



22.05.09

I hope this week has been a good one for you and your business. With many local businesses working from day to day at the moment, we are in challenging times. However, there does appear to be positive examples of new or expanding businesses to balance the bad, showing that opportunities are out there for people willing to give it a go.

Business Link Clinics Places Available For June

ARUN DISTRICT COUNCIL
Arun is OPEN FOR BUSINESS

Improve your business at our FREE Arun Business Clinics
Do you run your business or does your business run you

Places at the Business Link clinics are getting filled quickly! There are places now available for 16th June. To book [Read More...](#)

[CALL BUSINESS LINK NOW ON 0845 6009006 and quote "Arun Business Clinics"](#)

Next Dates: 16th June

Venue: Chichester College IT Centre, Littlehampton, [BN17 5AG](#).

Click on postcode for map & directions

Cost: FREE

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

Business Link is a national business advisory service funded via the South East England Development Agency (SEEDA). We look forward to helping you help your business.

In the daily challenge of running a business, it's often difficult to take a step back and look at the bigger picture. Just when you should be keeping your eye on the future, the day-to-day challenges take your time and attention away from your vision and plans.

It's so easy to get caught up working in your business, not on your business.

Arun District Council and Business Link have put together a series of Arun Business Clinics. These are designed to offer you a time and a place away

from your business to talk over your business concerns, with an independent expert.

These FREE clinics have been designed to provide local enterprises with a face-to-face review with an experienced Business Link adviser. During the session the adviser will share information and ideas to develop an action plan that will help you progress towards your business goals. You can discuss finance, sales & marketing, staffing, operations or regulatory requirements -- whatever is causing concern at the moment. And if you need specialist help or support, the business adviser can help you find that too.

The clinics are being held at Chichester College IT Centre, Littlehampton once a month. Each session will last an hour so that your time away from your business will be kept to a minimum. Four slots are available during that day.

Arun is OPEN FOR BUSINESS

www.arun.gov.uk/business

Littlehampton School Financial Capability Week

In the first week of July, our Year 7's will be taking part in a financial capability week to learn about money management, debt awareness and so on. As part of the week, they run a bartering project. They are looking for any unwanted items (in good condition or new) that they can exchange. Read more... It is good if they are things that 11-12 year olds might like so keyrings, notepads/stationary, toys, ornaments, photo frames and smellies for example are all very welcome. Last year I was lucky enough to get a box of Disney character toys from a local theatre and they went down a treat. If you have run a promotional campaign and got any bits and pieces left over or you are having a general spring clean, please send your items for my attention at the school (or I can collect them at the next few breakfast meetings in the lead up to the big week).

Energy Audits

Do you want to look at your water waste, and energy expenditure but don't have the time? Don't know where to start? Then the West Sussex Sustainable Business Partnership can help your business. We offer FREE Environmental Reviews of your business. Read more...

We will send over a qualified auditor who will discuss any issues you have regarding your water, waste or energy usage before walking around your premises.

After the visit you will receive a report highlighting areas where you could save money and resources. It will show you how much and if a capital outlay is needed, the pay back period on this.

If you are interested in receiving an Environmental Review or wish to know more then please call Shelaine Weller on 01243 756869 or send an e-mail to sbp@westsussex.gov.uk

Recyclers List

Do you have items you wish to recycle but don't know where to start?

Are you paying your contractor to take away plastics, cans, pallets as general waste? Read more...

STOP! The West Sussex Sustainable Business Partnership can help you to improve your waste efficiency and set up a recycling scheme. We hold a list of companies in West Sussex who recycle anything from wood to plastic wrapping so there is no need to send it to landfill!

Contact us today and we will send you the list: 01243 756869 or email sbp@westsussex.gov.uk

Energy 500

Through Business Link, the South East England Development Agency (SEEDA) is offering Energy Grant 500 to help small businesses. The project is designed to raise awareness of energy usage in the business. It provides a grant of up to £500 to implement changes that will result in reduced energy costs and a smaller carbon footprint. Read more... (BL attachment)

Fire Training

Earlier this month, Trevor Davey, an ex-fireman, contacted me about a range of fire safety courses he is running including Fire Marshal, Fire Awareness, Health & Safety including Manual Handling, and First Aid. Trevor is extremely well qualified to deliver these courses and with his work history can back all this up with real life experiences. All of these courses are required under legislation, and he has offered a special group discount rate for a bulk purchase by business park businesses. Read more...

Some of the courses above can accommodate 15-20 delegates, easy if a number of businesses get together, for which he would charge £300 (approx £15 per delegate). If you're interested in taking up this offer, please let me know and I will co-ordinate a course. Course content is attached.

Lineside meeting

Thanks must go to PCSO Raymond Fraser who recently went to great lengths to bring a number of businesses together at AJS Labels in Lineside Industrial Estate, Littlehampton, kicking off a series of business park meetings for this area. Read more...

In a valuable meeting, various topics were discussed, including security, pallets, crime prevention and sharing best practice from work done in other Business Parks by Chris Shephard Business Parks Co-ordinator at Arun District Council. The businesses present were very supportive of the steps being taken by PCSO Fraser and his colleagues to help make the business area a safer place, and looked forward to working more closely together to help combat anti-social behaviour and low level crime.

Sustainability Building Booklet

Arun District Council has recently released a guidance booklet on building sustainably. The aim of this booklet is to stimulate thought about the environmental impact of building, and encourage imaginative solutions for protecting and enhancing the environment and the use of a sustainable approach. Read more...

http://www.arun.gov.uk/assets/Business_website_docs/BuildinginSustainability.pdf

Littlehampton Regeneration Consultation

Don't forget to visit the very popular Littlehampton Regeneration Consultation shop on Surrey Street in Littlehampton, open from 11am – 2pm every week day until 12th June. Read more...

In case you've not seen the shop or heard about the proposals, suggested future options for St Martins Car Park, the Seafront and Harbour are all available for comment on. Officers are keen to hear your views, so don't miss this opportunity to have your say on the consultations for St Martins Car Park and the Harbour. You can also view the documents online at www.arun.gov.uk/littlehampton and submit your views.

Buy With Confidence.info

At a recent Rustington Business Park meeting, Martin Hobbs from Margin Services (<http://www.marginservices.co.uk/>) explained that Buy with Confidence could be a useful tool for businesses in all sorts of industries. Supported by Trading Standards "Buy with Confidence" works on similar

principles to Check-a-Trade, and offers peace of mind to customers looking to buy goods and services. Read more...

Quoted from their website www.buywithconfidence.info

"Let us take the headache out of finding traders you can trust. All the businesses on this web site have been vetted and approved by Trading Standards to ensure that they operate in a legal, honest and fair way."

'Your Complimentary Invitation to Two Unique Networking Events' (logo)

Sussex Enterprise is here to help local business, which is why we have teamed up with the British Chambers of Commerce to bring you two unique networking events taking place in central Brighton. Just like all of our networking events, they will not cost you a penny to attend. Read more...

The first of these events, taking place on the 9th of June from 11:30 – 2:30, is part of International Trade Week. It will keep you updated with the latest international trade developments. With information coming from DFID and BERR you will become equipped with the knowledge that can give your business a boost in new and emerging markets.

The second of these events 'Making IT & Communications Work for you', takes place on the 23rd of June from 7:30am until 10:30am. This event will explore the tools that can improve your business's operational capabilities with improved IT and communications. After all, there is nothing more frustrating than your business having the potential, but not the means to reach it.

Both of these events are completely free of charge, you can enjoy a free meal and breakfast bite at these events and best of all the you have the chance to meet new clients and win new business.

You can view more about this event, by following this link or can book on now by calling 01444 259 214 or emailing eventbookings@sussexenterprise.co.uk.

Kind regards,

Wendy Bell

Membership & Events Manager

P.S. We have a busy summer programme of networking, all of which come at no cost. Please contact us for more details.

Business News Online - May 2009

The three areas to focus on if you want to survive the downturn

A recent report, "The Rise of the Super SME through the recession"* highlighted businesses which are confident about their future had increased or maintained levels of investment in one of the three key areas; IT, Marketing, & Training. Read more...

Investment does not necessarily mean a big cash outlay. It can be an investment of time, resources and knowledge focus – making the most of affordable options freely available through general purpose technology such as the internet.

IT infrastructure

Almost half of all successful businesses surveyed (47 per cent) had kept up investment in IT, indicating the IT infrastructure they had in place was helping to keep the workforce optimised for success.

For example, businesses with a mobile-enabled workforce were found to be 60 per cent more likely to forecast an increase in growth during the next 12 months - indicating the vital role flexible working practices and technologies play in successful business.

Find out more about workforce mobile technology

Find out how to make the most of IT and E-commerce

Marketing

Amongst successful businesses 43 per cent had actually increased investment in marketing, contributing to their success and long term prospects.

Get up to date with the latest low cost online marketing trends at a sales and marketing event near you.

Training

Rather than cutting training budgets over the past 12 months, successful businesses were more likely to have increased investment with 39 per cent of these actually spending more on training in the last 12 months than ever before.

Business Link can provide access to a Train to Gain grant of up to £1000 to owner managers and company directors to help recession-proof leadership skills.

Email us now for more information info@businesslinkse.co.uk

One million people have benefited from the Train to Gain service for small and medium-sized businesses. The service has been developed further to improve speed of access.

Find out what support is available in 2009 to help small businesses invest in training at all levels call – Call us on 0845 600 9 006 or email us: info@businesslinkseast.co.uk

Notes

* An independent survey of 1,096 owner/managers and directors of UK SMEs was carried out between October 24th and November 3rd 2008 by Opinion Matters, a full service market research company, using an online fieldwork methodology. Commissioned by Plantronics.

Of small businesses surveyed:

Only 55 per cent believe they have equipped their workforce with the technology to reach their full potential.

Only 41 per cent believe their workforce is trained to reach their full potential.

Nearly three quarters have reduced or are simply maintaining their marketing spend.

SEEDA Continuous Employment Service

The Continuing Employment Support Service is a joint initiative between SEEDA and Jobcentre Plus. It has developed from an original service operating in the South East since October 2003 to meet the needs of all those affected by redundancy. [Read more...](#)

This revised and improved service provides a rapid, coherent and effective system, working with people who have been notified that they are facing redundancy whilst they are still in work. The brokers have extensive experience of the labour market, and offer advice and guidance tailored to meet the needs of employees.

It has been shown that timely support for employees facing redundancy can significantly improve their chances of getting re-employment or retraining. Working with employers the brokers will establish the level and type of support required by the employee to enable them to be ready to move into further employment following their redundancy. The CES works with a variety of partners the brokers and co-ordinate support in job search, interview techniques, CV's, benefit advice and self employment.

Workshops are delivered on the employers premises during the normal course of the day

The contact for Sussex is Sarah Young, who can be contacted on 07776 227160

Previous Editions

If you're searching for an article in a previous edition of Coastal Business Park news, don't forget you can view pdf versions of all past editions [here](#)...

For more business news please visit www.arunbusinesspartnership.co.uk