



Hello!



A warm welcome to the September edition of Business Life.

In this 8-page edition we will meet two local businesses, profile new projects such as Herne Bay Town Partners, the East Kent Enterprise Gateway and ask whether your business has a plan in the event of an emergency.

We also welcome your input and views in our business survey, which is enclosed, or can be completed online at www.business.canterbury.gov.uk

Finally, because Royal Mail have changed the way they charge for delivering post we would like to send out as many future newsletters as possible by e-mail. To receive Business Life by e-mail, please tick the relevant box on the enclosed business survey or e-mail us at ed@canterbury.gov.uk

Best wishes

Dawn Hudd
Local Economy Manager

New partnership for Herne Bay



Partners on parade - from left Chris West, Peter Goodwin (Chairman) Joanne Verrico (Vice Chairman) and Geoff Wimble (Director)



Around 100 businesses and community groups attended the recent launch of a new partnership created to market and promote Herne Bay.

The launch at the Kings Hall, Herne Bay in June, officially unveiled Herne Bay Town Partners, a partnership of Herne Bay Town Centre Management, Canterbury City Council, Kent County Council, Herne Bay Chamber of Commerce, Herne Bay Public Safety Unit, Herne Bay Residents Association, and other community groups.

Chris West, Herne Bay Town Centre Coordinator is certain the

partnership will enhance the town through better, joined up marketing and promotion.

"Town Partners is a voluntary non-profit making organisation which will work to create a vibrant town for shopping, working, living and leisure", said Chris. "We want to ensure the town environment is clean, safe, fun and vibrant, so that every visit is an enjoyable experience".

Three steering groups made up of local business people and community groups will take forward the work, focussing on

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'Regeneration', 'Marketing and Promotions' and 'Transport' through research and consultation.

To help promote the Partnerships work, Herne Bay Town

Partners has created a website which can be found at www.hernebaytp.co.uk.

This offers plenty of news and views on activities, events and businesses in Herne Bay.

C4B launches online business forum



The interactive forum is one of several new C4B website services to local businesses

Canterbury for Business (C4B) launched their online forum in July at Barretts' Jaguar showroom Canterbury.

The forum enables local businesses to discuss their views and ideas about doing business in the Canterbury district. Businesses can ask questions, discuss issues, and post their opinions from the convenience of their own workstation.

Paul Barrett, C4B chairman said, "C4B seeks to represent the views of business from our associates in the Canterbury district, but we can only be a truly effective voice if we are fully aware of the business community's views.

"The feedback received via the forum enables us to continually

update the FAQ (frequently asked questions) section on the site, and ensures key issues are brought promptly to the attention of the C4B partnership board for lobbying action where appropriate.

"We urge as many local businesses as possible to log on and tell us what is important to them", he adds.

The interactive forum is one of several new and improved services for business provided on the C4B website. These include a business resource section with links to the Canterbury area business directory, a current rolling news and events section, and links to a grants and funding portal.

To find out more log on to www.canterbury4business.co.uk



Dorothy Thom

Opening doors to enterprise

If you've ever wanted to be your own boss, help is now at hand.

The East Kent Enterprise Gateway covers the Canterbury, Dover and Thanet areas and advises people who are in the early stages of thinking about starting their own business but need help to develop their ideas.

Dorothy Thom is Director of the Gateway – a job that has followed an international career helping people start their own business - no matter how tough the circumstances.

"There are lots of people who need additional support to get a business up and running, especially those living in areas needing regeneration and requiring business skills", says Dorothy.

"My role will be to hold their hand, build their confidence and get them the help they need. I will also be setting up networks so that like-minded people can share their ideas and experiences".

For more information about the East Kent Enterprise Gateway, e-mail dorothy.thom@businesslinkkent.co.uk or phone **07795 494 781**.

Lakesview update

Business Life can report that planning permission has been granted to build a new office development at Lakesview International Business Park, Westbere.

Lakesview Office Village will be constructed by George Wilson Developments Ltd and part funded by South East England Development Agency (SEEDA) and Canterbury City Council. One floor of the development will include 14 high quality office units aimed at local business start-ups.

The rents will be all inclusive and let on flexible licences with the added value of on site business support. The units range from 18.5 sq m to 22.5 sq m and will be available from mid 2007. For more information on the units contact **Chris Inwood** on **01227 862 053**, or e-mail **christopher.inwood@canterbury.gov.uk**

A planning application is also being considered from local manufacturer Blighline Ltd, who wish to add a further 6,500 square metres (approximately 70,000 square feet) to their existing Lakesview factory.



The plot of land will be transformed into Lakesview Office Village



Open for business

New creative studios offering recent arts graduates who live or work in Canterbury the chance to start up and develop successful creative businesses are now open in the city.

Canterbury City Council owns eight studios in Pound Lane car park available for lease for just £19 per square metre inclusive of utility, insurance and maintenance costs. The studios are secure, alarmed, have full disabled access and come with shared kitchen facilities.

Head of Culture and Communications, Janice McGuinness, said: "Providing opportunities for new creative industries is an important part of the council's cultural strategy. There is considerable artistic talent within the city and we want to harness it, rather than lose it to other areas.

"We expect to receive a lot of interest in the Red Dog Creative Studios because of their position in the city centre and the competitive lease price."

The types of 'creative' industries targeted range from architecture and fashion to writing and the performing arts.

For more information, contact Arts Development Officers **Mitch Robertson** or **Jenny Bowmer** on **01227 862 405**.

Take a deep breath

By the summer of 2007, smoking in enclosed public places will not be permitted, subject to certain very limited exceptions.

Canterbury City Council will be responsible for enforcing the new law in the district.

For businesses, smoke filled restaurants, pubs and offices can not only harm customers and clients, but also adversely impact staff performance. Information gathered from businesses in Scotland, where public places are already smoke-free, suggests that many businesses are seeing increased trade and greater customer satisfaction.

To help businesses adapt to these changes there is various support and help available. A Smoke Freedom Action Group (SFAG) has been set up for this purpose and the council's Environment and Street Scene Division can also supply information packs giving details of the regulations and what it means to businesses.

For more information, or to submit your views on the smoking ban, e-mail **sfag@canterbury.gov.uk** or visit the dedicated website at **www.smokefreeactiongroup.org.uk**

Bombay passion

*Paul Babra –
bringing curry to
the people of the
district*

For Paul Babra, the founder of Canterbury Curry Club, curry is not just an occasional treat it is a passion and a way of life.

Following his graduation in food and service management at a leading Catering College in Mumbai, India, Paul started running a family business in Canterbury dedicated to “bringing curry to the people”, as he explains.

“We cook and supply curry based catering for a variety of different parties and functions”, says Paul. “However, the object of the Curry Club is not about money it is about the passion to introduce good food to many people”.

“I like to feel that we offer a quality personal service unlike the experience you may get in a restaurant”, he adds. “The Canterbury Curry Club is all about offering excellent choice and quality at affordable prices”.

The Club holds regular curry evenings at locations such as the University of Kent where people can taste up to 20 dishes. Paul is also a familiar face at Canterbury’s Eurofair, preparing and cooking fine Indian cuisine on site, and at local schools, where he holds annual curry days, showing classes how to prepare dishes.

Paul has never marketed the Club, instead its success has been built from word of mouth about people’s positive experiences from his products – something he is very proud of.

To find out more go to www.canterburycurryclub.co.uk or e-mail paulbabra@yahoo.co.uk



Is your business prepared for an emergency?

Research on the impact of unplanned events on businesses suggests that 43% of businesses never re-open after the event has taken place.

Also, one in five of all organisations will suffer fire, flood or storm, power failures, terrorism, and hardware or software disaster at some stage. Managing the operational risks inherent in day-to-day business life is crucial and this is where Business Continuity

Management (BCM) comes into its own.

The purpose of BCM is to ensure continuity of service/business following an unexpected disruption to normal working. It also helps firms to develop a Business Continuity Plan (BCP) - a process that provides a management framework for dealing with service disruption. Please read the enclosed leaflet entitled ‘Business Continuity’ or visit www.kent.gov.uk

Whitstable is base for England's glory

With a host of major clients and a cabinet full of awards, local full service marketing agency, an agency called england, is rapidly becoming as prominent as its name.

The agency, which was created in Leeds back in 1989 and still has a base in Yorkshire, acquired the respected Whitstable based advertising agency Pollett & Cole in 2005.

Boasting a winning client portfolio ranging from Cummins Power Generation to Canterbury Christ Church University and the Brett Group, the agency is going from strength to strength.

With such a diverse spectrum of organisations it has become more and more important for england to be able to offer a full range of services which include design and marketing, media and public relations, advertising placement and production, communications and strategic marketing.

The agency is also notably strong in regeneration related marketing as shown by its work with Locate in Kent and Bexley Council.

As england's CEO, Tony Stanton explains, the agency works for many different types of clients, "We work for small, independent companies, right through to

multinationals, all of which use a broad range of our services.

"Though a blend of advertising, marketing, public relations and business exhibitions all help to acquire clients, it is the strength of our work and diversity of our offered services that set us apart from our competition and encourage new clients to come on board," added Tony.

Tony is also very impressed with what East Kent has to offer, "East Kent has an excellent talent pool of potential staff and is a great location for business, with strong brands such as Saga, Brett,

Shepherd Neame and P&O here," he explained.

The future certainly looks bright for england. At the recent FRESH Awards that are described as the industry's equivalent of the Oscars, england scooped 16 of 50 awards including the much coveted award for 'creative proposition'.

The agency employs over 50 staff with 15 based in Whitstable, which is likely to double in size over the next 12 months.

With this continuing success Tony hopes england will build on its reputation as a leading communications and advertising agency in Kent.

For more information about 'an agency called england' go to www.englandagency.com

Examples of England's diverse work



Local Economy team launches new pack



The Local Economy Team: (Back row - Paul Spree, Nick Churchill, Chris West; front row - Chris Inwood, Dawn Hudd, Linda Mason)

If you've ever wanted to find out what support services the council provides to local businesses and the economy, then the Local Economy team's new marketing literature should reveal all.

As Dawn Hudd, Local Economy Manager explains, "the Local Economy Team works with many others in the council to ensure that local businesses receive the best possible service.

"We would like the team to be the first point of contact for free, confidential support and advice on all commercial property and premises and economic development matters".

Entitled 'working for a stronger economy' the pack explains how businesses can find details on local commercial property and sites, grants and access to finance economic trends, business advice and support, regeneration and town centre management.

Localeconomyteam
Working for a stronger economy

Copies of the pack are available from the LE team.

The team also welcomes two new staff, Chris Inwood and Paul Spree. Chris Inwood joins the team from Dover District Council in the role of Economic Development Projects Officer.

He has eight years experience of ED in Kent, having worked on projects such as the Kent Thames-side, Ashford's Future Study and Dover Pride.

Chris says "I made a conscious effort to move to Canterbury City Council where the resources and partnerships are in place to make a real difference to the local economy".

Paul joins the team in a change of career from Sainsbury Plc in the role of Local Economy Support Officer. We wish Chris and Paul all the best in their new roles.

The local Economy team's services to local businesses and the economy:

- Commercial development and inward investment;
- Maintaining and generating economic data;
- Grants and access to finance;
- Business advice and support;
- Regeneration;
- Town Centre Management;
- A voice and advocate for business

Welcome

Welcome to the new Canterbury 4 Business (C4B) column. I'm delighted to have this opportunity to update you on our activities and, hopefully, to hear from you about yours.

As you know, C4B is working in partnership with local businesses, the public sector and the city council to establish the Canterbury district as Kent's premier business location by lobbying for improved transport links, business accommodation, and a skilled and energetic workforce. Better infrastructure and business opportunities will benefit everyone who lives or visits the district, as well as those who do business here.

We've already initiated some

important campaigns – lobbying for the A2 slip roads and the development of a new business park at Little Barton Farm. We've also hosted a number of high profile business exhibitions and events with district councillors and representatives from secondary and further education.

As the 'voice for business' in the Canterbury district, we need to know your views. Earlier this year, we launched an interactive online forum to give businesses an opportunity to discuss important issues and provide feedback on C4B projects and deliverables. So if you have a view about doing business in the Canterbury district (good or bad), log on to the forum at www.canterbury4business.co.uk and share it with us. It's a great way to 'have your say' and keep our project groups

informed about what really matters to you.

Over the next twelve months, I hope more voices will join this important dialogue about the future of business in Canterbury district and join us as associate members. You can sign up on-line (there's no charge) or contact 01227 862532 for details. If you'd like more information, please email me at chairman@canterbury4business.co.uk

Paul Barrett, Chairman
Canterbury4Business

Fresh web appeal

Canterbury City Council's business website at www.business.canterbury.gov.uk, has a fresh new look.

The overhaul injects a look that is both professional and easy to navigate, allowing both first time visitors and repeat users to easily find the information they need. Paul Spree of the Local Economy Team said, "one of the new exciting features of our website is the online commercial property portal offering users a more informative and comprehensive service when looking for commercial property in the district".

The new website is available to browse now, and the online property portal section will be available from October.

Local business views count

The council's Local Economy team and Canterbury 4 Business (C4B) are undertaking a joint survey of businesses in Canterbury district.

This questionnaire is an intelligence gathering exercise and will be used to monitor business health and trends. Also, where possible key topics raised by businesses will be taken up by the council and C4B to be addressed as policy issues. A key theme of this survey will be local business procurement and purchasing.

The specific information you enter in the survey will remain completely confidential, will be held by the council's Local Economy team and will only be analysed for statistical purposes. The findings will be published in a future Business Life.

We welcome your input; you can return the enclosed survey in an envelope, using the pre paid label provided, by 20 October 2006, or complete it online at www.business.canterbury.gov.uk

Top Tips: Business websites

Courtesy of the Lloyds TSB Small Business Guide

A creative website can be an invaluable tool for generating new business, so are you getting the most out of your website?

Potential clients will only visit your website if they know it exists, it is interesting and informative and is a convenient way of purchasing your product or gaining information.

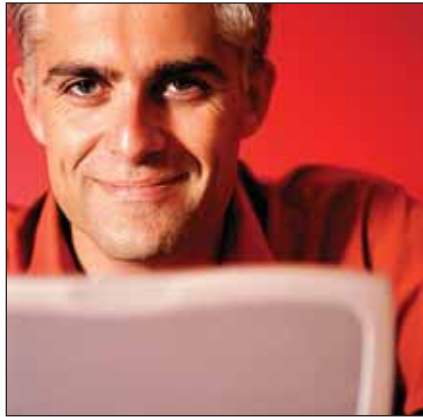
Promoting your web site

A major problem for many small businesses is making potential customers aware of the existence of your business and your product.

One pro-active approach to promoting your web site is to use a search engine. This is the sifting software used by the web browser to produce a list of web sites relating to a keyword. Another approach is to obtain links to your website from other similar sites.

Listing your web address on items such as letterheads, business cards and other literature is all good practice but be aware that it is your products and not your web site that you are trying to market the most. Your web site should only be a 'shop window', used to view your products.

Other popular methods of internet marketing include the use of advertising space on other related web sites, the design of pop-up advertising, ask visitors to



Are you getting the most out of your website?

bookmark your site, exchange ads with complementary businesses, list your products with shopping comparison and auction sites and install a 'signature' in your e-mail program.

Designing your site

You should focus your website on being efficient rather over-elaborate as graphics are fun but they can slow your site down.

Always focus on providing the information and fast routes to enable the user to get what they want.

Enable visitors to enter your site freely and don't ask them to register first. You can encourage users to register at a later point during their visit. This will help you to gather information on the type of people visiting your site, allowing you to become more customer-driven.

To be of value to potential and existing customers, your website

Dates for your diary

Are you a Brand - or just a well-known name? • Westgate Hall, Canterbury, Thursday 28 September 2006 • Organised by the council's Local Economy team, this workshop will demonstrate that branding is not just a logo or catchy tagline – it's the heart and soul of an organisation. Cost: £150 + VAT per delegate

For more information on the above please contact the **Local Economy Team** on **01227 862 532** or e-mail **ed@canterbury.gov.uk**

Creative Leaders - Leadership and Management Course • 28/29 October 2006, 24/25 November 2006, 17/18 January 2007, University College for the Creative Arts. Cost: FREE

For more information on the above please contact **Anna Smart** on **01252 722 441**

Kent Invicta Chamber Commerce Networking Lunch • Broome Park, Barham, Canterbury, CT4 6QX, Tuesday 14 November 2006. Cost: Members £21.74 including VAT, Non Members £28.20 including VAT

For more information on the above please e-mail **info@kentinvictachamber.co.uk** or phone: **01233 503 838**

Kent Invicta Chamber Commerce Networking Breakfast • Broome Park, Barham, Canterbury, CT4 6QX, Thursday 7 December 2006. Cost: Members £12.93 including VAT, Non Members £18.80 including VAT

For more information on the above please e-mail **info@kentinvictachamber.co.uk** or phone: **01233 503 838**

needs to offer real service and value.

If you don't have the necessary time or resources, consider using online shopping or specialist companies, who can assist in organising online purchasing and process financial transactions on your behalf.

If you would like to include an article in a future edition, or for copies of Business Life in an alternative format, please contact the Local Economy Team via **01227 862 532** or e-mail **ed@canterbury.gov.uk** or visit **www.business.canterbury.gov.uk**