

Welcome

The influence that the Business & Economic Partnership (BEP) is having on the local landscape continues to flourish with the completion of the Economic Strategy for Tamworth and Lichfield. This was formally presented in July to both the Business Networks Forum and the main Partnership meeting. Consultation of this document with all the respective bodies is ongoing with an agreed finished product expected to be available by October.

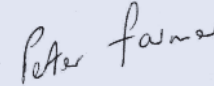
The implementation of this strategy is going to be critical to improving the economic position and it will without

doubt involve a large number of people both in the Public and Private Sectors. Looking ahead the BEP has recognised this and at the last meeting it was agreed a more formalised approach was needed. An interim Board has therefore been appointed who will be responsible for the following:

1. Agreeing the final version of the Economic Strategy including action plans and subsequent teams that will be needed to deliver it
2. Selection and appointment of the final BEP Board directors which hopefully will be in place by the beginning of 2012

3. Agree the formation and composition of the BEP so it is structured in a way that will cope with future demands

Finally the thinklocal4business website has been improved. It is now more user friendly and further enhancements are currently being created and will be added progressively over the next few months.



Peter Farmer
(Chair of the Business & Economic Partnership)



Businesses involved in formulating new economic strategy

It has always been envisaged by the Business & Economic Partnership (BEP) that the key to improving the economic prosperity of the area was a well defined and agreed strategy for both the Public and Private Sector.

In the past we have relied too heavily on public bodies identifying issues without necessarily ensuring that the private sector has bought into them and the corrective action identified. This may well have led to misunderstandings and possibly a waste of valuable resources.

The formation of the strategy has therefore been business led and has co-opted members of the BEP in dedicated workshops using economic data and stats as well as local knowledge. This has resulted in a streamlined document that is relevant for the area but also links into the wider Local Enterprise Partnership strategy.

Through workshops and based on the above economic analysis, the following economic vision was agreed:

“Building on the excellent location to live and work, communication links with the whole country and local skilled workforce, we will provide an environment that encourages and actively supports all new and existing businesses, with a view to developing areas of excellence.”



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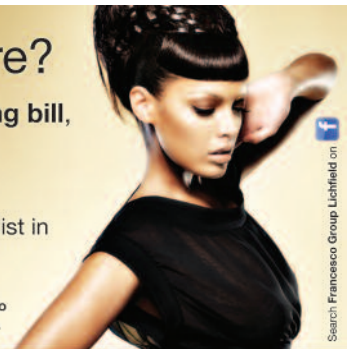
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Business news in brief



Annalize Wright in her surgery

Chainscore!

Lichfield Tree Surgeon Annalize Wright is at the top of the tree after scoring 87% in her 2nd set of examinations to become one of only a small number of Technically Certified Arborists in the UK. After 7 years in the industry as a climbing arborist Anna is giving the men a run for their money after setting up her own Tree Services company ACW Arb. Anna said "Although tree surgery is physically demanding, theoretical understanding and technical ability are more important than just brute strength."

MAS get top marks

MAS Associates in Burntwood is proud that it has attained the distinction of being one of only a small number of accountancy firms within the United Kingdom to achieve the ACCA (Association of Chartered Certified Accountants) Quality Checked mark. Mervyn Sargeant, Senior Partner said "I am delighted my practice has been awarded the ACCA Quality Checked mark. It is a major achievement and shows the high standards we set and reflects well on the calibre of our team and the service we offer to clients."



Hollyoaks star in charity fund raising

The Sharon Fox Cancer Centre in Tamworth is a unique cancer support centre offering free support and therapies to patients, families and carers through coffee mornings, support groups, bra and wig fitting and much more. Their mission is to help inspire and empower people to take charge of their own cancer experience.

Following on from the spectacular success of their Valentines Ball, and with all of the above in mind Sharon and her team are now organising their Christmas Ball in December. See Business What's On page 6 for details.



Hollyoaks' Tom Vaughan to support local charity event

Tamworth Heritage iPhone app

Take a look at Tamworth's new iPhone app and download it for FREE from the app store.



The Tamworth Heritage Trail app gives a more in depth look at Tamworth's unique and special heritage with direct website and video links. With full Google mapping and reporting, ancient surely meets modern.

This app will become part of the larger Visit Tamworth app which is to be developed in the future. This will give businesses the opportunity to market and promote themselves on the app with an offers facility ensuring our visitors have all they need at their fingertips.

If anyone is interested in being a part of this, please e-mail Stacy-birt@tamworth.gov.uk

eby design lands Toshiba contract

A Tamworth design agency has won a prestigious contract with Toshiba, helping the electronics giant with its promotions in the run-up to the 2011 Rugby World Cup. eby design ltd, based in Tamworth was chosen as Toshiba's supplier for an array of point-of-sale materials, including brochures, wobblers, leaflet holders and toppers for both laptops and TVs. Toshiba is a major sponsor of the Rugby World Cup (which starts on 9 September 2011 and runs until 23 October) and so the promotional items designed and delivered by eby will fulfil a huge part of Toshiba's marketing activities for the next few months. Stephen Edwards, director at eby design, said his team already had a great relationship with Toshiba when they were awarded this work. "We've produced a great deal of other marketing collateral for Toshiba in the past, both in the UK and further afield in Europe – from owners' manual websites and consumer brochures through to email campaigns and lifestyle photography," he said. "We're delighted to have such a high-profile client in Toshiba and look forward to seeing our work in stores very soon."



Toshiba Rugby World Cup Pack designed in Tamworth

Business news in brief

Silver celebration



l – r Steve Crichton, Director (Greenwoods) Paul Trueman, Director (Greenwoods), Steve Hunt, Director (Greenwoods), Dave Crump, Managing Director (Greenwoods)

Greenwood Projects Limited based in Lichfield is a long standing professional consultancy supporting clients across the construction and property industry. Established in 1986 as Hearne & Greenwood and re-branded Greenwood Projects Ltd in 2004 they recently celebrated their 25th birthday. Over 100 guests joined the celebration event at Chandlers Brasserie which was arranged to thank industry clients and colleagues for their support over the past 25 years. Their services include project management, QS CDMC and waste and risk management. The company will also open a new office in Cheltenham this year.

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Home Renewable Energy Ltd

BETTAquip achieves CHAS accreditation

BETTAquip, who has its head office in Lichfield is a commercial kitchen design and installation company and has been awarded a CHAS accreditation as recognition for its efforts in good health and safety practices. CHAS, which is the Contractors Health & Safety Assessment Scheme, is a non-commercial scheme which works to ensure its accredited members work to a nationally recognised and accepted threshold standard for health and safety. Company Director, Andy Bettany commented: "We pride ourselves on our safety record and achieving the CHAS accreditation demonstrates our commitment to quality, safety and continuous improvement. We work with many large and high-profile companies and the CHAS accreditation is a key requirement in ensuring we continue to meet the needs of all our clients." CHAS is a highly coveted accreditation and is recognised by more than 400 public and private sector companies. Buyers who use the scheme include public sector health trusts, emergency services and government departments and large private companies such as Royal Mail Group, Kier and Mitie Group.



Andy Bettany, Director, BETTAquip



The MMS team celebrate 15th anniversary

MMS celebrates 15 years of marketing excellence

Rugeley-based marketing agency, MMS is celebrating its 15th anniversary this year. Established in 1996, the firm specialises in the house building industry, with its sister company, MMS Xpress, focusing on non-property clients. Over the years they have cumulatively built up an impressive client base, including Galliford Try plc, Stafford-based Pickering & Butters Solicitors and plant hire and demolition equipment experts, ECY (Holdings) Ltd. Danielle Mitton, director at MMS said: "Celebrating our 15th anniversary is a significant milestone. Thanks to the dedication, understanding and creativity of the team and loyalty of our clients, we have achieved sustainable long-term growth in what is a competitive and, at times, challenging marketplace. We look forward to creating innovative marketing campaigns for many years to come."

Accountant launches free resource centre for local companies



Lichfield based Inspired Accountants Ltd has launched a new website to reflect its new branding and to provide local companies with free access to a comprehensive business resource centre. Paul Bulzacchelli, Managing Director at Inspired commented: "In addition to showcasing our experience, expertise and service offerings, the new website includes a free resource centre containing a wide range of calculators, factsheets, rate cards and content covering all aspects of accountancy, business planning and management." The new website can be found at www.inspiredaccountants.com.

Businesses involved in formulating new economic strategy

In addition and based on the key economic issues identified via the economic analysis and the collective knowledge of local businesses and partners, 5 key themes were identified as priority areas for action:

1. Supporting our businesses
2. Place promotion
3. Infrastructure to support business
4. Town centres
5. Workforce development

The themes reflect a desire expressed by BEP partners and businesses to focus on the key determinants of business growth and success, alongside those attributes and

features of Tamworth and Lichfield as places which, if further enhanced, will lead to the following:

- Greater inward investment into Tamworth and Lichfield, with an accent on attracting high growth/value added sectors and new industries
- An enhanced 'enterprise culture', leading to higher rates of new business formations, survival rates and new job opportunities
- Further growth amongst indigenous businesses and a resultant growth in employment opportunities for local people
- An enhanced reputation for Tamworth and Lichfield as a place

in which it is 'easy to do business', with a well connected and supported, thriving business community which offers a multitude of business opportunities and is sustainable as a strong economy for the foreseeable future

Finally, a set of key outcomes has been formulated on which future actions will be based. It will then become the job of the BEP to identify how partners and business can work collectively to deliver these outcomes and draw up more detailed action plans for each theme.

For more information contact Matt Fletcher on 01827 709 382 or email matthew-fletcher@tamworth.gov.uk.

Join the Social Media Revolution!

Would you like to raise your business profile for free, feature more highly on Google rankings and make more contacts locally?

www.thinklocal4business.co.uk offers you all of these opportunities and much more. Created and funded by local councils in Staffordshire the Think Local website is completely free to use for all Staffordshire based businesses.

Redeveloped with the needs of businesses in mind, the site offers the opportunity to get involved with the social media revolution. No longer just a static business directory, www.thinklocal4business.co.uk takes the best features from Facebook and LinkedIn and combines them in one fantastic package.

So what does the new version of www.thinklocal4business.co.uk offer your business?

- A detailed web presence, effectively a mini website
- Opportunity to publish photos and videos related to your business
- Higher search rankings on Google – the whole site is Search Engine

Optimised to promote your business

- Ability to create networks of local business contacts and regularly communicate with them
- Ability to publish events of your choosing and invite other businesses to attend
- Opportunity to publish press releases and news stories for free

In addition to this the site allows you to search for any other local registered businesses via Google maps and streetview, offers links to business support and useful contacts at your local council. Log on today and see what www.thinklocal4business.co.uk can do to help your business succeed!

For more information or to discuss any opportunities Think Local may offer your business, please contact Matt Fletcher on 01827 709 382 or email matthew-fletcher@tamworth.gov.uk.

think local
4 business.co.uk



Business news in brief

It's official – the most successful college in Staffordshire!

Latest figures from the Data Service, established and funded by the Department for Business, Innovation and Skills, have highlighted that South Staffordshire College is the most successful college in Staffordshire.

In a recent report, the College took the No.1 slot in the Staffordshire College rankings, achieving the best success rates for 16 – 18 year olds.

Mark Robertson, Deputy Principal said: "We are delighted the efforts of our students and staff have been recognised in this way. And the success story doesn't stop here. Students at the College are achieving outstanding results in regional and national competitions and the number of employers using the college

training solutions to improve their business continues to grow ever higher."

Whilst at College, students learn many skills that prepare them for the world of work. Recently learners received advice from a former Apprentice star at an event hosted by the College.

Philip Taylor, who appeared in the 2010 Series, gave sound advice to business students at an Enterprise event to launch a new part-time, modular business course.

Philip wowed the audience with his presentation, talking about his background in engineering, how he learnt from his mistakes following his first business venture, and his



L-R: Deputy Principal Mark Robertson, Apprentice star Philip Taylor and Chief Executive Principal Graham Morley

experience in The Apprentice. He stressed how important it was to have a solid business plan, something he demonstrated well with the success of his innovative training and fitness equipment.

A number of businesses/organisations supported the event offering advice to students, including NatWest Bank, IDM Design, The Best of Cannock and South Staffordshire Chamber of Commerce.

ENHANCE YOUR BUSINESS PERFORMANCE

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* Data Service 2009/10



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Business what's on

Business Networks Forum

The next scheduled meetings are 14th September and 30th November. For more information or to book a place contact Matt Fletcher on 01827 709 382 email matthew-fletcher@tamworth.gov.uk

Think Local 4 Business Show

Now in its 8th year the Think Local 4 Business Show (previously The Business Generator) takes place on 21st September at the Meadowside Leisure Centre in Burton on Trent. Call Jeana Parmar on 02476 236 290 or email jeana@btob.co.uk

Seeds of Success seminars

Looking for more business, improving profit margins and keeping your business profitable in challenging times? Then Clearvision's seminars will be invaluable. 21st September, 5th October, 9th November. Cost £69. Contact Amy Nicholls 01543 251 475 email amy.nicholls@devansca.co.uk

Free business building seminar

This seminar is hosted and run by four successful local businesses that have joined forces to share their knowledge and experience for the benefit of local businesses of all sizes. Pickerings Solicitors LLP, Roar Marketing Ltd, Culley Lifford Hall and April UK. 28th September 11am – 1.30pm, Marston Farm Hotel. Reserve your free place at www.businessesexcel.com.

Delivering your message with impact

At one of Lorna Sheldon's highly acclaimed one day courses learn how to use techniques and skills to make sure your message is remembered. Day 1 courses 29th September, 25th October, 23rd November, Day 2 course 11th October 2011, Holiday Inn Express, Lichfield. Cost £95 including lunch and full notes. Book on-line www.compworks-int.co.uk or phone Lorna 07860 806 381.

Hollyoaks star at charity event

Hollyoaks heartthrob Tom Vaughan is supporting Tamworth's Sharon Fox Cancer Centre. 17th December, Drayton Manor Tower Suite. Tickets £30.00 per person including two course festive menu. Free place for 10 tickets or more. Call 01827 311 665 or 07866 932 684 or visit www.sharonfoxcancercentre.org.uk

If you have a business networking event or other business related event taking place please send the details to Matt Fletcher at Tamworth Borough Council. Promote your events here for the benefit all local businesses

Business networking groups

B2B Tamworth – www.b2bclubnetworking.co.uk

BNI – www.bni-europe.com/uk

Business 1st – www.business-1st.org

Business A.M. – www.businessam.net

Connect – www.connectingwomen.co.uk

Four Counties Networking Group – www.fcng.co.uk

Professionals at Cathedral House – www.cathedral-house.co.uk

Lichfield & Tamworth Chamber of Commerce

– www.lichfield-tamworth-chamber.com

Tamworth Breakfast Group – www.tamworthbusinessbreakfastclub.org.uk

Thebestof Lichfield – www.thebestof.co.uk/lichfield

The Women's Business Clubs – www.thewomensbusinessclubs.com



Ask the experts – about making your internet communications work for your business

Sponsored by: Blossom Digital

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Blossom Digital is a leading Web Agency based in Lichfield. Blossom Digital create beautiful websites, expertly developed. They help companies understand their own business better and through their internet communications help to expand and increase revenue streams. Whatever size a business is, Blossom helps them through consultancy, website creation, app development, email marketing and search engine optimization.

We asked Alan Rowe, Director at Blossom Digital for some advice.

Q Is it more important to have a beautiful website or should I just focus on social media?

A It depends. We strongly believe good design offers competitive advantage. For many businesses all their customers will know of them is what they see on the Internet. First impressions count for a lot and it is important to be seen. It is also very important that your website looks like your other advertising and printed materials. Brand consistency makes people feel comfortable that you know who you are and engenders trust.

Social media can however be a good complement to your website. Experience tells us that if you take it seriously then it can really work for you. If you only dip your toe in the water, that is a good start but you will not see a great benefit.

Often, you may struggle to update your own website and with practice will find that it is very quick to create a blog post or upload a press release to Facebook.

How many of us are doing great things in our business? How often though, do we bother to talk about it? Blogging is a very quick and cost effective way for you to talk about what you are up to.

With Twitter, LinkedIn and Facebook for example, you will also gain the opportunity to communicate with a different group of customers to whom you would normally and we know several of our customers that have won new business that way.

Q How much should domain names and hosting cost?

A You may have renewal notices from people like The Domain Registry of America. You should throw the letter away unless you want to pay over the odds. Most domains should cost no more than £10 per year.

If it sounds like a con, rest assured, it probably is. You get what you pay for. Many mass hosts will give you free domains and offer very cheap hosting at first. You have to beware though, because often after an agreed period of time, costs will revert to their "standard costs". Domain names may cost £50 per year and your website will be sharing a server with hundreds or even thousands of other websites. This means that only one Internet connection and one computer is running all of those websites which will slow you down and could put you at risk of being hacked. A good host should limit the number of websites per server and you should be able to reach them by phone.

For more help and advice on any aspect of internet communications contact Alan Rowe at Blossom Digital on 01543 439 000 or email alan.rowe@blossomdigital.com



Tamworth's first cocktail and tapas bar opens

Passion, located at The Plough and Harrow, Fazeley, is a refreshing and stylish new venue with a beautifully decked outdoor heated eating area. Following the revamp and success of The Plough Fazeley, Emma Jeffries has applied her unmistakable talents and put her individual mark on this new and exciting venue, working with talented chefs to develop a sumptuous Tapas experience and innovative cocktail list. "After five successful years at The Plough & Harrow Bar & Hotel, catering for drinkers, diners and families, we thought that it was time to launch a new venture targeted at those who like to enjoy the finer things in life. The name of the venue, Passion, originates from our feelings towards our business, customers and the service we are providing." Says Emma.



New cocktail and tapas bar

Safety first at Busy Bees



With its head office in Burntwood, Busy Bees Childcare, the largest provider of private day care in the UK, has achieved the Occupational Health and Safety Standard OHSAS 18001:2007 by the British Standards Institution (BSI). Busy Bees is currently the only childcare provider to hold this accreditation, which was undertaken to control any health risks to staff, children and visitors in Busy Bees Nurseries and maintain a strong health and safety performance. The award covers key health and safety issues, including risk assessment, management, training, competence of staff, communication, response to emergencies and evaluation of performance and improvement.



Tamworth marketing consultancy, Roar Marketing Limited works in partnership with the Business & Economic Partnership to produce the Tamworth and Lichfield Business Brief four times a year.

Please send your news stories and pictures to Matt Fletcher at Tamworth Borough Council matthew-fletcher@tamworth.gov.uk.

To advertise or insert leaflets contact Karen Nicholls at Roar Marketing karen@roarmarketing.co.uk.

This issue has been delivered to 7,500 local business and public sector organisations and has a much wider readership. It's collated, written, designed and printed in Tamworth and Lichfield so join in and give a boost to all local businesses.



Three wins for local accountants

A Tamworth accountancy firm has scooped a trio of account wins following the launch of its new service, Board Support. Adams Moore, based in Tamworth, launched Board Support to enable businesses to access up-to-the-minute accurate advice on tap on a range of business and accountancy issues – all for a fixed-fee – and local businesses benefitting from this include Flightcase Warehouse, One Call Personnel and S&F Building Maintenance. Martin Crook, partner at Adams Moore, said: "We decided to launch Board Support after feedback from our clients who needed so much more than just a regular accountancy service that files end of year accounts and looks after tax returns. For businesses of a certain size, that needs an extra tier of support without the commitment of a big salary for an in-house Finance Director – this is an excellent option."

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