



# READY TO LAUNCH

BUSINESS AND CAREER  
WORKSHOP

## Prospectus

## Contents

Executive Summary .....	3
Strategic Alignment & Impact .....	3
READY TO LAUNCH.....	3
The Challenge.....	4
What the Workshop Delivers .....	4
What Makes Ready to Launch Different.....	6
Who This Supports .....	7
Neuroinclusive Delivery .....	7
What's Included: The Launchpad Kit.....	9
About the Facilitator .....	10
Governance & Compliance Standards .....	11
Measurement & Evaluation .....	11
Pricing & Delivery Options.....	12
Value for Commissioning Partners.....	12
Delivery Capacity & Geographic Coverage.....	12
Next Steps.....	13



## Executive Summary

Ready to Launch is a structured, half-day self-employment compliance programme designed to prepare aspiring entrepreneurs for safe, sustainable business start-up. The workshop addresses the legal, regulatory and professional standards required in year one of trading. Delivered using a neuroinclusive approach, the programme reduces first-year failure risk, increases informed decision-making, and supports progression into compliant self-employment.

## Strategic Alignment & Impact

The workshop supports local economic priorities by improving self-employment sustainability and reducing the risk of early business failure due to compliance gaps. The programme strengthens employability provision by ensuring participants understand legal responsibilities from the outset, helping to prevent debt, penalties, reputational damage and disengagement. It is designed to complement enterprise mentoring, skills training and start-up support programmes as a compliance foundation layer.

## READY TO LAUNCH

### *Self-Employment Readiness & Legal Compliance Workshop*

*A structured, neuroinclusive employability programme supporting unemployed and economically inactive adults into safe, sustainable self-employment.*

<b>Duration:</b>	4 hours (half-day)
<b>Group size:</b>	8-12 participants (up to 12 max)
<b>Price:</b>	£600 (up to 12 participants)
<b>Format:</b>	In-person delivery
<b>Materials:</b>	Launchpad Kit included (£199 value)
<b>Support:</b>	30 days email follow-up included

## The Challenge

Many unemployed adults exploring self-employment have the skills and motivation to succeed, but lack understanding of their legal responsibilities. Without clear guidance on client contracts, GDPR, complaints handling, and financial obligations, participants risk non-compliance, business failure, and return to unemployment. Ready to Launch addresses this gap.



## What the Workshop Delivers

Participants leave with:

- Clear understanding of legal responsibilities as self-employed
- Practical compliance toolkit (contracts, GDPR templates, invoicing systems)
- Personalised action plan for safe business launch
- Confidence to operate professionally from day one
- 30 days of email support for follow-up questions

## Topics Covered

Legal responsibilities and business registration • Client contracts and service agreements • GDPR and privacy compliance • Complaints handling and

- boundaries
- Financial obligations and record-keeping
- Health and safety basics
- Professional communication and client onboarding

### **Programme Outcomes**

- **Increases self-employment readiness** – Participants complete with a viable compliance action plan
- **Reduces business failure risk** – Addresses top legal/financial mistakes causing year-one failures
- **Supports informed decision-making** – Helps participants assess if self-employment is right for them
- **Improves engagement** – Neuroinclusive delivery supports participants who struggle in traditional training
- **Complements existing provision** – Works alongside mentoring and skills training as a foundation layer



## What Makes Ready to Launch Different

Ready to Launch focuses specifically on legal and compliance readiness, an area often under-addressed in traditional enterprise training. Rather than concentrating solely on business ideas or marketing strategies, the programme equips participants with the professional foundations required to operate safely and responsibly. Its neuroinclusive structure reduces cognitive overload, supports anxious or overwhelmed participants, and increases engagement for those who struggle in conventional classroom environments. This makes it particularly effective as a stabilising foundation within broader enterprise provision.



## Who This Supports

Unemployed adults exploring self-employment • Economically inactive individuals with a skill or business idea • Neurodivergent participants • Individuals excluded by traditional training (anxiety, ADHD, dyslexia) • People at risk of non-compliant self-employment

## Neuroinclusive Delivery

Ready to Launch uses a neuroinclusive approach, making it particularly effective for participants who find traditional business training overwhelming. Every element is designed to reduce cognitive load and anxiety.

### **Before the Workshop:**

- Participants receive a detailed pre-workshop cheat sheet covering everything they need to know: exact timings, room layout, parking/transport, toilet locations, break schedule, refreshments provided, and what to expect at each stage
- No surprises. Participants arrive knowing exactly what will happen and when

### **During the Workshop:**

- Slides use calming fonts with minimal text, participants won't miss content if they need to look away or process information
- Plain, clear language (no assumed prior knowledge)
- Frequent breaks built into the schedule (not just at lunch)
- No requirement to participate, participants can listen, observe, or engage as suits them
- Predictable structure with clear signposting of what's coming next
- Small group size (maximum 12) to reduce overwhelm

### **After the Workshop:**

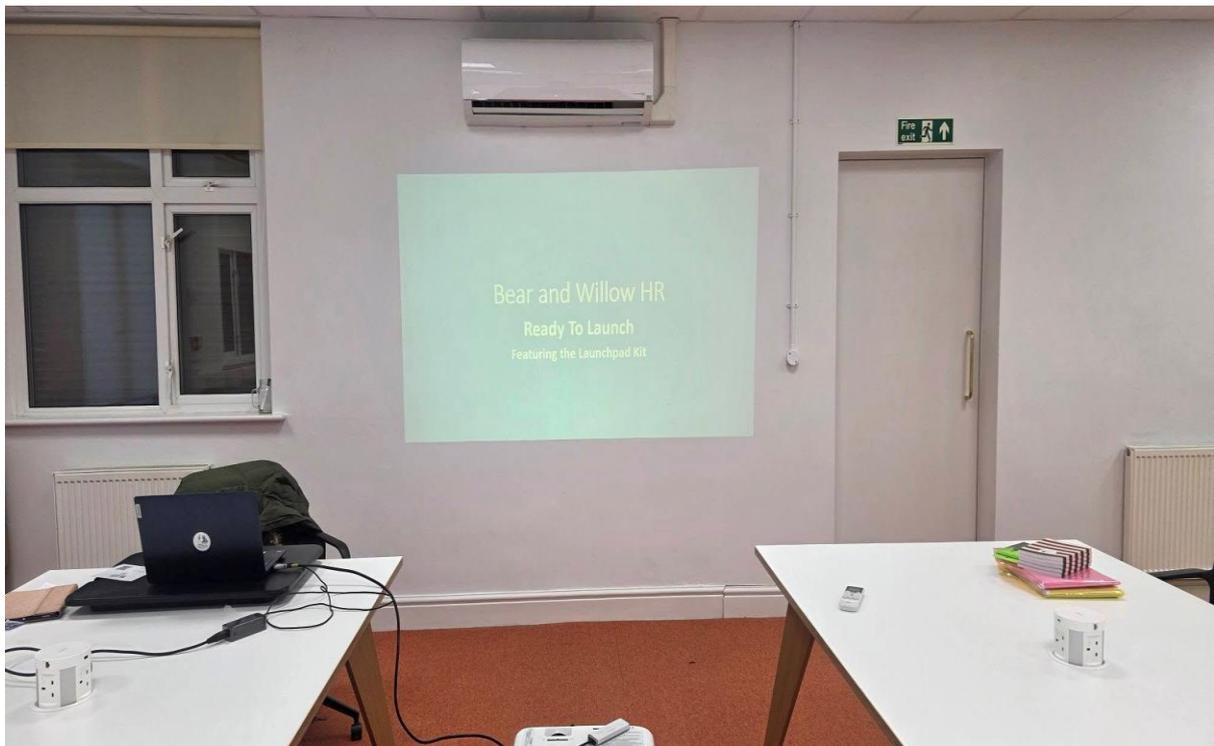
- The Launchpad Kit is fully self-explanatory, if participants feel they missed something during delivery, all content is clearly written in the materials
- 30 days of email support to clarify questions without time pressure



## What's Included: The Launchpad Kit

Each participant receives a comprehensive compliance toolkit for sole traders, including:

- Client service agreement template
- Invoice template
- Terms of service policy
- Financial obligations toolkit
- Privacy notice (GDPR-compliant)
- Health and safety policy template
- Complaints policy and handling process
- Client communication guide
- Client onboarding checklist
- First-year business checklist



## About the Facilitator

### Emma, Founder of Bear & Willow HR

**Qualifications:** CIPD Level 7 Advanced Diploma in Strategic People Management (Merit) • CIPD Level 5 Diploma in People Management (Merit) • Level 4 ELMS Data Analyst • BA (Hons) Interactive Media

**Credentials:** Enhanced DBS check • Employers' Liability Insurance • Public Liability Insurance • References available on request

Emma founded Bear & Willow HR to address a gap in the market: accessible, preventative HR support for people starting out in self-employment. Her approach prioritises clarity, inclusivity, and real-world practicality over jargon and generic advice.



## **Governance & Compliance Standards**

Bear & Willow HR operates in line with UK GDPR requirements and maintains secure data handling practices for all participant information. Safeguarding principles are embedded throughout delivery, with clear boundaries, inclusive practice and transparent communication standards. Public Liability and Employers' Liability insurance are in place, alongside Enhanced DBS certification. A clear complaints procedure and equality commitment underpin all commissioned delivery.

## **Measurement & Evaluation**

To support your contract outcomes and programme evaluation, Ready to Launch includes:

- **Attendance tracking** – Register of all participants attending
- **Pre-workshop self-assessment** – Baseline compliance knowledge and confidence ratings
- **Post-workshop self-assessment** – Immediate distance travelled measurement
- **30-day follow-up check** – Progression tracking (e.g., business registration, first client, policies implemented)
- **Workshop feedback forms** – Participant satisfaction and accessibility ratings
- **Completion certificates** – Issued to all participants for evidence purposes
- **Summary report** – Provided to commissioning partner with anonymised data, key learnings, and recommendations

*Additional metrics available on request:*

Sustained engagement rates • Business registration within 8 weeks • First client acquisition rates • Confidence levels (Likert scale) • Accessibility impact scores • Referral and recommendation rates



## Pricing & Delivery Options

### Value for Commissioning Partners

The workshop includes a comprehensive compliance toolkit (Launchpad Kit, RRP £199 per participant), 30 days of follow-up email support, outcome tracking and summary reporting. This provides commissioners with a cost-effective, ready-to-deploy compliance intervention that strengthens participant preparedness beyond the delivery day itself.

**Standard Workshop: £600** 4 hours (half-day) | Up to 12 participants | In-person Includes: Launchpad Kit + 30 days email support

**Bespoke Options: POA** Multiple cohorts or larger groups • Extended delivery (full-day format) • Tailored content for specific sectors

## Delivery Capacity & Geographic Coverage

Ready to Launch is currently available for delivery across Hull and East Yorkshire, with capacity for multiple cohorts per month depending on commissioning requirements. The workshop is designed for consistent, repeatable delivery within funded employability and enterprise frameworks. Bespoke scheduling and block-booked cohorts are available to support programme timelines.

## Next Steps

**1.** Book a call to discuss your requirements **2.** We'll send you a detailed proposal with pricing and delivery plan **3.** Once confirmed, we'll schedule your workshop and provide pre-session materials

## Contact & Booking

**Email:** [support@bearandwillowhr.co.uk](mailto:support@bearandwillowhr.co.uk)

**Website:** <https://www.bearandwillowhr.co.uk/>

**Programme Status:** Launched February 2026

*Bear & Willow HR | HR that helps you grow | Calm, clear, and inclusive HR support for sole traders and small businesses*

