

# Open for Business

BIZFIZZ NEWS FOR SOUTH NORMANTON AND PINXTON

## Did you know?..

- There are 230 businesses in South Normanton and Pinxton!
- There are another 100 businesses on the industrial estates.
- A. Bacon, the butchers, has had a presence on South Normanton High St. for 106 years!
- The Sun Inn is possibly Pinxton's oldest business, pre-dating the Boat Inn which was established in 1794!

## BIZFIZZ CLIENT STORIES IN THIS ISSUE

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## Local entrepreneurs get fizzical

**WE ARE A NATION** of shopkeepers, apparently. But look closer and you'll find as well as shopkeepers, we're builders, jewellers, workshop practitioners, aromatherapists and a whole lot more. A nation of entrepreneurs, in fact; passionate about our business ideas and hard-working at making a living from them, too. And like the rest of the country, there are successful entrepreneurs in South Normanton and Pinxton.

Just over a year ago, business coach, Steve Maxwell, began work above the Cyber Café setting up Bizfizz, a free business support service backed by Bolsover District Council and

Groundwork, the regeneration trust. Since then, he has worked with a lot of local clients providing business advice and accessing resources and networks to help them set up in business for the first time or develop their existing business. Steve comments: when I first started, a lot of people said



there was no business here, despite the fact we're surrounded by bustling industrial estates. But entrepreneurs come in all shapes and sizes. They don't all look like Richard Branson. This newsletter tells the stories of just a few people who have successfully started new businesses in the villages last year. And I think it makes very good reading.

Bizfizz was started by the Civic Trust / nef to help regenerate local communities through enterprise. It is now operating in 16 towns across the country from Glasgow to Hastings and more information on the service locally can be found on the back page.

## Pink Fruit Bat spotted in village

**When Sally Newham** returned to South Normanton from teaching in London schools, she had a rough business idea and a great business name. Nine months later, the name's still the same, but the idea has been smoothed out and polished into a source of personal income that has helped Sally buy her first house in the village.

Pink Fruit Bat Arts provides art workshops to schools and youth groups whether it's painting, making mosaics or modeling clay. Bizfizz coach, Steve Maxwell, has been working with Sally on sales and marketing. Producing a leaflet was useful, but not just to advertise the business. It also helped

Sally define precisely what her business product was, who it was aimed at and what was good about it.

Sally says: as a former school-teacher, I know the importance of

lessons. For me, I've learnt how valuable networking is. Last summer, I spent a lot of time finding out who's in the know, then contacting them and letting them know what I do. This really helped raise my business profile and that effort is now winning me new work, even today.

Contact Sally via her website at [www.pinkfruitbatarts.co.uk](http://www.pinkfruitbatarts.co.uk)



**Sally runs a number of workshops including drawing skills in schools**



# Always busy getting plastered



**ACCESS PROBLEMS** to his work premises almost finished off Lee Simpson's business dream just as it was starting. With a good-looking website that was generating bookings for his Derbyshire School of Plastering, the notice to quit the building couldn't have come at a worse time. No building. No courses. No business.

However, like many passionate

entrepreneurs Lee wasn't about to give up. He made contact with Bizfizz and asked for Steve's help in finding new premises. As quickly as possible.

Steve continues: one key aspect of Bizfizz is that we stress the importance of networking and developing contacts both locally and in the specific business sector. You never know how important certain people can be when you need a break. And when you do, you've just got to ask.

In this case, contact Steve had made months before with another local businessman, Mark Johnson, paid off. Mark had premises looking for tenants. So,

Steve connected the two parties and after a bit of negotiation Lee and Mark shook on a deal that ensured the Plastering School could honour its bookings and start to build its business.

Lee adds: If I've learnt one thing about setting up a business, it's do your research and ask for advice from more than one person because different people have different ways of seeing things.

The school provides a variety of plastering training levels from beginners to advanced. **For more information, call Lee on 07855 410074 / 01773 581414 or go to his website: [www.derbyschoolofplastering.co.uk](http://www.derbyschoolofplastering.co.uk)**

*"We stress the importance of networking. You never know how important certain people can be when you need a break."*

## A stitch just in time

**Friends Chris and Jackie** were happy making garments for local dance clubs out of Chris's garage until some networking and negotiation landed them with a whopping order from a sportswear distribution company.

This changed things overnight. The business moved into factory premises. Machinery was purchased. And a small workforce was recruited; giving jobs to those recently made redundant. With their customary zeal, Beez Neez set to work producing quality garments to very tight deadlines and they did this well.

In business, however, cash is king. Profitable businesses have gone bust for lack of money in the bank. For Beez Neez, Chris and Jackie were working

so hard making the garments, they didn't have time to develop the administration side of the business. Orders were coming in, but cash was running out and it wasn't obvious why.

Together with Bizfizz, the business undertook a financial health check focussing on costs and pricing. Unsurprisingly, there were no profits to find. So, Chris and Jackie took immediate action. EMTEX, a



**The machines are not sitting idle at Beez Neez now**

textile business support organisation, installed a free computer software system that automatically worked out garment prices with the right profit margin. New price increases generated more money, but didn't reduce sales. And then a couple of months ago, thanks to more sales effort, Beez Neez won another big, long-term order from a new client who was impressed with their workmanship and professional attitude.

Today, Beez Neez is building a good reputation for itself. And most importantly, Chris and Jackie are enjoying what they do and are buzzing with ideas as to how to grow the business. **For garment orders, large and small, contact Beez Neez on 01623 557011.**

**STOP PRESS: Need an office with meeting room availability? Steve is currently working on establishing a small business centre in South Normanton with easy-term office space to let. Please contact him for more information.**

# Fox goes crazy in Tiger's territory



Iain's golf course is a lot of fun for all ages

**A EUREKA MOMENT** on an Ohio golf course gave Iain Fox the inspiration for his novel business idea and Iain has now turned his passion into a viable business. He launched Crazy Fox mobile golf last year and

can already count schools, local people and a shopping centre amongst his customers.

Crazy Fox provides a transportable, nine-hole mini-golf layout that is assembled and staffed by the company and can be used indoors or out for birthday parties, corporate do's or at community events like the South Normanton Gala. Clubs, balls and scorecards are provided, so all Iain's customers have to do is turn up and play.

Given support by the Prince's Trust and Bizfizz, Iain is already developing his business further. He says: we're really proud to have been accepted as a licensee for promoting the Department of Health's five-a-day pro-

gramme encouraging us all to eat more fruit and veg. So, we've devised a new course and a quiz to go with it that we are taking in to schools to help teach children about healthy diets, but in a fun way.

Broadening his customer base is a sound decision by Iain which will help minimise the risk to his investment and maximize his sales.

Iain adds: Bizfizz has helped me brilliantly; from two minute advice chats to finding me new contacts and helping me get grant funding for marketing.

**For more information, contact Iain on 01773 580493 or have a look at his website at [www.crazyfoxgolf.co.uk](http://www.crazyfoxgolf.co.uk)**

**“Broadening his customer base will help Iain minimise the risk to his investment and maximize his sales at the same time.”**

# Every cloud has a silver lining

**A CHANCE REMARK** by her college tutor prompted Kate Goodchild to start thinking business. Told her handcrafted silver jewellery was good quality, Kate wondered how she would go about selling her pieces to people who weren't just friend and families.

Kate has produced a website that advertises her portfolio, but her weird and wonderful designs are not to everyone's taste. So, Kate



Kate produces unique designs for the imaginative eye

and Steve have been working on researching who her customers really are, where they are and the places they buy from. Having done this, more market research is starting to generate sales interest from as far afield as Brighton with people there using her website as a reference guide.

**To look at Kate's work go to [www.p-15.co.uk](http://www.p-15.co.uk) or call her on 07793 463477**

# Cutting the perfect holiday deal

**LOCAL ENTREPRENEUR,** Louise Cutting, believed she was about to realize her dream of making a living from selling holidays when she signed on the dotted line for a national travel company. However, it didn't take long for the dream to go sour as promises made to her were broken and the back-up she needed didn't materialise.

Louise knew things had to change. So, with support from Bizfizz, she

went to a travel trade fair in London armed with some market research and sales and marketing tips and ended up negotiating a new deal with Travel Counsellors, an award-winning travel agency.

Now out of the original deal, Louise is already dealing with enquiries from new customers about a whole range of holidays and trips. And this time the friendly and thorough customer service she provides is backed-up by

a 24/7 head office set-up.

Louise says: Bizfizz has been amazing. Steve is always there for support and guidance when I need it.

Louise can book flights, packages and weekend breaks and is a Disney and family specialist., **Call Louise on 01773 860347 / 0845 0588028 or see her site at [www.travelcounsellors.co.uk/louise.cutting](http://www.travelcounsellors.co.uk/louise.cutting)**

**Blue sky and sun? Louise can book it!**



## Make your Idea your Living

**BIZFIZZ coach, Steve Maxwell, has twenty years business experience and access to resources and networks aimed at getting both new and existing businesses moving**



**forward. If you, or someone you know, is facing barriers that hold back starting up for the first time or growing a current business, contact Steve via the details below. The service is free!**

Bizfizz

Business Support Service

39 High Street

South Normanton

DE55 2BP

Phone: 01773 862764

Mobile: 07791 917316

E-mail: [steve.maxwell@bizfizz.org.uk](mailto:steve.maxwell@bizfizz.org.uk)

- So, have you got an idea that could be a business? Or have you always dreamed about being your own boss? If so, you are not alone. Every year, people like those who have told their stories in this newsletter set up in business and make a living. That doesn't mean it's easy and for some of us we'll always be like Del-boy. Dreaming of being mill-yonaires! But the entrepreneurs in these pages do have something in common with the rich Dragons sitting in their Dens next to a large pile of cash. They're all passionate about their business. This means they're always thinking about how to improve their customer service, how to make their product better and how to let more people know. This probably means working some long hours. It may mean their personal income is less secure. **BUT**, they're all aiming to experience the great satisfaction of planting their business seed, nurturing it through the seasons and watching it finally blossom into a thriving small business. If that could be you, call the numbers below for some support.

For free business support, call:  
Business Link: 0845 0586644  
Ask Leo: 01623 457158  
EMTEX: 01623 440612

## High fives for the High Street

**IS COMING SECOND** sometimes better than first? If Radio 5 Live is the judge, then quite possibly. Deciding South Normanton's High St. was the second worst in the country a couple of years ago raised both eyebrows and questions. So, how fair was the judgment really?

The British High St. has taken a hammering over the years with the growth of out-of-town shopping centres and powerful supermarkets and DIY stores which we all use. And yet, we often mourn the loss of the golden age of independent retailers without realizing that if you scratch the surface, what we miss is actually

still there. Whether it's personal service (Spavens Electrical), quality products (Flints Florists, Victorian Posy Shop), tradition (Bacon the butchers, the Bakehouse) or reliability (the Post Office) independent retailers continue to do what they've always done best; work hard for the individual customer in front of them. Time and again.

These businesses and others like them continue to serve the local communities of South Normanton and Pinxton. To survive, however, they need the community to park up and call in. Because once they're gone, they won't be back.



**South Normanton High St.: still a lot of traffic passing through**

**STOP PRESS: Bizfizz has set up a Local Business Panel which acts a bit like a Business Forum providing advice and support to Bizfizz clients and discussing business issues. Contact Steve if you'd be interested in coming along.**