

# one | business briefing

EPPING FOREST DISTRICT BUSINESS UPDATE JANUARY 2013

## 1 | business briefing

BROUGHT TO YOU BY EFDC,  
ONE EPPING FOREST AND  
PARTNERS.



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## Welcome...

to issue 4 of One Business Briefing. Things are still relatively new with the Briefing and so we have been pleased to receive



your constructive feedback as well as a great deal of positive comment proving that the Briefing is indeed read, enjoyed and informative! Please feel free to continue providing feedback and suggestions –

[economicdevelopment@eppingforestdc.gov.uk](mailto:economicdevelopment@eppingforestdc.gov.uk)

So often across the many different projects we are involved with, the need for more effective communication is raised. We hope that the Briefing can help with this job and increase awareness within our local business community of opportunities that might be available (whether funding, training, networking etc) and also to share other business news in the area.

With Festive Greetings and best wishes for 2013

**Councillor Anne Grigg,  
EFDC's Business Champion**

## Don't miss out on future editions – make sure we have your email

Please note that One Business Briefing is distributed in the main by email. If you have not received this Briefing directly to your inbox and would like to ensure you receive future editions please drop us a quick email to [economicdevelopment@eppingforestdc.gov.uk](mailto:economicdevelopment@eppingforestdc.gov.uk)

## One Shops Local - have you registered your business yet?

With over 200 local businesses registered, One Shops Local is a great way to promote your business to potential customers in the Epping Forest district, and it's **FREE!** Go to [www.oneshopslocal.com](http://www.oneshopslocal.com) to register.

one | shops local  
EPPING FOREST DISTRICT  
[www.oneshopslocal.com](http://www.oneshopslocal.com)

### 1. How to use government funding to get your staff workplace qualifications at no cost to you or to them

Sandrah Arnold from Reed in Partnership gives advice on how businesses in Epping Forest district can use government funding to give staff the opportunity to do job relevant qualifications - at no cost to you or to them.

This is for ALL AGES of staff in the workplace. Reed will come into your place of work to see your staff. No having to attend college during business hours nor in the evening or at the weekend either – this is work-based learning.

They will receive 1:1 support, advice and guidance to achieve these qualifications, which take approximately 6 months to complete. The National Apprenticeship Service statistics have proven that staff doing qualifications at work feel valued and supported – you as the employer benefit with an up-skilled and highly trained workforce who wants to stay with you.

Qualifications include: Level 2 and 3 in Business Administration, Customer Service, Team Leading & Management, Health & Social Care, Childcare.

Reed is accredited with the Institute of Leadership & Management (ILM), City & Guilds and CACHE. Your staff can achieve professional qualifications using this funding and benefit your business.

This is 100% cost free for all eligible staff – you are not expected to match the funding at all.

Reed also delivers Apprenticeships. These are thought of first for 16-18 year olds who can of course also use this funding, but there is some funding available for staff 19+ too and this is also delivered by work place learning.

This is government funding so you would expect some eligibility but in general, if you do not already hold a degree (or equivalent) level of education you should be able to get funding.

Just one member of staff is enough to get the ball rolling - whole teams and departments of staff can enrol too.

Please contact **Sandrah Arnold, Reed in Partnership** on **07771 898646** or **Sandrah.Arnold@ap4u.co.uk** for full advice with regards to government funding for qualifications, education, Apprenticeships and recruitment grants.

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## 2. Eleanor Laing, MP for Epping Forest establishes new Epping Forest Business Forum



Mrs Laing who has served as the Member of Parliament for the district of Epping Forest for over 15 years has set up this new Forum to connect local companies with their MP and with each other.

The Forum is set to host breakfast seminars, round table meetings and networking events, enabling participating businesses to discuss relevant issues and ideas with Mrs Laing. The Forum will also hear from Ministers and local leaders, with a trip to the House of Commons scheduled for autumn 2013.

Mrs Laing commented: "I am delighted to finally be getting this project off the ground... it is with the utmost enthusiasm that I help my constituents to boost their businesses and to gain national recognition for their work."

The Forum currently acts as a point of connection for over 40 businesses within the local area and aims to keep growing over the New Year. The official launch will be in Loughton in February 2013.



**Epping Forest  
Business Forum**

To find out more about the Forum visit [www.efbusinessforum.co.uk](http://www.efbusinessforum.co.uk)

## 3. Tourism website putting Epping Forest district on the map



A new tourism website for the district was launched by members of the Epping Forest District Tourism Taskforce at Epping Ongar Railway on 07 December 2012.

[www.visiteppingforest.org](http://www.visiteppingforest.org) has been developed by some of the key attractions in the district, supported by One Epping Forest, Epping Forest District Council and

Epping Forest Chamber of Commerce. It provides information on places to visit, eat and stay and how to get here. It is also planned that local attractions and groups will be able to upload their events directly to a specific 'What's on' section.

Councillor Tony Boyce Chairman of the Epping Forest District Tourism Taskforce, which has led on this work said: "Queries have already been answered from film companies looking for locations, as well as cycle touring organisations looking for somewhere to eat on Sunday mornings. As this website grows, it will generate more interest in the district as a tourist destination."

Speaking on the website, Janet Green, Partnerships Manager at Lee Valley Regional Park Authority said: 'We would like to congratulate the Epping Forest District Tourism Taskforce for the successful launch of its new website which was only accomplished by a great degree of concerted partnership working. Lee Valley Regional Park has a wide range of tourist attractions on offer in Epping Forest district which all add to the area being a great visitor destination'.

A further partner, Andrew Coates, Chief Executive, Royal Gunpowder Mills comments that "[www.visiteppingforest.org](http://www.visiteppingforest.org) is more than a website, it is a real and active insight into a special district, one which we are very proud to be part of".



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## 4. Do you work in the tourism sector? If so, come and have your say at our Tourism Summit on 31 January 2013

Calling everyone associated with tourism in the area – do you manage a visitor attraction, restaurant, hotel or other type of accommodation? Are you involved in organising a festival in the local area or with a group promoting our local culture and heritage? If so, read on!

One Epping Forest established a Tourism Development Taskforce earlier this year to better understand the scale of the tourism sector on the district's doorstep and to understand the growth aspirations and potential of the sector. Tourism is already a significant contributor to our economy with a total value of £183.3m (2010) but we think there is scope to further this. The Taskforce's key emphasis is on 'doing'. It has developed a website to promote what the area has to offer ([www.visiteppingforest.org](http://www.visiteppingforest.org)) as per the last item. The Group is producing a promotional leaflet and exploring other joint working opportunities. The purpose of the Tourism Summit is to:

- A. Provide you with the opportunity to promote yourself to other tourism operators locally to benefit your bottom line
- B. Get your input – what opportunities do you think there are to grow the tourism and visitor economy locally?

More detail on the Summit will be released shortly but if you are interested please contact [economicdevelopment@eppingforestdc.gov.uk](mailto:economicdevelopment@eppingforestdc.gov.uk) or telephone **01992 564 593**.

## 5. Help available for smaller manufacturers and product or technology-based start-up businesses

The PrISMS programme aims to transform the growth prospects of 50 start-ups and 70 SMEs across the Eastern Region – creating more than 140 new jobs and safeguarding many more. The programme aims to help companies to:

- grow revenues and profitability
- make their products and operations more sustainable
- create new jobs and safeguard existing ones in the firms taking part and across their supply chains



The PrISMS programme is delivered by experienced facilitators all of whom have worked in manufacturing at a senior level for many years and have supported hundreds of start-ups and SMEs.

It is designed to require as little time as possible from the company's management and to ensure that knowledge and skills are transferred to the companies involved, enabling them to build capabilities in key areas of the business.

For more information see: <http://www.ifm.eng.cam.ac.uk/services/prisms/> or contact Derek Ford [prisms-enquiries@eng.cam.ac.uk](mailto:prisms-enquiries@eng.cam.ac.uk) or telephone **01223 766141**.

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## 6. Looking to export? Not sure where to start? Help is at hand

For those new to exporting UK Trade and Investment (UKTI) has announced a series of heavily subsidised Export Insight Visits to European markets between January and March 2013 to help companies understand more about international trade.

Export Insight Visits aim to introduce novice and non-exporters to the principles of international trade so that they can go on to grow internationally. If you haven't exported before, you will probably have lots of questions and be unsure where to start. UKTI is here to help you by providing a low-cost and accessible way to expand your business horizons. These visits will enable you to experience first-hand the support available in the UK and from British Embassies and Consulates overseas to enable you to do more business internationally.

There is a nominal charge of £99 +VAT for each of the Export Insight Visits. You will have to fund your transport to the final departure airport or railway station. UKTI will then organise and pay for group flights, accommodation, also group transport and activities in market. Participants will need to pay for other food and drink, public transport and any personal extra charges incurred. For more information visit: <http://www.embltd.co.uk/ukti>

UKTI is the Government department that helps UK-based companies succeed in the global economy. UKTI offers expertise and contacts through its extensive network of specialists in the UK, and in British Embassies and Consulates around the world. It provides companies with the tools they require to be competitive on the world stage.

Visit [www.ukti.gov.uk/eastofengland](http://www.ukti.gov.uk/eastofengland) or call UKTI East's International Trade Team on **0845 641 9955** to find out more about how UKTI can help businesses succeed in a global market.

## 7. Awards recognise the stars on our local High Streets

### Waltham Abbey

In Waltham Abbey Le Spice and The Ironing Shop were awarded joint winners of the Waltham Abbey Town Partnership Shopper's Choice Awards. This was one of a suite of activities the Partnership undertook to promote Independent Retailer Month back in the summer. The Shopper's Choice competition gave customers the chance to tell everyone why they think their favourite business in the town centre is the best. This year they had an incredible response with almost 500 people entering.

Le Spice is an established Indian and Bangladeshi restaurant in Arlingham Mews, off Sun Street in Waltham Abbey. Medina Allen's winning nomination stated "I think Le Spice is the Best Independent in Waltham Abbey because they give excellent, friendly service and delicious well-cooked food in comfortable surroundings with a great ambience".

The Ironing Shop is relatively new to the town, however, owner Lisa has been in business for 10 years working at first from home premises. The shop can be accessed off Sun Street or at the rear at 18 Darby Drive in the town. Julie Hill's winning nomination said: "I think The Ironing Shop is the Best Independent in Waltham Abbey because the service is fantastic, adapted to individual customer's requirements, reliable and courteous. Not just the best in Waltham Abbey - the best."

### Epping and Loughton get into the Christmas spirit

Both Epping and Loughton Town Councils are embracing the festive season and have recognised the fantastic Christmas shop window creations in their town centres.

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Shopper's Choice Winner Lisa of  
The Ironing Shop and the Town Crier



In Epping, the Wedding Trousseau received The Audrey Rose Cup from Epping Town Council for its Christmas window display beating off competition from some 43 other businesses in the town.

Meanwhile in Loughton over 70 businesses joined in the town's seasonal festivities and following stiff competition florist Rose Garden in Roding Road was identified as best independent, Mr Simms Olde Sweet Shoppe in the High Road as best multiple and Barnardos snapped up the prize for best charity shop window. There were also numerous runner-up and commended businesses.

## 8. EFDC pledges an additional £35,000 for town centre initiatives

Councillors at Cabinet on 03 December approved £35,000 to develop a range of initiatives in support of the district's town centres. Councillor Anne Grigg, Economic Development and Asset Management Portfolio Holder announced a town team taskforce will work with local town centre partnerships to allocate the money and develop the initiatives. It will also champion the needs of local high streets, co-ordinate and promote activities across the district, innovating and testing new ideas.

Although funded by the council and chaired by Councillor Anne Grigg in her business champion capacity, the taskforce will be made up mainly of local business leaders drawn from the 6 town centre partnerships, Epping Forest Chamber of Commerce, Epping Forest College and the Federation of Small Businesses.

Among the practical initiatives being considered for the taskforce to take forward are 'High Street Hero' awards, maximising national campaigns at local level, 'bite-size' training for small businesses and economic initiative grants. Linking tourism and high street promotion through the websites 'Visit Epping Forest' and 'One Shops Local' with promotional support by the council through platforms such as the Forester magazine and council website will help to support these initiatives.

## 9. Celebrating local entrepreneurship

Global Entrepreneurship Week takes place in mid-November every year. To mark the occasion a range of free activities were held across West Essex.

### What does enterprise mean if you are in business? We get insider tips from three local businesses



**Adebola Adeshina** is celebrating the first anniversary of opening Parsons restaurant in Waltham Abbey and what a year it has been! Adebola's culinary career began under Gordon Ramsay and other renowned chefs on the London restaurant scene before he opened The Lock Dining Bar in North London and then Parsons in Waltham Abbey.

Adebola has the following advice: "Get independent recognition and then use it to further your business - in October, Parsons was awarded Best Large Restaurant and Best Newcomer Restaurant at the Essex Food and Drink Awards 2012. This is fantastic news and a great achievement, considering we had been open for less than a year. We need to ensure that more people find out about this independent stamp of approval and come to enjoy what Parsons offers."

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Adebola adds: "Nurture raw talent - we passionately believe in this and have taken on four new apprentices."

For more information, see

<http://parsonsrestaurant.com/> @parsonsWA for twitter, **parsonsrestaurant** on facebook.



**Diana Bensted** took the jump two years ago from a career in teaching to running her own business The Crochet Chain in Waltham Abbey.

Diana's tip: "It's not simply a case of 'open it and they will come.'" Diana believes that the strength of her business is down to the fact it has several strands. The shop itself is nestled in Waltham Abbey but Diana also has a strong online presence, which generates a great amount of business and also a programme of groups and workshops such as 'Chain 'n' Chatter', which are developing her links with the local community and enhancing her local customer base.

Diana adds: "It's essential to grasp the potential of social media - don't be intimidated by the jargon if this is new to you, just get some advice on the basics of Facebook and Twitter and give it a go - you can start small and gradually develop over time!"

Find out more at [www.thecrochetchain.co.uk](http://www.thecrochetchain.co.uk) @thecrochetchain for twitter, **thecrochetchain** on facebook.

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**Paul Violet** runs Finance Confidential in Nazeing. Meeting people unleashes new business opportunities so Paul's tip is simply "Network, network, network!" So passionate is Paul that just ahead of Entrepreneurship Week, Paul launched a new business networking group in the district called Link4Growth. To find out more,

visit [www.link4growth.biz](http://www.link4growth.biz)

For more information, go to <http://home.btconnect.com/finance.confidential/>

### 10. The Green Deal – What's it all about and can my business get involved?

The Green Deal is a new scheme designed to improve the energy efficiency of Britain's properties. Green Deal customers have access to over 40 different types of improvements across the following sectors:

- Insulation
- Heating
- Glazing
- Lighting
- Microgeneration.

Businesses of any size that can install, manufacture or provide advice to customers about these types of products can get involved. To see a full list of improvements covered by the Green Deal, visit [www.Direct.gov.uk/Greendeal](http://www.Direct.gov.uk/Greendeal)

You must be authorised to act as a Green Deal Assessor, Provider or Installer. This shows you meet Green Deal standards and allows you to use the Green Deal Approved quality mark.

For more information on the scheme and to understand if your business might be able to benefit visit [www.Direct.gov.uk/Greendeal](http://www.Direct.gov.uk/Greendeal) or contact the Energy Saving Advice Service on **0300 123 1234**.



## 11. What's new at your Chamber of Commerce?

Epping Forest Chamber of Commerce is pleased to announce the launch of its newly revamped website which has been possible with assistance from One Epping Forest – check it out at [www.eppingforestchamber.co.uk](http://www.eppingforestchamber.co.uk)

The Chamber has also been busy throughout 2012 championing One Shops Local and this shows – it is now a fantastic resource for local businesses and shoppers alike with around 250 businesses signed-up – if you've not visited for a while take a look [www.oneshopslocal.com](http://www.oneshopslocal.com)

Heather Thirtle FRICS, President of Epping Forest Chamber of Commerce says "It is working hard to promote businesses in the district and this website gives free publicity to anyone with a business locally. I myself run a local estate agents in Buckhurst Hill and appreciate any kind of promotion and publicity for my business in these hard times. It takes time for a scheme like this to develop but around 250 businesses have registered within the first year so this is a positive start. One Shops Local takes the strain out of finding a local business and I am amazed at the number of micro businesses to be found and the wide diversity of our local business talent. The special offers and vouchers that are sent to all those registered are unique and a great way of promoting any business. I urge you to register as a business or a buyer."

And finally, a quick heads-up that Epping Forest Chamber of Commerce is hosting another of its popular quiz nights in Buckhurst Hill on 19 January 2013. Tricia Moxey will be Quiz Master charged with testing the local knowledge of all those who sign-up! Families and groups are welcome and the evening will also include a fish and chips supper. Tickets cost £7.50. For more information and tickets contact the Chamber of Commerce's Secretary on **01992 652 682**.

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## STOP PRESS | News just in

### Epping Ongar Railway scoops national awards



Epping Ongar Railway has picked up the prestigious 'Heritage Railway of the Year' Award at the 2012 National Railway Heritage Awards. Added to this, it also came away with the Volunteers Award for the fantastic restoration of the 1865 Grade II listed Ongar Station.



Roger Wright, Managing Director reported that; "Epping Ongar Railway is overwhelmed to have received these prestigious awards during our first operating season and it is most gratifying for our volunteers and staff to see their hard work and dedication recognised. To have been named 'Heritage Railway of the Year' is a huge honour and a most unexpected one and we look forward to building on these successes during 2013 and beyond."

### Any feedback?

This is a new format for the business update - we are investigating different ways of doing things. If you have any feedback please let us know, email: [economicdevelopment@eppingforestdc.gov.uk](mailto:economicdevelopment@eppingforestdc.gov.uk) or telephone: 01992 564593

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