



Kingston Jobs and Training Fair

RESTART YOUR 2021

RHACC

Richmond and Hillcroft
Adult Community College



Business Start Up



Guest Speakers

Deborah Bosso – RHACC & host

Fiona Carthy – Carthy Communications

Geoff Evans – Shaw Trust

Flavia Bommer - Case Study

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Presentations



Starting Out

Training

DWP Support

Case Study



Fiona Carthy

Carthy Communications



CARTHY
COMMUNICATIONS



-
- Small Marketing Consultancy
 - Specialising in Education
 - 20 yrs experience in the sector
 - Professionally qualified MComn and Fellow of Chartered Institute of Marketing
 - Established in 2013 – just me
 - Now two staff members and four consultants

Getting Started



CARTHY
COMMUNICATIONS



- What is your business proposition?
- Who are your markets?
- Competition – who else is delivering the same service?
- What are your USPs – how do you stand out?
- What is your price point?
- What are your profit margins?
- How are you planning to pay yourself?
- Can you afford to take the risk – where is your back up?
- Timing – is now the right time? Do you have any customers lined up?
- Why are you setting up on your own – freedom and more time are myths

Managing your Business



CARTHY
COMMUNICATIONS



- Don't overextend in the early days – ensure you have at least 100 operating days in the bank
- Employ experts where needed – accountant, marketing etc (unless you can confidently do this yourself).
- Allow time for business development – you need to make sure you build your business - easy to be stuck delivering to current clients
- Managing expectations
- Financial forecasting
- Deciding when to scale up or down



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Deborah Bosso

Richmond & Hillcroft Community College

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Business Start Up Courses



Business Start Up

During the course you will develop your business ideas through:



- The structure of a Business Plan and how to use it to develop your personal plan
- Basic legal and tax regulations for small businesses, and where to find support
- Financial considerations and planning for success.
- Branding, pitching and a range of marketing strategies available to you, to support the successful launch of your business

Business Start Up

Session 1:

How to build a Business Plan.

What makes a good business idea?

Work on a toolkit of skills needed to successfully start a business.

Session 2:

We will explore talk about strategies to prepare a business pitch and compare different forms of companies – from sole trader to limited company



Business Start Up

Session 3:

We will be looking at a SWOT

Creating a Financial plan

How to create a Budget and a Cash Flow
Forecast

Session 4:

Work on examples of Business Pitch, through
peer collaboration

Final ideas on Marketing Strategies &
Marketing Campaigns





Courses

- Taster Session
 - Overview of the skills needed to set up a business
Dates 13/7/21
- Business Start Up Course - *Planning to launch a new business?*
 - 4 Weeks
 - Cost £82
 - Dates
 - 01/10/2021 - Fri (09:30-12:00)*
 - 02/11/2021 - Tue (18:30-21:00)*
 - 14/01/2022 - Fri (10:00-12:30)*
 - 01/03/2022 - Tue (18:30-21:00)*
 - 13/05/2022 - Fri (10:00-12:30)*

Enrolment



Enrolling NOW for Sept 2021 Start

Visit the RHACC Website [RHACC](#) | [Richmond](#) | [London UK](#) |

View course outlines

Book IAG session – for general guidance

Book interviews with specialist tutors for specific courses

Can enrol online for some courses

Impact Covid – Delivery Method

- Onsite
- Online
- Blended
- Hybrid

Course information will specifically say the method of delivery for the course you are enrolling onto

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Information Advice & Guidance



For more information visit the RHACC Webpages

[RHACC | Richmond | London UK |](#)

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shaw trust



Geoff Evans

Shaw Trust

New Enterprise Allowance Programme



What is the New Enterprise Allowance Programme?

In a nutshell - NEA provides a combination of business advice, a weekly allowance and regular support and mentoring.

#dreambig



#beyourownboss

Business Start Up



Self-employment continues to grow within the UK, with more people than ever choosing to tap into potentially uncapped earnings by starting their own business.

Our specialist self-employment brokers have assisted thousands of people to start, build and sustain their own companies/business. We are able to assist both new business start-ups and business growth for current business owners.

We provide practical and financial support (**via start-up loan company**) to people claiming relevant benefits who want to start their own business.

On successful completion of the programme, customers will be entitled to the New Enterprise Allowance which is paid by the Benefits Office. This is £65 a week for 13 weeks and then reduces to £33 a week for a further 13 weeks. The total after the full 26 weeks is £1274

ELIGIBILITY

A valid new business idea which could provide sustainable self-employment

- Currently unemployed
- Claiming Job Seeker's Allowance, Employment and Support Allowance, Income Support or Universal Credit

Business Start Up



All appointments are conducted by phone, which means that clients can feel safe, and work around their responsibilities (or by request on Microsoft Teams).

We continue to provide networking opportunities, including having guest experts along to speak - this has proved to be very popular at the Edge of the Box



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