

## Phoenix FM News Items Broadcast Date: Tuesday 05 April 2011

Presenter is David Worrall T: 01277 849931

Essex FSB Contributor is: Alan Jefcoate T: 07775 833359

Keith Brown, Essex FSB Development Manager T: 07917 628928.

<b>Main Contact:</b>	<a href="http://www.fsb.org.uk">www.fsb.org.uk</a> or <a href="mailto:Keith.brown@fsb.org.uk">Keith.brown@fsb.org.uk</a>
<b>Events:</b>	<ol style="list-style-type: none"><li>1. Essex FSB's Brentwood Network Group meets every other Thursday at Ashwells Country Club. Next meeting 14 April 2011</li><li>2. Essex FSB's Billericay Network Group meets on first Thursday of each month at Deli37 in Billericay High Street. Next meeting is 07 April 2011.</li><li>3. Nexus Network Group meets at Great Warley every Thursday from 6.45am.</li><li>4. The Christian Business Network Group is meeting in Billericay on Thursday 07 April 2011 from 6.00pm until 8.30pm</li><li>5. Social Networking for Business is meeting in Billericay on Thursday 12 May 2011 from 6.00pm until 8.30pm</li><li>6. The Essex Business Network's Brentwood Group meets alternate Thursdays at Marygreen Manor. Next meeting 14 April 2011 from 7.00am until 9.00am.</li><li>7. The Essex Business Forum meets every Thursday at Warley Park Golf Club from 6.45am.</li><li>8. The Select Network Group meets at Maylands Park Golf Club each Friday from 6.45am until 9.00am.</li><li>9. More details of all events can be found at <a href="http://www.fsb.org.uk/essex/events">www.fsb.org.uk/essex/events</a></li></ol>
<b>Brentwood News:</b>	<ol style="list-style-type: none"><li>1. THERE is "nothing boring about payroll" claim a Brentwood duo launching a new product which they say will revolutionise British business. "It's about ensuring people get paid on time," said Stuart Hall, managing director of Brentwood-based ESL employer services. "Some say it's boring but it's not," added chairman and business partner Colin Cleminson. Their firm of 37 staff, 25 of whom are based at their Western Road office near the town centre, was launched 12 years ago as a payroll service provider. "Payroll is a hassle," said Mr Hall, 53. "What we say to companies is that it needn't be." Mr Cleminson, 55, said: "One of the key problems is that payroll is a pain in the neck. You need to have a specific individual who handles things. When that person is off sick there are problems." The firm has dealt mostly with large corporate clients with huge numbers of staff, disgruntled if they are not paid on time. But they are looking to move away from large corporate clients and move to smaller businesses, a move they hope will mean new jobs created in the town. With employment legislation constantly changing, it is small to medium businesses, which employ less than 50 people, finding themselves caught out. The company has launched a new online payroll service, with iPhone and iPad applications.</li><li>2. A NEW golf store, Nevada Bobs, opened on the High Street this month. The store which replaces former sportswear outlet Brentwood Sports Centre, is a first-time venture for Nick Gallagher. He said: "I've had a lot of positive feedback from women golfers who say</li></ol>

	<p>there aren't many local places where they can buy their golf supplies. "I employ four people, but if it continues to be a success I may have to employ more."</p> <p>3. ROTARIANS have raised more than £500 to stamp out polio with the help of <a href="#">Ford</a> employees based in <a href="#">Warley</a>. The <a href="#">Rotary Club</a> of Brentwood Breakfast raised the total at the Ford HQ premises in Eagle Way through various activities, including selling more than 300 fancy purple cupcakes for the cause. A total of 1,500 purple crocuses were also planted by the Rotary Club in front of Ford's Warley offices last October. Purple dye is used to mark a child's little finger once they have been immunised.</p> <p>4. A MUSIC festival catering for up to 30,000 people will be staged in Brentwood this summer which gives local businesses a massive opportunity to attract new customers and promote the Borough. The outdoor event, entitled the Brentwood Festival, will take place in the grounds of the <a href="#">Brentwood Centre</a>, in Doddinghurst Lane, over three days in July. The charity festival will be headlined by three acts: The Rats, an offshoot of the Irish punk outfit The Boomtown Rats; <a href="#">Dublin</a> soul outfit The Stars From The Commitments; and From The Jam, a rock band led by <a href="#">Bruce Foxton</a>, the former bass player in mod favourites The Jam. Twenty-four other bands from across the county, including The Heaters, Double Trouble, Undercover and Lobster, will also perform over the course of the event. It starts on Friday, July 8, and finishes on Sunday, July 10. The event is the brainchild of friends Martin Dansey, an electrical engineer, and publican <a href="#">Jason Jopson</a>, the owner of The White Horse, in Coxtie Green Road, Brentwood. For the past six years, the pair have organised the annual White Horse beer and music festival in the grounds of the pub. However, each time the event has been staged it has grown in size and let's hope the 2011 event is a big success.</p> <p>5. A TRUE <a href="#">Brentwood</a> girl has relocated her beauty spa to the town centre. Bettina Ganney, the owner of Serenity Spa and Facial Centre opened her doors on the High Street in January after moving her business from South Woodham Ferrers to come home. The 32-year-old, who was born in Brentwood and went to <a href="#">Hedley Walter School</a>, began training as a therapist 17 years ago. "I am a Brentwood girl through and through and because I got to the stage where I was needing to spend money renovating my premises, I thought I would rather come home and do it here," she said. In 2001 she ventured out on her own, renting a room at a hairdressers in South Woodham Ferrers, before opening her own premises three years later. Serenity Spa and Facial Centre, which is above Mr Savile, the formal wear specialists, is offering three introductory offers for a limited time only on a first-come-first-served basis.</p>
<p><b>Billericay News:</b></p>	<p>1. A VILLAGE community is trying to pick up the pieces after a car crash closed its High Street post office and zebra crossing, forcing a bus stop to be moved 500 yards down the road. After a Land Rover smashed into the side of the village post office, engineers are still working to make the building structurally sound, hitting business and forcing customers to visit Chelmsford or Billericay instead.</p>

The shop, which houses the post office, is still open but owner and postmaster Sajid Pervez, 52, says business has plummeted.

"I'm not only losing all the trade from the post office but the scaffolding around my store effectively loses me two days of business a week," he said. "It's a sad state of affairs."

This shows how issues outside a retailers control can have a major impact on the business.

2. The Old King's Head, [Stock](#) is the scene for a new way of attracting customers as great food and high farce are on the menu when one of [Britain's](#) favourite sitcoms is affectionately revisited for a new production. A Slice of Fawlty Towers is a brilliant idea that combines references to all the best bits of the classic comedy as you tuck in to some tasty pub food. And although you can expect Basil, [Sybil](#) and [Manuel](#) to be at loggerheads as usual, they won't stop you enjoying your food at this popular eatery.

The production is the idea of Steve Arber, 30, of Billericay who produces and directs the show. It came about after he took voluntary redundancy from his job in [London](#) last year and decided he wanted to make some money out of putting on theatrical productions.

Steve had the idea of staging a Fawlty Towers show, but rather than just do a reread of a couple of episodes in a theatre, he wrote a script which referenced the best bits and based the action in a working restaurant.

He approached his local pub, the Old King's Head, because he knew the people there and knew it had the right layout for what he wanted to do. They jumped at the chance to play host

Proceedings begin at the bar of the pub where diners have a drink before Basil, Sybil and Manuel join in the action, ushering them to their seats for dinner.

A lot of people may shudder at the thought of having a meal whilst Basil and co are in attendance, but Steve is quick to point out that they don't mess around with people's food and that you have a proper meal served by the pub's waiting staff.

A Slice of Fawlty Towers is at the Old King's Head, Stock on the last Friday of every month. For more details, contact [info@thecuttheatrecompany.com](mailto:info@thecuttheatrecompany.com) and for bookings, call the pub on 01277 829933.

3. **BUSINESSES** from Billericay and beyond have stumped up more than £36,000 for charity, in advance of a well-known annual fundraising walk. Around a dozen companies and sole traders have contributed the record sum to the 'bonus pot' for this year's Fun Walk at Barleylands Farm. Following the event, which will take place on Sunday, May 22, the pot will then be divided between the 60 or so charities who typically take part each year.

The Fun Walk is the idea of Billericay's MP [John Baron](#), and has been staged annually since 2002.

Mr Baron, who organises the event each year with the assistance of a committee, told the Gazette he was very pleased with the size of the bonus pot so far.

Last year, the Fun Walk raised more than £50,000 for 60 charities and it is hoped that this year's event will collect even more money.

Since its inception nearly a decade ago, the event, which is suitable for people of all ages and abilities, has raised more than £264,000.

Those who participate can walk either a three-mile course or a shorter one.

	<p>There will also be a barbecue, live music and charity stalls at Barleylands on the day.</p> <p>Organisations wishing to take part in the walk should write to The <a href="#">Fun Walk Committee</a> at 13 Bentalls Business Park, Bentalls, Basildon, SS14 3BN or call 07544 324218 by May 1, 2011 to register.</p>
<b>Area Topics:</b>	<p>1. So National Express East Anglia has lost out on the next franchise round for the railway service in East Anglia – let's hope the new operator will be more small business friendly and won't price out people such as Bread and Buffers who supplied catering services for thousands of commuters at Billericay station but then couldn't afford to pay the price being asked for premises at the refurbished station.</p>
<b>County Topics:</b>	<p>1. Lovers of fine food and drink will be spoilt for choice when Essex's biggest culinary festival comes to Crossing Temple Barns on the weekend of July 9-10.</p> <p>The first Essex Food and Drink Festival will be a celebration of food and drink from across the county with chefs, producers and restaurateurs all showing what makes Essex such an exciting place for food lovers.</p> <p>In particular, the festival is a big opportunity for the county to showcase what local producers have to offer and Brentwood Brewing Company is already booked in as an exhibitor but we are sure there are more local firms who can benefit from exhibiting their products.</p> <p>The best Essex ale, jams, teas, cupcakes, and ice cream, will be some of the products available to try and buy at the event.</p> <p>Advanced tickets are £5 per person per day, on the day they are £6, and children under 12 go free, to book call 0845 6037624 or go to <a href="http://www.thisistotalessex.co.uk/foodfestival">www.thisistotalessex.co.uk/foodfestival</a></p>
<b>Campaigns:</b>	
<b>Information Needed:</b>	<p>1. Insurance Providers Removing Pubs As Clients</p> <p>The FSB would be interested to <u>hear</u> from members that have had problems getting insurance as insurance providers look to remove public houses from their client base.</p>
<b>National Topic:</b>	<p>1. If you're aged 16-30 and need funding to get your new business idea or project off the ground, the Shell LiveWIRE Grand Ideas Awards offers up to 6 x £1,000 prizes every month to the most innovative ideas submitted by new businesses (in their first 12 months of trading).</p> <p>Winners of the monthly Shell LiveWIRE Grand Ideas Awards will also be offered a range of '<u>value-added prizes</u>' throughout the year.</p> <p><i>You've got until the last day of the month to enter the awards so apply now by logging in at the bottom of this page!</i></p> <p>New for 2011</p> <p>Each month, the three Grand Ideas Award winners with the highest judges' scores will automatically be put through to our 'Hot 40' shortlist for the £10,000 Shell LiveWIRE Young Entrepreneur of the Year Award, with the remaining winners added to a pool of 'sift entries'.</p> <p>2. New Counter Terrorism Vulnerability Assessment Tool For Businesses</p> <p>The current terrorism threat assessment for the UK is classed as 'severe'. Businesses in 'crowded places' such as high streets, shopping centres, near stadiums or theatres, are being encouraged to go through a straightforward <u>risk assessment</u> to assess and address, potential vulnerabilities to their business.</p>
<b>Business Awards:</b>	<p>1. Essex Initiative Award 2011</p> <p>Sponsored by Harlow Business Centre this award is aimed at start up businesses across Essex and includes a package of prizes including six</p>

	<p>month's free accommodation, printing, business banking, IT equipment, legal advice, marketing advice, accountancy services and business mentoring.</p> <p>Application Deadline: Monday 11 April 2011</p> <p>2. The European Business Awards sponsored by HSBC close on Thursday 14 April 2011. More details from <a href="http://www.businessawardseurope.com">www.businessawardseurope.com</a></p> <p>3. Take One Small Step Competition</p> <p>Open to any start up business and top prize is £50,000 plus nine regional prizes available.</p> <p>Application Deadline: Wednesday 27 April 2011</p> <p>More details on all awards from <a href="mailto:keith.brown@fsb.org.uk">keith.brown@fsb.org.uk</a></p>
<b>General:</b>	<p>1. Using social media can bring you new customers, raise your profile and Boost your profits.</p>
<b>Other services:</b>	<p>1. Weekly email newsletter giving details of events, contract opportunities and business awards plus special offers by emailing <a href="mailto:essexvoiceofbusiness@fsb.org.uk">essexvoiceofbusiness@fsb.org.uk</a></p> <p>2. Follow on Twitter at FSBEssex for up to date news and event details</p>