



Central Lancashire Business Club

bringing local businesses together

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Impression

Newsletter

Issue 14, December 2008

DICKENSIAN EVENT

Don't forget this year's Dickensian themed Christmas lights switch on Saturday 29th November. This year there will be three stage areas, and will feature a synthetic Ice Rink, which will be in place on 28th, 29th and 30th November. Ice skates can be hired for 20 minute 'slots'. There will also be an area for children's entertainment with a variety of small fairground rides adjacent to the Flat Iron market, near Booths supermarket. As last year, local shops and market traders will be dressed in Dickensian costume to add atmosphere on the day. For more information go to

www.chorley.gov.uk/index.aspx?articleid=2876

THE NEXT MEETING

TUESDAY 7.45 for 8pm

2nd December 2008

'Members Presentations'

Our next meeting will be our members presentation evening where we will be entertained with short talks from

The It Department

Resolution Opportunities,

Changeability,

Chiropractic Associates

and Pin Point GPS

MEMBERSHIP CARDS

The Central Lancashire Business Club committee have decided that from 2009 members will be issued with annual membership cards.

We feel that there are three benefits to issuing membership cards:-

- Membership cards help to increase the feeling of 'belonging'.
- It will help to ensure that our membership database is consistently accurate.
- Issuing membership cards will enable us to attempt to put together a package of offers from local businesses for our members, therefore increasing even further the benefits of membership.

Your membership card will be sent to you as soon as payment for your 2009 subscription has been received.



DATES FOR YOUR DIARY

This month - December

2nd: **Members Presentations**

Dec 16th **Christmas Dinner** at Leyland Golf Club

Future Events

Jan tbc Annual **Bowling** competition

Feb 2nd **Mike Ridley** from Resolution - **'The Unusual Side Of Cruising'**

Mar 2nd **AGM plus Annick Morris** - Equipment Needed To Enable Blind People To Work In Business

April 7th **Alan Childs** from **PFEG** - The work of PFEG

May 5th **Martin McKenna Evatt** - A bespoke screenplay highlighting the importance of team work.

PUBLICITY OPPORTUNITIES FOR CLUB MEMBERS



The Chorley and Leyland Guardians have recently increased their business coverage, including an 8 page monthly supplement, and they are very keen for Central Lancashire Business Club members to be involved.

There are two opportunities for members to take advantage of:-

1). Advertising

Advertising is available on the back page of the supplement. Normally this is sold as a full page but for business club members Chris Maguire, editor of the Chorley and Leyland Guardians, is prepared to split the page into four. Therefore a quarter page is available for £125 providing four members wish to advertise. The December issue is already sponsored therefore the first availability is the supplement published on 13th January.

Additionally the club itself would have a strip advert on 6 pages free of charge.

This offer is open for as many issues as we wish but bookings need to be in early and need to be made via David Kevill (david@inspirebusinessstraining.co.uk), not directly with the Guardian. Space will be allocated on a strict first come first served basis. The first four bookings appearing in January, the next four in the February issue and so on.

2). Editorial

Chris Maguire is also very keen to receive articles from club members who are based in Chorley and South Ribble. Again articles need to be submitted via David Kevill so that a Business Club 'pack of articles' can be prepared each month. The two supplements published so far have been predominantly SME articles.

If you have any articles of interest please let me have them as soon as possible. The next supplement, which is issued on 10th December, is currently being compiled.

Below is some advice on preparing press releases provided by David Coates at the LEP, which may be of some help:-

What makes a good business news story?

Topical – in the news at the time, i.e. if there's been a computer breach scandal in government, offer advice on how to secure your computer; if the Budget is coming up, say what could benefit your company the most.

Interesting to people not connected to your company – ask yourself, would you want to read this about

another company or could you get value from reading this about another company? If so, think why and play to these strengths.

Informative – must tell the reader something they didn't already know and couldn't find easily elsewhere.

Not a free advert – you can present your own services and products by simply constructing your quotes and information to point towards them as a means to an end, do not go down the route of blatantly plugging your service or product as this may lead to it being passed on to the paper's advertising department.

Fit the publication it's in – for example, if you're writing for the Chorley Guardian, make the story specific about Chorley (include area, i.e. Coppull, Adlington, Whittle-le-Woods, etc), if it's for Lancashire Evening Post be sure to specify area (i.e. Chorley, Leyland, Preston, etc).

Pictures/Multi-media – newspapers only have a limited amount of photographers, therefore if you can supply a photograph (the more eye-catching the better, i.e. not just a group of people) then that will work favourably for your article.

Even better, if you are able to provide video footage or audio content then this will add an extra dimension to your story.

How do I present information to be interesting?

Press releases should be short, informative, interesting and sent via email.

The average journalist will get anything between 20 and 150 emailed press releases a day ranging from professional press releases to three-line requests for publicity – you have to make yours stand out from the crowd.

The key to doing this is to make the journalist realise that your story is relevant to them, topical and interesting enough to warrant inclusion.

The best way is to give all the information needed to make it topical and informative, some quotes to get them interested, a few details about you and your business and contact details if they want anymore. Maximum of ten paragraphs not included contact.



LOCAL SCHOOL PUPILS RESTORE CHORLEY'S NATIVITY

PUPILS from Albany Science College are looking forward to seeing a Christmas nativity scene in Chorley town centre after getting their paintbrushes out to carefully restore the scene's figures.

With funding for materials from the Central Lancashire Business Club, 16 year nine pupils have been volunteering their artistic skills to help Chorley Council restore a set of nativity figures that were donated for this year's Christmas Celebrations.

The restored figures will go on display in the window of the former community housing one-stop-shop on Cleveland Street and will be unveiled on Friday, November 28, the day before the Christmas light's switch on.

Louise Lau, from Albany Science College, was one of the pupils who helped to restore the figures. She said: "We all had a lot of fun painting the nativity figures and we can't wait to see them on display. They had quite a few scratches on them at first, so I'm glad we could help out."

"The Council is delighted to have a nativity scene as part of Chorley's Christmas Celebrations and the pupils from Albany Science College have done a fantastic job," said Councillor Peter Malpas, Chorley Council's Executive Member (Business).

"We've listened to residents who have been asking for a nativity scene and I think it will be a great addition to the Christmas festivities. It's great that local young people have taken the time to paint and restore the figures and I would encourage people to come and have a look at the display."

John Thompson, Publicity Secretary for the Central Lancashire Business Club added: "The Central Lancashire Business Club were more than happy to pay for the painting materials for such a worthy project. We don't normally make such donations but it's important to the people of Chorley to have a nativity scene and we wanted to thank the school children for their time and effort."

Chorley's Christmas Celebrations are taking place on Saturday, November 29, in Chorley Town Centre. The festivities start at 12noon with f airground rides, entertainment, Santa's grotto, festive food and BBC Radio Lancashire and Chorley FM broadcasting live.

The annual young people's parade will be marching through the town centre from 4pm with the big light's switch on at 5pm on the main stage on Market Street. There will be three zones including Christmas past, present and future and people are encouraged to get there early.

A synthetic ice rink will also be on Cleveland Street from Friday, November 28 until Sunday, November 30 with tickets costing £1.50 per person for 20 minutes skating time and just £5 for a family of four.

"The Christmas Celebration is going to be a fantastic community event. A lot of local people and local organisations have been involved and I hope the entire borough turns out to celebrate with us," added Coun Malpas.

For full details on Chorley's Christmas Celebrations, log onto www.chorley.gov.uk/christmas



Just for laughs...

"Should young children be present during birth"

During a recent heavy storm, a call was received at the emergency services to the effect that a woman had gone into premature labour in a remote country location. It was only possible to send a single paramedic and on arrival he found there was no power at all. He had no option but to ask the woman's four-year-old daughter to hold his torch while he delivered the baby.

The birth was successful and after holding the new-born up by his feet and smacking its bottom to get it breathing, he turned to the four year old and said, "what do you think of that then?"

The child replied "he shouldn't have crawled up there in the first place, smack him again".

Christmas Do!

Don't forget that our club christmas dinner will be taking place at Leyland Golf Club on the 16th December.

Anyone wishing to book a place, contact Steve Ward steve@ad-options.co.uk before the 3rd of december. Full details of the menu are available on the club website, see

www.businessclub.uk.com/christmasdo.php



THE CHAIRMAN WRITES

What A Difference A Week Makes

Last Sunday I was lying on an Egyptian Beach enjoying wall to wall sunshine and temperatures in the high 80s. Nothing to do but relax and watch Bobby the camel walk up and down the beach looking for those foolish enough to pay a fortune for a two minute ride.

This Sunday I was walking in Cuerden Valley protected by several layers of clothing and waterproofs in heavy rain and temperatures in the low 30s. Nothing to do but watch Ben the labrador getting muddier and muddier, completely oblivious to the freezing cold.

What a difference a week makes. In life and in business a week can make a huge difference as we all know.

Whilst we have been away winter has definitely arrived and Christmas is only a month away - help! As always December brings two of the highlights in the Central Lancashire Business Club year.

At the club meeting on Tuesday 2nd December there is our annual members' presentations. This year we will be treated to presentations by The It Department, Resolution Opportunities, Changeability, Chiropractic Associates and Pin Point GPS. Please do your best to attend the meeting and support those members brave enough to make a presentation.

Tuesday 16th December brings our ever popular Christmas Dinner. This will again be held at Leyland Golf Club and as always promises to be an extremely enjoyable event. Places are limited and going fast so make your booking with Steve Ward very soon.

Our November meeting saw us being treated to both the flavour of Brian Wildings wine and to the incredible knowledge Brian has of all matters wine. I am sure you will all join me in thanking Brian for another superb evening.

So winter is here and Christmas is coming. As this will be the last article I shall write in 2008 may I thank you for your support in 2008 and wish all of you a very merry Christmas and a happy and successful 2009.



COMMITTEE CONTACTS

committee 2008-2009

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RESOLUTION CORNER

with Resolution Opportunities

Consequential Loss

Are you insured? I hope so, it is too dangerous to Not be insured these days. However, this may interest you to look a bit closer at your policy.

Consequential loss or damage (as opposed to direct loss or damage) is indirect loss or damage resulting from loss or damage caused by a covered peril. eg. fire, storm, flood explosions etc.

The insurance policy normally does not cover this consequential loss unless a clause is inserted to negate this potential company difficulty. Look at your policy for your cover.

It is important to possess Business Interruption insurance which will cover the after effects of a Disaster, remember this is not the repair to the damage itself, this is the insurance you are covered for - if you are insured!

This would cover items such as extra expenses, rental value, profits, etc. Another example is where the disaster has occurred and a contract is lost due to the goods not being delivered on time.

The Financial Services Authority (FSA) has published a statement on the use of the phrase 'consequential loss' in general insurance contracts. Terms that use the phrase 'consequential loss' are commonly used in standard-form general insurance contracts. These terms are used to exclude insurers from paying for indirect losses resulting from the incident that led to the policyholder's claim, for example replacing locks if keys are lost etc.

The statement sets out the FSA's concern that these terms are not written in plain or clear language, and that the average consumer might not understand what their policy covers.

I have just looked at my travel insurance, guess what! Yes it says "You are Not covered for - 6 Consequential Loss of any kind" - Enough said, yours will be the same.

Be Prepared, Be Resilient.

Failure to Plan is Planning to Fail

Mike Ridley - Resolution Opportunities Ltd.

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Online Marketplace

Don't forget that the club website now has an online marketplace where you can sell, request and create special offers.

Check out

www.businessclub.uk.com/marketplace.php to see how it works.