



Business Support

Update for Spelthorne Economic Development Committee Meeting

12th January 2023



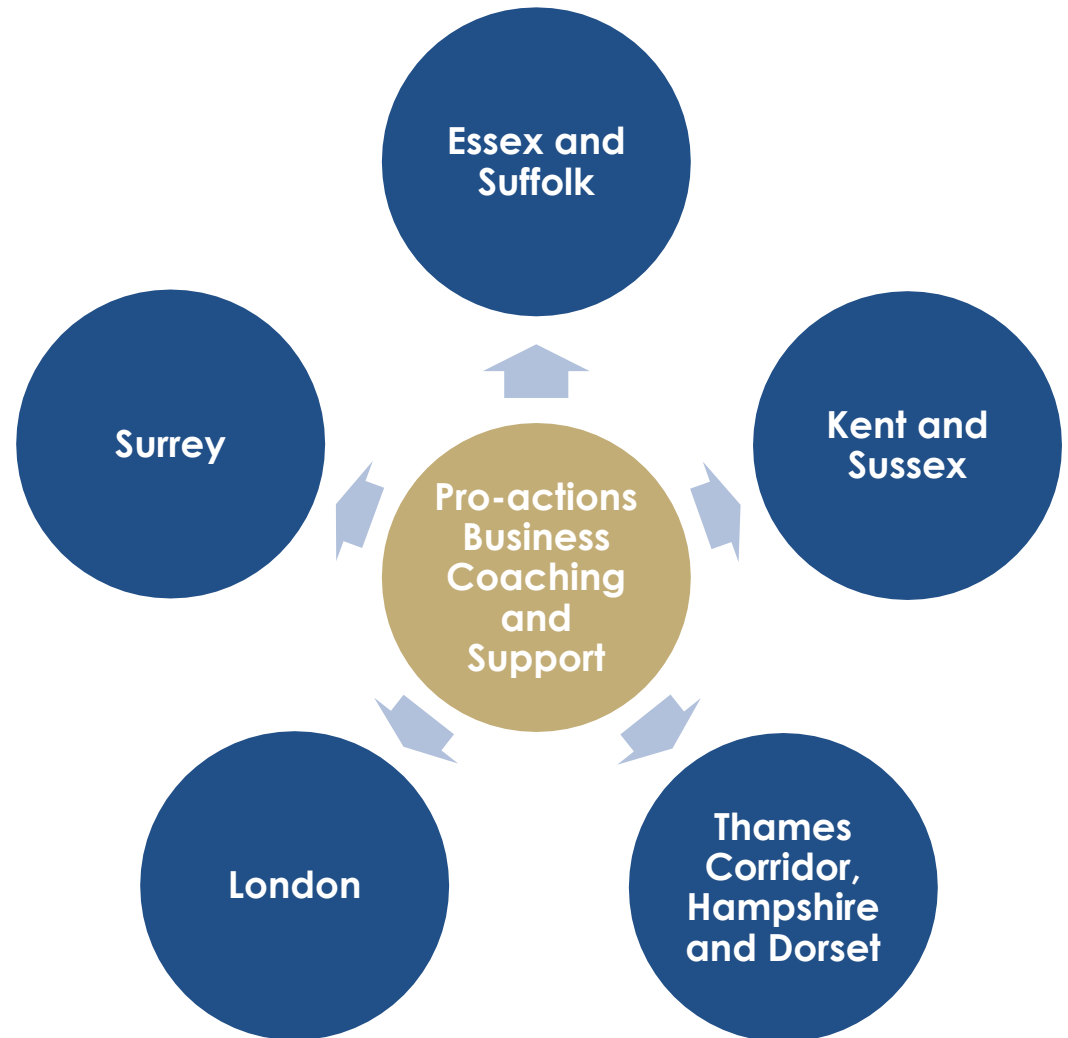
A bit about us

Founded 2007

Central hub and regional spoke model

Geographically focused on southern UK

Passionate about helping SMEs to achieve their potential



Pro-actions: We support SMEs to grow profitably

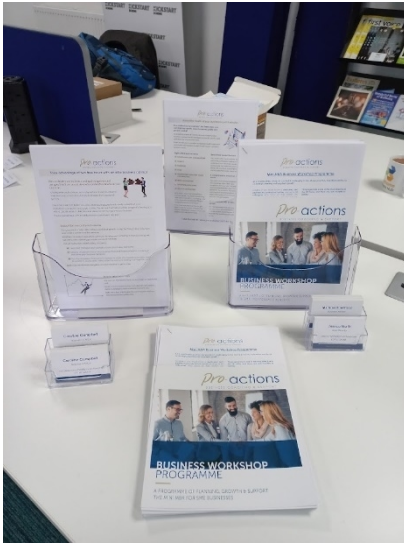
We work alongside business owners as friend and critic.

We guide, support and mentor to help achieve business and personal goals.

We help businesses that are:

- ✓ In distress and turnaround
- ✓ Planning for growth
- ✓ Enduring growing pains
- ✓ Enduring specific pain points
- ✓ Preparing for exit
- ✓ Needing to manage or negotiation corporate transactions

Free Business Learning Seminars



Council Objectives

- Deliver professional business advice
- Support business growth
- Reduce business failure (deaths)

Scope of Delivery

- 1-2-1 Business Support → 74 businesses advised

Plus

- 2 x Business Skills training workshop courses (3 x 2 hr sessions)

Dedicated space at the Spelthorne Business Hub



Just some of the businesses coached



Apprentivia



MARTIN&CO



Busy Bees Honey



CLEANLINE INSTALLATIONS LTD
CAPABILITY IN COMMUNICATIONS



Business Sectors

Referred businesses	64
Health, fitness, wellbeing	8
Beauty treatment	5
Product sales B2C	11
Product sales B2B	2
Hospitality	4
IT	6
Design, interiors, architecture	5
Fashion, clothing	2
Other services	18
Withdrawn	3

Business Topics Coached

Biz Plan	Mktg	Sales	Bud & Fcst	Cost & Pft	Org Str	Gov	Mgmt & Lshp	Exit	Fince & Fund
32	39	28	30	20	21	12	15	7	3

Bench Marking

Difference pre Vs post coaching

Business Name	Confidence Score +/-	Business Health Assessment % Point +/-
Verve Fitness	+2	+10
Indian Zest	+1	+42
Paladin IT	+2	+17
Helen Unwin Coaching	+3	+9
Pemberley Design	+3	+37
Smart Clin d'oeil	-	+70
A.R.C. Property Main	+1	-
Alexander Hire	+2	-

Bench Marking

Difference pre vs post coaching

Business Name	Confidence Score +/-	Business Health Assessment % Point +/-
Aishwayra Intl	+3	+22
Cleanline Installations	+2	+21
Educational Play Env.	+2.5	-5
Steph's Holistic Therapy	+2	+30
Ashford Osteopathic Clinic	+6	+52
Totally Tangerine Cookery	+2.5	+12

Bench Marking

Difference pre vs post coaching

Business Name	Confidence Score +/-	Business Health Assessment % Point +/-
Families Living Together	+1	+21
Cocoon Kids	+1	+10
ECFIO	+2	+10
Crick Heitman	+2	+19
Aspiring Apprentice	+4	-12
Manning's Clothes Care	+2	+39
Hitchcock Architects	+2	+8

Client feedback

"The sessions provided new ideas and a structured approach to marketing our products & services"

Stephan Sarjanston, Cleanline Installations

"As a new director, it's helped me strategise & see clearly. The focus on costings and profit was extremely valuable".

Dayna Woodcock, Galaxy Pay

"The sessions were well managed, effectively structured, and overall achieved some very important business objectives"

Dominic De Lord, Crick Heitman

"I was able to set annual business goals and understand how to break these down into actionable tasks"

Steph Sloan, Steph's Holistic Therapies

Client feedback

“I needed someone with more experience to share ideas, bounce off with, having someone else hold you accountable.”

Catherine Hayes, Totally Tangerine Cookery

“Increase in practical awareness; P&L planning, ability to forward plan, cost control”

Rob Manning, Mannings Clothes Care Ltd

“Took a step back to look at the business rather than focus on the day to day”

Adam Barton, Educational Play Environments

“Clearer direction of where business is going”

Matt Hamilton, 360 Ultimate Fitness

Client feedback

"They helped me get clear on where I am heading and create a list of key milestones to help get there."

Helen Unwin, Unwin Coaching

"Since you helped me define our Vision, Mission & Values, this has made such a difference. I've been able to speak with total confidence about the business to potential clients and other business owners".

Rix Banga, Rx Design

"The advice and support felt like it came in manageable chunks and, most importantly, they continue to make a big difference for us"

Helene Griffin, Cocoon Kids

"Increase in practical awareness in P&L planning, ability to forward plan and cost control"

Rob Manning, Manning's Clothes Care

Summary

1. 70+ businesses coached
2. Positive engagement from attendees
3. Positive impact on business skills and confidence
4. 6 continuing to work with Pro-actions
5. No business deaths
6. Universal positive feedback
7. Working relationship with Spelthorne team
8. Professionalism of Pro-actions team