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Impression

NEWSLETTER

www.businessclub.uk.com



June 2006

THE NEXT MEETING

TUESDAY 6th June

7.45pm for 8pm

@ Lancashire College,
Southport Road, Chorley



Calling all Cricket fans

The guest speaker at our June meeting will be Malcolm Ashton who has spent the last 22 years working in cricket with the BBC and the England team. Malcolm has fulfilled a variety of roles as scorer and statistician ranging from BBC Test Match Special to being part of the official England touring team. He has a lifetime of cricket stories and anecdotes aplenty to tell.

Malcolm's passion for cricket is laid bare and it promises to be an entertaining evening as he gives a 'fly on the wall' insight to what goes on behind the scenes with the England Cricket Team and some of the more humorous moments and incidents.

So if you fancy an evening with a difference and repartee come and join us

Where Are You?

Now don't get me wrong, attendance at club meetings is very good but there are several members of the club we never see. You don't know what you are missing!

Club meetings are very friendly affairs and each month we have lively and interesting speakers covering a wide variety of subjects. There is also time to talk to other club members about your business and about business in general, or in fact anything you wish to talk about. The meetings also act as a self-help group; if you have a particular business problem it is likely that another member will be able to suggest a solution. Last, but by no means least, you have the chance to win some wine - now if that doesn't get you there I don't know what will!

So if you haven't been to a meeting recently, or at all, please do come along. The next meeting, on Tuesday 6th June, promises to be very interesting (please see the details in this newsletter) and we would love to see you there, you will be made very welcome.

new members
Welcome to
Aspect Mortgages
Rachel Gill - 01772 769333

NOTICEBOARD

Do You Have More Than One Company?

If you operate more than one company you can now get full Chorley & South Ribble Business Club membership benefits for your other companies for an additional membership fee of just £10 per year per company.

This includes a listing in the club directory, a presence on the web site and the opportunity to be featured in the newsletter. Oh and more than one business card in the members business card draw!

If you are interested in this opportunity please contact me at david@kevall.co.uk or speak to any committee member and we will make the necessary arrangements.

The following information has been received by the City of London Police. It is from the Royal Mail regarding a current premium rate telephone scam. They have assessed it as a genuine scam.

Royal Mail have advised that it is a genuine scam; if you receive a card from PDS do not contact them - call your local trading standards agency

If you receive a card through your door from a company call PDS (Parcel Delivery Service) saying that they have a parcel awaiting delivery instructions and can you contact them on 0906 6611911 DO NOT call the number as this is a mail scam originating from Belize. If you call the number and you start to hear a recorded message you will already have been billed £15 for the phone call. If you do receive a card with these details, then please contact Royal Mail Fraud on 02072396655 or ICTIS at <http://www.icstis.org.uk> or your local trading standards office.

"LET'S TALK ..." ON THE ROAD

Robert Craven has been chosen by Barclays Bank to run 21 events nationwide, aimed at growing businesses. The "Let's Talk" roadshow sets off at the end of May in Wembley and visits venues including Canary Wharf, Manchester, Newcastle, Nottingham, Birmingham, and finishes in Cheltenham in the middle of July.

WHO IS IT AIMED AT?

We'll be talking to over 2,000 business owners, running seminars and workshops that literally change their lives.

WHAT ARE THEIR ISSUES?

The two big issues our delegates face are around how to get more profit and how to be better at marketing. We have designed practical hands-on programmes that show delegates how to improve their businesses, simply and effectively.

ARE THE EVENTS ANY GOOD?

Talking about Robert's events for Barclays last year, 99% of delegates said they'd recommend the workshop and 96% said they'd do something fundamentally different as a result of the workshop. Claire Packham, a delegate from Simpson Packham, commented: "I won a major new contract this week by applying some of his suggested techniques when meeting a new prospect."

See testimonials from last year's events at www.directorscentre.com/testimonials-bright-marketing.php

WHO IS IT RUN BY? HOW MUCH TO ATTEND?

The programme is being run by Barclays Bank as part of their commitment to help growing businesses. It is open to all (established) business owners. It is FREE to attend (normal ticket price for Robert's events is 225 pounds!). Because Barclays are running these events you are able to attend for free.

BENEFITS OF ATTENDING

- These events get you to focus on making your business more profitable.
- You will be shown simple, no-nonsense, practical ways to improve your profitability and the quality and quantity of customers that you serve.
- Attending will give you the 'oomph' to make the tough decisions that will take your business to the next level.

The next local events are

12th June - Manchester, More Profit

15th June - Burnley, More Profit

For further information go to:

www.directorscentre.com/diary.php

Lets All Link Together

The disappointing aspect of the web site visitor statistics is the very low number of referrals from club members sites, just four in the most recent period reviewed. Thanks to Impression Design, Bras 4 Mums and The Competitive Edge for providing those referrals.

What about the rest of us though? I feel very guilty that I haven't added a link to the club on my web sites but I will be doing so very shortly, will you? The easier we make it for people to reach the club web site the more publicity the club, and in turn we, the members, get.

Please do add a link on your web site. If you are unsure how to do this please contact me at david@kevill.co.uk and I will make sure that someone with more ability than I have provides you with the help you need.

VLOOKUP Tops the 'Hit' Parade

It is encouraging to note that the club web site is obtaining a high number of 'hits' regularly and a high number of those visiting the site stay long enough to have a good look round.

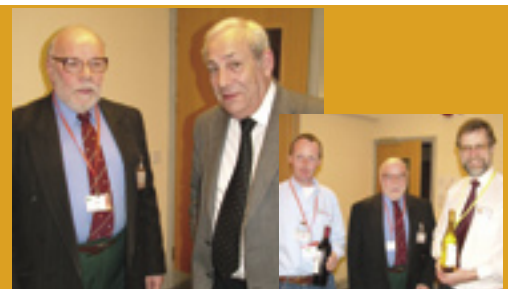
Interestingly a high number of hits, 17 in 15 days recently for example, came from people searching for vlookup. Vlookup is an Excel tutorial in the 'Hints & Tips' section of the web site. This means that a person a day is finding our club web site when they weren't actually looking for it but it appears that they are then staying to have a look around. This can only generate more interest in the club and it's member businesses.

At the moment there are just two Excel tutorials in the 'Hints and Tips' section but we would very much like to expand this and drive even more traffic to the web site. The more visitors, the more publicity. Could you write a 'Hints and Tips' article? It can be on any subject that may be of interest and assistance to any businessperson or indeed the general public.

We would prefer that these articles are not a blatant advert for your business, as we want the 'Hints and Tips' to be seen as source of useful reference, however the author of any article submitted will be shown together with your e-mail address and a link to your web site to enable the visitor to obtain more information should they wish to do so.

Please do help us to improve this section of the web site. Send any articles to david@kevill.co.uk.

Business Club Member Mike Fadden of the Electra Centre, Hough Lane, Leyland had a few old memories stirred by the visit of John Allan of the Federation of Small Businesses. Mike has been a long standing member of both the Business Club and the FSB, an organisation he joined when it was founded over thirty years ago. He backed up everything John told us about the benefits of joining the FSB and recommended all members consider the many protective and money saving benefits offered. Further details available from John Allan on 07920 501955. Mike and John are pictured together at the meeting and Mike also went on to win the £25 members draw.



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 Telephone: 01257 268 470 Mobile: 07711 825 598
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I have recently set up from home as a self-employed accountant. I wanted a change in direction after working as an accountant in practice for 8 years, followed by 6 years working in as a company accountant and the birth of my son Tobey in 2004. An opportunity arose for voluntary redundancy when the owners sold the company I was working for. This gave me to push to start my own business. Many small businesses cannot afford an in house accountant or the ongoing services of an accountancy firm. I believe my extensive experience has given me the expertise to aid **owner managed** businesses with not just the normal accountancy services, such as accounts preparation, taxation and payroll but helping them to grow and profitably run their businesses. I understand that some of the important financial issues facing **owner managed businesses** are cash flow and minimising the tax bill. There are many ways for doing this. For example are you aware of the following:

- Company cars are not always the best option for directors and employees
- Child care vouchers up to £55 a week can be paid to directors and employees tax and NI free providing the Inland Revenue Rules are followed correctly
- Forming a company should be considered but is not always the best option for small businesses
- The most tax efficient way of taking money out of your business
- The recent changes in pension legislation benefit most individuals

I offer a free no obligation consultant to anyone who may be interested in using my services. I work flexible hours so am able to visit people evenings and weekends if required. I can provide references from existing clients of my professionalism and suitability. **I am a member of Sage Accountants Club and am able to obtain software at discounted rates and implement successfully into organisations.**

I believe the most successful way to grow my business is through referral work. I am therefore offering all members of Chorley & South Ribble Business Club 25% discount for 12 months off my normal charge out rates.

TheTelecomShop Free Telecoms Health Check for Business Club Members

Business Club member Mark Collins of The Telecom Shop has this week launched two new VoIP (Voice over IP) products aimed at small businesses and the SME sector.

Many businesses can now make significant cost savings by firstly reviewing their communication needs and secondly by making use of available technology like using a broadband connection to make some if not all calls says Mark.

The Telecom Shop can offer a whole host of products and services ranging from Samsung Business Telephone Systems through to Mobiles and Blackberry handheld devices.

Mark advises, with the impact of new technology like VoIP business owners are slow to realise the savings that can be achieved. The cost of providing business telecoms is reducing and yet the small business owner is often not seeing the

benefit of this in the final bill.

Mark is often realising ongoing savings of 30 to 40 percent a figure which can run into many thousands of pounds for his larger clients.

Mark, whose experience includes 15 years in customer service within industry, says it is not simply about saving money it is about providing good service and an ongoing commitment to the client.

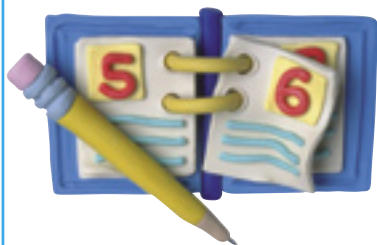
The Telecom Shop is offering a free telecoms health check to members and offers a customer account manager for new clients, so no more overseas call centres or on hold menu systems then. We can all say hooray to that!

The Telecom Shop, Market Place, Adlington
 Tel: 01257 475501, Mob: 07963 069263
 Email: business@telecomplus.org.uk

C&SRBC Hits The Road

During the coming months a small number of visits to local businesses are being planned for club members.

Both Blackburn Rovers Football Club and Radio Lancashire have confirmed that they would be delighted to welcome club members for a visit. Indeed, judging by the very positive tone of their response to our enquiry, they can't wait to get us there! No comments please implying that that's the only way Rovers can get a decent crowd! Additionally the National Football Museum have also said that a visit may be possible, they are just waiting for the Managing Director to come back from holiday before they can positively confirm a visit. The visits will consist of a tour of the business and a brief presentation on the operation of the business. Dates are currently being arranged and it is likely that the first visit will take place after the summer holiday season. Watch out for more details in future newsletters. Please do support these visits.



Dates for the Dairy

June 6th	Malcolm Ashton of Spot on Entertainment, former official England Test Cricket Scorer
July 4th	Karl Ciz of Improving Futures - "Ebay for Business"
August	No Meeting
Sept 5th	Martin Tyrer of BBTv, Internet Threats & Solutions for small businesses
Oct 3rd	Donna Hall, new Chief Executive of Chorley Borough Council (tbc)
Nov 7th	Wine Tasting with Brian Wilding of Chordale Wines
Dec 5th	Members Presentations

The chairman writes



What A Day!

My apologies for not being able to attend the May Business Club meeting and my thanks to Steve for chairing the event. The day I experienced, however, turned out to be much better than even a club meeting. I know it may be hard to believe but honestly there are just one or two things that I would miss a club meeting for.

The morning passed fairly uneventfully but by mid afternoon my second grandchild, another girl, Mia, was born. A 7lb 15oz bundle of joy with masses and masses of dark hair. Although the hospital's new visiting times, no evening visiting in maternity now, entailed an early finish and a quick dash from work, it was more than worth it to hold her, if only for a few minutes. Yes I am the doting Granddad and I make no apologies for it. It was good to see that even at birth she knew the benefits of good planning - she was conveniently born early enough to enable me to also get to the match.

Ah the match, Blackburn Rovers beat Chelsea, the premiership champions, to secure a place in Europe next year. Yes I did say that Blackburn Rovers beat Chelsea, the premiership champions, to secure a place in Europe next year. A rare event indeed, and one of those nights that will be long remembered. All in all a fantastic day, especially, of course the arrival of Mia.

Back to club matters; remember that one of my main aims during the next year is to increase the already healthy membership of the club. My challenge to each of you is to introduce at least one new member. Please rise to the challenge. Remember also that the club web site and newsletter are there for you to use. Please do submit something for us to include. You can send in anything, well almost anything! News about your company, what you have been up to over summer, some advice that will help other members, a funny story, a puzzle - ah the list is endless. If you want to include a photo so much the better. Please send your articles to me at david@kevall.co.uk. This is an opportunity for some free publicity for your company - don't waste it. The deadlines for the submission of articles are Web Site - 10th of every month and Newsletter - 22nd of every month (excluding July).

Please also see the article in this newsletter detailing the many opportunities for you to have a presence on the web site and in the newsletter

As always the committee welcome any suggestions and ideas you have for the club, please do let us have your thoughts. Remember that we are not a closed committee; any member is welcome to join us. I look forward to seeing you all at the next club meeting, which I am sure will be another excellent event.

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