

WINTER 2010



Welcome

The formation of the new Local Enterprise Partnerships (LEP) continues to dominate the local business landscape with agreement from the Coalition Government being given to the Birmingham, Solihull, Tamworth and Lichfield and East Staffs bid. The hard work now begins in earnest to deliver on our commitments to grow jobs, wealth and employment across the LEP area. The good news is it's envisaged that the Business & Economic Partnership (BEP) will be part of the Development Board that's being created in the coming weeks.

The business engagement project was finally concluded with an event at Darnford Moors Golf Club in October where the BEP invited the other Local Strategic Partners (LSP) to determine how they could best engage with business. The event was very well received and the outcomes from this and our earlier engagement with the business community will be communicated towards the end of November.

Both myself and my vice chairs are visiting or contacting local business networking groups and organisations explaining the role of the BEP and inviting representation from these to become ambassadors. This role will help towards understanding the

issues that businesses have as they will be the voice for their group to formally engage with the Partnership Board. This so far has proved to be very successful so we are planning to hold a Business Forum Event early in the New Year where the ambassadors will be invited to discuss these points.

In the meantime can I wish you all an early Merry Christmas and Prosperous New Year.



Peter Farmer
(Chair of the Business & Economic Partnership)



LEP given the green light

On Thursday 28 October the new Local Enterprise Partnership (LEP) for Birmingham, Solihull, Tamworth and Lichfield and East Staffs was approved by the Government. This will replace the Regional Development Agency, Advantage West Midlands (AWM).

During the coming weeks a Development Board will oversee the creation of the new LEP. It will consist of representatives from the private sector and local authorities and will be led and chaired by a business person. The Business & Economic Partnership (BEP) will be part of this process and will be there to ensure that we have a voice for the Tamworth and Lichfield area.

Besides agreeing the governance and formation of the eventual LEP Board one of the first important tasks will be to agree the priorities that are needed

to grow the economy for the area. The Regional Growth Fund of £1.4 billion allocated by the Government will be a major help towards this so it is important that we identify our needs within Tamworth and Lichfield when the bidding starts to ensure that some of this is used to help grow our economic area.

Further clarification and details of how the LEP will be administered will become apparent over the next few weeks and months as the Development Board agrees the structure and format for the fully operational Board.

In the meantime if you require any further information about this please visit www.bis.gov.uk.



The local enterprise partnership for Birmingham & Solihull with East Staffordshire, Lichfield & Tamworth

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Business news in brief

UPS working with South Staffs College



Cassian MacHerere, UPS and Karen Jenkins, South Staffs College

UPS, one of the world's biggest operators in shipping, tracking and freight, has been working with South Staffordshire College to help them develop and update their internal training needs. The College's Business Development Unit has been working with UPS for some time, delivering level 2 qualifications in both Carry and Deliver and Warehouse and Storage modules. Karen Jenkins, ICT/Media Progression Coach and her 2nd year National Diploma Media learners worked on videos for two main areas of training – 'Driver Safety' and 'Safe Lifting and Handling Methods'. Working alongside UPS undergraduate Cassian McHerere and Development Manager Emma O'Toole, the media learners visited UPS's Tamworth hub on several occasions, filming on-site and acquired a UPS delivery van to take back to Cannock campus for filming on College grounds.

Family Firm Substantially Reduces Overheads

Rugeley company, 3e (Consultancy) Ltd, has completed a special project to devise innovative tailor-made energy saving solutions that will see family-run furniture retailer Cookes Furniture save more than £50,000 a year. 3e carried out extensive surveys of Cookes premises at Birmingham and Christchurch, to provide intelligence on their energy consumption and to identify areas for improvement that would substantially reduce usage and improve comfort levels for customers and staff.

New energy efficient lighting and ceiling tiles, with a high thermal performance, were installed. The lighting will help reduce electricity consumption by 70% with the ceiling tiles further trimming costs. The project has been extremely cost effective as 3e was able to negotiate interest free loans, from the Carbon Trust, on Cookes Furniture's behalf.



Above James Pike, Operations Director, Cookes Furniture below Nathan Lamey, Director, 3e

New website boxes clever

Lichfield based BoxMart, the leading trade supplier of off-the-shelf gift boxes and bespoke packaging solutions, unveiled its new-look website early in September. The user-friendly site is designed to facilitate customers ordering experience through the use of a new Collections section, product links and an efficient check-out process. The site is

complemented by the addition of stunning new photography.

BoxMart's Joanne Offord says, "As with all new websites, this has been a rewarding process of evolution. We are a successful, growing and strongly reliable company and we are frequently innovating and improving our products and services. The new website is the natural next step."

Top Gear challenge to Tamworth's O.W.L. Vehicle Electronic Systems

The company that converted special 4x4 vehicles for BBC Top Gear programme's expedition to the North Pole and James May's drive to the rim of Iceland's erupting volcano gave Tamworth company O.W.L. a new challenge. The top gear required by the Norwegian company was a speed limiter for use on quad bikes they plan to use on arctic circle and desert self-drive guided tours. They needed to obtain government safety approval for the conversions and asked O.W.L. to provide a prototype with a tough specification. From enquiry to delivery in Norway took just 17 days. If successful this will complement O.W.L.'s wide range of vehicle safety and security products sold worldwide.



All change at Best Of Lichfield

Louie Clegg is the new face at thebestoflichfield, having worked in sales and marketing for over 25 years both in the UK and overseas she moved to Lichfield twelve years ago following the family's return from South Africa. Looking for a new challenge when the opportunity came up to purchase thebestoflichfield, Louie jumped at the chance. "It's such a great concept. I love helping people and I can't think of a better way than by recommending the best local businesses to local residents."

thebestoflichfield

Business news in brief

Local golf club in World's biggest amateur golf competition

A team of local golfers are out to make history for their club, St Thomas's Priory part of the Hawkesyard Estate near Lichfield. The team will travel to Spain to play in the finals of the Mail On Sunday Classic. Phil Gibson, Director of Golf at St Thomas's said "This is a fantastic achievement by the team having won through against far bigger clubs from across the country. It just shows what a depth of golfing talent there is at this club, which is down to the great course and facilities and the major improvements we made last year."



St Thomas's team left to right: John Woodward, Adam Ward, Jim Burns, Harry Foley, Shaun Barlow – front row Paul McHale, Pally McGahan

BETTAquip backs junior football team



Lichfield City FC's under 15s team

Lichfield based specialist commercial kitchen design and installation company, BETTAquip is further strengthening its community ties with the sponsorship of Lichfield City FC's Under 15s team. Andy Bettany a director at BETTAquip said "We have a strong connection with Lichfield City FC and I am delighted to be supporting the Under 15's team by providing their new kit. I believe it is important for youngsters to have an interest outside of school and football provides a great way to keep fit and to develop an understanding of teamwork."

Local businesses win economic regeneration award

Business networking group B2B Tamworth, won the Economic Regeneration Award at the recent South Staffordshire Regeneration Awards emerging victorious from over 50 entries and 5 businesses shortlisted. Demonstrating their indomitable team spirit 10 group members attended the awards event. Cath Ward, Bevan Fox Insurance Brokers, B2B Tamworth Co-Chair said "This is a huge honour for us and just proves that what we are doing works!!!" David Kemp, DK Electrical, B2B Co-Chair added "At B2B there is no pressure to pass referrals. For us the amount of business genuinely generated is the most important measure of our success." Launched in January 2009 £281,100 of invoiced business for its 21 members has been

generated up to October 2010. B2B was founded by 9 local businesses and despite being told the project was doomed to failure; they soon established themselves as one of the strongest and certainly the most dynamic business to business networking group in the Tamworth and Lichfield area.



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Midland Reefs is all pumped up!

Burntwood business, Midland Reefs, is pleased to announce that it has been appointed UK distributor for Italian pump manufacturer, SICCE. Midland Reefs Ltd, a marine aquarium specialist, founded by aquarium writer Tim Hayes, has partnered with SICCE to distribute the company's products in the UK. Established for over 35 years, SICCE designs and manufactures water pumps for all aspects of aquatics.

Although primarily for the aquatics industry, SICCE pumps are used worldwide in many different applications including garden ponds, Koi ponds, swimming pools, water recirculation, water-cooling, above-ground pools, hydroponics, irrigation, filtration, fish farms and tooling machines.

Midland Reefs

Business news in brief

Special guest opens Dyne's new premises

A Lichfield company which has expanded with the creation of new jobs invited a special guest along to the official ribbon cutting ceremony of its high-tech new premises. Lichfield MP Michael Fabricant officially opened Dyne Technology Limited's new premises at Newton House in Parkside Court. The company which provides special surface treatment equipment, systems and solutions for companies manufacturing plastic, rubber or metal components, has recently moved to its new larger premises from Elmhurst Business Park. Dyne Technology created two new jobs with the move and four more positions look set to be created with a planned further expansion. The company provides plasma, corona and flame treatment and a large range

of surface testing equipment to some of the world's largest manufacturing companies including Red Bull, Formula One, Aston Martin, Rolls Royce, Hewlett-Packard, Dyson, Nokia, Magna and Sony Ericsson to name but a few.



Lichfield MP Michael Fabricant and Chris Lines, MD of Dyne Technology Limited



Schools In For Martin James

Martin James of Tamworth completed a major refurbishment project for St Bernadette's Catholic school in Brownhills on time and to budget. Kate Martin acted as project manager to ensure that all the contractors completed their work on time and to specification. Work was carried out in the reception area, staff room, head teacher's office, the corridors and the nursery area was totally remodelled. The school was handed back to the governors on the agreed date and everyone including the staff, children and parents are extremely delighted with the finished result.

Team Action are all revved up!

Team Action based in Hamstall Ridware between Lichfield and Rugeley, specialists in Off Road Activities, has invested in 6 new RAGE R20 off-road buggies for use on their off road racing circuit. Managing Director, John Bostock states "We always wanted these Rage buggies as they are by far the most advanced buggies in terms of engineering and performance. Another great selling point for me personally is that we're supporting a small British business that design and assemble these buggies at their factory in Bedfordshire – so not only do we get superior engineering and after sales service but we're buying a British product as well!"

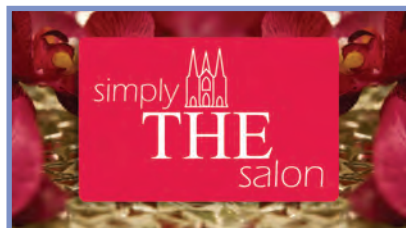
Feedback from customers has proved to be totally enthusiastic. Having seen them driven on TV programmes like Top Gear and 5th Gear they are excited that they are now available to drive in Staffordshire. As one customer stated recently – 'They're like nothing we've ever driven before, and the rain makes it even better!' Not sure about the latter but clearly customers will enjoy driving these machines in rain and shine in the future!



New off-road buggies at Team Action

10 years at cutting (H)edge for Acme Tree Services

Acme, experts in tree surgery are celebrating 10 years in business. Established in 2000 by Mike Evans and his wife Debbie, the company has since then developed and grown and now employs 2 full-time teams of highly qualified tree surgeons. This year Acme has branched out into providing professional grounds maintenance and managed to win the Armitage with Handsacre Parish Council grounds maintenance contract that started in April. Mike said "We're extremely pleased that after 20 years of little success the Parish has managed to win third prize in the 'large village category' for Best Kept Village in Staffordshire!"



Simply THE Spa launches their first Salon

After only 18 months of trading at Simply THE Spa at The Belfry local business Hive of Beauty has opened their first salon in the heart of Lichfield. Marketing Manager, Amy

Rowe said "Simply THE Salon offers you a city haven retreat, away from the hustle and bustle of everyday life. This city of rich heritage provides the perfect backdrop for our little oasis, which is nestled in the exclusive shopping arcade; Tudor Row."

Business news in brief

Businesses value the Business Brief

The Business Brief is now very well established amongst the local business community. This is the 9th quarterly issue and we love getting reports of success and business achieved as a result of local businesses finding out about each other. For example, Tracy Pound from MaximITY told us "I have advertised a number of times in the Business Brief and also been featured in a couple of articles. This has directly resulted in a number of enquiries coming through from companies I would not otherwise have had contact with which have converted into additional business for me. I think its relevant content; distribution and readership give the Business Brief an edge over other publications and definitely plan to maintain my involvement with it."

The Business Brief also offers excellent value for money. Sarah Carter, Events Administrator at Hawkesyard Estate was delighted at the savings made on postage "We wanted to target local businesses with our Christmas Party Night leaflets so we put

6,000 leaflets into the Autumn 2010 issue. The cost of insertion was £300, but to post the same amount of leaflets 2nd class, using a franking machine would have cost £1,500 plus the cost of envelopes, which has saved us £1,200 and we've had a great response."

With access to the new Think Local 4 Business database from Spring 2011 the Business Brief circulation will increase to 7,500 local businesses and public sector bodies. So make sure you include the Business Brief in your marketing plans!



Tracy Pound, MaximITY



'Tis the season of goodwill and volunteering

Volunteering as a trustee for a charity is one of the most effective ways of giving your time and one that can be immensely rewarding. Trustees sit on a charity's board of management and are responsible for its sound governance, making sure it is properly and legally run and that it remains true to its founding aims. Typically charities have several trustees on their board and around 20,000 currently volunteer in that role in Staffordshire. Virtually anyone can be a trustee and it is not essential that you have any prior knowledge of the charity – the essential quality is commitment to helping it and to supporting its workers to act as effectively as possible.

Nicky Burns, Chief Officer of Tamworth Council for Voluntary Service said trustees are a vital element in charities. "We are particularly keen to attract new

trustees from the business sector, who can bring valuable skills, experience and business acumen to support local charities to grow and develop, and to plan for a successful future in a rapidly changing environment. Becoming a trustee also provides opportunities for personal development."

Keith Goldsworthy, Treasurer of Home-Start (Tamworth) said "Anyone can be a trustee. You don't need to be a lawyer, a manager or accountant because I firmly believe that everyone has something to offer. Trustees come from all walks of life and there is a richness in that variety."



Keith Goldsworthy,
Treasurer, Home-Start (Tamworth)

Local business wins award for perpetual excellence

Lichfield's Cathedral Chem Dry, run by Neil and Sarah Weyham, beat over 300 other franchises to win the '2010 Perpetual Excellence' Award for the third year running, this award honours the franchise that has made the most outstanding contribution with their business, by sharing ideas and best practice. Neil was presented with a trophy and a £250 cash prize. He was also asked to present at Chem Dry's national conference, to share some of his excellence secrets with other Chem-Dry franchisees.

Mark Galsworthy, Head of Chem-Dry Franchising says: "On behalf of the UK Chem-Dry franchise network, I would like to take this opportunity to congratulate both Neil and Sarah on a fantastic achievement. Neil and Sarah continue to be a real shining light and are great role models for other aspiring franchisees."



Neil Weyham accepting award from Andrew Lloyd-Jones, Managing Director of Chem-Dry UK Ltd

To find out about becoming a trustee for a charity contact:

**Volunteer Centre
Tamworth: 01827 736090
www.tamworth-cvs.btik.com**

**Volunteer Centre
Lichfield: 01543 303030
www ldcvs.btik.com**

Business what's on

Networking with Tamworth District Tourism Association

Thursday 16th December from 5.30pm – 8.30pm at ??????????. Network with local businesses and the TDTA. The cost is £10 and includes a glass of Champagne on arrival, canapés and a finger buffet. There will be a raffle in aid of local charity with some great prizes. Contact Stacy Birt on 01827 709 583 or email stacy-birt@tamworth.gov.uk to book your place.

Free Taxation Workshop

Are you compliant? Hear a taxation expert outline the recent changes that have affected business and provide practical tips for you to implement in your business. The workshop takes place at Wolverhampton Science Park on 12th January. For details visit www.businesslink.gov.uk

Improve Your Business Networking Skills

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 14th January, 11th February and 11th March 2011. Email tracy@maximity.co.uk or call 01827 312 278 for more information or to book.

Get Motivated Great Britain 2011

On 15th January at the LG Arena, Birmingham hear from motivational speakers, life coaches and entrepreneurs from around the World, including Zig Ziglar and Karren Brady. Cost £29.99 plus VAT. For details visit www.businesslink.gov.uk or www.getmotivatedgb.com.

Wedding Fayre at Hawkesyard Estate

On Sunday 23rd January 2011 Hawkesyard Estate near Lichfield is hosting one of the counties top wedding fayres. Opening at 11am admission to the public is free. To promote your business at the fayre contact the organisers www.staffordshireweddingfayres.co.uk.

Free half-day information seminar on Sage Payroll business software

Local Sage Business Partner, brokenStones Limited and Sage Consultancy and Training provider MaximITy are running their third free seminar for small and medium sized businesses in association with Sage at MaximITy's training suite in Tamworth on 2nd February from 9.30am – 12.30pm. For details and to book contact info@maximity.co.uk or call 01827 312 278.

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

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



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Q I have recently started to experience cash flow problems in my business. I cannot understand this as my turnover and profits are steadily increasing. Where could I be going wrong?

A The cash flow difficulties you are experiencing could be down to timing. You need to look at how long it takes for you to get paid and compare this to how quickly you are paying your suppliers. You should also perform regular bank reconciliations so you know what cash you have available to pay out and what is due in. You should also produce good quality monthly management information such as accounts, budgets and cash flow forecasts. This will help you to keep on top of your cash and react quickly if there appears to be a problem. This information will also allow you to approach your bank for a short term loan or overdraft for example. Another area to improve cash is to review your overheads within the business to see if there are any cost cutting measures that you can put into place to ensure that you are not wasting cash.

Q I am considering a new project for my business that involves investment in capital equipment for which I do not currently have available funds. What are my options?

A Much depends on the nature of the project, the sector your business is in, and the amount of funding required. Some of the options open to you may be as follows:

- Approach your bank with a comprehensive plan showing the capital required and projected cash flows, with and without the project. If your bank is one of the part-nationalised ones, it may still be insufficient to persuade them
- If they do not support you, or the pricing or security they offer is not acceptable, try another bank
- Consider applying through the bank for a loan that's backed by the Enterprise Finance Guarantee Scheme
- Consider raising finance on the capital equipment from a provider of leasing type finance
- You might like to think of equity funding from external 'angel' type investors who will take more risk than your bank - but also look for a share in the business

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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.

Cupcake Fairy arrives in Tamworth

With help from Jobcentre Plus a Tamworth mother of two has transformed herself into the Little Cupcake Fairy. Natalie Barlow reinvented herself after losing a top job in marketing. Peter Quicke at Tamworth Jobcentre Plus gave lots of practical advice such as telling Natalie that Self-Employed Credits of £50 a week would be available for the first 16 weeks in business which were to prove a big help towards the costs of catering equipment and changes in the kitchen. Natalie said "The support I received from Jobcentre



Plus was brilliant. I found the one-to-one sessions with Peter really helpful."


Cupcake Fairy, Natalie Barlow

beautiful gardens

Beautiful Gardens goes Animal Crackers

Beautiful Gardens based in Lichfield has recently completed landscaping work at Animal Crackers Nursery at Fradley Junction. The project included a large, permanent sand pit, a shelter with a unusual 'fake rain' water-feature, a sensory area including large stone boulders and drilled stone water-feature, an auditorium built into the hill to provide seating for watching outside plays and enjoying story telling. Other features include talk tubes, raised planting beds, blackboards and mirrors. "We're delighted with how the project has worked out – not only did we enjoy the work but the finished result is great and to see the faces of the children when they used the new courtyard for the first time was great," said Simon Roberts, MD, Beautiful Gardens

PLAY ON THE PITCH



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Teams will have the use of the dressing rooms, be provided with the use of Tamworth Home and Away Playing Kit if required, Referee and Assistants.

After the game we can organise a cup presentation and a souvenir Team Photograph for each team member taken on the pitch to remember your day at Tamworth Football Club.

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ROAR MARKETING
MARKETING WITH BITE!

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. Get your New Year off to a prosperous start and 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

The Spring 2011 issue will be received by a new larger circulation of 7,500 local business and public sector organisations w/c 7th March. This issue has been collated, written, designed and printed in Tamworth and Lichfield, so join in and give a boost to all local businesses. Merry Christmas from Roar Marketing.

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