



READY TO LAUNCH

BUSINESS AND CAREER
WORKSHOP

Prospectus

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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.

Duration:	4 hours (half-day)
Group size:	8-12 participants (up to 12 max)
Price:	£1200 (up to 12 participants)
Format:	In-person delivery
Materials:	Launchpad Kit included (£199 value)
Support:	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



A selection of 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



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

Ready to Launch is priced at £1,200 per workshop cohort of up to 12 participants. This is a total cohort price, not per participant, and includes all of the following:

Four hour facilitated workshop delivered by a CIPD Level 7 MSc qualified HR professional.

The Launchpad Kit for every participant, 17 professionally written legally compliant business documents including employment contracts, GDPR policy, privacy notice, complaints procedure, invoice template, financial obligations toolkit and more.

The Launchpad Kit has a retail value of £199 per participant, for a cohort of 12 participants this represents £2,388 of materials included within the workshop price at no additional cost.

Thirty days of post workshop email support for all participants.

End of cohort delivery report for the commissioning organisation.

All prices are exclusive of VAT. Bear and Willow HR is not currently VAT registered so no VAT is applicable — the price quoted is the price payable.

Travel and venue costs, where delivery is required outside of Hull and East Yorkshire travel costs will be charged at HMRC approved mileage rate of 45p per

mile. Venue hire can be arranged by Bear and Willow HR at cost or delivery can take place at a venue provided by the commissioner at no additional charge.

Volume discounts are available for programme commissioning as follows:

Single workshop — £1,200

Block of 5 workshops — £5,500 — saving £500

Block of 10 workshops — £10,500 — saving £1,500

Block of 20 workshops — £20,000 — saving £4,000

We are happy to discuss bespoke pricing for larger programmes or multi-year contracts. Please contact us at support@bearandwillowhr.co.uk to discuss your specific requirements.

Delivery Capacity & Geographic Coverage

Ready to Launch is currently available for delivery across Hull and 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

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

About the Facilitator

Emma, Founder of Bear & Willow HR

Qualifications: CIPD Level 7 MSc Human Resource Management (Merit) • CIPD Level 5 in HR Management (Merit) • Level 4 ELMS Data Analyst • BA (Hons) Interactive Media FD Digital Media Journalism

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.

