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Impression

NEWSLETTER



Guest Sponsor

Ad-OPTIONS! May 2005

A Word from our Sponsor

Ad-Options Sponsor Golf Day for 20th Anniversary

June 2005 will see the 20th anniversary of the founding of Ad-Options, Vice-Chairman Steve Ward's first baby. Then, three days after going self-employed, Ann and Steve had another baby, son Adrian, who they have seen grow up alongside the business that they have run from home ever since. Over the years the company has been involved in several different forms of advertising and promotions, including payphone ad contracting for BT, poster sites, sales training and the core activity of promotional business gifts, via the very successful website www.businessgift.uk.com, created and hosted by club members Thomas Cole Solutions. To celebrate the anniversary, and Adrian's 20th birthday, Ad-Options are sponsoring a Golf Tournament in aid of the local junior cricket academy, at Leyland and Farington CC, where both of the Ward sons have learned and enjoyed the game in recent years. Adrian is now the webmaster for the club, whilst studying Broadcast Journalism at Leeds University, and younger son Ben is a promising batsman, studying A-Levels at Runshaw College.



All golf playing members and friends of the Business Club are invited to enter teams of four into the Stableford event to take place on Friday 3rd June at Leyland Golf Club. Tee times are available between 1.30 and 3.30 pm, with over £500 worth of prizes being awarded at a presentation dinner in the evening. The entry cost per team is £118 and companies are also invited to sponsor holes from £59 or by donation of additional prizes.

Full details and a booking form are available from steve@ad-options.co.uk, call 01772 435010 or call in at the Pro-Shop at Leyland Golf Club on Wigan Road, Tel. 01772 423425. Please support the work being done at Fox Lane by joining in this event and help celebrate all the Ward babies maturing nicely. See you on the golf course!

Stephen Ward Ad-Options Ltd

NOTICE BOARD

Your Newsletter and the Environment

When polled two years ago, members overwhelmingly voted to retain a monthly, printed newsletter, when we first began circulating a PDF version as well, as a meeting reminder. Your committee has now decided to offer each member the opportunity to opt out of the printed version, to help save unnecessary print, paper and postage, if you are happy to take an email only copy. To go green, please send an email to steve@ad-options.co.uk, subject **BUSINESS CLUB EMAIL ONLY PLEASE** and enclose your name and company name in the body of the message. If you want to sponsor a newsletter, we will still ensure your message gets out to the membership by enclosing any leaflets in a PDF version. Sponsoring the newsletter costs just **£25** members or **£50** for non-members.

Did you know about...

Small Business Rate Relief

This is a new relief that came into effect on 1 April 2005. Eligible businesses with rateable values of below £5,000 will get 50% rate relief on their liability. This relief will decrease on a sliding scale of 1% for every £100 of rateable value over £5,000, up to £9,999.

The relief is available to ratepayers with either:

- one property, or
- one main property and other additional properties, providing the additional properties do not have individual rateable values of more than £2,200, and the combined rateable value of all the properties is under £15,000 (or £21,500 in London). The threshold for the combined rateable value is dependent on the location of the main property.

Speak to the town hall.
Also, see www.mybusinessrates.gov.uk

Richard Davies Management Services Limited

THE NEXT MEETING

TUESDAY 3rd May

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

Networking evening
Bring your ideas, your business cards and yourself to our club networking meeting.

Last Months Prize Winners



Does your marketing need a fresh pair of eyes?

Dea Parkin of The Competitive Edge is offering a new tailor-made service, offered at preferential rates to Business Club members.

"I am often told by smaller companies that, while they'd very much appreciate ongoing marketing help, budgets can't stretch to it," says Dea. "They know they'd benefit from expert input on aspects like PR and copywriting, but consultancy fees are out of reach of many sole traders and small businesses.

"They'd also like someone to give them help with marketing direction and strategy, and they can see the advantages of an expert eye analysing the methods they currently use, and the promotional materials they produce.

"So we've launched the Marketing Review and Renew. It's a one-off package with a set cost, and it's aimed at assessing where you're at right now with marketing, what more you could be doing, and giving useful, practical pointers in how to go about that.

"It comprises a visit to your offices and a full discussion of your company and its marketing and success, past and present. That focuses your mind for a start! Then we'll take away all your marketing materials – brochures, ads, sales letters, newsletters, stationery, everything – for a full assessment, and take a good look at any website and e-marketing.

"We get back to you with a comprehensive written report, giving recommendations for strategy, published materials review and considerations for PR, advertising, promotions and web, together with best practice recommendations. This will give you lots of ideas, and show how they might be achievable with the time and money you have available.

"So the bottom line then, the cost! For Business Club member companies with a turnover of less than £100,000, the Review costs £399 + VAT. If you're self-employed rather than a registered company, the cost is just £299 + VAT. This represents fantastic value, and there are no strings attached. You call us in, we do the Review, we go away again. We even spread the cost over two payments.

"We can also offer training to your staff so marketing tasks can be carried out in-house, and of course our consultancy service is available, at a reduced rate for Business Club members. We also offer a more rigorous Review & Renew for larger businesses."

To find out more, and to re-invigorate your marketing, give Dea a call on 01257 233614 or email her at dea@compedge.net.

Lancashire Digital Development Agency

Technology Works

Lancashire has most of its telephone exchanges enabled for broadband. Yet despite this and its additional availability via cable, satellite and radio, many businesses across the county are still severely disadvantaged because they are unable to connect to it.

As a result Lancashire Digital Development Agency is tasked to enhance broadband availability across Lancashire, market and promote the benefits of broadband and manage grants for the innovative use of broadband.

The project, which runs until November 06, is co-funded by the NWDA and ERDF and supported by Business Link Lancashire, the East Lancashire Chamber of Commerce and Elancs.net Limited.

What can the LDDA offer?

The pace of business today is faster and smarter than ever before. To be successful it's not necessarily what you do, it's how you do it which makes that crucial difference. And if you're not making that difference for you and your customers, then a competitor surely will.

- The **Lancashire Digital Development Agency** has a team of experts who offer FREE and impartial advice about how to make the most of broadband technology - whether it's maximising the efficiency of your supply chain and offsite data storage or implementing teleworking and improved security.

- The Agency also aims to make broadband more widely available to businesses across Lancashire and will run a series of broadband awareness events, seminars and workshops, covering a wide range of topics relevant to sustained success in today's business environment.

- If you would like to arrange an e-Envoy visit to discuss your needs in greater detail, request information about events or book to attend one, please call **Richard Hughes on 01772 450044**, e-mail info@ldda.org.uk or visit our website at www.ldda.org.uk TODAY.

• Broadband benefits for business:

- Chain-management arrangements with suppliers and customers

- Linking together systems in different locations as one network

- Video conferencing between offices and with customers/suppliers worldwide

- Delivering relevant and business critical information in real-time to staff

- Enhancing staff development and training through access to feature-rich online learning materials at their place of work.

- Share Information

Richard Hughes - Lancashire Digital Development Agency Tel: 01772 450044 or rhughes@lancs.co.uk

Moving on

Jane Howarth, wife of new club treasurer, Mark Howarth, set up Howarth Associates in 1997 to provide a personnel consultancy service to small and medium sized businesses in the north west. Having worked in the personnel and training field for over 15 years, Jane felt that there was a gap in the market for small and medium sized businesses that did not have a personnel specialist to assist them with their implementation of all aspects of employment law. Clients of Mark's accountancy practice in Bolton also frequently requested her advice and expertise and similarly as Jane visited some of her own clients, they needed the help of an accountant, so business was shared between the family, with both sides of the business successfully growing.

However, this year as Mark's business partner in Bolton is emigrating, Jane & Mark have bought offices in Leyland in which the expanded business of Howarth Associates will continue. The growth of the business has necessitated a move out of the office at home. This, together with the transfer of Mark's accountancy clients from Bolton, has demanded more space. Although two of Mark's staff from Bolton are relocating to the offices in the

centre of Leyland, both Jane & Mark will continue to offer their clients the friendly, personal service they have developed and clients have come to expect, allowing their clients to focus on the core aspects of their business. Jane and Mark now have offices, which include a meeting room, so that clients can visit them if necessary, although both feel that it is important that they visit clients in their own premises to get a true understanding of the business and its requirements.

With the addition of the two members of staff from Mark's Bolton practice, Howarth Associates hopes to be able to continue to expand the business services that they already offer, with these staff offering additional expertise in operating a payroll bureau and management accounting skills.

Mark and Jane already provide a service for a number of Business Club members, but if any member needs any advice regarding the employment of staff, contracts of employment, disciplinary procedures or any financial and tax related aspect of the business, do not hesitate to give them a ring on

01772 456554 or e-mail

office@howarth-associates.com



Edwin Booth presents Christine Brown of Worden Associates with Honorary Life Membership of Chorley & South Ribble Business Club following his talk to members at the April meeting. Christine and Edwin are flanked by club Vice-Chairman Stephen Ward of BusinessGift.UK.com on the left and Chairman Keith Ellison of Springboard Events on the right.



Thank you to everyone who has contributed this month, keep it coming. If your piece was not in this month don't worry! You will be in next time.

45 seconds of fame

I was watching BBC2's working lunch (like you do!) and they did a stretch on inheritance tax and the changes that are coming into effect in April 2005. The article was quite interesting (because of the rising house prices and that it is affecting more and more people) but failed to mention that this legislation is being backdated to April 1986!

Therefore anybody that has tried to make plans and avoid paying or minimising the tax since 1986 was going to be attacked by the Inland Revenue from now on.

I won't bore you with the exact details, but I emailed the programme and pointed this out about the backdating effect. They called me the next day and told me they had not been informed of the effect of this legislation changes and the backdating. They asked would I mind going on air the following day and expand on the issues. This I did.

I cannot count the potential cost of advertising on national BBC2 TV at lunch time but it was my 45 seconds of fame (that is all I got). Several of my clients called having seen the programme. I also believe John Brown saw it. (He called to take the mick - like you do!)

I learnt three things from this:

- o If you want to get your business noticed, you have to stick your neck out and say something
- o The press rely on "specialists" in every field and are grateful then someone points something out of interest to there viewer/listeners.
- o The TV makes you look like a stone heavier!!

Greg Heath

Derbyshire Booth Financial Management Ltd



Dates for the Dairy

May 3rd	Networking Evening
June 7th	tbc
July 5th	Members' Mini Exhibition
July tbc	Power Boat Competition

new members

David C Baker- Perrite Business Solutions
01772 451970

david.c.baker@btinternet.com
Management Consultancy

Richard Hughes -
Lancashire Digital Development Agency
01772 450044

r.hughes@ldda.org.uk
Broadband Applications Consultancy

Alison Tennant - Health & Physical Therapy

Paul Swindlehurst - PJS Systems
01257 268231

info@pjs-systems.com
IT Solutions

Sandra Barker - Physio - Actif
01257 261808
info@physioactif.wannadoo.co.uk
Sports & Holistic Therapist

new members

Committee contacts

Chairman - Keith Ellison

Tel: 01254 832123

Email:keith@springboardevents.co.uk

Membership Secretary & Club Contact

- Lynda White

Tel: 07779 403915

Email:info@travelmercedes.com

Secretary - John Thompson

Tel: 01257 278400

Email:john@engineering-support.co.uk

Newsletter & Website - Lisa Thomason

Tel: 01257 413328

Email:lisa@impressiondesign.co.uk

Newsletter Editor - David Keவில்

Tel: 01772 629308

Email:david@keவில்.co.uk

Tarmac apply for huge quarry in Euxton

Several Business Club members with homes or businesses in Euxton, Leyland and Buckshaw Village have expressed serious concerns about the proposed planning application for a large quarry in the area. Members are encouraged to visit the website of ERASE, an local residents organisation opposed to the development, and make their own minds up about the suitability of such a proposal in this locality. An extract from the website is detailed below. Full details can be found at www.erase.org.uk

Application

Tarmac has submitted an application to extract sand and gravel from the planned Runshaw lane site. The application was submitted on the 22nd March to Lancashire County Council.

How the Quarry will Effect You!

ERASE believe that this development will have serious impacts on all our lives in Euxton, South Leyland and Buckshaw Village. This development, if it goes ahead, will be the largest sand quarry to be started in Lancashire for the past 30 years. The site will pollute the air we breathe with fine sand particles which could have detrimental health impacts. In addition to this there will be additional pollution from the 200 plus heavy goods vehicles that will have to pass through the area every day.

The quarry will encircle the Euxton Villa football club and will come within 100yds of Primrose Hill Primary School and Runshaw College. We will also see a vast reduction in our rural landscape that could have serious implications on our local wildlife.

The quarry could deter new businesses from establishing in the area and we might lose good quality jobs promised at the new science park on Buckshaw Village. We would encourage any businesses that are concerned with the application to place objections to Lancashire County Council along side ERASE.

There is a viable alternative existing quarry at Lydiat Lane, Leyland which can be expanded to meet the requirements. This would also fit with the sequential approach set out by the Public Inquiry.

What You Can Do To Help

- Please download and display our poster from the web site. We have posters that you can put up in your house window and also smaller posters that you can display in your car. If you are interested in having one of our placards in your garden, please make contact via the contact form on the web site.
- Send your objections to Lancashire County Council by signing and posting the letter of objection that will be delivered to your home and will be available to download shortly.
- Leave your contact details on our web site if you feel that you can help in anyway. We are currently looking for volunteers to help with the distribution of letters and leaflets in the near future.

Stephen Ward
Ad-Options Ltd