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Impression

NEWSLETTER



March 2005

THE NEXT MEETING

TUESDAY 1st March

7.45pm for 8pm @ Lancashire College, Southport Road, Chorley

STEP Programme

Paul Heyworth of South Ribble Business Venture

to talk about the success for local small businesses of the STEP programme. STEP is a UK-wide programme supported by various Government bodies, offering undergraduates work in small and medium-sized companies or community organisations. This allows students the opportunity to gain some valuable work experience, whilst helping the organisation to deal with a business problem.

ALSO Club AGM

We always aim to keep formalities short & sweet. The funds are healthy; we already have volunteers for the 2005/6 committee but more volunteers always welcomed.

NOTICEBOARD

Would any members who have not yet renewed their subscriptions for 2005, kindly do so before the AGM which is on the 1st March 2005.

The address to forward your remittance to is, Lynda White, Membership Secretary, C & S R B C, C/o MLC Travel Ltd, 58 Montcliffe Road, Chorley, PR6 0EW. OR If you have a problem and wish to email Lynda, please do so on info@travelmercedes.com

Provisional Agenda for the Club Meeting on 1st March 2005

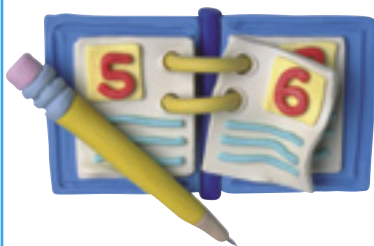
Speaker

Paul Heyworth,
South Ribble Business Venture
S.T.E.P. program

A.G.M.

Apologies for absence
Minutes of the last AGM
Chairman's Report
Treasurers Report
Election of Officers (Nominations)
Honorary Chairman (Keith Ellison)
Honorary Vice-Chairman (Steve Ward)
Honorary Treasurer (VACANCY)
Honorary secretary (John Thompson)
Committee Members
(Lisa Thomason, Phil Lancaster, Brian Wilding,
Christine Brown,
Lynda White, Mark Collins, David Kevill)
A.O.B.
Date of Next AGM

Topic Survey for Future Meetings



Dates for the Dairy

March 1st	STEP Programme & Club AGM
April 5th	A Successful Business - How it was Achieved Edwin J Booth, the Chairman of EH Booth & Co
May 3rd	TBC
June 7th	If to Advertise - How Not to Advertise & When & How to Advertise
July 5th	Members' Mini Exhibition
July tbc	Power Boat Competition

The chairman writes



At the February meeting of the club I was pleased to welcome Wendy Edwards of Broomstick as our main speaker. Wendy entertained us with her presentation on marketing our businesses and making phone calls. Wendy spends much of her time on the telephone so was an excellent role model for making what I call (or used to call) "That Phone Call!" and Wendy calls a "Business Development Phone Call".

Wendy told us that it is a good idea to set aside a time during the week to make our marketing calls and to clear our desks, clear our excuses, clear our minds and just get on with it. It is easier to make the call if you have made an appointment to call first as the recipient will be expecting your ring. Give yourself a small reward for making the calls, maybe a cup of tea, a walk in the park or more if you have been particularly successful. Use open questions when talking to a prospect; try to learn a little about them, what their requirements are etc. Open questions prompt replies that are more than just yes or no. Questions using Who, What, When, Where, Which and Why are most likely to draw a response. If you missed the evening, then you missed a treat. I know that I gained a lot from Wendy, not least that I am not alone in "stalking" the phone sometimes. I have found that I have gained a little more confidence and the phone calls have correspondingly become a little easier to make. So, my thanks go to Wendy Edwards on behalf of all of us that were present at the meeting.

Richard Hughes from the Lancashire Digital Development Agency also joined us for the

evening. Richard told us about his role in the government initiative aimed at encouraging businesses to utilise the benefits of Broadband Internet connection. A paper explaining the role of the LDDA can be read elsewhere in the newsletter. I was pleased to welcome several guests to the meeting and to hear of their varying businesses. Some have subsequently joined the club and I would like to extend a warm welcome to them on behalf of us all.

The next meeting of the club is on Tuesday 1st March at Lancashire College. It is the club's AGM and I intend to get through it as quickly as possible so that we can sit back and listen to a talk on the Step Programme. As it is AGM time I would like to pay tribute to all the work that the club committee does on our behalf to make our club the lively interactive organisation that it is. Our club is run entirely by volunteers, a fact that I believe that makes our club unique in the country. So thank you from me to; Steve Ward, Vice Chairman; Chris Brown, Club Contact; Tony Hilton, Treasurer; John Thompson, Hon Secretary; Lisa Thomason, Newsletter Editor; Lynda White, Membership Secretary; Phil Lancaster, Database Controller; Brian Wilding, Members' Directory; David Kevill, Committee Member and Mark Collins, Committee Member.

I look forward to seeing yet another full house at our meeting next month... see you there.

Keith Ellison
Springboard Events



South Ribble Business Venture are members of the National Federation of Enterprise Agencies, and work across South Ribble and Chorley providing Start up advice to potential new small businesses.

Last year we also took on the responsibility for co-ordinating the STEP programme across North and West Lancashire.

The Shell Technology Enterprise Programme (STEP) is a dynamic work experience programme, aimed at 2nd Year undergraduates, which is dedicated to the provision of challenging projects for ambitious undergraduates to undertake in small business, community organisations and social enterprises. Each year, we look for the UK's brightest and most enterprising undergraduates and match them with the specific needs of small businesses. The experience, which commonly would be during the summer

break, enables the undergraduate to demonstrate many of the qualities which will enhance a future CV or job application. This is a high profile scheme which culminates in a national competition for the title of "Most Enterprising Student".

Undergraduates who have completed this programme have said that they found it to be a very positive experience, and a good taster of what they can expect in the workplace.

The benefits to the host business are that they get a fresh look at their business and a chance to benefit from new ideas. The project would typically be the sort of thing that a business owner would like to do "if they had the time".

For £1800 + VAT this project can be accomplished, and from previous experience this will be to a high standard.

Paul Heyworth will elaborate on the types of project which would be suitable at the meeting on 1st March 2005

To register an interest in the programme go to <http://www.step.org.uk> or contact South Ribble Business Venture Ltd on 01772 422242

**CHORLEY
& SOUTH
RIBBLE**

**BUSINESS
CLUB**

2005 AGM Members Feedback

Please complete this form & bring it to the AGM to help develop a club that suits you

Member Name/Company

If you cannot get to the AGM, please hand this form to any committee member or FAX it to 01772 457280

Previous Presentations, Workshops and Suggested Topics

Tick any topic you would like to see covered in the coming year or covered again in greater depth

- A.C.A.S.**
- CLEA/SRBV/Business Link**
- Debt Chasing & Small Claims**
- Employment Legislation**
- Members' Presentations**
- Small Business Service**
- Tax Inspector**
- Vehicle Leasing & Contract Hire**
- Vehicle Sourcing & Funding**
- Customer Care**
- Employment Queries**
- First Aid**
- Internet Marketing/E-Commerce**
- Business Banking**

What do you think about...

a) the number of Business Club business meetings?

too many about right too few

b) the number of Business Club social events?

too many about right too few

c) paying extra for high profile speakers?

yes please no thank you

Thank you. If you have any other comments about the club, or suggestions for future meetings and events, please enter them in the box below:

- Advert design & suggested media**
- Cash Flow Management**
- Corporate Image**
- Direct Mail Management**
- Exhibiting your Business**
- Joint Marketing & Promotions**
- Motoring Tips**
- Public Relations for small businesses**
- Spring Clean Your Business**
- Stress Management**
- Time Management**
- Trading with Larger Companies**
- Understanding the Balance Sheet**
- Accountancy & bookkeeping**
- Business Insurance**
- Business Link**
- Business Planning**
- Business Rates & Valuations**
- Data Protection**
- Exporting & Importing**
- Federation of Small Businesses**
- Forum of Private Business**
- Health & Safety Executive**
- Learning Skills Council**
- Personal Security & Risk Assessment**
- Telephone Skills**
- Translation Services**
- VAT advice**
- Wills, Probate & Power of Attorney**
- Young Enterprise Initiative**

£4 Million Broadband Boost for Lancashire's Businesses

Lancashire is set to benefit from a £4 million investment to boost broadband across the county. The Lancashire Digital Development Agency (LDDA) has been launched to spearhead the initiative, working with a range of partners including Business Link Lancashire, East Lancashire Chamber of Commerce and Elancs.net Ltd, with funding from the Northwest Regional Development Agency (NWDA) and the European Regional Development Fund. The LDDA's recently appointed team of 13 will be responsible for delivering the Lancashire Broadband Action Plan, providing 700 businesses with specialist advice and assisting over 80 social enterprises to access broadband.

The Plan sets out a range of activities to increase the take-up and use of broadband across Lancashire. These activities include a gap analysis to identify areas in Lancashire where connectivity fails and recommendations for improving access to broadband in these areas, a marketing campaign to raise awareness of broadband including targeted events and seminars and the development of an e-Envoy team which will act as a catalyst in the promotion of the benefits of broadband. The final aspect of the Plan is the creation of a Broadband Fund which will provide valuable funding for smaller projects. Clive Memmott, Chief Executive of Business Link Lancashire said, "In a global marketplace Lancashire based businesses must exploit every opportunity to achieve competitive advantage. We welcome the launch of the Lancashire Digital Development Agency which will enable us to help local businesses embrace e-commerce and fully

integrate IT into their businesses to drive up their competitiveness. The LDDA will play a vital role in ensuring that Lancashire businesses have both the opportunity and capability to maximise the benefits that broadband can bring."

Mike Damms, Chief Executive of East Lancashire Chamber of Commerce added, "The Chamber, together with Business Link Lancashire and elancs.net are pleased to have been core partners during the design of the project, and we're confident that it will result in real benefits to the business community by raising awareness and activity in relation to broadband." Martin Kirk, Project Director of Elancs.net said, "The LDDA project will ensure that all areas of Lancashire, whether urban or rural, have access to broadband to give our citizens and businesses a level playing field with North West and UK metropolitan areas." Kevin Morley, Head of ICT Policy at the Northwest Regional Development Agency (NWDA), said: "This innovative project has the potential to make a significant impact on Lancashire, enabling businesses to exploit the huge benefits offered by fast and cost-effective broadband connections, as well as providing them with the relevant advice and support. Working in partnership, the NWDA will continue to engage the region's businesses in the use of broadband, encouraging its roll-out across the region."

For further information about the Lancashire Digital Development Agency, call Richard Hughes, E-envoy for Chorley and South Ribble area on **01772 450043** or visit www.ldda.org.uk

Committee contacts

Chairman - Keith Ellison

Tel: 01254 832123

Email: keith@springboardevents.co.uk

Membership Secretary - Lynda White

Tel: 01257 410850

Email: info@travelmercedes.com

Secretary - John Thompson

Tel: 01257 278400

Email: john@engineering-support.co.uk

Club Contact - Christine Brown

Tel: 01772 517926

Email: chris@wordenassociates.co.uk

Newsletter Editor - Lisa Thomason

Tel: 01257 413328

Email: lisa@impressiondesign.co.uk

new members

Ian Loughlin
Forever Living Products
01772 641803
ian.loughlin@virgin.net
Aloe Vera - Natural Health

Richard Knight
APH Computer Systems Ltd
01257 271402
richard@aphcomputersystems.co.uk
IT Management for SME's

Joseph Forkin
Joe's Couriers
01257 272953
joeforkin@hotmail.com
Courier / Same Day Delivery