

Chelmsford Business

Issue 58 October 2018



Chelmsford City
Showcase
for Business

14th November
Pre-register now

www.chelmsfordshowcase.eventbrite.co.uk

Business e-bulletins

ONS Business Tool

Skills

Refill Stations

New Local Plan



Follow us on Twitter
@ChelmsBusiness



Chelmsford
City Council

Contents

- 2 Welcome
- 3 Keeping you informed
Chelmsford Business e-bulletin
- 4 Chelmsford City Showcase for
Business 2018
- 5 Chelmsford City Showcase for
Business 2018
- 6 Mentors: What can they offer
your business
How productive is your business
- 7 First 'Essex Careers Guide'
website goes live
Refill Stations
- 8 New Local Plan - Next Steps
Over £4.75 million reasons to be
cheerful

This publication has been produced by the Economic Development and Implementation Team at Chelmsford City Council.

Contributions and comments are always welcome and it is only through the involvement and participation of the wider business community that the publication will flourish.

**Economic Development
& Implementation
Chelmsford City Council
Civic Centre,
Duke Street
Chelmsford,
CM1 1JE**

**Tel: 01245 606568
economy@chelmsford.gov.uk**

Views expressed by contributors do not necessarily reflect those of their employers or Chelmsford City Council.



Cover: Hylands House, Writtle

Welcome



We are looking forward to the Chelmsford Business Showcase, and the opportunities that affords us all to stimulate business locally, discuss our hopes and needs for the area, and just to share experiences and concerns about many issues - both local and international - that could affect our businesses.

The Chelmsford Business Board continues to work for the whole of the Chelmsford business community, with a representative from each of the main business sectors in our City region on the Board. If you don't know who yours is, but would like to make suggestions about matters we should be considering or things we could do better, please contact me at david.rayner@birkettlong.co.uk. We also look at local matters – where it is easier for us to have a direct impact – and wider issues - where we can have an input into and attempt to influence decision makers (although even I cannot promise to have any influence over Brexit!). Recently all of our businesses, employees, customers and visitors to the City have been affected by the trials and tribulations at The Army and Navy – something that has been raised in various forums for decades. The Business Board has made strong representations on this and other local matters, such as working with the City Council and the police on homelessness and anti-social behaviour issues. There has been considerable success on this – much of it unsung. Moving on to the wider issues, the Board has had input into the discussions about the A12, A120 and other infrastructure proposals, including the Lower Thames Crossing, which will have not just a local impact but a regional and national one too.

Infrastructure - in all its guises- skills and training and the need for more – and better- commercial premises as well as homes for our staff to live in, are the topics that always top any debate on what needs to happen. Working closely with the City Council and other relevant bodies, the Chelmsford Business Board is trying to make sure improvements happen.

Best wishes,

David Rayner.
Chair Chelmsford Business Board.



Keeping you informed

The Economic Development & Implementation Team at Chelmsford City Council strives to keep local businesses informed on all matters that assist or affect them. Information that can help businesses is the focus of our communication. This includes details of growth opportunities, financial support through various grants, training workshops, events and other beneficial schemes and news.

This newsletter is published twice a year and is supplemented by monthly electronic bulletins to alert you to current news and opportunities.

We are conscious that our database needs to be kept relevant and up-to-date and wish to ensure that all communications reach the right people. If your details have changed, you have ceased trading or you do not wish to receive this publication please let us know and we will make those amendments.

Email economy@chelmsford.gov.uk or contact us via details on page 2.

With regulation changes due to GDPR it is important for you to 'opt-in' to receive e-bulletins from us. You can do this by going to:

www.chelmsford.gov.uk/business/business-news-events-

and advice/ business-communications and simply clicking 'Join our mailing list'. Please look out for our first e-mail as you need to click a link to ensure you receive the e-bulletin. Please also double check your spam folder, just in case an e-mail ends up there by mistake. Alternatively, drop us a line at the same e-mail address giving us permission to e-mail you.

Your e-mail address will not be passed onto anyone else and rest assured we will send only considered and relevant communication.



Chelmsford Business e-bulletin

The Economic Development & Implementation Team at Chelmsford City Council communicates with businesses through a monthly e-bulletin. Information that can help businesses is the focus of our communication. This includes details of growth opportunities, financial support through various grants, training workshops, events and other beneficial schemes and news.

To join our mailing list please visit our website www.chelmsford.gov.uk/business Paper copies of Chelmsford Business News are published twice a year. If you would like to receive this magazine, please e-mail economy@chelmsford.gov.uk with your business name and postal address.

To download the latest copy of Chelmsford Business News please visit our website www.chelmsford.gov.uk/business

Economic Development & Implementation Team,
Chelmsford City Council
economy@chelmsford.gov.uk
01245 606568

Chelmsford City Showcase for Business

Now in its 10th year, the Chelmsford City Showcase for Business returns on Wednesday 14th November 2018, taking place at Hylands Estate, Hylands Park, London Road, Chelmsford, CM2 8WQ.

This year's free to attend event comprises motivating seminars from local businesses, a business briefing and an ever-popular exhibition area.

Throughout the day attendees will be able to visit over 50 trade stands and take part in seminars, with the opportunity to raise their questions to experts. The event offers attendees invaluable business insights as well as business support and advice on a range of relevant topics including business promotion and marketing, business start-up and business growth and innovation.

The 2018 Showcase will feature two seminars, one will be a first-hand experience of growing a business and the other explaining the importance of your business image. A dedicated area will enable businesses to find out about the different types of funding available with an opportunity to have a 1:1 session with funding providers throughout the day. There will also be experts on hand to provide information to non-levy paying businesses about employing an apprentice or upskilling existing staff through higher apprenticeships.

This event offers something of value for every business and is a fantastic opportunity to network with fellow business professionals.



For more information and to register your free place at the 2018 Chelmsford City Showcase for Business visit www.chelmsfordshowcase.eventbrite.co.uk. 01245 606568 economy@chelmsford.gov.uk www.chelmsford.gov.uk/showcase



NEW FOR THIS YEAR!

Visit the amazing Carmel Jane Photography, located in the main house, to receive your **FREE** professional headshot!

Carmel and her team will be on site offering complimentary headshots all day for every delegate so make sure you brush up! Delegates will receive a free high-resolution digital file to use as they wish.



Business Briefing

Opening the 2018 Chelmsford City Showcase for Business is a Business Briefing led by David Rayner, Chair of the Chelmsford Business Board. This year we are pleased to welcome an address from Nick Eveleigh, CEO of Chelmsford City Council, who will give an overview of current developments and initiatives, plus the future ambition and direction for Chelmsford.

Chelmsford City Showcase for Business

Managing Business Growth

Dan Hull from award-winning Dan Hull Prepared Foods, will give an insight into the company's journey from farm shop to Oxford Street. He will talk about how managing a growing business requires dedication, innovation and a great team. Hear how production was moved to bigger premises, new products were introduced, and quality remains key.



Branding

Graham Broughton will deliver a session on the importance of creating and managing your business as a brand. Drawing on his own experience as a Brand Manager with over 30 years experience, Graham will also share guidance imparted by other members of The Consortium, who together own over 200 years of real life business experience.



Funding

Visit the dedicated funding area to find out how your business could benefit from the current grants and opportunities available. Speak to advisors 1:1 about your projects and learn if you are eligible for support that could take your business to the next level.

Apprenticeships

Only for school leavers? Wrong. Our apprenticeship experts will be on hand to explain how non-levy paying businesses can have the cost of hiring an apprentice supported, and how existing staff can be upskilled right up to degree level. Come and find out how you could strengthen your workforce.



Mentors: What can they offer YOUR business?

In a nutshell, business mentors can help you develop your ideas for business growth by sharing their skills, expertise, experience and contacts.

If you are an SME then you may already be working with a mentor. If you are 'in the market' for a mentor then this feature gives practical advice on finding the right person for you and your business.

It's often said that a good mentor should be like a 'critical friend' but what does that actually mean? Here are some important questions to consider...

Top Ten Questions To Find The Right Mentor

- | | |
|---|---|
| 1. Has the mentor even owned/managed his/her own business? | 6. How accessible is your mentor? (E.g. face-to-face, Skype, telephone, email?) |
| 2. Is the mentor well connected/networked? | 7. Will the mentor set realistic and ambitious goals for you? |
| 3. Is the mentor aware of the latest business grants/loans and finance initiatives? | 8. Does the mentor share your vision - for both your business and its industry? |
| 4. Will the mentor hold you accountable for the actions that he/she suggests? | 9. How 'innovative' is the mentor? |
| 5. Does the mentor have a proven track record of success? (E.g. with client case studies) | 10. Does the mentor have access to co-mentors with specialist and complementary skill sets? |



Sarah Brockwell is a member of a group of Essex-based professional mentors known as The Consortium. Together The Consortium has delivered bespoke mentoring support to 1000+ businesses over 10 years via schemes run by Essex County Council, BEST Growth Hub and LoCASE.

For more information contact Sarah on 01371 606 111.

How productive is your business?

Since the economic downturn of 2008, UK's productivity growth remains subdued and is currently growing at half its pre-downturn pace. In its simplest form, labour productivity measures the amount of output produced per worker.

In the long term, productivity growth drives higher wages and living standards for workers, higher profits for businesses, enabling higher levels of investment and employment, and

increased revenue in taxes for government, in turn making it easier for government to provide essential services.

Increasing awareness of this issue among businesses has increased demand for better information for businesses, so they can understand how to improve their own productivity growth. Consequently, in July 2018, ONS launched an interactive productivity benchmarking tool. This allows businesses to calculate their own productivity – between 2010 and 2016 – and compare their productivity performance with businesses in similar sectors and across a wide range of industries. This easy to use tool only requires three pieces of information: turnover (or sales), purchases of inputs (excluding investment), and the

number of people employed.

Knowing your firm's productivity is a step in the right direction, but understanding what makes some businesses more productive than others is the next critical step. ONS research has identified a range of business characteristics that are correlated with higher levels of productivity including the impact of size, foreign direct investment (FDI), management practices and trade.

All our research is available at www.ons.gov.uk/economy/economicoutputandproductivity/productivity/productivitymeasures.



First 'Essex Careers Guide' website goes live

The Essex Employment and Skills Board (ESB) has launched a new website offering local careers information to help people find a new career in Essex's growing industries.

Whether you're thinking about your first job or you're ready for a career change, The Essex Careers Guide - www.whatsyourthing.org.uk can help. You will find tips from experts on topics like writing your C.V, how to manage your finances, and even how to start your own business.

The site provides useful insights into Essex's industries including finding out about the jobs available, the training and skills you will need

and the salaries you could earn. Industries include: Advanced Manufacturing & Engineering, Care, Construction, Financial & Related Services, Health, IT, Digital & Creative and Logistics.

Adam Jones, Chair of the ESB and Head of HR Operations at Teledyne e2v, said:

"The ESB is determined to help the residents of Essex find out more about the amazing careers available in our key sectors by providing the information needed to help people start their career journey. In doing so, we are also supporting our local businesses to attract the skilled workforce that they need to grow. In the last two years, we have distributed careers booklets to more than 40,000 people, and our new website will provide further access to the brilliant and useful information that has been created."

The website will be updated with

fresh new content on a regular basis, including up to date information on careers events and job hunting tips.

Visitors are able to explore the new site and sign up to the 'What's Your Thing?' Newsletter by visiting: www.whatsyourthing.org.uk.



Refill Stations



Join Refill Essex and help reduce the amount of single-use items used across the county.

Essex has joined the Refill revolution, as people can fill up their water bottles for free at cafes, bars, restaurants and other businesses across the county, reducing reliance on single-use plastic bottles.

Refill is a national initiative led by plastic pollution campaign group City to Sea, and is being delivered by Essex & Suffolk Water in partnership with the Essex Waste Partnership.

Businesses will be encouraged to get involved by signing up to the free Refill app, and putting a sticker in their window to alert passers-by that they are welcome to fill up their reusable bottles for free. The Refill app will also let people know where their nearest Refill station is while they are on the move.

If you would like any more please contact refill@nwl.co.uk www.refill.org.uk/add-refill-station/



New Local Plan - next steps

Chelmsford's draft Local Plan has been submitted to the Secretary of State, and it is anticipated that examination hearing sessions will take place later this year. The Local Plan sets out the scale and location of new development in Chelmsford City Council's area until 2036.

Submission of the Plan is the culmination of three stages of consultation since November 2015, where all the feedback received from

thousands of individuals and businesses has been used to develop the Plan, alongside a wide range of evidence and technical documents.

Submission documents include a sustainability appraisal and habitats regulations assessment, and statements on the consultation, duty to co-operate, legal compliance and soundness. The documents can be read online at www.chelmsford.gov.uk/new-local-plan, and are also available to view at the City Council's Customer Service Centre in Duke

Street, and libraries in the Chelmsford area.

The Secretary of State has appointed an Inspector, who will hold hearing sessions to examine the Plan's 'soundness' to make sure it complies with national policy, and that it is justified and effective.

The Inspector is expected to identify the principal matters from representations made to the last round of consultation – on the Pre-Submission Local Plan – and will issue guidance notes setting out how the hearing sessions will take place. We have appointed a

Programme Officer who will organise and manage the administrative and procedural matters for the examination.

You can contact the Programme Officer via the Local Plan website (Local Plan Examination: Key information) pages on www.chelmsford.gov.uk/new-local-plan

Follow progress on the Local Plan at www.chelmsford.gov.uk/new-local-plan



Over £4.75 million reasons to be cheerful!

LoCASE (Low Carbon Across the South East) has already awarded over £4.75 million in grants to small & medium sized businesses looking to save money on bills by installing the latest in new energy efficient measures, including the latest in money saving LED lighting or a new more efficient heating system. If you are looking at replacing outdated and inefficient machinery, even to purchase electric business vehicles, LoCASE could also help you.

Up to £20,000 could be available for your SME if you are looking to make capital purchases or building improvements. If you are a business already offering low carbon goods or services, LoCASE could give you the opportunity to bring in professionals to update or build that much needed new website, put in place the marketing plan your business has long needed and help take your business to the next level!

List of upcoming FREE LoCASE workshops and events

Doing Business with Big Business workshops

Friday 19th October 2018 in **Basildon**

Tuesday 13th November 2018 in **Colchester**

Tuesday 11th December 2018, **location to be confirmed**

Thursday October 4th **Innovations in Lighting, Heating & Internet of Things**
Skylark Hotel, Southend-on-Sea

Thursday October 11th **Meet the Buyer event**
Wat Tyler Centre, Basildon



Up to £20,000 could be available towards the cost of an electric vehicle for *your* SME today!



European Union
European Regional Development Fund

The LOCASE team will be at the Showcase on the 14th November

For further information on the LoCASE Project; call: **01375 652271**
email: business@thurrock.gov.uk visit: www.locase.co.uk