

We've found our Mumpreneur Competition Winner!



Winner
Natasha Millard
Nursery on the Heath

A truly covetable package to help any business fly to the next level in 2012 of which Natasha says, "Wow, I must say I am a very surprised! I know we have a promising business but to be chosen from all the entries is amazing. Thank you so much."

Runners Up
Jane Malyon
The English Cream Tea Company
Eileen Bowden
Playbarn

In the last issue of Mwaah, readers were presented with a competition CALLING ALL MUMPRENEURS open to business owners in the area wanting a package of financial and legal advice; business coaching and marketing and PR expertise from Mwaah's assembled four-midable hit squad. We are now proud to announce our winner and runners up.

The Dragons met at the end of October to go through all of the extraordinary entries including photographers and cake makers to muralists and sim schools. And it was because the entry level was so high, it took the Dragons hours of cogitation, deliberation and co-operation to finally come up with their short list chosen to go to the next stage - the face to face presentation in the Dragon's Den!

INCLUDED IN THE FINAL FIVE WERE THE FOLLOWING MUMS ALONG WITH A SUMMARY OF THEIR ENTRY:

Jane Malyon from The English Cream Tea Company, White Rhoding



Tina, Jackie, Joyti and Dawn with Jane Malyon

Jane said, "I've been an Essex girl always and love the camaraderie on offer in this area. I'm about to be 55 and have finally had the sense to give up knockdown karate. I'm super-blessed with a fun and loving life, a saint of a husband - and two spirited sons, now grown and living in Canada. One of my business plans is therefore to open a branch of my co. in Toronto.

Earlier in 2011, I set up The English Cream Tea Company to deliver beautiful hamper boxes of indulgent afternoon tea all over the UK. On offer too are English Picnic boxes...perfect for outdoor music and sporting events. Currently event organisers for Proms in the Park events use Italian deli platters...and I'm very keen to instead see English food on offer at English events!

This has been a year of overcoming hurdles and I'm just now at the stage of having resolved distribution, chilling, packaging, design, planning, web and so on. However, my focus must turn to effective marketing and getting orders flowing from corporate, personal and gift markets etc."

The English Cream Tea Company, www.englishcreamtea.com



A tasty treat



Emma Langmaid of Dish Restaurants, Saffron Walden and Royston

Emma said, "I opened Dish Saffron Walden in August 2004 - a friendly, cosy, chic restaurant housed in the

former 'mint' in the heart of Saffron Walden. The Dish team are passionate about food and good service and work hard to make your meal a special one. Our chefs create delicious, uncomplicated dishes using locally sourced fresh food (whenever possible) and feature in many of the food guides.

Dish Restaurant in Royston - our new baby was opened in October 2010, housed in the gorgeous setting of the former 'Old Courthouse' right in the heart of Royston town centre. It started off fantastically but for the last 3 months we have had road works literally outside the door! Saffron Walden is also covered in scaffolding at the moment - I really want to re-launch both of them!

Also, with two beautiful boys to raise and try to spend meaningful time with - there's a whole world of angst and juggling that comes with the territory of being a Mumpreneur (as you 'Dragon's well know'). Sometimes you just don't feel 'successful' and it hurts."

Dish, 13A King Street, Saffron Walden CB10 1HE 01799 513 300 / The Old Court House, Fish Hill, Royston, Hertfordshire SG8 9LD 01763 247722 www.dishrestaurant.co.uk



Dish, Royston



Charelle Wigley, Sadie and Frank, on-line children's clothing

Charelle said, "I'm a 35 year old mum of two gorgeous girls and wife to one gorgeous husband! I launched my business in April while on maternity leave...returning to work (full-time) in November! The ultimate goal is a more flexible work-life balance with variety, stimulation and time with my family. Sadie & Frank is an online boutique specialising in gorgeous, ethical babywear. Our mission is to get Britain's babies out of boring pastels and into funky, organic brights! Launched in April 2011 ... business is frustratingly slow! But is this because my expectations were too high? Or because I am doing something wrong? I need help from some experts!"



Sadie and Frank, sadieandfrank.com

Eileen Bowden owner of Playbarn, Sawbridgeworth

Eileen said, "I am a 45 year old mum with grown up birth/step children and a gorgeous 4 year old. 18 months ago I took on the challenge of running my own business after a number of at home years and a previous blue chip project management career. I bought a failing business (The Playbarn) in Sawbridgeworth and aimed to turn it around. It was losing money and had built up a number of debts the cleanliness standards were failing and it was about to close after 18 years in business, serving the needs of the local community.



There were many hurdles to cross and it's been pretty exhausting as being a full time mum and fitting in this huge challenge speaks for itself. I need advice on re focusing myself to look forward to the next 18 months and not keep looking back at how hard it's been. I have a creative mind and a zillion ideas fly through it, the ability, energy and focus to develop these is what is sorely needed.

Playbarn, Parsonage Lane Sawbridgeworth CM21 0NG 01279 600907 www.playbarn.net



Natasha Millard owner Nursery on the Heath, Hatfield Heath

Natasha said, "After giving birth to my son John in October 2010, I had planned to return to work part time after 6 months. However, within the first few months of having my son and looking into the possible nursery settings around, my husband and I started thinking seriously about what we wanted for him and nothing was ticking the boxes for us, including location. The old Fox and Hounds Pub on Hatfield Heath came up for sale.



Dragons with Natasha

Planning was passed in February, and we exchanged contracts in May, since then we have been hard at work doing the many renovations required to make an outstanding nursery, not just by ours but more importantly Ofsted's standards. In August we had our meeting with Ofsted and much to our delight we passed with flying colours! We opened our doors on August 30th.



Nursery on the Heath

Starting a new business has been very exciting but also extremely challenging. However hard the work life balance has been, I am enjoying every minute of it and feedback has been better than we'd ever imagined. We are gunning for an 'Outstanding' review with Ofsted and it would be great for you to be a part of it!"

Nursery on the Heath, Hatfield Heath, CM22 7EB 01279 730 331 www.nurseryontheheath.co.uk

To the Den

And so on November 23rd, the den was set at the Rhodes in Bishop's Stortford. The four Dragons assembled to listen to a five minute presentation from each followed by a gentle grilling (rather than a roasting) by the Dragons to ascertain which of the five they felt they could make the most dramatic improvement with over a period of 6 months!

Much debate followed and even a score sheet was devised. But... eventually the Dragons decided on an outright winner and Mwaah would like to extend a big congratulations to Natasha Millard of Nursery on the Heath.

The Dragons said of her and her business:

"I liked Natasha and I liked the nursery and saw real potential in what we could achieve in terms of helping her in the limited 6 months we have. I think the response to our input would be obvious and dramatic to the nursery. It is a brand new venture with no "baggage" and I think the nursery would allow us all to offer our skills and expertise and possibly give Natasha and us the greatest sense of achievement over the 6 months."

"Natasha is certainly a determined and resourceful lady and has the support of a very dedicated husband – they have achieved much already in a very short time, the nursery is wonderful! She also has her 'dream team' of staff including a very capable Manager and nursery staff. She is very focussed about what she wants and with her determination and our support, I am sure she will achieve it."

"Some very sound foundations in place. At its core employee engagement is remarkably high with Natasha saying of her manager, "she treats this as if it's her own business". For me this speaks volumes. With a highly motivated team willing to go the extra mile all with a very strong work ethic, it is comforting for us to know that however we promote the business, we can be sure that there will be a true reflection of what we 'put out there' at every level of the business. I also like the fact that their philosophy is "get all the foundations right and the money will follow".

Natasha wins six times one hourly meetings over six months with our four-midable team as follows:



Financial Whizz, Jackie Dickinson Managing Director of Coral Mead

Jackie's company is interested in getting your business direction focussed, your goals clearly defined and your business plan documented now in readiness for 2012. Book an initial appointment with Coralmead to talk you through the business in more detail. Contact Jackie on 01279 508 002 or info@coralmead.co.uk



Dynamic Business Coach, Tina Dulieu, Managing Director of Coaching Dynamics

Tina is an expert at growing and developing businesses often aided by government funding. You can book a complimentary advisory consultation directly with Tina on 077 6666 45634 or tina@coachingdynamics.co.uk



Legal Eagle, Joyti Henchie, Partner at Attwaters in Harlow

Joyti is a member of the Law Society Children Panel Accreditation scheme, the Law Society Family Law Panel Accreditation scheme as well as a specialist in Resolution (child law and advocacy) and a collaborative Lawyer. Contact Joyti on 01279 638 888 or Joyti.henchie@attwaters.co.uk



PR Ninja, Dawn Leahey, Managing Director of WhaAm! PR and Marketing

Dawn is keen to create raving fans for your business via communication audit and strategy; market research; corporate identity and branding; press releases and articles; advertising and advertorial design and copy; photography; website design and project management; online marketing. Contact Dawn on 01279 730 732 or dawn@whaam.co.uk