

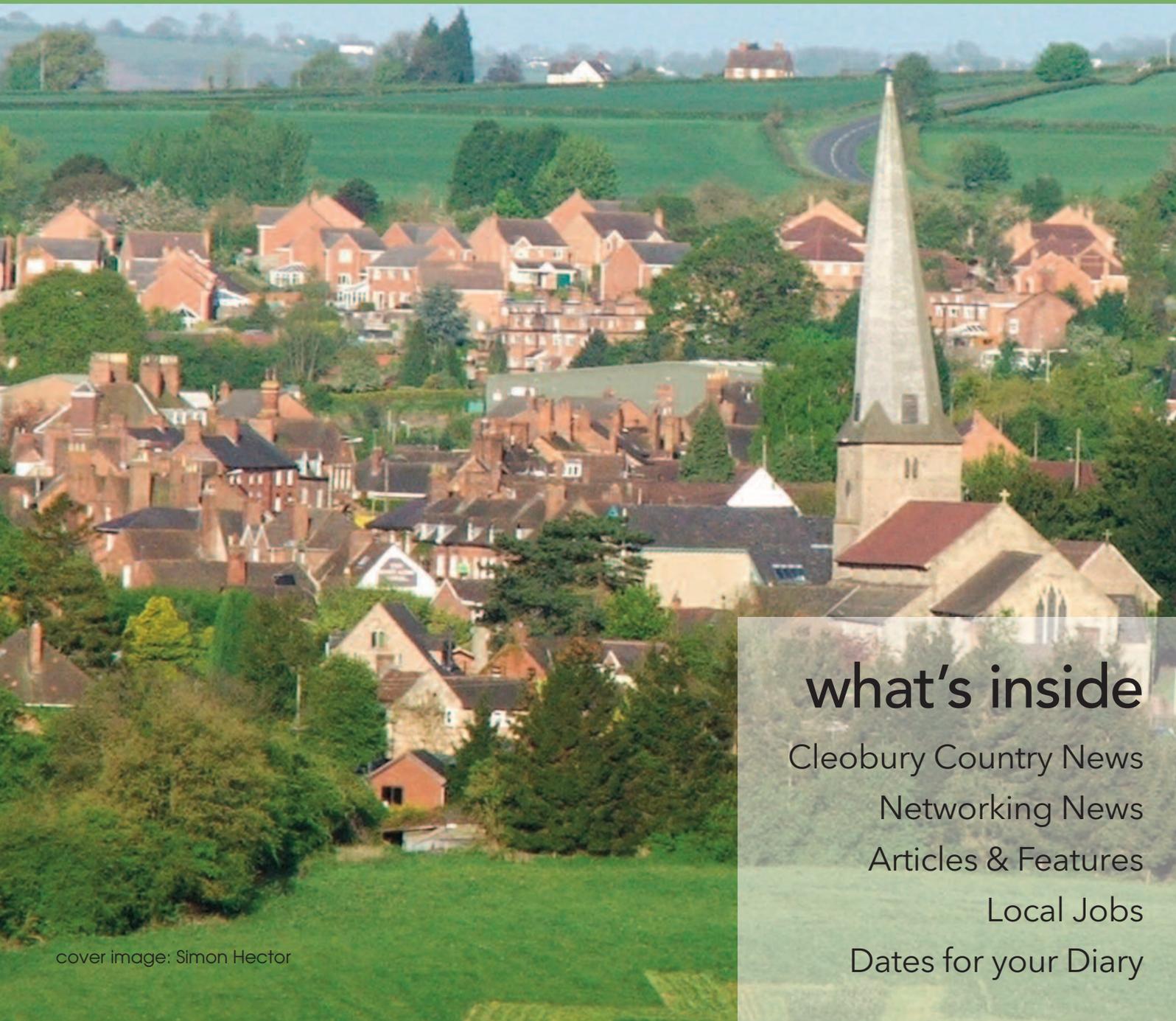


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CLEOBURY THE COUNTRY BULLETIN

February Issue 2016

by local business people for local business people



cover image: Simon Hector

what's inside

Cleobury Country News

Networking News

Articles & Features

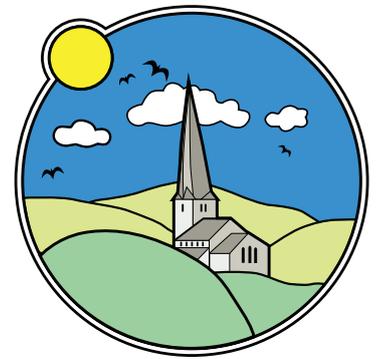
Local Jobs

Dates for your Diary

Next Cleobury Networking meeting date: Wednesday 16th March

CleoburyCountry

News News News



February at the Cleobury Country Centre

I write this on a day when the sun is shining and there's no rain....for the moment! We seem to have had nothing but rain for months now! Nothing like a bright crisp morning to cheer us up!

The centre has remained quite busy considering it's been January and February and we have run two rammed courses, Emergency First Aid and Food Hygiene Level 2, it shows that there's still a need even if we have been running these two courses for ten years now!! The next courses we have scheduled are a Fire Marshall course on 22nd and then March sees us with another Emergency First Aid, a 3 day First Aid and a Portable Appliance Testing course. Numbers for all three are looking good so far.

In taking over the running of the Library we are now responsible for the things that goes on in it! Vicki has been setting her artistic talents alight with developing the notice boards in the children's area so that for the moment they can read all about St. Valentine. She been busy wrapping up books for a "Blind date a book" special which ran over Valentine's and people could choose a book simply by a three-line description!!! Bit of fun but a few books did go out! We hope to keep changing this around depending on the events nationally that are coming up! Watch this space! There was always a Rhythm Time event that ran once a month but the lady that ran that sadly finished due to family commitments, but I'm pleased to say, that we will be re-launching the Rhythm time with the help of the Ever After Nursery, who will come along on the first Wednesday in the month and have a sing-along for all the local kiddies and their parents/carers from 10.30 - 11am, thanks Sarita and Lorna!

We now have Lauraine West safely ensconced in our 5th office in the centre and she is trading under the name of Tilia Creative offering business and payroll outsourcing solutions. Good luck Lauraine!

The Farmers Market in January wasn't too bad considering how cold it was.....the church never seems to get warm!! Thankfully, the Friends of St Marys were on hand, as they are every month, with teas and coffees to warm us all up! Outside the church with their quirky little van, is Andiamo Caffe who offer more specialist coffees, but all very welcome on cold winters mornings!

The Networking meeting this month was well attended and it seemed that most took rather a lot away with them as the topic was "Peter's 3 top tips for attending networking meetings". Nice to see the familiar faces but still we encourage new faces, and of course everyone is welcome.

See you all next month

Cheers

Clare Todd

PRESS RELEASE

Bigger Picture Archive Project

The Bigger Picture Archive is looking for your old films!

Flicks in the Sticks is putting out a call out for people to hunt in their cupboards and attics for any home made films or videos they may have of local events (from around 1930 - 1980). Launching The Bigger Picture Archive Project which was awarded a £10,000 Heritage Lottery Fund (HLF) grant, Flicks in the Sticks is hoping to unearth film of local life and significant community events and celebrations such as commemoration events, fairs, or important visits that might otherwise be forgotten.

With the changing face of rural communities, this project aims to preserve some of the history, customs and events within living memory and to connect them with the present day communities. In the first instance The Bigger Picture Archive will be focussing on Cleobury Mortimer in Shropshire and anyone who has any film footage taken in the area, which they think may be of interest, should contact The Bigger Picture Archive at:

biggerpicture@artsalive.co.uk
or call [Eliz-anne Williams on 0779 6687134](tel:07796687134).

The Bigger Picture Archive will build an online 'memory map' of digitised archive footage where people can view the films, leave comments and share their own memories about their community. Anyone submitting a film that is subsequently used in the project will also receive a digital copy for their personal use.

Ian Kerry, Director of Flicks in the Sticks, said: 'We are thrilled to have been awarded funding from the Heritage Lottery Fund and Film Hub North West Central to set up The Bigger Picture Archive. This project will really give us the opportunity to work more closely with the communities where we normally take the Flicks in the Sticks programme - but this time it will be the other way round and will be interesting to see the films that people bring forward to us!'



Bigger Picture Archive Project

(continued)

Notes to Editor:

The [Bigger Picture Archive Project](#) is being managed by [Flicks in the Sticks](#), which is the touring cinema branch of Arts Alive, taking big screen films to rural communities whose access to the cinema is severely limited. Through Flicks, these communities have access to great films on their doorstep, at affordable prices and in a friendly and familiar atmosphere. As well as Shropshire and Herefordshire, Flicks also works in Mid Wales, the Malvern Hills region and areas of Cheshire.

[Arts Alive](#) in Shropshire and Herefordshire was established as a Charitable Trust in 1999 (charity no. 1075794) and is managed by a Board of Trustees.

Arts Alive organises about 1000 events a year including music, drama, dance, film, puppetry and storytelling. Arts Alive is dedicated to providing local people in rural areas with the opportunity to choose and promote professional arts events in their local venue.

Arts Alive and Flicks work with over 130 venues, including village halls, community centres, churches and woods; in fact any suitable local space.

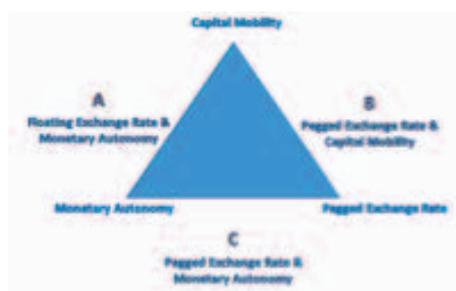
The Bigger Picture Archive Project is funded by the Heritage Lottery Fund, Film Hub North West Central, Film Hub South West & West Midlands and Film Hub Wales.

Heritage Lottery Fund

Thanks to National Lottery players, we invest money to help people across the UK explore, enjoy and protect the heritage they care about - from the archaeology under our feet to the historic parks and buildings we love, from precious memories and collections to rare wildlife.

www.hlf.org.uk
[@heritagelottery](https://twitter.com/heritagelottery)

China's Ultimate economic Trilemma



No nation can control interest rates, currency value and have a free flow of capital.

Stock markets have suffered one of the worst starts to a year on record and investors are more than a little worried about the Chinese economy. The release of their official growth target of 7% is sodden with irony. A few years ago most economists believed China had a power to control its own economy. Today that is another matter.

For years it was expected, that China's economy had become reliant on credit to fuel its post-crisis boom. The history of credit bubbles always suggested that this was unlikely to end well, with the best outcome being a Japan-like stagnation, the worst case scenario was a full-blown crash. However, in China's case, even as they attempt to confront their debt crisis and restructure their economy, they have also embarked on an even more ambitious project to transform their economy's relationship with the rest of the world.

Why this is such a big deal involves understanding one of the golden rules of economics, something called the "trilemma". The idea behind the impossible trinity, to use its other name, is as follows: in a fantasy world a government would like to control domestic monetary policy, to keep its exchange rate fixed and to allow money 'capital' to flow in and out of the country at will. But in the real world you can only control two of the three at any one time.

Take the UK. The Bank of England controls the monetary policy, raising and cutting interest rates as required. There is free movement of capital in and out. But in return for these two privileges, Sterling must float against other currencies.

Until 1992, Britain pegged its exchange rate, first to the Deutschmark, then to a level determined by the European Exchange Rate Mechanism. Capital flowed freely, but the UK ceded control of its monetary policy. Shadowing the Bundesbank's interest rate.

Over a little over the past century, the world economies have lurched around the extremities of this trilemma. There was the Victorian gold Standard, where all currencies were pegged to the price of gold, capital flows were free and there was no domestic monetary policy. There was the Bretton Woods, under which everyone's exchange rates were pegged to the US dollar, which in turn was pegged to gold. Countries could change their interest rates, but in return they gave up freedom of capital, restrictions were imposed on flow of money.

Every 30 or 40 years the dominant international monetary system collapsed. It happened to the gold standard in 1914, lighting the fuse that exploded in the Great Depression. It happened to Bretton Woods in 1971, paving the way for the oil crisis and the slumps in the 1970's.

Two most important things to remember; first that the 'trilemma' is inviolable. Second, that whenever a country or a group of countries, shifts from one regime to another, it invariably sparks a period of instability and economic pain.

China's Ultimate economic Trilemma (continued)



Back to 2016, and China. Their monetary regime, was until recently, a bit like Britain under Bretton Woods; a pegged exchange rate for the yuan, independent monetary policy and concrete capital controls. But gradually over recent years and more so over the past six months, Beijing started to un-peg the yuan from the US dollar. The objective is firstly political: to formalise China's prominence in the global economy, by turning the yuan into a open globally-traded currency, rivalling the US dollar. A few months ago the IMF gave its seal of approval, signalling that the Chinese currency would be included in its basket of leading world currencies.

Many countries are bending over backwards to accommodate China, including the UK, which wants to become the world's biggest offshore trading post for yuan, to Zimbabwe, which recently made the Chinese currency legal tender after Beijing wrote off \$40 million of its debt. But with China also fire-fighting a slowdown, the shift from one monetary regime to another leaves Beijing in particularly waters. Unless it ditches its plan to un-peg the yuan, it cannot both support struggling households through lower interest rates and prevent cash from escaping the country. So goes the inexorable logic of the trilemma.



Countries are bending over backwards to accommodate China.

The Federal Reserve's decision last month to raise US interest rates has increased the pressure, sucking yet more cash out of China towards America.

This is the crux of the matter. No country has managed a transition in its monetary system such as this without inflicting pain and disturbance on its citizens, and the rest of the world. Think of Britain's break with the gold standard in 1931 or Black Wednesday in 1992.

The real drama is going on beneath the surface.

China's Ultimate economic Trilemma (continued)



Another fiscal Rule by the Chancellor.

History tells us that chancellors must avoid economic rules. Winston Churchill in 1925 pegged the GBP to the gold standard. What followed was mass unemployment and the General Strike. In 1931 he made a humiliating U turn. Remember John Major in 1990 taking Britain into the ERM, a short lived experiment that ended two years later in Black Wednesday. Lets not forget Gordon Brown's golden rule. The real question is why finance ministers are still attached to them.

George Osborne has committed Britain to perhaps the most preposterous economic rule since 1925. The fiscal surplus rule. The best that can be said about this rule is that it is simple: the government must make a surplus, in other words earn

more in taxes than it spends every year from 2019/20. Sounds compelling! After all, Britain's outside deficits were part of the explanation for its recent problems.

But as the IFS demonstrated forensically, the rule is both unrealistic and economically foolhardy. First, there is a historic precedent. Britain has run a surplus in only eight of the past 60 years back in the early 1950's, and then for no more than 3 years in a row. Mr Osborne's rule commits Britain to achieving this in perpetuity. This is indeed a very ambitious plan, to reduce the public debt which is equivalent to 80% of Gross domestic Product, more than double the limit set by Gordon Brown in his defunct fiscal rules discriminating not only against borrowing to fund spending, such as nurses and teachers salaries, but also long term investment, which is usually excluded from these rules since the debt benefits the future generations who have to pay it back.

Moreover, you do not need a budget surplus to reduce debt as a percentage of GDP. All you have to do is keep deficits low enough that they are outpaced by the extra cash generated by the economy. In short, enough economic growth and your fiscal problems solve themselves.

But the opposite is also true, a weaker economy generates less tax revenue, and right now Britain's economy is disappointing on almost every front. Share prices are about 17% lower and falling, than last summer. That knocks £2billion off tax revenue.

Wage growth is 1%, knocking off a further £5bn. off income tax. All this before personal allowances are raised as promised costing another £8bn. Add it all up and you get a black hole of £15bn.

Happy days.

Marches Growth Hub - Shropshire Open Day Launch



The team from the new physical business hub Shropshire would like to invite you to:

Open Day Launch

Marches Growth Hub - Shropshire

Thursday 10th March, 11.00am to 3pm drop in sessions

Meet business support suppliers and watch a demonstration of 3D printing.

Refreshments provided

The Marches Growth Hub- Shropshire, located within the Shropshire Food Enterprise Centre, Battlefield Enterprise Park , Shrewsbury, SY1 3TG

Reserve your place via email: helen.hunter-hayes@shropshire.gov.uk

Please advise of any dietary requirements when booking



WINTER DIARY



What's On?	Where is it	When is it?
Cleobury Country Farmers Market 9.30am - 12.30pm	St Marys Church	20th February
Fire Marshall course 9am - 1pm	Cleobury Country Centre	22nd February
3 Day First Aid at Work course 9am - 4pm	Cleobury Country Centre	9th, 10th and 11th March
Emergency First Aid at Work course 9am - 4pm	Cleobury Country Centre	16th March
PAT Testing course 9.30am - 4.30pm	Cleobury Country Centre	14th March



Networking Cleobury Style: 17th February

What what started out as not many people booked in to the meeting, suddenly became as excellent turnout...

Thank you to everyone that came along and made this a very productive meeting.

William Withers from Crystal Thought sponsored the CHIPS!

see you all next month!

BUSINESS COURSES

Cleobury Country offers a wide range of courses to suit small businesses....

Fire Marshall – 22.02.16

This is suitable for employees of all levels. It's a half day course (9.30am-1pm)

Understanding the need for fire safety and how to implement measures to protect yourself, colleagues and clients.

Wherever possible 'live-fire' practical fire extinguisher demonstrations will be carried out.

Assessment is carried out by a multiple choice examination. On successful completion of this course delegates will be certified with a Cognet certificate of attendance.

First Aid at Work (3 Day) – 9,10,11.03.16

This course is for trainees who require a First Aid at Work (FAW) certificate to comply with Health and Safety Executive requirements. It's a 3 day course (9am-4pm each day).

Trainees must attend all training sessions and be successful in the continuous practical assessment by the Trainer. There is also a multi choice exam paper to sit.

Upon successful completion of the training sessions, trainees will receive a First Aid at Work (FAW) certificate that is valid for 3 years. This certification is a National Certificate awarded by Ofqual and approved by the CIEH.

Portable Appliance Testing Training – 14.03.16

The course is suitable for those who wish to carry out PAT testing in their own workplace, or those who wish to carry out PAT testing for others. It's a day course (9am-4pm)

At the end of the course successful delegates will be able to competently carry out PAT testing and any employer should reasonably be able to deem to you as the competent person. Assessment is ongoing throughout the day. On successful completion of the course delegates will receive the certification. There is no expiry date on the certificate, however it is recommended that you keep updated with the latest regulations and attend a refresher if not doing PAT testing regularly.

HSE Emergency First Aid at Work – 16.03.16

This course is suitable for anybody. It's a day course (9am-4pm). At the end of the course successful delegates will be able to:

- Act safely, promptly and effectively in an emergency and administer first aid
- Cardiopulmonary resuscitation promptly and effectively.

Assessment is ongoing throughout the day.

On successful completion of this course delegates will receive a Certificate valid for 3 x years.



- DEVELOP A VISUAL IDENTITY TO ENHANCE YOUR REPUTATION
- BUILD A WEBSITE THAT COMPETES IN YOUR MARKETPLACE
- DEVELOP AN ONLINE MARKETING STRATEGY THAT DELIVERS RESULTS

BAD LUCK COMES IN THREE'S

Bad luck usually comes in three's they say. I recently had a customer who's computer had broken and none of the files were recoverable. Not the end of the world, they are also backed up on a stick... Until the dog got hold of it... No more stick...

A friend of mine called Peter has written a short article on how you can protect your business from data loss. read more below...

A recent survey of 50,000 small businesses that has major data loss (laptop stolen, computer crashed or damaged) showed that 43% of them instantly went out of business. Without client or sales data these business collapsed and couldn't continue. A further 51% closed within two years of the data loss which meant that only a tiny 6% ever recovered and made it past the two years.

We all know someone who's lost data yet we still think it won't happen to us... I hope it doesn't but statistics say it will.

A business can literally lose everything it has saved on their computers in a blink of an eye. The reasons are varied. At times it occurs after an ample amount of warning signs, other times it comes as a complete surprise (making it more disconcerting). When these moments happen - and they do happen, and quite often actually -

one can only hope that you saved your files elsewhere, otherwise, there is little hope that they will be recovered.

The bottom line is it's better to be safe than sorry. There are many ways to bring about a data disaster, and there's only one way to be prepared for any of them, and that is through backing up your files.

Gone are the days of loading tapes and keeping copy after copy stored away in the storeroom and then finding out none of them work.

Today it's simple and you can backup over the net, and before you say it, yes it is safe and secure... far more than your external hard drive waiting to be stolen or your usb drive with un-encrypted data being left on the train.

Online backups can be encrypted as you backup and are then held in a secure server room continually being maintained.

Whatever method you choose, remember that backing up your files is very important, and make sure that you do so to protect against the worst.

peter@ezbackup.co.uk

If you would like some backup advice, contact Peter on the email address above, one day you might be glad you did!

CleoburyCountry

THE BACK PAGE



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Cleobury Country
presents...

Farmers
Market

Market Dates for 2016

Saturday February 20th
Saturday March 19th
Saturday April 16th
Saturday May 21st
Saturday June 18th
Saturday July 16th
Saturday August 20th
Saturday September 17th
Saturday October 15th
Saturday November 19th
Saturday December 17th

ALL MARKETS HELD ON SATURDAY'S FROM 9.30am to 12.30pm



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CLEOBURY THE COUNTRY TRADE CARD 2016

AVAILABLE FREE in the Cleobury Country Area
Contains Useful Telephone Numbers and
Alphabetical Trade Listings for Local Businesses

Next Cleobury Networking meeting date: Wednesday 16th March