

New Mindset



Rethinking your Business

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Knowsl@y Council

KNOWSLEY

...improving people's lives

The Challenge:

To work with 12 partner agencies within Knowsley borough to reverse the downward trend in business start-ups in Knowsley and to stimulate a culture of enterprise.

To create 270 new business start-ups in addition to the overall objectives within an eighteen month time scale.

FRESH START Business Roadshow!
Talk to business owners and find out what it's really like to run a business

We will be visiting...
10am - 4 pm

January	24th	Kirkby Library
	25th	Whiston, Lickers Lane
	26th	Ravencourt, Halewood
	27th	Kirkby Library
February	27th	Huyton, ASDA
	28th	Kirkby Library
March	1st	Whiston, Lickers Lane
	2nd	Ravencourt, Halewood
	3rd	Kirkby Library

Ever thought of becoming self employed or starting your own business?
With lots of FREE help and advice on offer from local business owners, find out how you can make a Fresh Start in business and if your business ideas have got legs.
For further information call our help desk: 0151 477 4000

Fresh Start is a European funded project managed by Knowsley Council with expert advice agencies.

01 **PLAN AND GET ORGANISED**
02 **WHAT'S THE BIG IDEA?**
03 **WHERE ARE WE GOING?**
04 **THE SEAL OF APPROVAL**
05 **WHAT SORT OF BUSINESS?**
06 **THE TAXMAN**
07 **WHO?**
08 **SAFETY PRECAUTIONS**

For more information on Knowsley MBC visit
www.knowsley.gov.uk
www.myfreshstart.co.uk

The Solution:

New Mindset worked with Knowsley and the partner agencies to create the 'Fresh Start' Campaign. We created a series of leaflets, posters, websites and branded vehicles to deliver the message into the local community.

New Mindset's knowledge of business start-up requirements enabled the developments of a business start-up guide and a personality profile leaflet to help budding entrepreneurs decide if their ideas and philosophy would ensure success.

The New Mindset team realised acting local was key to winning the hearts and minds of the Knowsley community and we held a series of events in the local area.

These included exhibiting at local community festivals, weekly attendance on a Fresh Start branded bus at local shopping centres, local radio weekly broadcasts, and regular local press inserts.

Particularly to work with a wide range of different people, cultures and companies and to constantly exceed our expectations with their out puts"

Mercy Chaita, Fresh Start (Knowsley).

Think you have what it takes.....
Are you ready for a New Mindset...?

...then contact our Head Office on
tel : 01695 575111
or E-mail
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