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Impression

NEWSLETTER

CHORLEY
& SOUTH
RIBBLE
BUSINESS
CLUB

May 2004

There have been changes in the legislation covering websites and emails. Read the articles on this page and make sure you are legal!!

UK anti-spam law goes live- By John Leyden
Published Wednesday 10th December 2003

New UK anti-spam laws coming into effect will have limited effect in turning the tide in the fight against junk mail, according to lawyers and security experts. Revised UK regulations will mean online marketers can send e-mail pitches and SMS messages only to consumers who have agreed beforehand to receive them, except where users are existing customers of a particular company. So, for consumers at least, the UK government is applying the 'opt-in' approach to regulating spam.

Corporations can still be approached 'cold' with email pitches but in these instances emails must have an opt-out clause.

The Office of the Information Commissioner will enforce the new regulations. Any breaches of enforcement orders issued by the Information Commissioner will be an offence liable to a fine of up to £5,000 in a magistrate's court, or an unlimited fine if the trial is before a jury.

That's an inadequate deterrent, according to critics such as Spamhaus, which compare the anti-spam laws to tougher anti-spam laws in countries like Italy. Italy has enacted tough anti-spam legislation that makes spamming a criminal offence punishable by up to three years in jail and heavy fines for persistent spammers.

Figures vary but AV firms like Sophos and MessageLabs have both warned that between a third to two-thirds of spam is sent from 'hijacked' computers, a factor which makes tracing and prosecuting spammers far more difficult.

Meanwhile lawyers argue the new UK regulations might do more harm than good.

David Marchese, partner at West End law firm Davenport Lyons, said: "Although the new law is very significant it will have more of an effect for responsible email marketing companies than it will for those who are irresponsible. It may even help irresponsible spammers by making people confirm live email addresses."

NOTICEBOARD

Impression

We are expanding...
watch this space

THE NEXT MEETING

TUESDAY 7.45 for 8pm

4th may

Networking Revisited

Ed Nash of the North West Business Exchange is coming along with a colleague to give us further insight into how to network successfully. Last year, at this time, Will Kintish started the process and left us energised and raring to go. Ed's brief is to rekindle this enthusiasm and take us one step further.

"Is your website breaking the law"

The legislation came into force on 11th December 2003 and is headed "Privacy and Electronic Communications 2003"

basically it's this:-

Notepaper Offences

Part X1 of the Companies Act 1985 doesn't just apply to notepaper, but also other documents that the company creates. Companies House view is that it also likely to apply to websites and emails.

The information required is:-

Proper name of company as registered at Companies House

Place of registration

The company number

Address of registered office

Fact that company is a limited company

The names of either all or non of the directors

The other part is "Accessibility" The website must comply with RNIB and WC3 guidelines. ie make reasonable adjustments so that visually impaired and other handicapped can access the website.

Mini Exhibition

Its that time of year again for you all to set out your stalls and show us what you have got! July 6th is our members exhibition and we want to see you all there.

Table space is limited so contact Mark Collins on 01257 793500 to book space.

We are often appalled by a perceived drift towards an American style litigation culture; must any accident always be someone else's fault? In the context of this quite justifiable concern it becomes increasingly important to ensure that the dust raised by petty claims and ambulance chasing does not mask the very real wrong suffered by people who experience significant and permanent loss following personal injury as a result of another's negligent act.

The courts of the United Kingdom aim to take a balanced view of such events, and attempt to ensure that a person does not profit from their misfortune but is



returned, as closely as possible, to the position they were in prior to the injury. Of course, the loss of a leg, for example, can never be fully rectified, even with a high technology custom-built prosthesis that may cost £4,000.

The court's quest for equity requires assessment of a

person's pre-injury lifestyle, their loss of quality of life attributable to the injury and the most effective means of reparation. Solutions are often innovative, and arise from an intimate knowledge of the equipment available to aid independence and experience in its deployment. All must be quantified and costed in a "Schedule of Special Damages", for ultimately monetary compensation is the only recompense a court can order. Enter here the world of the Expert Witness and of Assessability Limited.

Assessability Limited is an Occupational Therapy care and rehabilitation consultancy that has operated successfully for some 15 years. Clinical Director and Consultant Occupational Therapist Clare Garside and Business Director husband Philip Garside form the core team.

The company makes available to solicitors occupational therapy skills that are applied to assess their client's loss of function and, based on medical reports that define the

nature and likely permanence of an injury, provide an expert opinion of the necessary past, current and future care and rehabilitation requirements to optimise independence and satisfaction in all aspects of life, taking into account the client's social situation, environment and pre-injury lifestyle.

Assessability's normal practice is to visit a client in their own home within three weeks of formal instruction and to deliver the report to their solicitor within a further three weeks. An interview normally lasts about two hours, but the time required for research and report writing can vary significantly with the nature of the situation. A report would normally cover the areas of personal and domestic care, mobility, housing and leisure. Many cases settle prior to a hearing, but where a case goes to court the Expert Witness must be available to give evidence, and for this reason Clare is trained in the use of courtroom skills.

It is increasingly common for experts to be instructed jointly by both parties (claimant and defence), but since an Expert's duty is to the court they are anyway non-partisan, and this in no way removes the need for rigour. Attention to detail, a clearly expressed opinion logically argued on the basis of sound evidence is essential to the equitable resolution of a case, and central to Assessability's ethic.

Whilst medical reports lay the foundation for personal injury litigation, courts allocate relatively small financial payments for pain and suffering. Hence unless surgery is required, it is the Schedule of Special Damages, and consequently often the work of an Occupational Therapist that justifies the large compensation figures that may catch our attention in the press. If we realise that a child seriously damaged at birth may require specially adapted housing and vehicles, and a lifetime of 24 hour care provided through a 3 shift work pattern, which alone will cost in the region of £100,000 per year, it is not difficult to see how figures of over a million pounds can accumulate. Assessability works on behalf of solicitors, trade union benevolent funds and charities, and can be contacted by telephone on [01772 490893](tel:01772490893) or by email at enquiries@assessability.co.uk

**"I don't need a copywriter
- I can do it myself"
Mightier Than - profile**



And I don't need a cardiothoracic surgeon - I'll have a poke around in there myself with a knife and fork. The results might be fatal, but I'll save some cash.

Lancashire has its own wordsmith. Since going freelance six months ago, Nigel Graber has been deluged with work from delighted clients who have commissioned brochures, web copy, customer magazines, sales literature, adverts, catalogues, press releases, newsletters and sales letters. Everything, in fact, apart from bus timetables and Latin homework.

Nigel is creative, but all copywriters will tell you that. But Nigel's different. He's selectively creative. There's a time when creativity can spoil a good message, and he wouldn't want to do that. Oh, and, with a good grounding in journalism, he can actually put a coherent sentence together.

That's novel.

Before doing any work for your company, Nigel gets right inside your business, nosing around, touring your factory, opening drawers and asking all the right questions. Then he gets to work, writing words that illuminate what you're about. That describe you brilliantly. And that offer a much bigger proposition for your clients than merely the product itself.

If you're not convinced, e-mail Nigel three paragraphs about your business. He'll transform them for free.

You can contact Mightier Than on [01772 435827](tel:01772435827), or e-mail him on nigel@mightier-than.com

Honda RYA Youth Rib Championship 2003

Reprinted from RYA Magazine

The 2003 season started in April with a Yachting Press Challenge, close to Honda HQ in Slough. It was the first time that the RIBs had been used with adults but the course was the same as that set for the youngsters. Told that the course required smoothness and control, most of the journalists went off at full throttle and posted some remarkably slow times. John Mendez, the RYA's Chief Power Boat instructor remarked that although they did well, he had seen 8 year olds drive RIBs better.

The Thames Valley event was the first of the regional finals, followed by a trip to Sunderland and the hospitality that the North East is famous for. The first few regional finals showed that progress had been made in the clubs and that standards of RIB driving had increased considerably since 2002. It was also pleasing to note that more clubs were taking part in the Championship, a sign that the idea of teaching young people to drive powerboats responsibly and safely is gaining ground.

The West Midlands next at Midlands Hydroplane Racing Club where a good turn out of young people made for a busy day and produced two good champions to go forward to the National Final. By this time of the season, motorists using the motorways of the country must be getting used to seeing the two liveried Honda CRVs towing the Avon RIBs on Indespension trailers. Back on the M6 and M1 again to Stewartby Water Sports Club near Bedford for the Eastern Region final on a blisteringly hot Saturday in June. Another good competition, another enthusiastic bunch of youngsters demonstrating their skills and two more qualified for the Finals in September.

A second adult competition was organised for the members of the Chorley and South Ribble Business Club while both boats were in the North West. Only one of the competitors had been in a powerboat previously, but with five minutes practice and two attempts at the course, just the same as the youngsters get, it was amazing to see the improvement. No earth shattering times of course but enough to see the value of a tight course of this type for basic boat handling training during any powerboat course. The next day was the North West final at Lancashire Power Boat Racing Club in St Helens. The 2002 North West runner up won the senior competition, and was looking forward to his trip to the boat show and the National Finals.

The South East final was run by Pevensy Bay SC at Eastbourne. The youngsters were as enthusiastic as ever and demonstrated their skills in the outer harbour of Eastbourne. The competition was of a very high standard from which members of Royal Temple YC emerged as winners in both age groups.

The most intensive period of the season was in mid August: Saturday, East Midlands final at Holme Pierrepont, where a tie led to an exciting run off; Tuesday, Southern region final at Parkstone YC, Poole; where the fastest lap yet seen was made;

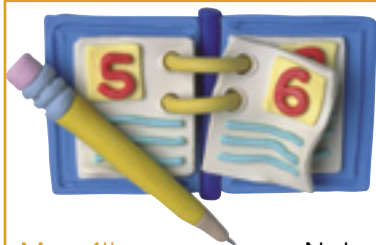
Friday, Yorkshire and Humberside final at Welton SC, Hull and Monday the Scottish final at Port Edgar, under the Forth Bridge.

The last regional final was the South West event held at the Mountbatten Centre in Plymouth, where a stiff breeze did it's best to make things difficult for the young competitors. Even so, two worthy finalists emerged to enter the National Final at the Southampton Boat Show on the following Saturday. The Honda RYA Youth RIB Championship National Final was held at the Southampton International Boat Show on Saturday 13th September. The finalists Andrew and I had met during the season were joined by the finalists from Northern Ireland, Wales, Guernsey and the Isle of Man as well as the 2002 8-12 years champion, Thomas Morgan. With John Mendez the instructor in one RIB and Mike Morgan in the other, the final started prompt at 10.00 and continued with only 45 minutes break until all thirty-one competitors had attempted the course twice. What an exciting competition it was. The spectators in the grandstand were treated to a superb display of boat handling from the young people competing for the honour of their clubs and regions. The competition in the 13-16 age group couldn't have been closer. In a time of 1.08.83, Tim Morris of Parkstone YC just pipped Alexander Watson of Royal Temple YC. With less than a second separating them, both broke the previous fastest time. In the younger, 8-12 age group, James North of Saundersfoot YC beat Thomas Morgan, the 2002 defending champion, in a time of 1.22.66. The prize presentation was held in the packed Honda Activity Dome alongside one of the RIBs that was taken from the water and cleaned as soon as the competition finished.

Over 80 clubs took part in the regional finals during 2003 and it is estimated that over 3,000 young people took part in club heats. With Honda, Avon and Indespension pledging sponsorship for 2004, the future of the competition is secure for another year. Parkstone YC and Saundersfoot YC each have an Avon 4.5 Metre RIB complete with 40 hp Honda engine and Indespension trailer. I wonder where the 2004 RIBs will go? As the old saying goes, "You have to be in it to win it."

Keith Ellison





Dates for your diary

- May 4th - Networking Revisited
- June 1st - Young Enterprise
- July 6th - Members' Mini Exhibition
- August 11th - The Return of the Power Boat Challenge
- September 7th - Life Coaching Workshop with Awaken Life Coaching
- October 5th - Broomstick Marketing
- November 2nd - The Annual Wine Tasting Evening With Chordale Wine Merchants
- December 7th - Members' Presentations - A very popular annual event.

Following the increased proliferation of speed camera's, it is worth noting the advice given offered by the Institute of Advanced Motorists over the Christmas period, that it is better to restrict your speed in urban (30mph) areas by staying in 3rd gear. Although this goes against the training most of us were given leading up to taking our driving test, when we were told to use the highest gear possible, as this gives best fuel economy, it does seem to help in restricting driving speed. Most modern engines have greater flexibility now and can cope perfectly well at 30mph in 3rd gear. True, you may use a little more fuel but balanced against the chance of being caught speeding, I think it is worth it. It does take a bit of getting used to. You have to concentrate to resist the temptation to automatically change up to 4th or even 5th gear, but in doing so, you will also find that your speed is better controlled. Do give it a try. You may escape a speeding fine and you may even avoid an accident and save a life. It may even be your own. Graham Archer

new members

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 Champion Coaching Services Ltd
 01257 411198
 nealjudithsmith@btinternet.com
 Coaching Service

Christine Lawson
 Bodyfit Aerobics Studio's
 01257 411083

The chairman writes



Another month goes by and once again I find Lisa has my arm firmly twisted firmly up my back to write a piece for the newsletter.

There was another good turnout at the April Meeting that saw Greg Heath of Derbyshire Booth Financial Services gave us a good insight into the world of pensions. The message I took home with me was that I should look to see if I have enough pension provision to see me as far as I hope to live... do you? My thanks, Greg, for a lively and interesting presentation.



A good number of the committee helped on the club's stand at the Business Support Event at the Next Generation Club in Chorley. It was good to see other club members there and also good to see the amount of networking that

was going on around the room. There was considerable interest in our club from prospective and current business owners from the area. The stand seemed to be busy for the whole evening but there were enough people manning the stand to allow time for everyone to do their own networking.

An early reminder of the club's **Mini Exhibition** at Lancashire College on **July 6th**, the normal July meeting date. Members are invited to take a table for a display for the princely sum of a raffle prize. This is an excellent opportunity to showcase your business not only to fellow members but also to visitors that are attracted to the exhibition. Please contact **Mark Collins** of Pourquoi Pas B&B, Tel: **01257 793500** to book your table. If previous years are anything to go by, this should be a really good evening.

I have confirmed the date for our **Power Boat Competition** as the evening of **Wednesday 11th August**. The event will be held at the Anderton Centre on Lower Rivington Reservoir again. If you fancy having a go at the competition, please let me have your name as soon as possible as we are limited to the number of people that can have a go before dark stops the fun. No previous experience of boating is required and I promise to be gentle with you! The boats we have access to are the ones that are used for the regional and national finals of the Honda RYA National Youth RIB Championship.

I look forward to seeing many of you at Lancashire College at the **next meeting** on **4th May** where we will be welcoming **Ed Nash** of **NW Business Exchange** for an evening of Networking.

Keith Ellison
 Springboard Events Ltd

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