

Wealden Business Breakfast

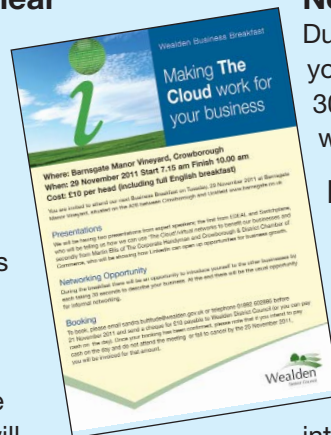
Make the Cloud Work For Your Business - *Joel Fielder, Switchplane*

**Barnsgate Manor Vineyard near
Crowborough TN22 4DB**

**Tuesday 29 November 2011
from 7.15 am to 10.00 am**

**£10 per head (including full
English breakfast)**

In the current economic climate, it is crucial to make the most of every opportunity to help promote your business. The Cloud and the virtual network have the potential to create massive growth, and this seminar will demonstrate how to use cloud-based mobile and web applications to save you time, money, and effort.



Networking Opportunity

During the event there will be an opportunity to introduce yourself to the other businesses by each taking approx. 30 seconds to describe your business. At the end there will be the usual opportunity for informal networking.

Booking a place

To book, please email sandra.bultitude@wealden.gov.uk or telephone 01892 602886 before 21st November 2011 and send a cheque for £10 payable to Wealden District Council (or you can pay cash on the day). Once your booking has been confirmed please note that if you intend to pay cash on the day and do not attend the meeting or fail to cancel by the 25 November 2011, you will be invoiced for the full amount.

Changes to regional business support

From the end of October, Business Link South East will cease to offer free start up workshops. It will continue to provide free impartial information, advice and support for businesses and also people wishing to start up in business. This will become a telephone advisory and web based support service only.

For further information visit **W: www.businesslink.gov.uk**

Business mentoring

A new mentoring service has been set up by the Government which connects companies with mentoring

organisations that can support and guide their growth. **www.mentorsme.co.uk** is Britain's first online gateway for small and medium-sized enterprises looking for mentoring services. The site also allows business professionals to offer their services as a business mentor via the mentoring organisations listed. The free site offers access for businesses to a list of quality-assured business mentoring organisations across Britain via an easy-to-use search engine.

For further information visit

W: www.mentorsme.co.uk and W: www.bis.gov.uk
(Dept. for Business Innovation and Skills)

What are Apprenticeships and how can my business benefit?

Skills shortages are still one of the biggest threats to UK business. Apprenticeships can help businesses to minimise staff turnover and increase productivity by providing on-the-job training, leading to nationally recognised qualifications developed by industry.

Employers do not receive a direct monetary incentive to take on Apprentices, however the off-job training costs are subsidised in full, or in part, by the National

Apprenticeship Service (NAS) and the Government contributes to the costs of learning.

The NAS supports, funds and co-ordinates the delivery of Apprenticeships throughout England.

For all the information you need on how to get started with taking on an Apprentice visit

W: www.apprenticeships.org.uk



Business Expansion News

HUNDREDS of jobs are set to come to Tunbridge Wells courtesy of the town's biggest private employer AXA PPP Healthcare, which announced in June 2011 that it was remaining in Tunbridge Wells. This is very good news all round as the insurance provider which is now based in the former Land Registry offices at Hawkenbury, and only seven miles from Crowborough, plans to create 800 jobs in the next five to ten years for the local area.

Local Wine Enthusiast's Wine Blog

A new website to promote Sussex wines was launched earlier this year during English Wine Week.

Nick Perry, the editor of www.sussexwinelist.co.uk lives and works in Hastings and is certified by the Wine & Spirits Education Trust. His vast wine knowledge was developed at the École du Vin de Bordeaux.

For further details W: www.sussexwinelist.co.uk

T: +447714 330642

E: sussexwinelist@yahoo.co.uk

Twitter - @SussexWineList

South East Economic Development Network

The South East Economic Development Network was launched on 28 September 2011. This is a joint venture between the Institute of Economic Development (IED) and South East Employers (SEE), and is designed to provide a forum for economic development professionals across the region to share best practice, network and hear about up to date developments, national policy and case studies.

For further information visit

W: www.seemp.co.uk

Local Development Framework Update

Wealden District Council and the South Downs National Park Authority jointly submitted the Core Strategy to the Secretary of State on 5 August 2011 for examination. The Planning Inspector has arranged an exploratory meeting which took place on the 12 October 2011.

Details available on W: www.wealden.gov.uk/Wealden

Free Waste Audits for local Businesses

Wealden District Council are pleased to be able to offer waste audits for businesses free of charge. We will visit your business, assess your current waste management practices and produce a bespoke report advising you on how you can waste less and recycle more.

The average business spends 4-5% of its annual turnover on waste management costs. Businesses that take the time to separate their waste from their recycling really can save money as recycling collections are considerably cheaper than just sending it to landfill.

Contact one of our Waste Management Officers on T: 01892 602626 today to find out how your business can save money and recycle more or visit our website on W: www.wealden.gov.uk

New employment service for over 50s

The Seniors Work Force is a recently launched online registration service matching skilled and experienced people over 50 (on a self-employed basis) with companies who have a business need in their company that does not require a full-time permanent employee.

Businesses may:

- Need extra help
- Be looking for immediate staff cover
- Be wary of commitment to full-time staff
- Be worried about employment costs and responsibilities

Seniors may:

- Need extra income

- Be immediately available with relevant skills and experience
- Want to work, but not full-time or on a permanent basis
- Find self-employment makes them more attractive to businesses



The service is very cost effective – £12 per quarter for Seniors and £36 per quarter for Businesses – and enables registrants to promote their

skills and requirements to an interested and willing audience.

The Seniors Work Force operates as a private limited company across the UK and was set up by people who are Seniors themselves, and who have spent many years closely involved with the self-employed and small business community. The founders, David Dexter, Rusty Ahearne and Denise Craig, have the hands-on experience to truly understand and empathise with business needs and senior workforce potential.

The Seniors Work Force brings the right people together to do the right job at the right price.

For further details go to

W: www.seniorsworkforce.co.uk

Exciting new website launch for AFTA



The Ashdown Forest Tourism Association (AFTA) has just launched its exciting new website to support its many tourism based members, located across the beautiful Ashdown Forest. Formed in 2004, the group consists of over 100 local businesses associated with tourism including small B&Bs and large organisations such as the Ashdown Park Hotel, pubs, tea rooms, farm shops and a range of local shopping and visitor attractions. Whether you are looking for new experiences such as milking

a cow, building a fairy den, taking a llama for a walk, healthy exercise in the beautiful countryside, a relaxing break with lots of pampering and cream teas, or live music and country pubs, the members of AFTA can provide a wide range of memorable experiences.

The new website uses up-to-date technology to make it easy for visitors to the site to find the hidden treasures of the Forest and the picture gallery showcases the many

different aspects of the Forest from beautiful heathland to hidden ponds, gorse and heather in summer and spectacular views in winter snow.

AFTA is rapidly expanding and new members who are in tourism, will be welcomed whether they provide accommodation, food or visitor attractions.

For further information contact

T: 01435 863091

E: info@ashdownforest.com

W: www.ashdownforest.com

The Ashdown Forest has a new Mobile Phone App!

The Ashdown Forest now has its own App with 10 walks on it taking you to all parts of the Forest.

For details visit W: itunes.apple.com

London 2012 business opportunities

The London Olympics 2012 will provide a wealth of opportunities for both large and small businesses across the UK. Whilst larger contracts have been awarded, there are still some procurement opportunities available up until December 2011. **For details visit W: www.london2012.com/business**

Changes at Tourism South East (TSE)

Managing Director, Sue Saville, has announced that she will be leaving TSE at the end of the year to further her career in a new direction. She will move to an interim role in the meantime and the recruitment process will begin for a new Managing Director. Keep up-to-date with TSE at **W: www.tourismsoutheast.com**

London 2012

Don't forget to make the most of the lead up to and excitement of the 2012 Games to promote your business in Wealden – add your events to the Wealden District Council online events calendar.

W: www.wealden.gov.uk

If anyone is planning any quirky, traditional or unusual events over this period, please contact us at E: tourism@wealden.gov.uk and we can then submit them to Visit Britain for inclusion in their 2012 marketing campaigns.

Market your business to the Group Travel Industry

A full programme of Group Travel Marketing Opportunities for tourism businesses can be found on **W: www.tourismsoutheast.com/marketing/group-travel**

14 January 2012

South West Group Travel Show, Bristol

28 January 2012

Excursions 2012, Alexandra Palace, London

11 February 2012

TSE Group Travel Fair, Bletchley Park, Buckinghamshire

18 February 2012

TSE Group Travel Fair, The Historic Dockyard, Chatham

3 March 2012

TSE Group Travel Fair, Arundel Castle, West Sussex

The Economic Impact of Tourism – Wealden 2010

As recommended by the new Wealden Tourism Strategy, the Council commissioned Tourism South East to report on the value, volume and resultant economic impact of tourism on Wealden. The study was undertaken using a widely recognised, industry specific methodology, known as the Cambridge Model. To date, this approach has been widely applied across England and the South East region to produce an indicative outline of the scale of tourism activity on a local area basis.

Please note the key headline figures below. If you would like to receive a summary of the report, **please contact the Economic Development & Tourism Team on T: 01892 602884/6/7 or E: tourism@wealden.gov.uk**

Key Headline Figures for Wealden (2010)

465,000 trips by staying visitors
 1,694,000 staying visitor nights
 £69,907,000 spent by staying visitors
 5,901,000 trips by tourism day visitors
 £172,901,000 spent by tourism day visitors
 £242,809,000 spent by all visitors
 £9,489,000 other tourism related spend
 £282,118,000 turnover for local businesses
 6,642 jobs supported by tourism expenditure
 11% of all jobs in District supported by tourism expenditure
 Turnover includes multiplier impacts

Update: Wealden Tourism Strategy 2010 – 2015 Progress Report

The Strategy was launched on 21 September 2010. It has since been formally adopted by Wealden District Council (WDC), and is now a key objective within the Corporate Plan. A number of tourism businesses have been actively involved in helping to implement the Strategy to date. A Steering Group has been formed which meets bi-annually to monitor progress. The Strategy recommends the implementation of six Quality Programmes. So far, work has been completed to support four of these Programmes – Market Positioning, Visitor Management, Branding and Evaluation. In November 2010, a 'Wealden Marketing Think Piece' Report was presented and the new Wealden Marketing Action Group was formed which first met on 2 February

2011. Terms of Reference were agreed, and some quick wins were requested; these being for WDC to actively promote the 'Countryside 2011' campaign to all tourism businesses, and to focus on populating the Wealden Online Events Calendar to establish key major event information for 2011/12 onwards, to help accommodation providers plan ahead and also provide information to produce Visitor Itineraries.

Also, WDC Officers are in contact with East Sussex County Council (ESCC) on the provision of 'gateway signs', and we are currently advising one Wealden based tourist attraction in the process of obtaining brown signs.

The development of key events is suggested in the Tourism Strategy as a mechanism to attract more overnight stays. The Team is working with a key tourist attraction to help enhance its product portfolio which is currently day visitor focused. This particular attraction is developing a new business model which may create overnight stay opportunities, and therefore help increase the value of tourism to Wealden.

More recently we have been working with our Enjoy Sussex partners (Horsham, Lewes, and Mid-Sussex District Councils) to enhance the Enjoy Sussex website through the addition of bespoke information on our villages and parish attractions. If you haven't taken a peek at www.enjoysussex.info recently, then please take some time to visit the website and enjoy its new look. We have also been working on the collation of the new Enjoy Sussex 2012 Visitor Guide which will be available from January 2012.

The Team worked with Tourism South East to help promote the 2011 UK Open Golf for people with disabilities which took place at the prestigious East Sussex National Golf Club in August 2011. This type of high quality event as recommended in the Tourism Strategy has provided a major business opportunity for our tourism and attraction businesses and provides a first class marketing opportunity for Enjoy Sussex especially in view of promoting the area as a place to visit during London 2012.

Visit the new-look website at
W: www.enjoysussex.info
 for details of accommodation, places to visit, special offers and events in the Enjoy Sussex area.

Our Land – Experiences to Treasure

Inspire visitors to be passionate about your landscape



Three years ago, nine Protected Area Managers from the Areas of Outstanding Natural Beauty (AONB) and National Parks of the South East, met in the rolling chalk downs of the Surrey Hills to discuss ways of promoting and developing sustainable tourism.

With the help of £1million from the Rural Development Programme for England, the Protected Area Managers

have now joined up with Brighton-based online travel expert www.responsibletravel.com and the result is Our Land – a new website which will be launched in October 2011 and which will sell local breaks in the High Weald and the other Protected Landscapes. It will list accommodation, attractions and activities alongside stories of the sights, tastes, sounds, and smells that make the High Weald landscapes so special and all of which will help to promote our Wealden tourism businesses.

It is free for businesses to appear on the Our Land website and

registration is open to all tourism related businesses in the High Weald AONB that put the landscape at the heart of the tourist experience.

If you would like free support and guidance on how to be part of Our Land, contact Alison Burgh

E: Alison@acorntravel.co.uk

T: 01580 879978

British Disabled Golf Open 2011

The British Disabled Golf Open took place in August at the East Sussex National Golf Club in Uckfield.

The Disabled British Open is part of Accentuate, a transformational programme of 15 projects, inspired by the Paralympic Movement, which seeks to change perceptions and offer opportunities to showcase the talents of deaf and disabled people. Accentuate is funded by Legacy Trust UK, creating a lasting legacy from the London 2012 Olympic and Paralympic Games across the UK, SEEDA and the regional cultural agencies.

The Disabled British Open is organised by The Azalea Group, in conjunction with Tourism South East, and for 2011 was supported by Wealden District Council. This event attracted £350,000 of media coverage including Sky Sports. For more information contact:

T: (0044) (0)1730 711920

E: info@theazaleagroup.com

W: www.theazaleagroup.com



New Chamber of Commerce for Crowborough

The new Crowborough & District Chamber of Commerce, merging the existing Local Business Network and The Crowborough Retailers Association, enjoyed a very successful launch event on 27 September 2011 with around 90 local business people attending. The launch event promoted membership benefits, presented the aims and objectives of the Chamber, as well as the results of a recent business survey which highlighted opinions and objective comments on local infrastructure and services.

To find out more about the benefits of joining the Crowborough & District Chamber of Commerce, please visit W: www.crowboroughchamber.co.uk



Business Awards scheme planned for Uckfield

The Uckfield Chamber of Commerce is looking forward to 2012 with a proposed new business awards scheme for Uckfield enabling good businesses to be rewarded, which in turn will also provide a boost for their employees.

The awards would be open to some 600 businesses in the TN22 and BN8 postcode areas. The launch is being planned for January 2012 with the awards ceremony probably taking place at the East Sussex National Golf Resort at the end of June, beginning of July.

The costs of organising the awards will be underwritten by selling sponsorship and Neil Edwards of The Marketing Eye, outlined sponsorship packages ranging from Gold at £1,500, through category sponsorship at £500 to smaller packages at £100. Tickets for the event would sell at between £35 and £40 each and the aim would be to bring in £7,500.

The business awards, with a dinner, would raise the profile of the Chamber of Commerce within the town, increase membership and raise the profile of the organisation within Sussex.

For more information please visit W: www.uckfieldchamber.co.uk

Hailsham Town Centre Regeneration

As part of an ongoing initiative to regenerate Hailsham Town Centre and to improve the appearance of the vacant shops in the High Street, Hailsham Town Council recently organised a clean-up day in conjunction with Wealden District Council (WDC) and local residents.

On Saturday 30 July 2011 County, District and Hailsham Town Councillors together with local volunteers set about cleaning up the scruffy interiors of many of the empty and disused shops along the High Street. Several black bags of waste were then removed and disposed of by WDC. All the cleaning equipment for the day was kindly donated by Waitrose and Tesco.

On Saturday 3 September 2011, a series of paintings, drawings and photographs by local artists were installed into the shop fronts transforming the look of the empty shops, brightening up the High Street and providing a platform to showcase the talent of these local artists.

For more details contact Cllr Stephen McAuliffe on T: 01323 841702 or E: cllrsmcauliffe@gmail.com



Shop front before (above) and after (below).



Eye Spy High Weald

The High Weald (AONB) unit have been busy working on their own version of the popular 'I Spy' series of books called 'Eye Spy High Weald'. Newly available, this booklet aims to support educational activities across the High Weald in a fun way, encouraging everyone to get out and enjoy the countryside and explore.

For free copies visit W: www.highweald.org/learn/eye-spy

High Risks from Fuel Laundering Plants

'Fuel laundering' is the illegal removal of marker dyes and chemicals from red diesel (agricultural diesel) and kerosene to produce road diesel (DERV). The process requires the use of strong acids and alkalis and can generate a lot of toxic waste.

The Environment Agency and HMRC uncovered high risks to the environment from the activities of the often serious and organised criminals involved in this lucrative trade. As we move to the winter months, and fuel prices rise the activity may increase.

Plants are typically found at remote agricultural buildings or in industrial units. Smaller plants can even operate from an articulated trailer. Farmers and businesses renting out units must be cautious. They may be left with the liability for any toxic waste, if these operations are discovered and suddenly cease.

For a list of indicators of possible fuel laundering visit W: www.wealdenbusinesshelp.org.uk

Call National Customs Hotline on T: 0800 59 5000 to report suspicious activity or the Environment Agency on T: 0800 80 70 60 about pollution issues.

Agency Worker Regulations

The new Agency Worker Regulations came into force on 1 October 2011.

If your organisation hires temporary or casual staff through an agency, as a temporary additional resource or on a more frequent basis then you need to know about these changes.

Agency workers will be entitled to the same basic employment and working conditions, after 12 weeks in a particular job.

These conditions include the same basic hourly pay rate, overtime, shift allowances, unsocial hours' premiums, payments for difficult or dangerous duties, lunch vouchers, bonuses for the quality and quantity of work, rest breaks and annual leave allowance.

Employment Tribunals can impose fines on employers found to have breached the new regulations.

Acas (the Advisory, conciliation and arbitration service) has issued guidance on the Agency Worker Regulations and what the changes will mean for employers.

Please visit the Acas website for more information, or call the helpline on T: 08457474747.

W: www.acas.org.uk

Training for employers is also available.

RIDDOR Now Online

From 12 September 2011, the reporting of work-related injuries and incidents under RIDDOR (the Reporting of Injuries, Diseases and Dangerous Occurrences Regulations 1995) will move to a predominantly online system.

Revised online forms will make the process easier.

Only fatal and major injuries can still be reported to the Incident Contact Centre on T: 0845 300 99 23

W: www.hse.gov.uk

Health and Safety Executive (HSE) Infoline now closed

The telephone information service closed on 30 September 2011.

For information on health and safety, businesses can use the HSE's website **www.hse.gov.uk**

The updated site now offers new resources including:

- Interactive risk assessment tools for low-risk businesses
- Health and Safety Made Simple – straightforward step-by-step guidance on what small and low risk businesses need to do to achieve a basic level of compliance.
- Expanded Frequently Asked Questions to answer common queries.

Red Tape Challenge

Government is giving businesses the chance to help rip up some of the 21,000 rules and regulations that are getting in their way.

Some of the regulations affect many business sectors, from rules on health and safety to those on employment.

They are inviting comments on six general regulation themes throughout the Red Tape Challenge process: Health and Safety, Environment, Equalities, Pensions, Company and Commercial Law, and Employment Related Law.

Visit W: www.redtapechallenge.cabinetoffice.gov.uk to comment.



Farmers Markets update

The Wealden Farmers' Markets' Co-ordinators' Group has been working in partnership with Wealden District Council and The Plunkett Foundation to carry out health check surveys of Crowborough, Hailsham, Heathfield and Uckfield markets, which have been funded by The Big Lottery 'Making Local Food Work' programme www.makinglocalfoodwork.co.uk. The survey found that customers wanted to see more choice of local products. To offer more choice the markets need more buyers and sellers. It was therefore decided by the Group that a new marketing campaign was required. As a first step, the Group applied for a Wealden Rural Retailers grant and was successful in being awarded funds to help them design and print some vibrant and welcoming banners, posters and road signs. Look out for these new signs and pay a visit to your local market where you can enjoy sampling the local produce for sale. **Visit www.wealden.gov.uk for market dates and times.**



Wealden Rural Retailers' Scheme

Second round to be announced shortly - **please contact the Economic Development & Tourism Team for more information on E: regeneration@wealden.gov.uk or T: 01892 602886/7.**

New team member



Welcome to Richard Austin, who joins us as the temporary Economic Development & Tourism Officer covering maternity leave. Richard, who grew up in Crowborough, lives in Seaford with his wife and two children.

He has a wealth of tourism experience behind him, having worked at both the South East England Tourist Board (now Tourism South East) and then VisitBritain. He was at VisitBritain for 10

years helping to develop and administer the EnglandNet database which provides the data for VisitBritain.com and Enjoy England.com. Prior to his career in the tourism industry, he spent 12 years as a Royal Marines musician, including 6 years travelling around the world on the Royal Yacht Britannia, playing to royalty, world leaders such as President Reagan and sporting personalities such as Gary Lineker.

If you would like to contact Richard and ask what Wealden can do for your tourism business please call him on T: 01892 602887 or E: richard.austin@wealden.gov.uk

For all Economic Development / Business Enquiries contact

Business Rates

Tel: 01323 443387

Email: businessrates@wealden.gov.uk

Business Regulation Adviser

Tel: 01323 443276

Email: businesshelp@wealden.gov.uk

Economic Development & Tourism

Tel: 01892 602884/6/7

Email: regeneration@wealden.gov.uk

Environmental Health

Tel: 01323 443555

Email: env.health@wealden.gov.uk

Procurement

Tel: 01323 443350

Email: procurement@wealden.gov.uk

LOCAL BUSINESS SUPPORT:

Business Link Sussex

0845 600 9006

EDEAL

01323 641144

Locate East Sussex

01424 205512

Sussex Enterprise

0844 37 595 50

Wealden Business Focus is published 3 times a year.

If you would like to feature an article or raise a particular business issue for discussion, please submit details by **31st January 2012**. Please email information if possible to: regeneration@wealden.gov.uk, otherwise post to the Economic Development & Tourism Section, Wealden District Council, The Council Offices, Pine Grove, Crowborough, East Sussex, TN6 1DH.

Wealden District Council aims to provide accurate, up-to-date information, however, it does not endorse any company featured in this publication.

"You get a great deal with Wealden"

www.wealdenbusinesshelp.org.uk www.wealden.gov.uk www.enjoysussex.info



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