



## Case Study

**Richard Willett**

*West Norwich Partnership*

“*The project has made a huge difference, in what has been an unsure and sometimes frightening stage in my life.*”

Richard Willett  
Director, Regal Broadcasting Company

**Project:** Community Grants

**Location:** Norfolk

**Job Outcome:** Self-employment

Be your own Boss is a free start-up business programme for people in West Norfolk. It is designed to give these people the skills and support needed to start their own business, including: planning, market research, selling, costing and pricing, designing a flyer, IT and social media, customer care, time management and more. The programme has received a grant from the Community Grants project which is managed by TCHC, and financed by the European Social Fund.

Richard Willett was unemployed and living on Employment Support Allowance when he learned about the programme through social media. He was considering setting up his own production company but was unsure of how to go about this. Richard then responded to a post on the Facebook page of Future Radio in Norwich which told him about the programme. The amount of support offered in running a small business was something that attracted him to the programme.

The programme was run across ten sessions once a week, and was held in the Fourways Community Centre in Stevenage. During this time he received fantastic support, covering a wide variety of business disciplines. He found the staff supportive and genuine, helping him throughout the programme. In particular, Richard learned about financing, customer care, marketing and registration, which he found very helpful in setting up his own business.

Richard felt valued as an individual and was treated with kindness and respect from the beginning of the course. He also benefited enormously from interaction with teachers and other participants of the programme. It was great for him to be able to ask questions in a safe environment, and he gained a huge amount of confidence as a result. He learned a lot about himself, as well as about running a business.

The programme has made a huge difference to his life. He was very unsure of himself before and frightened by the future but the programme has helped to boost his confidence. Richard is now registered as a Director of Regal Broadcasting Company and so has fulfilled his dream of being his own boss.

*The Community Grants project is a programme financed by the European Social Fund and the Skills Funding Agency.*

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