



Case in Point

SPRING -A-LINGS

into success

Turning a dream into a business

Mother of two Julie Bishop had a dream business idea but was unsure where to start.

She realised that there was a gap in the local market for a music and movement group for the under 5s, but turning the idea into a business was daunting.

- Did she have the confidence?
- How to start?
- Where to go?
- How to finance it?

Julie signed up for the Women into Business programme offered by Business Link.

She completed a six week course and learnt the value of sales and marketing, business planning, how to find financial backing, the legal aspects of liability insurance and health and safety. She came away really confident and prepared to make her dream happen.



'Business Link has been an invaluable source of guidance and support from the time I set up my marketing plan for Spring-a-Lings' she adds' I expect to carry on seeking help from Business Link as my business grows.'

Julie set up Spring-a-Lings in September 2006 and had a great response, with 32 children attending her first public session.

The business link service is available locally and provides the information, advice and support you need to start maintain and to grow a business.

**For more information call 0845 600 9 006
or visit [www. businesslink.gov.uk/southeast](http://www.businesslink.gov.uk/southeast)**





Now moving into franchising

All the activities she now offers fit with the national curriculum, and as well as 'fun whilst learning' public sessions, Spring-a-Lings run regular sessions at pre-schools and nurseries, are hired as entertainment at birthday parties, by toddler groups and various under 5's events.

She is now so busy she is expanding into franchising and employs two local people.

Follow your dreams

So, whether your dream is simply to make a reasonable living doing something you enjoy or to become a business leader, Business Link can help you make informed decisions about what steps to take and it could just change your life!

'It is crazy not to take advantage, of such a valuable service offered at Business Link, and it's is free to small businesses like mine.'



Company overview

Established:	2006
Sector:	Childcare
No. of employees:	2
Growth/ Aspiration:	Franchising
Email:	juliebishop66@yahoo.co.uk

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