

Welcome to EDEAL

Eastbourne and District Enterprise Agency Ltd (EDEAL) is celebrating 25 years of providing business support in Eastbourne and Wealden. The original purpose of the Agency was to provide advice and support to residents of Eastbourne and Wealden who were unable to find work locally or had been made redundant by one of the major employers in the area.

Who would have thought that since the Agency started its life at the offices of Birds Eye Walls, Lottbridge Drove, we have completed 22,000 business counselling appointments and assisted over 6,500 individuals to start their own business.

In the past 25 years there have been considerable changes in the enterprise support network and, like any small business, we have had to constantly adapt our service in order to meet the needs of the communities we support and government initiatives.

Our service grew to encompass the long-term unemployed in Brighton through contracts with Job Centre Plus (many of whom are still trading and in touch with the agency) and, more recently we have won contracts to deliver Business Link Start-up Workshops across Sussex and Kent. We manage start-up units at Coachmakers, Seaside Road and in 2007 converted redundant warehouse units in Polegate to prestige 'move-on' offices for SME's. Although no longer based in Eastbourne, our commitment to the town has not diminished. Since we moved to our new offices in Polegate in February 2008, we have delivered more than

200 hours of face-to-face business support in Wealden plus a further 245 in Eastbourne.

Although the services we deliver have changed since October 1983, our core vision remains the same – to support the development and growth of all businesses in the region. At our official opening, the Marquess of Abergavenny said "A strong enterprise agency in this area can make a major contribution to easing the whiplash caused by the recession..." (May 1984)

EDEAL is a not for profit organisation with all excess funds going back to providing more services for local business. We have proven expertise and experience in supporting businesses – whatever their stage of development.

To find out more about EDEAL, their services and sponsorship – please visit the website www.edeal.org.uk or telephone 01323 489800.



Bill Honey - Chairman, Mrs Linda Colognese - Directors Assistant, Dr Fred Hamblin - Director, Mr I Gow - MP



Sandra Walker - Service Delivery Supervisor, Fiona Weir - Estates Manager, Larry Clarke-Smith - Associate, Kaye Crittall - Director

Can I get assistance with my business rates?

From 1 April 2005 the Government introduced a scheme to help small businesses. Small businesses with a rateable value of up to £14,999 may qualify for a business rate reduction. There are two multipliers, for 2008/2009 the standard rating multiplier is 46.2p and the small business multiplier is 45.8p. Properties will be charged using the higher multiplier unless SBRR is applied for and granted.

Properties with a rateable value of up to £9,999 will be granted a further percentage of relief. Up to a rateable value of £4,999 the additional relief will be 50%, tapering down to zero for businesses with a rateable value of £10,000.

The relief only applies to occupied properties and does not apply where the ratepayer would be entitled to mandatory rural rate relief or mandatory charity relief.

The relief only applies where the ratepayer occupies a single property in England, although any other property with a rateable value of less than £2,200 can be ignored, provided the total rateable value of all the properties is below £15,000.



For an application form or for further details, please contact the Business Rates team on 01323 443387 or email businessrates@wealden.gov.uk

Helping your business through the economic downturn...

To find out more about what the Council can offer to help the business community please visit www.wealden.gov.uk/creditcrunch

Discover you local market town

Wealden District Council in partnership with local Town Councils, SEEDA and Tourism South East have recently launched a series of town maps and information guides. The guides have been designed to showcase local shops and services, as well as sources of business support available to local businesses.

The guides can be picked up at your local Town Council or District Council office, library or visitor information rack.

Buy local, make a difference

Hailsham Town Council, Hailsham Chamber of Commerce and Wealden District Council are developing a buy local campaign with the aim of encouraging local people to use local shops and services. The campaign will highlight the many benefits of buying locally such as quality customer care, saving money on fuel and parking charges, supporting local jobs and securing local choice.



Coping with the Downturn – Can Wealden help?

Business support – speak to our Economic Development team on 01892 602884 or visit www.wealden.gov.uk/creditcrunch

Business rates advice – see the notes with your rate demand or call 01323 443387 or visit www.wealden.gov.uk/creditcrunch

Contracts and tenders with Wealden and other Councils call 01323 443352 or visit www.businessportal.southeastiep.gov.uk

Planning surgeries – every week at Hailsham and Crowborough call 01892 602011 for details or visit www.wealden.gov.uk/creditcrunch

Regulation advice – advice and support on red tape call 01323 443276 or visit www.wealdenbusinesshelp.org.uk

And don't forget our partner organisations:

EDEAL – 01323 489800 or www.edeal.org.uk

Business Link – 0845 036 0 144 or www.businesslink.gov.uk

Federation of Small Businesses – 01323 482018 or www.fsb.org.uk

And of course your local Chamber of Commerce or trade association.

Wealden Business Development Clinics

Wealden District Council is working in partnership with Business Link Sussex to provide you with an opportunity to attend a free Business Development Clinic. Running your business is a daily challenge, so these clinics are designed to help you work *on* your business, rather than just *in* it.

These clinics are an opportunity for local businesses to have a face-to-face review with an experienced Business Link advisor. During the session the business advisor can provide feedback on your business operation and work with you to identify practical steps to help your business move forward. You can talk about anything which is causing you concern and your advisor will also be able to help you get any specialist support you may need.

The sessions will last for around an hour, so that time away from your business is kept to a minimum. There are various clinic locations throughout Wealden:

Crowborough 21 April 2009, 9am-1pm

Wealden District Council Offices, Pine Grove, TN6 1DH

Hailsham 19 May 2009, 9am-1pm

Prospects House, George Street, BN27 1AD

Uckfield 16 June 2009, 9am-1pm

Civic Centre, Civic Approach, TN22 1AE

The Wealden Business Clinics are open to any business, limited or sole trader, that has been in operation for more than two years.

For more information and to book a slot call Business Link Sussex on 0845 036 0 144 or email info@businesslinksussex.co.uk



Business Workshops

A proposal for a Business Workshop is currently being put together for businesses in and surrounding Uckfield. Wealden District Council, The Uckfield Regeneration Partnership and Business Link are consulting with local businesses to explore the demand for workshops which will offer business owners help and advice to grow and develop their business.

A typical workshop programme includes:

- Networking plus light refreshments
- An opportunity for delegates to introduce themselves and their businesses
- Topic discussions: Led by the topic expert(s), delegates share problems and issues they are facing, and discuss practical solutions and new ideas with the expert(s)
- Feedback and questions: An opportunity for each table to feed back the main issues discussed, and the suggested solutions

The workshop would be run on a weekday evening from 6pm-9pm. Examples of topics include: customer care/customer service, visual merchandising, increasing sales, buying for profit, e-commerce, marketing and financial management.

If your business is based in Uckfield and you would be interested in attending a workshop event, please contact The Economic Development and Tourism Team (details on back page).

Health in the workplace

The results of an inactive lifestyle can have a huge impact on the productivity of your workforce

Awareness about the benefits of exercise is only the first hurdle. Stress, back problems and obesity are big problems in the workplace.

Stress is the leading cause of long-term absence among non-manual workers with around 13.4 million days lost to stress, depression or anxiety either caused by or made worse by work.

Exercise has an anxiety reducing effect and single sessions of moderate exercise can reduce short-term reaction to stress and enhance recovery from stress.

Back pain is the leading cause of sickness absence from work amongst manual workers in the UK (affecting 1.1 million people). Over 119 million workdays are lost each year equating to a cost of £208 for every employee. Once an employee is off work for 4-12 weeks, they have a 10-40% risk of still being off work 1 year later. People who are physically fit generally get less back pain and recover faster.

Obesity cost England 18 million days of medically certified sickness absence in 1998 and costs the NHS at least £2.5 billion each year in treatment costs and in excess of £2 billion to the wider economy. Physical activity helps to prevent weight gain, maintain weight loss and treat obesity.

How can you bring health and happiness to your employees, encouraging them to visit the gym or take up a sport to help make them a fitter and more active person?

Freedom Leisure offers a whole range of ways for people to improve their exercise levels.

Hailsham and Crowborough offer specific lunchtime workplace health programmes which include yoga and a varied exercise class session. Freedom Leisure also offer a corporate membership rate to companies with more than ten employees, and can bespoke a package

especially for you if you are looking to buy membership for a number of your staff.

Make the most of what your local leisure centre can offer – get in touch today and find out how they can help businesses to get fitter and healthier.



Visit www.freedom-leisure.co.uk

FREE consultation service - A healthy workforce is a productive one!

The Sussex County Sports Partnership has launched a free consultation service to companies across Sussex interested in introducing an Active and Healthy Workplace Scheme to improve the health of their employees.

Introducing an Active Workplace scheme can drive down absenteeism and staff turnover, reducing costs such as overtime and sick pay. It can also help staff deal with stress, so is particularly important in the current economic climate.

The consultation service involves a simple audit of your organisation and employees through a quick online questionnaire. The results will enable you to create a tailor-made programme with our help. We will put you in contact with local partners and resources to ensure the programme can be implemented in a cost effective way.

There is limited availability for companies in Wealden to benefit from this service, and we are particularly interested in hearing from organisations in the Hailsham area. So don't delay, find out more today.

For details of the free consultation service contact Donna Imrie at the Sussex County Sports Partnership on 01273 644103 or email d.imrie@brighton.ac.uk

Rural Development Programme for England Funding

The Rural Development Programme for England (RDPE) has now been launched. The funding represents a major opportunity for local businesses and organisations in Wealden that can benefit from grants of up to £50k per individual project. The programme will help revitalise and support rural businesses (particularly farmers, growers and foresters) and rural communities.

In the coming months Wealden District Council plans to recruit a RDPE Project Development Officer who will work alongside businesses and organisations that are applying for funding. The Council is committed to encouraging sustainable economic growth and through the programme are looking forward to helping revitalise and support our rural businesses and communities over the next five years.

WARR would like to hear from people who believe they have an idea which could benefit the area. For further information see www.seeda.co.uk/rdpe or www.warrpartnership.org.uk Alternatively, WARR can be contacted by email: info@warrpartnership.org.uk or telephone **01424 787400**.



Calling all local businesses and organisations

Local Life Show – 24th October 2009

You are invited to be part of an exciting opportunity to promote your business!

Organised by East Sussex Trading Standards and based on the Ideal Home Show, the Local Life Show will run for its third year. Last year the show attracted over 3000 consumers.

The show provides the perfect place for you to meet consumers, so they can sample your local produce, meet your sales staff and see what services you can provide.

Exhibitors and stands are expected to feature home improvement & DIY, furniture, accessories, local food and drink, consumer organisations, demonstrations, motors, fair trade, gardens and advice.

The Local Life Show 2009 will take place on Saturday 24th October 2009 at the Winter Garden, Eastbourne.

Businesses and organisations are now being asked to register their interest. The event will be complemented by a series of demonstrations as well as the opportunity to try and buy local produce.

Promotion

Publicity for the Local Life Show will be via the East Sussex County Council website, local radio and other consumer organisation websites. The Friday-Ad will again be promoting the event.

How do I register my interest?

Please email Consumer.Advice@eastsussex.gov.uk or call 01323 463430 to be added to the mailing list.

Exhibition packs will be sent to registered parties in the next couple of weeks. The pack will contain all the price and booking information you will need to secure a place at this exciting event.

Land Based Advisory Service workshops

– helping businesses succeed in a changing environment

April-June 2009 – Carr Taylor Vineyard, Westfield, East Sussex

Earth, Wind & Fire 3rd April	Diversification 19th May	Prepare to meet thy Planner 9th June
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What will it cost? Workshops are FREE

Time Workshops are 9.30am for 10am start with light refreshments to conclude at 12.30pm with a buffet lunch.

For bookings and more information on forthcoming workshops near you please call Business Link: 0845 036 0 144 or visit www.ruralbookings.co.uk

Advertise your business free of charge

Over 1000 local business have registered on the Wealden Online Business Directory. If your company is not listed, log onto www.wealden.gov.uk/business and click on online business directory. Using the online form you can add information on products & services, contact details and a link to your website. Reach hundreds of local suppliers and customers by making sure your business is listed. If your business is already listed, please take a moment to check your listing is accurate and up-to-date. By submitting a new online form we can ensure that your entry is updated.

For more information please contact the Economic Development & Tourism Team – details below.

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 602887

Email: regeneration@wealden.gov.uk

Environmental Health

Tel: 01323 443302

Email: env.health@wealden.gov.uk

Procurement

Tel: 01323 443350

Email: procurement@wealden.gov.uk

LOCAL BUSINESS SUPPORT:

Business Link Sussex

0845 036 0 144

EDEAL

01323 489800

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, please submit details by **Monday 18th May 2009**. 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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