



www.cleoburycountry.com

THE CLEOBURY COUNTRY BULLETIN

February Issue 2015

by local business people for local business people



what's inside

Cleobury Country News

Networking News

Articles & Features

Local Jobs

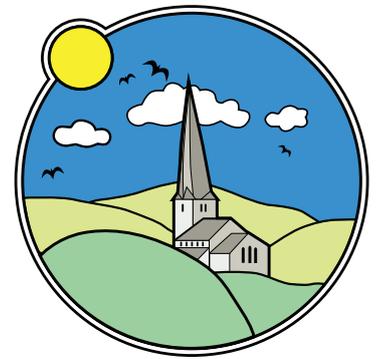
Dates for your Diary

Photo: William Withers

Next Cleobury Networking meeting date: Wednesday 18th March

CleoburyCountry

News News News



February at the Cleobury Country Centre

Can't believe it's nearly the end of Feb already!!

Our Business Networking Group met during half term, which meant we were thin on the ground, in fact I was the only girl there!!! However, it was a very rewarding session, with everyone sitting around, relaxed, chatting about how to make our businesses "fatter"! We shared our experiences of what was working well to improve our businesses, not just in sales figures but by making us more efficient. A really good meeting!

The centre has had a good February! We have been booking people into courses in their droves, with the Emergency First Aid at Work course scheduled for 12th March already sold out, and this without advertising it! But do not fear, an extra course has been booked for 21st April, so no-one will have to wait too long. PAT testing, scheduled for 10th March is also full, so we must be doing something right!! We still have places on the First Aid at Work and Paediatric First Aid, which are both towards the end of March along with a couple of places

still available on the Food Hygiene course in early March.

We hosted a workshop on cloud computing for WIRE via Shropshire Council's Broadband Team at the beginning of February, which was very well attended and we hope that they enjoyed their day, took plenty of tips home from the course and were impressed with our venue.

Shropshire Housing Group have been using the centre to deliver information on the new air source heat pumps that are being installed in some of its properties within Cleobury Mortimer, and those areas have been invited to various sessions here at the centre to let them know how these changes will affect their homes.

Next up, is Peter Roper and his Public Speaking Association, that'll be a noisy old day!!!

The Trade Card has been delivered and has been received very well, thank goodness! It's always difficult to please so many businesses but, I think we've done OK this time, and hopefully the 1500 homes will keep it very close to their phones for easy reference!

The website has also been well received, and although its only been live a matter of weeks we have already received two course bookings from it and a couple of enquiries from businesses wanting to get a listing on the directory. We do encourage those with businesses locally, to get in touch if we haven't listed you and also local groups and societies that we might have missed off, please contact us to get your groups information uploaded.

Our apprentice, Vicki, reaches the end of her apprenticeship at the end of February and we are pleased to say that we have offered her a contract going forward. It has been very rewarding bringing on someone that has been keen to learn and we look forward to it continuing.

So all in all, not a bad month!

Clare Todd



the family business man

Best Selling Author,
Award Winning Speaker
Business Development Consultant

www.familybusinessman.com

Are You Making Your Business Fat?

This was the question I asked the group at this month's meeting!

Of course if you had been at January's meeting you would know I asked "How are you making your business thin?"

In keeping with the post festive spirit in January we shared how we were making savings in our business, hence a leaner thinner business and we heard some great ideas.

So I thought let's think of things the other way and look what is working to make the business bigger and better, hence fat!

Well it was a laugh at the time anyway...

Seriously these events are great at sharing best practice and ideas that are working in our businesses and as ever there was a great atmosphere and willingness to share.

If you haven't been for a while, why not?

There's no excuse, the event is FREE plus you get tea, coffee and chips! What more do you want from a networking event.

If you haven't been before, we are a friendly bunch yet with a serious intent - to help each other's businesses grow. So get the next date in the diary and we look forward to seeing you.

Until next time...

Peter Roper

The Family Business Man

p.s. "And Remember... If I Can Help You In Any Way Just Let Me Know!"

Hobsons Brewery Tasting Room New Events

Egyptian Night on Thursday 26th March

Come and join us for a Pharaonic Beer Experience: Cooking with Cleopatra at Hobsons Brewery. Led by Marina Ibrahim, a guru of Egyptian cooking based in Ludlow who will demonstrate her passion and skills in creating authentic Egyptian dishes. Four taster dishes will be prepared and matched with Hobsons ales.

Brewery Nights on Thursday 23rd April / Thursday 25th June / Thursday 17th Sept / Thursday 26th Nov

We have developed some special brewery nights aimed at couples and small groups wishing to visit Hobsons. The 'brewery night' includes a guided tour of the brewery, beer tasting and a beer infused hot buffet cooking by the FourCSons.

Fish Night on 16th July 2015

Teaming up with The Fish House, Ludlow we will be hosting a special Fish night, with demonstrations, tastings and food matching. Following the success of our first fish night last October we are welcoming Louise back to Hobsons for another evening of pairing her freshly prepared fish dishes with Hobsons range of beers and Oldfields Orchard cider.

Also watch this space for news on our Pudding Club, BBQ frenzy, Curry Night and Stir up Sunday events!



Cost for the evening is £20.00 per person

Venue Hobsons Brewery, Newhouse Farm, Tenbury Road, Cleobury Mortimer, DY14 8RD

Book by calling Hobsons Brewery Tel: 01299 270837 or buy online

Open to over 18's only, pre book tickets.

www.hobsons-brewery.co.uk

Could 2015 be the year that you recruit an apprentice into your business?

Recruiting an apprentice is a cost effective way to expand your workforce while giving you the opportunity to nurture and train a young person who can help to grow and develop with your business.

County Training have already began interviewing young people in the area who are leaving school or college this year and have expressed an interest in securing an apprenticeship from July onwards. We have met some impressive candidates and are now looking to match them and their skills sets and interests with local businesses.

An apprentice must work a minimum of 30 hours a week and earn at least the National Minimum Training Allowance, which is £2.73 an hour. Any In house training that you deliver will be supplemented by our experienced assessors who are experts in their particular curriculum areas. They will visit your business regularly to support the apprentices' training and development.

We deliver a wide range of qualifications including:

Business Administration
Customer Service
IT
Childcare
Hospitality & Catering
Health & Social Care
Support Teaching & Learning
Warehousing & Storage
Hair & Beauty
Equine
Team Leading & Management
Brewing

Small businesses with less than 50 members of staff may also be eligible to apply for a grant of up to £1500 of government funding to support you in recruiting an apprentice.

If you are thinking about taking on an apprentice in 2015 or want to find out any more about what County Training can offer, then please get in touch.

www.shropshire.gov.uk/county-training

Email:

gavin.owen@shropshire.gov.uk

Tel: 07990085771

Twitter:

[Twitter.com/CountyTraining](https://twitter.com/CountyTraining)

Grants Available

Obviously, in this current climate, grants are few and far between, but here are a few that Shropshire Council are still promoting:-

Marches Redundant Building Grant Scheme

The Marches Redundant Building Grant (RBG) aims to provide grant support to existing and start-up businesses throughout Herefordshire, Shropshire and Telford and Wrekin to enable the conversion or refurbishment of redundant buildings to bring them back into productive business use, or to enhance their current business use.

Grants of up to £100,000, 30% of eligible project costs are awarded.

For more information call

Caroline Cattle

Redundant Building Grant Programme Manager

Hereford Council

[01432 260662](tel:01432260662)

Grants, Loans and Incentives in Shropshire

For all the latest information on grants, loans and incentives available in Shropshire, please visit:

www.shropshire.gov.uk/business-support/funding-and-grants/

or call The Shropshire Council Business Enterprise Team on [01743 252596](tel:01743252596)

Free IT and Coaching

The Optimising Business Broadband Programme (OBB) available via Shropshire Council and Staffordshire County Council, offers eligible SNE's free expert IT advice and bespoke coaching at businesses premises on a 1 to 1 basis, including a review of their current systems, and development of an action plan to improve the use of their technology and broadband.

In addition to the free IT consultancy, the OBB programme has a free series of workshops and seminars taking place across Shropshire and Staffordshire. This first series of workshops will cover numerous issues, including digital marketing, making the most of social media, and implementing new IT systems and approaches to drive efficiency and productivity; all delivered in a friendly, step by step environment.

Visit the website for further information:

www.optimisingbusinessbroadband.co.uk

What are Gilts?

Gilts are IOU's issued by the Government to the public and are generally used to finance a variety of reasons including funding wars, infrastructure etc.

Gilts are traditionally issued in units of 100 nominal stocks @ £1 each i.e. £100. They carry interest rates or Coupons, which are usually paid half yearly.

The price of Gilts fluctuates with supply and demand. Once you have bought a gilt at a particular price you lock in the yield you obtain for as long as you hold the investment.

The capital value of the gilt will continue to fluctuate.

The yield on the gilt is guaranteed by UK Government, but you could end up making either a profit or a loss on the capital invested, depending on market forces at that time. However, there is NO CGT liability on any gains made.

Gilts are mainly divided into categories, depending on the length of time to their redemption date, which is when the government promises to buy back the gilts at par i.e. £1 for each gilt (nominal stock).

Short-dated (Shorts) gilts have redemption dates of up to 5 years to maturity, Medium-gilts have maturity dates between 5 to 15 years, and long-gilts mature later than 15 years. There are also some undated gilts, which have no redemption dates.

The yields offered reflect the time remaining to redemption, with shorts offering the lowest rates, typically around 2% and longs the highest at about 3%, Undated have the highest at nearly 4%, reflecting the uncertainty with no redemption dates.

You can also buy Index-linked gilts, they tend to offer lower yields but in return interest payments and capital returned at redemption are adjusted in line with inflation.

Nearly all gilts stand at a premium to their redemption value, so holders will suffer a loss when they are redeemed. This has to be set against the interest yield obtained and the resulting figure is known as the redemption yield. It is mostly less than 1% for shorts, 1 to 2% for mediums and 2 to 3% for longs.

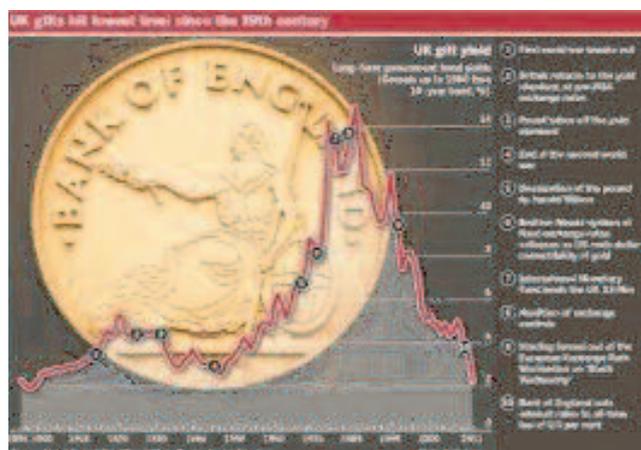
One of the best ways to own gilts is through a unit trust, where a fund manager manages a portfolio of gilts as and when they see value to make gains within the funds.

Risks involved

The UK government defaults on servicing the debts and or refusing to redeem on the due dates. To date no UK government have defaulted on any issued debt at any time in history.

When base interest rise, it has the opposite effect on NEW gilt yields, they fall. However, if you are locked in with gilts already purchased then they will maintain the yields set at purchase.

If inflation falls then Index-linked gilts also fall in value. The reverse is also true.



WINTER DIARY



What's On?	Where is it	When is it?
Fire Marshall Course 9am - 1pm	Cleobury Country Centre	23rd February
Back to Work drop-in 9am - 1pm	Cleobury Country Centre	27th February
Fairshare drop-in 10am - 12 noon	Cleobury Country Centre	27th February
Food Hygiene Level 2 course 9am - 4pm	Cleobury Country Centre	2nd March
Back to Work drop-in 9am - 1pm	Cleobury Country Centre	6th March
PAT Testing course 9am - 4pm	Cleobury Country Centre	10th March
Emergency First Aid at Work course 9am - 4pm	Cleobury Country Centre	12th March
Back to Work drop-in 9am - 1pm	Cleobury Country Centre	13th March
Fairshare drop-in 10am - 12 noon	Cleobury Country Centre	13th March
Paediatric First Aid course 6pm - 9pm	Cleobury Country Centre	16th, 17th, 23rd & 24th March
Back to Work drop-in 9am - 1pm	Cleobury Country Centre	20th March
First Aid at Work course 9am - 4pm	Cleobury Country Centre	23rd, 24th & 25th March
Back to Work drop-in 9am - 1pm	Cleobury Country Centre	27th March
Fairshare drop-in 10am - 12 noon	Cleobury Country Centre	27th March
Health & Safety at Work course 9am - 4pm	Cleobury Country Centre	15th April

Networking Cleobury Style: 18th February

It was a cosy intimate meeting this month! Having discussed streamlining our businesses last month, this month we looked to "fatten" our businesses!

There was one newbie, this month: Nigel Dobson-Smyth

from Manor Holding Cottage.

The regulars were: Bill White from Bill White Nurseries, William Withers from Crystal Thought, Simon Harris from Cleobury Country Ltd., Peter Andrews from

Ultimate Glazing & Property, Geoff Jordan from Marches Pest Control and Mike Webb from SunRG.

Thanks for coming everyone, see you all next month!

BUSINESS COURSES

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

Level 2 Food Hygiene – 02.03.15

This course is suitable for anybody who is, or intends to be food handlers. A food handler is any person who handles food, whether open or packaged. The food can include drinks and ice. It's a day course (9am-4pm).

At the end of the course successful delegates will be able to:

- Understand Individual responsibility within food safety procedures
- Understand the importance of Food handlers; keeping themselves clean and hygienic
- Understand the importance of keeping the work areas clean and hygienic
- Understand about the contamination of stored and delivered food
- Understand how to prepare, cook, hold and serve food safely

Assessment is carried out by multiple choice examination. ON successful completion of the course delegates will be certified by the Royal Institute of Public Health.

Portable Appliance Testing Training – 10.03.15

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.

Paediatric First Aid – 16/17/23/24.03.15

This course is particularly suitable for Registered Childminders, Nannies, Teachers (Nursery, Primary and Junior), People working with or interested in working in the field of childcare, or anyone with a professional or non professional responsibility for children. In order to comply with OFSTED regulations the course is run over a 12 hour period (2 x days or 4 x evenings). Assessment is ongoing throughout the course. On successful completion of this course delegates will be receive a Certificate valid for 3 x years.

First Aid at Work (3 Day) – 23/24/25.03.15

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.

HSE Emergency First Aid at Work – 21.04.15

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 be 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

Spring has Sprung!

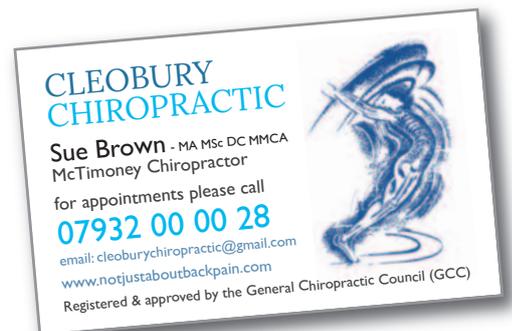
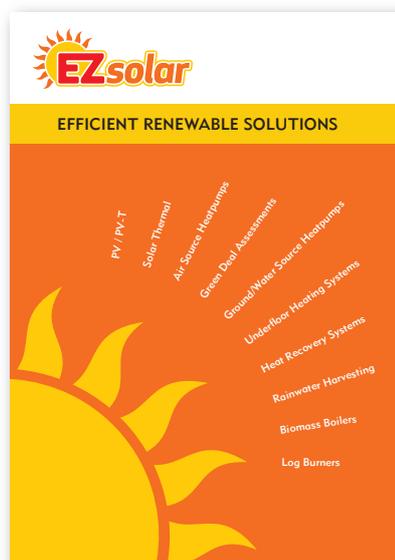
It seems that Spring is finally here, with snowdrops and bluebells flowering and daffodils (my favourite) starting to show themselves.

I always find the first two to three months of the year difficult, with the darkness and cold weather. I think that the psychology of the seasons affects us all in some way, and when spring comes, it gives us all a boost in business as well as in our personal lives.

I am already looking forward to enjoying summer barbeques and wine with friends!

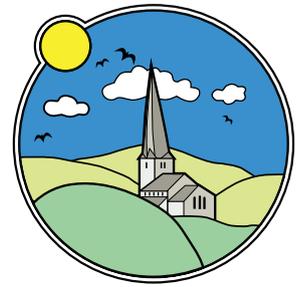
So with this Spring in your stop, If your business is in need of a fresh new look for 2015, and perhaps some new marketing materials, such as business cards or perhaps new leaflets or brochures, then why not drop me a line and quote the Cleobury Bulletin, and I will kick start your year with a **NEW CUSTOMER SPECIAL OFFER** of 250 best quality colour single sided business cards for just £35 excluding Vat and delivery. Some examples of recent cards are shown below.

William



CleoburyCountry

THE BACK PAGE



www.cleoburycountry.com

Cleobury Country
presents...

Farmers
Market

Market Dates for 2015

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

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



www.cleoburycountry.com

CLEOBURY THE COUNTRY TRADE CARD 2015

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

Next Cleobury Networking meeting date: Wednesday 18th March