

# And so to work...



The last three months has seen the work of the Dragons begin with Mumpreneur competition winner, Natasha Millard, at Nursery on the Heath in Hatfield Heath. Natasha won 1 hour a month of coaching and consultation for 6 months from Dragons including Tina Dulieu of Coaching Dynamics; Dawn Leahey of WhaAm! PR and Marketing and Jackie of Coralmead Accounting Services. Here they explain what they've achieved so far!



Nursery on the Heath - home from home



## Dawn Leahey of WhaAm! PR and Marketing:

First of all what a wonderful business to promote. As a mother I know I wouldn't hesitate to send my daughter to Nursery on the Heath (if she was a baby and not a 15 year old!) and marketing a product you believe in is...well...easy! Natasha has targets but it's clear that these can be met sooner rather than later if some basic marketing principles are followed. Is there a Nursery on the Heath leaflet that clearly explains the benefits to parents as to why they should choose Nursery on the Heath? If there is a leaflet has it been distributed to all relevant local outlets? Is the nursery on all the free listing opportunities available on-line? Is the Nursery on the Heath Facebook page updated every day? The answer to these (and other questions) is a resounding 'no'! And so WhaAm! set to, starting with the leaflet. The nursery has a lot to offer including the following:

- **Caring, confident, committed, qualified carers**
- **Dedicated baby care with sensory suite & milk kitchen**
- **Clean, spacious play areas,**

- indoors and out
- **Home cooked, healthy meals**
- **OFSTED registered with 5\* hygiene inspection rating**
- **Highest quality security**
- **Own off-road car parking**
- **Proximity to Bishop's Stortford, Harlow, Sawbridgeworth, Stansted and M11**
- **Involvement in local community projects**
- **A Learning Journey for every child**
- **We follow the Early Years Foundation curriculum**
- **We engage every child and share their achievements**
- **Childcare vouchers accepted and government funding available**

And now they can add to that an 'outstanding' award from Ofsted. Add to all of that testimonials from satisfied parents; some good old fashioned values; the fact that NOH is soon going to be a meeting point for talks and expert guidance plus some beautiful pictures of the nursery itself and you have a great leaflet.

So...we've written the copy and overseen the production of the new leaflet. Next we shall help deliver the leaflet to relevant outlets. We're going to set up nursery details on several top listing websites and make sure Nursery on the Heath start posting daily. And finally we said we would try to secure some local PR. Hopefully you've seen this in the local Herts and Essex Observer!

## BUSINESS Business is child's play for Natasha

By James Barlow

A FORMER advertising copywriter has turned her hand to her own child care venture, Nursery on the Heath (Hatfield Heath), a home for and through which she can provide a quality early years education for children in the area. Natasha Millard, 34, who has been running the business since 2008, says: "I started the nursery because I wanted to provide a high-quality, safe and engaging environment in which to nurture and educate young children."



She adds: "I started the nursery because I wanted to provide a high-quality, safe and engaging environment in which to nurture and educate young children. I have a passion for early years education and I wanted to create a space where children can learn and grow in a safe and secure environment. The nursery is a place where children can learn and grow in a safe and secure environment. I have a passion for early years education and I wanted to create a space where children can learn and grow in a safe and secure environment."

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



**Financial Whizz, Jackie Dickinson Managing Director of Coralmead Accountancy Service**  
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 07766 6645 634 or tina@coachingdynamics.co.uk



**Legal Eagle, Joyti Henchie, Partner at Attwaters in Harlow and Loughton**  
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



**Ginger 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; and online marketing. Contact Dawn on 01279 730 732 or dawn@whaam.co.uk



## Jackie Dickinson of Coralmead:

As soon as I started to discuss the general running of the business with Natasha, it soon became apparent that she was doing all the running around for everyone else administratively, practically and generally as well as doing some cooking, cleaning and shopping too! The ultimate effect is that Natasha has very little time to develop the business in the way she wants and it encroaches on her weekends as well. It was very clear that things have to change if she wants to grow the business further.

So...our first session was on Delegation! It's the same old cliché, Natasha spends too much time working 'in the business' instead of 'on the business'. Natasha is going to clearly identify all the jobs she does that can be delegated to a new Housekeeper/Cook. She can then draw up a detailed job description and advertise for just the right person. We also decided that the Human Resources side of the business, which is important but which Natasha does not have enough time to do properly, be out-sourced.

Once all this is under control, Natasha can then begin behaving and being seen as the Business Owner by her colleagues and parents alike and enabling her to distance herself from the day-to-day running of the nursery and develop the business and marketing side, which is her final goal. We discussed what she should be referred to as – possibly the 'Principal of the Nursery' i.e. someone who is 'in charge' but does not necessarily 'do'.

Viewings of the nursery by prospective parents also take up a lot of time as presently they come to have a look round one at a time. I



## Tina Dulieu of Coaching Dynamics:

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Viewings of the nursery by prospective parents also take up a lot of time as presently they come to have a look round one at a time. I suggested NOH has 'viewing times' where 2 or 3 families can come along to view and then have a short private meeting afterwards. Our first discussions were very productive and it will be interesting to see what Natasha initiates. 