



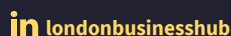
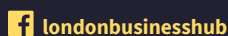
# London Business Hub

## Business Support Programme

Supporting London's businesses to start, sustain and grow.

[businesshub.london](https://businesshub.london)

SUPPORTED BY  
**MAYOR OF LONDON**



# London Business Hub

*“The pandemic presented London’s businesses with new and unexpected challenges the likes of which we have never seen before. Now, more than ever, small businesses need advice and support to help them get through these tough times and rebuild themselves.*

*That’s why we’re delivering a fantastic series of free programmes, workshops and bespoke support to make sure that businesses like yours do not have to tackle the current challenges alone. Established businesses can also access free one-to-one advice from a highly experienced adviser who will connect you into the networks, resources and additional support that will help you start, sustain and grow your business.*

*Whilst we move towards delivering more in-person support as social distancing requirements are eased, some events and one-to-one support will continue to be delivered remotely over the coming months. From finding funding to going digital, start your journey now at [businesshub.london](https://businesshub.london). ”*



Jamie Izzard

Senior Manager,  
London Business Hub

# About us

The London Business Hub brings together all information related to business support in one place. It is a non-biased service that includes support provided by third parties, such as other authorities, enterprise agencies and private-sector organisations. We provide free support and programmes to London-based small- and medium-sized enterprises (SMEs). Our services range from property advice to small grants and accelerator programmes for higher-growth businesses. We want to simplify the business support landscape for SMEs to help them achieve their ambitions in London.

## WHAT WE DO

The London Business Hub website provides a one-stop-shop for business support. Our website is full of useful, up-to-date information on our latest programmes and events as well as those of other providers across London, as well as us. It also has plenty of up-to-date blogs, case studies and government advice to help your business navigate the key opportunities and risks that may have an impact. Join our thriving community of like-minded business owners to find what resources and initiatives most suit your needs!

Our Business Support Programme offers:



### One-to-one support

Access up to 12 hours' free, one-to-one, tailored support from a business adviser



### Webinars & events

Attend webinars and events on a range of different business topics



### Business Accelerator

Enrol on the London Business Accelerator programme (for high-growth SMEs)

## WHO CAN APPLY

The London Business Hub Business Support Programme is partly funded by the European Regional Development Fund and is subject to eligibility criteria. To qualify, the business must have been running for 12 months or longer, be registered in the UK and be based in any of the 33 London boroughs. For a complete list of the criteria visit [businesshub.london/advisers](https://businesshub.london/advisers).

# Our impact

Since the start of the Business Support Programme\*, we have been making a significant impact on London businesses by delivering events and bespoke advice and running four cohorts of the London Business Accelerator Programme.



## KEY ACHIEVEMENTS FOR THE BUSINESS SUPPORT PROGRAMME



**2,931**

**SMES SUPPORTED**



**4,437**

**1:1 MEETINGS DELIVERED**



**5,779**

**HOURS OF TRAINING  
PROVIDED TO SMES**



**75**

**EVENTS & WEBINARS  
DELIVERED**



**1,425**

**ATTENDEES AT OUR  
EVENTS**



**92.8%**

**SATISFIED  
FEEDBACK**



**101**

**LONDON BUSINESS  
ACCELERATOR  
PROGRAMME  
PARTICIPANTS**

*\*Statistics apply to the Business Support Programme from the period of January 2020 to May 2021.*

# London Business Advisers

This is the core element of our programme. Our experienced, knowledgeable and approachable team of dedicated business advisers has been supporting London's business community for years – giving advice and support when it's needed most.

You can book an appointment with a business adviser (online and face to face\*) for up to 12 hours of free advice.

## HOW CAN AN ADVISER HELP YOUR BUSINESS?

They can provide expertise across a broad range of business needs and can help you:



Access financial help including grants, loans, schemes and cashflow management.



Start continuity planning to deal with the potential impacts of the pandemic.



Manage challenging sales, marketing, supplier, staffing and retention issues.

\* Subject to regulations. Please visit the website to check current arrangements.



## OUR LOCATIONS AND ADVISERS

### CROYDON

Sussex Innovation Croydon  
12-16 Addiscombe Road  
London, CR0 0XT  
020 8039 1315



**Sheriff Alabi**

Sheriff's approach helps clients to achieve their desired outcomes, as well as identifying and tapping into new business opportunities and achieving growth.

### HAMMERSMITH

Huddle  
3 Shortlands  
London, W6 8DA  
020 8039 1316



**Raj Tandon**

Raj is an experienced entrepreneur, and his strengths are in business strategy and development, sales and marketing.

### TOTTENHAM

The Trampery Tottenham  
639 High Road  
London, N17 8AA  
020 8039 1313



**Patricia Ashford**

Patricia possesses extensive experience with businesses and social enterprises at all stages of development.

### VAUXHALL

Tintagel House  
92 Albert Embankment  
London, SE1 7TY  
020 8039 1312

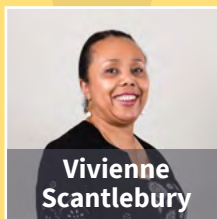


**Carolene Thompson**

Carolene's specialisms include marketing, business start-up support, social enterprise, sources of grant funding, and finance for small business.

### WOOLWICH

Woolwich Centre Library  
35 Wellington Street  
London, SE18 6HQ  
020 8039 1312



**Vivienne Scantlebury**

Vivienne has knowledge and experience in marketing, financial planning and business strategy, alongside a collaborative approach with SMEs.

## The So & So Arts Club

With the support of London Business Hub, The So & So Arts Club is empowered to push through the challenges of COVID-19.

Founder and Artistic Director, Sarah Berger, started the So & So Arts Club nine years ago after 32 years as an actress. The business was established with a vision to form a broad community of people from across the creative industry, to open doors and build a supportive network and platform to develop paid professional opportunities.

As with so many other many other small businesses, the COVID-19 pandemic introduced immediate and disastrous circumstances for Sarah's business. She had to close during lockdown and it was unclear when she would be able to reopen. Financial implications led to future commitments and programmes being postponed and difficult decisions regarding staff along the way.

Initially the So & So Arts Club reached out to the London Business Hub to look for financial aid and advice to help pivot and restructure the business in order to survive.

The allocated business adviser provided general business advice specific to the industry. Moreover, he provided avenues for seeking financial help and connected Sarah with helpful contacts, such as the local authority who could support the business. Sarah found great comfort in having a listening ear and practical, professional guidance to help with the club's particular set of challenges in a complex and ever-changing situation.

**“** *I would wholeheartedly recommend the London Business Hub as it has been an invaluable source of advice and support for both the business and me personally. At a time when the pressure seemed insurmountable and I came close to giving up, it gave me the strength and purpose to carry on.* **”**

SARAH BERGER, FOUNDER AND ARTISTIC DIRECTOR OF THE SO & SO ARTS CLUB



**Read the full story at [businesshub.london/case\\_study/the-so-so-arts-club](https://businesshub.london/case_study/the-so-so-arts-club)**



# Webinars and events

Our webinar series offers the latest business advice from expert speakers, carefully designed to answer your questions and help navigate crucial challenges – no matter what stage your business is at.

We have fresh content every month. Our events cover a wide range of SME topics, and our speakers can provide you with step-by-step guidance to help you move your business forward.



**Business  
strategy**



**Accessing  
finance**



**Sales**



**Marketing**



**Business  
roadblocks**

*“Enthusiastic and proactive content, interactive workshop with great participation levels. I learnt some aspects of my business and others’ businesses in new ways that are applicable to my business growth strategy. There was plenty of time given to the breakout groups to bond and help one another with creative ideas.”*

KIM KARMOZYN, PLOMB TRANSLATIONS  
Supercharge your Sales Event

*“This webinar shared a lot of step-by-step best practices and recommendations of many great tools to help beginners. The speaker was also very engaged in sharing many of her own suggestions.”*

KRYSTAL YU, BEHAPPY LTD  
Social Media Advertising Event

**View our upcoming events at [businesshub.london/resource/business-help-series](https://businesshub.london/resource/business-help-series)**

# London Business Accelerator

Supercharging ambitious and ready-to-grow businesses, the London Business Hub's Accelerator programme is delivered by the globally renowned Bayes Business School (formerly Cass).

The London Business Accelerator is a free, intensive, two-month programme offered to 30 of the best and brightest SMEs in London. Supported by the Mayor of London and delivered by one of the highest-ranked business

schools in the world, this tailored programme is designed to help SMEs boost their operations, productivity and profitability.

Between sessions, participants will have access to expert support and tools to stay on track via Bayes Business School's online learning platform.

This free programme is offered three times per year.

## SIX IN-DEPTH MODULES ACROSS TWO MONTHS



**Review of  
business  
practices**



**Innovation**



**Investment  
finance**



**Digital  
adoption**



**Leadership &  
management**



**Tailored growth  
& action plan**

To view the next round of dates, please visit [bit.ly/SMElondonaccelerator](https://bit.ly/SMElondonaccelerator)

# Quantemol

Quantemol was founded in 2004 by two University College London academics, Professor Jonathan Tennyson and Dr Daniel Brown. The company provides quantum-level solutions for plasma modelling which is used extensively in the manufacturing of microchips and in multiple other industrial applications, from air purification to medicine.

As the COVID-19 pandemic hit, Quantemol faced a state of uncertainty about the future impact. The business needed to quickly make a decision about their London office during the lockdown and devise a strategy to keep afloat and retain their

highly qualified staff – *“I wanted to do something, but lacked a clear vision of what would be most helpful”* says Anna Dzarasova, CEO at Quantemol.

London Business Hub’s Business Accelerator is offered to 30 of the best and brightest SMEs across London. It is delivered by Bayes Business School, which is one of Europe’s leading business educators and whose programmes are globally recognized. Quantemol CEO Anna Dzarasova was accepted onto round one of the two-month programme in February 2020.



*“I was attracted by a very hands-on approach and a practical plan as an end outcome. The lectures focused on business strategy, financial planning, innovation, digital marketing and leadership. The final seminar created a practical six-month business plan. It was a valuable opportunity to talk to experts and gain support from fellow entrepreneurs facing different challenges which inspired me beyond my usual perspective on our business.”*

ANNA DZARASOVA,  
CEO AT QUANTEMOL

Read the full story at [businesshub.london/case\\_study/quantemol](https://businesshub.london/case_study/quantemol)

# Our wider offer to London businesses



**PROPERTY ADVICE SERVICE:** This programme will help you find the right space with a full understanding of the costs associated with renting a property and renegotiating a lease with your landlord.



**RECOVER & GROW:** If you are an SME owner looking to navigate the impact of COVID-19 and set a roadmap for the future, the Recover & Grow programme will help you build your confidence and technical knowledge.



**TECHNOLOGY ADOPTION SERVICE:** The Technology Adoption Service is a free platform designed to help London's small businesses find technological solutions best suited for their needs.



**PEER NETWORKS:** Businesses tell us that the support they can get from their peers is often the most helpful. That's why we have created a network of facilitated peer groups to help you address the challenges you face.



**GET INVESTMENT READY:** The Investment Readiness Programme offers monthly half-day workshops to help navigate the complex process of securing finance from external investors. Please note this programme ends in November 2021.

To find out more about these programmes visit [businesshub.london](https://businesshub.london)

## KEY ACHIEVEMENTS FOR OTHER SUPPORT PROGRAMMES



**237**

**1:1 MEETINGS DELIVERED**



**1,066**

**SMES SUPPORTED**



**91%**

**SATISFACTION RATE**



**£2.7m**

**GRANTS DISTRIBUTED**



**20m**

**ONLINE IMPRESSIONS ACROSS  
SOCIAL MEDIA SINCE THE  
LAUNCH OF THE LONDON  
GROWTH HUB**



**330%**

**INCREASE IN ONLINE USERS  
YEAR-ON-YEAR**

Statistics apply to all London Business Hub programmes excluding the Business Support Programme from the period of January 2020 to May 2021.



## iParcelBox

iParcelBox is a London-based electronics manufacturer that creates innovative parcel storage products. The company's flagship product, the iParcelBox, provides a smart, secure and weatherproof place for parcels to be delivered that can be monitored from a smartphone.

The idea for iParcelBox came to founder Paul Needler after yet another 'Sorry we missed you' card laid on his doormat. Facing the prospect of a Saturday morning queuing outside the post office, Paul decided to look for solutions.

He set to work creating a prototype of the iParcelBox. In 2018, Paul decided to patent the technology and turn the product into a business.

The COVID-19 pandemic disrupted Paul's plans for expansion in 2020 and posed unique challenges to his business. His product is designed to receive deliveries when people are not there to do it themselves, so with the population confined to their homes throughout 2020, demand for the iParcel Box reduced.

However while consumer sales dropped, the company simultaneously saw a boom in business customers

who needed to exchange goods or paperwork with their customers while remaining contact-free.

With this new-found small-business customer base, Paul wanted to get his growth plans back on track and begin attracting external investment.

He had previously heard of the London Business Hub's Investment Readiness Programme, so approached them to help get his company ready for external investment and growth. A group of finance specialists worked with Paul to understand his business before guiding him through important aspects of the investment process. These included accessing equity and loan financing, getting the best out of Accelerator programmes, approaching venture capitalists and business angels, avoiding common pitfalls and, of course, referrals to investors.

**“** *We found it really helpful to be able to rehearse our pitch in front of 'real' investors and get their feedback. The programme also gave us valuable insights into the different options available for funding, and what they would be looking for from us.* **”**

PAUL NEEDLER, FOUNDER OF IPARCELBOX

**To book or find out more about the Investment Readiness Programme, visit [bit.ly/3x8MYEH](https://bit.ly/3x8MYEH)**

## Spa de Sal

Spa de Sal is a London-based spa that specialises in salt therapy for the treatment of respiratory and skin conditions. The business had a strong start to 2020; however progress was halted when the spa was forced to close through three national lockdowns and the stopping of all treatments. As with many businesses during this time, cashflow started to become an issue, and founder Matilda Goes became concerned about her more significant costs, like rent.

Matilda learned about the resources at the London Business Hub from the Hounslow Council, which outlined services on offer such as grant support, training, and webinars. She took part in the London Business Property Advice service and registered for a free, one-to-one session with a highly experienced property lawyer to discuss her concerns around her rent.

During their session, business adviser Richard worked with Matilda to fully understand her situation and her business. He helped her draft a message to her landlord and Matilda was able to agree adjustments to her payments, meaning she could cover her monthly outgoings with her existing cashflow and support from government grants.

The webinars and one-to-one meetings with the advisers helped Matilda to think strategically and objectively about how to support her business during a time of uncertainty. It helped her to map out her priorities and provided her with the knowledge and guidance needed to protect her business.



**“** Richard was my knight in shining armour! He understood my situation and sent me a draft text to adapt and send to my landlord to ask for concessions including adjustments to my payment plan. By staggering rent payments for a time, I was able to focus my cashflow on other areas of the business. It was great to have someone guiding and supporting me through a very difficult, uncertain time. **”**

MATILDA GOES, FOUNDER OF SPA DE SAL

**To book or find out more about our Property Advice Service, visit [bit.ly/3AcBfXM](https://bit.ly/3AcBfXM)**

**To see some of the other real-life examples of the London Business Hub helping businesses like yours, please go to [businesshub.london/case-studies](https://businesshub.london/case-studies)**

# Get in Touch

We know you have a lot of ideas, and we know that questions are only natural when it comes to something as important as your business plans. That's why we're here.

Whether you want a little more information about all the helpful services and resources we can provide or you just want to know if we can help, please get in touch with us via the email below and one of our team will get back to you. Don't be afraid to reach out. Sometimes a second pair of eyes is just what you need.

## **Project Manager, Business Support Programme Greater London Authority**

Michela Bernasconi

[michela.bernasconi@london.gov.uk](mailto:michela.bernasconi@london.gov.uk)

## **General enquiries**

[marketing@businesshub.london](mailto:marketing@businesshub.london)

**Sign up to the London Business Hub Monthly Newsletter at  
[businesshub.london/register](https://businesshub.london/register) to learn more about the programmes we offer.**

**Visit [businesshub.london](https://businesshub.london) for more information  
on all our services.**

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