

# Get Linked in

Whether planning to start a new business or maintain and grow an existing one, Business Link can help.

Whatever the business stage and whatever the issue, Business Link can help by providing information, advice and support.

Victoria Ballard with some of her reward charts



**B**usiness Link is a free publicly funded national service available locally in Kent and Medway. The service is designed to help businesses with a range of enquiries including discussing new business ideas, helping start-ups with their questions and helping established businesses face challenges.

Whatever the business stage and whatever the issue, Business Link can help by providing information, advice and support. Alongside providing advice and help themselves, where relevant Business Link put businesses in contact with a range of business support experts from across the private, public and voluntary sectors. There is also a wealth of information on Business Link's award-winning website.

## Chart Topper

Five years ago, Sevenoaks mother Victoria Ballard was inspired by her son with cerebral palsy to develop charts to help him to learn. After encouragement from friends she decided to turn her ideas into a business, creating a range of children's

charts focusing on development for different age groups, behaviours and special needs.

To start her business Victoria approached Business Link to provide help and guidance. Soon the Victoria Chart Company was born and the Encourage & Praise reward charts range started rolling off the production line. With her charts selling in this country, in Australia and New Zealand, Victoria has now set her sights on the USA.

Victoria is a firm advocate of the benefit of business advice: "Starting a business can be a very lonely journey and a huge learning curve. We really appreciate the advice and encouragement of our Business Link Adviser and his timely referrals to organisations such as UK Trade & Investment and also to suppliers for packaging and delivery."



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