



Business Information Point

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BIP NEWSLETTER

New Project Launch- Rural Enterprise Development

There are many positive changes happening to the face of business support within East and Mid Devon thanks to some very passionate individuals and organisations working together to better serve the development of the business community.

Many of you would have come into contact with the East Devon Enterprise Agency when you were thinking of starting your business or in your early years, and would have received support, advice and guidance. **The Business Information Point** have now been successful in securing the necessary funding to continue this service; with the added bonus that they are an organisation that has been helping businesses across the county to develop since 1993. We are pleased to say that the new face of business support starts at the top, with the commitment of East Devon District Council's Business Champion, Cllr. Graham Brown, who is also Chairman of the East Devon Business Forum, along with Nigel Harrison, Economic Development Officer for East Devon. Graham and Nigel intend on working very closely with David Hinshelwood, Contracts Delivery Manager and the Team at the **Business Information Point** to ensure that any business looking to develop has the full support, specialist advice and mentorship it needs to succeed; which starts with you, the business owner.

So, how has the scheme been supported? The answer is as a result of funding from Devon Renaissance, East Devon District Council and Teignbridge District Council which allows businesses in East Devon, Mid Devon and Teignbridge to benefit. All businesses (except for the land-based) are eligible provided you do not employ more than 250 employees, so most businesses in the area will qualify for the support. The project offers support in two ways, firstly by offering short workshops which are delivered by experienced and enthusiastic specialists, with you, the business owner in mind (for details of all the topics and venues, see the centre pages) available for a nominal project contribution of £10 per workshop.

Additionally, for a limited number of businesses that want to examine their business performance closely, in order to increase turnover and improve profits, we have up to 3 days worth of support available from a qualified business advisor, who also has plenty of practical experience. The advisor can help you in any aspect of your business development.

If you would like to find out more about this project, please contact us in the office on our **Freephone number 0800 592872** where we will be only too happy to give you lots more information and advice.



Nigel Harrison, East Devon Economic Development Officer & David Hinshelwood, BIP

David Hinshelwood, Business Information Point

WORKSHOPS

These workshops are designed to be very interactive to allow you to be able to relate the topic to your specific business, and your specific queries.

There is a nominal charge of £10 per candidate as a project contribution.

Market Trends In Rural Tourism

If you are running a business that depends on rural tourism, perhaps now is the time to examine the trends in recent years, and consider future areas for growth. As an astute business owner, ensuring that what you are offering is in line with current and future trends will optimise income opportunities. We are delighted to welcome Annette Cole from South West Tourism to host this workshop, our specialist in this field.

Tuesday 9th October 2007- Fishponds Hotel, Luppitt, 9.30 am registration - 12.30pm
Thursday 18th October 2007 – East Devon Business Centre, Honiton 9.30 am registration - 12.30pm

MARKETING USING THE INTERNET

Deborah Turner has been running these successful and popular workshops across the South West, and attendees have been able to experience immediate results. Enhancing your existing website enables you to increase income and inform your customers of new products and services. Discussions with web designers can be fraught with misunderstandings and jargon; let us help you to take the reigns! Join us, and learn how to profit from the internet. (You may also want to have a look at our 'Newsround section' for details of how to get a free website and domain name!)

Tuesday 18th September 2007- East Devon Business Centre, Honiton 9.30 am registration - 12.30 pm
Tuesday 23rd October 2007- East Devon Business Centre 9.30 am registration - 12.30 pm

Food Labelling & Packaging Regulations- A Local Food Producers Guide

Mind-boggling mountains of rules and regulations on food labelling, handling, packaging and hygiene can leave anyone completely confused, and ready to give up at the first hurdle. This workshop will allow you, the small-scale food producer to get a really practical understanding of what parts of the legislation affect you, and which don't.

Thursday 13th September – East Devon Business Centre 9.30 am registration - 12.30 pm
Thursday 27th September – East Devon Business Centre 9.30 am registration - 12.30 pm

Marketing for Food Producers and Processors

When your business is about quality and not quantity, how do you market your product to compete in a big-brand dominated market? Small is beautiful when you get the marketing right. This workshop is lead by one of our favourite marketing consultants, Catherine Broomfield, who specialises in the local food sector, who can give plenty of practical tips and examples that can be applied to your business.

Wednesday 10th October- East Devon Business Centre 9.30 am registration – 12.30pm
Wednesday 19th September- East Devon Business Centre 9.30 am registration - 12.30 pm

How to Go From Breakeven to Profitability without Increasing Workloads or Costs

Have you stopped to think how you could work 'smarter'? Graham Sindel, Chartered Accountant with Thomas Westcott has been helping small businesses to do just that in East Devon for years. His very practical approach will allow you to look at the tools and techniques you can use to really optimise your profits- a 'must' for any business!

Wednesday 14th November, Fishponds Hotel, Luppitt, 9.30 am registration - 12.30 pm
Thursday 22nd November- East Devon Business Centre - 9.30 am registration – 12.30 pm

MAINTAIN THE PERFORMANCE OF YOUR COMPUTER

Complete simple tasks to ensure the optimum performance and efficiency of your computer; learn how to free up disk space, detect errors, and how to protect your computer from viruses- all in this very practical and interactive environment.

Tuesday 11th September East Devon Business Centre - 9.30 am registration - 12.30 pm

LEVEL 2 FOOD SAFETY IN CATERING (CIEH Food Hygiene)

Designed for any of you working in Catering, manufacturing or a retail setting where food is prepared, cooked and handled. This was previously known as the Foundation Food Hygiene Course, and tutor Jeff Coombes will take you through the theory to the multiple choice test at the end of the session.

Tuesday 6th November, Fishponds Hotel, Luppitt, Registration from 8.30 am. Course commences 9.00 am and completes at 5.30 pm

Tuesday 20th November, East Devon Business Centre, Registration from 8.30 am. Course commences 9.00 am and completes at 5.30 pm

HEALTH AND SAFETY- MYTH BUSTING

Are you, as a small businesses, becoming tied up with red tape to the point that you can't see the wood for the trees any longer? There's no risk in attending this workshop to clarify what you need to do as a business to comply with your legal obligations- and also clarify what you *don't* need to be concerned about! Plenty of opportunity to raise your queries with Amarisk, a business that has been giving legal advice and training for years.

Thursday 25th October, Phoenix House, Tiverton 9.30 am registration - 12.30 pm

SELF EMPLOYED? YOUR GUIDE TO SELF ASSESSMENT

It's your responsibility to return the correct details of income and expenditure. It's easy to do this as long as you are keeping accurate and up-to-date records- which is simple when you know how! Jane Holden has worked for Her Majesties Revenue and Customs (HM R&C), and is able to couple this experience with a very practical and human approach to a subject few relish!! Allow Jane to give you not only valuable hints and tips, but also clarity of your legal obligations by coming along.

Wednesday 12th September Fishponds Hotel 9.30 am registration - 12.30 pm
This workshop is provided by H.M. Revenue and Customs free of charge

~PAYE FOR FIRST TIME EMPLOYERS~

Were you aware that you can obtain a FREE CD Rom that allows you to manage your payroll AND complete your PAYE returns on-line? Too good to be true? Not so! How about the fact that you are eligible for a cash incentive by completing your payroll on line? Also aware that the paper based returns are being phased out by the year 2009/ 2010? No? Then this workshop is definitely for you. Jane will bring you up to speed with all new developments.

Wednesday 26th September Fishponds Hotel 9.30 am registration - 12.30 pm
This workshop is provided by H.M. Revenue and Customs free of charge

Effective Recruitment and Selection

Has your business reached the stage whereby you need to take on an employee? Trevor Vanstone of Amarisk has had plenty of practical experience- as well as knowing the theory bit inside and out! By looking at each step from advertising and legalities to interview and selection, you can save time and money by following Trevor's simple, practical guide.

Tuesday 25th September Fishponds Hotel 9.30 am registration - 12.30 pm

Marketing and Advertising for Small Businesses

What **is** the best way to market my business? What is the best method of getting my product out there? What exactly am I selling- and who should I be aiming my product at? Is it time you took a fresh look at how you promote your business, and reviewed how effective your advertising is? This interactive group session will give you the opportunity to take a step back, and do just that.

Thursday 20th September and Thursday 4th October Fishponds Hotel 9.30 am registration - 12.30 pm

Making Employment Law Work For YOU

A Workshop with Roger Phillips, former Personnel and Training Officer with some very well known brands including C.J. Clark, Toys R Us and B&Q. Do not miss the opportunity to delve into the practicalities of Employment Law, and find out what you absolutely need to know...and what you don't. Full Q&A session to answer all queries and concerns, along with the chance to develop your own personal action plan.

Tuesday 16th October, Phoenix House Tiverton 9.30 am registration - 12.30 pm

....NEWSROUND....

Sustainable Tourism Grant

Grants from £5000 upwards to improve skills and productivity in sustainable tourism.

For formally organised groups of businesses and not-for-profit organisations:

www.ruraldevon.org

for more information about the Sustainable Tourism Grant.

**Or contact Devon Renaissance on 01837 658643
Or email tourism@ruraldevon.org**

Do You Have a Redundant Building?

Would a grant of between £10,000 and £68,000* help you to restore or convert it?

Need help with the next step?

Then contact Devon Renaissance and ask about the new Redundant Buildings Grants. These are designed to help to create new business premises and support job creation in East and Mid Devon.

Grants are available for:-

- Space for manufacturing, service or creative industries and office premises.
- Facilities supporting tourism and leisure facilities, including licensed establishments, tearooms, cafes, museums, craft centres but not accommodation.
- Warehousing and distribution.
- Sole traders, partnerships, limited companies and co-operatives.
- Applicants who are owner-occupiers, owners proposing to lease out the premises for eligible business proposes or fixed term tenants.

Funding available:-

- Grants cover up to 25% of eligible costs which can include those associated with building works, installation of services, ICT infrastructure, access and parking and professional fees.

This project is part-funded by The European Union and SWRDA and has an upper grant limit of €100,000 which is approximately £68,000*.

For more information contact us in the office on our
Freephone number 0800 592872

Get On Line with Microsoft Office Live

Does your Business need an easy to use, professional website? **Do you want it for free with no hidden costs?**

Microsoft Office Live gets small businesses on line, and keeps them there, without fuss or cost. It's reliable, secure and available now.

Here's what you will get with Microsoft Live:

- Your own company domain name
- A fully hosted website
- Easy to use website design tools
- Up to 50 branded e-mail accounts
- Website traffic analysis and reporting
- On-line secure workspaces for working with customers, business partners or employees
- Small business applications that help you to manage business contacts, tasks, team calendars, projects and much more

If you want to sign up for Microsoft Live, or see what other small UK businesses are doing with Microsoft Office Live, just email petra.d@bipwestdevon.biz for details of the link.

Businesses urged to donate Old Computers

for disadvantaged schools and community groups in Africa. The charity Digital Pipeline, founded by Microsoft, says that fewer than one in 250 decommissioned computers are made available for poorer communities, and around 31 million end up in landfill. For further information visit:

www.digitalpipeline.org/donors.html

Free One-to-One intensive assistance for eligible businesses

If you have concerns about any aspect of managing your business such as keeping on top of the paperwork, marketing, financial planning, record keeping, cash flow management, presenting a business plan to raise finance, controlling overheads; or any of the other many issues that are involved in managing your business- then help is at hand in the form of a qualified Business Advisor.

If your business is more than 12 months old, and based in East or Mid Devon, then contact us 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.

Sponsored by Devon Renaissance / SWRDA, East Devon District Council, Teignbridge District Council and Business Link