

START UP BROMLEY

Business support for aspiring
and early stage entrepreneurs



Discover more

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Photo by [Ryan Ancill](#) on Unsplash

A FANTASTIC FEBRUARY

In this newsletter, we will be talking about the Start Up Bromley Business Week, mentioning upcoming events, including an externally-hosted workshop by Start Up Bromley Member Cheryl Huggins.

In addition we have a fantastic insert from Contingent Works, showing what their working space has to offer, a February event wrap-up, a page explaining our fabulous bespoke members directory, and finally a good view of the business rooms we have to offer across the borough, featuring pictures of the new layout of our **Biggin Hill Library business lounge**.

The Start Up Bromley team have been working very hard over the last couple of weeks to organise the very first Start Up Bromley Business Week.

Between 14th March and 19th March, we are hosting an exciting week of business related events at Bromley Central Library and Orpington Library, designed to provide support to businesses primarily within the borough of Bromley as well as aspiring entrepreneurs.

Facilitators will deliver practical and exclusive workshops for Start Up Bromley members on an array of business topics intended to develop your businesses, and expose our community to information and ideas they haven't yet explored. In addition, we will have an interactive panel exploring the experiences and business journeys of entrepreneurs in Bromley, and an exciting **Business Pitch Competition Final** where SUB members will be competing to win £2,000, £1,000 and £500 to invest in their business.

Finally, we will end the week with a Spring Marketplace, in partnership with [Contingent Works](#), on **Saturday 19 March** which will showcase a range of businesses, and the products and services they offer to the local community.

We hope that you will be able to engage with Start Up Bromley Business Week, not least because of the fantastic networking opportunities the week will also provide, as well as opportunities to increase your business knowledge on a range of topics and support fellow members in our business community.

Below (on page 3) is an overview of events taking place during Start Up Bromley Business Week, and the Eventbrite links to sign up.

We look forward to seeing you there!

FEBRUARY EVENT WRAP-UP

Instagram Deep Dive Workshop

Tuesday 8th February, Bromley Central Library

During this workshop run by Helen Manchip of [The Social Surgery](#), our members learnt all about Instagram and what it can offer business.

From Instagram Stories to Instagram reels Helen taught our members all the ins and outs of Instagram and how to engage with their audiences.

Helen also provided our members with her top tips to improve business pages and set everyone a 7 day challenge. Members were also provided with different tools that they could use to improve their Instagram profiles.



Above: Helen Manchip presenting the Instagram Deep Dive Workshop

We thank Helen for providing such an informative workshop and also everyone that engaged with the photography and videography at the end of the workshop.

"Why is Branding Important" Workshop

Thursday 17th February, Bromley Central Library

Nancy James of [mumstheword](#) brought an amazingly engaging workshop to Start Up Bromley members in the past fortnight, teaching us through both a striking presentation and the use of an interactive and intuitive working booklet about every facet of branding and brand representation in online environments.



mumstheword logo courtesy of facebook.com/mumsthewordcreative

From colour theory to logo composition and so much more, everything was explained so approachably by Nancy that whatever your proficiency, all members would be able to take something from this workshop and immediately apply it to their business, at whatever stage it may be in development.

We thank her for all the work that went into the development of this workshop, and we also think all of our members who were able to stay back briefly to spend some time with our videographer at the end of the workshop.

UPCOMING EVENTS

Wednesday 9 March 10:30 - 12:00

Information Technology Workshop

Julien Brunoir of Skills Development Training will run an Information Technology Workshop aimed at helping those who wish to improve their skills or confidence in the basics of I.T.

The event will take place in the **Workshop Room at Bromley Central Library**.

You can find more information about the event as well as register your attendance at **this [link](#)**.



My name is Julien Brunoir, I am an Educational Coach, Motivational Speaker and Trainer. Skills Development Training is a non-profit organisation passionate about personal growth and collective development.

Eventbrite

Make sure to visit and
subscribe to the Start Up
Bromley **EVENTBRITE** for
more information on
upcoming events!



OTHER THINGS TO LOOK FORWARD TO

Are you ready to pitch your brand to retailers? **WIZZ&CO** are generously offering Start Up Bromley readers 50% off this £35 training programme to help you take the next important step in building your brand.

Learn what buyers look for from a new brand, how to make a great impression, what is often forgotten by brands 9/10 times when pitching and when is the right time to pitch to buyers.

The training is delivered by Wizz Selvey who was Head of Buying at Selfridges for 12 years, she has been pitched to thousands of times so knows what it takes to impress a retail buyer.

Link to programme <https://www.wizzandcollective.com/pitch-to-buyers>
Code for 50% off BROMLEY50 valid until 31 March 22.

BUSINESS WEEK

We are excited to announce the programme of events for the The Start Up Bromley Business Week, which will run **Monday 14 March - Saturday 19 March**.

Events include; workshops, a business panel and the Business Pitch Competition Final.

Ending the week will be the Spring Marketplace at [Contingent Works](#) on Saturday 19 March (11:00 - 16:00).

Continued on the following page is the full breakdown of the 2022 Business Week Event.

BUSINESS WEEK EVENT BREAKDOWN

Celebrating the first annual Start Up Bromley Business Week

Monday 14 March 10:30 – 12:30

Bromley Central Library: Workshop Room

E-Commerce: Deep Dive into selling your products online!

Start Up Bromley hosts Sybil Mayard of [Sybiltech](#) in an introduction to e-commerce: Building an online store to sell your products & services

[Registration via Eventbrite is essential.](#)

sybiltech

sybiltech logo courtesy of sybilmayard.com

Tuesday 15 March 10:30 – 12:30

Bromley Central Library: Workshop Room

Legal and Compliance: What your Business should know.

Start Up Bromley Hosts [KANR Legal](#): Get equipped with the basic legal and compliance elements you need to know for your business.

[Registration via Eventbrite is essential.](#)



KANR logo courtesy of www.kanrlegal.co.uk

Tuesday 15 March 14:00 – 16:00

Bromley Central Library: Large Hall

Business Panel: Experiences of Entrepreneurs in the UK

The event will begin with the premiere of the Start Up Bromley Film (filmed and edited by [Patrick Bowyer](#)) which has been created to highlight what Start Up Bromley has done since inception, and some of the aspiring entrepreneurs and business in the programme. We are excited to announce a panel of diverse business owners from the London Borough of Bromley, who will talk about their business experiences and journeys, alongside national business expert and journalist.

[Registration via Eventbrite is essential.](#)

Wednesday 16 March 12:00 – 14:00

Orpington Library: Business Lounge

Start Up Bromley holds an information Q&A Session over lunch to give an introduction to Human Resources for small businesses, a chance to learn about HR processes and ask any questions.

[Registration via Eventbrite is essential.](#)



Business Week advertising poster

BUSINESS WEEK EVENT BREAKDOWN

Thursday 17 March 10:30 – 12:30

Bromley Central Library: Workshop Room

How do you protect a business idea?

Understanding your businesses intellectual property

Start Up Bromley hosts Neil Infield from [The British Library Business and IP Centre](#) who will cover an overview of the services available at the British Library Business & IP Centre London. Followed by a review of the five key elements of Intellectual Property and how they relate to a startup or growing business.

[Registration via Eventbrite is essential.](#)

Thursday 17 March 14:00 – 16:00

Bromley Central Library: Large Hall

Business Pitch Competition Final

The event will begin with the showing of the Start Up Bromley Film (filmed and edited by [Patrick Bowyer](#)) which has been created to highlight what Start Up Bromley has achieved since its inception, and some of the aspiring entrepreneurs and businesses on the programme.

We are excited to announce the Start Up Bromley Business Pitch competition finals, hosted by an esteem business journalist.

The finals will consist of six Start Up Bromley members, who will deliver a live business pitch to three esteemed judges. The winner of the competition will win £2,000, 2nd place £1,000 and third place £500 to invest in their respective businesses.

[Registration via Eventbrite is essential.](#)



Bromley Library Hall, Credit: Steven Bainbridge

Friday 18 March 10:30 – 12:30

Bromley Central Library: Workshop Room

Meet the buyer: Get your product stocked by a retailer

Start Up Bromley hosts Juliana Mubanga of Juliana Personal Styling, buyer for a Mayfair Style consultancy, to give an introduction on how to get your product stocked by a retailer

[Registration via Eventbrite is essential.](#)

Saturday 19 March 11:00 – 16:00

Contingent Works

Start Up Bromley Spring Marketplace

Start Up Bromley is excited to collaborate with the stylish and innovate workspace Contingent Works to host our Spring Marketplace where Start Up Bromley Businesses and Entrepreneurs will showcase their varied and exciting products and services.

Visitors need not register! Drop in any time during the day to explore and network.



Business Week advertising poster

SPRING MARKETPLACE

IT'S ON OUR DOORSTEP... LITERALLY!

Teased as far back as the winter showcase event, we're now happy to announce that we will be having a *Spring Marketplace!* While members may already be aware (and many of you have already applied!), what you may not be aware of is that we've upgraded our venue!

Instead of the 4th floor of Bromley Central Library, we're happy to inform everyone that we've partnered with *Contingent Works* for this event. Contingent Works is an office space, not too dissimilar from what we offer, but with a far slicker coat of paint, and in a far more publicly accessible location about two minutes walk from Bromley Central Library, adjacent to the Glades entrance! More information on Contingent Works can be viewed on the following page.

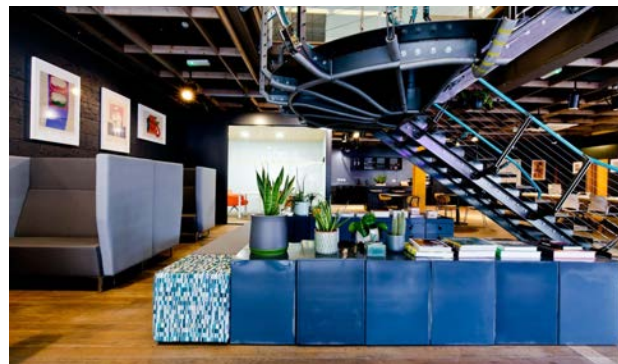


Contingent Works, Credit: Unsplash

We wish you all the best in your application process! As you are aware, spaces are limited and as much as we've tried, **we wont be able to accommodate everyone.**

To those of you who will be unfortunately unable, or not yet ready, to showcase this time around, we hope we will still see you at Contingent Works on the day to network and enjoy the event. Of course, you'll all be kept in mind for the *Summer Showcase!*

To those of you that are showcasing, make sure to present your business in the best possible light! The potential to network at this event is extremely high, and can help your business in the long term!



Contingent Works, Credit: Unsplash

START UP BROMLEY BUSINESS WEEK SPRING MARKETPLACE

Following a successful Winter Showcase, Start Up Bromley is pleased to be hosting the Spring Marketplace. Come along and meet Start Up Bromley members whilst exploring the fantastic range of products and services provided by Bromley businesses.

When: Saturday 19th March, 11am - 4pm

Where: Contingent Works, Broadway Buildings, Elmfield Road, BR1 1LW



Start Up Bromley is a not-for-profit organisation that provides a range of support and resources for businesses in Bromley. We are proud to be part of the local business community and to support our members in their growth and development.

**contingent
works**

Bromley
THE BUSINESS HUB

BETTER



Contingent Works, Credit: Unsplash



Coworking, studios, virtual office, and meeting rooms!

Technology and a pandemic have changed our world. The high street is changing. The workplace is changing. We showcase local talent in our affordable flexible workspace where emerging businesses can grow.

The future of work is working near home in a safe, flexible, and productive environment. Contingent Works has a mix of spaces to suit all workers' needs and budgets. Plus meeting rooms, podcast studio, phone booths, free refreshments, super-fast wifi, and all within Covid-19 guidelines.



Contingent Works, Credit: Unsplash



Contingent Works, Credit: Unsplash

Above all, we are a community, and all members benefit from tapping into the experience and rich networks of our growing community.

Contingent Works founder, Ewan Buck looks after the day-to-day running and along with the local staff makes sure everyone has a productive workspace. Because they know all the members they can introduce everyone.

They all care after the community, people, and environment so that the members can concentrate on caring about their business. Previously the creative lead in a number of award-winning content agencies. An alumnus of Ravensbourne University, he designs magazines and websites for global brands, so the Contingent Works brand is also well looked after.

"We make heroes of our members, and our gallery showcases great work and ideas, creating a home for innovation and business. Coworking spaces are hubs for like-minded, entrepreneurial thinkers. These business founders need flexibility and networks when their business is young. As they succeed, they expand and drive the local economy.

Bromley has an amazing list of world-changing residents, as well as thousands of businesses in the digital and creative sectors. We want to stimulate an ecosystem that helps people and Bromley to succeed."

Any questions or queries about their service, visit www.contingent.works call **020 3137 0907** or email hello@contingentworks.co.uk

FEBRUARY 2022

MAKEUP MASTERCLASS

With Cheryl Huggins

Supercharge your makeup skills, and update your makeup techniques and product knowledge for all events, including Special occasion, zoom presentations, Social media platforms, Weddings, job interviews. As technology and photography changes, basic makeup and beauty styles need to be updated to ensure that you look your very best. Personal image, and making that vital first impression is more important than ever.

Do you have a bag or vanity area that is full of makeup products that you are not sure why you purchased them or what they are for? Do they suit your skin type and skin condition, your skin tone? Would you like to achieve the best results, and only wear limited makeup daily?

Cheryl Huggins is one of London's popular Makeup and Skincare Experts, having worked in the Cosmetic and Beauty Industry for more than 25+ years at, Shiseido, Guerlain as National Makeup Artist, Harrods, London Fashion Week, Celebrity Red Carpet events, in Training in London, Paris and the US. Her signature techniques include some of the most important techniques in the Industry and will help you to take your artistry to the next level.



Cheryl Huggins

"My aim is to deliver makeup and skincare secrets to allow you to find your personal style and looks for every event."

This 90 minute Makeup Masterclass experience, is suitable for beginners, makeup lovers, wedding guests, Instagram and those who need professional images for their business portfolio. Learn a wide range of makeup tricks and tips in an informative, educational and fun presentation. Your expert makeup artist will deliver a makeup application in a step by step guide, including insider secrets whilst performing a LIVE demonstration with a model.

Class includes:

- The importance of cleansing prepping the skin
- Best practices for hygiene
- Concealing+ Foundation choices
- Contouring and highlighting
- Defining the brows and eyeshadow application
- Colouring the Lips, gloss, lipstick
- How to get the best experience makeup Shopping

Bring a note pad to write down the Industry secrets!

I look forward to seeing you, makeup application is a wonderful skill my mission is to empower everyone regardless of age, gender or skin tone. To enjoy the confidence walking into a room knowing that your look and feel fabulous.



Credit: Cheryl Huggins

Class £12.00

Please sign up at: www.eventbrite.co.uk/e/makeup-masterclass-london-artist-tickets-268386670757

Saturday, 26 March 2022, 10:30 – 12:15

Visit <https://www.cherylhugginsmua.blogspot.co.uk>

Instagram [@cherylhugginsmua](https://www.instagram.com/cherylhugginsmua)

Facebook [@Cheryl Huggins Skincare Specialist + Makeup Artist](https://www.facebook.com/CherylHugginsSkincareSpecialist+MakeupArtist)

Any skincare or makeup related questions contact makeup@cherylhuggins.com

Follow the Cheryl Huggins blog to keep up to date with all things beauty and visit the newly launched BossWoman Podcast.

BUSINESS ROOMS AT THE LIBRARY!

We proudly offer business spaces at some of your local libraries!

Available at *Biggin Hill Memorial Library and Pool*, *Bromley Central Library* and *Orpington Library*, we're proud to offer spaces for you as a business owner or aspiring entrepreneur to work.

BIGGIN HILL LIBRARY

Welcome to the new room layout for the upstairs Biggin Hill Business Lounge!

Please note the room is only available during **library staffed hours, at the following times only:**

MONDAY	09:30 - 13:00
TUESDAY	09:30 - 19:00
WEDNESDAY	09:30 - 19:00
FRIDAY	09:30 - 19:00
SATURDAY	09:30 - 17:00



BROMLEY CENTRAL LIBRARY

The Business Lounge at Bromley Central Library is open, while the Library is open:

MONDAY - FRIDAY	09:30 - 19:00
SATURDAY	09:30 - 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](#).

ORPINGTON LIBRARY

The Business Lounge at Orpington Library is open at the following times only:

TUESDAY	10:00 - 17:00
WEDNESDAY	10:00 - 17:00
THURSDAY	10:00 - 13:00
FRIDAY	10:00 - 17:00

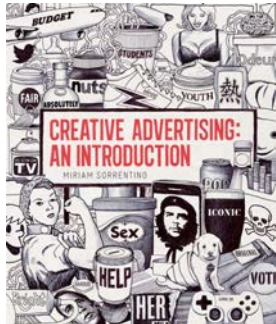


Please contact the [Start Up Bromley team](#) to obtain the access codes for the business lounges

BOOK OF THE MONTH

CREATIVE ADVERTISING: AN INTRODUCTION

Miriam Sorrentino



Creative Advertising: An Introduction explores the fundamentals of advertising and branding, providing an indispensable overview of creative thinking in advertising practice.

The book offers clear guidance on portfolio presentation, making contacts, skills building, crafting ideas in copy and art direction, and on working with others in the larger creative process. It is full of advice from some of the world's leading figures in advertising and is illustrated with numerous examples of award-winning work.

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

ADDITIONAL BUSINESS RESOURCES

COBRA

[COBRA \(The Complete Business Reference Adviser\)](#) is an online database that can be accessed via your Bromley Library card and allows you to search information on the regulations, market trends, qualifications needed as much more on 100s of different business sectors.

NATWEST: Business Builder

Natwest has created a digital tool with the aim of supporting the development of businesses and entrepreneurs at all stages. Natwest's Business Builder service is free of charge and you don't need to be a Natwest bank user to access this resource.

Natwest Business Builder can be found [here](#)

WOMENS GRANT

The 200BnClub funding initiative commits to supporting the progression of women led UK based startups from early stage to Series A to intelligently decrease the gender gap prevalent in the investment landscape by initially targeting Stage 1 (Deal Flow) and Stage 2 (Pitch) of the investment process.

Female founders are good for business, they're good for investors, customers, for profitability and workplace cultures, including achieving better balanced workforces. With only 33% of entrepreneurs in the UK being a woman, we see an untapped economic potential for growth that could add 1.1 million new businesses to the UK.

For more information, please visit:
<https://the200bn.club/>

MEMBERS DIRECTORY



Our members directory is a fantastic means of getting in contact with Start Up Bromley members individually!

Use it as an opportunity to network with likeminded individuals, or even to enquire about their services!

Scan to QR code or visit
<https://bit.ly/SUB-MembersDirectory>
to read about and connect with the businesses

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

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

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

Follow us on social media for Start Up
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