

Wealden Business Breakfast – Fit to tender and winning business!

The forthcoming Business Breakfast will take on a slightly different feel to recent events, as we are working in partnership with Business Link Sussex to offer a free workshop session on bid writing and tendering. The workshop will be full of useful advice to help you to be best placed to bid for new business from publicly funded organisations and new business created from the 2012 games.

The main speaker will be Debasish Sen from BIG Solutions Ltd. Deb has been Vice Chairman of Federation of Small Businesses (FSB) Kent & Medway Region for the past 3 years, where he is the national spokesperson on the FSB's efforts to increase small business participation in Public Sector Procurement. He will be explaining the secrets of successful bid writing and tendering. You will leave the workshop with a greater understanding of how to complete:

- Pre-qualification questionnaires (PQQs)
- Intentions to Tender (ITT)
- Expressions of interest (EOI)
- Tender documents

Wealden's Corporate Procurement Manager, Gerry Palmer, will also be speaking on opportunities for doing business with Local Authorities across East Sussex. Gerry will be focusing on:

- Highlighting contracts which are available from Wealden (especially those under £10K)
- How Wealden is making tendering more straightforward for smaller businesses through streamlining the bidding process
- Giving feedback to businesses to help you tender successfully in the future

Date: Tuesday 29th September 2009

Time: 08.15 - 13.00

**Venue: East Sussex National Golf Hotel & Spa
Resort, Little Horsted, nr Uckfield TN22 5ES**

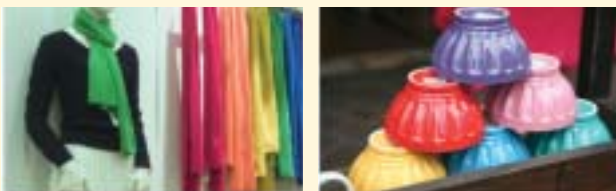
Cost: Free

Places are limited, so if you would like to attend please contact the Economic Development and Tourism team (details on back page).

Window Dressing Workshop

"Your windows are your biggest marketing tool – know how to use them to inspire desire!"

A window dressing workshop is being organised on 14th October 2009 at the Hailsham Town Council Offices. The workshop will focus on effective window dressing techniques that you can use to draw attention to your windows and inspire potential customers to 'stop and shop'.



The workshop will be run by Metamorphosis, a Visual Retail Consultancy who specialise in supporting retail businesses. They provide the knowledge, expertise and skills designed to enable retailers to evolve their stores and increase sales through improved product presentation and visual merchandising.

How will you benefit? With a toolbag of practical design techniques and a greater understanding of Window Dressing concepts, you will be able to design and implement high impact window displays that sell.

Hailsham Town Council Offices, Inglenook, Market Street, BN27 2AE. 14 October, 6 - 8pm (light buffet tea and refreshments from 5.30pm) Cost: £5 per person.

To book your place please contact the Economic Development & Tourism Team (details on back page) by Wednesday 30th September 2009.



USING YOUR HOME AS A WORKPLACE



If you are planning to set up and run a 'work at home' business, there are a number of points to check before you begin. Working from home can affect your mortgage, your home

insurance, your tax situation and even your neighbours.

UK building regulations and planning permission

If running your business from home means that the use of the building changes a lot, or the activities that you undertake have an effect on the area where you live, you may need to apply for planning permission from your local authority.

You may have to apply for planning permission if:

- Your home will no longer be used mainly as a private residence. This is the key test – has it become business premises first and a home second?
- Your business activities will lead to increased traffic or parking in a residential area.
- Your business involves any unusual activities for a residential area.

- Your business may disturb your neighbours at unreasonable hours or create other forms of nuisance, such as noise or smells.
- You are making major structural changes to your property, altering or extending it.

www.wealden.gov.uk/planning_and_building_control/index.aspx

Business rates

You may be able to make minor business use of your home without paying business rates. But if you convert part of your home exclusively for business use (eg a workshop), you may become liable.

www.wealden.gov.uk/business/Business_Rates/Index.aspx

Free Business Link Guide 'Use your home as a workplace' can be accessed on the wealden business help website www.wealdenbusinesshelp.co.uk

INOM MANAGEMENT TIP

As a manager, if you see something wrong, don't jump in too quickly with negative comments. You may not have the whole picture and immediate negative comments can quickly demotivate your staff.

For example, as a hotel manager you see a long queue at the front desk – don't jump in with ***"The queue's too long, speed up a bit will you"***.

Instead use a feedback approach where you:

State the problem, value the person,

and ask what's going on. For example:

"I see there is a long queue, usually you process people really quickly, are there any problems?"

By adopting this approach you give your staff a chance to explain the current situation without coming across as too negative.

Once you have the full picture you can then talk to your staff about how they can resolve the issue.

This approach helps staff to view you as a supportive manager and makes them much more likely to want to help and be committed to work for you; which ultimately makes your job easier.

If you have any managers or supervisors who would benefit from training in staff management take a look at www.inom.co.uk or contact Mark Greasley at Inom Limited. Email: mark.greasley@inom.co.uk or Tel: 01892 669775

Useful contacts at Wealden District Council

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

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

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

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

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

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

And don't forget our partner organisations:

Business Link – T. 08450 600 9 006 or www.businesslink.gov.uk

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

Start-up business advice

Eastbourne and District Enterprise Agency Ltd (EDEAL) has been providing business support in Wealden and Eastbourne for over 25 years. They are contracted by Business Link to provide advice to those thinking of starting a business or who have been trading for up to two years.

As part of this service EDEAL can offer pre-start advice and business plan reviews, as well as ongoing business mentoring with an experienced EDEAL Associate who will help you manage, run and develop your company.



For more information on business mentoring and other services offered by

EDEAL visit www.edeal.org.uk or contact Kaye Crittall on 01323 489800.

Business Link offer business support and advice for businesses who have been trading for more than two years. **For information visit www.businesslink.gov.uk or phone 0845 036 0 144**

'09 Business Tour

The new diploma qualification for 14-19yr olds is designed to help give you better prepared and more knowledgeable young employees with universal skills that all employers seek, such as how to think creatively, problem-solve, communicate, work independently, and how to work as part of a team – transferable skills that will deliver mobility in the labour market and enhance UK competitiveness.

To find out more about the diploma, and how it will help you as an employer, go along to the '09 Business Tour at Sussex Downs College Eastbourne campus on Wednesday 7th October and hear from, among others, Wayne Wright, Sussex Downs College Executive Director of Learning.

To book a place for this event or to find out more phone 01323 637 569 or email Esther.Blaney@sussexdowns.ac.uk

Local Life Show 2009

Don't miss your chance to take part in this year's exhibition on Saturday 24th October at the Winter Gardens, Eastbourne. Now in its third year, the Local Life Show has proven to be very popular, showcasing the best of East Sussex businesses and attracting over 100 exhibitors and last year, over 3000 visitors.

For more information see www.eastsussex.gov.uk/business/tradingstandards/buywithconfidence/lifeshow

To book a space for your business phone 01323 436936.

How to succeed in a changing environment

A new programme of free land based advisory workshops are taking place in East Sussex between September and December 2009. The workshops are designed to help those businesses who are looking at ways to adapt and improve their performance against a backdrop of constantly changing environments, ranging from climate change to regulatory requirements.

All the workshops take place at Plumpton College, near Lewes and start at 9.30am for a 10am start and finish at 12.30pm with a buffet lunch.

- Earth, Wind and Fire - profiting from alternative energy, 18th September
- Business diversification and possible grant opportunities, 8th October
- Prepare to meet thy Planner, 5th November

For more information or to book your place phone Business Link on 0845 600 9 006 or visit www.ruralbookings.co.uk

Rural business advice

Business support is available from EDEAL for rural businesses based in Wealden. They will help to identify issues and refer you to the most appropriate source of support.



Contact EDEAL on 01323 489800 or visit www.edeal.org.uk

Approved Local Traders

The new Buy With Confidence Approved Trader Directory 2009/10 is now available from East Sussex Trading Standards. The list of approved traders features builders to wine merchants and chauffeurs to upholsterers.

Approved traders are vetted before they join and agree to:

- ensure that staff are properly trained for their work
- respond promptly and correctly to customer complaints
- get Criminal Records Bureau clearance for all staff who carry out work in people's homes.

In addition, Trading Standards will provide a mediation service if there is a dispute that cannot be resolved between the parties concerned. Any business can apply to join.

To request free copies of this new publication, email buywithconfidence@eastsussex.gov.uk or call 01323 463440





Business Link has just appointed Jennie Burraway as a new Women's Business Advisor for East Sussex. Jennie explains her new role, "I am here to help women who might want to think about setting up their own business, who are in the stages of planning it, or who have been up and running for up to 3 years and would like some support."

Across the South East region, a project is taking place to improve the help available to women who may be thinking about starting their own business or are currently trading. It is called the South East Women's Business Service, or SEWBS.

How will SEWBS work?

Women will have access to one-to-one clinics, mentoring, workshops as well as ongoing phone and email support, training/professional development, information and networking events. All free of charge.

Where the project take place?

We will take the service out across East Sussex. We know that some women feel they face additional barriers, perhaps because they are young or old, are from a minority background, or do not have English as a first language. Perhaps they are dealing with health or disability issues or a low income. They may be single parents, or have been out of the workplace for a long time. Or any combination of these or other factors.

For some women, running a business can be a way to reach long term goals – or simply a way to fit work and life together!

Business Link can be contacted on
0845 600 9 006.



New and improved Online Business Directory

The Wealden Online Business directory is a great way to advertise your business to potential customers - and it's free of charge.

Over 1000 local businesses are registered on the directory which has been redesigned to make it more user friendly, and now includes all Wealden businesses who have been approved by Trading Standards.

To add your business or update your entry visit
**[www.wealdenbusinesshelp.org.uk/
business_directory](http://www.wealdenbusinesshelp.org.uk/business_directory)**

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

The first step for small businesses

[wealdenbusinesshelp](http://wealdenbusinesshelp.org.uk)

NHS Credit Crunch Stressline

**Worried about the recession?
So much so you can't sleep?
Or fear the worst?**

Talk to us. Call 0300 123 2000,
8am to 10pm, 7 days a week



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 **Friday 27th November 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



Please recycle after use

Portfolio Holder for Community
Cllr Ron Cussons

This newsletter is available in large print on request