

# COVID-19 SUPPORT FOR BUSINESSES AND EMPLOYERS

Supported by the Mayor of London, London Growth Hub has launched a new portal to support London-based businesses and employers to manage and mitigate their exposure to COVID-19 (coronavirus).

In this toolkit, you will find all the resources needed to help promote this opportunity to your network:

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**Visit the portal at:**

**[growthhub.london/covid-19-coronavirus-support-for-businesses-and-employers/](https://growthhub.london/covid-19-coronavirus-support-for-businesses-and-employers/)**

The London Growth Hub programme is part-funded by the European Regional Development Fund and offered to UK registered SME businesses based in any of the 33 boroughs of London.



## ABOUT

# London Growth Hub COVID-19 Portal



London Growth Hub has brought together essential resources where we will keep businesses up to date with the latest COVID-19 developments, support and offer access to all the information they need.

### What does the portal offer?

- Access to free one-to-one support from an expert business adviser
- COVID-19 checklists, factsheets and guides
- Guidance for businesses and employers
- Information about financial support and schemes
- Access to useful webinars and virtual events
- The latest press releases and news articles
- A short survey to give feedback and help us, and our partners, understand their needs

### Accessing the portal

The portal is freely accessible for all London businesses and employers at: [growthhub.london/covid-19-coronavirus-support-for-businesses-and-employers/](https://growthhub.london/covid-19-coronavirus-support-for-businesses-and-employers/)

### Make the change. Stay safe.

We understand that Londoners are concerned as we face the worst public health crisis for a generation. We must all make unprecedented changes in how we live, travel and work. It is vital for us all to follow the latest advice from the experts to stay at home. That way we can keep the most vulnerable people in our city safe and, ultimately, help save lives.

You can find the latest information and guidance on the NHS website: [www.nhs.uk/conditions/coronavirus-covid-19/](https://www.nhs.uk/conditions/coronavirus-covid-19/)

## MEET OUR ADVISERS

London businesses can now request a free virtual meeting with one of our expert business advisers for one-to-one advice. Please note appointments are in high demand.



SHERIFF ALABI

### CROYDON ADVISER

As a trainer, mentor and public speaker on matters of socio-economic development and entrepreneurship, Sheriff has successfully helped a large and diverse range of businesses through stages of start-up, survival and scale.



RAJ TANDON

### HAMMERSMITH ADVISER

Raj is an experienced entrepreneur, mentor and business adviser who has run several of his own businesses in property, fashion and marketing. He has extensive experience helping SMEs identify challenges and achieve their business goals.



PATRICIA ASHFORD

### TOTTENHAM ADVISER

As a business owner herself, Patricia delivered SME mentoring, advisory and consultancy services; writing business plans, conducting in-depth diagnostics; assessing viability, sustainability and growth potential with a view to accessing finance.



SIMON PAUL

### VAUXHALL ADVISER

Simon has over 30 years' experience advising businesses from pre-start through to multi-nationals, from the civil service through to sales management. His ethos is that businesses should do more than just make money. They should multiply wealth by creating sustainable jobs for their communities.



KENNY FINNI

### WOOLWICH ADVISER

Kenny is highly experienced in helping SMEs fast track progress and growth. Through his work at The Department for International Trade, his own business and advising start-ups on the New Entrepreneurs Allowance programme, he understands how SMEs can maximise resources to sustain.



VIVIENNE  
SCANTLEBURY

### ALL LOCATIONS

As an adviser, mentor and trainer, Vivienne has worked with SMEs for over 25 years, helping them to identify challenges and achieve their business goals. She has supported businesses, from start-ups applying for funding, to SMEs seeking to scale-up and find international partners.

Read more:

[www.growthhub.london/get-support](http://www.growthhub.london/get-support)

## SUGGESTED COPY

# Newsletters

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Here are a variety of short blurbs for your regular newsletters.  
[Click here](#) to download images.

## ADVICE

### **A new gateway into small business support for COVID-19**

Find the right resources, finance and initiatives to help your business manage and mitigate the effects of COVID-19 (coronavirus). Access the newly launched COVID-19: Support for Businesses and Employers portal and request a free one-to-one meeting with a highly experienced business adviser. Visit [bit.ly/LGHRResourcesCOVID-19](https://bit.ly/LGHRResourcesCOVID-19).

### **Helping London SMEs manage & mitigate the effects of COVID-19.**

London Growth Hub has brought together essential resources to keep London businesses up to date with the latest COVID-19 developments. Access free one-to-one support, checklists, guides, webinars and all the information you need. Visit [bit.ly/LGHRResourcesCOVID-19](https://bit.ly/LGHRResourcesCOVID-19).

### **Free one-to-one COVID-19 advice for London businesses**

Need support to deal with the impacts of COVID-19? From accessing financial assistance to facing challenges with sales, suppliers or staff, London Growth Hub is here to help. Access a free portal of support and request a virtual 1-2-1 meeting with an expert business adviser. Get started at [bit.ly/LGHRResourcesCOVID-19](https://bit.ly/LGHRResourcesCOVID-19).

## SUGGESTED COPY

# Email



Promote the programme with a direct email to your database.  
[Click here](#) to preview a branded version of this email.  
[Click here](#) to download images.

### **SUBJECT: Free 1-2-1 Support for SMEs During COVID-19**

Dear <First Name>,

London Growth Hub have launched a new portal to help London-based businesses and employers to manage and mitigate their exposure to COVID-19 (coronavirus).

#### **FREE SUPPORT AND ADVICE**

Find essential resources, stay up to date with the latest developments and support, so your business has access to all the information it needs:

- Request free one-to-one support from an expert business adviser
- View COVID-19 checklists, factsheets and guides
- See guidance for businesses and employers
- Get information on how to access financial help and schemes
- Register for webinars and virtual events
- View the latest press releases and news articles

**Supported by the Mayor of London, visit [growthhub.london/covid-19-coronavirus-support-for-businesses-and-employers/](https://growthhub.london/covid-19-coronavirus-support-for-businesses-and-employers/)**

## **WHAT DO YOU NEED?**

There are challenging times ahead. London Growth Hub wants to understand how they can really help you get through. Please take this short survey to tell us about the support your business needs in this ever-changing landscape:

**Take the survey: [bly/LGHsurvey](https://bly/LGHsurvey)**

## **MAKE THE CHANGE. STAY SAFE.**

We understand that Londoners are concerned as we face the worst public health crisis for a generation. We must all make unprecedented changes in how we live, travel and work. It is vital for us all to follow the latest advice from the experts to stay at home, that way we can keep the most vulnerable people in our city safe and, ultimately, help save lives.

**You can find the latest information and guidance on the NHS website: [www.nhs.uk/conditions/coronavirus-covid-19/](https://www.nhs.uk/conditions/coronavirus-covid-19/)**

<Sign-off>



## Twitter

Here are tweets you can schedule on social media.

**Don't forget to tag @LDNGrowthHub, @MayorofLondon and use the #Covid19 hashtag.**

[Click here](#) to download images.

### ADVICE

Calling all London SMEs - @LDNGrowthHub has brought together a portal of resources and team of expert business advisers to help small businesses manage and mitigate their exposure to #COVID19. Access it now at [bit.ly/LGHResourcesCOVID-19](https://bit.ly/LGHResourcesCOVID-19).

Need financial help to get through #COVID19? @LDNGrowthHub is offering free one-hour meetings with expert business advisers. Find out what's available and how to access financial assistance from the government. Book now at [bit.ly/LGHResourcesCOVID-19](https://bit.ly/LGHResourcesCOVID-19).

If your small business needs help to manage and mitigate its exposure to the impact of #COVID19, request a free 1-2-1 meeting with an expert business adviser. Don't go it alone. Access a portal of vital resources from @LDNGrowthHub at [bit.ly/LGHResourcesCOVID-19](https://bit.ly/LGHResourcesCOVID-19).

#COVID19 means we must all make unprecedented changes in how we live, travel and work. If your small business needs help, access vital resources and speak to a business adviser about your next steps with @LDNGrowthHub. Visit [bit.ly/LGHResourcesCOVID-19](https://bit.ly/LGHResourcesCOVID-19).

## SUGGESTED COPY

# LinkedIn



Here are posts you can schedule on social media.

**Don't forget to tag [@London Growth Hub](#), [@Sadiq Khan](#) and use the [#COVID19](#) hashtag**

[Click here](#) to download images.

## ADVICE

A new gateway into [#COVID19](#) support, resources and advice for all businesses in London has landed. [@London Growth Hub](#) has brought together a support portal and team of expert business advisers to help small businesses manage and mitigate their exposure to [#COVID19](#).

There is support out there, don't go it alone. You can book a free virtual one-to-one meeting today at [bit.ly/LGHRResourcesCOVID-19](https://bit.ly/LGHRResourcesCOVID-19).

Does your small business need financial help to get through [#COVID19](#)? [@London Growth Hub](#) has just launched a free portal of resources. Find out what's available and how to access financial assistance from the government. Supported by the [@Mayor of London](#), you can also request a free one-hour meeting with an expert business adviser to create a tailored plan of action. Book today at [bit.ly/LGHRResourcesCOVID-19](https://bit.ly/LGHRResourcesCOVID-19).

Calling all London SMEs: If your small business needs help to manage and mitigate your exposure to [#COVID19](#), you can now access a portal of vital resources. Supported by the [@Mayor of London](#), [@London Growth Hub](#) are offering free virtual one-to-one meetings and access to checklists, guidance and much more. If you need help working out your next steps, get started at [bit.ly/LGHRResourcesCOVID-19](https://bit.ly/LGHRResourcesCOVID-19).



## DOWNLOADS

# Graphics



Access high-resolution images, videos and logos to use with your email, newsletter and social media posts.

Download at [bit.ly/PartnerToolkit2020](https://bit.ly/PartnerToolkit2020).



## GET IN TOUCH

# Contacts



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