

SUPPORTING BUSINESS AND ENTERPRISE OPPORTUNITIES IN HARTLOPOOL

Meeting Space for Hire

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Business Support Makes Difference to Local firms

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Hartlepool Website's Live

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The Business Plan

A business plan shouldn't ever be confusing or difficult, uite simply, it should describe the business' objectives, its strategies, the market it's in, or aiming to be in and its financial forecasts.

Going through the process of writing the plan should focus your mind on everything from where the business will be based to where you are going to find your first customer.

It is also a blueprint for the future development of the business that potential investors will want to read before they lend to you.

Your business plan should include:

- An executive summary
- A description of the business
- A marketing and sales strategy - who you think your customers are going to be and how you are going to reach them
- Information on your management team and personnel
- Information on your operations, including your business premises, your IT and management information systems
- Financial forecasts - how much you need to start the business and where you are going to get this money from, how much you think the business is going to make and what salary you plan to take, etc

After the business plan, you should consider writing a marketing plan, which sets out how you will target and interest potential customers in your product or service.

There are lots of sources of advice and support through business support organisations such as Business Link, so you should make use of them too.

Hartlepool Enterprise Team can help you with your marketing and business plans and you may also be able gain additional support, attend start-up events or courses which cover writing a marketing plan as part of their content.

Hartlepool Borough Council Key Business and Enterprise Contacts:

Saburre conubium santet optimus pretosius rures, etiam incredibiliter utilitas syrtes corrumperet verecun
TEL: 01429 123 345

Saburre conubium santet optimus pretosius rures, etiam incredibiliter utilitas syrtes corrumperet verecun
TEL: 01429 245 346

Saburre conubium santet optimus pretosius rures, etiam incredibiliter utilitas syrtes corrumperet verecun
TEL: 01429 306 345

Saburre conubium santet optimus pretosius rures, etiam incredibiliter utilitas syrtes corrumperet verecun
TEL: 01429 245 741

GET SERIOUS

to start a new business or grow an existing enterprise in Hartlepool



Hundreds of businesses have started or grown in Hartlepool in the last five years, contact us to see how you can join them

THERE'S NEVER A BAD TIME TO START GREAT BUSINESS

Hartlepool Market Hall was officially re-launched in September last year when Mayor Stuart Drummond and Hartlepool United footballer Adam Boyd cut the red ribbon.

The market hall, in the town's Middleton Grange Shopping Centre had become run down and was previously dilapidated with nearly twenty empty stalls, but it has been given the kiss of life whilst offering a home to a dozen new businesses, who have come to its rescue.

And now, following a six-month stint of help and support from the council, all but two of the new tenants have agreed terms to man the stalls on a permanent basis.

Mick Emerson, Principal Economic Development Officer at Hartlepool Borough Council, said: "We would have

considered half of the new tenants staying as a success, but to have nearly 80% is fantastic. It's a real testimonial to the fact that with the right help and support, somebody to bounce ideas off and offer advice, that businesses can start and flourish in the current climate.

"We know there are some great businesses here and hope the people of Hartlepool will continue to support the campaign and will pop into the Market Hall and have a look around, seeing what these businesses offer."

A new enterprise set up by the council will also be taking control of two stalls to help entrepreneurs test trade their business as footfall in the hall increased by 10% thanks to the new development.

Hartlepool Mayor Stuart Drummond, who

has been behind the project from the start, believes it will continue bring a welcome boost to the town's retail economy. He said: "It is a fantastic project and one which I believe could become a model for councils across the country. We have had a lot of positive comments from the existing stall holders about the plans and hope that we can entice shoppers to go into the indoor market once again with plenty of new retailers."

Andrea Miles, Hartlepool Enterprise Centre Manager, added: "There were always going to be people who were wondering whether the project was going to be worthwhile.

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Hartlepool leads the way with business and employment support measures

In the present climate a lot is being said about cut backs and the lack of support that may continue to exist at a regional or indeed, at local level.

And whilst Hartlepool isn't immune to having to make cut backs and savings, when it comes

to business start up and growth we have tried to be innovative in putting together a whole range of measures for businesses of all sizes. The message is clear - we are here to help. To discuss your business ideas and needs call the team direct on 01429 867 677.



Q&A

If you are considering starting a new business or growing an existing one then it pays to be as well informed as possible. In this issue, we answer some of the most commonly-asked questions that are put to Hartlepool Enterprise Team on a regular basis



I wish to set up my own business in and would like some help. Who can I contact for support?

Starting a new business is both exciting and rewarding, but it is also full of challenges. The level of commitment that you will need should not be underestimated. If you feel you are up for the challenge you could always visit Business Link. They can help with various things by offering support from professional business advisors to help you resolve any problems you may have with marketing, planning, legal matters, health and safety and recruitment. If you live in the area you could also contact the Hartlepool Enterprise Team whose contact details can be found in the signposts at the end of this article.

My business is currently thriving and I feel it is time to expand. How could I do this and who could I turn to for support?

The important thing to remember when expanding your business is that taking giant steps is not always the best option; it is often the little steps that have large impacts in your business and usually have a lesser risk associated with them. There are many which you could work towards to help grow your business. You could work to strengthen customer relationships, using or developing your ICT skills (information & communication technology, for example computers) or developing new products for import and export. For more information visit the "grow your business" section steps you can take in order to achieve growth such as developing of the Business Link website.

I would like a little bit of financial support. What am I eligible for?

Whether you are setting up a new business or an established growing business you may be eligible for a grant in one of the following areas; towards expenditure on capital equipment, to provide a contribution towards business rates, the creation of employment or security works. These are just some of the areas where grants are available, for the full list visit www.tinyurl.com/y9tks8e

Are there any business forums or networking groups in Hartlepool for my business to join?

There is a number of business forums and networking groups actively operating in

Hartlepool and they offer many benefits for their members. Some of these include The Hartlepool Economic Forum, The Hartlepool Business Forum, Enterprising Hartlepool and The federation of Small Business. Contact details for all of these can be found in the signposts on this page.

I am looking for a location to establish my business in. What is available in Hartlepool?

Within Hartlepool, there are various ways to acquire business premises for your new business. Hartlepool offers a rich mix of opportunities for obtaining suitable premises by leasing or buying. Properties can be found in the form of start-up managed workspace, workshops, industrial sites, retail outlets and office accommodation. For information about what is currently available visit www.investinhartlepool.com/vacant-property-database

I wish to establish a business that I can operate from home. Do I need any special permission to do this?

Trading from home can be particularly suitable for new businesses, allowing them the opportunity to build up a client base and generate an income before being in a position to own or lease business premises. If you feel operating from home would be best for you, there are some legal and financial rules you must comply with. For instance in some cases you may require planning permission, although this is not likely to be required for a home office. To find out whether or not you need to apply for anything visit www.businesslink.gov.uk

If I am going to establish a business will I have to pay any kind of fee?

If you are operating your business from a commercial property, you are required to pay business rates. Business link provide a wealth of information regarding all aspects of business rates including information about rateable value, the bill itself and how changing or moving your business will effect business rates. If you are starting a business, the site has a dedicated section providing information on how business rate work and a facility that enables you to estimate your rates bill. Visit the section at the following address

www.businesslink.gov.uk

I am about to start my business but I have little idea about how much the initial costs will be. Where can I find out more?

Every business is different and has its own specific cash needs at different stages of development; therefore there can be no generic way of estimating initial costs. Some businesses can be started on a shoestring budget, while others may require considerable investment in inventory or equipment. It is vital to know whether or not you will have enough money to start your business. The most effective way to calculate your start up costs is to use a worksheet that lists the various categories of cost (both initial and running) that you will need to estimate prior to starting a business. If you feel you will require some help then you could contact your bank. Most banks have dedicated advisors to help you with these kinds of matters.

I am trying to start a business but I feel buying the equipment I need may have too large an effect on my finance. Are there any ways around this?

Many people find that they feel they are ready to start a business but their budget does not stretch as far as they might like. Often a way around this is to lease the equipment instead of buying it. Sometimes leasing equipment, instead of buying it, can be the best option for your business. However, there are many variables that should be considered, including cost, use restrictions, legal parameters and others. These restrictions will vary from one piece of equipment to another and it could also vary from one company to another. Alternatively you could always postpone starting your business until you feel able to afford the equipment safely.

Hartlepool Enterprise Team,
Hartlepool Enterprise Centre,
Brougham Terrace,
Hartlepool. TS24 8EY

Email: info@investinhartlepool.com
Tel: (01429) 867677

CALL THE ENTERPRISE TEAM TODAY





Business Success starts with support - and knowing you're never really alone

There's a well know saying that states that there's 'never a bad time to start a good business' and it's as true now as it ever has been.

When market and employment conditions are uncertain as they are now, then starting your own business may be an option worth examining.

Andrea Miles is Manager of Hartlepool Enterprise Centre and she says, "In an economic downturn, overall economic activity decreases and as a result, businesses could very well experience falling sales, cash flow problems, employment freezes or redundancies. However, in such a climate there are also opportunities to be exploited with the right help. According to Business Link and other sources of advice, a well-thought out business idea, proper sourcing of finance and good business planning can ensure that a business has the best chance of success from the very outset - and by choosing the right type of business and conducting it in the right way taking advantage of the help on offer, your business could actually thrive - even when economic conditions are tough.

"It can be an important step just to realise that help and support exists. Many of the businesses in the Enterprise Centre can have the same sorts of issues and it can be a huge relief when they find out they're not really alone. Somebody somewhere will have been faced with similar decisions and problems and sometimes, it's just a case of recognising this and pointing them in the right direction for the help they actually need."

For more information on Hartlepool Enterprise Centre, contact Andrea Miles direct on 01429 867 677 or email andrea.miles@hartlepool.gov.uk

Supporting business and enterprise at all levels

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HARTLEPOOL ENTERPRISE: Starting Out

If you need to raise money to start up your business, there are various options open to you, including:

- Using personal money - such as savings, redundancy payments or even a pension windfall.
- Approaching a bank or business investor for a business loan - this may be more difficult during a credit crunch or downturn. Any lender will want to review a detailed business plan before loaning any funds. Here in Hartlepool the Enterprise Team can often help you use your business plan to get funding.
- Applying for a grant - there are many business grant schemes nationally and locally and here in Hartlepool we have taken the view that one size shouldn't fit all, so we have geared every thing to different industry sectors and project scales. But you should be aware that because of the work involved, applying for a grant may take some time.

Our top five tips on getting finance for your business idea are:

- Make sure you have a well thought out and realistic business proposal. Have you calculated the money needed to start up properly?
- Think about and plan your ongoing budget carefully and be realistic.
- Start to plan your personal finances by cutting back - think about costs, living expenses and where you can make the biggest savings, as your business will need this as capital.
- Make time to do your market research. It helps to show you are serious about your business
- If you're asking for grants and loans then be prepared for answering probing questions

Hartlepool's Enterprise Team can help you:

We believe that every single business should be given the chance to start up and then grow. We have a range of options that we can call upon to support you and your business idea.

To find out more call Mick Emerson today on 01429 867 677.

Hartlepool

