

# BUSINESS NEWS



Your regular newsletter from Gosport Borough Council

August 2024



## Free digital marketing workshops

A series of new digital marketing workshops are being delivered by Gosport Borough Council, primarily for local heritage, tourism and culture sector businesses.

Starting this month and running until the end of March 2025, 22 workshops will cover a wide range of topics, including developing a personal brand; email marketing and sales funnels; understanding web and SEO; how to use Instagram, CANVA, TikTok, Facebook and LinkedIn; as well as digital photography and videography.

The in-person sessions take place in the Imagination Refinery on the High Street, and the first is a social media basics session this evening (Tuesday 27 August), 6-8pm, suitable for beginners or as a refresher.

[More details and how to sign up](#)

## Free AI training for start-ups and small businesses

Gosport Digital Accelerator is a free business support programme to help start-up and small businesses increase productivity and growth when implementing new technologies and utilising the capabilities of artificial intelligence (AI).

It has been commissioned by the Council and will be delivered by Solent Partners. The programme includes a series of six 'Digital Days' workshops featuring expert speakers from a range of businesses and organisations.

[Find out more and apply](#)

## Help to realise the potential and grow your business

 Hampshire Prosperity Partnership

Get **FREE** expert support and help take your business to the next level

Get in touch today to accelerate your business' growth

**Hampshire Growth Hub**

[Export goods](#) [Train staff](#) [Fund projects](#) [Grow your business](#) [Get greener](#)

Does your business employ fewer than 250 staff? If it does and you are seeking to grow your company, contact the Hampshire Growth Hub for a free review for help to overcome challenges and realise the potential of your company.

Whether you need help with marketing, finance, bid writing, exports or investments, the Hub's experts are here to help you achieve the results you need.

[Find out more](#)

## Suicide prevention and postvention in the workplace

Does your workplace have effective measures in place for suicide prevention?

Workplaces provide opportunities for individuals to get support with their mental health and can potentially act as safety nets for mental health crisis and suicide.

For some, work is the only place someone will interact with others and have the opportunity to check in with another person.

If more people in the workplace have awareness and the confidence to have open conversations, stigma around mental health will be reduced. It can also help someone who's struggling to share their experience and have the opportunity to be signposted to services that can help.

Hampshire businesses and workplaces now have access to a fully funded workplace support offer from Havant and East Hants Mind:

[Wellbeing support for your business](#)



## Informal networking at the Old Bake House

Join us for the next meeting of this free network for local pre-start, start-up and small businesses. Gosport Informal Networking (GIN) at the Old Bake House is co-hosted by the council, and the next meeting is Thursday 19 September, from 10am-12pm.

[Register your place](#)

## SKILLS BOOTCAMP

## Even more free Skills Bootcamps on offer

In the previous bulletin we told you about the [Skills Bootcamps run by Hampshire County Council](#). As well as these, Solent Partners also offer a wide range of fully-funded Skills Bootcamps, designed to upskill people looking for employment, change industries or progress their current roles.

[Solent Partners Bootcamps](#)

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