

# START UP BROMLEY

Business support for aspiring and early stage entrepreneurs



[Discover more](#)

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## WHAT START UP?

As we all emerge from Covid-19 and with circumstances changing for many, now is a good time to think about starting a business. Start Up Bromley has worked with a wide range of start ups and emerging businesses who want to benefit from the support that's on offer.

Developments predicted before lockdown are now accelerating and will impact on the opportunities available. These include increased working from home, air travel becoming far less frequent due to environmental concerns, more local shopping and supporting local businesses (for business to business and business to consumer transactions), streaming becoming more popular than cinema, boosting the green economy...and many of these trends are not going away.



Bromley High Street, Photo by Start Up Bromley Project Assistant, Imogen



Photo by [AbsolutVision](#) on Unsplash

# SO, WHAT START UP?

At Start Up Bromley we are seeing interest in growing business ideas of all kinds in to start ups, and these are some areas that might be of interest:

## **Digital Marketing**

This will be a golden age for digital marketing freelancers as companies outsource their social media management. A digital marketer can help with social media campaigns, SEO, paid-for advertising on social media, digital design and production, content creation, blogs, video production and distribution, as well as website and podcast development.

## **Virtual Assistant**

Virtual assistants provide vital support for start ups and companies including PA work such as emails, scheduling meetings, booking phone calls, as well as audio transcription, support with bookkeeping, and increasingly with organising social media posts, producing podcasts and building and maintaining websites.

## **Online instruction**

Lockdown and working from home have made Zoom, Teams and Google Hangouts a part of our everyday lives. For qualified teachers or people with skills such as music tuition or sport and fitness coaching, the option exists to offer online tuition and support – potentially to customers across the globe!

## **Gardening**

Outdoors is a good place to be in the post coronavirus world, and even in the summer we have (or haven't) had, could there be anything better than being outside all day working in nature? Importantly, becoming a gardener is something that can be done at relatively low cost, gardening and landscaping is a year-round job and ultimately, gardening makes you happy!



Photo by [Domenico Loia](#) on Unsplash



Photo by [Mika Baumeister](#) on Unsplash



Photo by [Daniel Watson](#) on Unsplash

## UPCOMING EVENTS & THINGS TO LOOK FORWARD TO:

**1-2-1s** If you would like a 1-2-1 with our Business Support Manager, Philip Johnson, to discuss how best to reach your business goals, then please get in contact with the Start Up Bromley team and we will arrange a meeting. Meetings typically last for one hour and can be virtual or in-person at Bromley Central Library.

### START UP BROMLEY WORKSHOP ALERT:

Start up Basics with Lee Lam of Your StartUp Partner [www.the-usp.co.uk](http://www.the-usp.co.uk)

We are incredibly fortunate to welcome Lee Lam of Your Start Up Partner to deliver our September workshop on Start Up Basics, taking place

**Thursday 9 September at 10:00 via zoom**



Early and appropriate business support can really help lay the foundations for a healthy start up. It can provide advice and guidance, signpost you to other sources of information and support and when necessary, provide you with a sounding board to discuss your plans and seek help with any challenges. Ultimately, business support at an early stage can help put the building blocks in place for a successful future. Getting the right help in place in the early stages of your business journey is really critical and Lee Lam's session will ensure you've got the basics covered!

*This workshop will help you to understand the basics of establishing your own business, looking at the type of company you might want to consider, exploring how you promote your business and effectively pitch your offer at prospective customers. It's essential for you if you're thinking about going in to business and an incredibly useful reminder of what's important if you're already trading successfully and are looking to move to the next level. **To register for the event please follow the eventbrite [link](#).***

About Lee Lam, Founder and CEO of Your StartUp Partner

Lee Lam founded Your StartUp Partner following a 20-year career in the City of London leading multi-million-pound projects for blue-chip companies. Added to this, Lee brings 15 years' experience combining both business consultancy and personal coaching. Lee has helped hundreds of business owners build a thriving, sustainable business, and is passionate about supporting entrepreneurs.

Lee Lam was named one of the UK's top 50 business advisors in 2020 and is a business mentor for The Youth Group and Birmingham Enterprise Community. She has featured in the Metro, Telegraph, Business Daily on BBC and London TV.

### HAVE YOUR SAY!

As we plan an expansion of our Start Up Bromley programme for October 2021 - March 2022 we would appreciate if you could take a few moments to complete a questionnaire for us on what type of support you would like to receive through Start Up Bromley: [Questionnaire here](#)



# Sole Trader or Limited Company?

You've got your business plan, and your product or service is ready to go, you may even have your social media and website up and generating interest.

As you 'open for business' one of the question which should be at forefront is - do you trade as a sole trader or as a limited company? Each option has its benefits and drawbacks. What you hope to achieve with your business should help you decide which business model will be best for you.

Trevor Ottley of TDO Accounting, has kindly made this quick chart to help get you thinking about which business model may suit your business needs and ambitions (you can always start as one and down the line switch over to the other!)

For more Business Tips from Trevor, you can read his Business Start Up Guide [HERE](#), or contact him for a consultation.



Trevor Ottley MICB PM.Dip

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	Sole Trader	<input checked="" type="checkbox"/> Limited Company
<b>Structure</b>	the business & its owners are treated as one entity	entirely separate legal entity from its owners
<b>Legal Status</b>	your personal liability is unlimited	your personal liability is limited
<b>Taxation</b>	income tax & national insurance, via self assessment	corporation Tax (19%), via annual tax return (potentially more tax efficient)
<b>Privacy</b>	your information is not held on the public record	company details are on the public record at Companies House (including directors, company earnings)
<b>Admin.</b>	minimal paperwork, with annual self assessment return the main deliverable	additional responsibility / paperwork including: annual accounts, tax return & confirmation statement



**JOIN THE PROGRAMME NOW!**  
**There is no charge for joining Start Up Bromley or any fee for using the facilities on offer. All we ask is that you complete our Registration Form ([link](#)) which will give us brief details of you and your business or business idea.**

# **BUSINESS ROOMS AT THE LIBRARY!**

## It has been great to see Start Up Bromley Members using our Business Lounges at Bromley Central and Orpington Libraries!

Start Up Bromley members are able to use the Business Lounge at Bromley Central Library as well as a smaller Business Lounge at Orpington Library. Our town centre Business Lounges offer a safe and secure environment for small business and start ups to work and network from. All of the Business Rooms come equipped with PCs, as well as ample desk space for your own devices, access to wifi and printing.



## **BROMLEY CENTRAL LIBRARY**

The Business Lounge at Bromley Central Library is open for drop-in visitors, on a first come first served basis while the Library is open;

**Monday - Friday**      9:30 - 19:00  
**Saturday**              9:30 - 17:00

In addition to our Business Lounge at Bromley Central Library we can offer small rooms for use for private meetings with clients, professional advisors and so on. These rooms must be pre-booked, to do so either email the team or complete our [booking form](#).

To become a member, please complete the Registration Form [HERE](#)  
If you have any questions, please email the team at [startupbromley@gh.org](mailto:startupbromley@gh.org)

## **ORPINGTON LIBRARY**

The Business Lounge at Orpington Library is open for drop-in visitors, on a first come first served basis at the following times:

**Tuesday - Wednesday**      10:00 - 17:00  
**Thursday**                      10:00 - 13:00  
**Friday**                          10:00 - 17:00



# Start Up Bromley Members Directory

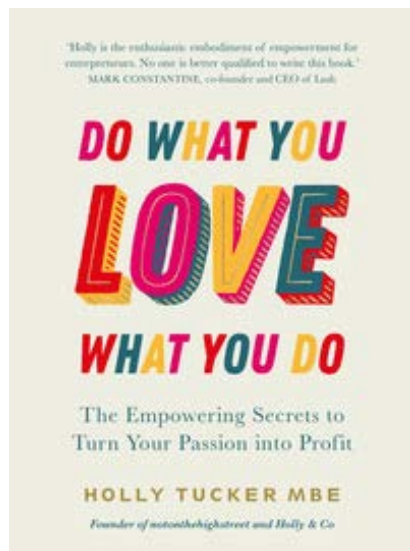
Get to know Start Up Bromley Members by exploring the exciting and varied products and services they provide!

Follow the link to the right to discover some of the businesses in the Start Up Bromley programme.

Each month we will be adding more members, as they join the program, as well as those Aspiring Entrepreneurs who launch their business !

**View the  
MEMBERS  
DIRECTORY  
here.**

## BOOK OF THE MONTH!



## Do what you love, love what you do: the empowering secrets to turn your passion into profit

Tucker, Holly, 1977- author

Holly Tucker - co-founder of Not on the High Street, and creator of Holly & Co - is on a mission to change business forever. Having overseen 5000 entrepreneurs and identified the keys to their success she now wants to help anyone build a business doing what they love, leading to a happier and more fulfilled life. Demystifying the grey world of business, whether you've yet to take your first steps, or find yourself stuck in a rut, this beautiful and vibrant book will allow your dreams to take flight. Holly shares her own story - along with some other successful business founders - all revealing their biggest lessons and proven advice on creating and growing a business

You can reserve a copy of the book at your local Bromley Library [HERE](#)

Follow us on social media for Start Up Bromley updates

Just a quick final note, if you have a product or service you wish for us to feature in the monthly newsletter then please feel free to email us at [StartupBromley@gll.org](mailto:StartupBromley@gll.org)



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**Thank you, we look forward to seeing you at our future events and 1-2-1s**

**With kindest regards,  
the Start Up Bromley Team!**