

SPRING 2011



Welcome

2011 is going to be a tough year. Inflation is creeping up, the Government spending cuts will start to have an impact and interest rates could potentially start to rise. There is little we can do about this but there are a number of positive actions the Business & Economic Partnership (BEP) is currently engaged on which will help to cushion the effect of these potentially damaging issues.

The BEP is now part of the Development Board for the Greater Birmingham Local Enterprise

Partnership. My vice chair, Debbie Baker, has been taking an active role along with other representatives from Tamworth and Lichfield to ensure that our views have been voiced as well as taking a significant role in prioritising Regional Growth Fund Bids; one of which if approved could have a significant impact for the area. This involvement will hopefully continue when the new Board is announced in April and we will continue to be your voice for the area to promote your business issues.

Don't forget that it is free to register on the Think Local website just log on to www.thinklocal4business.co.uk to activate your account.

Finally the Business Networks Forum has been established with 25 ambassadors from various networks and organisations involved. We now have the beginnings of a communication network which we can use to understand your real business issues and how the BEP can use its influence in resolving them.

Peter Farmer
(Chair of the Business & Economic Partnership)



Local businesses form the network of networks!

In February, local businesses, networking groups and representative bodies such as the Federation of Small Businesses came together at one meeting organised by the Business & Economic Partnership (BEP) and led by its Chairperson, Peter Farmer.

25 representatives, speaking on behalf of nearly a dozen local business networking groups and other business bodies, gave their views on what was important for the local economy and for local business. With the formation of Local Enterprise Partnerships, speakers from the local business community and Tamworth Borough and Lichfield District councils gave an informal and insightful view of what is happening regarding upcoming developments both locally and across the West Midlands.

Debbie Baker, Vice Chair of the BEP said "We hope to build upon the success of this event, by offering more

regular opportunities for local businesses and networking groups to come together to share their views and issues, whilst also learning about what's going on to their benefit in the local area."

The next Networks Forum will be held on 6 April. If you are interested in attending, please contact Matt Fletcher on 01827 709 382 or matthew-fletcher@tamworth.gov.uk.



Businesses and Councils at First Business Networks Forum

Inspired Accountants...

The new name for Naylors Accountants.

Not all accountants are the same.

We provide an *inspired* range of accountancy and advisory services for individuals and businesses. Our advice can help you become even more successful and profitable.

Contact us for a free no obligation consultation.



Tel: 01543 263 824

Email: info@inspiredaccountants.com

Web: www.inspiredaccountants.com

Business news in brief

WM Physicians Association outsources to EBS



Lichfield business Executive Business Support has announced that they are now providing a full Association Management Service to the West Midlands Physicians Association (WMPA). With over 600 members the WMPA is looking to EBS to help them grow their membership and increase attendance at their twice yearly meetings. In addition to head office

and admin services EBS will be responsible for the day-to-day management of WMPA's website, ensuring that it is regularly updated. An on-line payments solution, making it easier for members to register and pay for conferences, will be implemented in the next few months. EBS won this business after being recommended by an existing client association.

National mark of excellence

Lichfield IT business brokenStones has been awarded the prestigious Accredited UK mark as recognition of their approach to quality. To be recognised as one of the top suppliers in the industry brokenStones has undergone a rigorous assessment completed by an independent 3rd Party Assessor. Accredited UK is a mark of excellence for the Information and Communications Technology (ICT) industry and identifies businesses that will deliver ICT solutions to a high standard. "We pride ourselves on giving exceptional service and achieving this quality mark means that our customers can buy our services with complete confidence." said brokenStones MD, Chris Blunt.



Chris Blunt, MD,
brokenStones

New jobs and new website at historic estate



Premier weddings, events and golf venue Hawkesyard Estate near Lichfield has created new jobs and launched a new website. The new staff appointments are in events operations, with the creation of a new Duty Manager role and in the accounts department. The website project was implemented by marketing consultancy Roar Marketing Limited from Tamworth and Lichfield based web agency

JFD Consultants. The project was completed in just six weeks, on time and on budget. Hawkesyard's Sarah Carter said "We had wanted to improve our on-line presence for a while, and are incredibly pleased with our new website. We have already had meetings with several new brides-to-be who contacted us after visiting the new website. So it has already had a positive impact on business."

B2B networking group all in a SPIN

At the end of 2010, business networking group B2B Tamworth, had generated business worth over £290,000 for its 21 local business members in the year and accumulated a surplus of funds. They decided to re-invest surplus funds in training, special networking events for members and to make a donation to local charity, SPIN.

SPIN is a youth club for disabled young people with physical disabilities and learning difficulties. Meeting weekly in Tamworth members enjoy pool, sports, arts and crafts, drama and a disco. Over 60 SPIN members attend the youth club every week.

B2B Tamworth members, Peter Farmer of The Grapevine, Karen Nicholls of Roar Marketing Limited and Don Hardy of Swan Photography presented SPIN with a cheque for £500. Sylvia Geldard, a Lead Youth Support Worker at SPIN for 18 years, said "We are over the moon to receive this donation. We can only normally operate during term time and we are going to use this money to allow us to open for 5 days in August this year."



Left to right: Richard Johnson, Matthew Head, Brett Jennings, Charlotte Mawdsley, Karen Nicholls B2B, Daniel Leicester, Sylvia Geldard, Paul Randay, Claire Yapp, Peter Farmer B2B, Don Hardy B2B (behind the camera)

Business news in brief

Rhubarb & Custard for Rugeley

Rhubarb & Custard are a well established and highly respected graphic design and print business that has recently expanded and moved to a bigger and better studio in Rugeley. Already part of the international franchise Printing.Com with their Sutton Coldfield franchise, when the opportunity to buy the franchise for the Rugeley area came up they didn't hesitate to grab the chance. Knowing the area well the company has chosen Rugeley as their new home but will continue to work with their existing

Rhubarb & Custard MD, Alex Smallwood



client base in Sutton. Rhubarb & Custard, MD, Alex Smallwood said "Our new offices will allow us to be much more efficient, plus we now have free parking right outside the door which is great news for our customers."

Francesco Group's success grows in Lichfield

Francesco Group Hair Salon in Lichfield is achieving good growth and heading for a 10% increase on 2010's sales; a tough target in the current climate, but Director Alice Reeve believes it's totally possible with focus and the great service and hairdressing that the team provides. "We have continued to invest in the training of the hairdressing team despite the "doom and gloom" and I think that continues to set us apart and keeps clients returning." The salon was bought four years ago, by Alice and since then has flourished. Towards the latter end of 2010 the team won a top salon place within the Francesco Group of 30 salons and have the trainee of the year, Charlotte, under their wing; a definite star of the future.



Count on South Staffs College

South Staffordshire College has received a prestigious award from the International Association of Book-keepers (IAB) for the second year running. Malcolm Trotter, chief executive of the IAB, congratulated the institution on its success. He said: "It is always pleasing to see high pass rates. However,

South Staffordshire College has given a truly exceptional performance. This outstanding success is a real accolade for the institution's staff and will also prove to be of excellent benefit to its students".



South Staffordshire College's Kay Turner left, and Donna Abrahams right, with Clive Johnson, IAB Chairman

Let the music play

Neon Sound Studios in Burntwood is a small business at the heart of the music scene in the local area offering Rehearsal and Recording facilities. To provide a centre for people to meet, network and share ideas, owners Mike and Kate Newey are transforming an existing store and cafeteria into a

Training/Performance venue for those studying or interested in the performing arts, whether artist, crew or audience. The couple is aiming to improve the Work Experience programme, offering people access to facilities while education establishments are closed; to maintain skills whilst looking for employment, for performance groups and interested others of all ages to learn or just experience areas of the performing arts.

Bevan Fox
INSURANCE BROKERS



Your local independent insurance broker.

Providing for all your insurance needs for over 30 years.

Bevan Fox Insurance Brokers, Manor Court, Lichfield Street, Tamworth, Staffordshire B79 7QF
Tel: 01827 312777 Email: info@bevanfox.com

Restartprint
LIMITED

Bringing Colour to Your Business

Unit 6, Mica Close, Amington Ind. Est. Tamworth B77 4DR

Tel: 01827 302554

Email: restartprint@btconnect.com

The key to an affordable meeting room

Meeting Room
£17.50 p/h

Half day £50.00

Full day £100.00

Day delegate rate £30.00 per person (All + VAT)

Perfect for...

- Business meetings or interviews
- Board meetings / Training events
- Breakfast networking meetings

Seat 2 to 30+ people, breakout area, catering, free parking, Lichfield centre 2 mins walk, new building



Call 0845 226 3068

e: enquiries@execbs.com w: www.execbs.com
Executive Business Support, City Wharf, Davidson Road, Lichfield, WS14 9DZ

Response Code EBS3m

Business news in brief

Tamworth Ventura Retail Park and surrounding areas



Ventura Park and its surrounding areas have seen a flurry of activity over the past 6 months, with the arrival of New Look, Outfit, Costa Coffee and Roasters Restaurant. More new stores will be added to the area over the next year with two major sites coming forward for redevelopment at Cardinal Point, the land around the Tamworth Herald offices. Planning permission has been given for a large modern unit of over 7,000 square metres. The occupier has not yet been formally identified but the high quality design of the building may give away some potential clues.



Work will commence very soon on a new B&Q and 3 further outlets yet to be identified, totalling nearly 15,000 square metres in total. Both sites have permission to trade in bulky goods such as, DIY/ homeware etc, which wouldn't normally be found in a Town Centre location.

Whittington Barracks - Defence Medical Services

In 2008 it was announced that Whittington Barracks would be the new home of the combined MOD Defence Medical Services. Part of a wider Midlands Medical Accommodation project also involving facilities in Birmingham and intended to consolidate dispersed medical services components around the UK.

Phase 1 of the 3 phase project at Whittington, involved a modern headquarters office building for the Surgeon General's strategic headquarters and headquarters of the Joint Medical Command which are now completed. In late 2010 phases 2 and 3 of the project were approved. Phase 2 will create a modern training centre including a new learning centre; a new lecture theatre; new messes for Officers and for Warrant Officers and Senior Non Commissioned Officers; service living accommodation for Officers (permanent staff) and a new Junior Ranks' dining and leisure facility. Funding has been agreed and a contract for phase 2 awarded to Carrillion PLC. A planning application will be submitted shortly for the phase 2 works. Phase 3, intended to run concurrently with that of phase 2 will provide for modern single living accommodation. With the implementation of the overall project by 2014 Whittington and Lichfield will be the national centre for military medical training and planning in the United Kingdom.



Lichfield City Centre Friarsgate

LDC and development partner S Harrison are confident that the Friarsgate scheme will go ahead. Minor changes to the original proposal will need planning approval followed by a further application to extend the life of the original and extant planning permission. But, subject to necessary funding being in place work is expected to start mid-2012. The proposed scheme includes a replacement police station and bus station, a major anchor store, 35-45 shops, restaurants/cafes, 6 screen cinema, hotel, office space, residential units, public toilets and around 730 car parking spaces.

The scheme is projected to create over 1,000 new jobs for the city, increase the potential shopping population by 156%, increase retail spending by 164% and result in existing retailers enjoying approximately a 15% increase in sales.

For more details contact: Emrys Jones – Director of Lichfield Venture, LDC Tel: 01543 308 251/Helen Cook Venture Project Officer 01543 308 252.

Tamworth Town Centre

The former 1960's Gungate shopping precinct was granted outline planning permission last year for 20,000 square metres of retail floor space and over 500 parking spaces. The site was cleared at the end of 2010 and is currently in use as a temporary car park offering increased access to the Town Centre. The former Bolebridge Garage site has also been granted permission for a LIDL supermarket with a Travelodge hotel above it.

Business news in brief

Help!

You're now reading the 10th quarterly issue of the Business Brief. But we need your help. We're the only local business newsletter publishing your business related good news stories and business information to 7,500 businesses and public sector bodies in Tamworth, Lichfield and Burntwood. But, as the Business Brief is funded by Tamworth & Lichfield Councils we must show that taxpayers' money is being spent wisely so we need your feedback.

Will you please log on to: <http://tinyurl.com/bephelp> and give us your feedback? It will only take 2 minutes and could enable the Business Brief to grow to more pages so we can publish more news from local businesses.

Thank you



What are Work Clubs?

The coalition Government has a priority to "Get Britain Working" through a number of major welfare to work reforms which aim to fight poverty, support the most vulnerable and help people break the cycle of benefit dependency. In order to achieve this they have developed an initiative called Work Clubs.

This is a national initiative aiming to support the development of a network of locally led, community based support groups for the unemployed. The main aim of Work Clubs is to help people make the most of local knowledge and resources to help unemployed people in their communities gain employment and will provide unemployed people with a place to meet, exchange skills, find opportunities, make contacts, share experiences and receive support to help them in their return to work.

Over the next few months Work Clubs will be created in your area. We're looking for businesses who'd like to give an hour or two of their time, to pass on knowledge and information about current interview techniques, skills needed for their business or even help with job searching and cv's. If you are interested in getting involved in some way or would like more information, please contact Matt Fletcher on 01827 709 382 or email matthew-fletcher@tamworth.gov.uk



Kevin M Jenkins (right) receiving his award.

Lichfield Independent Financial Adviser wins award

Kevin M Jenkins, an Independent financial adviser with Key Financial Management, won the Retirement Planner of the Year award at the annual 2plan Wealth Management awards ceremony. Kevin won the award as he was best able to demonstrate that his clients are treated fairly with a broad range of quality advice and are supported with excellent administration and documentation. In addition to the quality of advice provided, the award plays testament to Kevin's advanced understanding of the complex regulation associated with the financial services industry.

Lichfield and Tamworth Building Excellence Awards

Hosted by Lichfield District Council and Tamworth Borough Council's shared Building Control service, the Building Excellence Awards celebrate and reward building projects throughout Lichfield District and Tamworth Borough. The judges chose the winning projects based on the overall best design, management and construction of the build. The winners in each of the seven categories will now go on to represent Lichfield District and Tamworth Borough in the Staffordshire Building Excellence Awards.

Conversion Work Winner: Shenstone Court Farm (Lichfield District) – Anthony Webb and Son

Extension (under 40 metre squared) Winner: The Bays, Wilnecote Lane (Tamworth Borough) - JJT Construction

Extension (over 40 metre squared) Winner: The Grand Lodge, Longdon (Lichfield District) – Staffordshire Restoration and Conservation

Residential New Build (under 10 dwellings) Winner: The Hollies, Birmingham Road (Lichfield District) – Quality Homes Ltd

Residential New Build (over 10 dwellings) Winner: Marlborough Way (Tamworth Borough) – Bloor Homes

Commercial Work (under £1 million) Winner: Lichfield Halfords (Lichfield District) – WPL Design and Management

Partnership Work Winner: Burntwood Morrisons (Lichfield District) – Clugston Construction



Winners Lichfield and Tamworth Building Excellence Awards

Business what's on is sponsored by:



The highly qualified team of IT experts at brokenStones in Lichfield are on a mission to help businesses make their IT work harder and smarter.

Through integrated IT consultancy, IT advice and IT support they ensure software and hardware work as efficiently as possible; enabling local businesses to be more productive and more successful.

Business what's on

Maximum leads through networking

Networking is a fantastic and low-cost way to market your business. If networking is not working for you book a place on this course from MaximITy and find out how you can succeed at networking. Half day courses are being run on 11th March and 27th May 2011. Email tracy@maximity.co.uk or call 01827 312 278 for more information or to book.

Communicate your way to profits

Attend one of Lorna Sheldon's highly acclaimed Open Day training programmes. March 15th and April 14th 2011, Holiday Inn Express, Lichfield, 9am to 5.30pm. Cost just £95.00 including lunch. Secure your place by booking on line www.compworks-int.co.uk or phone Lorna Sheldon on 07860 806 381.

Talent Management - the key to successful business growth

This workshop explores the importance of succession planning for your business and evaluating the talent management of your people. 10th March, Ramada Birmingham, Penns Lane, Sutton Coldfield. For details visit www.businesslink.gov.uk

Business Networks Forum

Put forward your business issues and get local business information from the Business Economic Partnership on 6th April. Contact Matt Fletcher at Tamworth Borough Council on 01827 709 382 or email matthew-fletcher@tamworth.gov.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

- > IT Support
- > IT Consultancy
- > Hardware & Software Specialists

We make IT work for your business...

Microsoft Small Business Specialist | Sage 50 Accredited | AVG Gold Reseller

SOLUTION PARTNER | DELL Partner Direct

For a Business IT Audit that gives you an impartial review of your current IT infrastructure and recommendations for improvements;

Contact Paul Sellers now on 01543 222 444 and quote **BB1110** for a **50% discount**.

t: 01543 222 444
e: ITExpert@brokenstones.co.uk
w: www.brokenstones.co.uk

Business networking groups

Spotlight on... Connect



Connect is an independent business networking group for women. Meeting once a month members share ideas, contacts and more importantly, business referrals. Visiting speakers, as well as presentations from members, mean attendees are continually learning something new. Connect aims to help members build their business and support them on their path to business success. Sheelagh Powell, a professional makeup artist and member of the group for over three years explained "Connect is a great support network for me. I love meeting local like-minded business women who have the same goals as me. I find it a great source of new business and benefit hugely from attending the meetings." Meetings: 9.45am-12pm on the first Friday of every month at The Malthouse, Cliff, Tamworth, Staffordshire, B78 2DL. For more details or to book to attend a meeting contact Pam Beale - Membership Secretary: enquiries@connectingwomen.co.uk.

B2B Tamworth - www.b2bclubnetworking.co.uk

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

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

South Staffordshire Chamber of Commerce - www.ssccl.co.uk

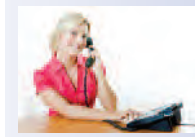
Tamworth Breakfast Group - www.tamworthbusinessbreakfastclub.org.uk



Ask the experts – about telephone on-hold promotions

Sponsored by: O.W.L. Electronic Developments

Tamworth based O.W.L. provide a wide range of specialist audio and electronic products and services to every area of industry and commerce. Specialising in solutions for safety & security, public information and sales promotion, O.W.L. can help you to maximise the selling potential of every telephone call your business receives.



Voice-on-hold
by O.W.L.

“the voice promoting your business”

Q My telephone system has a music-on-hold feature but I don't just want to play the same music over again. Without paying a fortune for performance licences how can I make it interesting for customers who call my company?

A First of all you can write a script or have one written to include all the things you would like callers to know about your company.

A professional voiceover artist will produce an audio track, complete with on-hold comfort messages.

Select some background music from a composer who is not affiliated to PRS and pay a small one-off license to use the music forever.

The whole package is combined in a professional studio and your promotion is ready to go, it can be provided on a cd or as an mp3 file depending upon the type of equipment you wish to use.

Simply plug it into your telephone system and your caller will automatically hear part of your promotion whilst they are on hold.

But don't be tempted to play the radio or use other music even if you download it for free. It's illegal unless you pay the appropriate license fee.

Q I don't want callers to hear the same old message every time they call. Without any ongoing contract commitment how can I keep customers up-to-date with details of new information and special promotions?

A You decide how often you would like to update your message. You can have a corporate promotion for use anytime, and add additional ones as and when you wish, perhaps for your special offers.

Consider using a player that will hold several promotions and you can change between them at the press of a button.

Keep the same background music or build up a collection. You only pay once for each track and once for each new voiceover. There are no ongoing costs or repeat fees. You can even have your main promotion with special Christmas background music just for the festive season.

Remember, you know your business better than anyone. Your callers may only be aware of a small part of what your company offers. Voice-on-hold is an ideal way to speak to your captive audience.

Even with the help of a professional production you remain completely in control. It's your finger on the button that controls the content and the cost.

Suitable for cd or mp3 player



Promote yourself... it's cheaper than you think

O.W.L. produce affordable voice-on-hold promotions for large companies with many locations around the world and for small local companies with single premises.

We are proud to have a very loyal customer list and receive much of our new business through personal recommendation. If you already have a cd player we are happy to provide your promotions on cd. If not we can supply suitable cd or solid state players and provide your promotion in whatever format you require.

All of our clients receive the same high standard of professional service.

For more information visit www.voice-on-hold.co.uk or email: info@o-w-l.co.uk tel: 01827 60577

Business information contacts

Hi, I'm Matt Fletcher. My department is the central link between the public sector and local businesses, so if you have any queries or just don't know who to speak to on business issues, give me a call on 01827 709 382 or email matthew-fletcher@tamworth.gov.uk. I am also the person you should send your business news stories to. I look forward to hearing from you!!



Local business women host Prime Minister

A visit by the Latvian Prime Minister is set to mark a new era of stronger business ties between the West Midlands and one of the Baltic's fastest rising stars. Deb Leary, CEO of Tamworth business Forensic Pathways and Chair of The Midlands World Trade Forum (MWTF) said "Latvia is a bit of an untapped gem in terms of international exporting for the West Midlands." The event was organised by Karen Mercer-West owner of Lichfield business Dunelm Business Consultants for the



Prime Minister Valdis Dombrovski and Deb Leary.

MWTF in partnership with the Latvian Embassy and the Investment & Development Agency of Latvia.

Garden design mastermind



David Robinson, Up The Garden Path

Family bereavement took Lichfield's David Robinson out of his successful management career along a very different path – in fact Up the Garden Path and in March he will again be at the National Homebuilding and Renovating Show held at the N.E.C. taking part in the Mastermind lectures! David has many accolades and medals to his name, designs prestigious gardens for clients all over the U.K. but prefers to design locally and enjoys taking on community projects – "giving something back" as he says. Since 2009, he has been commissioned to undertake the only show gardens for Grand Designs in Birmingham and London.

Up to **£500 reward!**
every time you hold an event*

We like to reward people who bring business to us, so every time you hold a meeting or event at Hawkesyard Estate you'll qualify for a thank you from us payable in Marks & Spencer vouchers.

For information on historic meeting rooms, modern conference facilities or our reward scheme give us a call today (quote promo code WI 07).

HAWKESYARD ESTATE
Membership of Greenacres

Hawkesyard Estate, Armitage Park, Nr Lichfield WS15 1ED
Tel: 01543 491 911
Email: info@hawkesyardestate.com
Web: www.hawkesyardestate.com

* Terms & Conditions Apply



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 is being delivered to a new larger circulation of 7,500 local business and public sector organisations and has been collated, written, designed and printed in Tamworth and Lichfield, so join in and give a boost to all local businesses.

Ansons is offering **LOCAL** businesses a **free** 30 minute legal consultation



Jas Singh Corporate Partner
Neil Jones Corporate Solicitor

Contact Jas or Neil quoting "Lawyers for your Business Scheme"

Tel: 01543 466 660
Email: info@ansonslip.com
Web: www.ansonslip.com

ANSONS ^{LLP}
Solicitors

beautiful gardens

get a free design

get fresh ideas
...from your local landscape gardeners

OUR SERVICES:
Landscaping, patios, decking, walling, play areas, ponds, planting, maintenance, garden clearance, tree work and driveways.

call us on...
T: 01543 444 470
M: 07709 433 493

see our work and read what our customers say...
www.beautifulgardens.co.uk