

# HOME-BASED BUSINESSES...

## What are they doing out there?

Did you know that **over 40% of all businesses** are now run from home in the UK? What are they doing in your area?

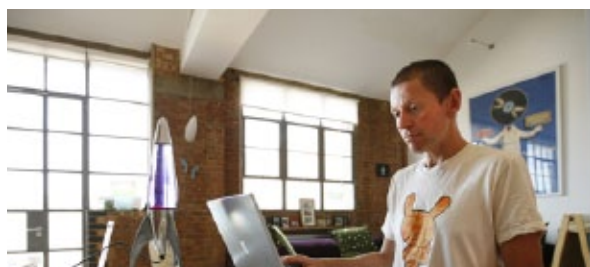
If you want to find out, the UK's top experts on home-based business are ready to help. Workhubs Network has devised a standard audit package to analyse the true significance and potential of home enterprise in a local area. This package enables you to:

**Audit and assess** the incidence of home-based businesses in your region, sub-region, county or district

Identify ways that those who work from home can best be helped to **spread wealth** and grow the local economy.

The package is based on our extensive work in this field for clients in the public and private sector. These include:

- Department for Communities and Local Government
- Homes and Communities Agency
- Cornwall Council, Kent County Council, Devon County Council
- Milton Keynes/South Midlands Growth Area
- Duchy of Cornwall, SEEDA, SWRDA, AWM
- Smarter Working West Midlands
- Market town initiatives
- A wide range of live/work developers.



Our HOME BUSINESS AUDIT service offers you:

### **A full data analysis of 'under the radar' home based businesses in your area**

This includes updated figures for every ward in a district, county or sub-regional area using specially commissioned ONS figures.

### **Our online mapping tool**

This web-based service will deliver an online google-map tool enabling you to easily identify hotspots for homeworking as well as heavy out-commuting. This tool can also track catchment areas eg market towns and surrounding wards. Each ward shows numbers and proportions of the workforce reliant on homeworking.

### **An in-depth online survey of local home-based businesses and self-employed**

This will find out what these businesses do, how they work and importantly what they think of ideas such as workhubs and other initiatives you are keen to promote or market test.

### **Focus groups**

Follow up interviews with home-based businesses to test their interest in and demand for services and facilities you are considering.

### **Solutions**

Based on the findings of the above we will advise you on next steps, with proposals on (for example) setting up low cost workhubs, social media campaigns to help home based enterprises to collaborate and network, ideas for clusters of live/work units – and ways to help major local employers reduce office costs by enabling homeworking.



## Who is this package ideal for?

We recommend this package to local enterprise partnerships, local authorities, county councils, workhub providers, live/work developers and business/science park providers wishing to diversify.

The package standard set price starts at £20k plus VAT.

## What they say

We have a wide range of references available from existing and previous clients who have used us to deliver a similar service.

“We have engaged Live/Work Network for some years to guide us on a new Live/Work Quarter with a workhub at Newquay. We hope it will act as a model for similar schemes. Tim Dwelly has done so much to influence Government thinking and help find practical solutions to the obstacles. The Duchy is fortunate to have had his guidance from the outset and will continue to seek his expert advice.”

**Tim Gray**

Estate Surveyor to the Duchy of Cornwall

“I have been really impressed at their knowledge of the home-based business sector and the market for workhubs and live/work property. I would recommend them to any developer or local authority wanting to deliver a high quality scheme.”

**Ashley Nicholson**

Director, Verve

(Developers of Bristol Paintworks)



“They are ahead of the curve in promoting and providing new types of workspace to fit the low carbon economy. Others may claim they know about workhubs and live/work, but don’t take their word for it until you’ve talked to the experts”.

**Pat Steward**

Chair of RTPI (South West), former head of planning SWRDA

## Find out more

Please visit [www.workhubs.com](http://www.workhubs.com) and [www.liveworknet.com](http://www.liveworknet.com)

For full details of our professional expertise

email us at [contact@workhubs.com](mailto:contact@workhubs.com)

Or call Workhubs Director Tim Dwelly direct on 01736 331872.



**UK experts on home-based business**