

Phoenix FM News Items Broadcast Date: Tuesday 03 May 2011

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Main Contact:	www.fsb.org.uk/essex or Keith.brown@fsb.org.uk
Events:	<ol style="list-style-type: none">1. Essex FSB's Brentwood Network Group meets every other Thursday at Ashwells Country Club. Next meeting 12 May 20112. Essex FSB's Billericay Network Group meets on first Thursday of each month at Deli37 in Billericay High Street. Next meeting is 05 May 2011.3. Nexus Network Group meets at Great Warley every Thursday from 6.45am.4. The Christian Business Network Group is meeting in Billericay on Thursday 05 May 2011 from 6.00pm until 8.30pm5. Social Networking for Business is meeting in Billericay on Thursday 12 May 2011 from 6.00pm until 8.30pm6. The Essex Business Network's Brentwood Group meets alternate Thursdays at Marygreen Manor. Next meeting 12 May 2011 from 7.00am until 9.00am.7. The Essex Business Forum meets every Thursday at Warley Park Golf Club from 6.45am.8. The Select Network Group meets at Maylands Park Golf Club each Friday from 6.45am until 9.00am.9. More details of all events can be found at www.fsb.org.uk/essex/events
Brentwood News:	<ol style="list-style-type: none">1. Essex FSB (Federation of Small Businesses) has praised Brentwood Borough Council for leading the way with a new initiative which forms part of the FSB's Keep Trade Local campaign. Essex FSB welcomed the initiative by Secretary of State for Communities and Local Government, Eric Pickles, when he announced that details of any council expenditure over £500 should be published on line. While that was good news we wanted to take it a stage further by publishing the postcode of each supplier used against the expenditure listing so people could see how much each council was spending with local businesses. We accept that councils have a duty to ensure that suppliers meet their specification and that the price is competitive but we believe the next criteria should be how local the firm is which is why we have asked for postcodes to be published. We congratulate Brentwood Borough Council on being the first local authority in the country to agree to do this and hope other councils will now follow suit." Chairman of Brentwood Borough Council's Business and Economic Development Panel, Councillor Phil Baker, said: "We listened to Essex FSB's request and implementing it has no extra cost for the council so we have agreed. "From May 2011 we will be publishing the first part of the postcode of each supplier so we can demonstrate that our support for the local economy is more than just words but is implemented through our procurement policies. "Using local firms which meet the right quality standards and which are competitive on price makes a lot of sense as it keeps council tax payers moneys circulating within the local economy and reduces the carbon footprint of the council as delivery journeys are shorter too. "We are proud to be the first council in the country to be publishing

supplier postcodes on line and will be encouraging colleagues to do likewise so we can demonstrate how important council contracts are to local companies."

2. Essex FSB Vice Chairman Alan Jefcoate will be part of a three member team from Brentwood Community Safety Partnership which will be conducting a Shop Visit along the High Street and in Shenfield to find out about CCTV and to pre-empt any "Burglary others". This will also be a good opportunity to create a "CCTV Map" of the premises that have internal or external CCTV. He will also be advertising "Shop Watch".
3. ABOUT £1,000 of women's lingerie was stolen by masked raiders from a high street shop in Ingatestone.
Items of clothing, including swimwear and tights, were stolen during a break-in at Laraine H Lingerie, in Ingatestone High Street, at 9.40pm on Easter Sunday.
An eyewitness who saw the burglars ran to nearby Stocks Bar, from where staff alerted police.
Anyone with information should call Sgt Lee Noakes at [Brentwood police](#) station on 0300 333 4444.
4. THERE are few things more central to the English way of life than the local pub.
This was the case in [Mill Green](#) near Ingatestone at the weekend, when country pub The Viper held its annual Easter beer festival, with hundreds of people arriving over the four-day break to enjoy the atmosphere.
Dozens of specialty beers were on offer, ranging from light, hoppy brews with sparkling citrus notes, all the way through rich, dark porters, laden with hints of coffee.
In recent years, real ales have surged in popularity, as the idea of locally produced, independent and organic food and drink has become more mainstream.
[Brentwood Brewing Company](#) provided some of the most popular ales, while others came from [Maldon](#), Mersea, and Sawbridgeworth brewers.
5. TWO of the glamorous stars of hit ITV2 show The Only Way is Essex have officially opened their own clothes store in Brentwood.
Sisters Sam and Billie Faiers opened Minnies, their fashion boutique, in Ropers Yard with Brentwood mayor David Tee doing the honours and cutting the ribbon.
The store has already been discussed and appeared on numerous occasions on the show.
6. The Brentwood Theatre, in Shenfield Road, has launched a new online booklet which will have full details of all performances after it received sponsorship from local estate agent, Russell Quirk and Co.
The brochure will be sent via e-mail and will allow recipients to click on a link which will take them through the publication and also allow them to view video clips and other items from the community theatre's website.
Mark Reed, the theatre's administrator, said the new method of publicising the shows will make updating information far easier.
7. 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 [Brentwood Centre](#), 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; [Dublin](#) soul outfit The Stars

	<p>From The Commitments; and From The Jam, a rock band led by Bruce Foxton, the former bass player in mod favourites The Jam.</p> <p>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.</p> <p>It starts on Friday, July 8, and finishes on Sunday, July 10.</p> <p>The event is the brainchild of friends Martin Dansey, an electrical engineer, and publican Jason Jopson, the owner of The White Horse, in Coxtie Green Road, Brentwood.</p> <p>For the past six years, the pair have organised the annual White Horse beer and music festival in the grounds of the pub.</p> <p>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>Billericay News:</p>	<ol style="list-style-type: none"> 1. ANOTHER restaurant could be coming to Billericay, despite fears the town already has too many places to eat. Roger Green, who owns the building which formerly housed the Emporium, at 38 High Street, has submitted a planning application to change its use from a shop unit to a restaurant or cafe. But some people in the town believe the addition of another cafe or restaurant could be overkill, including Billericay town councillor Terry Gandy. He said: "The High Street is turning into a pub and cafe street." 1. The annual Saint Francis Hospice Summer Golf Day, held at Stock Brook Manor in Billericay, will raise money for the hospice on May 23. As well as playing a 27-hole round, golfers can enjoy breakfast, lunch and a presentation dinner during which prizes will be awarded. There will also be an auction of exclusive items. Event sponsor Barry Hearn, from Matchroom Sport in Brentwood, said: "It provides local golfers the chance to enjoy a day which promises to be fantastic, while supporting terminally-ill local people by raising funds for Saint Francis Hospice. Organisers are hoping to beat last year's total of £15,500. Tickets cost £110 per person and local businesses are invited to sponsor a hole, which will feature their business logo. If you would like to donate prizes, enter a team or provide sponsorship, e-mail fundraising@sfh.org.uk 2. A VILLAGE social hall has been given a "Big Society" makeover by staff on a community away day from car giant Ford. Thirty workers from Ford Research Dunton near Billericay went to Great Waltham British Legion Hall to spruce it up. The hall is used by many of the village's organisations, including the WI, of which Ford worker Tracey Cashman is a member. She said: "My colleagues are allowed one or two days off a year to carry out work in the local community. "On this occasion we thought the RBL Hall was ideal." 3. BUSINESSES have been told to show more respect for a town's conservation area when it comes to advertising themselves. Billericay town councillor John Buchanan is annoyed at the number of shops and restaurants putting up signs which he claims don't fit in with the town's character. He says the signs should face greater scrutiny as they fall within the High Street's conservation area – which means any building work or refurbishments done to properties within its boundaries face stricter planning rules.

	<p>Mr Buchanan said one of the main offenders was Prezzo restaurant. He also said Sugar Cane sweet shop and the Iceland supermarket had signs which were not suitable.</p> <p>4. Organised by Basildon Green Business Forum and Essex FSB the Green Business Market Place includes seminars and a market place providing advice and information on green related issues to boost your business profits and reduce your carbon footprint. Bookings for exhibitors are now being taken and the event is free to attend. The event is at the Holiday Inn, Basildon on Monday 11 July 2011</p> <p>5. 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 and for bookings, call the pub on 01277 829933.</p> <p>6. 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. There will also be a barbecue, live music and charity stalls at Barleylands on the day. Organisations wishing to take part in the walk should write to The Fun Walk Committee at 13 Bentalls Business Park, Bentalls, Basildon, SS14 3BN or call 07544 324218 by May 1, 2011 to register.</p>
Area Topics:	
County Topics:	<p>1. FIRE stations and engines could be branded with advertising to raise money for the cash strapped authority. Essex Fire Authority is due to meet tomorrow to discuss proposals that could see fire engines sponsored and billboards put up at fire stations as the fire service faces up to a £10 million cut to its budget. Advertisers could include high street shops, mobile phone companies and insurance companies and billboards could show the latest film releases. The fire service has said it would not consider advertising alcohol or tobacco because it would go against its healthy message. The initial plan would be to put up 48 signs, measuring 20ft by 10ft, on the sides of fire stations or as boards in the stations' boundaries.</p> <p>2. 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. The first Essex Food and Drink Festival will be a celebration of food and</p>

	<p>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 www.thisistotalessex.co.uk/foodfestival</p>
<p>Campaigns:</p>	<ol style="list-style-type: none"> 1. The Government has launched its 'Red Tape Challenge' which will look to cut regulation across sectors and wants input from businesses. The first sector to be scrutinised is the retail sector and you can make suggestions until Friday 06 May 2011. 2. Research shows that the average small business loses £3,000 every year, yet there are simple things which can be done to significantly reduce crime and save money. To help, the Design Council and the Home Office's Design and Technology Alliance have developed a free, online resource for small businesses to ensure that businesses address crime. 3. Essex FSB and Essex Police are working together to try and reduce the incidence of mobile phone thefts in the county and YOU can help by easily protecting your own handsets by registering your mobile phone and IMEI number at www.immobilise.com To find your IMEI (international mobile equipment identity) number key in *#06# Your IMEI number will appear as 14 to 17 digits on your mobile phone screen – this number is unique to your phone. If your phone is stolen, contact your mobile phone operator with your IMEI number so your phone can be 'disabled' and so useless to the thief. This information is automatically placed on the National Mobile Property Register, which is searched regularly by all UK police forces. Registering the details makes it more likely that you will become reunited with your mobile phone if it is recovered by police.
<p>Information Needed:</p>	
<p>National Topic:</p>	<ol style="list-style-type: none"> 1. A match funded grant of up to £1,000 can be spent on leadership training and coaching that helps grow the business, improving productivity and competitiveness. The programme also includes a free consultation with an expert adviser before the training commences, as well as a free follow-up to discuss the impact of the training and any further skills needs. SME leaders should contact the Leadership and Management Advisory Service to book their free personal leadership and management assessment. 2. 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). Winners of the monthly Shell LiveWIRE Grand Ideas Awards will also be offered a range of 'value-added prizes' throughout the year. <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>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>3. 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>
Business Awards:	<p>1. B2B Marketing Awards</p> <p>Open to any business. There are 22 categories of awards available. Application Deadline: Friday 13 May 2011</p> <p>2. Basildon Business Awards</p> <p>Open to any business in Basildon Borough Council area. There are 13 categories of awards available. Application Deadline: Friday 17 May 2011</p> <p>3. British Business Champions</p> <p>British Business Champions is the only truly independent organisation staging high profile awards in every region of the UK culminating in a prestigious annual national finals event. There are five categories for small businesses and six categories for medium sized businesses. Application Deadline: Tuesday 31 May 2011 More details on all awards from keith.brown@fsb.org.uk</p>
General:	<p>1. Using social media can bring you new customers, raise your profile and Boost your profits.</p>
Other services:	<p>1. Weekly email newsletter giving details of events, contract opportunities and business awards plus special offers by emailing essexvoiceofbusiness@fsb.org.uk</p> <p>2. Follow on Twitter at FSBEssex for up to date news and event details</p>