

# Business Essentials

What you need to know to run  
a business and where to find it

<http://www.bl.uk/bipc/pdfs/theessentials.pdf>

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Finding the right information is a crucial part of starting and growing your business. This guide is a handpicked list of the websites, books and databases that will help you find what you need to know, and fast.

You can find the databases and publications in this guide in the British Library Business & IP Centre in London. We support entrepreneurs and innovators from that first spark of inspiration to successfully developing a business.

### **What can you do in the Centre?**

- Research customers, clients and suppliers for your business
- Find out how to protect and exploit your ideas
- Go to workshops on everything from PR to business planning
- Attend a free advice session with a business expert
- Take our e-courses on intellectual property
- Meet like-minded people at our 'Inspiring Entrepreneurs' events.

The Centre is free and easy-to-use. You can find us on Floor 1 of the British Library in London, close to King's Cross, Euston and St Pancras stations.

Anyone can use the Centre. To access the information you'll need a Reader Pass, for which you need to bring in proof of your signature and home address from within the last three months.

To find out more visit [\*\*www.bl.uk/bipc\*\*](http://www.bl.uk/bipc)

# The essentials

## Business essentials

There are many websites and 'how to' books out there offering information and advice to entrepreneurs and inventors. Listed below are a number of websites and business support services that will help get you started, no matter what your business is.

### Databases available in the Business & IP Centre COBRA

A versatile encyclopaedia of practical information for anyone starting-up, running and managing a small business. It includes a wide range of different business start-up ideas such as opening a restaurant, hairdressing salon, design or consultancy business.

### Websites Fifty Lessons

This site includes short videos from some of the world's most successful business leaders, offering tips and lessons learnt in different areas of business. A free trial is offered on the site.

[www.50lessons.com](http://www.50lessons.com)

### Lawyers For Your Business

A network of 1,200 solicitor firms offering specialist advice to SMEs. 'Lawyers for Your Business' also offers free half-hour legal consultation.

[www.lawsociety.org.uk/productsandservices/lfybscheme.page](http://www.lawsociety.org.uk/productsandservices/lfybscheme.page)

### London Development Agency

This page provides helpful links to business support services in London, including finance and advice.

[www.lda.gov.uk/our-work/supporting-londons-businesses/](http://www.lda.gov.uk/our-work/supporting-londons-businesses/)

### National Enterprise Network

A network of independent, not-for-profit, local enterprise agencies providing a range of services targeting pre-start-ups, start-ups and micro businesses. At the time of writing this organisation is in transition.

[www.nationalenterprisenetwork.org/](http://www.nationalenterprisenetwork.org/)

### Small Business

This site features articles on key areas of concern for SMEs, as well as links to commercial and government information. Topics listed include: Start a Business, Business Technology, Small Business Finance, Franchise Information, Sales & Marketing, Franchise Directory and Legal Services.

[www.smallbusiness.co.uk](http://www.smallbusiness.co.uk)

### StartUp Britain

Start-up Britain is a campaign backed by HM Government to help new start-ups drive growth. Sixty brands have pledged support offering services and discounts to new businesses.

[www.startupbritain.org/](http://www.startupbritain.org/)

### Startups.co.uk

Features many 'how-to' guides, newsletters, up-to-date small business news, case

studies and a forum to network with other entrepreneurs.

[www.startups.co.uk](http://www.startups.co.uk)

### **Smarta**

This site offers free advice on a wide range of topics for business start-ups as well as subscription content for building your business

[www.smarta.com/](http://www.smarta.com/)

### **The Tavistock Directory**

Lists offices and business centres in the UK and worldwide.

[www.tavistockdirectory.com](http://www.tavistockdirectory.com)

### **Venture Navigator**

A free online service designed to help start-ups and small businesses improve their chances of success. Assessment-based feedback for your business is provided. Venture Navigator is government funded.

[www.venturenavigator.co.uk](http://www.venturenavigator.co.uk)

### **Your Small Business**

This website has free articles on creating, running and maintaining your own small business.

[www.yoursmallbusiness.co.uk](http://www.yoursmallbusiness.co.uk)

### **Business Link in London**

It offers free, independent business start-up and business growth information, advice, training, case studies, checklists, business guides and networking opportunities. The regional advisory service will close from 25 November 2011 but their website will be enhanced.

[www.blondon.co.uk](http://www.blondon.co.uk)

### **Relevant organisations**

The Library works with a range of public-funded and private sector organisations that can help you with your business.

### **InBiz**

In Biz supports start-ups, micro businesses and SMEs and focuses on enterprise creation and neighbourhood regeneration.

[www.inbiz.co.uk/homepage](http://www.inbiz.co.uk/homepage)

### **Leonard Cheshire Disability**

One of the UK's largest charities, with the aim of changing attitudes to disability and serving disabled people. It delivers a wide range of services that support disabled people to start their own business.

[www.lcdisability.org](http://www.lcdisability.org)

### **London Business Support Service**

Cost-effective business advice, practical solutions and a wide range of relevant business support services, delivered to SMEs by a team of specialist business advisers.

[www.thelbss.co.uk](http://www.thelbss.co.uk)

### **London Chamber of Commerce**

The largest independent business support networking organisation in London. Networking and professional contacts could open up other business opportunities.

[www.londonchamber.co.uk](http://www.londonchamber.co.uk)

### **Striding Out**

Supports young entrepreneurs through networking, coaching and support in business.

[www.stridingout.co.uk](http://www.stridingout.co.uk)

### **TIE UK**

A not-for-profit global networking organisation of entrepreneurs and professionals. TIE UK runs a range of networking events, so that you can meet other entrepreneurs.

[www.uk.tie.org/](http://www.uk.tie.org/)

### **Women Unlimited**

A business network that is totally focused on supporting women in their

journey to creating and sustaining a successful business, either as a sole trader or limited company.

[www.women-unlimited.co.uk](http://www.women-unlimited.co.uk)

### **Prevista**

Prevista works in the areas of social, economic and cultural development and offers business advice services.

[www.prevista.co.uk/](http://www.prevista.co.uk/)

### **Rasheed Ogunlaru**

A leading life coach, business coach and motivational speaker. He helps people of all backgrounds achieve greater success and fulfilment in all areas of their lives, careers, relationships and businesses.

[www.rasaru.com](http://www.rasaru.com)

### **School for Startups**

The inspiration of serial entrepreneur and angel investor Doug Richard, School for Startups provides a range of services including training, seminars and networking events.

[www.schoolforstartups.co.uk](http://www.schoolforstartups.co.uk)

### **Books in the Business & IP Centre**

#### **The Beermat Entrepreneur:**

#### **Turn your good idea into a great business**

(Mike Southon and Chris West, Prentice Hall, 2005) [SBH 338.04]

#### **Beat the Recession: a blueprint for business survival**

(Nicholas Bate, Infinite Ideas, 2009) [SBH 658.4]

#### **Entrepreneurship**

(Bruce Barringer, Pearson Prentice Hall, 2006) [SBH 658.11]

#### **The Entrepreneur's Book of Checklists**

(Robert Ashton, Pearson Prentice Hall, 2004) [SBH 658.022]

### **Business Start-up 2011**

(Financial Times Guides, Prentice Hall, 2010) [SBH 658.0220941 ]

### **Good Small Business Guide 2011: how to start and grow your own business**

(A & C Black, 2011) [SBH 658.022]

### **Getting to Plan B: breaking through to a better business model**

(John Mullins & Randy Komisar, Harvard Business School Press, 2009) [SBH 658.401 ]

### **Start and Run a Business from Home: how to turn your hobby or interest into a business**

(Paul Power, Oxford How to Books, 2009) [SBH 658.0412 ]

### **New Business Road Test**

(John W. Mullins, Financial Times, 2006) [SBH 658.022]

### **Starting a Business from Home**

(Colin Barrow, Kogan Page, 2008) [SBH 658.181412 ]

### **Surviving a Downturn**

(Jeremy Kourdi, A & C Black, 2007) [SBH 658.1592]

### **Working for Yourself: An entrepreneur's guide to the basics**

(Jonathan Reuvid, Kogan Page, 2009) [SBH 658.0410941]

## Intellectual property (IP)

If you have an invention or idea that you are looking to commercialise, you need to find out more about your intellectual property and how you can protect it.

There are four main types of intellectual property: patents, trademarks, copyright and registered designs. Understanding the type of protection required for your idea is an essential element in its overall development. The resources in the Centre can help you with this, such as patent databases to find out if an idea for an invention already exists.

You can view our Essential guide for Inventors at [www.bl.uk/bipc/pdfs/inventing.pdf](http://www.bl.uk/bipc/pdfs/inventing.pdf)

### Databases available in the Business & IP Centre COBRA

A versatile encyclopaedia of practical information for anyone starting-up, running and managing a small business. It includes bite-sized help guides on all aspects of intellectual property.

### Derwent Innovations Index

This database provides international patent abstracts written by professionals, facilities for searching by 'owning company', forward and backward citation and some status information. It covers many countries, starting from 1963 (pharmaceuticals), 1968 (other chemistry) and 1973 (all).

### Websites

#### British Library e-courses on intellectual property

A series of free, interactive, practical e-courses where you can learn about intellectual property – including patents,

trademarks and registered designs, as well as searching IP databases and analysing market data.

<http://bipc-ecourses.bl.uk/>

#### Intellectual Property Office (IPO)

A must-view site for anyone concerned with patenting (protecting an invention), trademarks (such as registering a brand name), copyright and design. Follow the links to view clear explanations on registering, legal issues and associated fees. Free trademark and design searches can also be made on this site.

[www.ipo.gov.uk](http://www.ipo.gov.uk)

#### Espacenet

This is the European Patent Office's website. On the site you can search patents internationally by a number of different search terms. Many complete specifications are available, although coverage varies by country. British patents can be searched, by key words in the abstract, as far back as the 1890s.

<http://worldwide.espacenet.com/>

#### Relevant Organisations

##### Chartered Institute of Patent Attorneys

The professional and examining body for patent attorneys (also known as patent agents) in the UK, founded in 1882. CIPA is a recommended first contact for anyone seeking legal advice for a patent application.

[www.cipa.org.uk](http://www.cipa.org.uk)

##### Halebury Ventures Limited

A virtual law practice, offering support on the telephone or by email, operating with a wide range of clients. A cost-effective solution for start-ups.

[www.halebury.com](http://www.halebury.com)

##### Ideas21

Offers regular evening networking meetings

at the Library, free 30 – 40 minute expert advice sessions for inventors, and seminars and workshops on successful innovation and a lot more.

[www.ideas21.co.uk](http://www.ideas21.co.uk)

### **Institute of Trade Mark Attorneys**

The professional body representing those qualified to act for the owners of trademark and other IP rights such as registered design. The ITMA is a good starting contact for those seeking professional IP advice.

[www.itma.org.uk](http://www.itma.org.uk)

### **She's Ingenious!**

A network helping female inventors and innovators get savvy about developing their innovative ideas and taking them to market.

[www.shesingenious.org](http://www.shesingenious.org)

### **Own-it**

An organisation that offers intellectual property advice for creative businesses. Useful FAQs, factsheets and podcasts that cover a whole range of common IP issues are available on this website.

[www.own-it.org](http://www.own-it.org)

### **Books in the Business & IP Centre Defending the Brand**

(Brian H. Murray, Amacom, 2004)  
[SBH 658.827]

**A Guidebook to Intellectual Property**  
(Sweet & Maxwell, 2004) [SBH 346.41048]

**Innovate Like Edison**  
(Michael Gelb, Dutton, 2007) [SBH 608]

**From Inventor to Entrepreneur**  
(Celia R.F Gates, Doctor Cook, 2009)  
[SBH 658.4063]

**Inventing for Dummies**  
(P. Robinson, John Wiley, 2008)  
[SBH 608.0688]

**Patents, Registered Designs, Trade marks  
and Copyright for Dummies**  
(John Grant, John Wiley, 2008)  
[SBH 346.41048]

**Teach Yourself Intellectual Property**  
(Smith-Higgins, Hodder Arnold, 2006)  
[SBH 346.048]

## **Registering a business**

There are many different legal structures a business can choose, from being a sole trader to limited or public companies and partnerships. Choosing the one that fits your business and its goals is essential.

### **Databases available in the Business & IP Centre COBRA**

There are a number of guides on the different company types. 'Choosing the right legal status for your business (Bif32)' is a helpful introduction.

### **Websites Companies House**

The official government register of UK companies. It incorporates and dissolves limited companies, examines and stores company information delivered under the Companies Act and related legislation, and makes this information available to the public. You can check to see if your proposed company name is already being used through this site.

[www.companieshouse.gov.uk](http://www.companieshouse.gov.uk)

**New Business Register Plc**  
Designed to enable start-ups and entrepreneurs to decide which is the best structure for their new enterprise. It offers free information, advice and support in

setting up a new business or registering a business name, new company, trademark or brand and domain name.

[www.start.biz/home.htm](http://www.start.biz/home.htm)

### **HM Revenue & Customs**

Understand the areas relating to tax and National Insurance issues that you need to think about when you're running a business. It also provides a guide to starting-up in business which can be downloaded for free from the site.

[www.hmrc.gov.uk/startingup/index.htm](http://www.hmrc.gov.uk/startingup/index.htm)

### **Relevant Organisations**

#### **Legal Clarity**

Legal Clarity helps small and medium-sized businesses comply with their legal and regulatory obligations.

[www.legalclarity.co.uk](http://www.legalclarity.co.uk)

### **Books in the Business & IP Centre**

#### **The Company Director's Manual**

(Indicator, 2006) [SBH 658.422]

#### **Mergers and Acquisitions:**

#### **A practical guide for private companies**

(Jonathan Reuid, Kogan Page, 2007)

[SBH 658.162]

## **Grants and raising finance**

Raising money to start a business can be a difficult process. It all depends on how much you need to raise, and from whom. Below are some links to information on the various sources of finance, from business angels to bank loans and grants.

### **Websites**

#### **Angels Den**

A fee-based service that connects entrepreneurs searching for business

funding with private investors.

[www.angelsden.co.uk](http://www.angelsden.co.uk)

### **Business Innovation & Skills (BIS)**

This government department has essential information on support for small business. The 'access to finance' page is a helpful link. It is also worth exploring the 'Enterprise Finance Guarantee' section.

[www.bis.gov.uk/policies/enterprise-and-business-support/access-to-finance](http://www.bis.gov.uk/policies/enterprise-and-business-support/access-to-finance)

### **Business Link Finance**

This section of the Business Link website looks at how to raise finance through borrowing, shares, equity, grants and government support.

[www.businesslink.gov.uk/finance](http://www.businesslink.gov.uk/finance)

### **British Venture Capital Association**

Representing the UK private equity and venture capital industry: around 165 UK private equity firms that currently invest in over 11,000 companies, employing nearly 3 million people between them. Member services include training, research and events.

[www.bvca.co.uk](http://www.bvca.co.uk)

### **British Business Angels Association (BBAA)**

The National Trade Association for the UK's Business Angel Networks and its associates and affiliates. It has evolved from the National Business Angel Network (NBAN) and is backed by the Department for Business, Innovation and Skills (BIS) and is sponsored by Nesta and Kingston Smith.

[www.bbaa.org.uk](http://www.bbaa.org.uk)

### **Co-operative & Community Finance**

A national member-owned and led organisation that promotes and supports the development and growth of new and existing co-operatives.

[www.co-opandcommunityfinance.coop](http://www.co-opandcommunityfinance.coop)

## **G2i**

Supported by the London Development Agency, G2i matches investors with entrepreneurs through equity investment. It is a consortium of private sector specialists that helps companies to become 'investor ready'. For London companies only; check on the website for further eligibility.

[www.g2i.org](http://www.g2i.org)

## **Grantnet**

A free database on the web that contains details of grants and funding available in the UK. First time users will need to register for a password. Grantfinder is a subscription service providing more details on individual grants and is available for free in the Business & IP Centre.

[www.grantnet.com](http://www.grantnet.com)

## **Greater London Enterprise**

Helping businesses in London that aren't able to obtain funding from banks. GLE oneLondon provides loans, business plan support and mentors and aims to support businesses from socially and economically disadvantaged groups.

[www.gle.co.uk/finance/index.php](http://www.gle.co.uk/finance/index.php)

## **J4b.co.uk**

Comprehensive grant information for the UK & Ireland, with over 4,500 programmes covering European, national, regional, local and lottery funds. Registration is required.

[www.j4b.co.uk](http://www.j4b.co.uk)

## **London Business Angel Network**

130 business leaders from the south of England, offering £50 million for potential investment. Selection is made through submitting an executive summary or business plan.

[www.lbangels.co.uk](http://www.lbangels.co.uk)

## **London Seed Capital**

Working in conjunction with the London Business Angel Network, London Seed invests alongside business angels for London-based companies.

[www.londonseedcapital.com](http://www.londonseedcapital.com)

## **Relevant Organisations**

### **Company Partners**

Company Partners provides an online service to help people who are starting or growing a business, finding a business partner or mentor.

[www.companypartners.com](http://www.companypartners.com)

### **The Funding Game**

The Funding Game provides an excellent opportunity for entrepreneurs to learn how to fund an early stage business and to network with professionals who have succeeded in this area.

<http://thefundinggame.co.uk/default.aspx>

### **MessageLab**

MessageLab is an international training and coaching consultancy offering a wide range of management development services to the corporate and public sector.

[www.messagelab.co.uk](http://www.messagelab.co.uk)

## **Books in the Business & IP Centre**

**A Guide to Business Angel Finance 2010** (BVCA) [Directories 658.1522]

**BVCA Directory of Members 2010/11**

(British Venture Capital Association)  
[Directories 332.0415402541]

**Directory of Grant Making Trusts 2010–11**

(Directory of Social Change) [Directories 361.763]

**Good Finance Guide for Small Business: how to raise, manage and grow your company's cash**

(A & C Black, 2007)

**The Grants Register 2011**  
(Palgrave Macmillan, 2010)  
[Directories 378.33]

## How to write a business plan

Writing a business plan is one of the most important tasks when starting a business. It helps to set targets and verify that a business is workable. It can also be a vital document for raising finance. The internet is full of websites offering advice; below is a list that includes recognised business support agencies and popular business sites.

### Websites

#### **Business Link Business Planning**

Offering a checklist of what your business plan should include, such as how to complete financial forecasts, looking at your markets and competitors, defining your marketing and sales strategy, staff skills and how to present your business plan.

[www.businesslink.gov.uk/businessplan](http://www.businesslink.gov.uk/businessplan)

#### **Business Plan Index**

The Carnegie Library of Pittsburgh's site offers a list of subject links to sample business plans.

[www.carnegielibrary.org/research/business/bplansindex.html](http://www.carnegielibrary.org/research/business/bplansindex.html)

#### **Bplans**

American site that has free samples of completed business plans to view online.

[www.bplans.com/sp/businessplans.cfm](http://www.bplans.com/sp/businessplans.cfm)

#### **Centre for Business Planning**

American site provides information on every area of planning a business including acquiring venture capital, market analysis, competitive analysis, production

management, preparing financial statements and writing a business plan.

[www.businessplans.org](http://www.businessplans.org)

### **Relevant Organisations Business Plan Services**

Operating in association with the London Business School and specialises in assisting clients with business planning.

[www.bizplans.co.uk](http://www.bizplans.co.uk)

### **Company Partners**

Company Partners provides an online service to help people who are starting a business, or growing a business, find a business partner or mentor.

[www.companypartners.com](http://www.companypartners.com)

### **Johnny Martin**

Johnny is an experienced finance director who takes the fear out of finance with his 'Essential Business Finance' seminar at the British Library.

[www.johnnymartin.co.uk](http://www.johnnymartin.co.uk)

### **London Business Support Service**

Offering cost-effective business advice, practical solutions and a wide range of relevant business support services delivered to SMEs by a team of specialist business advisers.

[www.thelbss.co.uk](http://www.thelbss.co.uk)

### **Books in the Business & IP Centre Brilliant Business: what to know and do to make the perfect plan**

(Kevan Williams, Prentice Hall Business, 2011) [SBH 658.4012]

### **The Business Plan Workbook**

(Colin Barrow, Kogan Page, 2005)  
[SBH 658.4012]

### **The Definitive Business Plan**

(Richard Stutely, Financial Times, 2002)  
[SBH 658.4012]

**How to Prepare a Business Plan**  
(Kogan Page, 2008) [SBH 658.4012]

**New Business Road Test**  
(John W Mullins, Prentice Hall, 2003)  
[SBH 658.022]

**Successful Business Plans**  
(Michael Anderson & Jane Khedair,  
Crimson, 2009) [SBH 658.402]

## Marketing and public relations (PR)

Marketing means understanding your customers and providing them with an appropriate product or service, while also promoting products and services in a way that makes people want them. Market research can provide an understanding of what the consumer wants, or trends that are taking place. Public Relations is about building and keeping good relations between a business or organisation and the public. The following offers some starting points for small businesses in this important area.

**Market Reports and Databases**  
By way of market research, the British Library offers access to a wide range of published market reports and online subscription content to any potential user. Among the many publishers held are Mintel, Key Note, Datamonitor and Verdict. Our link to Explore the British Library allows you to search the market reports we have in hard copy:

[http://explore.bl.uk/primo\\_library/libweb/action/search.do?dscnt=1&dstmp=1314183161176&vid=BLVU1&fromLogin=true](http://explore.bl.uk/primo_library/libweb/action/search.do?dscnt=1&dstmp=1314183161176&vid=BLVU1&fromLogin=true)

A complete list of our subscription resources, databases and publications only available from within the British Library, can be seen here:

[www.bl.uk/eresources/business/cd-busin.html](http://www.bl.uk/eresources/business/cd-busin.html)

Among databases of interest are E-Marketer for online marketing, Factiva for the latest news in different sectors, as well as COBRA which has guides on profiling your target market, writing a marketing plan, search engine optimisation (SEO) and doing research.

### Websites

**The Chartered Institute of Marketing**  
A professional body for marketing standards and practice. It also offers training and professional development to members.

[www.cim.co.uk](http://www.cim.co.uk)

**The Chartered Institute of Public Relations**  
The largest public relations institute in Europe, with some 9,000 members from all sectors, CIPR provides standards, training and events for its members.

[www.cipr.co.uk](http://www.cipr.co.uk)

**The Market Research Society**  
The world's largest association serving all professionals in the provision of market, social and opinion research. It also offers a range of online resources and advice on conducting primary market research on its website.

[www.mrs.org.uk](http://www.mrs.org.uk)

**Relevant Organisations**  
**Integra Communications**  
For advice on the contribution public relations can make to overall business objectives and developing a PR strategy which delivers significant returns.

[www.integracommunications.co.uk](http://www.integracommunications.co.uk)

## **Lucidica**

An IT support company that helps small businesses with their IT needs. They run seminars on search engine optimisation, email marketing and CRM in the Business & IP Centre.

[www.lucidica.com](http://www.lucidica.com)

## **Books in the Business & IP Centre Everything You Should Know About Public Relations**

(Anthony Davis, Kogan Page, 2003)

[SBH 659.2]

## **50 Ways to Make Google Love Your Website**

(Steve Johnston & Liam McGee, Random House Business, 2010)

[SBH 025.04252 ]

## **Get up to Speed with Online Marketing**

(John Reed, FT Prentice Hall, 2011)

[SBH 658.872 ]

## **YouTube for business: online video marketing for any business**

(Michael Miller, Que, 2011)

[SBH 658.872]

## **Marketing and PR on a Shoestring**

(Phillip Holden, A & C Black, 2007)

[SBH 658.8]

## **PR**

(Angela Murray, Teach Yourself, 2005)

[SBH 659.2]

## **Research Buyers Guide**

(The Market Research Society, 2011)

[Directories 658.8302541 Business]

## **Search Engine Optimization for Dummies**

(Peter Kent, Hoboken, NJ, 2011)

[SBH 025.04]

## **The UK Small Business Marketing Bible**

(David Frey, Cobweb Information, 2007)

[SBH 658.872]

## **Tax and book keeping**

Every business needs to know about tax and accounting for its money.

Below are some pointers to help you find out more.

### **Websites**

#### **Business Link**

Includes a helpful page on all aspects of tax for small business.

[www.businesslink.gov.uk](http://www.businesslink.gov.uk)

#### **Clearly Business**

Specialises in developing and providing software, information, best practice guides, news and services designed to ensure the growth, efficiency and success of UK small businesses. This site has a very useful section on book keeping.

[www.clearlybusiness.co.uk/advice-and-support/finance](http://www.clearlybusiness.co.uk/advice-and-support/finance)

#### **HM Revenue & Customs**

This HM Government site contains essential information on all aspects of taxation. The section on starting-up in business explains the importance of registering with the Inland Revenue and contains copies of all essential forms (including tax returns). There are a number of free leaflets and booklets available.

[www.hmrc.gov.uk/home.htm](http://www.hmrc.gov.uk/home.htm)

#### **Tax Aid**

A UK charity that provides free tax advice to people who cannot afford to pay a professional adviser. The service is independent and confidential.

[www.taxaid.org.uk/](http://www.taxaid.org.uk/)

#### **Law on the Web**

This site offers plain English information on tax issues. This includes starting-up

a business, inheritance tax, capital gains tax and self assessment.

[www.lawontheweb.co.uk/basics/tax.htm](http://www.lawontheweb.co.uk/basics/tax.htm)

## **Relevant Organisations**

### **Johnny Martin**

Johnny is an experienced finance director who takes the fear out of finance with his 'Essential Business Finance' seminar at the British Library.

[www.johnnymartin.co.uk](http://www.johnnymartin.co.uk)

### **Books in the Business & IP Centre Accounts Demystified: the astonishingly simple guide to accounting**

(Anthony Rice, Prentice Hall Business, 2008)  
[Social Sciences SPIS 658.1511]

### **Accounting for Non-Accountants**

(Graham Mott, Kogan Page, 2005)  
[SBH 657.950941]

### **Basic Accounting**

(Randall Stott, Teach Yourself Books, 2003)  
[SBH 657]

### **Book-Keeping**

(Andrew Piper, Teach, 2003)  
[SBH 657.2]

### **Book-keeping & Accounting for the Small Business. How to Keep the Books and Maintain Financial Control Over Your Business**

(Peter Taylor, How To Books, 2003)  
[SBH 657.9042]

### **Getting the Company to Pay**

(Tips and Advice Books, Indicator, 2006)  
[SBH 336.243160941]

### **The Meaning of Company Accounts**

(Walter Reid, Gower, 2005) [SBH 657.95]

### **Understanding Tax for Small Business**

(Sarah Deekes, Teach Yourself, 2010)  
[SBH 336.207]

## **Employing and training staff**

Staff can be your most valuable asset as well as your largest overhead.

Recruiting the right person while also understanding the law can be the difference between success and failure.

## **Websites**

### **Advisory, Conciliation and Arbitration Service**

Providing up-to-date information, independent advice and training, and works with employers and employees to solve problems and improve performance. It also offers information on employment contracts and recruitment issues.

[www.acas.org.uk](http://www.acas.org.uk)

### **The Apprenticeships Programme**

Run nationally through the Learning and Skills Council's local offices and network of learning providers. It can advise you about ways you can develop and train your workforce.

[www.apprenticeships.org.uk](http://www.apprenticeships.org.uk)

### **Development of Business Innovation and Skills (BIS)**

This page includes useful links on employment, including the Business Link page on this area.

[www.bis.gov.uk/employment](http://www.bis.gov.uk/employment)

### **Learn Direct**

A network of online learning and information services. It's a government-sponsored initiative in flexible learning. It offers online learning solutions for organisations of all types and sizes. As the courses are delivered online, you can work through them at a time and pace to suit you.

[www.learnirect.co.uk](http://www.learnirect.co.uk)

## **Train to Gain**

Helping businesses of all sizes, in all sectors, to increase the skills of their workforce and improve the performance of their business.

[www.traintogain.gov.uk](http://www.traintogain.gov.uk)

## **Relevant Organisations**

### **Eat Your Cake**

Niche recruitment agency providing experienced part-time talent for start-ups, training and consultancy.

[www.eatyourcake.co.uk](http://www.eatyourcake.co.uk)

### **HR Help for Business**

Offers a HR management service and solutions to companies of all sizes in the public, private and not-for-profit sectors.

[www.hrhelp4business.co.uk](http://www.hrhelp4business.co.uk)

## **Books and Journals in the Business & IP Centre and Social Sciences**

### **Reading Rooms**

**Personnel Selection: adding value through people.**

(Mark Cook, Hoboken, 2009)

[Social Sciences SPIS 658.3112]

### **Essential Documents Employment**

(Indicator, 2009/10)

[SBH 658.31]

### **Excellent Employment**

(Ann Andrews, A&C Black, 2007)

[SBH 658.311]

### **Small Business Employment Law for Dummies**

(Liz Barclay, Wiley, 2005)

[SBH 344.4104]

### **Tolleys Employment Guides**

(Some are available in the Social Sciences)

## **Health and safety**

From day one, every business needs to comply with health and safety regulations. It covers your employees, yourself, customers and even passers-by.

## **Databases available in the Business & IP Centre**

### **COBRA**

Database includes a whole section on health and safety for small businesses.

## **Websites**

### **Envirowise**

Offering UK businesses free, independent, confidential advice and support on practical ways to increase profits, minimise waste and reduce environmental impact.

[www.envirowise.gov.uk](http://www.envirowise.gov.uk)

### **Environment Agency**

Designed to help businesses understand the complex regulations affecting their environmental obligations. It is designed for small businesses and contains both mandatory measures required by the law and good practice measures to help look after your environment.

[www.environment-agency.gov.uk/netregs](http://www.environment-agency.gov.uk/netregs)

### **Health & Safety Executive**

Information to protect everyone against risks to health or safety arising out of work activities. Conducts and sponsors research, promotes training, provides an information and advisory service and submits proposals for new or revised regulations and approved codes of practice.

[www.hse.gov.uk/businesses.htm](http://www.hse.gov.uk/businesses.htm)

## **Books in the Business & IP Centre and in other Reading Rooms in the Library**

### **Health and Safety 2009/10**

(Croner, 2009)

[Humanities Shelfmark ZC,9.a.7942]

## **Trading regulations and data protection**

If you're holding personal information on individuals for your business then data protection is a must do. The Data Protection Act affects how businesses manage personal information. The differing regulations on fair trading affect how business operates fairly.

### **Websites**

#### **Information Commission**

Promoting good information handling practice around enforcing data protection and Freedom of Information (FoI) legislation. Its website offers lots of advice on complying with this legislation.

[www.ico.gov.uk](http://www.ico.gov.uk)

#### **Databases available in the Business & IP Centre** **COBRA**

A versatile encyclopaedia of practical information for anyone starting-up, running and managing a small business. It includes sections on legislation and regulation.

#### **Legal Issues of Web 2.0 and Social Media**

(Stephen Kunczewicz, Ark Group, 2010)

[SBH 303.48330285]

## **Exporting and importing**

Exporting and importing to and from other countries can mean more market opportunities at home or abroad. Below are some web links, associations and titles to help get you started.

### **Websites**

#### **Alibaba Directory**

A website that connects SMEs to suppliers around the world.

[www.alibaba.com](http://www.alibaba.com)

#### **British Chambers of Commerce Export Zone**

Provides advice and information on export procedures, training and runs business matchmaking events.

[www.chamberonline.co.uk/exportzone](http://www.chamberonline.co.uk/exportzone)

#### **Export Credits Guarantee Department (ECGD)**

The UK's official export credit agency. It offers advice and information on export credit, finance and insurance.

[www.ecgd.gov.uk/](http://www.ecgd.gov.uk/)

#### **Federation of International Trade Associations**

Comprehensive listing of web resources with some 8,000 links to international trade, with categories such as 'Trade and Economic Statistics', 'Import & Export Consulting' and 'Cultural Issues'.

<http://fita.org/webindex/index.html>

#### **The Institute of Export**

Training in export and international trade management as well as an 'information trade desk' to answer any export questions you might have.

[www.export.org.uk](http://www.export.org.uk)

## **HM Revenue & Customs**

Guides on importing and exporting and the systems and procedures you need to follow. Follow the link 'Imports and Exports' under the 'Businesses and Corporations' heading.

[www.hmrc.gov.uk](http://www.hmrc.gov.uk)

## **UK Trade Information**

Complete and up-to-date information on UK imports and exports produced by the Statistical and Analysis of Trade Unit (SATU), a part of HM Revenue & Customs.

[www.uktradeinfo.com](http://www.uktradeinfo.com)

## **UK Trade & Investment**

Helping first time exporters with a free 'Passport to Export' toolkit. It includes a business health check, mentoring, an individual export plan and training. It can help businesses experienced in international trade to expand into new markets and develop export capabilities, and provides expert advice, reliable data, trade missions, country market research, grants and a research service.

[www.uktradeinvest.gov.uk](http://www.uktradeinvest.gov.uk)

## **Books, journals and directories in the Business & IP Centre and general collection**

### **Croner's A – Z guide to Export**

((Croner Publications, 2010)  
[MKT 382.6094105]

### **British Exports**

(Reed Business Information, 2005)  
[Directories 382.606541 Business]

### **Building an Import/Export Business**

(Kenneth D. Weiss, J. Wiley, 2002)  
[SBH 658.8]

### **Trade International Briefing 2010**

(Croner CCH Group Ltd, Monthly)  
[Humanities ZC.9.b.5680]

## **Export Guide**

(NCG Media, 2005)  
[Directories 382.6 Business]

## **Growing Your Business Globally**

(Robert A. Taft, Thomson, 2005)  
[Social Sciences 338.881]

## **International Directory of Importers**

(Interdata, 2010)  
[Directories 382.50254 Business]

## **International Trade Today:**

### **Problem Solving for UK Companies Who Buy and Sell in Overseas Markets**

(Institute of Export, Monthly)  
[(P) AL 18 – E(27) BUS]

## **Overseas Trade**

(BOTB, Monthly)  
[(P) AL 87 – E(2) BUS]

## **Trade & Export Finance Handbook**

(Ark Financial Publishing, 2005)  
[Directories 332.742 Business]

## **Franchising**

Franchising is either buying into an existing, successful business model, or franchising your own idea to others. It can offer a lower-risk option to entrepreneurs than starting a new business, as the product or service has already been tried and tested. There are many examples of successful franchise operations. The franchisee usually pays the franchisor a royalty for the rights assigned. The following list suggests some sources to start with.

## **Websites**

### **British Franchise Association**

Free advice, seminars and information on

franchising your business and how to buy a franchise. It also has a listing of franchises for sale.

[www.thebfa.org](http://www.thebfa.org)

### **The Franchise Business**

Information on what to look for when buying and selling a franchise and how to franchise your business. It also includes a directory of franchises available.

[www.franchisebusiness.co.uk](http://www.franchisebusiness.co.uk)

### **Franchise Magazine**

Articles and guidance on franchising in the UK.

[www.thefranchisemagazine.net](http://www.thefranchisemagazine.net)

### **FranInfo**

Directory of franchises available, latest news, events diary and fact sheets.

[www.franinfo.co.uk](http://www.franinfo.co.uk)

### **Which Franchise**

Helping you understand what is involved in becoming a franchisee, so that you can decide whether or not it is for you. It also offers advice, information, seminars and a franchise directory.

[www.whichfranchise.com](http://www.whichfranchise.com)

### **UK Franchise Directory**

Searchable online version of the printed directory with listings of popular franchise categories.

[www.theukfranchisedirectory.net](http://www.theukfranchisedirectory.net)

### **Books and Journals in the Business & IP Centre**

#### **The Business Franchises**

#### **Directory of Franchise 2009/10**

(Circle Publishing Net)

[Directories 658.870802541]

#### **Franchise Magazine**

(Franchise Publications, Monthly)

[(P) AL 91 – E(2) BUS]

### **Franchise World**

(Franchise Services, Monthly)

[(P) AL 91 – E(4) BUS]

### **Franchise World Directory**

(Franchise World, 2007)

[Directories 381.1302541 Business]

### **How to Choose a Franchise**

(Iain Murray, Kogan Page, 2004)

[SBH 658.8708]

### **Teach Yourself Franchising**

(Kurt Illetschko, Teach Yourself Books,

2006 [SBH 658.87080941])

### **United Kingdom Franchise Directory**

(Franchise Development Services Ltd, 2006)

[Directories 381.13 Business]

## **Buying an existing business**

Buying an existing business can be an option for entrepreneurs. Listed are some websites which list businesses for sale. Buying a business may require expert legal advice to ensure any legal loose-ends are tied.

### **Websites**

#### **Daltons Business**

Database of over 25,000 businesses for sale. You can search the website for links to specific business areas including franchises for sale, commercial property, pubs and hotels. It also publishes a weekly magazine of businesses for sale.

[www.daltonsbusiness.com](http://www.daltonsbusiness.com)

#### **Businesses For Sale**

This site has a directory of buyers, businesses for sale, franchises and broker information.

[www.businessesforsale.com](http://www.businessesforsale.com)

## Social enterprise, green and ethical business

Social enterprise is a way of doing business that makes a positive social and/or environmental change. Social enterprises believe that there are other things as important as making a profit, such as working with homeless people or young people with problems, helping the world's poorest people to get out of poverty, encouraging people to recycle and much more.

Please see our Social Enterprise, Green & Ethical Business guide:  
[www.bl.uk/bipc/pdfs/greenethical.pdf](http://www.bl.uk/bipc/pdfs/greenethical.pdf)

### Websites

#### Adventure Capital Fund

A special fund set up to finance community development across the UK. Previous successes have made this a popular source for finance.

[www.adventurecapitalfund.org.uk](http://www.adventurecapitalfund.org.uk)

#### Business in the Community

An organisation that helps to integrate 'responsible business' through its operations to create a positive impact on society.

[www.bitc.org.uk](http://www.bitc.org.uk)

#### CAN (Community Action Network)

Supporting social entrepreneurs to maximise their social impact.

[www.can-online.org.uk/](http://www.can-online.org.uk/)

#### Community Development Finance Association (CDFA)

Lending and investing in business areas that are underserved by markets that can't get access to mainstream finance. The website has a search page of CDFA members that

may be able to assist.

[www.cdfa.org.uk](http://www.cdfa.org.uk)

#### Community Interest Companies

Information for anyone interested in registering as a 'Community Interest Company' as well as a list of existing registered companies.

[www.cicregulator.gov.uk](http://www.cicregulator.gov.uk)

#### Co-operatives UK

Membership organisation that promotes co-operative enterprise. The website has information on co-operative news and support services available for members.

[www.uk.coop](http://www.uk.coop)

#### i-genius

A global community that supports social enterprise.

[www.i-genius.org](http://www.i-genius.org)

#### The School for Social Entrepreneurs

Helping to provide training opportunities for entrepreneurs. The school was founded in 1997 and now has a network across the UK.

[www.sse.org.uk](http://www.sse.org.uk)

#### Social Enterprise Ambassadors

A group of inspirational people that lead social enterprise in the UK. There are more than thirty ambassadors with different business interests listed, along with interviews, on the site.

[www.socialenterpriseambassadors.org.uk](http://www.socialenterpriseambassadors.org.uk)

#### Social Enterprise Coalition

The UK's national body for social enterprise. Its members work to inform policy, promote the benefits of social enterprise and share best practice. This website includes podcasts, case studies and useful links.

[www.socialenterprise.org.uk](http://www.socialenterprise.org.uk)

### **Social Enterprise London**

The largest social enterprise network in the UK with nearly 400 businesses. This website has an online directory of social enterprises searchable by sector and opportunities for training, with links to advisory services.

[www.sel.org.uk](http://www.sel.org.uk)

### **Social Enterprise Training and Support Consortium (SETAS)**

Providing links to training, support and specialist publications about social enterprise. News and e-mail updates are also available.

[www.setas.co.uk](http://www.setas.co.uk)

### **Social Firms UK**

A market-led business specifically created to help disadvantaged people gain employment. Supporting information can be found on this website.

[www.socialfirms.co.uk](http://www.socialfirms.co.uk)

### **UnltdWorld**

A social networking site for social entrepreneurs. Users can share resources, post events, answer questions, start discussions and set-up groups. An on-site tour provides a good overview.

[www.unltdworld.com](http://www.unltdworld.com)

### **Relevant Organisations**

#### **GK Partners**

An independent limited company guided by a social enterprise and corporate responsibility ethos. It provides high quality professional services at competitive market rates.

[www.gkpartners.co.uk](http://www.gkpartners.co.uk)

#### **Global Action Plan**

Global Action Plan works with small and medium sized businesses, as well as other groups in society, to bring about reduction in carbon emissions.

[www.globalactionplan.org.uk](http://www.globalactionplan.org.uk)

### **The Carbon Trust**

The Carbon Trust offers products and services to help your business reduce its carbon emissions and accelerate the move to a low carbon economy.

[www.carbontrust.co.uk/Pages/Default.aspx](http://www.carbontrust.co.uk/Pages/Default.aspx)

### **London Community Resource Network**

The LCRN is a community of charities, social enterprises, public sector bodies, individuals and businesses all working to make best use, reuse and recycling of resources for London.

[www.lcrn.org.uk](http://www.lcrn.org.uk)

### **Red Ochre**

A long-established social enterprise that believes that social enterprise and responsible, ethical business offers other the best route to economic, social and environmental sustainability and well-being. Red Ochre gives clear and practical guidance to organisations and enterprises to develop their strategy and to attain optimum financial, social, environmental and other ethical results.

[www.redochre.org.uk](http://www.redochre.org.uk)

### **Striding Out**

The Striding Out community consists of like-minded individuals who actively learn, support and connect with each other, to develop essential entrepreneurial skills and supportive relationships.

<http://www.stridingout.co.uk/>

### **Books and Journals in the Business & IP Centre Ethical Consumer**

(ECRA Publishing, bi-monthly)  
[(P) AQ91 E(28)]

### **How to Change the World: social entrepreneurs and the power of new ideas**

(David Bornstein, OUP, 2007)  
[Social Sciences SPIS 361.2]

### **How to be a Social Entrepreneur**

(Robert Ashton, Capstone, 2010)  
[SBH 631.765]

### **Management for Social Enterprise**

(SAGE, 2009) [SPIS 361.765]

### **The Social Entrepreneur: making communities work**

(Andrew Mawson, Atlantic, 2008)  
[Social Sciences SPIS 307.14]

### **Working Ethically**

(A&C Black, 2007) [SBH 174.4]

### **Your Chance to Change the World: the no fibbing guide to Social Enterprise**

(Craig Dearden-Phillips, Directory of Social Change, 2008) [YK.2009.a.19785 to be ordered on the catalogue]

### **Your Ethical Business**

(Paul Allen, ngo media, 2007)  
[SBH 174.4]

## **Young persons' business start-up help (under 30)**

If you're under the age of thirty, there is help for you, as a young entrepreneur, in the form of grants, loans and mentoring from these established organisations.

### **Bright Ideas Trust**

A registered charity which helps young people aged 16–30 to set up and run successful businesses. Targeted help is potentially available for young people who aren't achieving all they can, or not in employment or education.

[www.brightideatrust.com](http://www.brightideatrust.com)

### **The Prince's Trust**

Offering low-interest loans, ongoing business support and specialist advice such as a free legal helpline, ongoing advice from a volunteer business mentor and access to a wide range of products and services, free or at a discount.

[www.princes-trust.org.uk](http://www.princes-trust.org.uk)

### **Shell Live Wire**

Helps 16–30 year olds to start and develop their own business and hosts a national competition for new business start-ups.

[www.shell-livewire.org](http://www.shell-livewire.org)

### **Youth Business International (YBI)**

A unit of The Prince of Wales International Business Leaders Forum that helps disadvantaged young people realise their ambitions to become entrepreneurs. More than 50,000 young people have been set up in business by twenty YBI programmes around the world.

[www.youth-business.org](http://www.youth-business.org)

### **Relevant Organisations**

#### **Wandsworth Youth Enterprise**

WYEC is a registered charity, supporting young people to start up a business. It has been supporting young entrepreneurs for over 20 years, and is now considered one of the leaders in helping young people establish and develop their own businesses.

[www.wyec.org.uk](http://www.wyec.org.uk)

### **Business & IP Centre opening hours**

10.00 – 20.00 Mon  
09.30 – 20.00 Tues, Wed, Thurs  
09.30 – 17.00 Fri, Sat

### **Reader Registration opening hours**

09.30 – 17.45 Mon  
09.30 – 19.45 Tues  
09.30 – 17.45 Wed – Thurs  
09.30 – 16.15 Fri – Sat

Closed Sunday and English public holidays.

### **How to find us**

Business & IP Centre  
The British Library  
96 Euston Road  
London NW1 2DB

[www.bl.uk/bipc](http://www.bl.uk/bipc)

T +44 (0)20 7412 7901

E [bipc@bl.uk](mailto:bipc@bl.uk)

 King's Cross St Pancras and Euston

Bus routes 10, 30, 59, 73, 91, 205, 390 and 476 pass the building, along Euston Road.