

Burnley Business Week

25-29th April 2016

#BBW16

A week of
FREE business
workshops,
seminars
and drop-in
sessions with
business experts

Contact: Business Support Team,
Burnley Council
rgifford@burnley.gov.uk
01282 477213



Mon 25th April

| KEY: ★ Great for new businesses 🏠 Great for retail businesses | Time | Venue | Further info and booking |
|---|------------------------|---|---|
| Online Reputation Management Delivered by Tom Stables of 3ManFactory | 9am-11am | UTC Lancashire | rgifford@burnley.gov.uk 01282 477213 |
| 🏠 How to Prevent Crime for Retailers Delivered by Blackburn Businesses Against Crime and the Burnley Police Town Team | 6-8pm | Training Room at Barclays Bank, St. James' Street | rgifford@burnley.gov.uk 01282 477213 |
| 🏠 How to Get a 5 Star Food Hygiene Rating For Your Business Delivered by Burnley Council Environmental Health | 3pm (approx 90mins) | Charter Walk balcony (next to market), Community Room | rgifford@burnley.gov.uk 01282 477213 |

Tue 26th

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| ★ Starting Your Own Business Delivered by Enterprise Lancashire - Kathryn Gillam | 9:30am – 3pm | Moorhouse's Brewery, Accrington Rd | 01282 389037 hello@enterpriselancashire.co.uk |
| Digital Marketing Strategy Delivered by Tom Stables of 3ManFactory | 9am-11am | UTC Lancashire, Trafalgar Street | rgifford@burnley.gov.uk 01282 477213 |
| Best Practice in Industry – Managing the Environmental Impact of Your Business Delivered by Burnley Council Environmental Health | 10am-1pm | Burnley Fire Station Community Training Room | rgifford@burnley.gov.uk 01282 477213 |
| Allergen Management in Your Food Business – UPDATE Delivered by Burnley Council Environmental Health | 4pm-6pm | Prairie Sports Village, Windermere Ave | rgifford@burnley.gov.uk 01282 477213 |
| Flood Resilience: Is Your Business Prepared? Delivered by New Ground CIC - Christina Worsley | 2:30pm (1 hour session) | The function room at Molly Rigby's, Mill Street, Padigham | rgifford@burnley.gov.uk 01282 477213 |
| ★ Prince's Trust Enterprise Programme – Day 1 Delivered by Prince's Trust. Prior enrolment necessary | 10am – 4pm | Prince's Trust, Sandygate | Alice Clarke 01282 509950 alice.clarke@princes-trust.org.uk |

Wed 27th

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| Exporting to India Conference with the UK India Business Council In partnership with East Lancashire Chamber of Commerce | 11am – 4pm | Holiday Inn Express, Pendle Way | s.warrington@chamberelancs.co.uk 01254 356473 |
| 🏠 Winning Business on Social Media Delivered by +24 Marketing - Social Sam | 6-8pm | 3rd floor training room, St Peters Lesiure Centre, Church St | rgifford@burnley.gov.uk 01282 477213 |
| ★ Marketing: Online or Flatline Delivered for Enterprise Lancashire by Eden Marketing | 1-4pm | Moorhouse's Brewery, Accrington Rd | 01282 389037 hello@enterpriselancashire.co.uk |
| The Apprenticeship Levy – An Employer's Guide Delivered by Skills Funding Agency and Themis at Burnley College | 1:30pm – 2:30pm | Themis at Burnley College, Princess Way | rgifford@burnley.gov.uk 01282 477213 |
| Burnley and Pendle Business Challenge Delivered by +24 Marketing | 9-10.30am | Pendleside Hospice, Colne Rd | http://bit.ly/burpenchallenge rgifford@burnley.gov.uk |
| ★ Prince's Trust Enterprise Programme – Day 2 Delivered by Prince's Trust. Prior enrolment necessary | 10am – 4pm | Prince's Trust, Sandygate | Alice Clarke 01282 509950 alice.clarke@princes-trust.org.uk |

Thur 28th

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| Boost Business Lancashire presents Grow How Master Classes - ticket only Facilitated by Carole Garrett and Colin Tempest of Boost Business Lancashire | 9am – 3.30pm | Burnley Football Club (Turf Moor) | To check your eligibility call 01254 693 999 or info@enterprise4all.co.uk |
| Product development and Manufacturing Support from UCLan Delivered by the Advanced Manufacturing Lab, UCLan Burnley | 9am-4pm | DigitME advanced manufacturing lab, UCLan Campus, Burnley College, Princess Way | jsmith23@uclan.ac.uk |
| ★ Book Keeping Delivered by Enterprise Lancashire - Kathryn Gillam | 9:30am – 1:30pm | Moorhouse's Brewery, Accrington Rd | 01282 389037 hello@enterpriselancashire.co.uk |
| Business Networking - Spring Into Social Media Delivered by +24 Marketing | 12-2pm | Northbridge House, Elm St | http://bit.ly/spring-social rgifford@burnley.gov.uk |
| 🏠 Silent Selling: Increase Your Sales Through Visual Merchandising Delivered by Roo St - Katherine Woods | 6pm – 8.15pm | Central Methodist Church, Hargreaves Street BB11 1DU | rgifford@burnley.gov.uk 01282 477213 |
| 🏠 Prince's Trust Enterprise Programme – Day 3 Delivered by Prince's Trust. Prior enrolment necessary | 10am – 4pm | Prince's Trust, Sandygate | Alice Clarke 01282 509950 alice.clarke@princes-trust.org.uk |

Fri 29

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| Sell Sell Sell Delivered for Enterprise Lancashire by Stephen Leishman | 9:30am-12:30pm | Moorhouse's Brewery, Accrington Rd | 01282 389037 hello@enterpriselancashire.co.uk |
| 🏠 Prince's Trust Enterprise Programme – Day 4 Delivered by Prince's Trust. Prior enrolment necessary | 10am – 4pm | Prince's Trust, Sandygate | Alice Clarke 01282 509950 alice.clarke@princes-trust.org.uk |

In Detail

Burnley Business Week has been organised by Burnley Council, in partnership with business support agencies and private sector partners, offering the latest advice and guidance on a range of business areas, with something to help all types and all sizes of business. Burnley Council is committed to supporting business growth in the town and promoting a culture of enterprise.

Online Reputation Management

A session designed to inform and educate individuals and businesses of how information about us is stored, shared and the impact that positive/negative chatter can have. The session covers: online reputation, privacy/data management, how to be seen (profile management), how to be heard (publishing) and how to listen (monitoring). Hosted by Tom Stables of 3ManFactory.

How to Prevent Crime for Retailers

This workshop will provide fundamental advice and invaluable tips on how to detect and deter criminal activity and shop crime from affecting your retail business. Learn the essentials of working together with other shops and key strategic partners who are there to support and protect you. Meet with representatives from retail security and the local police. This workshop will be led by Ronnie O'Keefe of Blackburn Businesses Against Crime with the Burnley Police town team.

How to Get a 5 Star Food Hygiene Rating

Customers are increasingly relying on food hygiene scores to inform their decisions on where to eat. Eateries with less than a 5 rating may be losing out on custom to other cafes/restaurants/bars nearby who are viewed by the public as more 'trusted' and having good food hygiene standards. This session aims to provide you with all the knowledge, advice, tips and best practice that you need to improve your food hygiene rating and achieve top marks for your next inspection.

Flood Resilience: Is Your Business Prepared?

Recently flooding caused widespread disruption to businesses and communities following the wettest December on record. Research has found that even when a business has insurance in place to cover financial losses, 80% of businesses without an emergency plan in place do not recover from a major incident such as flooding. At this event, Christina Worsley from New Ground will give a presentation to help businesses develop plans and procedures to prepare for future flood events and also provide impartial advice and support on flood resilience products. The presentation will highlight how flooding impacts a business and what to include in a flood emergency response plan to reduce disruption and allow business continuity following a flood event. A business advisor from Profit Optimiser will also give a talk, providing helpful tips and advice on how to help your business recover following a disruptive incident such as flooding.

Starting Your Own Business

This seminar will give you the tools to help your business take off. If you're considering setting up as a sole trader, a partnership or limited company, the help and encouragement you will get can support you in areas such as: marketing/competitors/research, how to write a good business plan, managing cash-flow, taxation and VAT.

This workshop provides you with a detailed look at all aspects of starting and running a business from marketing and business planning to understanding financial aspects within your business. Talk to other new business start-ups and swap experience and contacts. At the end of this workshop you will be able to undertake your own research to see if your business idea is viable, put together a draft business plan and you will have been shown how to understand if your business will make a profit or loss. Lunch included.

Digital Marketing Strategy

This session is all about developing your digital marketing strategy, focusing on setting your goals and objectives, finding the right audience, finding the right voice and language, social media advertising and measurement.

Best Practice in Industry – Managing the Environmental Impact of Your Business

Presented by Burnley Council Environmental Health

This interactive session aims to educate businesses about their potential effects on the environment, and offers an opportunity to share best practices in how to manage activities effectively whilst getting the most from your business.

Allergen Management in your food business – UPDATE

All caterers are now required to provide information to their customers about the allergens in the food that they prepare and serve. Learn from the experts about what you need to know and how you can make it work for you in your business.

Exporting to India Conference with the UK India Business Council

In partnership with East Lancashire Chamber of Commerce

What if... you could trade with India, one of the fastest growing economies in the world? This event provides a wonderful opportunity for local businesses to understand the scale and nature of opportunities that India presents. Join us and meet with the UK India Business Council, specialists who will share their expertise and offer their first-hand advice on key topics; ranging from choosing your business partner, protecting your IP, trade finance, staff recruitment and adapting your product for the Indian market. This event is also an opportunity for you to network with like-minded delegates and experts, participate in a Q&A with UK businesses that are succeeding in India and hear why they chose this market. Lunch included.

Winning Business on Social Media

In this two hour session, social media expert, Social Sam from +24 Marketing, will help you understand the importance of social media for your business. He will highlight the most effective social networks and demonstrate how best to use them to grow your business. As well as sharing his top tips, Sam will also reveal some useful tools that can be used to save time and improve the content you share. If you're just getting started on social media or if you'd like to see more results, this is a valuable session not to be missed.

Marketing: Online or Flatline

In this workshop you will get to grips with building an effective online marketing plan by understanding the three key aspects of online marketing: search optimisation, pay per click (i.e. Google AdWords) and social media. By the end of this session you will be able to select the most appropriate online marketing tools to support the growth of your business and apply techniques which will optimise your website, improve your social media management and measure the success of your activity. Jean Atkinson is a Chartered Marketer with over 18 years international marketing experience. Jean owns Eden Marketing Ltd and is the founder of the Marketing Minds Academy.

The Apprenticeship Levy – An Employer's Guide

This talk from the Skills Funding Agency is an opportunity for employers to hear about recent changes to the national apprenticeship programme and learn the most up to date information. The talk will also cover the upcoming Apprenticeship Levy - what it is and what it means for employers. Followed by a Q&A.

Boost Business Lancashire Presents - Grow How Master Classes

The Grow How Master Class series is part of the Growth Support Programme, a fully funded programme delivered by Winning Pitch and Enterprise4all. It is specifically designed for young enterprises and will incorporate interactive action learning sets, it will tackle complex growth challenges and provide you with the knowledge and tools to overcome barriers to growth and empower you and your enterprise to reach your growth potential. In this full day session you will learn how to create and implement a winning growth strategy for your enterprise. The event facilitators are Carole Garrett and Colin Tempest. This event is aimed at existing enterprises with high growth potential and is a ticket only event.

Product development and Manufacturing Support from UCLan

The University of Central Lancashire offers a range of manufacturing, engineering and product development support to Burnley businesses. Come along and take a tour of our advanced manufacturing laboratory. See how the DigitME project can support your manufacturing challenges and meet the UCLan Innovation Clinic team who will also be on hand to chat through your new product ideas and give you advice and guidance on creating an Innovation strategy. See how your business can access these or other fully funded business support programmes.

Book Keeping

This workshop is suitable for anyone who is new to business to help you understand what you need to do in terms of keeping accurate financial records for your business and will also cover what records and information you need to keep in order to satisfy the requirements of HMRC for your self assessment. Areas covered include: how to write up your books, different types of books, know where your money is, how much money you are owed/owe, how much profit you have made, overview of Income Tax and an overview of Self-Assessment.

Business Networking - Spring Into Social Media

A free informal networking event, hosted by +24 Marketing. With a free lunch, a great bunch of local businesses all combined with a social media training workshop – this is one event not to be missed!

Pick up some great tips to help you get the most from your social media. Our social media expert, Social Sam, will introduce some top timesaving tools and help you freshen up your content. He will also demonstrate the value of available tools like Facebook Advertising, as well as covering how to combine it with your off-line activities to get the best results.

Sell Sell Sell

Ever wondered why you didn't close that last deal? Why your competition seems to beat you even though you have a better product or service? Join us for the insightful session from one of the region's leading sales professionals. This workshop will enable you to spot buying signals, handle objections, close deals and more importantly build those long term relationships that will secure your business growth for the future. From a market stall to working for one of the UK's largest blue chip engineering companies and now successfully self employed, Stephen Leishman has over 30 years of experience selling B2B both in the UK & internationally.

Silent Selling: Increase Your Sales Though Visual Merchandising

Visual Merchandising is not just about making your shop or the products within it look attractive and appealing, it's about creating a variety of subliminal and direct messages to your customer or potential customer; re-inforcing their trust and loyalty in you as the expert in your field. It's used to create attention and interest from the outside to desire and action within and satisfaction when they leave.

Katherine Woods of Roo St will be sharing her expertise, top tips and will take you through the process which will help you to understand why visual merchandising is essential to every retailer whether you sell vegetables, shoes, electrical goods or houses. She will demonstrate how it can have a direct impact on your sales without using heavy sales techniques and putting more money in your till.

Burnley and Pendle Business Challenge

Pendleside Hospice will be launching their new business challenge aimed at inspiring new ideas, thoughts and ways of doing business in the local community. Come along to find out about the Burnley and Pendle Business Challenge, but more importantly this event will highlight how businesses can ensure they have positive Corporate and Social Responsibility (CSR) and raise their business profile through PR by being involved with charities. In an era where comments are tweeted, pictures instagrammed and opinions Facebooked, it's vital your company considers its CSR and the image it portrays by doing so. Come along and hear from successful businesses and some of their experiences on how important CSR is.

Prince's Trust Enterprise Programme

Thinking about starting a business or self employment? This workshop will get your thoughts in order and explain in plain language what may be required and many useful hints and tips.

If you are you aged 18yrs-30yrs and unemployed or working fewer than 16 hours per week you can enrol on the Princes Trust Enterprise Programme.

- Day 1 All about young people: Skills, Motivation, Goal setting, Money, Choices
- Day 2 Marketing and selling: Customers/competitors, Promoting your business, Sales Techniques, Pitching for new Business, Customer care
- Day 3 Business Money: Understanding tax/ national insurance, VAT, Book Keeping- income/expenditure - cash flow, Insurance, Managing your money/debt/credit checks
- Day 4 Business planning / mentoring / next steps: Why & how do I do a business plan?, Structure of business, Name of business, Where to trade from, Opportunity to practice important situations, Mentoring

Prior enrolment is necessary for this 4 day workshop.

