



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

# CLEOBURY THE COUNTRY BULLETIN

January Issue 2016

by local business people for local business people



cover image: Simon Hector

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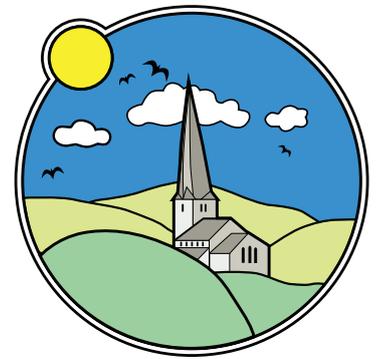
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# CleoburyCountry News News News



January at the Cleobury Country Centre

## It's been a while since I last updated you all on the goings on in the Cleobury Country Centre!

December, usually a quite month for us was very busy! We staged a very successful Health & Safety Level 4 course, and had major building works being carried out in the library area.

This was all for the takeover of the running of Cleobury Mortimer Library by Cleobury Country on January 4th 2016. Shropshire Libraries are seeking to off-load the day to day running of many of their libraries to social enterprise companies or groups of volunteers. We have agreed to run the library (for a fee, of course) and included in the agreement the building of a small office in the back corner of the library. The is already rented out and will help to keep the wolf from the Cleobury Country door! The benefit to the public of us running the library is that they now have a trained library assistant 6 days a week, so services have improved, which can't be said too often these days!!

We managed to get the work done without having to shut the library, although we did have to cancel our December Networking meeting and the library moved in to the training room for a few days! But all was back to normal within the first week of January so minimal disruption really!

The Cleobury Country Farmers Market was a roaring success! We saw 283 visitors through the door and 23 traders had stalls, everyone was packed in like sardines! The choir sang Christmas carols for us and with the fantastic lights up in the church it set us all up for a lovely Christmas!

The new year brings with it a new set of courses and we start January off with a full Emergency First Aid at Work course on 27th January, followed by Food Hygiene level 2 and a Fire Marshall course coming in early February. All our course dates and information can be found on our website

<http://www.cleoburycountry.com/training-courses>

The networking meeting this month (January) was led by Cleobury Country Tourism Group, who wanted to discuss with some of our local businesses how they'd like to see the group support the local tourism businesses better, bearing in the mind there's a lack of funding everywhere!

Cheers

*Clare Todd*



the family business man

Best Selling Author,  
Award Winning Speaker  
Business Development Consultant

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

## The right attitude for business

Well this months networking meeting had a good group of people attending particularly to listen to how a group of volunteers have helped keep Cleobury Mortimer on the map for tourism.

I was struck by the tremendous commitment of the team and their hard work in promoting the town, with little financial backing and, I suspect, little or no reward other than personal pride.

The town owe a lot to this team, as do so many of us in fact, to so many volunteer groups that are unsung heroes in our communities.

It struck me as well how often family businesses quietly support such organisations and their local ambitions, usually without fuss or desire to promote their business, simply a spirit of community.

In recent times I have launched The Family Business Practice ([www.familybusinesspractice.com](http://www.familybusinesspractice.com)) with a similar desire to create a spirit amongst family businesses, whatever their size, not just to encourage more business but also to recognise this same spirit of serving in a wider context.

My belief is the more family business get together the more we can use our natural abilities collectively to help the backbone of UK Business. 70% of businesses in the country are family businesses, yet their voices are seldom heard or listened to. If you feel, like me, its time for this to change, simply visit the website or contact me and we will update you on our plans...

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!"

# Brewery food event

We are putting together a calendar of special foodie events for 2016.

Our first event will be a Game Night on Thursday 4th February. We have asked our friends Sandra and Malcolm who have retired from running the Fighting Cocks in Stottesdon to put on a special menu themed around seasonal game.

The evening will include a brewery tour, beer tastings and game themed taster menu.

The menu will feature locally sourced seasonal game given a modern twist and a splash of beer or cider! Wild Boar cooked in cider, Venison in a beer marinade and curried pheasant with freshly baked bread and veg, hope this temps your taste buds...

**COST:** Cost for the evening is £25.00 per person, pre booking only.

**VENUE:** Hobsons Brewery, Newhouse Farm, Tenbury Road, Cleobury Mortimer, DY14 8RD.

**CAR PARKING:** We have a car park as you enter the site and an area behind the Tasting Room.

**TIMES:** The evening will start with a brewery tour at 7:00pm, if you have visited us before and don't wish to tour the brewery please arrive at 7:30pm. Evening to finish around 10pm.

**TO BOOK:** Buy online or simply call the brewery on 01299 270837.

<http://www.hobsons-breweryshop.uk/game-night-4th-feb-2016-149-p.asp>

Details will be released next month about our other foodie events ...

Kind Regards

Kate



# South Shropshire businesses and groups encouraged to bid for funding

## Southern Shropshire LEADER Programme

Businesses, groups and organisations in south Shropshire have until Monday 8 February 2016 to apply for funding on offer through the Southern Shropshire LEADER programme - with future funding rounds set to open later in the year.

The Southern Shropshire LEADER Local Action Group has secured £2.032 million of European funding through the LEADER Programme (2015-2020). LEADER is part of the Rural Development Programme for England (RDPE) and is funded by the European Agricultural Fund for Rural Development (EAFRD).

The LEADER Local Development Strategy seeks to implement the six national LEADER priorities:

- Increasing farm productivity in ways which enhance natural capital;
- Developing sustainable micro and small enterprises and farm diversification;

- Building rural tourism making the most of Shropshire's assets;
- Improving rural services to support business growth and development;
- Enhancing the natural, cultural and heritage attractions of the area;
- Increasing woodland and forest productivity in ways which enhance natural capital.

Businesses, groups or organisations wishing to apply for funding will need to demonstrate a benefit to the local rural economy and a connection to the landscape which should contribute to the creation of jobs or the development of businesses in the Southern Shropshire LEADER rural area.

The amount of grant available is dependent on the outputs of the project but a typical maximum grant will be between £35,000 and £40,000.

Councillor Tim Barker, Chair of the Southern Shropshire Local Action Group, said:

"We are absolutely delighted to have secured funding for rural businesses operating throughout southern Shropshire and are confident that it will contribute towards a stronger and more sustainable rural economy. This programme is specifically targeted at smaller businesses and I would encourage anyone who might want to apply to either contact us or have a look at the Southern Shropshire LEADER programme website."

To find out more about the Southern Shropshire LEADER programme, to discuss a potential project idea, or to obtain an Application pack please contact the LEADER Programme Manager at Shropshire Council on [01743 255067](tel:01743255067) or email [pete.banford@shropshire.gov.uk](mailto:pete.banford@shropshire.gov.uk)

# FUNDS STILL AVAILABLE FOR STALLED DEVELOPMENT OPPORTUNITIES ACROSS SHROPSHIRE / HEREFORDSHIRE / THE MARCHES



## NEWS RELEASE

A multi million-pound fund aimed at creating much needed homes and jobs across the Marches will close its latest round of applications on February 19 with developers in Shropshire / Herefordshire being encouraged to apply now in order to benefit.

The Marches Local Enterprise Partnership (MLEP) which manages The Marches Investment Fund announced in November that £4m was being made available to private developers, housing companies and companies with expansion plans, so that stalled development projects could be brought forward and create new jobs.

Originally launched in July 2015, the Marches Investment Fund was made possible due to an award from the Government's Growing Places Fund. It provides capital loan funding for stalled projects, as well as loan assistance to projects needing to complete their final stage feasibility studies.

Encouraging developers to come forward and apply for the funds, Marches Investment Fund Manager, Caroline Cattle, said:

"In our first round of funding, which was worth £3.5m, we received some really interesting applications which are currently going through due diligence. Our second round of applications have been similarly well received but we wanted to remind developers that they still have time to apply.

"This is a very attractive funding option and I'd welcome the opportunity to discuss suitability with any potentially interested applicants."

Chairman of the Marches LEP, Graham Wynn, added: "The Marches Investment Fund is a not-to-be-missed opportunity for housebuilders and other developers to bring to fruition projects that can make a significant contribution to the realisation of the aims of our Strategic Economic Plan, not least of all the creation of new jobs. Anyone who thinks that they may have an eligible project shouldn't delay in finding out more about this fabulous funding opportunity."

Funding is available for capital loans (the minimum value of which is set at £250,000) and feasibility projects (for which the minimum loan is £20,000), both of which are subject to standard terms and conditions. To find out more about the funding, interested potential applicants should visit [www.marcheslep.org.uk](http://www.marcheslep.org.uk) or request an Expression of Interest form from the Fund Manager [Caroline Cattle](#) on [01743 462 026](tel:01743462026). These will need to be returned by the closing date of February 19 2016.

For further information, contact [Cath Shuttlewood](#) at Be Bold Public Relations on [07990 505 522](tel:07990505522), or email [cath@beboldpr.com](mailto:cath@beboldpr.com)

# Marches Growth Hub

This is where all enquiries from businesses or individuals looking to start a business either via the phone or e-mail should be directed in the first instance to the Marches Growth Hub. The UK government decided that they wanted one point of contact for all businesses to access support on offer,

either national, regional or local offers. This activity has been channelled through the Marches LEP, with all three councils and business board inputting into what the Growth Hub should look like in the Marches area.

For enquiries please use this e-mail address: [enquiries@marchesgrowthhub.co.uk](mailto:enquiries@marchesgrowthhub.co.uk). You will need to make sure that within your e-mail to the Marches Growth Hub, you confirm that the business had agreed for their data to be shared with the Marches Growth Hub to comply with the Data Protection Act.

## Business Enquiries Passed to Marches Growth Hub/Development Managers.

Contacts Name	Position within company
Direct Dial phone number	Mobile phone number
E-mail address	Website address
Company Name	Address
Co phone number - if different from above	Number of employees
Trading Start Date	Enquiry Source (Phone, website, referral from partner, event)
Trading Status (Pre-start-up, Sole Trader, Charity, Ltd, LLP, PLC, Self-employed, Social Enterprise)	Business Sector (Agriculture, Automotive, Creative & Media, Environmental Technologies, Financial and Business Services, Food Processing, ICT & Software, Life Sciences & Healthcare, Local Authority, Manufacturing & Technology, Ports & logistics, Retail, Services)
Nature of this enquiry (Business support/grant)	
Previous engagement with Shropshire Council (IE Clinic/Grants/Expansion)	
Permissions to pass to Marches Growth Hub	Yes/No
Phone <a href="tel:03456000727">0345 6000 727</a> <a href="http://www.marchesgrowthhub.co.uk">www.marchesgrowthhub.co.uk</a>	
Date lead passed to Growth Hub	
Date entered onto Evolutive	

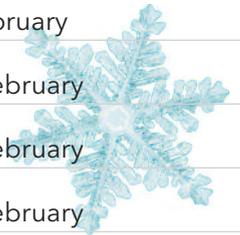
Fill in the form above a form and email to [Tracey](#) at the Hub.

The phone line is [0345 6000 727](tel:03456000727)

# WINTER DIARY



What's On?	Where is it	When is it?
Emergency First Aid at Work 9am - 4pm	Cleobury Country Centre	27th January
Game Night 7pm - 10pm, £25 pp	Hobsons Brewery	4th February
Food Hygiene Level 2 9am - 4pm	Cleobury Country Centre	10th February
Business Networking Meeting 6pm - 8pm	Cleobury Country Centre	17th February
Cleobury Country Farmers Market 9.30am - 12.30pm	St Marys Church	20th February
Fire Marshall course 9am - 1pm	Cleobury Country Centre	22nd February



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## Networking Cleobury Style: 20<sup>th</sup> January

Not too bad a turnout this month...

The regulars were:  
William Withers from Crystal Thought, Simon Harris, Anny Roper from Confidantes, Nigel Dobson-Smyth from Wyre Forest Cottage, Angela

MacKirdy from Shropie Sheep, Branson Poyner from Autoglym, James Sales from In the Saddle, Bill White from Bill White Nurseries, Vicky Franklin from Bardley Bowen, Resa Palmer from Abodeco and Marion & Rob Hill.

Thanks for coming everyone, see you all next month!



THE CLEOBURY  
COUNTRY CENTRE

set the ball rolling for this year by very kindly sponsoring the chips this month!

# BUSINESS COURSES

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

## HSE Emergency First Aid at Work – 27.01.16

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 be receive a Certificate valid for 3 x years.

## Level 2 Food Hygiene –10.02.16

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.

## 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 implements measure 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.



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

## I HATE NETWORKING... or so I thought...

Man people don't understand or enjoy networking. I was one of these people until I started to attend the Cleobury group almost 4 years ago.

Through a mixture of persistence and listening I soon realised that I actually enjoy meeting people and talking about business, so much so that I now attend over a dozen meetings each month!

If you run a business locally and you feel like you need some advice, support or just a chat about your business, then Cleobury Country Networking is the right place to come to, with a wealth of helpful people.

We discuss all things business, with the ever helpful Peter Roper on hand to ensure that everyone gets something out of the meeting. The meeting would just not be the same without him!

If you are looking for new ideas for your business in 2016 and want to make changes to get a better outcome then book onto the next meeting with Clare.

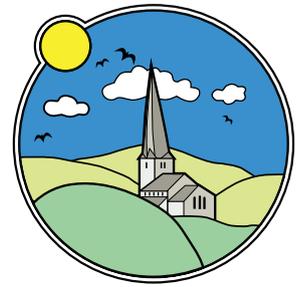
If you are not confident with networking or how to get your message across, I promise if you make yourself come along to 3 consecutive meetings you will begin to learn confidence you didn't know you had!

I hope to see you at the next meeting!

*William*

# 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**



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

# 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 17th February