



[www.cleoburycountry.com](http://www.cleoburycountry.com)

# THE CLEOBURY COUNTRY BULLETIN

October Issue 2013

by local business people for local business people

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cover image: A Dunne

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**peterroper**  
the family business man

Best Selling Author,  
Award Winning Speaker  
Business Development Consultant

[www.familybusinessman.com](http://www.familybusinessman.com)

## Networking Perspective

This month's networking meeting at Cleobury Country Centre was well attended, full of life, with friendly conversations in abundance and a lot of business opportunities coming to the fore. The reason for such a delightful event?

Well there are several: the event has been running for some eighteen months or more so people are getting to know, like and trust each other. The venue is excellent, the team doing a sterling job as they do every month.

But there was one more thing that added a new dimension to the whole proceedings.

Something so British that made such a difference...

### CHIPS!!!!

Yes that's right, as I had predicted the donation of chips for the night by **Silk Safety Solutions** made sure we all had a relaxed and enjoyable time. A business meeting doing just the same as families do across the country, eating chips for tea!

Most of the businesses that have attended our networking group (well over 140 as it stands today) are predominantly family businesses - the type I provide Business Development programmes for on a regular basis. The key lesson I have learned over the years is that family businesses tend to work with other family businesses as they 'get' what each other is trying to do - which in most

cases is to put bread on the table when they get home.

Or in this case CHIPS!

Next month's meeting looks to be a cracker - if you haven't been before book in with the Cleobury Country Centre or if you've been away for a while we look forward to seeing you again soon..

...And our thanks to Paul Stedman of Cognet Training who is buying the chips in November!!!

**Remember: "Family Businesses Matter!"**

Until the next Time...

*Peter Roper*

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## Networking Cleobury Style: 16<sup>th</sup> October

It was nice to see some new faces this month...not that there's anything wrong with the old faces!

**We welcomed in:** Andy Perkins from EZ Solar, Paul & Gill Reeves from

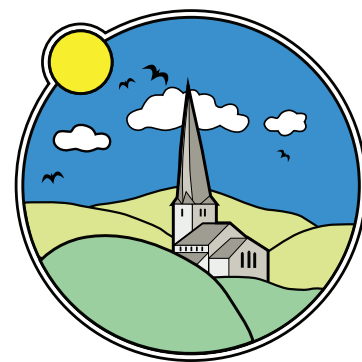
Scrummy Stuff, Bill Cooper from LMS Skips and Chris Bond from Greener Options Ltd. The regulars were: Bill White from Bill White Nurseries, Anny Roper from Confidantes, William Withers from Crystal Thought, Paul and Heather Harbach from HTCA Accountants, Jonathan Wells from JWS Computers, Iain McIntyre

from McIntyre Photography, Sue Brown from Cleobury Chiropractic, Liz and Susan from Stay at Home Support, Jo Apperly from Red Hare, Liz Davies from Woolley & Co Solicitors and finally Paul Steadman from Cognet Training.

next networking: 20<sup>th</sup> November

# CleoburyCountry

## News News News



The girls and I have been very busy promoting the last in our scheduled markets.

Flyers to schools, poster around the parish, emails to press, all to get lots of people to come and get their apples pressed and juiced and hopefully spend some money at the market at the same time!

The farmers markets will now run every month!! So, our next market will be on 16th November when we will be running a Pumpkin Decorating Competition. There will also be a Special Christmas Market on 21st December, where the usual traders will be in festive moods perhaps fuelled by the Mulled Wine, Mince Pies and Music in the form of Carols sung by Cleobury Church Choir.

The training courses are flying, thanks to Sam's efforts! We've arranged and delivered 4 courses off site this month for a community shop and its volunteers in Bromyard and Sam has also set up a new course: **Portable Appliance Testing**. This course was requested by one of our businesses as they wanted to use their own staff to get this legal requirement fulfilled rather than employ a business in each time. We're really amazed how many other businesses felt the same - the course runs next month and as I type there's one space left! Our "bread and butter" courses (**Emergency First Aid at Work and Food Hygiene**) are running more often than ever and at the moment are being staged every other month! If you require some training - give us a ring!

Sue is doing sterling work on the Trade Card, which we have taken over from the Chamber of Trade as they no longer exist. This has involved a lot of calling and emailing but she is getting to the end of a very long list of local businesses and hopefully we've not missed any! If you've still to get your artwork into us for the box ads, please do this ASAP as the dead line is the end of the month (Oct). I'll invoice in November and it'll then get printed in December and be ready for delivery in January.

It's been a great opportunity for us to update our on-line business-directory [www.cleoburycountry.com](http://www.cleoburycountry.com) at the same time so we're quite confident that the information listed is correct.

If you know of a business that's not on the list and/or would like an entry in the Trade Card, it's not too late! **Call the centre on 01299 272 300** and we'll add them in.

# BUSINESS FUNDING AVAILABLE

## Stimulating Innovation & Growth across Shropshire, Herefordshire, Staffordshire & Worcestershire

Shropshire Council has secured funding from The European Regional Development Fund (ERDF) for Shropshire, Herefordshire, Staffordshire & Worcestershire to enhance innovation in the local areas.

Working together with University of Wolverhampton, Staffordshire University, Harper Adams University College, University of Worcester and Central Technology Belt to improve performance and innovate through channelled activities across the areas.

The project will target those Businesses unable to meet the threshold of other innovation or growth programmes and initiatives to improve performance and to undertake the research and development required to develop new processes, technologies and to bring new products to the marketplace.

For more information contact Joe Bubb on **01743 252516** or email [joe.bubb@shropshire.gov.uk](mailto:joe.bubb@shropshire.gov.uk)

## Apprenticeship Grants

Apprenticeship grant for employers of 16 -24 year olds (Age 16-24)

Age 16-24 has already helped thousands of employers to grow their business by employing an apprentice. Age 16-24 is available until 31st December 2014, subject to eligibility and availability.

The £1,500 grant is available to help businesses with fewer than 1,000 employees take on an apprentice. To find out more visit:

[www.apprenticeships.org.uk/home/employers/steps-to-make-it-happen/incentive.aspx](http://www.apprenticeships.org.uk/home/employers/steps-to-make-it-happen/incentive.aspx)

or call National Apprenticeship Service on **0800 0150600**.

## Marches Business Support

The Marches Business Support project is a flexible programme of free business support offered to residents of the Marches LEP (Hereford, Shropshire & Telford and Wrekin) regional area who are looking to start up their own business or become self employed. The business support package includes one to one professional advice and guidance by Business Advisors, business planning and financial advice, marketing and sales support, networking opportunities and a range of specialised workshops.

## Business Star Up & Shape Up Training – 2 Days

The training will give you an overview of what you need to know about starting up and running your own business. It will provide you with practical help and tools to help you start your business, enabling you to operate more effectively and efficiently. The course highlights the key issues to be considered by new business owners, from marketing and sales to finance and legal requirements.

## Business Clinics – 1 hour pre-bookable sessions

Business clinics are your opportunity to receive impartial one-to-one advice from a business advisor on a wide range of subjects. This can be for focusing on the areas of your business that need improving or advising you on your business plan if you are looking to start up your own business. If you are a start-up or existing business wanting to grow, these sessions will help you with the tailored support you need.

To find out more about this Business Support Package, please call **01743 252596** or email [business@shropshire.gov.uk](mailto:business@shropshire.gov.uk) or visit [www.start2great.co.uk](http://www.start2great.co.uk)

# AUTUMN DIARY



What's On?	Where is it	When is it?
Health & Safety Level 2 Course	Cleobury Country Centre	24th Oct
Cleobury Players presents "Come on Jeeves"	Lacon Childe School	31st Oct, 1st & 2nd Nov
First Aid at Work 3 day Course	Cleobury Country Centre	11th, 12th, 13th Nov
Business Networking Meeting	Cleobury Country Centre	20th Nov
Defib User Course	Cleobury Country Centre	22nd Nov
Portable Appliance Testing Course	Cleobury Country Centre	26th Nov
Technology & Computer Fair	Cleobury Country Centre	30th Nov
Emergency First Aid at Work Course	Cleobury Country Centre	4th Dec
Business Networking Meeting	Cleobury Country Centre	18th Dec
Cleobury Country Centre and Library Closed for Christmas	Cleobury Country Centre	20th Dec
Special Christmas Farmers Market	St Mary's Church	21st Dec



**Future Council Meetings:**  
November 4th  
December 2nd

All meetings are held in the Market Hall upstairs, 7pm onwards.  
Public speaking time is 7pm - 7.15pm

## Capital Receipt

The Parish Council has received a substantial sum of money for the sale of the Muller plot of land several months ago. The Council will be seeking to consult the public on how this money is to be spent. Keep your eyes open for suggestion boxes appearing soon around the town. It is vital we hear from as many people as possible. It's your money. More info to follow in the coming months.

## New Head

The newly appointed head teacher of Lacon Child School, Mr Darren Reynolds, attended the July council meeting to discuss his plans for the future of the school. He stated his intention to move Lacon Childe School forward from being an already "good" school, by making a few changes, to achieve "outstanding" once more. We would like to wish Darren the best of luck and hope the council and school can develop a strong relationship in this new era.

## Clean it up

Concerns have been raised about an increase in dog fouling around the town. This is a very serious and unpleasant problem that needs to be tackled. Free dog bags are available at the Parish Council office and an extensive poster campaign is under way. A consultation session with dog walkers was held on the playing fields to raise the issue and gather suggestions. If you see someone failing to pick up after their dog, fill in a report form on our website. Fines will be issued.

# Do you have any ex-military employees?

As we approach Remembrance Day, it seems appropriate timing to tell you about help that Sue Brown from Cleobury Chiropractic is offering to Service men, both serving and retired.

Hands for Heroes is a charity set up to provide valuable, practical, hands-on care to help relieve physical (and often emotional) trauma for our courageous Service men and women. With Hands for Heroes, chiropractors volunteer their time for free to treat war veterans from the Gulf, Iraq or Afghanistan.

It's not just about back pain. Often their injuries are frighteningly obvious, with loss of limbs causing huge ergonomic changes and strain on the rest of the body. Chiropractic can help re-align the skeleton back to its original, anatomical position. But sometimes veterans' injuries are less obvious: emotional and mental trauma can often manifest physically in the body; tense muscles being one of many possible symptoms.

The charity founders said, "The team at Hands for Heroes was delighted when Sue Brown volunteered to be our representative in Shropshire. It is quite a

commitment of time, energy and money for the chiropractor. But as chiropractic is not provided through the Military or the NHS, there are tens of thousands of Service men and women who can benefit from the commitment of people like Sue. As an ex-RAF helicopter pilot herself, she has given chiropractic care to many aircrew members to help them restore and improve their overall performance both on mission and when back at home."

If you know any Service personnel, or have any veterans working in your company, please let them know about Hands for Heroes.

See [www.hands-for-heroes.org](http://www.hands-for-heroes.org)



Cleobury Chiropractic  
31 High St,  
Cleobury Mortimer,  
DY14 8DQ  
07932 000028



## A Catalyst for Change

For those businesses out there who didn't come to the networking group this month, I thought I would share something that has changed the way I think about my business, and in a way that I think would benefit many business owners.

I was given the news last week that one of our team was handing in their notice. This was very bad news for us, as I'm sure it would be for any business.

The planning, discussion and action that sprang from this 'serious event' meant we had taken a good hard look at the business. We looked at all our options, we analysed figures and rummaged through our inboxes!!

How many businesses can actually hand-on-heart say they take the time to put aside the daily work to analyse, focus and work 'on' their business? - other than when we are forced to?

We often miss the important things when we have our heads down working. Weeks, even months can pass in a blink of an eye. This can lead to a false sense of security, head-in-the-sand syndrome, or simply just a lack of knowledge about the 'health' of our business.

I would recommend that every business owner takes some time out once in a while to imagine a scenario that would cause your business some difficulty. Then follow that thought through, thinking about all the things that you would need to do to cope with that situation if it really arose.

**These scenarios could be anything, for example:**

- A staff member was taken ill, hands in their notice or wants to take extended leave
- Your computers/data are stolen, lost in a fire or flood
- A member of staff or client has an accident on your premises
- A competitor moves in next door to you, or close by.

What would you change about your current way of doing things to try and prevent one of these scenarios from happening or deal with it if it did?

**If you have a plan, then you are prepared for the worst.**

**If you have a plan, then you can focus, achieve more and move your business forward.**

**Remember the motto...  
Be prepared !**

If you've not been to our Networking group, I can recommend that you give it a try.

Whatever you thought about networking before, I think you will change your mind if you come along, and you might get a few handy tips to help your business too!

*William Withers*

# CleoburyCountry

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### Cleobury Country's Photo Competition

With the launch of the new bulletin we are also launching a Photo Competition. It's open to any non professional photographer and all entries need to be emailed to [business@cleoburycountry.com](mailto:business@cleoburycountry.com) before the 29th November 2013.

Iain McIntyre from McIntyre Photography has volunteered to be our judge.

#### The rules are:-

1. One entry per person.
2. By taking part you agree to your image being used in any publicity to do with the competition.
3. Images will remain the copyright of the entrant and credit will be applied where appropriate.
4. Images must be your own work and anyone found to have submitted others work will be disqualified.
5. The winner will receive Farmers Market Voucher to the value of £50.00. There is no cash alternative.
6. All entries must be received by 29.11.13. Any entries received after this date will not be entered into the competition.
7. The judges decision is final.

**Good Luck!**



Next Cleobury Networking meeting date: Wednesday 20th November