

For immediate release

WORKABLE SUMMER SCHOOL FOR START-UPS OPENS TODAY

Guest speakers and business mentors include best-selling author Melissa Hemsley

Almost half of prospective entrepreneurs recognise the importance of advice and information on growth when starting a company

12th August, London UK: The Workable Summer School, a three-day mentorship programme for London-based entrepreneurs and start-ups, has opened its doors today. With almost half of Brits (47%) identifying ‘advice and information on growth’ as one of the most vital forms of support for start-ups¹, the Summer School will provide valuable guidance and inspiration to aspiring business leaders.

The opening of the Summer School celebrates the launch of Workable, a new shared workspace based in Stratford, East London. Hosting a variety of guest speakers and business mentors – including bestselling author and cook, Melissa Hemsley, and founder of Black Sheep Spirits, David Shepherd – the school will teach budding entrepreneurs how to manage, promote, and scale their businesses.

According to new research from Opinium and Workable, a lack of financial support is considered the main factor holding Brits back from starting their own businesses, with 44% of respondents citing it as a reason, followed by a lack of experience and a lack of confidence.

The programme for the Summer School has been designed to help attendees overcome these barriers to entry and ensure that entrepreneurs feel equipped with the tools to launch and manage their businesses.

One of the most anticipated sessions of the week will be hosted by Melissa Hemsley, who will provide insights into how to turn a passion into a sustainable brand. Other talks will cover a wide range of topics including how to make meaningful business connections, develop

¹ Opinium and Workable research of 2,006 respondents, 2019

confidence when presenting, maximise social media, successfully scale a business, and manage cash flow.

David Shepherd, Founder of Corte Vetusto Mezcal: "I'm delighted to be sharing my start-up experience with aspiring entrepreneurs at Workable in Stratford. The corporate environment didn't suit me and it wasn't until I started my own business that I finally found my true purpose. It has been the most challenging thing I've put my mind to, but I can proudly say I'm the founder of an award-winning mezcal brand, Corte Vetusto, with sales in three countries, all of luxury retail in the UK and in some of the World's best bars."

Xavier Collins, Managing Director, UK at Turo: "I'm excited to be taking part in this awesome initiative. I was lucky enough to benefit from the guidance and advice of entrepreneurs early in my career and I'm looking forward to giving back and trying my best to help build the ecosystem for the next generation of founders coming through."

Megan Morass, co-founder of independent creative agency, Full Fat: "Mentorship has been one of the most important and influential factors to me starting, building and running a successful agency. In a world which is becoming obsessed with immediate success, it's imperative that those in positions of experience share their journeys, truthfully, with those that look to them for influence and advice. I am sharing my experiences of one of the most challenging elements of being a young female entrepreneur in the hope that I can encourage the next generation to overcome fear and make positive change."

Andrew Tobin, Project Director at IQL comments: "We're very excited to open the Workable Summer School today and welcome our mentors and attendees to this fantastic shared workspace. Providing a location where like-minded individuals can connect is our main objective for Workable, and we're delighted to be able to use the summer school to help London based start-ups and entrepreneurs realise their ambitions."

Workable is part of International Quarter London (IQL), a vibrant new neighbourhood, developed by Lendlease and LCR, 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 exceptional 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 jobs, skills and training to those in the local homeless community. More information can be found at workable.london.

ENDS

Notes to editors:

- Research conducted by Opinium.
- Sample size: 2,006 UK adults (including 456 who have set up their own business)

The guest speakers, founders and business experts and their topics have been outlined below:

- **Melissa Hemsley**, one half of sister duo Hemsley + Hemsley, bestselling author and cook and Vogue columnist will teach participants 'How to turn your passion into a sustainable career'
- **Ellis Parrinder**, leading food, celebrity, and portrait photographer who regularly contributes to The Sunday Times and The Dish magazine will discuss 'How to use Instagram to build a brand and drive revenue'
- **Xavier Collins**, managing director, UK at Turo, the American peer-to-peer car sharing company will present 'How to successfully scale a tech business'
- **Megan Morass**, co-founder of independent creative agency, Full Fat will advise on 'Overcoming stress and Imposter Syndrome and the importance of self-belief'
- **David Shepherd**, founder of Black Sheep Spirits and craft spirit, Corte Vetusto Mezcal will run a workshop on 'Building a new brand, making meaningful business connections and the importance of sustainability'
- **Matt Buchanan**, head of PR & Influence at Ogilvy UK will discuss 'PR 101: Exploring the important role PR can play in scaling a business'
- **Maria Georgiou**, co-founder of Mam Sham, a London based comedy supper club will be inspiring participants with 'How to build confidence when delivering presentations'
- **James Endersby**, CEO of market research company Opinium will focus on 'How to scale a business and build a great workplace'
- **Simon Hankin**, Founder of Trouble Maker will talk to participants about 'How to learn from your biggest successes and biggest mistakes'
- **Lucy Gornall**, Health & Fitness Editor at TI Media will cover 'Achieving the dream work/life balance'

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- **Ros Hodgson**, accountant, and **Michael O’Sullivan**, training manager at accounting software company QuickBooks will be showing ‘How to take control of cash flow, from start of a business and onwards’

For further information please contact: Harriet.Sutton@lendlease.com / 07841 476673

Follow Workable on social media for regular updates: @workableldn

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