

List of Resources for SME's and Charities

Follow-up to Stay Visible, Stay Viable, Stay Profitable (9th July 2020)

Thanks for attending today's event. If you'd like to get in touch with the South East Digital Skills Partnership, email james.wilkinson@southeastlep.com or drop us a line via the [website](#). We can connect you with our Co-Chairs, Working Group Leads or wider partners, to ask questions or help to establish new collaborations and partnerships to boost residents' digital skills across East Sussex, Essex and Kent. And, if you're sharing news relating to digital skills in the South East, don't forget to use the hashtag #DSPSE.

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SPEAKER INFO

David Taylor

DNASix (and Co-Lead SE DSP SME/Charity Working Group)

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W: www.DNASix.com

Digital skills and business communications company DNAsix offers a range of resources to help SMEs survive and thrive after Covid19:

- A FREE online digital 'healthcheck' for your business: <https://en.dnasix.com/courses/dnasix-healthcheck>
- 30 FREE self-help videos aimed at helping businesses to create their own tailored communications plans
www.facebook.com/pg/dnasix/videos
- 1-2-1 coaching and support through our expert advisors
- An online digital mastery programme called Communicator – <https://en.dnasix.com/courses/dnasix-communicator>

Jane Knight

Successful Mums (and Co-Lead SE DSP SME/Charity Working Group)

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Jane Knight is founder of Successful Mums Academy. Jane and her team have supported over 6,000 women after a career break taking them through accredited training programmes and connecting them with forward thinking employers. A teacher, career advisor and coach, Jane has worked in further education, funding policy and apprenticeships for 20 years. Successful Mums offers basic, intermediate and advanced digital training programmes along with apprenticeships for women returners.

Working with a range of employers including Direct Line Group, Sainsburys and St. James's Place, employers can benefit from this inclusive partnership to support women returners. Take a look at us on LinkedIn, Instagram, Twitter and Facebook.

Paul Obey

T: 07776 230230

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W: [Linkedin.com/in/pobey/](https://www.linkedin.com/in/pobey/)

Paul Obey is a chartered accountant who advises companies on financial, operational and strategic matters. Paul has extensive experience in the property, hotel, retail, care home and social media / communication sectors. Paul also provides leadership training focussing on how leaders can influence, engage and inspire through the power of storytelling and how best to deliver difficult business messages in an effective way and still develop productive business relationships.

Damian Corbet

The Social C-Suite

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W: <https://thesocialcsuite.net/>

Damian Corbet is a social media strategist, consultant and writer with over 20 years' experience in public relations and communications. He founded The Social C-Suite to help senior leaders get the most from social media and thrive in the social age.

Damian regularly speaks at conferences and leadership events on the subject of social leadership and offers social media training and coaching for leaders. He also regularly interviews CEOs for his blog. His book, The Social CEO, was published by Bloomsbury in 2019, and is available [here](#). Connect with Damian on Twitter (@DamianCorbet @TheSocialSuite), and on LinkedIn (@damiancorbet).

Lucy Hall

Avviso Media/Digitalwomen.live

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Lucy is Director of Avviso Media and founder of Digital Women and SocialDay. Also a Facebook and EnterpriseNation She Means Business Ambassador and Facebook Blueprint Lead Trainer. Lucy was named women in tech role model of the year 2019.

Today she works as both a community builder and leader and strong advocate for educating women with digital skills through DigitalWomen as well as heading up sales and commercial initiatives for both Avviso Media and SocialDay. Having great experience in sponsorship, marketing, media and targeting means she is able to help businesses & agencies find the right solution for connecting with key audiences through digital and social advertising.

Route

Ben Dascombe

T: 07932 770337

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Partnering with Route will give you the confidence to make the right decisions and choose a way of marketing that suits your customers and your business. We provide experienced, insightful and precise strategic planning and measurable, responsive and efficient implementation, putting you in control and delivering increased brand awareness and customer engagement, connections with the right customers through the appropriate channels, time and money savings and real value. For more information about the team's work, including case studies, head to our website.

Laura Brookes/Dr. Audrey Guinchard
ESRC Business and Local Government Data Research Centre

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E: BLGDataResearch@essex.ac.uk

W: www.blgdataresearch.org

Organisations are collecting more data than ever but aren't harnessing its full potential. Through funding from Data Analytics Innovation Vouchers, you gain exclusive access to renowned data researchers. Their expertise unlocks the power of your data.

Register for our upcoming webinars too, including 'How data has shaped the world's approach to COVID-19' (15th July), 'Bounce back from COVID-19: How to conduct a data audit' (26th August) and a two-part 'GDPR Masterclass' (29th and 30th July), that will teach you everything you need to know about data protection, at our website, www.blgdataresearch.org.

INFO FOR CHARITIES

BiTC

businessresponsecovid.org.uk

Business in the Community is the oldest and largest business-led membership organisation dedicated to responsible business. We inspire, engage and challenge members and we mobilise that collective strength as a force for good in society. The National Business Response Network connects business support to community need in the COVID-19 crisis.

CAST

cast-training.thinkific.com/courses/online-design-hop-2

Step-by-step interactive workshop. Helping you redesign your service for online access. CAST's Design Hop workshop will show you a quick and effective way to redesign your service for digital access. It's interactive, experiential, at-your-own-pace and supportive, and divided into two parts.

Catalyst

[Thecatalyst.org.uk](https://thecatalyst.org.uk)

Catalyst exists to radically improve how digital is used in charities. You can access their services and view a list of resources on their website. Services include 'Digital Candle' for charities stuck on a digital problem, offering free, expert advice on any digital challenge, and Design Hops, helping charities to redesign their website or service for digital access.

Charity Digital

[Charitydigital.org.uk](https://charitydigital.org.uk)

Our sector has been hugely affected by the coronavirus outbreak, and many charities have had to accelerate the digital initiatives that were days, months or years in the making. Our evolving COVID-19 resource hub will help you get your team set up remotely, launch virtual fundraising campaigns, deliver your services online and much more.

Help us to help others. By sharing your COVID-19 concerns, questions and stories with us you can help other charities with similar struggles as you.

Charity IT Association (CITA)

[Cita.org.uk](https://cita.org.uk)

CITA's vision is a world in which charities can harness the full potential of technology. We achieve this by providing charities with access to affordable and trustworthy technology services to help them achieve their strategic mission. CITA provide consultancy services that typically fall into 3 categories – independent advice of effective IT, IT project management support and advice and the right skills for a successful IT project.

Charity Mentors East Sussex

mentoring-eastsussex.co.uk

Running a charity or social enterprise can be a challenging and at times, lonely job! Speaking with someone else to get a fresh perspective can often help. A Charity Mentor can make a real difference. Our mentors have been carefully selected to ensure that they add value to you the mentee and ultimately to your organisation. More focussed leadership, improved management and delivery of services, together with better targeted fundraising and a small selection of examples.

Coast Digital

Coastdigital.co.uk

Since 2002 we've been crafting intuitive user experiences and deploying creative digital marketing strategies that achieve outstanding results. We're a digital agency that takes pride in creating success stories. Driven by understanding your challenge; fanatical about data; inspired by user insight. Organisations can access a range of guides from Coast, including a guide to Google Ad Grants, and how eligible organisations can make the most of the scheme, and webinars focusing on topics such as creating an effective digital strategy.

Computeraid

Computeraid.org

Since Computer Aid's founding in 1997, we have brought access to technology to over 14.5 million people We want to build a world where everyone has equal access to technology. Non-profit organisations are eligible to apply to receive affordable computers, with prices starting at £55.

Cranfield

Cranfieldtrust.org

The Cranfield Trust believes in building successful charities. A national charity and the UK's leading provider of pro-bono business support for the voluntary sector, Cranfield have been adding value to the lives of people across the country, by providing free business skills to help build successful charities, for the last 30 years. With a network of over 1,000 highly-skilled volunteers from the commercial sector, sharing their knowledge and experience with charities, they've developed services to meet the growing needs of the voluntary sector.

DataKindUK

Datakind.org.uk

Our mission is to transform the impact of social change organisations through data science capacity building, for the benefit of the people of the UK and other parts of the world. Any social change organisation can drop by and talk to a data expert for an hour during our monthly office hours sessions, whether their issue is operational or strategic, well-formed or speculative.

We have provided advice and light touch support to more than 80 social change organisations through this scheme. Office hours is open to any non-profit organisation - charities, social enterprises, public sector bodies - based in the UK.

East Sussex Council

careerseastsussex.co.uk/advice/adult-jobs-skills/

If you're a charity working with unemployed people, you can find careers advice, information on training and insight into local employment sectors at the Careers East Sussex site.

Jobcentre Plus Opportunity (for organisations working across Essex, Southend and Thurrock)

<https://www.gov.uk/government/publications/local-partnership-opportunities-with-jobcentre-plus>

JCP have published an opportunity for public and voluntary sector organisations to help Jobcentre Plus move people off benefits and into employment. Jobcentre Plus would like to work together with partners to improve the job prospects for people and communities facing the most complex and intractable barriers to employment. This will focus on:

- immediate employment issues
- the prospects of future employment

Proposal can be Essex wide, however, we are particularly interested in unique local solutions for the very different communities across the county. View the link above for more information about the opportunity, including target population and application process.

BUSINESS SUPPORT AND FUNDING

AQ2 Production Ltd

aq2.info

I believe that short sharp video stories are the most effective way of keeping visible, viable and profitable. The story is the most important element, and I work with clients to turn "facts into engaging content". Last week I told a story of a homeless guy I helped, it was inspired due to working with local charity CHESS, about turning empathy into action. The story has gained nearly 50,000 views, almost 1000 reactions and about 80 comments in a week. I'd love to help others achieve the same results!

Attest

askattest.com

Here at Attest, we're in the unique position of having access to 100M+ consumers, across 80 different markets. We've been using our own platform to provide consumer insights in a time of unprecedented uncertainty. For survey results, consumer trends, and interesting stats sent straight to your inbox weekly, you can sign up for our Coronavirus Digest newsletter too.

British Chambers of Commerce and Your Local Chamber

britishchambers.org.uk

The British Chambers of Commerce sits at the heart of a unique network of businesses across the UK. The 53 Accredited Chambers which make up our network are trusted champions of businesses, places, and global trade. Together, we represent tens of thousands of businesses of all shapes and sizes, which employ almost six million people across the UK.

Working together, we help firms of all sizes to achieve more. You can find your local Chamber – one can be found in every region and nation of the UK – and access on-the-ground support.

BT- Skills for Tomorrow

Bt.com/skillsfortomorrow

BT have updated their Skills for Tomorrow campaign to address common questions for business owners – How do I keep my business safe from online fraud? How do I move my business online and start selling digitally? What's the best social media channel to stay in touch with my customers? BT are running a series of webinars, in partnership with organisations like Small Business Britain and Great British Entrepreneurs. You can find the list of sessions [here](#).

Capgemini

capgemini.com

We're living and working through unprecedented times. Here we bring together our insights and solutions across a number of sectors and business areas, to help you overcome the challenges you currently face – and to support you with preparation for the future. We will be updating this page with fresh content as the situation evolves over the coming weeks and months.

CBI

cbi.org.uk

We believe that business has the power to do good. To make a difference. When the economy booms, society prospers, and every business plays a part in protecting and growing that economy. They create opportunities, build, innovate and cultivate a better future for the next generation. That's the true purpose of business. And it's the CBI's purpose too. The CBI's Coronavirus Hub includes advice, guidance and what your business can do to help.

Deloitte

deloitte.com

Explore Deloitte's insights to help you manage and mitigate the risk associated with COVID-19. Our guidance aims to help you not only respond to this crisis, but recover and thrive. Find out too about Deloitte's programme of webinars.

Digital Boost

Digitalboost.org.uk

The South East Digital Skills Partnership is supporting Digital Boost - FREE Digital advice for small businesses and charities impacted by Coronavirus, provided by expert volunteers. Get in touch with the team to seek advice and support, or to offer your services as a volunteer.

East Sussex College Group

networksdesign.co.uk

NetWorks Design Ltd is a community focused Web & Design company specialising in supplying affordable design services to local small businesses and non-profit organisations. Working in partnership with East Sussex College, from their new Digital Hub at the Lewes campus, will enable us to provide a creative environment where local businesses can find design and build services at a price to fit their budget.

East Sussex Council – Funding Team

eastsussex.gov.uk/business/developing/finance/

East Sussex Council's Funding Team can provide advice and guidance around funding for small business. You can access information on their website (link above) or contact Veronique.poutrel@eastsussex.gov.uk.

Enterprise Nation

enterprisenation.com

Enterprise Nation is a vibrant community of small businesses and business advisers that exist to shortcut the route to trusted business support. Whether you're starting or growing a business, we have the resources, expertise, and connections to help you get it right. Access support at a selection of events held up and down the UK, or online via a dynamic platform that gets you to answers and advisers fast. You can sign up to subscribe to EN's weekly newsletter for free, or pay £10/month as a community member, giving access to a range of benefits.

Factory Internet

factoryinternet.co.uk

We're a small UK based firm, based in Hastings, East Sussex. We founded because we spotted a shift-change in the way IT Services are being delivered to people. We believe that for the most part, it's not very effective and it gets in the way of businesses operating rather than helping them get on with what they're good at. Offering free advisory services to SME's around tech, security and cloud software solutions.

Federation of Small Businesses

fsb.org.uk/join-us

Our mission is to help smaller businesses achieve their ambitions. Established 45 years ago, FSB is the UK's largest grassroots business campaigning group, which ensures the voice of small businesses is heard at the highest level across the UK, as well as providing business services and products to our members. Membership starts at £147/month, giving access to a range of benefits, including 24/7 legal advice, cyber security protection insurance and more than 500 template documents to help businesses thrive.

Generosity Bank

generositybank.com

Generosity Bank connects professionals with local small businesses for Skills Based Volunteering on a short term and one-off basis. The Generosity Bank platform allows small businesses to register their details and create a public Placement post, detailing the help they need and the skills they require. Volunteers follow a quick sign-up process where they select their skills and the type of small business they want to help, before searching through local businesses in their chosen area requesting assistance. The platform automatically alerts the small business when a volunteer applies through the site.

Google – Open for Business

grow.google/intl/uk

At the end of June, Google launched their new initiative 'Open for Business' that provides direct support to a million small businesses across the UK by 2021. Designed with a specific focus on helping businesses who rely on in-person interaction - such as pubs, restaurants, shops and hairdressers the package includes 10,000 hours of free 1:1 support and mentoring; support for small businesses to update their online profiles to help them be found by customers; £25 million in advertising credits for UK businesses, government agencies and NGOs; and free, live, 60-minute webinars to help local businesses adapt to the 'new normal'. Their free Google Digital Garage webinars are free for anyone to sign up to and cover a range of topics from digital marketing to live streaming. Further information [here](#).

#helpkentbuylocal (and Produced in Kent)

helpkentbuylocal.co.uk

#HelpKentBuyLocal is a campaign set up by Produced in Kent to support and promote the many independent local businesses who are doing an amazing job growing, producing, preparing, selling and delivering food and drink to the Kent community during the Covid19 crisis. The site shows independent food and drink businesses throughout Kent on an easy-to-navigate map: Buy Local (retail, farmers markets, producers), Support Local (food&drink serving hospitality: i.e. pubs, restaurants, cafes, tea rooms, B&B, hotels). Food and drink businesses can list for free until the end of this year.

The Hive Enterprise Centre, Southend

thehive.org.uk

All-inclusive services office accommodation and shared working space with state-of-the-art communications facilities, business support and a prime city centre location. Confidence is key as your clients start thinking about new ways of work and we're keen to work with you to boost that confidence. At The Hive Enterprise Centre, here in Southend-on-Sea, Essex, we've made sure physical distancing, enhanced health and safety standards and a more flexible approach to workstation layouts and office capacities, ensure we can work with you and your businesses as they rethink how they utilise space, look for new workspace solutions and in particular, where they can easily scale up or down on request.

Innovation Centre – University of Essex

essex.ac.uk/business/knowledge-gateway/innovation-centre

The confidence to succeed is a crucial part of your business plan. At Innovation Centre, Knowledge Gateway, we build the potential for success from the ground up; from flexible office, coworking, meeting and conferencing spaces to professional mentoring and support. All backed up by access to world-class research and learning at the University of Essex.

Institute of Directors (IoD)

lod.com

No matter how big, small, local or global your business is, whether you work from home or an office, the IoD is here to support you through the months ahead and beyond. The IoD Coronavirus Hub is designed to provide you with access to the latest Covid 19 business advice, information and resources you need to survive the pandemic and start to rebuild.

KPMG

kpmg/uk

We continue to navigate through the current pandemic and its increasing impact on business and the wider society. In order to support your business we will be hosting regular webinars where a range of both KPMG experts and industry experts will be on hand to discuss critical business issues related to COVID-19. If you would like to receive our resources in real-time via email, you can create an account on our preference centre and select "COVID-19 Insights".

Lloyds Bank Academy

lloydsbankacademy.co.uk/learnforbusiness

Launched by Lloyds Bank, the Academy is focused on helping residents and businesses improve their digital skills, and taking their business to a new level. Learn for Business includes a number of FREE, online lessons on subjects such as using social media for business, attracting customers and staying safe from fraud. Take a look [here](#) at Lloyds' upcoming interactive webinars, join [COVID-19 webcasts](#) covering financial and operational topics, including the human impact of the outbreak, or access their Coronavirus [business guides](#).

Low Carbon Across the South East (LoCASE)

locase.co.uk

The LoCASE project is still open to SELEP businesses with match funded grants (up to £10k, with the intervention rate of 40%) to improve process efficiency, business resilience, waste reduction and the other things that make businesses more sustainable. Visit the website for more details.

New Opus

<https://www.newopus.co.uk/>

A local and regional series of themed, online networking events. We will be exploring three main themes:

- Creativity – focusing on all aspects of the creative sector, such as film and music, with major economic as well as cultural benefits to the area.
- Innovation – encouraging a diverse range of new and expanding businesses of all sizes, to develop new skills and opportunities.
- The Built Environment – looking at best practice in the design and infrastructure of our towns and cities.

Take a look at the upcoming sessions, including 14th July which will be look at the connections between the film and music industry, and the opportunities – and challenges - of earning a living, especially in the current climate.

One Marketing

one-marketing.co.uk

One Marketing Limited is a creative, concept-marketing company providing project services for ambitious organisations of all sizes in the UK and beyond. Founded in 2002, we've built strategic alliances with some of the most forward-thinking marketing services providers. A complete project management support package. We are constant evangelists for digital marketing as a cost effective solution for businesses of all sizes providing measurable ROI. We've assembled a stack of resources to help SME's and Charities build, launch, measure and grow your brand.

Sage

sage.com

Delivering a number of webinars to help businesses understand the latest Government guidance and support available.

South East Business Boost II

kent.gov.uk (from where you'll be directed to your local organisation)

The South East Business Boost (SEBB) programme offers growth grants to small and medium sized businesses in Kent, Essex (including Southend and Thurrock) and East Sussex. The scheme aims to deliver investment to businesses across the South East Local Enterprise Partnership region. The programme can fund up to 30% of the costs of qualifying projects, with the remaining 70% being met by the business. Please note that business support workshops and 1-2-1 advice will be available later in the year.

South East Business Hub

[Southeastbusiness.org.uk](https://southeastbusiness.org.uk)

South East Business Hub is provided by the South East Local Enterprise Partnership (LEP) – the business-led, public/private body established to drive economic growth across East Sussex, Essex, Kent, Medway, Southend and Thurrock. SEBH can connect you with the services that match your business needs and help you make your mark in England’s most enterprising economy.

Through their portal you can access bespoke business support in your local area. Businesses in East Sussex, Essex, Kent, Medway, Southend and Thurrock can find information, advice, and access to finance.

South East Cultural, Creative and Digital Sector (SECCADS)

southeastcreatives.co.uk

This project provides sector-specific business support and match funded grants (up to £20K, with the intervention rate of 35%). For more information about how SECCADS could potentially support your organisation visit their website or contact SECCADS@thurrock.gov.uk.

Southend-on-Sea Borough Council

southend.gov.uk

Southend on Sea Borough Council continues to accept applications for the Small Business grant, Retail, Hospitality and Leisure grant, and the Local Discretionary grant. The Discretionary grant gives priority to businesses in shared spaces, businesses in industrial unit or warehouse, B&Bs, charities, nurseries, independent care homes, and market traders. Further criteria apply.

The best way for Southend businesses to stay updated with local developments, grants information, events, and other business support services is to subscribe to Southend Business Partnership (SBP). Free subscription via website (www.businessonsea.co.uk), email (economicd@southend.gov.uk), or message us on facebook (@businessonsea) with your business name and contact details.

Businesses in the tourism sector can now find key information and resources to help them reopen safely at www.southendtp.co.uk.

tech Uk

techuk.org

techUK is the UK’s leading technology membership organisation, with more than 850 members spread across the UK. We are a network that enables our members to learn from each other and grow in a way which contributes to the country both socially and economically. We’ve developed our COVID-19 Information Hub, containing a range of advice and resources.

Three Sixtee

Threesixtee.co.uk

Three Sixtee is a digital marketing agency based in London. We partner with ambitious brands of all sizes, to creatively solve immediate business challenges and set the foundations for continuous growth. You can access free webinars, delivered by Abbey and his team, via their site.

Together Networking

facebook.com/TogetherNetworking/

Together Networking is one of a number of networks that have grown exponentially through the COVID-19 outbreak, offering business support, free webinars, weekly updates/news and a sense of community, in this case, for small businesses in Kent.

University of Kent

kent.ac.uk/enterprise/c19busrecovery

At the University of Kent, we are running a series of free webinars focused on SME recovery from the COVID-19 pandemic. These are delivered by academics from across the institution and range from the future of tourism to cyber security and online wellbeing. The full list can be found [here](#).

LEARNING RESOURCES

Cisco

netacad.com

Cisco Networking Academy transforms the lives of learners, educators and communities through the power of technology, education and career opportunities. Available to anyone, anywhere. We're currently providing assistance for you to teach and learn remotely. Cisco's Network Academy has a list of online courses, many of which are free, including introduction to cyber security and introduction to internet of things.

Coursera

Coursera.org

We've partnered with Coursera to offer FREE, online learning for small business and charity leaders, individuals seeking employment or facing the threat of redundancy, and furloughed staff. Individuals need to sign up prior to 30th September and complete before 31st December to benefit from free provision.

Data Skills Taskforce

Dataskillstaskforce.com/about

The Department for Digital, Culture, Media and Sport (DCMS) have developed a free, online platform to help SME's develop their data skills, including a self-assessment tool to help you understand your organisational and technical readiness with respect to data, and signpost you to relevant resources and training.

Institute of Coding

instituteofcoding.org

A partnership of 33 Universities and 100+ employers, includes a list of courses available, many of which are free to attend. Help your staff and leaders to develop their coding skills.

LinkedIn Learning

LinkedIn.com/learning/me

Offering a free month trial, enabling registrants to access 16,000+, expert-led courses including subjects such as Software Development, Leadership and Management, Business Software and Tools and Data Science. Prices start at £24.98/month after trial. Organisations can purchase access for their team – contact LinkedIn via link for information.

Local College or Independent Training Provider Network

Sctp.org.uk (East Sussex), essexprovidernetwork.com (Essex), kato-training.org (Kent)

Whether you're interested in recruiting an Apprentice, or helping your staff and leaders boost their qualifications, speak to your local College or Training Provider. Staff can help you with your organisation's learning, recruitment and pre-employment training needs.

Microsoft/LinkedIn/Github

opportunity.linkedin.com/en-us

Offering free learning pathways, mapped to jobs that are in-demand, as well as discounted Microsoft certifications to validate workplace skills, including Office 365, MS Teams and remote working.

National Cyber Security Centre

[Ncsc.gov.uk](https://ncc.gov.uk)

The NCSC has a range of useful and informative resources, including cyber security training for your staff and information and advice for SME's on topics such as 5G, phishing, infographics and passwords.

Open University

open.edu/openlearn

futurelearn.com

Open Learn is a free learning platform, delivered by the Open University, with 1000's of free courses. Future Learn has free content from 140+ partners. Learn 100% online with world-class universities and industry experts. Develop your career, learn a new skill, or pursue your hobbies with flexible online courses.

Skills Toolkit

theskillstoolkit.campaign.gov.uk/

The Government's Skills Toolkit lists a number of free, online courses for your staff and leaders. Ranging from introductory courses through to more advanced options, staff can study topics such as those focusing on entry-level digital and numeracy skills, how to create great online content, learn to code for data analysis and fundamentals of digital marketing.

#YouTrainYouGain

youtrainyougain.org

Brought to you by adult training and education providers across South Essex to help you find out about retraining and upskilling. Find out about courses, support and potential funding to train and learn.