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BIP NEWSLETTER

RURAL ENTERPRISE DEVELOPMENT PROJECT

Don't forget it's free...

As this year comes to a close we are widening the participation in Business Support programmes. In the New Year we shall be offering a wide range of popular seminars, ICT workshops and specialist marketing events. Thank you to West Devon Borough Council as the new meeting room at Tavistock Business Centre, Pitts Cleave; is proving to be a popular choice of venue for seminars and workshops. You can register now for the following events; you will find more details overleaf and don't forget they are **free** to eligible businesses. To be eligible you need to be a trading business based within the West Devon or Torridge area and **not** be land based.

- Using Sage Accounting & Payroll Software
- Successful solutions to Common Marketing Problems,
- Practical Financial Management Systems,
- Master Classes in Merchandising for Profitable Retailing,
- Maintaining the Performance of your Computer
- How to Effectively Increase your Sales Using the Internet.

Coming soon are seminars entitled Negotiating for Profit, Employing workers from the EU and Reviewing Fire Regulations for Your Business. If there is a specific topic you would like we are open to suggestions so please call us likewise if you are interested in intensive business support we will do our utmost to help you to grow your business.

Make a new start in 2007 and benefit from this opportunity. If your business is more than 12 months old, now may be a good time to review your progress.

As well as business development workshops individual businesses can receive one to one assistance. This intensive support means each business will receive 5 days worth of support. This may lead to business growth and job creation. Why not consider a quick overview on how well your business is doing, our diagnostic team will assist you to gauge your current performance.

For further information please call our office on **Freephone 0800592 872**.

EVENTS PAGE

Master Classes for Merchandising

Visual merchandising for in store and window design; Theory and practical sessions covering display co-ordination and layouts including colour, seasons, promotion and lighting. Layout changes can mean significant increases in sales meaning more profits.

Each master class is broken into two sessions.

Monday 15th January and Tuesday 16^h January - Tavistock Methodist Hall, Tavistock 6.30 pm – 8.30 pm

Monday 29th January and Tuesday 30th January – West Devon BIP, Okehampton 6.30 pm – 8.30 pm

Improve your Technology skills for Business

This workshop is ideal for beginners and improvers. Practice File Management, Web Page Creation, Database Manipulation, Spreadsheets for accounts, Letter and mailing templates for mail-merge, Internet and Email.

Use your new skills to send E-Mails to customers with details of new stock, sales items and special offers.

Wednesday 24th January – Tavistock Business Centre, Tavistock 10:00 am – 12:30 pm

Wednesday 31st January – West Devon BIP, Okehampton 10:00 am – 12:30 pm

Wednesday 28th March - West Devon BIP, Okehampton 10:00 am – 12:30 pm

Pricing as a Marketing Tool

Pricing can make or break a business and is as much a marketing tool as a reflection of your costs! Find out the tools and techniques to set pricing to optimise profits and promote your business. Don't undervalue yourself and your goods.

Wednesday 28th February – Tavistock Business Centre, Tavistock 10:00 am – 12:30 pm

Sage Accounts & Payroll Seminar

Do you want answers to typical Sage Accounting problems? Learn how to instantly show how much you owe your suppliers; how to prepare customer statements and debt chasing letters; easy instant VAT reports; easy payroll calculations; handling holiday pay entitlements

Wednesday 21st February – Tavistock Business Centre, Tavistock 9:30 am – 12:30 pm

Wednesday 25th April - West Devon BIP, Okehampton 9:30 am – 12:30 pm

Practical Financial Management Systems for SME's

This workshop will cover how to keep your finger on the pulse of your business, without creating an overcomplicated financial management system, which can be more of a hindrance than a help. This workshop also gives practical advice on establishing management accounts which are tailored for small business.

Tuesday 20th March – Tavistock Business Centre, Tavistock 10:00 am – 12:30 pm

Growing Pains and Profitable Cures

Starting a business is relatively easy. Keeping it going through its first five years is the real challenge. This workshop brainstorms marketing problems you've experienced running your business. Test the experts and put them on the spot with some real world challenges!

Wednesday 7th March – Tavistock Business Centre 09:30 am – 12.30 pm

Tuesday 17th April – West Devon BIP, Okehampton 09:30 am – 12.30 pm

Marketing Using the Internet

This seminar is ideal for those wishing to gain more business from your current website. If you are considering recruiting a design company come along and discover for yourself the knowledge required to obtain 'good value' from your designer.

Learn how to optimise your website, effectively increase the sales of your products and services. Discover Google Adverts, online E-Commerce solutions and increase visitor numbers to your website.

Tuesday 6th February – Tavistock Business Centre, Tavistock, 9:30 am – 1:30 pm

Maintain the Performance of your Computer

Learn how to complete simple tasks to ensure performance and efficiency and how to free up disk space, detect and repair disk errors and help to protect your computer against viruses.

Wednesday 7th February – West Devon BIP, Okehampton 10:00 am – 12:30 pm

Tuesday 13th March – Tavistock Business Centre, Tavistock 10:00 am – 12:30 pm

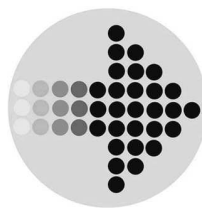
**For further information on any of the workshops or to book a place please call us in the office on
FREE PHONE 0800 592872**

Is Internet Technology leaving some firms behind?

According to a comprehensive study, produced by industry group the Confederation of British Industry (CBI) and Internet Search Engine Google, the Internet has substantially changed the way UK businesses operate. Richard Lambert, director-general of the CBI, said, "The Internet is driving really substantial change among businesses. Firms are learning more about harnessing the Internet. But too many still feel their online activities don't live up to the competitions, and firms are upfront about still having much to learn about how best to reach customers via the web." The survey of 500 UK companies found that over 56% companies consider the Internet has had a substantial impact on their industry. However 75% said their company still had a lot to learn about how to reach their customers online. Mr Dunn, West of England Regional Manager of BT said: "The findings of this survey have highlighted the impact that the leisure and tourism sectors have experienced from this technology." As published in the Western Morning News – 30.11.06

CHRISTMAS OPENING TIMES

The office will be closed from 4.00pm on Friday the 22nd of December until Tuesday 2nd January. The answer phone will be on over the festive season and will carry contact details for emergencies.



Skills Analysis

Realising the value of the older worker

December 2006

MATURING YOUR PROFITS

SKILLS ANALYSIS IS OFFERING BUSINESSES A FREE AGE AWARENESS SEMINAR TO HIGHLIGHT THE BENEFITS OF AN AGE DIVERSE WORKFORCE AND THE IMPLICATIONS OF THE NEW AGE DISCRIMINATION LEGISLATION

By 2012 there will be more people aged over 65 in the UK than aged under 16 - and the population in the South West is aging faster than anywhere else. The impact of these demographic changes is substantial and To help businesses in this region address the implications of this major population change, the Skills Analysis Project and Age Concern Training have joined together to offer a **FREE Age Awareness seminar.**

No longer will companies be able to rely on bringing fresh young blood into a business, in order to remain competitive, retraining and retention of existing older workers will be vital. The seminar will therefore not only address the implications of the new Age Discrimination legislation and changes in retirement structures, but will also challenge commonly held stereotypes and illustrate the business cases for retaining 50+ workers.

The Age Awareness seminar will take place on Monday 12th February from 6pm – 7.30pm in Room 8, West Devon Business Information Point, Bridge House, Fore Street, Okehampton. As numbers are limited, reservations are recommended to avoid disappointment. To reserve a place, simply contact Helen Goodall, Skills Analysis Business Mentor, on 01271 859620.

Skills Analysis is part of a community programme called Equal – a European Social Fund initiative which tests and promotes new means of combating all forms of discrimination and inequality in the labour market. The Project is engaged in a number of activities aimed at realising the value of the older worker. For further information please visit www.skillsanalysis.org or telephone Helen Goodall on 01271 859620 to discuss how we might work with you.



DISCLAIMER

Every effort has been taken to ensure the information contained in these notes is correct, however, West Devon Business Information Point will not be liable for any loss arising from the use of these notes or any omissions or errors contained within. Sponsored by the European Regional Development Fund, Devon Renaissance / SWRDA and Business Link.