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THE CLEOBURY COUNTRY BULLETIN

May Issue 2015

by local business people for local business people

Cleobury Country

a breath of fresh air

what's inside

Cleobury Country News

Networking News

Articles & Features

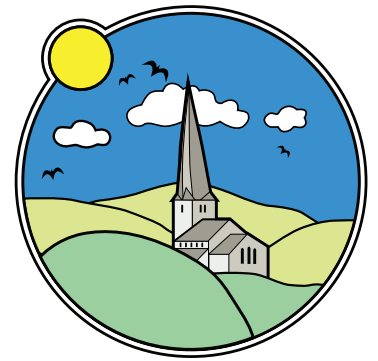
Local Jobs

Dates for your Diary

Next Cleobury Networking meeting date: Wednesday 17th June

CleoburyCountry

News News News



May at the Cleobury Country Centre

Funny old month at the Centre this month! Two bank holidays really affect our planning of courses as businesses and schools aren't keen on staff attending training courses when it's a four day week! On the other hand, it's nice to have a couple of extra days off!!!

As a result of the bank holidays, there's been no courses in May but we look forward to June with plenty going on! The Emergency First Aid at Work course running on 2nd June is full already, with Food Hygiene, Fire Marshall and Manual Handling filling up nicely. William's (from Crystal Thought), new, Google Analytical half day course, is also virtually full, so we are expecting a good month next month.

It's been useful being quiet, because you can look at the

business in a way that you can't normally when things are hectic! We have been focussing on our customers and checking that we still hold the correct contact information for them, contacting those that we haven't heard from for a while and chasing those whose certifications have expired! A very worthwhile job, because in these days of emails, we forget that people change their jobs and therefore your contact into that business has gone. We've rekindled acquaintances with companies we've not heard from in ages and taken bookings as a result!!

The Cleobury Country Farmers Market was great this month! We saw 195 visitors through the door and had 18 traders plying their wares! All the old fav's like, Good Game, Augerniks, Country Markets WI, Headway Cards, The Pie Creator and of course Hobsons were with us, and we had another new trader: Bennett & Dunn, who sell cold pressed rapeseed oil. Last month's newbies: The Veg Box and Lickhill Meats are establishing themselves nicely and we hope they continue with us. Thankfully the sun shone although the flags were put under severe pressure from the

wind which whistled around the church all morning!



We launched a newsletter for the Farmers Market, this month, which can be accessed via the website <http://www.cleoburycountryfarmersmarket.co.uk/Newsletter> and you can also register on this page to receive future editions. There are hard copies available at the Centre and the Market Hall and the new one will always be available at the market each month. We hope to issue them out monthly, time will tell! If you register your email address with us we can remind you of each market a few days beforehand and that way you won't be cross that you've missed your monthly treats!

Clare Todd



It's all a matter of attitude and reflection...

What a wonderful evening we had at this month's networking event.

Paul Stedman from Cognet Training gave an excellent presentation stimulating a great debate about Health and Safety. Paul's enthusiasm for this area of his business shone through and really made us think about our attitude to risk.

It's true that many of us feel legislation has gone too far in this area and in particular business can be tangled in a myriad of red tape. However the opposing view is how much is a life worth?

Paul's example of how many people are injured or worse in different countries show an appalling lack of respect for life in certain parts of the world, yet the UK record, whilst never perfect, is in many ways a shining light and an example to others in how to care for the individual to minimise preventable incidents.

It's all a matter of attitude and reflection...

Some great contacts made, some strengthening friendships - are you missing out?

And then of course there are chips!!!

Do get along to these excellent events and make the most of this bulletin.

Until the next time...

Peter Roper

The Family Business Man

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

Live the Adventure's - Earthquake Appeal Nepal

Those that know me will know, I have been lucky enough to have spent over half of my lifetime exploring, travelling, guiding, working and training others in Nepal. Some of you may have accompanied one of our many trips on the rivers or in the mountains over the years or attended training we have run for international students and the local guides.

Over the years I have partnered local businesses, shared offices, and made so many friends, and in doing so gained an international family and somewhere I'm privileged to call my second home. Live The Adventure has had links with Nepal for 25 years - not just myself, but my family, the team of staff here and many of our customers, all having a special bond with the people that live there.

For those that have had the privilege of visiting Nepal you will know what I mean when I say that it may have the biggest mountains and the best rivers, but what makes it so special is neither of these - it's the people that live there.

Whilst the Earthquake itself may have been 'expected' at some point in the Himalayas, the infrastructure in Nepal is such that there was no way they could deal with an incident of

this scale. The people are some of the most resilient and adaptable I have ever met, they have been through so much over the last decade and are used to helping each other and themselves through times of hardship - however with a disaster of this scale they will need help - lots of help. And they desperately need ours!

Whilst essential rescue teams and aid arrives from around the world to assist with the immediate rescue, the reality is that this will be a long road to recovery for the people of Nepal. Whilst the impulse reaction is to want to send something or do something, like jump on a plane to assist, the reality is that they will need long term financial support to recover from this.

We have launched a fund raising appeal to help that long term redevelopment of basic welfare for the people of Nepal, as a result of our own desire to support and as a response to the many of you that have contacted us to assist.

I was due to go to Nepal in 2 weeks time and have decided to still do so, to offer friends and colleagues support and to gauge the level of long term impact this will have on the country.

On the 31st May we will be holding our annual open day here at Live The Adventure with a full program of activities on offer. We will also be showing the impact on so many lives that have been effected by this tragedy, and we will be launching the full details of a list of events that we will be running throughout the coming summer months with all of the proceeds raised going to recognised projects and charities within Nepal, directly to those that need it (see below for event details).

In the mean time we have started a specific PayPal donation account today linked to our website and Facebook to start the fundraising and our support for the people of Nepal.

So whether you want to just donate through PayPal or take up one of the unique fund raising challenges we have planned throughout the year, every penny will go directly to those that need it. If you want to get involved and put on your own event or fundraiser and want some advice or assistance - that would be great too!

The people I have spoken to in Nepal are already so grateful to the public for the support and prayers so far - lets now help them rebuild their lives.

Thank you

Earthquake Appeal Events & Challenges 2015

As many of you know Nepal is the Global capital of Adventure, so what better way to raise money than to run a series of events and challenges that you can get involved with to raise much needed funds for the people of Nepal.

Events at Live The Adventure

- Live The Adventure will be hosting its annual **Open Day** with all its activities, food and entertainment for families on **Sunday 31st May**, 11am to 4pm.
- **Annual Paintball Tournament - 13th June**, 10 - 4pm - teams of 5 for the fast and furious summer event with BBQ and prizes for the winning teams. Great for groups of friends or maybe enter a team from work!
- **Summer Ball - 15th August**
Why not join us or book a table for our summer ball. Food, music, guest speakers and some amazing donations for our charity auction.
- **Music Festival - 13th September** we've done it before and 'The Hop' is back - our Sunday afternoon chill out of local bands, local food and local ale!

Our Summer Earthquake Appeal Challenge - with our team of staff

- **Peaks and Lakes** - you've heard of the 3 Peaks challenge -this goes one step further. Climb the highest peaks in Scotland (Ben Nevis), England (Scafell Pike) and Wales (Snowdon), but also kayak its 3 largest lakes. (Loch Lomond, Lake Windermere and Bala Lake)
A multi day stamina challenge for the serious adventurer. **First departure dates 2nd - 8th August.**

Proceeds from all of the above events will go to the Nepal Earthquake Appeal. In addition to these we welcome any other fundraisers to put on their own events. Let us know and we can pass on the word and help.

Don't forget donations welcome to our specific Paypal donation appeal fund are also welcome.

OUR TARGET - £25,000 this year

In Nepal this is a massive amount that could go a very long way. A New School, essential medical equipment, or plenty of basic welfare support for a whole community.

For regular updates on our fundraising activities and how you can get involved like our facebook page or visit our website for more info, call Holly 01746 718 436 or email ovac@livetheadventure.co



Local Networking Groups

It was suggested at the last Cleobury Country Networking Group meeting that we should post in the bulletin other local networking organisations.

Well, here they are:-

Droitwich Breakfast Networking

Thursday 28 May 2015

(08:00 - 10:00)

Ford Lane

Droitwich

Worcestershire

WR9 0BH

£12.00 per person

Leominster Breakfast Networking

Tuesday 02 June 2015

(08:00 - 10:00)

Ford Bridge

Leominster

Herefordshire

HR6 0LE

£12.00 per person

Bromsgrove Evening Networking

Monday 01 June 2015

(18:00 - 20:00)

The Ladybird

2 Finstall Road

Bromsgrove

Worcestershire

B60 2DZ

£15.00 per person

There are plenty more, look on <http://www.4networking.biz/Events/NearestGroup?> To find other networking groups in your area.

SPRING DIARY



What's On?

Where is it

When is it?

Cleobury Chiropractic Back Class 12.30pm - 1.30pm	Cleobury Country Centre	29th May
Clear Hear "drop in" 4pm - 5pm	Cleobury Country Centre	1st June
Emergency First Aid at Work 9am - 4pm	Cleobury Country Centre	2nd June
Clear Hear "drop in" 4pm - 5pm	Cleobury Country Centre	3rd June
Fairshare drop-in 10am - 12 noon	Cleobury Country Centre	5th June
Cleobury Chiropractic Back Class 12.30pm - 1.30pm	Cleobury Country Centre	5th June
Food Hygiene Level 2 9am - 4pm	Cleobury Country Centre	9th June
CIEH Principles of Manual Handling 9am - 1pm	Cleobury Country Centre	12th June
Cleobury Chiropractic Back Class 1pm - 2pm	Cleobury Country Centre	12th June
Cleobury Country Networking Group 6pm - 8pm	Cleobury Country Centre	17th June
Fire Marshall 9.30am - 1pm	Cleobury Country Centre	18th June
Fairshare drop-in 10am - 12 noon	Cleobury Country Centre	19th June
Cleobury Chiropractic Back Class 12.30pm - 1.30pm	Cleobury Country Centre	19th June
Cleobury Country Farmers Market 9.30am - 12.30pm	St Marys Church	20th June
Cleobury Chiropractic Back Class 12.30pm - 1.30pm	Cleobury Country Centre	26th June
Google Analytics 9am - 1pm	Cleobury Country Centre	30th June

Networking Cleobury Style: 20th May

Lots at the meeting this time!
We had a special guest speaker – Paul Stedman from Cognet Training.

We had two newbies this month:- Steve Adams from Steve Adams Presents and Mark Tomlinson from WPA Healthcare Practice.

And the regulars were: William Withers from Crystal Thought, Branson Poyner from Autoglym Branson Automotive, Iain McIntyre from McIntyre Photography, Anny Roper from Confidantes, Geoff Jordan from Marches Pest Control, Linda Thomas from Giftscribe Gifts

Ltd, Nigel Dobson-Smyth from Wyre Forest Cottage, Simon Harris from Cleobury Country Ltd, Julie Widdowson from Studio Severn Architects and Charmain Leek from Clear Hear.

Thanks for coming everyone, see you all next month!

CHIPS SPONSORED BY

Peter Roper from The Family Businessman very kindly sponsored the chips this month!

BUSINESS COURSES

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

HSE Emergency First Aid at Work – 02.06.15

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 receive a Certificate valid for 3 x years.

Level 2 Food Hygiene – 09.06.15

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).

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.

CIEH Principles of Manual Handling – 12.06.15

This course is suitable for personnel who are required to lift, push, pull, carry or move loads as part of their work activities. It's a half day course (9.00am-1pm).

Assessment is carried out by a multiple choice examination. On successful completion of this course delegates will be certified by the Chartered Institute of Environmental Health.

Fire Marshall – 18.06.15

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.

Google Analytics – 30.06.15

This course will be beneficial to anybody that has a business website. This course will help you understand how these statistics can help you get more business from your website. It's a half day course (9am-1pm).

This course has no examination and is not accredited.



SPECIALISTS IN HELPING YOUR BUSINESS TO:

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

www.crystalthought.co.uk

Think Different!

Differentiating yourself, as a small family business, amongst all the other businesses out there can be done in many ways.

Most of us do marketing of some sort or another, but have you ever stopped to think how your potential customer thinks when they interact with your marketing?

If you produce 'cheap-quality' printed materials, such as business cards and leaflets, there is a danger that your products or services will be perceived as being of the same quality.

Make sure that your marketing is saying the right thing about your business, not only in the words you are saying, but the materials they are communicated with and the visual appeal of design.



The picture above is a sign in a restaurant that you are greeted with when you come through the door, it is made out of the astro-turf material and has real impact.

Take a fresh look at how you communicate your products and services, and see if you can make small changes that will improve your conversion rate and impact positively on your bottom line.

William

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THE BACK PAGE



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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



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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 17th June