

# START UP BROMLEY

Business support for aspiring and early stage entrepreneurs



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## Orpington Business Lounge Opens

Start Up Bromley opened the doors of its new business lounge in Orpington Library on Wednesday 21 July. Located on the library's first floor, the business lounge is the ideal place for Orpington start-ups to work, meet up with customers and clients, network with other start-up businesses and get the support they need to help them at the beginning of their business journey.

Start Up Bromley is a new membership programme designed for anyone starting a business in the London Borough of Bromley. Provided by Bromley Libraries in partnership with Bromley Council and the British Library's Business and IP Centre Network, Start Up Bromley delivers members the facilities they need in dedicated town-centre spaces, as well access to sources of support, business advice and the opportunity to network and share experiences with other local entrepreneurs.



Philip Johnson of Start Up Bromley speaks to guests, outlining the offer for start ups at the new Orpington Business Lounge

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Cllr Hannah Gray and Cllr Pauline Tunnicliffe (center) joins Philip Johnson of Start Up Bromley, in welcoming guests to the Orpington Business Lounge

Offered to individuals and companies at no cost, Start Up Bromley will give members access to new business lounges in Orpington Library and Bromley Central Library, use of meeting rooms and conference facilities in Bromley Central Library, access to a programme of workshops and events on relevant subjects to anyone starting a new business, one to one advice sessions and a monthly newsletter

## A FRESH START FOR BROMLEY'S START UPS!

With the launch of the Orpington Business Lounge, Start Up Bromley is continuing to transform the way ideas grow into successful businesses. We are contributing by developing a community of companies which is free to join and open to everyone.

**Philip Johnson of Start Up Bromley** commented:

“Start Up Bromley is opening its business lounge in Orpington at a time when many people are considering setting up their own business. Our team is ready to welcome all-comers to the programme and looking forward to supporting them, no matter what stage they are at in their start-up journey.”

**Lorraine McQuillan, Bromley Council’s Place Shaping and Local Economy Manager** commented:

“We are delighted to be bringing the Start Up Bromley programme to Orpington and opening a new business lounge in the library, in the town centre. Start Up Bromley offers support to all new and emerging businesses in the borough and the Orpington lounge joins the facilities in Bromley Central Library which together will doubtless prove a valuable addition to our developing start up and enterprise culture.”



Cllr Kim Botting (right) joined Lorraine McQuillan of Bromley Council and Philip Johnson of Start Up Bromley, in welcoming guests to the Orpington Business Lounge

### 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.**

### SOCIAL MEDIA WORKSHOP:

On Thursday 15 July Start Up Bromley hosted [Hustle & Heels](#) to run a workshop on the basics of Social Media for Business. A fun and insightful workshop where we learnt about the different social media platforms available and how to utilise them to grow business effectively. Your business does not need to be on every social media platform. Engagement is the most important aspect so ensuring you pick the right platform for your product/service so you can draw in the right people, and turn those likes and comments into actual sales. The workshop was recorded and available exclusively to Start Up Bromley members. If you would like access to the recording please get in touch with a member of the team and we will give you the details.

## 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.

### OTHER EVENTS OF INTEREST:

**FSB (The Federation of Small Businesses) Bromley** has its next virtual network and learn meeting on **Thursday 19 August 11:45 - 13:30**. These meetings are an excellent opportunity to pitch your business idea and learn about other local businesses, also a chance to meet potential new clients or collaborators. To read more about the meetings and book a place visit the [event page](#).

**FSB (The Federation of Small Businesses)** is running a workshop with Google Digital Garage on how you can build a social media strategy into your business plan on **Thursday 5 August 11:00 - 12:00**. For more information and to book a place visit the [event page](#).



Chandra Sharma of Tangent Office and FSB  
with Dabira Falola of Start Up Bromley

**1230 TWC (The Women's Company)** holds fortnightly networking lunches (currently virtually) on Wednesday's at 12:30. This provides a great chance to meet other women in business, share tips and get potential new business. The meetings also host a variety of special guests giving short talks on their area of business. For the full range of August dates visit the [event page](#).

### COMING SOON:

**START UP BROMLEY WORKSHOP ALERT:** We have no workshops in August but our Business Support Manager, Philip, will still be available for 1-2-1s, and over the summer we encourage you to look at the Library's online resources (see page 6), as well as browse the library's business book selection either at your local branch or via the online catalogue (see page 5), or come in and use our Business Rooms (see page 4) to focus on setting up and growing your business.

We also ask to please make a note of the below dates and topics for future workshops. The workshops will normally run in the mornings. Workshops are run by successful Bromley businesses, as we promote our community helping each other. Registration links for the workshops, along with exact start time will be sent closer to the dates.

**Thursday September 9 – Accounting Basics**

**Thursday October 14 – Web Design**

**Thursday November 18 – Sales & Marketing**

**Thursday December 16 – Social Media**

**Thursday January 13 2022 – Ethics & Sustainability**

**Thursday February 17 – Accounting Basics**

**Thursday March 17 – Why is Branding so important?**

# BUSINESS ROOMS AVAILABLE

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 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

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](#).

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;

<b>Monday - Friday</b>	<b>9:30 - 19:00</b>
<b>Saturday</b>	<b>9:30 - 17:00</b>



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

**10:00 - 17:00**  
**10:00 - 13:00**



JULY 2021

## BOOK OF THE MONTH!

### Social Media Secrets by Carolyn Boyes, 2020

Part of the Collins Business Secrets series, Boyes takes you through the social media secrets that business professionals use. This quick and easy-read guide will help you understand the fundamentals, and enhance the social media presence of your business! The book covers topics such as;

- Planning posts and campaigns
- Ethically position your business
- Post across multiple platforms (and which platforms work best for your business)
- Promote effectively and with style
- How to monitor your reach and responses and how to adapt for to achieve better outcomes.

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



# BUSINESS BOOKS AT BROMLEY LIBRARIES

Each of the Bromley Libraries has a dedicated selection of business books!

Why not search the Library catalogue to discover the full range of books and reserve a copy to collect from your closest [Bromley Library](#)?

Topics which might be of most interest include:

[Business Management](#)

[Accounting & Book Keeping](#)

[Web Design](#)

[Entrepreneurship](#)

[Social Media](#)

[Marketing](#)



To access this wealth of information, all you need is your Bromley Library Card – if you do not yet have one you can apply online [HERE](#) or visit any of our library branches.



## RESOURCES AVAILABLE THROUGH THE LIBRARY:

There are many free resources available to help expand your knowledge and confidence in starting a business! You can find them all listed on Bromley Libraries' website under [Online Resources](#)

We would like to highlight resources which we believe will be useful:

### COBRA (The Complete Business Reference Adviser)

here you will find information on how to start and run a business, the different regulation attached to your industry, as well as write a business plan and find grants etc.

NEWSBANK will give you access to newspapers from The Times and Telegraph to regional papers. Excellent for keeping up with news in your business sector as well the economy as a whole.

## OTHER BUSINESS RESOURCES

**Every month we will showcase different business resources to check out. Here are this month's spotlight business resources!**

**Contingent Works:** Based near Bromley Central Library, Contingent Works offers an array of essential business services including: work space, meeting rooms and podcast rooms in a Covid-secure environment. Furthermore, Contingent Works offers virtual office space (registered office address for businesses, phone lines and answering services). For full information on facilities available visit them at <https://contingent.works/>

**Jem Bahaijoub Consulting:** Marketing strategist and social media consultant Jem Bahaijoub Consulting is here to help you grow your business through the medium of social media. Through 1-2-1 coaching, as well as workshops, mastermind courses and team training you can gain the wide knowledge of marketing and assistance your business needs.

To view Jem Bahaijoub Consulting full services visit the <https://jembahaijoub-consulting.com/>

As always the **Bromley Council** website is a useful resource for [business support](#) and [networking](#)

Follow us on social media for Start Up Bromley updates



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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)

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

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