

'you get a great deal with Wealden'

Wealden Skills Centre – exciting new developments

Wealden Skills Centre, the vocational education and training centre in Uckfield, has considerably expanded its facilities over the summer to offer a wider range of services for members of the business and local community.

Most people know of Wealden Skills Centre through the training offered for young people, but local businesses are now becoming aware of the many services they can also access. "Local employers can hire our facilities for their own meetings or training sessions", explained Centre Manager Lin Lucas. "We have well-equipped rooms suitable for groups between 6-50 in number, plus a superb IT suite".

"Businesses can hire rooms for their own requirements or access our range of general skills courses which we offer on a regular basis. These courses cover Health & Safety, IT, Management, Marketing and Communication Skills and are delivered by our partners Training Solutions of Sussex Downs College. In addition, we are registered to deliver the on-line CSCS tests for the construction industry and run regular courses for training in the use of abrasive wheels".



As well as the training rooms and IT facilities, a new catering facility has been added over the summer to provide a café service, plus catering for meetings and events on-site.

From September 2007, employers can also access apprenticeship training in Carpentry, Maintenance Skills or Motor Vehicle Mechanics at Wealden Skills Centre. For more information, contact the Apprentice Advisor at Sussex Downs College who will be happy to arrange a visit to discuss the Apprenticeship in more detail.

They can be contacted by telephone on: 0845 230 2007 or via email at: apprenticeship@sussexdowns.ac.uk

The Centre also provides a number of services for all ages and levels of interest. Adult classes, courses for students with special educational needs (SEN), Entry 2 Employment (e2e) and Adult & Child holiday courses are regular features of the programme.



**Wealden Skills Centre
can be contacted
on: 01825 767755 or
email: lin@wealdenskillscentre.co.uk**

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Go for Gold!

Whether you are a large business in a position to tender for government contracts or a small supplier, London 2012 could provide the catalyst to grow your business.

Wealden District Council is keen to promote the opportunities for businesses before, during and after London 2012. According to Paul Tobin, Programme Manager (Business Link) for the London 2012 Games, Sussex and the South East is brimming with specialist expertise that is vital for the Games and a key for further business growth afterwards.

Wealden businesses can take advantage of the advice on offer from Business Link at the next Wealden Business Breakfast "Go for Gold!" being held at the East Sussex National Golf Club and Spa Resort on the 13th November 2007. Our specialist speakers include:

Paul Tobin Business Link Programme Manager, London 2012 Games

Cat Carkeet Tourism South East

For a guide on how your business can benefit from London 2012 visit the Business Link Sussex website at: www.businesslinksussex.co.uk

To register your interest in attending the Wealden Business Breakfast contact the Economic Development & Tourism Team on: 01892 602887 or email: regeneration@wealden.gov.uk

Tourism worth £260 million to Wealden

Tourism in Wealden generates almost £260 million for local businesses reveals a new report by Tourism South East, which highlights the importance of maintaining and developing the District's tourism infrastructure.

The report, looking at Wealden in 2005, shows that a great many visitors come because of friends and family, highlighting the social importance of tourism.

Councillor Sylvia Tidy, Cabinet Member for Community Development, said "Wealden has so much to offer visitors whether it's activities like Drusillas Zoo, Sheffield Park and Michelham Priory, the Seven Sisters coastline and Pevensey Beach, our natural heritage like the Ashdown Forest, the Pevensey Levels and the beautiful scenery of the High Weald, or the cultural heritage of our unique towns and villages. Wealden District Council is striving to promote tourism and the excellent reputation of the area as a place to visit."

Tourism is one of the largest industries in the UK, accounting for 3.5% of the UK economy – approximately £85 billion in

2005. VisitBritain and enjoyEngland, the national tourism agencies, are investing in rural marketing of tourism through schemes like their Rural Escapes campaign. Wealden and its Enjoy Sussex partners produce a brochure promoting rural tourism in Wealden, Lewes, Mid Sussex and Horsham districts; and have also launched a new website, www.enjoysussex.info.

Sarah Pascoe, Wealden's Economic Development and Tourism Manager, adds: "Together with our Enjoy Sussex partner Lewes District Council, our tourism team commissioned Tourism South East's report as a sound basis for decisions and activities that will promote tourism. We will use this report when working with our partners at district, county and regional levels to develop the infrastructure we need to support tourism. We are also launching a new annual tourism business survey to involve the sector in guiding Wealden's approach to tourism, identifying future priorities and exploring issues faced by local businesses."

Consumers enjoy the first ever Local Life Show

Over 2,500 attended the free show organised by East Sussex County Council's Trading Standards Service.

Visitors were able to sample local food and drink, meet honest and reliable traders, talk to representatives of local councils and other caring services and find out about the latest styles for living.

East Sussex County Councillor Bob Tidy, Cabinet Member for Community Services said: "The event was organised to give people access to reliable traders, local produce and top consumer advice. We want to help consumers and support business and this show is a great example of that work."

The show included a home DIY improvement centre, local produce, gifts to buy and expert advice on car buying and servicing.

Any Wealden based business wishing to register an interest for next year's show should contact Trading Standards on: 01323 418215.

Remember Young Enterprise? Tell them about it.

After forty years of working with the business community to provide business ideas, experience and guidance to young people, Young Enterprise wants to take stock of its work. Over the last year they have been trying to contact as many of their million strong alumni as possible to find out how the experience of setting up a company has had an impact on their later careers.

As members of the business community it is likely that you will have heard of Young Enterprise; years ago you might even have taken part in the scheme yourself. If so Young Enterprise wants to hear from you! Go to www.young-enterprise.org.uk and you will be taken

through to an online survey that for the first time will provide Young Enterprise with data that they can use to understand the impact that their 'learning by doing' approach has had on their alumni's lives and on British business. If you have friends or family that took part in the programme then please spread the word that Young Enterprise wants to hear from them too.

View the online survey at:
www.young-enterprise.org.uk/pub/tellYourStory.do
Thank you for your help!

www.wealdenbusinesshelp.org.uk

The first step for small businesses

wealdenbusinesshelp 

Eastbourne Construction Skills Expo

What is the Skills Expo?

A free one day interactive event to promote the construction industry as a career option.

You will have the opportunity to:

- Have practical hands on experience of a number of trades
- Discuss career options with educational organisations and local businesses
- Gain a broader understanding of the construction industry and the skills needed to achieve within the sector
- Explore traditional craftsmen skills and sustainable and eco building systems
- Learn about the Eastbourne Construction Partnership and what is happening in the town

The expo is aimed at everyone in the community at all skill levels; from young people considering course options to those already employed considering learning additional skills to a higher level. There are opportunities for everyone to train or retrain.

Why?

The construction industry needs younger workers. The average age of a construction worker is 45 and many skilled workers are retiring every year. The south east area alone needs 30,000 new workers.

Opportunities?

There are opportunities for all – from specialist skills, building trades; professional skills like planning and architecture; and support work to these areas.

When

Saturday 13 October 2007, 10:00-16:00

Where

Eastbourne Railway Station in the canopied area adjacent to Platform 3. Free parking is available at the Junction Road car park. Just get your ticket stamped at the expo.

More information from:

www.eastbourne.gov.uk/construction
or phone: 01323 415054

Wealden District Council is commissioning a retail study which will focus on the District's five main towns

The study will help to ensure that Wealden's residents can benefit from the best possible retail provision and will help to inform the Council in the preparation of its Local Development Framework (LDF).

The study will focus on Crowborough, Uckfield, Heathfield, Hailsham and Polegate. It will review shopping provision in each of the towns and will include the provision of other services such as hairdressers & banks, as well as leisure time provision including restaurants, cafés and bars. The study will contain a "health check" of the state of shopping provision in each of the towns which will examine the range of choice offered by each of the town centres and other factors such as customer views, shop rents, vacant property, pedestrian flows, accessibility, crime and environmental quality. The various strengths and weaknesses of the town centres will be identified with the aim of formulating policies which will help to strengthen the shopping provision on offer and improve the vitality and viability of each centre. This will be done in the context of an analysis of current market trends and how this will impact on Wealden's towns.



The retail study will be used in the preparation of the LDF and, in particular to assess the scope for expansion of each of the centres and, should the potential be identified, to advise on any suitable sites to achieve this. The study will also provide information which will help in formulating shopping and town centre policies for the LDF as well as advising on shopping mix required in any new development.

As part of the study a survey of 1,000 households will be undertaken with the results being analysed to help understand shopping patterns and customer views of the shopping "offer" of each of the towns. The study will be undertaken with the input of Town Centre Co-ordinators for Crowborough, Heathfield, Hailsham and Uckfield and in addition an analysis will be

undertaken of shopping provision in competing towns outside the District and its impact on Wealden towns.

For further information, please contact Duncan Morrison on: 01892 602497 or email: duncan.morrison@wealden.gov.uk



Planning Approvals for Business

Since January 2007 there have been 30 planning approvals for business throughout Wealden District.

For advice on planning matters, please see the [Guidance Leaflets and Publications](#) page at: www.wealden.gov.uk/Planning_and_Building_Control/ or phone: 01892 602510

FOCUS ON

Páramo Directional Clothing Systems

What is Páramo Directional Clothing Systems?

Páramo, sister company to Sussex-based Nikwax Waterproofing, design, produce and distribute technical mountain and travel clothing to outdoor enthusiasts and professionals.

What makes Páramo different from your competitors?

We use fabrics that move water more effectively to keep users more comfortable outdoors.

Our functional garment designs work twice as hard and have a lifetime guarantee, lasting longer and offering renewable waterproofing.

Ethical production.

What major obstacles have you overcome?

Changing end-user perceptions that you cannot keep dry without a membrane, coating or laminate. Páramo is now accepted as a superior waterproof alternative to PU-coated or Goretex/membrane technology.

Building a retail presence – without a ‘big name’ backing, multiple chains showed great reluctance to take Páramo. However, by demonstrating the garments’ advantages to small independent retailers, Páramo developed a loyal, specialist retailer base.

Requirement for flexible, ethical production – MD Nick Brown’s trip to South America 15 years ago solved our manufacturing issues by creating a partnership with the

charitable Miquelina Foundation, who provide training and employment for ‘at risk’ women in Bogotá.

What 3 things would you attribute to your success?

The inventiveness and vision of Nick Brown.

Fantastic fabrics that provide a real benefit over existing outdoor alternatives.

On-the-hill design by a mountain professional offering really innovative, functional elements leading to Páramo’s adoption by Mountain Rescue Teams and outdoor professionals.

What does the future hold for Páramo?

Greater UK market share as personal recommendation spreads the word.

A Central London Páramo store this Autumn – independent retailers are sadly lacking here so we’re doing our own thing.

Overseas sales – beginning with specialist audiences such as bird watchers/photographers who appreciate Páramo’s benefits everywhere.

We do have a showroom on site if people wish to check out our garments. We also hold a special event day pre-Christmas and pre-Easter at Uplands Community College in Wadhurst. Anyone is welcome to come along on December 1st between 10am-3pm to see, feel, try and buy the gear and talk to the Páramo Team.



Páramo in action with a Search & Rescue Team.



Ethical manufacturing at the Miquelina Foundation.



The kindergarten, part of the Miquelina complex.



Miquelina children at play.



For any further information please ring Catherine Whitehead, Marketing at Páramo or email marketing@paramo.co.uk. To see the entire range and read more about Páramo visit: www.paramo.co.uk



FREE Start-up Business Review

Has your business been established for less than 24 months?

Do you need to re-focus on the aims and objectives of your business?

Would you like to become more cost effective and increase your profit margin?

Business Link is offering companies like yours a FREE Start-up Business Review, providing valuable advice from experienced professionals.

Our business advisors have at least three years practical experience of companies who have faced business problems and opportunities. Their expertise is harnessed to give you an analysis of your individual situation, your review will be 100% bespoke to your business.

How it works – 4 simple steps

1 - A business advisor will contact you by phone to gather background information about your business issues

2 - This will be followed by a two -to-three hour meeting with the business advisor where the issues you face, and the targets you wish to achieve, can be discussed in detail

3 - A brief report and action plan will be sent to you following this meeting. This report will identify key opportunities for your business and recommend actions you could take to help your business to grow

4 - Once you have received your report, the business advisor will contact you to discuss its findings and help you implement any recommendations.

To take advantage of a FREE Start-up Business Review please call us direct on 01323 413500 alternatively you can email info@edeal.org.uk

Please visit our website for further information

www.edeal.org.uk

How to build & manage a successful web site

FREE course for construction businesses

Wealden District Council is working with Broadband East Sussex to design an internet and web site course that will teach you how to make the most of the internet and your web site to improve the way you do business.

This could include:

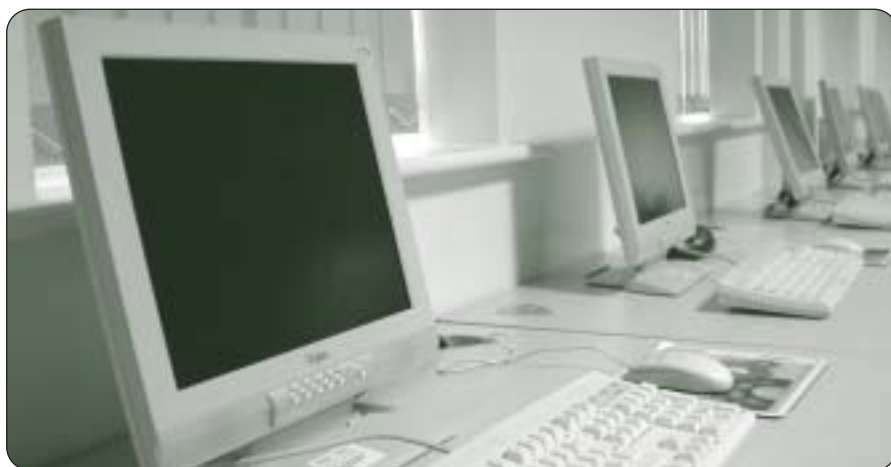
- Making your web site work for you
- Marketing your business online
- Using the internet to make cost savings
- Using the internet to help you plan your business

The course is tailor-made for participants and as such, it is important that we are able to identify your needs prior to the course to help you gain most benefit.

The course will take place in November in Wealden. This will be confirmed with an

official invitation once we have assessed the skills that participants require from the course from your questionnaire responses. All participants will be offered a 1 hour impartial individual consultancy session from Broadband East Sussex after the course to help you implement what you've learnt.

For further information and to pre-register your interest, contact Jane Atherton, Broadband East Sussex Project Officer on: 07795 237376 or email: jane.atherton@broadbandeastSussex.co.uk



Enjoy Sussex Familiarisation Visits

We have arranged three familiarisation visits for tourism businesses and operators. The visits provide an excellent opportunity for you to obtain first hand experience of the attractions, helping to inform your knowledge of local areas of interest, which can be invaluable for your customers and guests.

The visits are FREE and will include a tour and refreshments. Travel arrangements will need to be made by individuals to each of the venues. We expect a good demand for the tours, so will have a limit of two places per establishment and operate a first come first served basis.

To book your place on either, or all visits contact Claire Moran, Economic Development & Tourism Officer on 01892 602886 or email: claire.moran@wealden.gov.uk



The visits are as follows:

**Wednesday 14th November 2007,
11 am at Sheffield Park Gardens**

**Thursday 14th February 2008, 10.45 am
at Wilderness Wood, Hadlow Down**

**Tuesday 1st April 2008, 10.30 am
at Farley Farm House, Chiddingfold**

Sussex Skills Festival 2007

The Learning & Skills Council (LSC) and South East England Development Agency (SEEDA) have announced the second Sussex Skills Festival for October 2007. The festival focus is to show delegates the breadth of career opportunities available in training, education and higher education through a range of interactive exhibits.

What is the Sussex Skills Festival?

- Three day interactive event, free to all.
- An inclusive event aimed at Year 9 - Year 11 pupils but also open to older students, parents and adults on the Thursday (11th October) in the evening.
- It is an event with interactive exhibits from organisations split into 'zones' including: Advanced Engineering/Manufacturing; Retail; Independent Social Care; Construction; Cultural Industries (i.e. Hospitality/Tourism, Creative Media, Performing Arts and Sport/Recreation.
- An opportunity for delegates to discuss with Higher Education Institutions progression pathways up to degree level.
- All visitors will have the opportunity to have practical hands on experience of each of the skills exhibited.

The Sussex Skills Festival will:

- Invite delegates to have a go at the skills they are interested in through customised interactive exhibits.
- Provide a broader understanding of the career options available.
- Raise awareness of the skills needed to succeed in a wide range of industries.
- Provide delegates with guidance on to the pathway and career(s) of their choice.
- Inspire and motivate.

The event is taking place at Brighton Racecourse on 10-12 October 2007.

For more information please see their website at:

www.sussexskillsfestival.info

Inom Management Tip

"He has got the wrong attitude"

Is this something you find yourself saying about any of your staff?

As managers we cannot control people's thoughts and attitudes, all we can do is manage their actions and behaviours.

If people are delivering what is required for the business, that is what we need, if not or they are adversely affecting others then this has to be resolved as a performance issue.

When dealing with poor performance do not talk to people about their "poor attitude". Focus on specific actions they need to take to improve.

Supplied by Inom limited, providers of management training.

www.inom.co.uk Tel: 01892 669775

Reach 1000 businesses plus more industry professionals for just £75!

Did you know that Wealden Business Focus is sent directly to around 1000 businesses in the Wealden area, as well as Chambers of Commerce, Regeneration Partnerships and other key business groups?

The newsletter has a high readership, with professionals taking a real interest in what is published. You could advertise your business in the next edition for a special one-off sponsorship fee of £75* for a full page.

Your Sponsorship Feature can include your products or service details, contact details and graphics, in fact anything you want to get your message across. We can even design the page for you. Just contact the Economic Development & Tourism Team at Wealden District Council on 01892 602887 or email regeneration@wealden.gov.uk to register your interest and reserve your page.

* Usual sponsorship fee £100 (full page) or £75 (half page).

Advertise your business FREE OF CHARGE!

The Wealden Online Business Directory exists to enable you to market your business free of charge. If you haven't yet registered, log on to www.wealden.gov.uk/business and click on our 'online business directory'.

This allows you to add your contact details, a brief description of your business, and even a free link to your website! If you've already added your business, please take a moment to check that your entry is accurate and up-to-date.

By submitting a new on-line form we can ensure that your entry is updated with the new information you provide. For more information please contact the Economic Development & Tourism Team – details on the back page.



New look for Need More Sales

Wealden based company Need More Sales has just re-launched and re-branded thanks to another local company, ifour. "We realised that our offering was confusing and we needed to simplify it, focussing on our core activity of B2B telemarketing", says Nigel Woods of Need More Sales. ifour has created a fresh new branding and Need More Sales have integrated this into their website. The results can be seen at: www.needmoresales.co.uk

Chartered Institute of Marketing (CIM) Sussex

CIM's dynamic and interesting programme of events will keep you up to date with the latest marketing trends and business practices. "The BIG Debate – Does Marketing add more value than Sales?" is taking place at the Gatwick Hilton Hotel on the 22nd November 2007. For more information, visit the CIM website at www.cimsoutheast.org.uk

Design with intelligence

ifour of Hartfield are working with local businesses to ensure that they make a strong impact in terms of their marketing and branding.

At the heart of ifour is a fifth unwritten "i" and that's integration, the pulling together of a business' marketing messages to ensure no opportunity to clearly communicate with prospective and existing customers and staff is overlooked, whether in print or online.

ifour pride themselves on delivering Internet solutions that bring about better ways of working, thanks to clear and easy to use content management software. Visit their website at: www.ifour.co.uk

Reader Survey – Autumn 2007

Wealden Business Focus is a free newsletter produced by Wealden District Council's Economic Development & Tourism Team. We are committed to providing Wealden businesses with accurate, up to date information which is important to you.

We are looking for your help. If you can spend no longer than five minutes to answer the questions below, and return this page to the FREEPOST address, you will have helped us to continue to help you. All entries will be entered in to a prize draw, the winner of which will receive a free sponsorship page worth £100 in the next edition of Wealden Business Focus. We look forward to hearing from you by **Friday 16th November 2007**. Thank you.

1. *We want to give you the information that you are interested in reading.*

Please rate your interest in the following areas of Wealden Business Focus from 1-5, 1 being most interesting, and 5 being least interesting.

Updates from Wealden District Council	<input type="checkbox"/>
Sponsorship articles	<input type="checkbox"/>
Business Breakfast/networking opportunities	<input type="checkbox"/>
'Snapshot' business success stories	<input type="checkbox"/>
Planning Works for Business	<input type="checkbox"/>
News from other business organisations	<input type="checkbox"/>

What types of articles would you like to see more of?

.....
.....

Overall, how do you rate your interest in Wealden Business Focus magazine from 1-5, 1 being most interesting, and 5 being least interesting? *(please circle the appropriate number)*

1 2 3 4 5

2. *We are looking to further increase accessibility to our publications, and reduce costs, to give Wealden businesses better value for money.*

Are you happy to receive Wealden Business Focus by email, rather than as a hard copy?

Yes (Email address)

No

Do you receive Wealden Business Focus direct from WDC or from another individual/organisation?

Direct Someone else (please state)

3. *Many Wealden businesses take advantage of Wealden Business Focus Sponsorship opportunities and provide us with regular industry updates.*

Would you be interested in sponsoring a page in future editions (details on page 7).

Yes No Possibly

If you have some news about your business which you would like to tell readers about, would you be interested in submitting a short article?

Yes (please give details).....

.....

No Possibly

4. *Please help us to get a better idea of the needs of different organisations, by answering the following questions relating to your business.*

Please indicate the number of employees in your organisation, by circling the appropriate range.

1 – 5 11 – 20 41 – 60 81 – 100

6 – 10 21 – 40 61 – 80 101 +

Please provide a brief description of your business:

.....

.....

Please provide your name and contact details:

.....

.....

Thank you for taking part in this survey. Your answers will help us to continue to provide you with a helpful and efficient service.

Please return this questionnaire to:

**Wealden District Council, Economic Development & Tourism,
FREEPOST SEA 10959, Crowborough, East Sussex, TN6 1BR or
fax to: 01892 602888.**



For all **Economic Development / Business Enquiries** contact

Economic Development & Tourism

Tel: 01892 602887
Email: regeneration@wealden.gov.uk

Business Regulation Advisor

Tel: 01323 443276
Email: businesshelp@wealden.gov.uk

Environmental Health

Tel: 01323 443302
Email: env.health@wealden.gov.uk

Business Rates

Tel: 01323 443387
Email: businessrates@wealden.gov.uk

Local Business Support

Business Link
0845 600 9 006

Eastbourne & District

Enterprise Agency
01323 413500

Sussex Enterprise

0845 678 8 867

Wealden Business Focus is published four times a year. If you would like to feature an article or raise a particular business issue for discussion, or are interested in sponsoring a page in the next edition, please submit details by **Monday 10th December 2007**. Please email information if possible, 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'.