



THE FOUNDRY

For ambitious entrepreneurs from all walks of life, ages and backgrounds, with the vision to grow their small business.

SEPTEMBER - DECEMBER 2022 CYCLE

Visit theworkshop.co.uk/thefoundry

DELIVERED BY
OUTSET & PARTNERS





A UNIQUE OPPORTUNITY FOR SWINDON'S AMBITIOUS SMALL BUSINESS OWNERS

The Foundry's aim is to forge the way for Swindon's small business community. The programme is designed to support early-stage, growth-driven businesses through education, mentorship and exposure to a network of contacts.

Each cycle of The Foundry runs for three months, allowing an influx of fresh talent the chance to benefit from the programme. This cycle runs from September - December 2022.

Within the time spent within Foundry each successful applicant will receive:

- > Office space at the Workshed, Swindon
- > Business support tailored to your needs
- > Networking events, hosted by partner organisations
- > The ability to grow alongside like-minded businesses

All for FREE.

THE FOUNDRY



THE EXPERIENCE

The Workshed - Office space with a difference

The Workshed in Swindon will act as a base throughout your time at The Foundry. Set in the former Brunel's Railway Carriage Works, Workshed is already known as a place for entrepreneurs, pioneers & creative thinkers to innovate, connect and grow.



Business support tailored to your needs

Alongside our general business support including growth strategies, financial planning, and marketing for growth, our expert business advisors will be on hand to take the time to learn what is important to you and your journey. Growth is defined by you and the needs of your small business, your support needs are personal, and they will be treated as so.

Networking events, hosted by partner organisations

Your network can be an excellent source of new perspectives and ideas to help you in your business journey. When networks are created, it fosters a trade of ideas to sustain long-term relationships and mutual trust. Our partners are here to help in this area, giving The Foundry participants exposure to wider networks.

The ability to grow alongside like-minded businesses

You're in good company! In The Foundry you will be working alongside businesses at a similar stage of development creating a supportive and innovative business growth environment. What will you add to the mix?



WE ARE OUTSET: THE BUSINESS START-UP EXPERTS

Outset was established by YTKO Group in 2009 to help stimulate economic development and help people 'give themselves a job' by equipping people with the essential skills, knowledge and confidence to start their own business.

We empower people to take charge of their lives and overcome a range of potential barriers or challenges on their journey to running successful businesses, and we pride ourselves on offering flexible, friendly and practical support.

The overall Outset service has supported the creation of over 6,000 new businesses and over 4,000 new jobs, as well as engaging with nearly 30,000 individuals thanks to services operating across the country.

Working alongside the Swindon & Wiltshire LEP, Swindon Borough Council and Wiltshire Council, Outset delivers this exciting European Regional Development Fund (ERDF) supported programme.



OUR PARTNERS



WORKSHED



To deliver The Foundry, a diverse network of functional partners have been engaged to provide focused support throughout the cycle.

Working alongside partners The Workshed, Swindon Borough Council and Metro Bank, Outset have created a platform in which ambitious businesses will thrive.

Accelerating the growth of small businesses from across the region, and reaffirming Swindon as the natural destination for high growth businesses.

**FOR AMBITIOUS ENTREPRENEURS
FROM ALL WALKS OF LIFE, AGES AND
BACKGROUNDS, WITH THE VISION TO
GROW THEIR SMALL BUSINESS.**



THE APPLICATION

You may have a great concept for a business, or already be a registered SME - Whatever the stage we want to hear from you!

APPLICATION ESSENTIALS

Have a great business idea

OR

Be a small business (e.g. less than five employees)

Key traits star candidates will have

High ambition for growth in the short term

Ability to contribute to a supportive and creative working environment

What an ideal applicant looks like

Based in Swindon

Active on Social Media

Question Time (150 words MAX per question)

- Have you started trading? If yes, are you a Sole Trader or a Limited Company?
- What is your business / business idea?
- What are your business growth ambitions?
- What contribution will you make to the creation of an innovative / supportive business growth environment?

Next Steps

To apply, email your application alongside the enrolment form to info@thefoundryswindon.org with FOUNDRY in subject line by 1st August 2022. Alternatively, you can [apply online](#).

We invite applicants to upload a video introducing your business/business idea using the hashtag #FoundByTheFoundry to Instagram, Facebook, LinkedIn or Twitter. Once applications are reviewed shortlisted applicants will be invited to the Workshed to discuss their business with Foundry partners.



THE APPLICATION

Title: ☐ Mr ☐ Mrs ☐ Ms ☐ Miss Other:

Name: Telephone:

Address:

Postcode:

Email:

Daylite Personal ID Number:

AGE RANGE & GENDER

☐ 16-24 ☐ 25-29 ☐ 30-34 ☐ 35-39 ☐ 40-44 ☐ 45-49 ☐ 50-54
☐ 55-59 ☐ 60-64 ☐ 65+ ☐ Prefer not to say

☐ Male ☐ Female ☐ Transgender ☐ Prefer not to say

ETHNICITY

<input type="checkbox"/> White British	<input type="checkbox"/> Chinese
<input type="checkbox"/> White Irish	<input type="checkbox"/> Mixed White & Black African
<input type="checkbox"/> White Other	<input type="checkbox"/> Black or Black British Other
<input type="checkbox"/> Mixed White & Black Caribbean	<input type="checkbox"/> Asian or Asian British-Indian
<input type="checkbox"/> Black or Black-British African	<input type="checkbox"/> Mixed White & Asian
<input type="checkbox"/> Asian or Asian British-Bangladeshi	<input type="checkbox"/> Black or Black British-Caribbean
<input type="checkbox"/> Asian or Asian British-Pakistani	<input type="checkbox"/> Asian or Asian British-Other
<input type="checkbox"/> Prefer not to say <input type="checkbox"/> Other: <input type="text"/>	

ADDITIONAL INFORMATION

<input type="checkbox"/> English as a second language	<input type="checkbox"/> Risk of redundancy
<input type="checkbox"/> Live in a rural area	<input type="checkbox"/> Recently made redundant
<input type="checkbox"/> Returning to the labour market	<input type="checkbox"/> Refugee
<input type="checkbox"/> Dyslexic	<input type="checkbox"/> Ex-offender
<input type="checkbox"/> Hearing issues	<input type="checkbox"/> Single parent
<input type="checkbox"/> Carer responsibilities	<input type="checkbox"/> Physical disability
<input type="checkbox"/> Health issues	<input type="checkbox"/> I consider myself to have a disability

Continued overleaf...

**BUSINESS SECTOR**

- | | |
|---|--|
| <input type="checkbox"/> Professional & business services | <input type="checkbox"/> Transport & distribution |
| <input type="checkbox"/> Catering & accommodation | <input type="checkbox"/> Media & creative services |
| <input type="checkbox"/> Retain, hire & repair | <input type="checkbox"/> Manufacturing |
| <input type="checkbox"/> Personal services | <input type="checkbox"/> Education |
| <input type="checkbox"/> Agriculture, forestry & fishing | <input type="checkbox"/> Construction |
| <input type="checkbox"/> Arts, sports & recreation | <input type="checkbox"/> Tourism |
| <input type="checkbox"/> Health & social care services | <input type="checkbox"/> Wholesale <input type="checkbox"/> IT & Telecom |

We cannot support businesses in the following sectors: Fisheries and aquaculture, Processing and marketing of agricultural products, ship building, coal, steel, schools/school age educational establishments, banking and insurance, primary production, synthetic fibres.

EMPLOYMENT STATUS

- | | | |
|------------------------------------|--|--|
| <input type="checkbox"/> Part-time | <input type="checkbox"/> Unemployed | <input type="checkbox"/> Maternity leave |
| <input type="checkbox"/> Full-time | <input type="checkbox"/> Self-employed | <input type="checkbox"/> Retired |

If unemployed, which benefits are you claiming (if any):

- | | | | |
|--|---|--|-------------------------------------|
| <input type="checkbox"/> Job seekers | <input type="checkbox"/> Income support | <input type="checkbox"/> Disability/Carers | <input type="checkbox"/> Employment |
| <input type="checkbox"/> Pension credits | <input type="checkbox"/> Council tax | <input type="checkbox"/> Housing | <input type="checkbox"/> None |
| <input type="checkbox"/> Child tax credits | <input type="checkbox"/> Universal credit | <input type="checkbox"/> Working Family | <input type="checkbox"/> Other |

If you are unemployed/taking time out of the labour market, how long for?

- | | | | | |
|----------------------------------|------------------------------------|-------------------------------------|-------------------------------------|-----------------------------------|
| <input type="checkbox"/> <6 mths | <input type="checkbox"/> 7-12 mths | <input type="checkbox"/> 13-24 mths | <input type="checkbox"/> 25-36 mths | <input type="checkbox"/> 37 mths+ |
|----------------------------------|------------------------------------|-------------------------------------|-------------------------------------|-----------------------------------|

EDUCATIONAL STATUS *(If attending college or university)*

- | | |
|------------------------------------|------------------------------------|
| <input type="checkbox"/> Full-time | <input type="checkbox"/> Part-time |
|------------------------------------|------------------------------------|

HOW DID YOU HEAR ABOUT US?

- | | |
|---|----------------|
| Leaflet, location? | Event, where? |
| Press, which paper? | Word of mouth? |
| Referral, org/adviser? | Newsletter? |
| Internet, which site? | Other? |
| Do you have easy access to the internet? <input type="checkbox"/> Yes <input type="checkbox"/> No | |

The personal information you have provided is required for this support service under the terms of contractual obligations with our funding partners. Data must be supplied and shared for reporting and research purposes to The Department for Levelling Up, Housing and Communities (DLUCH), who manage European funding on behalf of the UK, and to our Contract Lead Accountable Partner if applicable.

All information will be held in the strictest confidence and your personal details will not be disclosed to any other third parties without your consent. More detail on our data protection policy and privacy statement can be found at www.outset.org/swindonandwiltshire/privacy-policy/.

We would also like to keep you up to date via our e-newsletter with events, news and information on other business support opportunities that may be of help. You can opt-out of this service at any time.

- ☐ Please tick here if you are interested in receiving this type of information from us.

By signing this form you have the legal right to work in the UK and you give consent for your data to be shared in our reporting and consent for us to holding your details on our database for the duration of the contract and longer if required.

CLIENT SIGNATURE

ADVISOR

DATE

THE FOUNDRY



**FORGING THE
AMBITION OF
THE ORDINARY**

**DELIVERED BY
OUTSET & PARTNERS**

