

**For immediate release
19 July 2019**

Free summer school for start-ups launches in Stratford

- **Competition opens today for budding entrepreneurs and start-ups to apply for a free space at Workable Summer School (12 – 16 August)**
- **Guest speaker Melissa Hemsley and inspirational business mentors including Trouble Maker founder Simon Hankin, will offer expert advice on how to build and scale a brand**
- **Summer School will mark the launch of Workable in Stratford by celebrating entrepreneurial talent**

A competition to win a place at a new summer school for London-based entrepreneurs and start-ups has launched today, to celebrate the opening of a new shared workspace, Workable in Stratford. Bestselling author, East London resident, and talented cook, Melissa Hemsley, will be joining the Summer School to share her wisdom on how to turn your passion into a sustainable career.

Aspiring future business leaders can enter a competition via Instagram from today to win a space at the Summer School, which is open from 12 - 16 August. With a host of inspirational experts on board to run sessions, winners will gain valuable advice from those in the know on how to manage, promote and scale their businesses.

The wide range of topics covered at the School will include how to promote health and wellbeing at work, developing confidence when presenting, the importance of sustainability, harnessing creativity, developing a PR plan, and maximising social media.

Open to graduates, young professionals, entrepreneurs and small business owners in greater London, Kent and Essex, applicants can enter by submitting a 60 second pitch video [on Instagram](#) sharing why they deserve a place.

Leytonstone-based Melissa is one half of entrepreneurial sister duo Hemsley + Hemsley, who have built a strong and diverse brand since founding their food consultancy in 2010. Since then, Melissa has developed her own brand championing sustainability and mental health awareness, working with brands, charities and social enterprises.

In January 2018, Melissa's first solo book, 'Eat Happy', was published to great critical acclaim. Her fourth cookbook; "[EAT GREEN: Everyday flexitarian recipes to shop smart, waste less and help make a difference](#)" will be out in January 2020. Melissa's passion for sustainability is also explored in her fortnightly column for Vogue called 'Eat, Think, Grow', where she shares practical ideas and easy tips on how to make more of a positive impact on the planet.

Melissa comments: "Building a brand and evolving it is a really exciting but nerve-wracking experience, regardless of what field you're in. I started in the food and wellness industry as part of Hemsley + Hemsley almost a decade ago, and now have two businesses of which I am very proud of as they have been built from the ground up with integrity at the heart. Along the way, I have had great support and advice from mentors and sharing ups and downs with a community of colleagues has been integral and insightful. I'm a huge fan of sharing, giving back and learning from each other.

"Gaining inspiration and support from other people running established businesses is vital when your business is in its first stages and beyond, so I am thrilled to be sharing my experiences at Workable and look forward to meeting London's best up-and-coming entrepreneurs!"

Applications to attend the Workable Summer School open today (Thursday 18th July) and close on Monday 29th July at 9.30pm. Further details and T&Cs can be found at:

<https://www.workable.london/summerschool/>

Workable is part of International Quarter London (IQL), a vibrant new neighbourhood at the heart of Stratford that brings together new homes, offices, and a diverse mix of shops. Workable will be one of the best-connected shared workspaces in London. The space provides unrivalled views of the Queen Elizabeth Olympic Park, the London Stadium, the London Aquatics Centre, the ArcelorMittal Orbit, and panoramic views across London.

In addition to fantastic transport connections, Workable has highly competitive prices, the choice of both communal or solitary bookable spaces, and will make a positive social impact through the on-site Change Please café which provides job skills and training to those in the local homeless community.

Andrew Tobin, Project Director at IQL comments: "Melissa is a truly accomplished cook and entrepreneur who has carved out an interesting niche with her career. We're very excited for her

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to share her expertise and we know that our attendees will gain a lot of inspiration and useful guidance from her and our other mentors.

“Creating a space that fosters meaningful connections is one of our core objectives for Workable, and the Summer School should provide the foundations for up-and-coming brands to do just that.”

ENDS

For further information please contact:

Harriet.Sutton@lendlease.com / 07841 476673

Follow Workable on social media for regular updates:

Instagram: @workableldn

Follow Melissa Hemsley:

Instagram: @melissa.hemsley

Follow Change Please:

Instagram: @changeplease

Website: <https://www.changeplease.org/>