

In this issue...

1. **Positive results for Epping Forest district Wireless Project**
2. **Are you looking to start-up in business** - secure your place at Barclays FREE Get Ready for Business workshop (03 June)
3. **Business Innovation Workshop** to help you take your business forward (20 May)
4. **Calling those in the Arts & Culture sector** - could you benefit from an Arts Lottery-funded employment programme helping you to take on young people?
5. **Enter the Essex Tourism Awards 2013** to get the recognition you deserve for your business...
6. **Town Centres Focus**
7. **Financial incentive being offered to employ a young person**
8. **Advertise Internships & Opportunities for free with Graduate Talent Pool**
9. **Are you looking to embark on a new food business?** - Would you like to feature in a new TV series?
10. **Another TV opportunity?**
Marketing help for SMEs
11. **Enterprising Britain Awards**
12. **Commercial waste** - It's essential to know your responsibilities

Welcome...

to issue 5 of One Business Briefing. In this issue we report on a wide range of news so hopefully there is something for everyone whether you are looking to start-up or are already in business in the Epping Forest district area. We refer you to local workshops, help available to recruit staff, recognition awards to boost your business and even some TV opportunities!

One Epping Forest's Business Team is busy progressing a number of projects to support our local economy, in particular relating to our town centres, developing the visitor economy locally and improving local provision of business support. We will report more on these initiatives as they develop. We are also particularly pleased to see the positive results to date of the Epping Forest district Wireless project on our local business community - see item 1.

As always, feedback is welcomed on how useful these updates are as well as suggestions for future editions.

Sent direct?

If you have not received this briefing directly to your inbox and you would like to in the future, please email:
economicdevelopment@eppingforestdc.gov.uk

One Shops Local - have you registered your business yet?

With nearly 300 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 to register.



one | shops local
EPPING FOREST DISTRICT
www.oneshopslocal.com

1 | business briefing

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



1. Positive results for Epping Forest district Wireless Project

More than 50 households and 14 businesses (as at mid April 2013) are benefitting from a new super fast broadband service thanks to the



FibreWiFi Broadband Service provided by Buzcom. Buzcom predicts from enquiries that take-up will increase significantly as more people come to the end of their typical existing 18-month contract with telephone line broadband providers.

The Epping Forest District Council Disaster Recovery project has allowed the Buzcom Network to expand into the Epping Forest district area and since its launch in late 2012 it has already resulted in some major business benefits. One such example is a company called Rohden located on the Hayley's Manor Business Estate in Epping Upland.

To walk past its premises you would not know that it is one of the largest suppliers of doors in the world with factories in Brazil and China. Rohden approached Buzcom because it was having huge problems with its existing Internet service provider over long outages and poor speeds.

Rohden's Managing Director Blair Longville says that through Buzcom's FibreWiFi Service it is now receiving an uncontended connection to the Internet. And adds that this is costing them just £145 a month, instead of nearly double with a telephone-based leased line connection and it has also avoided thousands of pounds installation fees from telephone broadband providers.

The service has enabled Rohden to stay in the Epping area as previously the broadband was so poor it was affecting their Voice over Internet Protocol (VoIP) phone service which is crucial to such an international company. This EFDC initiative has saved jobs in the area.

For more information about FibreWiFi visit www.fibrewifi.com

All enquiries about coverage, pricing and features should be directed to:

T **0845 363 2053**

E info@fibrewifi.com

For more information on Rohden visit <http://rohden.com.br/empresa>

2. Are you looking to start-up in business – secure your place at Barclays FREE Get Ready for Business workshop (03 June)

Barclays Bank is sponsoring a Business Planning Workshop on 03 June 2013 run by fully qualified and experienced trainers. The workshop will provide a wide variety of support and advice by focussing on key areas of business planning. This day-long course will cover a range of critical areas, from developing a business vision and understanding money and profit, to creating a powerful marketing strategy and improving confidence.

The Workshop will be held at the Harlow Enterprise Hub. For more information contact NWES:

T **0845 6099991**

2 | business briefing

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



3. FREE Business Innovation Workshop to help you take your business forward (20 May)

Could you use some fresh perspective and expert advice on the important areas of exploiting innovation, deciding a clear path of action for your new ideas, services and products? Would your business benefit from new contacts as well as the availability of ongoing support? If so then the Business Innovation Workshop on 20 May could be for you, and will provide, among other things, a presentation from an IP adviser, top tips for procurement and an overview of research and development support.

The Workshop will be held at the Essex Technology & Innovation Centre in Ongar. For more information contact NWES: T **0845 6099991**

4. Calling those in the Arts & Culture sector – could you benefit from an Arts Lottery-funded employment programme helping you to take on young people?

The £15m Arts Lottery-funded Creative Employment Programme is supporting businesses within the Arts and Culture sector, as well as young people with an interest in gaining employment in this area. The Programme, which aims to provide 1600 traineeships, 2900 formal apprenticeships and 2000 paid internships is designed to help unemployed people between the ages of 16 and 24 who aspire to a career in the following areas:

- Music
- Literature
- Combined Arts
- Carnival Arts
- Dance
- Visual Arts
- Galleries
- Museums
- Theatre
- Contemporary Craft
- Circus

By providing grant funding towards wage costs, the Creative Employment Programme will tackle the issues of youth unemployment, by giving young people the chance to build their confidence and skill set, paving the way for a future career in arts and culture.



Replacing jobs with high turnover rates such as front of house or administration with apprenticeships can benefit both you and a young employee. Paid internships through Jobcentre Plus can provide fantastic opportunities for young unemployed people to gain essential experience. Work experience offered by the Department for Work and Pensions may lead to apprenticeship opportunities, and sector based work academies could provide volunteer placements which can simultaneously benefit the individual and your business.

For more information contact employer.advice@dwp.gsi.gov.uk with your name, business name and contact details and a member of staff will contact you.



5. Enter the Essex Tourism Awards 2013 to get the recognition you deserve for your business... plus get our fantastic corner of Essex on the map!

The search is on for the crème de la crème of tourism and hospitality businesses in the County. Whether your business provides a unique and memorable visitor experience, luxurious accommodation or fantastic food, taking part in the Essex Tourism and Hospitality Awards gives you the chance to win one of 18 different awards. You have until 12 July to get your entries in!



4 | business briefing

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

Winning an award says much about your business. Simply by taking part you could improve your business performance in terms of profitability, quality, sustainability, staff morale and customer satisfaction. Winners and runners up will reap the benefits of prestigious reputation and valuable publicity.

Entry is easy, online and free of charge so go for it before 12 July! For more information visit <http://ectourismhospitality2013.nmgl.co.uk/> or contact: T 01245 400878

6. Town Centres Focus

Working to enhance our prized town centres

Town Centre Partnerships have operated in Epping Forest district for many years and get involved with a huge number of different initiatives including marketing and events to encourage footfall on our high streets, promoting the unique independent retail experience offered in our town centres and developing our town's economies via tourism. EFDC has introduced a pilot Funding programme in 2013/14 called the Town Centres Economic Initiative Fund which seeks to increase such activity – we will report more on this in future Business Briefings.

Overleaf, we briefly outline a couple of Waltham Abbey Town Partnership's (WATP) recent activities and in future we will report on current activity within other Partnerships.



Waltham Abbey's first ever Arts, Crafts and Literature Festival fought off the rain to draw in the crowds in April 2013

After being opened by Debbie Bliss, Britain's foremost knitting designer, the event drew in hundreds of visitors over 2 days to a photographic exhibition, various "Meet the Authors" sessions and a wealth of fun activities for children.

Motivating young people

Following the success of the Partnerships' Festive Youth Market in late 2012 which focussed on encouraging entrepreneurship in young people, WATP went on to co-ordinate a "Motivation Conference". The event was held at the Waltham Abbey Marriott Hotel at the end of March 2013.

A great many local partners came together to deliver this special day including Jobcentre Plus, Epping Forest College, Link4Growth, Lee Valley Regional Park, LCS Choices and Loughton Youth Project to mention but a few. 35 year 9 students from King Harold Business & Enterprise Academy attended and embraced a superb programme of games designed to focus on possible future careers, chatted informally to local people who have been successful in their own careers and met with local MP Eleanor Laing.

It is hoped that the Youth Market and motivation event will be rolled-out across the district in future years and that a Careers Exhibition will form part of an annual programme for Epping Forest district students.

For more information contact Norma Green, Chairman of WATP normaleagreen@gmail.com

Contact your partnership

Here we include contact details for each of the Town Centre Partnerships in the district in case you might be interested in understanding more about your local Partnership or maybe get involved:

Town Centre Partnership	Chairman contact	Contact details
Buckhurst Hill	Peter Angel	E: peter@angeltax.com T: 020 8504 6611
Epping	Barry Seager	E: barryseager@msn.com T: 01992 574686
Loughton Broadway	Dave Stannard	E: doreen@corsi.plus.com T: 020 8508 4363
Loughton High Road	Peter Sheen	E: popsheen@yahoo.co.uk T: 020 8502 2149
Ongar	Martyn Pattie	E: architect@martynpattie.co.uk T: 01277 364 979
Waltham Abbey	Norma Green	E: normaleagreen@gmail.com T: 020 8508 7682



Calling all town centre businesses - are you...

- 1 in contact with your local Town Centre Partnership and have you considered being involved with activities which can benefit your business and the broader town centre?
- 2 registered with One Shops Local AND using it to its full potential to promote your business? Join nearly 300 local businesses that are using **www.oneshopslocal.com**! List your business for FREE so that local shoppers can find out what's on their doorstep, include 'offers' to heighten your promotion and encourage your regulars to review you – personal recommendations can be very effective.
- 3 promoting to your customers that parking is largely free in our town centres at the weekend – this can't be said for many neighbouring areas and the likes of Westfield Stratford! Designated long stay and combined short stay/long stay EFDC pay and display car parks in town centres across the district are free at weekends. Shoppers can also park for as little as 10p in other short stay car parks. EFDC has also recently announced an extra 40 free parking spaces on Saturdays for Epping shoppers at its Civic Offices.
- 4 on board with Independent Retailer Month which runs every July and considering how you can use it to benefit your business. See the following website for ideas on how to make it work for you and for lots of free resources **www.independentretailermonth.co.uk/**. Several of the district's Town Centre Partnerships' are co-ordinating activities so why not get in touch with them also.

6 | business briefing

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



7. Are you aware of the financial incentive being offered to employ a young person?

The Department for Work & Pensions (DWP) and Jobcentre Plus are offering a great incentive to employ young people through a scheme which aims to help reduce unemployment amongst people aged 18 to 24 years.

If you, as an employer, take on a young person between the ages of 18 and 24 years who has been claiming benefits through Jobcentre Plus for more than 6 months, you may be eligible for a grant of up to £2275. In order to be eligible, you must employ a young individual for at least 16 hours a week, in a position which lasts at least 26 weeks.

For more information visit

<http://www.dwp.gov.uk/youth-contract/key-initiatives/wage-incentives/>

or contact: T **0845 601 2001** (option 2)

Text phone **0845 601 2002** for people with speech or hearing impairments.



8. Advertise Internships & Opportunities for free with Graduate Talent Pool

Graduate Talent Pool is a free and great way to advertise internship opportunities in your business to new and recent graduates.

There are many ways that an internship can benefit your company or organisation, and it is a low risk way to attract new talent, enthusiasm and skills. Taking on a graduate intern could bring fresh ideas and perspectives to your team, as well as providing a unique mentoring opportunity for existing staff. An internship is a useful way to assess whether a candidate works well within your organisation. Added to this you will be helping graduates by giving them real-world experience, networking opportunities, career knowledge and a valuable reference.

For more information visit

http://graduatetalentpool.bis.gov.uk/cms/ShowPage/Home_page/p!ekppgba

or contact: T **0845 072 7598**

9. Are you looking to embark on a new food business? Would you like to feature in a new TV series and receive guidance from a restaurateur-presenter that has 'been there and done it'?

Major production company Twenty Twenty (behind the likes of The Choir and The Hoarder Next Door) is producing a new series which seeks to help new restaurant/pub/ deli business start-ups. The restaurateur-presenter of the series has defied the odds and successfully opened 5 restaurants in the last 3 years and wants to work with 6 entrepreneurs, across the UK, as they set out on their first venture.

With his advice, the series will follow the journey of the new starters as they get premises, renovate and hire staff through to creating the menu, opening night and beyond. The company is looking for businesses seeking to open in around July/August this year.

For further information contact Peter Wallis-Tayler:

T **0203 301 8450**

E peter.wallis-tayler@twentytwenty.tv

10. Another TV opportunity – new series looking to provide marketing help to SMEs

A major television channel is seeking small to medium sized independent businesses for a new documentary series. It will focus on how independently run companies could change their marketing strategies to generate more footfall and increase turnover, in today's challenging climate.

Whether you run a restaurant, hairdressers, garden centre, butchers, hotel, gym or any independent business, this could be an exciting and unique opportunity!

If you employ between 10 and 100 staff, and feel you and your business could benefit from marketing advice and a fresh perspective, contact Outline Productions for further details:

T **020 7424 7607**

E business@outlineproductions.co.uk



11. Enterprising Britain Awards

Are you an entrepreneur, business person, organisation, school or higher education college that has undertaken efforts to make a positive change to support and advance enterprise within the last 2 years? As part of the government's initiative to strengthen and encourage entrepreneurial activity within the UK, the Enterprising Britain Awards are seeking nominees who can demonstrate the positive impact they have made within their local economy.

The four entry categories are:

- Most enterprising area in the UK
- Organisation that best promotes enterprise
- Organisation most successful in encouraging businesses to export
- School/ FE College in the country that is best at supporting enterprise ambition in young people

The winner of each category will receive the use of the Enterprising Britain logo, which they may use on merchandise and publicity materials; a certificate, trophy and commemorative flag, as well as international recognition of its accomplishments. Furthermore, winners will have the chance to represent their country at the European Enterprise Promotion Awards.

The deadline for entries is 07 June 2013. For more information visit

<http://www.enterprisingbritainawards.co.uk/>

12. Commercial waste – it's essential to know your responsibilities

EFDC's Environment & Neighbourhoods Officers recommend that anybody disposing of waste is very wary of "cold callers" who offer to dispose of waste at a low cost. A large amount of fly tipping of business and household waste originates from people who give their waste to rogue traders, who called unexpectedly offering cheap services. Legitimate waste disposal is not cheap, but could be more costly if your waste is fly-tipped and the waste is traced back to your business.

If you produce waste (and every business produces some waste, however small), you have a legal 'Duty of Care' to dispose of your waste correctly and record this. The 'Duty of Care' applies to everyone involved in handling the waste, from the person who produces it to the person who finally disposes of or recovers it.

To check that you are complying with your duty of care, can you answer YES to all of the following statements?

- My waste is stored on my property
- My waste cannot escape from my property and is securely contained
- I have checked that my waste is collected by an authorised person
- I have waste transfer note(s) to cover all my waste collections and I keep the paperwork for 2 years.

For further advice visit

www.eppingforestdc.gov.uk/index.php/residents/your-environment/recycling-and-waste/trade-waste

or contact EFDC's Environment & Neighbourhood Officers: T **01992 564608**

8 | business briefing

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

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@epping-forestdc.gov.uk
or telephone: 01992 564593

For great
days out across
the district...



visit  epping forest
So much more than just an enchanted forest!

www.visiteppingforest.org