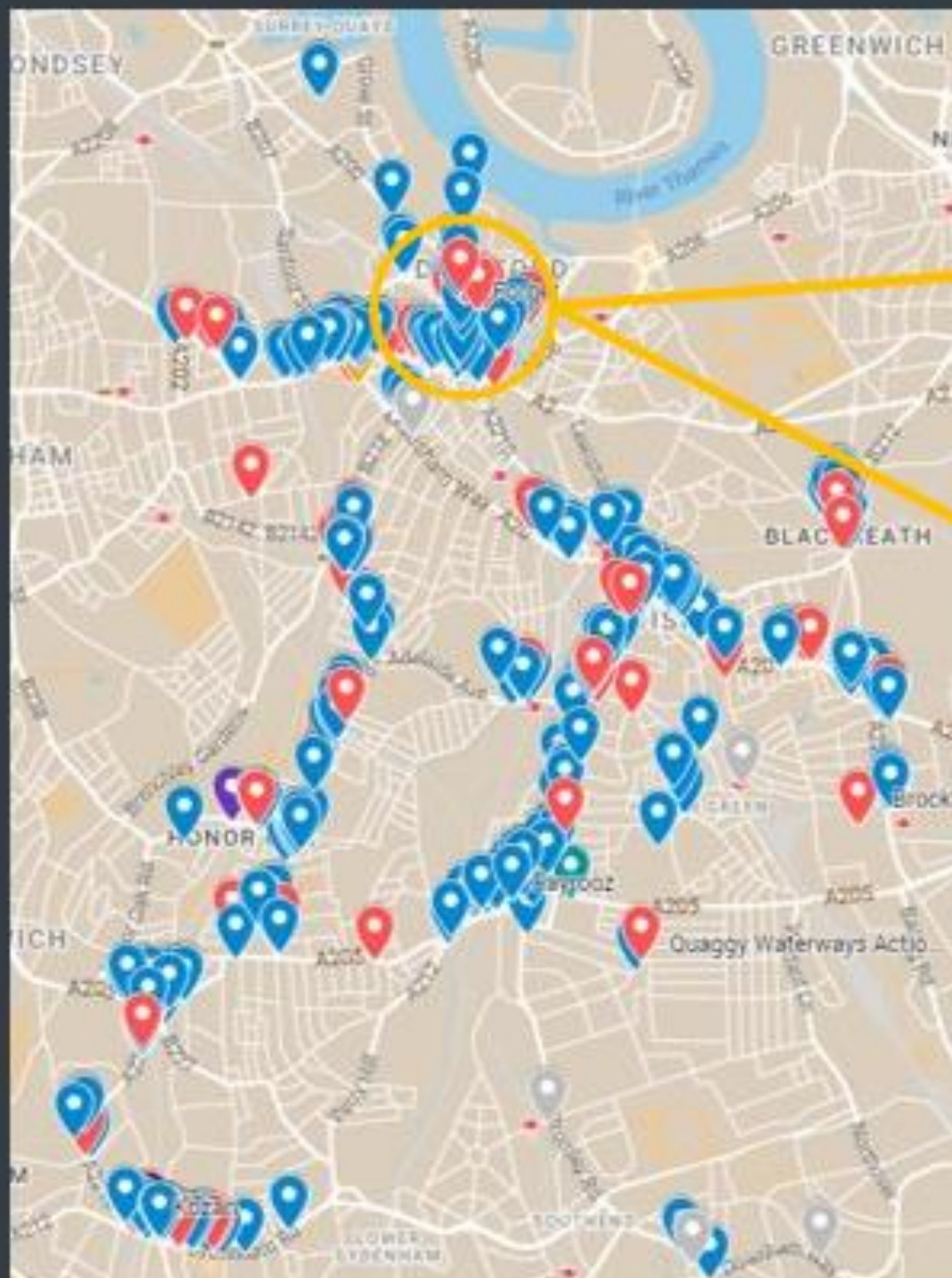


- Online or via paper forms
- We will continually monitor registrations to examine any geographic areas, demographic targets, types of business or growth outcomes which may be underrepresented and therefore require specific, targeted recruitment.

## Diagnostic

- We use a diagnostic session to produce an action plan for a business and to determine its suitability for mentoring support.
- Action plan is bespoke and is useful to a business even if they don't further engage with the programme
- We will refer to other programmes where we feel others are better positioned to support the business's ambitions

# The Journey



BoC High Street Businesses - log

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- Soho Investment Group Ltd
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- Amerisham Arms + Barbecue
- Apsara Thai Spa
- ARUKEN HAIR AND BEAUTY
- Badger Badger
- Base Jewellery
- Beaut Canteen
- Best Bites
- Big John's Gifting Bar
- Bodyboards
- The Blue Mango Salon
- The Bohemians
- Sola Cuisine
- The Box



# What kind of support do we offer?

## Mentoring – 150 businesses

- The diagnostic identifies suitable businesses with growth potential who will receive 1:1 mentoring support. Businesses receive up to four sessions of 1 hour with a dedicated business advisor.
- Our in-house [Business Advisor](#)
- Academic staff with relevant business mentoring experience
- Freelance business advisor. All business advisors we use go through a quality assurance process; where we intend to use one we will always clear this on a case-by-case basis with the Council.
- At every meeting notes are recorded by the business advisor and the action plan updated.



*(The mentoring) “helped me get my head back into the games - as a travel agent my business was severely affected by the pandemic.”*

*“Being assigned a business mentor (Dean Williams) meant I was held accountable as the business owner. Dean was very supportive during the programme and helped me implement techniques of managing my time more efficiently to allow for the business to grow.”*

# What kind of support do we offer?

## Micro-consultancy projects – 20 businesses

- For businesses with growth potential and the potential to take on new employees, we offer micro-consultancy projects.
- An academic helps scope the project and provides support for a student intern to carry out a piece of work for the business.
- Businesses benefit from the skills, insights, knowledge and experiences of our students and graduates, with the bonus of expert academic input .



*“Cheriese was a pleasure to work with and a real team player who made significant contributions during her time at Greenwich Pantry. Cheriese did a great job documenting our holiday kids’ cooking class and set up a new media channel for the video.”*

Lara Omoloja, Greenwich Pantry

# What kind of support do we offer?

## Building Community

- Workshops and events throughout the programme
- Signposting and working with local partners to ensure businesses engage with their support
- Introductions to others on the programme, and our wider networks
- End of programme event



*"When you are running a business alone it can feel as if you are on earth alone and it can be hard to see simple areas of improvement to make life easier and have the business running more efficiently "*

# Further support

- Further placements with Goldsmiths students
- Innovation Vouchers
- Research opportunities
- Joint funding applications
- Introductions to investors



# Contact Us

We would love to hear from you!



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