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## **BIP NEWSLETTER**

# **INSPIRED RETAILERS RAISE THEIR GAME**

Retailing Guru Headley Thompson unveiled the mysteries of visual merchandising at master classes in Tavistock and Okehampton in January. Retailers were inspired by his expert tips and techniques given at free workshops organised by West Devon Business Information Point. Mr Thompson, a prize-winning specialist with more than 25 years merchandising experience, led the groups through a variety of theory and practical sessions covering display, layouts, colour, promotion and lighting.

Richard Appleby, owner of Millennium Music and a member of Okehampton & District Chamber of Trade said "I was inspired".



Headley's sessions really helped us focus on how important window displays are to bring in customers. His workshops would suit any retail business in West Devon", while Robin Rich of Robins Mens Fashion in Tavistock said "It was well worth attending, the content was good and I have already incorporated a few ideas from the workshop."

Headley Thompson, who is based in Tavistock and has worked on projects for Marks & Spencer, Harvey Nichols, River Island, Fortnum and Mason and many more, said "I am very pleased that shop owners took advantage of these free workshops. With successful merchandising they can increase sales by up to 20%."

Such has been the success of the merchandising workshops that more are planned for the future and any retailers who are interested should contact West Devon Business Information Point on **Freephone 0800 592872** for more details. The workshops are part of the Rural Enterprise Development programme which is funded by the European Regional Development Fund and Devon Renaissance and supported by Business Link.

# WORKSHOPS

## WORKSHOPS ARE FREE TO BUSINESSES IN ELIGIBLE AREAS

### **Improve Your Technology Skills for Business** (10.00 am – 12.30 pm)

An ideal opportunity for beginners and improvers to improve your Computer Skills and knowledge of file management, web page creation, database manipulation, spreadsheets for accounts, letter and mailing templates for mail-merge.

Wednesday 28<sup>th</sup> March - West Devon Business Information Point, Okehampton

Tuesday 17<sup>th</sup> April - Tavy Business Centre, Pitts Cleave, Tavistock.

Thursday 17<sup>th</sup> May - West Devon Business Information Point, Okehampton.

### **Safer Food Better Business (CIEH Food Hygiene)** (Part 1 9:00 – 12:30) (Part 2 13:30 – 17:30)

The CIEH Foundation Certificate in Food Hygiene will ensure that your food handlers meet the training requirements of the Food Safety (General Food Hygiene) Regulations 1995 and are fully conversant with the practical procedures and methods of applying food hygiene in the workplace. Candidates achieving twenty or more correct answers will be awarded the **CIEH Foundation Certificate in Food Hygiene**.

Tuesday 15<sup>th</sup> May - Part 1 & Part 2 - The Ockment Centre, Okehampton

Wednesday 23<sup>rd</sup> May - Part 1 & Part 2 - Tavistock Methodist Hall, Tavistock

### **Fire Risk Assessment – How it applies to you** (10.00 am – 12.30 pm)

A short guide to making your premises safe from fire; practical advice to people responsible for fire safety, advice and guidance to make sure that you are meeting the Regulatory Reform (Fire Safety) Order 2005. It applies to virtually all premises and covers nearly every type of building, structure and open space.

Thursday 19<sup>th</sup> April - West Devon Business Information Point, Okehampton

Wednesday 9<sup>th</sup> May - Tavy Business Centre, Pitts Cleave, Tavistock

### **Green Business – Environmental Awareness Workshop** (10.00 am – 12.30 pm)

Attend a two hour workshop to identify how to make cost savings and how to take things forward. The business case for environmental management, profit, survival and image.

- Quick wins - how to make cost savings in your organisation
- Being legally compliant - how to comply with basic environmental legislation
- Future proofing your business - Longer term environmental business aspirations

Thursday 19<sup>th</sup> April - Tavy Business Centre, Pitts Cleave, Tavistock.

Thursday 10<sup>th</sup> May - West Devon Business Information Point, Okehampton

### **E- Mail Newsletters- Free easy to use template** (10.00 am – 12.30 pm)

When your newsletter hits the mark, it strengthens your relationship with your existing customers and piques the interest of potential customers. Take away a free template and guide.

Tuesday 24<sup>th</sup> April - Tavy Business Centre, Pitts Cleave, Tavistock.

Tuesday 24<sup>th</sup> May - West Devon Business Information Point, Okehampton

### **Sage Accounts and Sage Payroll** (10.00 am – 12.30 pm)

Do you need advice about Sage Accounting software?

Join us for an overview of Sage's effective tailored functions and reports. If you are currently using Sage accounts or payroll or are considering this product in the future, this is your opportunity to come and see how it works and put your questions to an experienced Sage consultant.

Wednesday 25<sup>th</sup> April - West Devon Business Information Point, Okehampton

### **Pricing as a Marketing Tool** (10:00 am – 12:30 pm)

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 2<sup>nd</sup> May - West Devon Business Information Point, Okehampton

### **Marketing Using the Internet** (10.00 am – 12.30 pm)

Developing a website or enhancing your existing site enables you to increase income and inform your customers of new products and services. Getting your product out there first, or being the quickest to react to changing market trends, can have a huge impact. Discussions with web designers can be fraught with misunderstanding and jargon! Join us and profit from the Internet.

Thursday 3<sup>rd</sup> May - Tavy Business Centre, Pitts Cleave, Tavistock

### **Hiring Migrant Workers – The facts** (10.00 am – 12.30 pm)

To help ensure all employers create a business environment where everyone is working legally and no-one is discriminated against. You'll be able to use a step-by-step guide to ensure you comply with the law when employing non UK nationals.

Tuesday 8<sup>th</sup> May - West Devon Business Information Point, Okehampton

Wednesday 30<sup>th</sup> May - Tavy Business Centre, Pitts Cleave, Tavistock

### **Growing Pains and Profitable Cures** (10.00 am – 12.30 pm)

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

Tuesday April 17<sup>th</sup> - West Devon Business Information Point, Okehampton

### **Practical Financial Management Systems for SME's** (10.00 am – 12.30 pm)

This workshop will show you how to keep your finger on the pulse with practical advice on establishing easy management accounts which are tailored to your needs.

Tuesday March 20<sup>th</sup> - Tavy Business Centre, Pitts Cleave, Tavistock

Thursday 26<sup>th</sup> April - West Devon Business Information Point, Okehampton

## **The LINK projects in Hatherleigh**

At Oakleigh House, Hatherleigh there is an opportunity for learning real life skills for adults with a learning disability and/or mental health issues. Michael Purnell learning and development manager at Oakleigh House said. "Our target is to give people the ability to make real decisions about their future and enjoy some of the benefits of life that most other people take for granted".

Michael and Valerie Purnell are making real progress with this developing project with help and support from advisor Deborah Turner of West Devon Business Information Point, Deborah comments, "I am pleased to work with this dynamic team and truly respect their aims and ambitions I feel that everyone at Oakleigh House has a bright future".



Richard Bonner working at Andy's Pet Supplies

The dedicated and highly qualified group of support workers are excited about the move to Hatherleigh and the opportunities it offers tenants. Michael said, "I am lucky to have Valerie Purnell on board too, with 30 years experience in the care sector including 20 years managing specialist residential accommodations she has made a significant contribution to the LINK projects in Hatherleigh". In this relaxed community environment tenants can participate in selecting where they live and who they share their lives with; employment opportunities and social activities.

At West Fishleigh Farm they are developing a small market garden and workshops. Today it is unclear what will be grown, and there are many ideas being discussed, and they would love some community input or advice. Also the subject of much discussion is the 'shop project' in Hatherleigh, this will offer real work opportunities and will be a useful community resource. Everyone at Oakleigh House is looking forward to taking part in these community projects valuing the support and advice on offer. If you feel you have any advice, skills or can volunteer some of your time and want to find out more, call on 01837 810433 and talk to either Valerie or Michael.

## E-mail newsletters – Free Easy to Use Template

Creating an effective e-mail newsletter;

An e-mail newsletter offers an effective way to stay in touch with your customers.

A well designed and well written newsletter doesn't just keep your business fresh in the minds of your customers; it empowers them with tools and information they can use to build their own business. When your newsletter hits this mark, it strengthens your relationship with your existing customers and piques the interest of potential customers. Take away a free template and guide. *See our events page for more details.*

## Hiring Migrant Workers?

### Your step-by-step guide.

If you currently employ staff from outside the UK or are planning to, you should make certain checks on their right to work here.

To help ensure all employers create a business environment where everyone is working legally and no-one is discriminated against. You'll be able to use a step-by-step guide to ensure you comply with the law when employing non UK nationals, read case studies on how employing migrant workers benefits various organisations and find answers to frequently asked questions. *See our events page for more details.*



### ***Environmental changes have saved us £££s a year- it makes good business sense!***

Envision provides small to medium sized businesses with professional environmental support and high quality advice at a subsidised rate, across the South West. They have a proven track record in a wide range of sustainability areas including waste, water, transport, energy and building, as well as offering training courses and workshops.

Many businesses have saved 10% of costs on energy, water and reduced waste. In the last 3 years Envision has saved 255 businesses over £2 million.

For further information contact us on **Freephone 0800 592872**

## **Free One-to-One intensive assistance for eligible businesses**

If your business is more than 12 months old, and based in North or West Devon you may wish to get an overview on how well your business is doing.

There is an opportunity for businesses to work with a professional business advisor to help you with various aspects of your business management. If you have concerns about marketing; financial planning or record keeping; cash flow management; presenting a business plan to a lender; preparing a sales plan; controlling overheads or any other of the many issues that are involved in managing your business we can help.

Our diagnostic team could assist you to gauge your current performance. This intensive support means each business will receive support leading to business growth and job creation.

Take advantage of this opportunity to assess your business development needs in confidence today  
For more information contact us in the office on **Freephone 0800 592872.**



### **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.

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