



Swale Business Bulletin

Issue 19 April 2010

Welcome to the nineteenth edition of our **Swale Business Bulletin**, working towards better communication with you, the local business community.



Giving the current economic climate, Swale Borough Council is intending to launch a **new incentive card scheme** to support local businesses on **Sheppey** and to encourage more people to use the businesses in their local shopping areas. The aim is to work together with local businesses to raise awareness of the benefits and incentives of shopping locally and we are calling it *Shop Local First*.

If you are a Sheppey business, find out how to become a member of the new scheme below.

<http://www.swale.gov.uk/shoplocal/>
<http://www.swale.gov.uk/shop-local-first-shop-on-sheppey/>



Industrial and Commercial Property Register now online

As a Council we produce a register of properties that demonstrates a range of industrial and commercial sites and premises available across the Borough. The information is gathered from various owners and agents with all contact details included in a list in the back. Also included in the list is the address, size of property/land, details and terms and agent or owner details. In the back is a range of information about the borough and useful contact numbers for Swale Borough Council. If you would like to receive a copy of the Property Register please contact victoriahadfield@swale.gov.uk



FREE Business Growth Clinic

This session is designed for business owners who really want to move their business to the next level. Dr Wayne Wright from [W]sq Solutions will help you to understand the 5 key principles to unlock the growth in your business.

Wayne was voted one of the top 5 Business Advisers in the country from the Institute of Business Consultants last year and has recently been selected to join a handful of specialists for SEEDA's newly created Innovation and Growth team in Kent.

What you want out of this clinic is up to you, but Wayne can advise you on successful methods to grow your business including:

- Practical solutions to stabilise and grow your business.
- The sales focus - how to drive and generate warm leads.
- How to increase profit, manage cashflow and reduce your debtor list.
- How to put in place a succession planning process to create growth in the business.

This clinic has been set up to give you exclusive access the very best advice, and will be tailor made to your business' needs.

This year 2 of Wayne's clients have won business awards. Beechtree Total Care won the 'Home business of the Year' and SciPac won 'The innovation in business Award' at the Swale Business Awards.

Places are limited so early booking is advised.

<http://businessgrowthclinic.eventbrite.com/>



Is your business plan up-to-date?

You MOT your car, but how often do you put your business through a comprehensive assessment to check which areas are running smoothly and which issues need attention.

Bouncing ideas around with a professional, qualified and impartial Business Link adviser and firming up goals, are just two of the benefits of giving your company a free Business Review 'health check'.

To book your check up, call 0845 600 9 006, or visit

www.businesslink.gov.uk/southeast

PLATO: Sustain is a SEEDA/EU funded training programme that aims to improve business sustainability in the South East. Details of the programme can be found here:

PLATO: Sustain

<http://www.platogb.co.uk/PLATOSustain.aspx>.

Plato, the company delivering the programme, is currently looking for delegates who work for SMEs and who are based at organisations located in Kent. There are a limited number of free delegate places, valued at £3,500 per person, so if you are interested, or you know of someone who fits the eligibility, then we would encourage you to find out more

Key benefits include:

- Facilitated learning through shared experiences with **proven results** - 360 UK businesses have already benefited from it;
- **Safe, confidential** business coaching and problem solving;
- Discover how going green can be an **easy way to save money and boost profits**;
- Access to some of the smartest brains in the South East as well as host companies such as **Rolls Royce, IBM and Ordnance Survey, Pfizer, Coca Cola, Kent Messenger**.

To take part, the organisation that the delegate is employed by needs to employ at least 5 staff or have a turnover of at least £1 million.

Places are strictly on a first come first served basis. To find out more call Alexandra Massey on 01329 223 234 (or email alexandra.massey@platogb.co.uk) and quote ref: CEN.

If you wish to comment or recommend a friend ...

If you know a business neighbour or colleague who you think would like to receive the business bulletin, or if you or they would like to make comments to Swale Borough Council please forward this to them and ask them to email victoriahadfield@swale.gov.uk

If you do not wish to continue to receive this bulletin please email: victoriahadfield@swale.gov.uk