



Open for Business

SOUTH NORMANTON & PINXTON'S ENTERPRISE NEWS 2

LEO roars into business life

NEW funding has been secured to continue South Normanton and Pinxton's business support service. Formerly known as Bizfizz and now known as LEO, the project has been extended as a result of its success over the past couple of years. This has seen the launch or development of 38 local businesses.

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New Business Centre hits the High St.

A MAJOR PROPERTY investment has resulted in the opening of South Normanton Business Centre. The Centre, located on the High St., is an enterprise hub providing business accommodation, access to business resources and networks and coaching support from LEO. Its aim is to help the growth of local businesses and so create and secure jobs for local people.

The Centre project, which has taken two years to come to fruition is the result of a funding partnership between local businessman, Alan Beardsmore, and the Local Enterprise Growth Initiative (LEO), in association with Bolsover District Council. Together, over £100k has been spent bringing two derelict properties back into use.

LEO Coach, Steve Maxwell, explains the idea further: The wrong premises can hold a business back. Moving premises, though, is like moving house. Stressful and expensive. A small business centre can ease this pain. All the business owner has to do is choose the size of room they want and move in!

SN Business Centre has six fully-refurbished offices to rent by local businesses. Tenancies



are on a lo-risk month's notice basis. All rooms are fully furnished, equipped with broadband and a phone system and have access to kitchen and washroom facilities. The Centre also has meeting rooms available for hire by the hour along with admin support.

Steve continues: For the developing business, the Centre's cost-effective and professional workspace will enable it to focus its resources efficiently on business growth. It will also act as a 'drop-in' resource centre for existing businesses in the area to tap into other means of business support.

For info: contact Steve on 01773 549039 / 07791 917316, at s.maxwell@leobusiness.org or at www.snapenterprise.co.uk

Development Project gets on board the Enterprise

SNaP DEVELOPMENT PROJECT, the local community regeneration organisation, has announced it is to take on the management of SN Business Centre under the name SNaP Enterprise. SNaP DP, which has moved into new offices next door, has decided to add enterprise work to its remit alongside the successful work it has already undertaken through youth and community projects.

SNaP DP Chairman, Trevor

Whatton, explains the decision:

We sometimes forget that businesses are part of our community, too. In providing employment and training opportunities, local business success is directly connected to the prosperity of both South Normanton and Pinxton and the people who live here. We are pleased to be closely involved in a project that will provide and secure jobs, skills and income for local people.

For more information about SNaP DP's work in the community, call 01773 810552 or go to www.snapdp.org.uk



SNaP DP now have offices in South Normanton & Pinxton

Boxing clever where X marks the spot



WHEN KAREN MEAKIN'S son's Xbox packed up, Karen knew she didn't have enough pennies in her purse to get it repaired. So, she decided to take the machine apart and fix it herself. A winning combination of her own perseverance and drive plus support from the internet and a friend saw Karen get the right result, put a smile back on her son's face and give her an idea for a new business.

By the time LEO coach Steve Maxwell caught up with Karen, she had come off benefits by setting up Xbox 360 Repair Services which was successfully trading on Ebay. However, the business's growth was quite literally being constrained by its premises. It was operating from a tiny coalshed in Karen's house!

Steve comments: There may have been room for the consoles waiting for repair or despatch in the shed, but not for two people to do the job! Worryingly, Karen was going to have to turn work away just because of lack of space. She was just the type of business the new business centre was looking for. As a result, she is our first new tenant.

Karen adds: I knew I had to move the business to build it up, but the cost and uncertainty about a move filled me with dread. The Business Centre has solved all these issues at one stroke. I now have the right space at the right place at the right price. We are working more productively. We look more professional. And I can now focus on getting more orders in.

Karen's business can fix a raft of games console problems. Contact Karen on 0844 533 2804 / 07853 422634, or sales@xbox360repairservice.com See their website at www.xbox360repairservices.com

"The Business Centre has given me the right space at the right price. Now, we are more productive and we look more professional!"

Getting houses fit with fibre

LOCAL WORKMATES, Dean Rae and Fred Lomax, had always talked about setting up in business on their own. With years of experience working with fibreglass, they knew that they could provide a roofing solution that would be longer-lasting and more hardwearing than traditional felt. They had a name for the business and an idea for a logo, but with no experience in marketing, they needed some help.

They contacted LEO Business Coach Steve Maxwell and together they produced their first marketing plan. This identified the benefits of their service, who might buy it and how best to present their offer. Steve passed on the contact to a local design and print company, Phase Ltd. The guys then briefed Phase to create business cards, flyers, van

graphics and a logo to their design. And then everybody got a sudden shock.

Dean and Fred turned up to work to find their employer had gone into administration and that they'd literally lost their jobs overnight.

Steve comments: This new situation meant the marketing had to be right first time. And we needed it all yesterday!



Pro-Lam help resist the effects of another wet summer!

Four weeks later, and with grant support from LEO, Dean and Fred had launched Pro-Lam Fibreglass Specialists. They immediately hit the road with their flyers; posting them through letterboxes on housing estates where they had spotted flat roofs in poor repair. Within a week, they received two enquiries which resulted in jobs.

Dean adds: We knew in our heads what we wanted to say about our business; just not how. Working with LEO helped give us our voice.

Pro-Lam provides long-lasting, hard-wearing fibreglass solutions from flat roofs to dormer windows. For more information, contact the guys on 07935 210355 (days) or 01773 812619 & 01623 441687 (eves).

Business match aims to strike it lucky



THEY SAY it's not what you know, but who you know that gets you on in life and never is that more true than in the business world. And two local businesses have just found out how.

When Norman Taylor, Chief Exec. of the Post Mill Centre in SN, mentioned showcasing the conference and community centre's good-looking facilities, LEO Coach, Steve Maxwell, knew just the man for the job.

Steve had already been working with local lighting cameraman, Joff Whaite, on ways of developing the sales side of his business. The result of this was a functional website created by another local business, IT4B, which allowed Joff to present a show reel of his work, featuring clients like Audi and BT. If it could work for Joff, then why not the Post Mill? A show reel of the Centre would be a great way for potential customers to view the premises over the internet.

With the contacts passed on, Joff and Norman have met up to discuss how they might work together and, as a test, Joff recently produced a small film featuring the opening of South Normanton's new Town Park.

Steve comments: Products don't do

business. People do. And having the right contacts can really make a difference to success in business. At LEO, we do all we can to encourage business owners to network; certainly with other businesses, but also with friends and family. You never know who may give you the lead for that key business deal.

To book a function or meeting at the Post Mill Centre, call 01773 860296 or email welcome@postmillcentre.co.uk

Check out Joff's show reel on his website at www.topboxtv.co.uk



“Products don't do business. People do. And networking can really make a difference to successfully winning that key business deal.”

A Shaw thing socks it to the competition

INVESTING in the British High Street in the current climate is a sign of real confidence in a business's ability to prosper. And that's just what Pinxton businesswoman, Jacinta Shaw, has done.

Her business, Cintas-Socks, has been running on the internet for the past four years, successfully selling all sorts of socks and other fashion accessories. And now her new shop



From neon to sports to cartoon to diabetic; Cinta stocks socks!

at 48, Outram Street in Sutton aims to do the same.

Armed with a marketing grant from LEO, Cinta is working with Phase, a local design and print company, and Purpose Media, a local web company, on a whole new look for her business and its marketing materials.

For product listings, check out www.cintas-socks.co.uk or just call in to the shop.

Still Cutting it one year on

A year ago, Louise Cutting was taxiing down the business runway waiting for lift off after dealing with a variety of frustrating last-minute delays. Today, she is flying high having hit her annual sales targets as well as winning the opportunity to arrange business travel for a prestigious plc.

Louise comments: I heard on the grapevine that a major plc based on Cotes Park often needed to

arrange business travel for their staff. I knew I could do a good job for them if they gave me the chance. The important thing was to find the right person to talk to and explain the benefits of using my service. LEO were on hand to remind me that if you don't ask you don't get. So, I kept on asking and I've now organised a number of trips for the company and had really good feedback.

Steve adds: Louise has followed the classic path to winning sales: spot the opportunity, work out your sales message, identify the decision-maker and then ask for the business. And keep on asking!

For flights, family packages, weekend breaks and business travel, call Louise on 01773 860347 or visit www.travelcounsellors.co.uk/louisecutting

Blue sky and sun? Louise can still book it!



Make your Idea your Living

LEO coach, Steve Maxwell, has over 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 their current business, contact Steve via the details below. The service is free!

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There ain't no news like bad news, eh? A day cannot pass without the media headlining the latest story of recession blues. Yet good news stories like the on-time progress of the enormous Olympic construction project seem to pass on by without much notice. So, is life really that bad for business? Businesses go through the same experiences as we all do. No credit from the banks affects cashflow. Anxiety about what the future holds has a negative impact on those big purchasing decisions. But for some businesses out there, life remains as good as ever.

It seems the secret to their success is turning two key principles into good business practice. Firstly, they are **LEAN**. They get a good return on every pound they spend. Nothing is wasted. Every part of the business produces to its best ability and they remain absolutely in control of their budget. Secondly, they keep their customers happy and returning for more with excellent **CUSTOMER SERVICE**. Good quality products and services that consistently fulfill their promise are delivered on time at the right price. And their satisfied customers become the best marketing tool they can get. Think you can do that and enjoy **SUCCESS** with your business idea? Then, give me a bell to talk about how!

Yet another cunning plan?

LOCAL COUNCILS don't usually get a good press. But is everything they do a load of old Baldricks?! Perhaps not.

Planning initiatives undertaken by Derbyshire County Council and Bolsover District Council look like having major impacts on commercial life in both South Normanton and Pinxton.

Construction has finally begun on DCC's Joint Services Centre, next to the Co-op in SN. When it's finished, the Hub will be home to a raft of public services as well as the site of 24 new residential apartments. With estimates that the annual use of the Centre will hit the 100,000 people mark, local businesses on the

High Street are likely to find a much bigger market place outside their front door.

Similarly, parts of BDC's Masterplan exercise are looking at ways of improving the use and appearance of both SN's High Street and Pinxton's Brookhill Industrial Estate.

LEO Coach, Steve Maxwell, is representing local business interests on both projects' working groups. He comments: I'm encouraged by the interest both councils have taken in supporting the welfare of local businesses. Both these projects have the potential to kickstart an expansion in local commerce.

Contact Steve for more information



Building an enterprising future for the local community



STOP PRESS: SNaP Enterprise, LEO and South Normanton Parish Council are currently developing a brand new community website to advertise local services, organisations, businesses and events. Contact Steve to get your news and information posted onto the site. Look out for local advertising announcing the launch in the next few months.