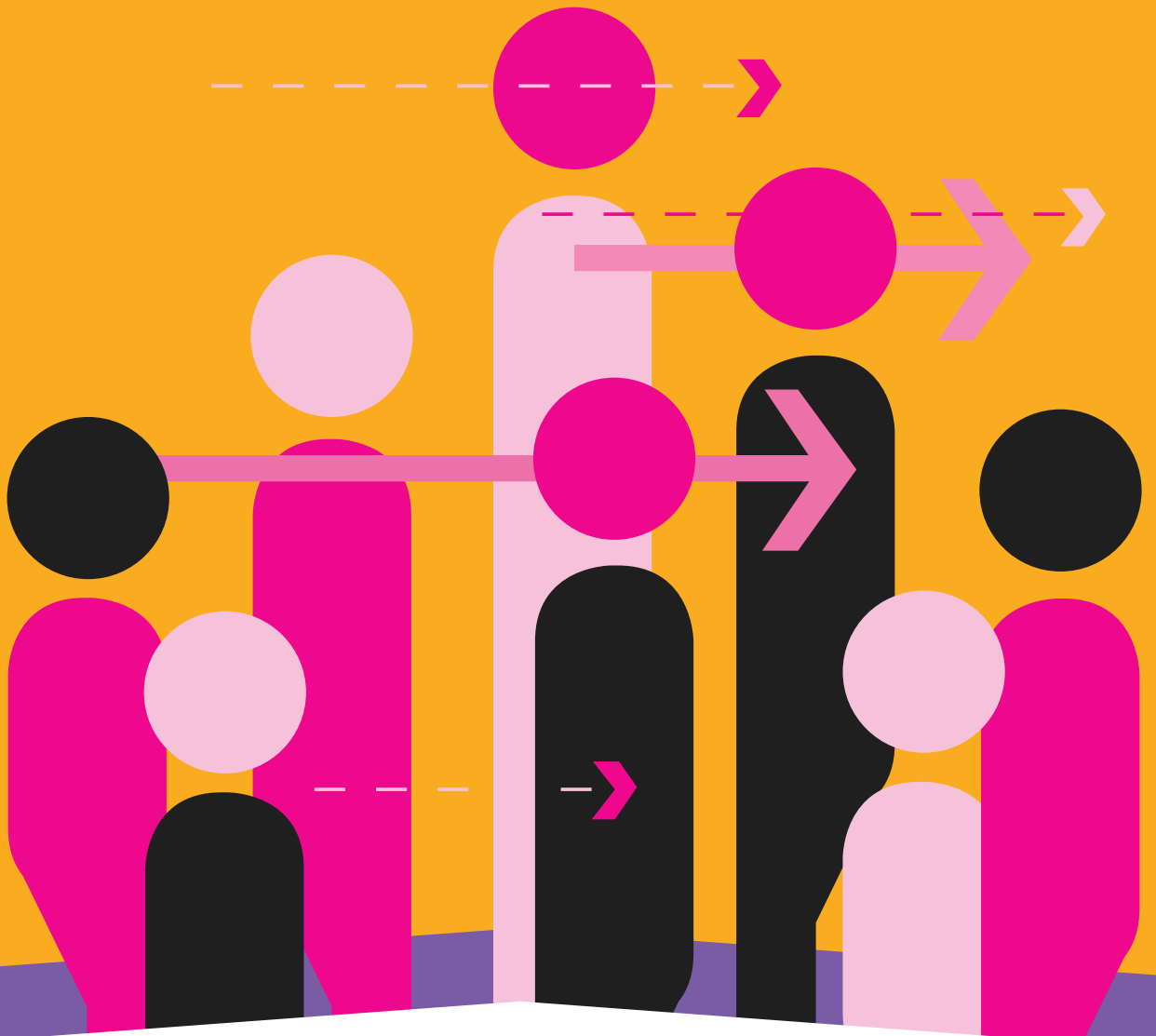


STARTUP CROYDON

A Croydon Business Venture

2016/2017 Impact Report



We are proud to be part of and work with the following organisations:



2016/2017 Impact Report

Founded in 1983, StartUp Croydon – A Croydon Business Venture has been helping people realise their dreams of starting and running their own business. Since becoming a registered charity in January 2012, with a particular focus on helping those who are unemployed, StartUp Croydon has delivered 55 training courses to over 800 participants and over 300 1-1 advice sessions to new businesses.

Since 1989, we've:

Provided affordable office accommodation for startups and small businesses in Park House and Acorn House/ Weatherill House.

Delivered courses and information events for students in local schools and Croydon College and offenders in HMP Downview.

Delivered the RBS Inspiring Women In Enterprise programme and assisted 114 women to develop their business idea.

Over the last 12 months StartUp Croydon has:

Supported social enterprise Humanutopia in the delivery of their Be The Change pilot programme for disengaged secondary school age children.

Provided entrepreneurs and small businesses with 192 hours of free business advice.

Delivered 11 new business training courses to 152 people, 39 of which were unemployed.

Raised awareness of the charity through sponsoring the Best New Business Category of the Croydon Business Excellence Awards in 2015 and 2016.

Hosted free networking and enterprise development events for Young Enterprise, University of the Third Age, Croydon Enterprise Plus and First Friday.

Our impact in 2016

78%

Of participants were more prepared to start their own business

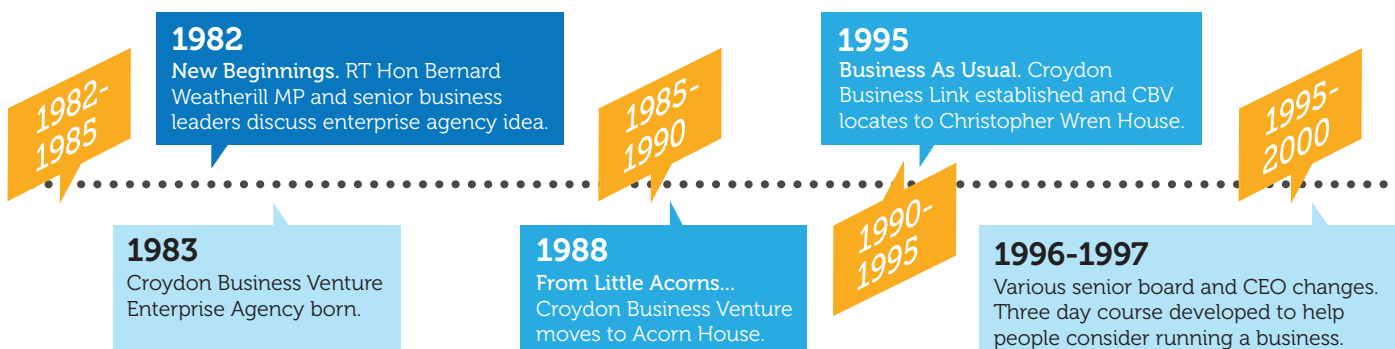
70%

Of participants were more confident in starting their own business

97%

More committed to starting a business

The StartUp Croydon Journey



Our Learners

152
participants

70%
women

63%
BAME

49%
aged 40-59

Additional Stats:

12% increase on previous year

54% from Croydon

26% unemployed

4% disabled

16% already trading

45% aged 25-39

"So much is packed into three days: relevant legal advice, business start-up basic know-how and processes that make maintaining and growing a business possible."

"I have already started my business and I am looking to grow it. So this course was very helpful both for a refresher/ review in certain areas and areas to strengthen or add."



2003
New Opportunity. Discussions begin on development of new business centre - Weatherill House.

2005-2010

2012
A New Dawn. Croydon Business Venture achieves charity status.

2014
Weatherill House opens.

2015-

2016
Croydon Business Venture rebrands to StartUp Croydon.

2000-2005

2008
Central Offering. Park House Central opens in central Croydon providing 16 offices.

2010-2015

2013
RBS Inspiring Women in Enterprise programme helps 114 women entrepreneurs.

2016
StartUp Croydon wins Enterprise Support Organisation of the Year.

Supporters:

- Barclays Bank
- NatWest
- South London Export Club
- Coast To Capital
- Croydon Council
- Shaking Hands
- Croydon Chamber of Commerce
- Federation of Small Businesses
- HSBC
- National Enterprise Network

"The skills I have learnt are transferable to anything as regards life - family, business, community."

"This course was very informative and I believe I would be very successful due to the information received."

"This course exceeded my expectations by far. The content, presentation and environment were superb. Thanks a million."

"It was a very good course with lots of invaluable information presented by skilled and friendly communicators."

Notable successes...

Cronx Brewery – providing locally brewed craft beers and ciders.

Quiver Design - a thriving creative studio including branding, augmented reality, sales promotion, marketing communications and moving image.

QuidCycle – an innovative and award-winning tech business providing finance.

Raising Great Aspirations* – a social enterprise advising and working with young disengaged people.

Total Support Services – a commercial contract cleaning company now employing approx. 3000 staff across the UK.

Hello Gorgeous* – a start-up make-over and photography studio with two Croydon based studios employing over 15 people.

Jade Green Events* - a local events company providing event management for major clients including the MOBO awards.

Rainmakers Worldwide* - a social enterprise helping young people.

* RBS Inspiring Women In Enterprise participants

