



NAME
HEAVNA BAYNE

COMPANY
HEAVNA BEE

TITLE
FOUNDER

PROFILE **HEAVNA BAYNE**

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When Heavna was made redundant in 2010 from her role as a product manager for City & Guilds she saw the occasion as an opportunity to discover what she really wanted to do. Having worked in an office environment all her life, Heavna wanted to explore the idea of pursuing a career in something creative which would also give her the chance to use her excellent project management and training skills that she had developed over the years.

Heavna thought about all the skills that she had as well as the activities that she found interesting and realised that cooking was her real passion. She wanted to run a business that would combine her training and cooking skills to make a monetary profit and so created a Caribbean carbohydrates tasting business, called 'Heavna Bee'. She registered with The Prince's Initiative and found their welcome packs very useful in her journey to self-employment - *'The Prince's Initiative is unique because it is the only charity dedicated to helping the over 50s become self-employed and has some excellent advice which really helped me.'*

Although Heavna now lives in London, she was born in Guyana, South America, sixty years ago. This is where she learnt about local cuisine and vegetables from a very young age - *'My father was in the army, so my siblings and I spent a lot of time with my Uncle who was a brilliant cook. When my Uncle used to go out to the fields to gather provisions - such as breadfruit, cassava, yams, plantains and other local vegetables - we used to go with him. So, from a very young age I was taught how to identify, select, and prepare these vegetables as well as how to turn these exotic starches into exciting meals'*. Once she had the idea fully formed, Heavna created a business plan and managed to secure a great deal with a local supplier so that she had all the produce in place to run her sessions and the business is now taking shape.

Her experiences in Guyana formed the basis for her Caribbean carbohydrates tasting

business - *'the sessions are to explain to people who are interested in varying their diet or experimenting with new starches how to identify, select, prepare, cook and serve these unfamiliar vegetables and where they can buy them from'*.

In the future, Heavna hopes to grow her business and eventually run the sessions from separate premises. She is also keen to develop a professional website and blog to make it easy for her clients to access information and learn more about the products.

Her advice to any other over 50s considering starting up their own business is *'you have the knowledge, experience and skill to do it. Draw up your plan, take advice, have faith in yourself, set your target start date and stick to it. Charities such as The Prince's Initiative have lots of information on offer and can really help you with taking your first steps.'*

Since becoming self-employed, Heavna certainly feels more fulfilled - *'although being self-employed is a lot of hard work, you get an incredible amount of satisfaction from being your own boss and most importantly, doing something you really enjoy and are passionate about. When you run your own business, you are totally in control and in a unique position because you get to decide how you want your organisation to look.'*

If you would like to talk to Heavna about attending a tasting session or for more information about her business, contact Heavna.Bee@gmail.com

The first tasting sessions will be run from her own home each Tuesday from 12 June 2012 and tickets are available from www.wegotickets.com.

Working in partnership with Stoke Newington Library, Heavna has also agreed to run a free taster session on 15 July at The Gallery, Stoke Newington Library, Stoke Newington Church Street, London N16 0JS. The Library has also agreed to host further sessions in October to celebrate Black History Month.

➤ **STARTING & PARTNERING**

➤ **INVESTING & ACQUIRING**

➤ **ADVISING & INNOVATING**

