

# sobus

November  
2023

# Newsletter

## Welcome!

Welcome to our November newsletter.

Welcome to our Autumn Newsletter!

As the vibrant colours of the autumn season surround us, it's the perfect time for reflection and growth in your entrepreneurial journey.

In this issue, we look into the topic of leveraging digital platforms to reach wider audiences,

Additionally, we invite you to participate in upcoming networking events and workshops, where you can connect with fellow entrepreneurs, exchange ideas, and forge valuable partnerships.

As we delve into this season of transformation, we encourage you to embrace the spirit of change and exploration. Take a moment to reflect on your entrepreneurial journey, identify areas for growth, and embrace new possibilities. Remember, just as the trees shed their leaves to make way for new beginnings, you too have the power to shed old habits and embrace innovation.

Wishing you a fruitful and inspiring autumn filled with extraordinary achievements.





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## Business & Enterprise Support

Sobus is pleased to continue to offer significant discounts for desk hire, hot desk, room hire and mailbox services for local businesses and entrepreneurs at our Freston Road Hub – please contact us for further information: [reception.frh@sobus.org.uk](mailto:reception.frh@sobus.org.uk)

Freston Road Hub is an enterprise hub, managed by Sobus (a Fulham based charity), and supported by our Landlords, Peabody Housing Trust and the Royal Borough of Kensington & Chelsea.

Our aim is to support local enterprise – through the provision of affordable office and meeting room space, as well as through access to training and support.



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**November 2023**

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# Business Support at Sobus

## Business Support at Freston Road Hub



Sobus can provide 1-2-1 support to RBKC start-up businesses and local entrepreneurs who need some mentoring and/or support to establish or grow their business.

We can provide support around marketing and publicity included getting you to think about how you would reach your customers (traditional marketing, social media etc.), and put a plan in place to draw up your marketing strategy.

Support on how to conduct research to find and secure providers, and drawing up a list of the range of things needed to do to plan on how to undertake the manufacturing part of their business.

[Read more](#)

### Am I Eligible?

An introductory service is available for free for :

- 1.RBKC residents who run a business in RBKC which is less than 5 years old. Priority will be given to those who are residents in the North Kensington ward of RBKC and/or are Peabody Housing Trust tenants in RBKC.
- 2.Local businesses based in the North Kensington Ward of RBKC, and which started within the last 5 years.
- 3.RBKC entrepreneurs who are interested in setting up their own business. Again, priority will be given to residents from the North Kensington ward of RBKC, and Peabody Tenants residing in RBKC.

# Business support at Freston Road Hub

**A private, air conditioned, 4-6 person, serviced office is available at our Freston Road Hub.**

- Serviced Office space includes:
- Security key access to the building Inclusive use of Office Meeting Room (subject to availability)
- Kitchen and breakout area for networking or breaks
- Staffed reception area (Monday to Friday)
- Lockable storage Registered mailing address facility Free, unlimited tea and coffee
- Secure bike storage Patio/decking area 24/7 access
- High speed, secure fibre optic internet access All utilities – electricity, water, light, cleaning, business rates etc.
- Free Wi-Fi throughout the building

For further information, or to arrange a viewing, please contact:

Carita Magnani, Facilities Manager at [carita.magnani@sobus.org.uk](mailto:carita.magnani@sobus.org.uk) / 07885910584,

**Our price list**

**MODERN, AIR  
CONDITIONED,  
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FIRST MONTH  
FREE!\***

**sobus**  
freston  
road  
hub



**\*1st month free on 12 month contract**

**Contact 020 7952 2610/ [reception.frh@sobus.org.uk](mailto:reception.frh@sobus.org.uk)**



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**HOT DESK  
£5 PER  
HOUR**

**Contact 020 7952 2610/[reception.frh@sobus.org.uk](mailto:reception.frh@sobus.org.uk)**

Freston Road Hub offers affordable, bright, modern office space and meeting rooms for enterprises, charities and social businesses. Facilities offered are:

- 40 + workspaces complete available on a pay as you go or monthly hire basis.
- 4 high quality meeting and training rooms accommodating from 2-32 people.
- Registered Mailing address facility.



# Business support at Freston Road Hub

## Leveraging Digital Platforms: Unlocking Opportunities for Growth and Innovation

In today's rapidly evolving digital landscape, businesses of all sizes are embracing digital platforms to drive growth, enhance customer experiences, and foster innovation. Leveraging digital platforms has become a strategic imperative for organizations aiming to stay competitive and thrive in the digital age. This article explores the concept of leveraging digital platforms and highlights the key benefits and considerations for businesses embarking on this transformative journey.

**1. Understanding Digital Platforms:** Digital platforms encompass a broad range of online systems and technologies that enable businesses to connect and interact with customers, partners, and stakeholders. These platforms can take various forms, including e-commerce websites, social media networks, mobile applications, and cloud-based services. By leveraging digital platforms, businesses can establish an online presence, streamline operations, and tap into vast networks of users and resources.

**2. Unlocking Growth Opportunities:** Digital platforms provide businesses with unprecedented access to global markets and customers. By expanding their reach beyond traditional boundaries, companies can target new segments, personalise offerings, and increase sales. Moreover, digital platforms enable businesses to gather valuable customer data and insights, facilitating data-driven decision-making and the development of more effective marketing strategies.

**3. Enhancing Customer Experiences:** Digital platforms offer businesses the ability to create seamless and personalised customer experiences. Through features such as customised recommendations, interactive interfaces, and real-time support, companies can engage customers in meaningful ways. By leveraging digital platforms, businesses can build strong customer relationships, foster loyalty, and gain a competitive edge in the market.

**4. Driving Innovation and Collaboration:** Digital platforms serve as catalysts for innovation and collaboration. By leveraging the power of open APIs (Application Programming Interfaces) and integrations, businesses can connect with external developers, partners, and vendors to create new products and services. This collaborative ecosystem nurtures innovation, accelerates time-to-market, and enables businesses to adapt quickly to changing market dynamics.

**5. Considerations for Leveraging Digital Platforms:** While digital platforms offer immense potential, businesses need to consider several factors before embarking on their digital transformation journey. These include data privacy and security, regulatory compliance, technical infrastructure, scalability, and the need for skilled digital talent. A well-defined strategy, thorough planning, and ongoing monitoring and optimisation are crucial to harnessing the full potential of digital platforms.

**Conclusion:** Leveraging digital platforms has become a strategic imperative for businesses seeking growth and innovation in the digital age. By embracing digital platforms, organisations can unlock new growth opportunities, enhance customer experiences, drive innovation, and foster collaboration. However, successful implementation requires careful consideration of various factors and a commitment to ongoing adaptation and optimisation. As businesses navigate the evolving digital landscape, harnessing the power of digital platforms will undoubtedly be a key driver of success in the years to come.

# Businesses at Freston Road Hub



Meterian is fast, AI-powered “invisible security” platform is designed for maximum precision, interoperability and efficiency. Forward-thinking developers and security officers of innovative organisations get instant information to make data-driven decisions for comprehensive risk control of components in their open-source software supply chain. Customers include companies from financial, health, information, technology, and cybersecurity services sectors. Meterian is headquartered in London, UK and backed by global technology and cybersecurity investors.

Follow Meterian @MeterianHQ.

[Visit Meterian](#)



Maisanda & Co. is a Chartered Management Accountants company. They work with their clients and their business to identify any areas of concern for effective resolution and regular monitoring. They specialize in SMEs and have a vibrant team based in Sobus, Freston Road Hub.

You will be able to download lots of free business advice and subscribe to Maisanda's monthly newsletter from their website

The company's CEO has written a brilliant article called:  
**10 Tips to survive hard times in business – Post Covid19.**

[Read more](#)

[Visit Maisanda](#)



thrive tribe creates long-term habit and behaviour change through a range of lifestyle and wellbeing programmes.

Their award-winning lifestyle and wellbeing programmes get results that make people happier and healthier.

[Visit Thrive Tribe](#)

## REBECCA DAVIES

PSYCHOTHERAPY & COUNSELLING

Rebecca is an experienced psychodynamic psychotherapist offering therapy sessions by phone or video-link on request at our Freston road branch.

Rebecca says "Psychotherapy is a process of coming to understand your problems and emotions so that you can feel free and in time gain some insight into yourself and how you relate to others. The experience of being in therapy involves you and I exploring your emotions and what motivates them."

[Get in touch](#)

[Read more](#)

# Office & Meeting Space

**Enquire within, or  
contact below**



**Tel: 020 7952 2610**

**Email: [reception.frh@sobus.org.uk](mailto:reception.frh@sobus.org.uk)**

# Training & Events



## Website Building

Do you need a new website for your charity or community organisation? Build a website in two days with this free webinar from Superhighways. Join Superhighways to learn how to create one quickly and for free.

Date: Thursday 2nd - Friday 3rd November

Time: 9:30am

Where: Online

[Read more](#)

## Smartphone Photography

Do you want to start using more photography in your organisation? Are you unsure where to start? Then attend this free event on smartphone photography from Link UP London.

Date: Wednesday 8th November

Time: 12 pm - 1pm

Location: Online - Zoom

[Read more](#)

## The London Business Show

For over 20 Years, The Business Show London has provided a platform for entrepreneurs, helping SMEs and start-ups grow and develop. Find all the advice and guidance you need to take your business to the next level.

Date: 22nd & 23rd November 2023.

Time: 10 am - 5 pm

Location: ExCeL London

[Read more](#)

**Tickets are free**



# Funding



## Million Hours Fund

If your organisation supports young people at risk of anti-social behaviour, consider applying for the Million Hours Fund. Grants of between £30,000 - £100,000 are available.

Deadline: Friday 24th November, 12pm

[Read more](#)

## Reaching Communities

The Reaching Communities Fund from the National Lottery Community Fund is for projects that make a positive impact in and across communities.

Deadline: ongoing

[Read more](#)

## Human Rights

The London Human Rights Communities Programme offers funding and training opportunities that encourage learning about human rights.

[Read more](#)

### Useful Links:

<https://sobus.org.uk/networks-forums/news/>

<https://www.entrepreneur.com/en-gb>

Report Time to change: a blueprint for advancing the UK's ethnic minority businesses. [A report from the Centre for Research in Ethnic Minority Entrepreneurship](#)

Report: Tomorrow's entrepreneurs: what they think, how they work, and what sets them apart. [A report from The Entrepreneurs Network explores the attitudes and views of young people aged 18-35 towards entrepreneurship](#)

[RBKC Business listings](#) put your business on the map! When you first load the service (on the desktop) it shows the latest businesses (ten only) to have added themselves to its Local

<https://www.unltd.org.uk/podcasts/1> UnLtd's podcasts feature brilliant social entrepreneurs around the UK tackling society's most pressing issues with sustainable, purposeful business.

<https://smallbusiness.co.uk/small-business-grants-uk-2548113/>

<https://www.sibgroup.org.uk/news-insights/>

[The 29 best business books to read](#)

[What can founders learn from Patagonia's "exit to purpose"? | Sifted](#)

[GLA London Business Hub Supporting London's businesses](#)

# News & Opportunities



## Hot Desks and Fixed Desk for Small Business and Entrepreneurs

SOBUS offers affordable and comfortable hot desks and fixed desks for businesses and working professionals at our Freston Road Hub

Have a look at our Hub or pop in for a look around and to get more information.

[Read more](#)

## Chelsea Christmas Lights Switch On

Saturday 18 November marks the start of the most magical time of year with the Chelsea Christmas Lights Switch-On. There will be music at the Duke of York Square, a visit from Father Christmas and his reindeer, a Christmas market and plenty of tempting offers from your favourite brands. Find out more on the Chelsea Christmas website.

[Read more](#)

## Report published on the future of Grenfell Tower

The Grenfell Tower Memorial Commission has released its report 'Remembering Grenfell' which has set out some of the guiding principles, and suggestions for how a suitable, lasting memorial could look.

Read the full report and a statement from Cllr Elizabeth Campbell,

[Read more](#)

## Small Business Spotlight Networking Meeting

COME BUSINESS NETWORK AND HAVE FUN! First and Third Thursdays, at noon central, 1pm eastern  
Sponsorship available.

[Read more](#)

## Fit For Life Youth

Community Gym based on Freston road.

Fit For Life Youth is leading the way in educational and sports programs tackling social and health issues through partnerships and innovation. Delivering high level coaching in Football, Boxing, Basketball, Athletics, Tennis, Rugby, Netball, Trampolining and Fitness. Working with toddlers, children, teenagers and young adults with varying levels of ability.

[Read more](#)

## Stroke Rehab for the Community

Workshops run by Marie Henriette. Sessions include: speech therapy, manual physiotherapy sessions on reversing dementia through cognition training and diet as per Dr Dale Bredesen's method on how to prevent and reverse Alzheimers and vision training sessions including light therapy vision training.

£5 per person to attend

Shakes on sale, advised by Dr Dale Bredesen to reverse Alzheimer's, at a low cost of £5 per shake, this will include blueberries; blackberries; ginkgo, which is good for the brain; milk thistle, which is good to detox; avocado, high in glutathione; cherries, high in melatonin; spinach and kale, high in folate which is essential to reverse Alzheimer's. All important aspects that will be provided in this nutritional alkaline session.

[Get in touch](#)

## A Massage with a Difference - Marie's Massage

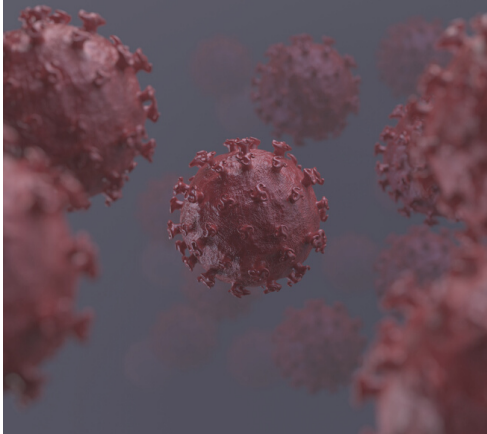
**Relax and get serenaded with a song** whilst getting all the day to day stress massaged out.

Where: fitforlifeyouth centre, Freston Road, W10

Price: £5 for 20 mins; meditative massage, £25 per hour for one2one sessions all with positive affirmations and positive songs.

[Get in touch](#)

# Covid News



## All You Need to Know About Living with Covid

People are still strongly encouraged to take all possible steps to reduce the risk of catching and/or spreading Covid-19:

- Let fresh air in if meeting indoors, or meet outside
- Consider wearing a face covering in crowded, enclosed spaces
- Get tested if you have Covid-19 symptoms and stay at home if possible if you test positive

[Read more](#)

If you or your employees have symptoms of a respiratory infection, including Covid-19, a high temperature or if you feel unwell, the Government are advising people to try to stay at home and avoid contact with others. To ensure the safety of your staff, customers or clients, people should only return to the workplace when they feel well enough to resume normal activities and no longer have a high temperature.

Symptoms of Covid-19, flu and common respiratory infections include:

- continuous cough
- high temperature, fever or chills
- loss of, or change in, your normal sense of taste or smell
- shortness of breath
- unexplained tiredness, lack of energy
- muscle aches or pains that are not due to exercise
- not wanting to eat or not feeling hungry
- headache that is unusual or longer lasting than usual
- sore throat, stuffy or runny nose
- diarrhoea, feeling sick or being sick

If you or a member of staff test positive for Covid-19, it's advised to please stay at home and avoid contact with others for five days.

## Coronavirus (COVID-19) latest insights

A live roundup of the latest data and trends about the coronavirus (COVID-19) pandemic from the ONS and other sources.

[Read the latest insights](#)