



Business Profile

JR Corporate Health provide organisations with professional support services for employees including; management support, supervision, psychological support, critical incident support and wellbeing programme and workshops.

Industry

Professional & Business Services

Geography

West Somerset, operating nationally

TDA Business Support

- Business diagnostic to understand current business plan and aims
- A programme of business support to develop the business as part of the ERDF Start Up programme
- Enrolment on the ERDF Growth Support Programme
- Digital marketing workshop – Facebook for Business
- Digital marketing support with business growth partner, Cosmic.

JR Corporate Health – flexible professional support services for business

JR Corporate Health provides organisations with flexible professional support services for the whole workforce, or individual team members. Providing on-going health and wellbeing support, as well as direct and reactive services.

The Somerset based business advocates that by supporting the health and wellbeing of staff, companies in turn support the very core of their business. Unlike other providers JR Corporate Health do not call for an annual contract or commitment, but instead offer bespoke accessible options for business.

The Challenge

John Rogers and partner Jan Rogers launched JR Corporate Health with a wealth of business and industry experience already behind them. Both highly successful in their chosen fields, JR Corporate Health was a chance to begin a new business venture in Somerset.

Embarking on launching a new business in a new area, both John and Jan were keen to get to understand the business community in the area, discover local networking events and link in with TDA for support and discover business opportunities.

The Solution

TDA Business Advisor, Phil Riste, met with John and Jan Rogers in April 2018, with JR Corporate Health in its infancy. The start-up company enrolled on the fully funded ERDF Start-Up programme and has received 12 hours of free business support.

Following a business diagnostic to discuss short and long term plans and ideas for development, Phil was able to signpost relevant business networks and support frameworks to assist the company.

Through one-to-one mentoring sessions new ideas were discussed and considered, and new digital and social areas were also explored through the Facebook for Business workshop.

The Results

Commenting on the ERDF Start-Up Programme John said:

“Without doubt the huge benefits of the support from Phil has been his networking expertise, and introductions to local business events. Suggestions have directly resulted in business. This has included a highly successful



“I’d recommend other businesses take advantage of the service from TDA. The only cost to us was time, so why wouldn’t you?”

“Whatever level of experience you bring to your company, consulting a knowledgeable advisor can raise opportunities you will not have thought about. An expert in local business dynamics has been invaluable.”



delivery of a Stress Management Programme for one employer, as well as supportive services for clients.”

Phil Riste said: “Starting a business can be incredibly hard. The business community in Somerset is fantastically supportive and offers a huge range of opportunities for new start-up companies.”

“Seeking professional assistance can signpost relevant resources and networks. There are a number of business forums as well as active networking groups in the area. I am pleased that John has benefited from the partnerships and links available.”

“John and Jan have significant business experience between them, however they realise the benefits of seeking advice and support from an independent business advisor; mentoring sessions with a neutral sounding block! It is here that we have explored new ideas and channels not previously considered.”

The Future

In 12-months JR Corporate Health’s client base has grown. It is actively recruiting new business, having made positive in-roads and significant steps to get in front of key businesses both in the Somerset area as well as further afield. John and Jan are both excited to see this grow and continue in 2019.

JR Corporate Health will be introducing new social media channels this year, and is also looking at the opportunities associated with the delivery of Hinkley Point C.

TDA will continue to support the company under the ERDF Growth Support Programme, and look forward to the seeing the company develop and grow into a successful business.

Visit the website at www.jrcorporatehealth.co.uk

Find out more about the Somerset Start-Up & Grow support at www.somerset-enterprise-centres.co.uk/business-start-support-programme



European Union

European Regional
Development Fund

The Heart of the South West Growth Support Programme project is receiving up to £904,945 of funding from the England European Regional Development Fund (ERDF) as part of the European Structural and Investment Funds Growth Programme 2014-2020. The Department for Communities and Local Government is the Managing Authority for ERDF. Established by the European Union ERDF funds help local areas stimulate their economic development by investing in projects which will support innovation, businesses, create jobs and local community regenerations. For more information visit <https://www.gov.uk/european-growth-funding> The accountable body for this programme is Devon County Council, working with the following delivery partners: BIP, Cosmic, North Devon +, Somerset Business Agency, TDA and YTKO