Sector Specific Support

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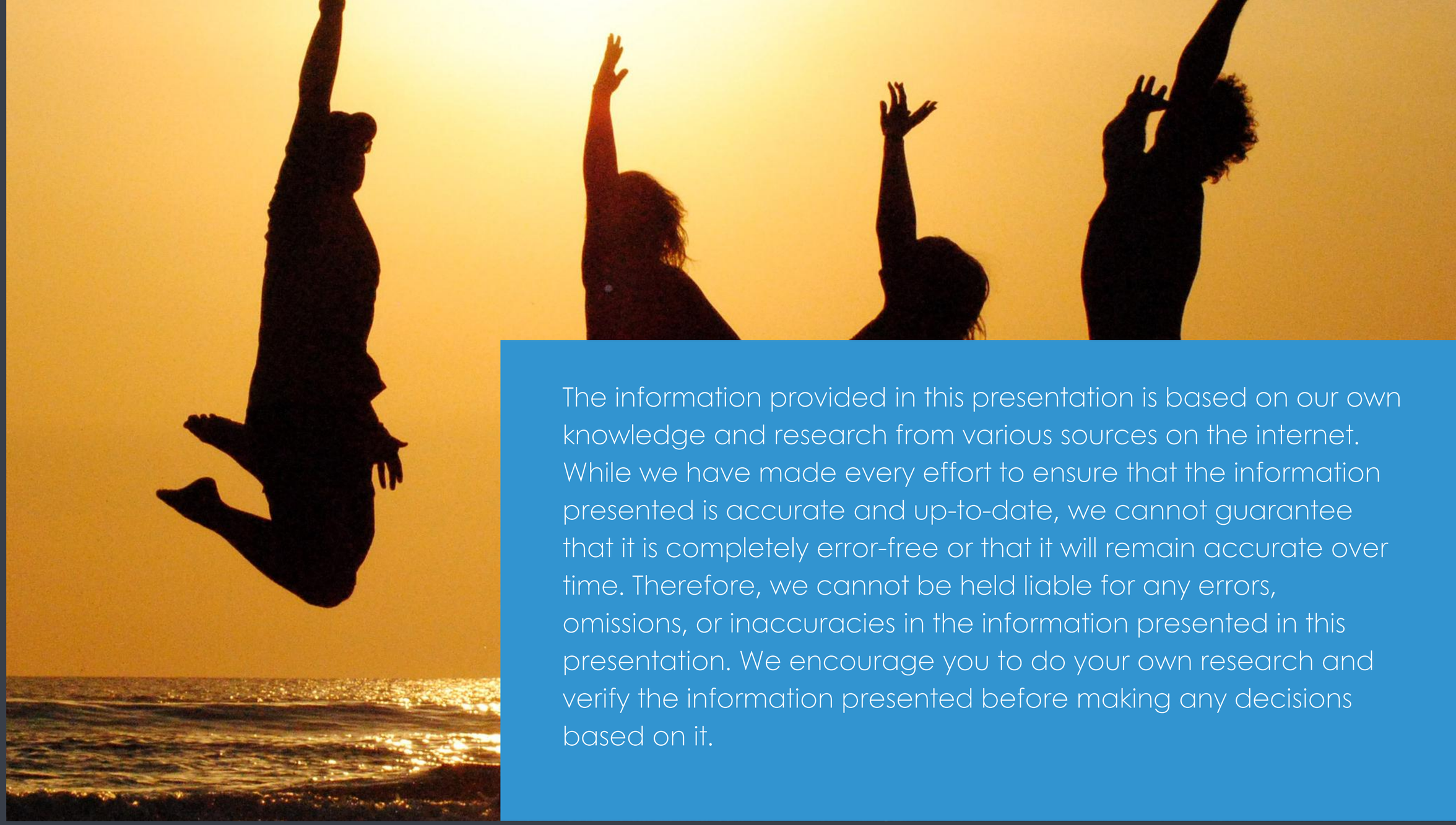

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Agenda

- Brighton sector landscape
- Local industry-specific support
- Networks & hubs
- Tools & platforms
- Compliance
- Action planning

What Sector Specific Support do you use?

What organisations can support with this in your sector?

- Associations
- Trade-bodies
- Organisations

Where to find this information?

UK regulated professions and their regulators - GOV.UK (www.gov.uk)

Business regulation: guidance and tools - GOV.UK (www.gov.uk)

Ask About Biz COBRA (cobwebinfo.com)

Information Commissioner's Office (ICO)

Compare Cheap Business Insurance Quotes | Compare the Market

HSE
Health & Safety Executive

GOV.UK

COBRA
COMPLETE BUSINESS REFERENCE ADVISER

ico.
Information Commissioner's Offic

Green & Sustainability

- Green Growth Platform (University of Brighton) – Helps businesses develop clean and environmentally friendly products and services.
  https://www.clean-growth.uk [creativebl...mrocks.com]

- Clean Growth UK – National network supporting green innovation and sustainable business practices.
  https://www.clean-growth.uk [brighton-hove.gov.uk]

Creative, Digital & Tech

- Wired Sussex – Supports businesses and freelancers in the digital, media, and technology sector.
  https://www.wiredsussex.com
  [creativebl...mrocks.com]

- Plus X Innovation (BRITE Programme) – Focused on innovation and product development for tech and creative businesses.
  https://www.plusx.space [brightonch...mber.co.uk]

Coaching and Wellbeing

ActionCOACH Brighton – Business coaching for entrepreneurs and self-employed professionals.
https://brighton.actioncoach.co.uk [creativebl...mrocks.com]

Cowork Brighton Coaching – Individual and group coaching sessions for freelancers and small business owners.
https://coworkbrighton.com/coaching [coworkbrighton.com]

Caroline Rushforth Coaching – Life and business coaching for professionals seeking clarity and confidence.
https://www.carolinerushforth.com [carolineru...hforth.com]

Brighton Wellness Collective – Networking hub for wellness professionals, ideal for self-employed practitioners.
https://www.thefloatspa.co.uk/brighton-wellness-collective [eventbrite.co.uk]

Food and Catering

- Brighton & Hove Food Partnership – Offers advice, networking, and resources for food projects, including affordable food schemes and sustainability initiatives.https://bhfood.org.uk [bhfood.org.uk]

- BrightStore CIC – Affordable food membership scheme promoting local, sustainable food systems and reducing waste.
https://www.brightstore.org [brightstore.org]

- BITE Sussex – A collaborative network for food, drink, and hospitality businesses, offering events, marketing, and industry networking.
https://www.bitesussex.com [bitesussex.com]

- Brighton Hospitality Network – Connects chefs, restaurants, pubs, and suppliers, sharing stories and opportunities in the hospitality sector.
https://restaurantsbrighton.co.uk/jobs/brighton-hospitality [restaurant...hton.co.uk]

Action

Over the next 15 mins use the resources discussed to research into the legislation for your business;

- What applies to you?
- What will be your next steps?
- What other resources did you use/find?

Benefits of having being part of a trade body or association -

Marketing and Exposure

Support and Resources

Credibility and Trust

Discounts and Savings

Advocacy and Representation

Professional Development

Access to Industry Information

FSB | The Federation of Small Businesses

British Chambers of Commerce

Supporting the UK's self-employed and freelance community | IPSE

Branding
& Your Business

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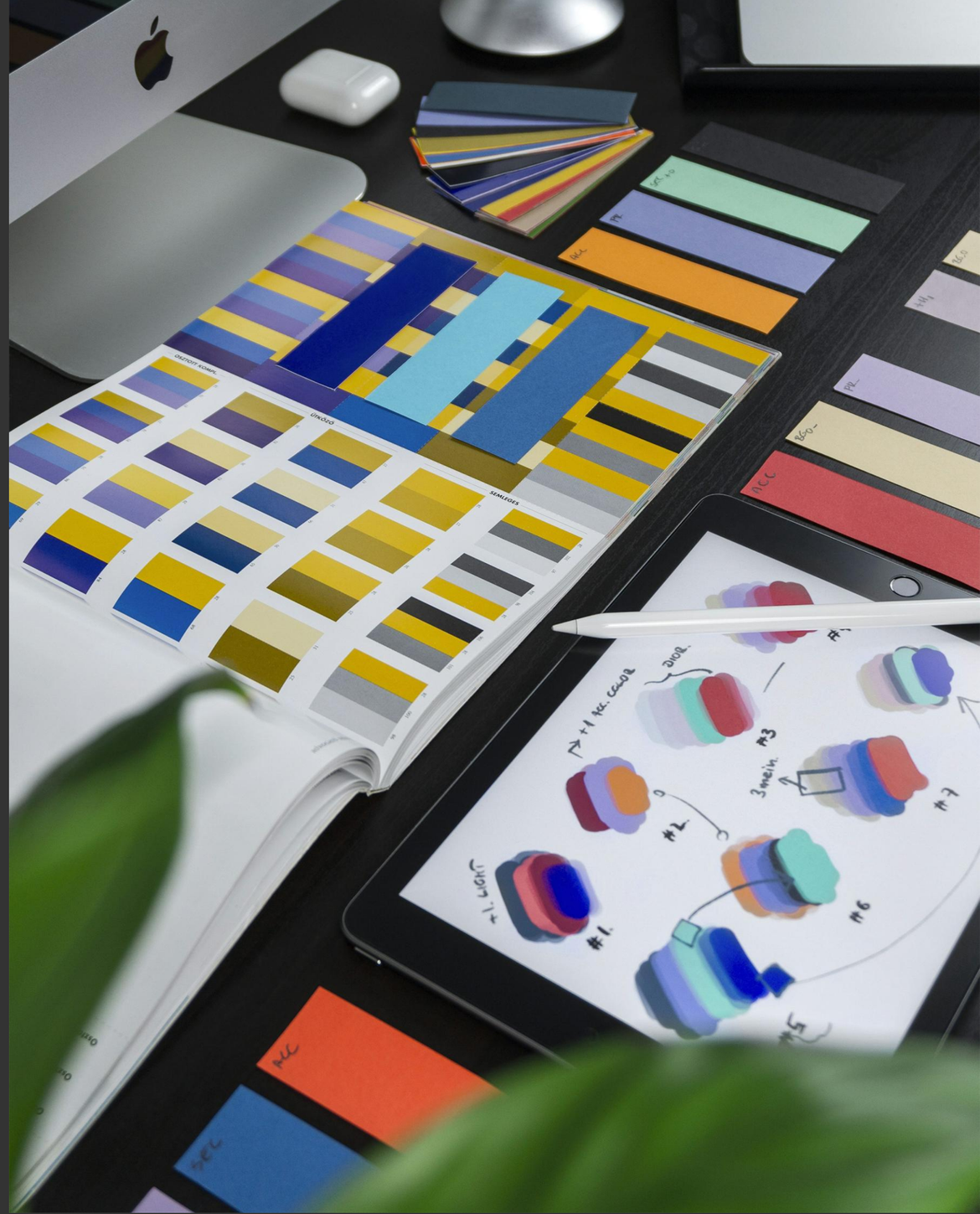
What is a brand?

- A brand is more than a logo
- It's what people say about you when you're not in the room
- Every interaction shapes your brand
- Consistency builds recognition and trust



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Why Branding Matters

- Shapes first impressions
- Signals your promise to customers
- Lowers friction in buying decisions
- Builds long-term value

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The Startup Mindset for Branding

- Focus on clarity over creativity
- Test ideas quickly before committing
- Use audience feedback to guide what you refine
- Build recognition through small, repeated actions
- Aim for “good enough to begin with”, not perfection

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LOGOS & YOUR BUSINESS

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amazon

FedEx

Does My Logo Fit My Business?

We have created a fictional business

Business Name:

- Happy Paws Dog Walking

About the Business:

A friendly, local dog walking service offering:

- Daily dog walks
- Drop-ins and check-ins
- Group walks and solo walks
- Services for busy pet owners in Brighton & Hove

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Does My Logo Fit My Business?

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CAFÉ
PREMIUM
natural
MARKET
PIZZA
HOUSE
ECO
RESORT
STYLE
BOUTIQUE
KIDS
ZONE

Brand Audit - Activity

What 3 words describe your business?

What problem do you solve for customers?

What emotions do you want people to feel?

What makes you different from others?

Tone of voice and messaging

- Answer what's in it for me within 7 seconds on the homepage
- Use plain direct language your customers use not industry wording
- Lead headlines with benefits not features so value is immediate
- Weave values into emails captions and packaging so they feel genuine

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Customer Experience

- Map every place customers meet your brand from discovery to repeat purchase
- Check that look and tone match at each touchpoint so everything feels like one conversation e.g emails, social media & website, the tone should be the same
- Test the complete buying path on mobile and in real time and remove pointless steps
- Use real customer feedback from reviews to judge what you may need to change

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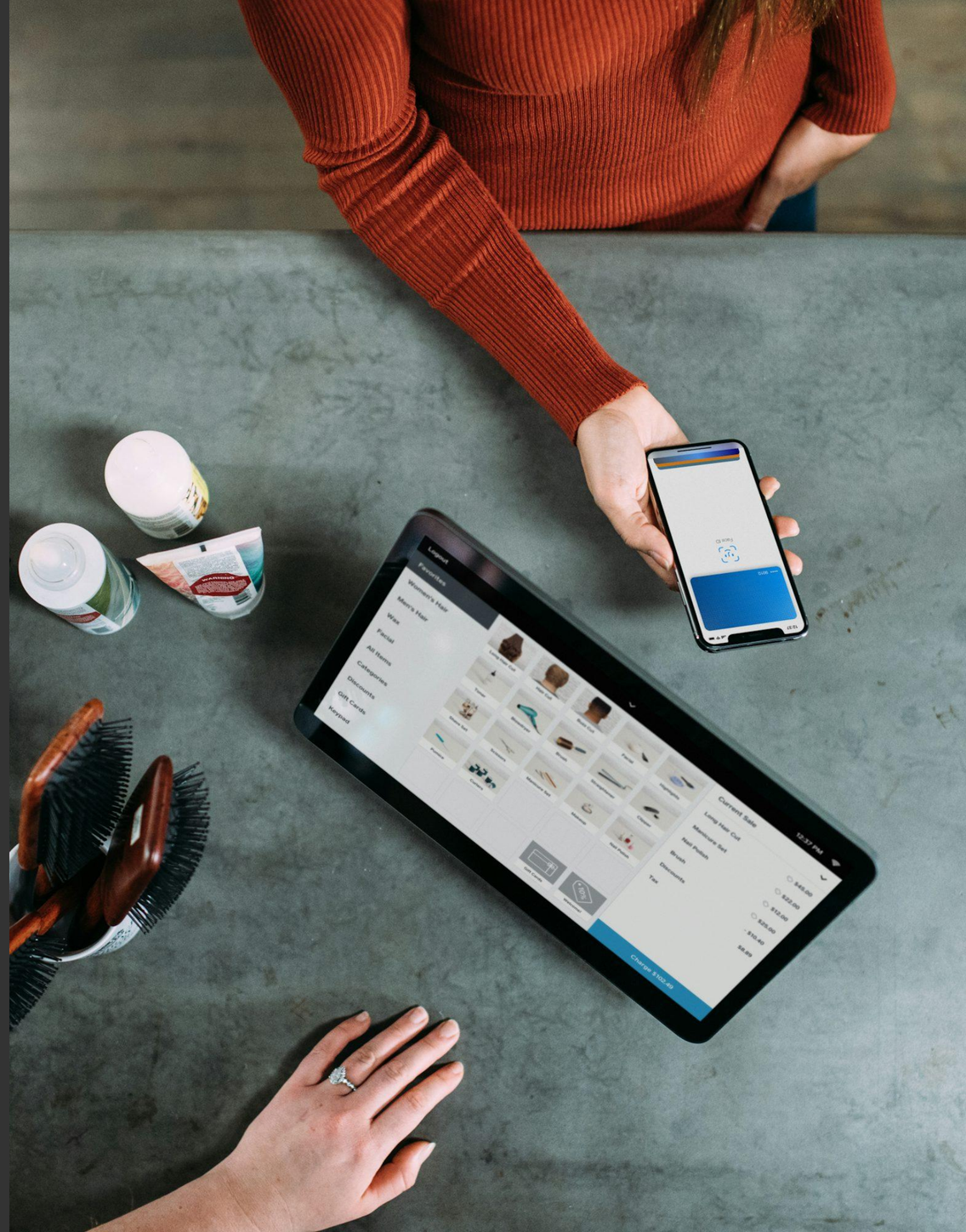

The Key Elements of a Brand

- Brand Purpose (why you exist)
- Brand Values (what you stand for)
- Brand Personality (how you express yourself)
- Visual Identity (how you look)

Finding Your Brand Voice

- Your tone should match your audience
- Speak how your customers speak
- Be authentic, not overly formal
- Consistency is more important than perfection

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Visual Branding Basics

Choose 2–3 colours that represent your brand personality

Pick 1–2 easy-to-read fonts

Use high-quality, relevant images

Keep your layout clean and simple

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Typography Styles	Associated Feelings		
SERIF	TRUST ATBASILIA	Elegance AMERICANA	Comfort CAECILLA
SANS SERIF	Minamal ITC AVANT GARDE	Stability ATTRIUMVIRATE	MODERN NEUTRATEXT
Script	Elegant GREAT VIBES	Whimsical MUKADUA SCRIPT	Creative JAZZ SCRIPT 3
SLAB SERIF	SOLID AACHEN STD	VARSITY COLLEGIATE	CONFIDENT REDOURA
DISPLAY	HOLIDAY STRONGER	PLAYFUL SMILAGE	UNIQUE JUNIPER

Building Brand Trust on a Budget

Be honest and transparent

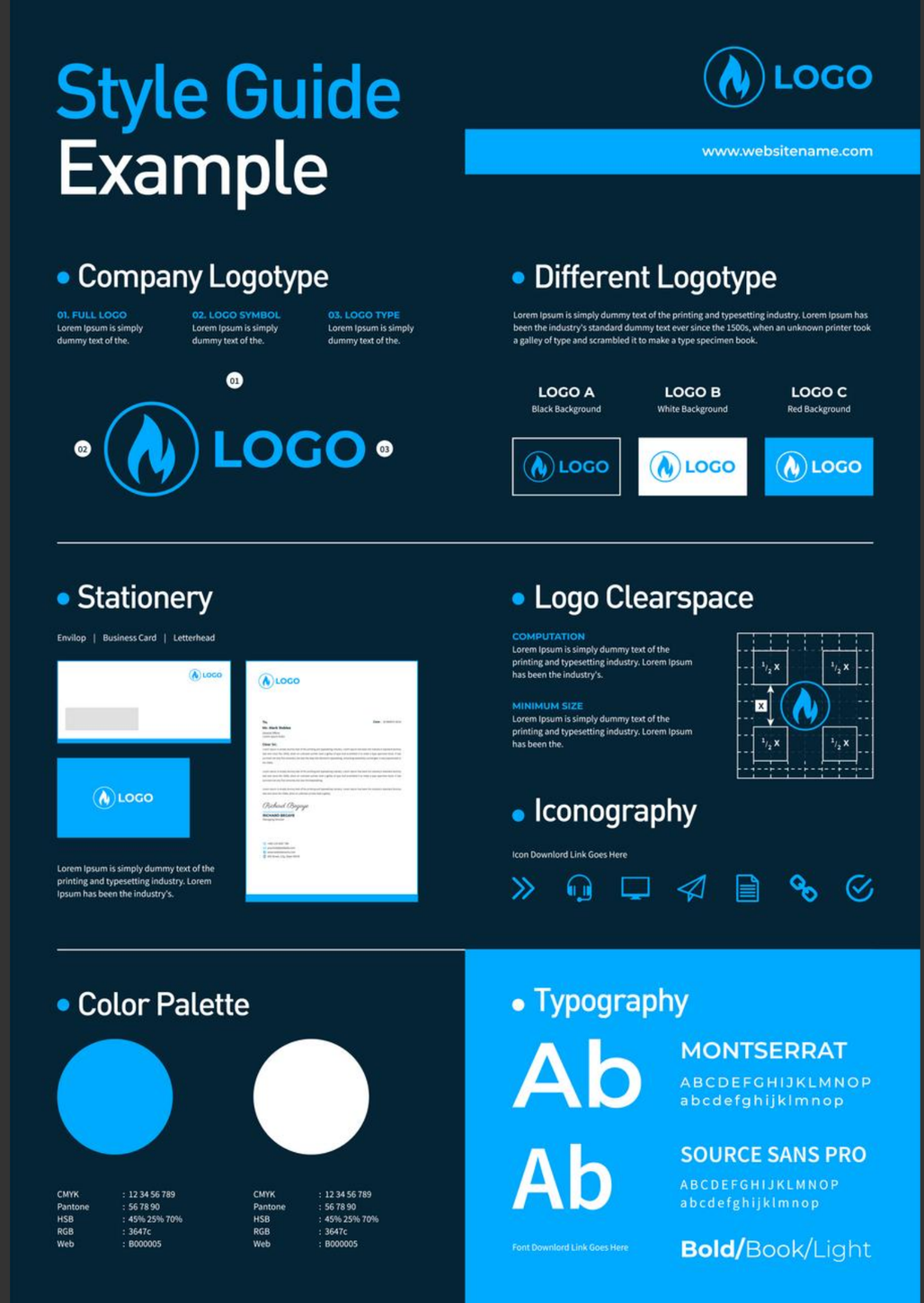
Show real people and real stories

Deliver what you promise

Keep showing up, consistency builds trust

Branding in Action

- Align everything with your brand message
- Social media tone and visuals
- Website clarity and design
- Customer experience and follow-up



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Branding Done Well

What businesses do you think have good branding?

Example 1

Example 2

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Common Early-Stage Mistakes

Avoid these common traps:

- Trying to appeal to “everyone”
- Using too many styles, fonts, or colours
- Changing your look every few weeks
- Using unclear or overcomplicated language
- Copying competitors instead of standing out

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Branding Done ‘Badly’

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Any Questions?

Feedback & Next Steps

- Please complete the short feedback form on the QR code to the right.