

LOVE
Loughborough



The Loughborough BID

LOVE LOUGHBOROUGH BUSINESS SUPPORT PROGRAMME

Love Loughborough is the registered trademark and business name of the Loughborough Business Improvement District (BID)

Programme Details

The purpose of this support programme is:

- To provide a tailored support package for new start-ups and recently established businesses through a selective process that identifies suitable businesses and helps them to become successfully established within the Loughborough BID area.
- To assist and support University-generated graduate and undergraduate business ideas that have received support from different departments at the University and which may be suitable for a High Street presence.
- To support the aims and objectives of the Healthy High Streets programme:
 - To reduce the number of empty shops
 - To increase employment in the area
 - To increase footfall
 - To generate pride in the area

The main focus will be on micro businesses, small and medium size, with specific emphasis on businesses looking for properties for a rateable value of under £12,000.

The Business Support Programme has three elements:

1. **A free signposting service** available to new business ideas, start-ups, and existing businesses looking to expand, which do not require specific advice, training or support.
2. **A support package for start-up businesses**

3. **Business Support for existing businesses within the BID area** (up to three years old)

1. **Free Signposting Service**

- A list of all available properties in the BID area with details of rent, rates, size, planning status, agent, landlord etc. available from landlords and agents websites.
- A link through the BID website to Charnwood Borough Council Regulatory Services including contact details and a link to the LLEP Business Gateway.
- Information on available sources of business funding and advice with associated web links

2. **Support package for business start-ups**

As 1. above plus:

- **Assessment of business support needs.**

The assessment will be carried out by an expert panel. This will include the creation of a tailored package of support measures drawn from the initiatives below and the creation of an agreed Action Plan

- **Financial advice**

Three free one-hour sessions with a specialist business advisor at Santander covering business planning, financial planning, cash flow and access to finance

- **Legal Advice**

A free one hour session with a commercial lawyer at Hawley and Rogers including advice on commercial leases, legal responsibilities etc.

- **Insurance Advice**

A free one hour session with an Insurance Assessor at the Independent Insurance Bureau

- **Social Media Training**

One to one mentoring and support from a trained student advisor in association with Loughborough Students Union. The support will include how to use social media like Twitter and Facebook to grow and develop your business

- **Adapting premises**

Advice on available assistance for modifications or improvements to premises

- **Finding premises**

Introductions to local landlords and agents, advice on suitability of premises and location, advice on business rate relief and assistance in negotiating terms and conditions.

- **Try A Trade**

For businesses not yet ready to take on premises they can trial their business as a pop up or on a Market stall. We will source space for a pop up and through the Borough Council we will offer a free Market Stall for free on one Market day and then at a 50% discount for three months

- **Advice on Rules and Regulations**

A free session with a specialist advisor at Charnwood Borough Council including details of necessary planning permission, advertisement consent, building regulations, food hygiene rules and access to food hygiene training.

- **Digital Skills Training**

A three-module course delivered by People1st in association with the National Skills Academy for Retail and the Association of Town and City Management. The three modules, delivered by specialist trainers, comprise “Understand your Customer and Digital Marketing”, “Develop your business Online” and “Grow your business through Social Media”

- **Retail Training/Mentoring**

Delivered by consultants Kerching Retail we can offer one to one advice and mentoring, a “mystery shopper” assessment of an individual business or retail master classes for a group of businesses.

- **Business Support Manual**

Businesses will be offered free access to the business support material on the Kerching Retail web-site which will all be provided in your own printed folder packed with useful tips, tricks and advice on all aspects for retailing for start-ups and recently started retailing businesses together with local Loughborough material.

- **Peer Mentoring and Support**

Businesses will be offered mentoring and support and business visits and familiarisations from BID Board businesses and our partners in the BiTC Healthy High Streets campaign

- **Services from BID/Love Loughborough**

Businesses will have access to the full range of BID/Love Loughborough services, including:

- Free Recycling collection
- Entry in the Love Loughborough business directory
- Personal access to the Love Loughborough Business web site
- Membership of the Love Loughborough Loyalty Card scheme
- Free hanging baskets or troughs for Loughborough in Bloom
- Free Christmas Lights

3. Business Support for existing businesses within the BID area established within the last three years.

As 1. and 2. Above plus:

- Business Performance review and development of Action Plan, Business advice on a one to one basis or as a group. The aim will be to assess how the businesses have progressed, identify problems or blocks and to devise an Action Plan to help them to grow further.

This programme is supported by

Charnwood Borough Council

Leicestershire County Council

Business in the Community

Loughborough Chamber of Trade and Commerce

Leicester Shire Economic Partnership

Federation of Small Businesses

Growth Accelerator

Loughborough University

Loughborough Students Union