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Leics. Northants & Rutland

FSB Business Post

ISSUE 1

FEBRUARY 2011

## APPRENTICESHIPS (16, 17, 18 Yr Old)

### Deadline for AGE Grant—14th March

The National Apprenticeship Service will provide an Apprenticeship Grant for Employers (AGE) of young people aged 16,17 and 18 years old with a value of £2000, to encourage employers to take on an unemployed 16, 17 or 18 year old as an apprentice.

Last year, despite tough labour market conditions, over 10,000 16, 17 and 18 year olds started an Apprenticeship in the East Midlands area alone. Despite this there are still many more young people who want to learn whilst they are in work and we are determined to make sure that the opportunities are there for them to do so.

We are introducing a new Apprenticeship Grant for Employers (AGE), offering up to £2000 to enable small businesses employing up to 50 employees to offer a new Apprenticeship place and take on an unemployed 16, 17 or 18 year old young person immediately. The £2000 Grant is in addition to the costs of training which is met by the National Apprenticeship Service.



**Further information :**  
**01246 500 500 Ext 4291**  
e-mail:  
[ge16-8@chesterfield.ac.uk](mailto:ge16-8@chesterfield.ac.uk)



Federation of Small Businesses  
The UK's Leading Business Organisation

The FSB is urging the Government to lift the barriers to employment which stifle job creation to enable them to take on apprentices of all ages. More than two thirds of apprenticeships take place in small businesses that have fewer than 50 employees. The FSB believes that the Government can do five things to ensure that this figure is even higher as the Government looks to the private sector to help strengthen the economy.

**Apprenticeships continued on Page 2**

## Sir Thomas White Loan Charity

### 9 Yrs Interest Free (Business & Education) Loans

[www.stwcharity.co.uk](http://www.stwcharity.co.uk)

The Sir Thomas White Loan Charity has been in existence since 1542 and was founded by one of the City's most generous (but least well known) benefactors, Sir Thomas White. We are an Equal Opportunities organisation providing loans for new business ideas and young businesses needing investment.

Eligible candidates may borrow up to £12,000 interest free for 9

years repayable by equal instalments after 3 years to establish themselves in their chosen career.

To be eligible for consideration for a loan you must be over 18 and under 35; you must conduct your business in Leicester, Leicestershire or Rutland for the duration of the loan, and must be able to demonstrate that the business



Sir Thomas White Loan Charity

has the potential to succeed.

**Note: Loans through the STW are usually for start up companies, but they have now included companies started within the last 3 years— same criteria applies.**

For further information please contact Barbara Amos :  
Tel: 0116 204 6620  
[barbara.amos@stwcharity](mailto:barbara.amos@stwcharity)

## FSB Twitter: FSB\_L\_N\_R



*"Being included on the FSB National Survey Panel gives your business a voice on the national and local stage"*  
**Dave Nicholls,**  
*Regional Chair*



# Social Networking?

follow us on  
**twitter**

Our Meet the FSB and Social Networking Workshops have proved successful and we will continue to promote this as means of marketing for small businesses.

Trevor Wood (Redline Digital) and Gordon Diffey (The Internet Marketeer—WSI) have taken us through LinkedIn and Twitter.

Used correctly, social networking can give any business a great opportunity to engage

with potential and existing clients. Building a successful presence online is like any marketing activity. You will have to plan your approach, establish objectives, focus



on your target audience, monitor activity and, above all, make sure your message is appropriate for the medium.

We will continue with our social networking programme throughout the year. Keep watch on our website for details:

**[www.fsb.org.uk/leics-northants-rutland](http://www.fsb.org.uk/leics-northants-rutland)**

## FSB National Survey Panel - We need your help!



Small businesses are the heartbeat of the economy and it is important that their voices are heard by Government.

The National Survey Panel seeks the small business perspective on key issues from the economy to employment and is key to informing policy work.

You have listened to the Coalition Government stating over and over again that they are relying on the SMEs of the country to deliver new jobs and wealth generation.

We therefore need your help to ensure that SMEs are at

the top of the political agenda.

The survey is also used locally to lobby and campaign. MPs, local authorities and public sector organisations and agencies are continually asking for our survey results.

**To sign up please visit:**

**[www.fsb.org.uk/fsb-survey-panel](http://www.fsb.org.uk/fsb-survey-panel)**

## Apprenticeships — FSB 5 Step Plan

The FSB is calling on the Government to:

- ◇ Incentivise micro-businesses to take on apprentices through providing allocated funding and financial incentives – 37 per cent said this would help them take an apprentice on
- ◇ Make small businesses exempt from the „Time to Train“ legislation, due to

come into force in April 2011, to encourage firms to take on more staff and show the UK is open for business

- ◇ Give greater nationwide promotion of the Apprenticeship Training Agencies to help small businesses overcome the bureaucracy and red tape of taking on an employee

*... cont'd from Page 1*

- ◇ Enable small firms to access apprentices through the supply chain if the business is trying to access a public sector contract
- ◇ Recognise that Group Training Associations provide an effective route for small employers to train apprentices and staff to their own requirements, and to ensure that Local Enterprise Partnerships work with these partners

# Let's Talk! Graduate and Undergraduate Internships for East Midlands' employers



At the University of Leicester, we pride ourselves on providing employers with high calibre students and graduates through our internship programmes. Our students and graduates offer expertise in a range of areas including marketing, research, web design, engineering and much, much more. If your organisation has a project or specific tasks that require certain expertise, consider choosing our 2-4 month internship programmes

## The benefits to employers:

- \* Low-risk, low-cost way to trial potential talented recruits for your organisation
- \* Bursaries on offer to off-set the cost of recruiting a student or graduate
- \* No tax or national insurance as the internship is a training programme
- \* No payroll administration (we deal with that) saving you time and money
- \* We do the initial short-listing of suitable candidates, saving you time
- \* Quality-assurance offered by experienced staff

## What employers say about our Internship Programmes

*"We are particularly pleased with the service, as the team at Leicester are so friendly and helpful. We now see the scheme as a low-risk and low-cost way of recruiting, training and finding high calibre members of our team. We would not want to use any other form of recruitment after using the service from Leicester University. I would recommend this service to any business."* **Ann Stanley, MD, Anicca Digital Solutions**

*"The programme has been a great success and we are now in discussion.....to plan the next intake of graduates."* **Julie Bucknor, Senior HR Advisor, Leicester City Council**



## Meet the FSB and Workshop Programme

You have read about our Social Networking event and we now move on to 2012 Olympics and the opportunities that they present.

We are delighted to welcome Clive Lawrence-Forbes, London 2012 Business Lead for the East Midlands and Julia Schumacher, Ambassadors Programme for Northamptonshire Enterprise Ltd.

**Wednesday, 16th February at**

**Sunley Management Centre, Northampton @ 6.00pm.** The evening will commence with buffet and networking, moving on to our Meet the FSB session when you will hear the benefits of membership.

Clive and Julia will give a presentation on the opportunities for East Midlands businesses and move quickly into our CompeteFor workshop. CompeteFor is a brokerage for businesses and suppliers.

Our programme continues with:

**March:** 2012 Opportunities and CompeteFor in Leicestershire

**April:** Selling on eBay—Northants area venue

**May:** Make sure you know how to close that deal!

Contact Maxine Aldred, Regional Organiser for more information.

*"If you are interested in finding out about all the benefits of FSB membership, this is the event to attend. Special offer if you join on the night!"*



**Rutland Telecom**  
www.rutlandtelecom.co.uk

**FSB Small Business Awards Overall Winner 2010**

**Sponsored by Business Link**

# FSB Small Business Awards 2011



The 2010 FSB Small Business Awards were a tribute to businesses with less than 50 employees from Leics. Northants & Rutland.

Building on the success of the Awards in 2010, 2011 will present a golden opportunity for businesses to stand out from the crowd.

**Interested in finding out how you can benefit as a sponsor of our prestigious awards?**

Sponsors will have six months of promotion leading up to the Award Gala Dinner being held this year in October 2011.

Opportunities available:

**Gold Sponsorship Package:**  
Headline Sponsor

**Silver Sponsorship Package:**  
Award Category Sponsor

**Bronze Sponsorship Package:**  
Various options

**Exclusive Sponsorship:**

Welcome Drink Reception  
Stage  
Table/Place Settings

And more .....

For more information on how you can get involved as a sponsor and the opportunities available contact Maxine Aldred on 0116 2597 707 or email maxine.aldred@fsb.org.uk

**DON'T GET CAUGHT OUT!**



**How to book a course:**

Tel: Sally Williams on **07889 173101**  
E-mail: your name, telephone number and the course that you wish to attend to [sally@retailrevival.org.uk](mailto:sally@retailrevival.org.uk)  
All courses are free and will include tea, coffee, biscuits and all course materials – just bring yourself!



## Beware!!!!

### HMRC phishing warning

HMRC is warning taxpayers to be vigilant following a surge of fake „phishing“ emails sent out by fraudsters, following the 31 January Self Assessment tax return filing deadline. The email says they are due a tax rebate, and provides a

click-through link to a replica of the HMRC website and asks for credit card details.

Anyone receiving an email should forward it to [phishing@hmrc.gsi.gov.uk](mailto:phishing@hmrc.gsi.gov.uk) before deleting it permanently.



Please report any spam to ensure that fellow members do not get caught out!

## The Leicestershire Rural Business Web Training Programme

INSPIRE Leicestershire (Investment Support in the Rural Economy) understands how important the Internet is to the profitability of rural businesses.

INSPIRE has developed this FREE training programme to help rural businesses in Leicestershire develop or improve their business

websites and use social media websites to make important business contacts.

The **Rural Business Web Training Programme** comprises three compact courses. Each course will be delivered in plain English and will help total beginners as well as people who already have some subject

knowledge. The **Rural Business Web Training Programme** will be delivered twice, once in Market Harborough and once in Loughborough. Businesses are able to attend all three courses in the programme, in either location, or simply attend those that most interest them.



# FSB Member Case Studies and Media

**Ensuring that the voice of small businesses is at the top of the political agenda, can only be done with YOUR help. We are continually, both nationally and locally, asked for case studies to evidence statements that we are making.**

We are keen to get in touch with members who have fallen victim of mis-selling of contracts on the energy markets through energy brokers.

These brokers are meant to help businesses and consumers to find the best deals on the domestic market, but quite often businesses find they have

been mis-sold a product or contract, and that they could have got at a better deal elsewhere, by which point it is often too late to pull out.

The FSB is aware of a number of 'rouge' energy traders but will need concrete evidence to put to Ofgem in conversation about this issue.

**Email info to:**  
**Aviva.bresky@fsb.org.uk**

### BBC Radio Northampton

Would you like to be included on our FSB member list which we are compiling for BBC Radio Northampton? Stuart Linnell,

Lunchtime presenter, would like to contact local businesses to talk about issues as they arise.

You will be contacted about your own individual business, not the FSB.

This is a prime opportunity to promote your business via the media.

If you wish to join the list, please contact Maxine Aldred, FSB Regional Organiser via email:  
Maxine.aldred@fsb.org.uk or telephone 0116 2597 707

*“Quick, send a short article on our good news through to the FSB to make sure we are included in the next issues of their Business Post.”*

## Good News Stories Wanted!

We hope that you enjoy reading the new FSB Business Post. One thing missing in this issue.....

### GOOD NEWS STORIES from our FSB members!

We want to shout out about any good news that you might have.

**Won an award? Taken on new staff? Won a contract?**

The list is endless .

We want to use this newsletter to spread the word as well as telling all your good news stories.

Share information with fellow businesspeople - has an idea helped you with your business that you think might help others? If so, send it through!



**Maxine.aldred@fsb.org.uk**

## Non FSB Awards, Exhibitions, Conferences for you!

### FSB are sponsoring the Independent Retailer Category in the Melton Business Awards

ENTRIES have opened for the third Melton Business Awards. They are being run by the Melton Times and Melton Town Centre Partnership and will culminate in a gala dinner and presentation evening in the Banqueting Suite at Melton Cattle Market on Thursday, March 24.

Further information is available at [www.meltontimes.co.uk](http://www.meltontimes.co.uk) or telephone

01664 410041

### FSB are exhibiting at the launch meeting of the Business Wealth Club in Northampton.

This event is being held on 22nd February at Holiday Inn, Northampton West.

To book your place:  
[www.thebusinesswealthclub.com/northampton](http://www.thebusinesswealthclub.com/northampton)

### Tourism Forum at Kettering Park Hotel and Spa - 3<sup>rd</sup> March 2011, 10am – 3.45pm

The Tourism Forum is a FREE event which takes place in Northamptonshire every quarter. Open to businesses throughout the county. A full day of events, awards, workshops.

For further information please contact:

[matthew.puttick@northamptonshireenterprise.ltd.uk](mailto:matthew.puttick@northamptonshireenterprise.ltd.uk)

# March Events Around the Region

## **Wednesday, 9th March - 7.30 - 9.00am. Leicestershire Business Breakfast Meeting**

Beedles Lake Golf Course, East Goscote, Leics

Contact: John Hardwick, Branch Treasurer, on 01509 236858 or email john@double-disc.co.uk

Cost: £10 per person

## **Thursday, 10th March - 6.00 for 6.30pm. Rutland Networking Evening**

Venue: Falcon Hotel, Uppingham, Rutland

Contact: Maxine Aldred on 0116 2597 707 or email Maxine.aldred@fsb.org.uk

Speaker: Gordon Diffey, WSI. Search Engine Optimisation - Ensure you can be seen!

## **Friday, 11th March - 7.15 - 9.00am. Northampton Business Breakfast Meeting**

Westone Manor Hotel, Weston Favell, Northampton

Contact: Brian Pilling, Branch Treasurer, on 07970 822057 or email brian.pilling@talk21.com

Maxine Aldred, Regional Organiser, on 0116 2597 707 or email Maxine.aldred@fsb.org.uk (Payments)

Please note new pricing structure. Bring along a guest eligible to join the FSB and save money!

FSB Member - £14 Non FSB Member - £18 FSB Member bringing a guest - £10 (guest comes at £14).

## **Friday, 18th March - 7.00 - 8.45am. East Northants Business Breakfast Meeting**

Venue: Kettering Park Hotel, Kettering NN15 6XT

Contact: Alison Hadley, Branch Secretary on 01933 413222 or email aliison@motivationuk.com

Cost: FSB Member £12 Non FSB member £18

## **Tuesday, 22nd March - 7.00 - 9.00am. Breakfast at Broughton Astley**

Venue: Mill on the Soar, Broughton Astley LE9 6QA

Contact: Elaine Vandelli, Branch Secretary on 0116 240 2330 or email elaine@hi2events.co.uk

Speaker: Alastair Campbell - Ideal Marketing Co

Cost: £10 per person

Book online: <http://fsbmillonthesoar.eventbrite.co.uk>

## **Thursday, 24th March - 6.00pm - 9.30pm. Meet the FSB and 2012 Workshop (Hands on!)**

Venue to be advised.

Contact: Maxine Aldred, Regional Organiser on 0116 2597 707 or email maxine.aldred@fsb.org.uk

**If you are interested in learning more about the FSB, please come along and join in.**

**Special Price Offer if you join the FSB at this meeting!**

## **Friday, 25th March - 6.00pm - 9.30pm. East Northants Music Quiz Night**

Venue: Potbelly Brewery, Kettering

Contact: Alison Hadley, Branch Secretary on 01933 413222 or email aliison@motivationuk.com

Cost: £15 to include Brewery Tour, fish & chips and quiz

## **Monday, 28th March - 12.30 - 13.45. Leicester City Lunchtime Networking**

Full details are yet to be finalised.

Contact: email [info@drivemycarhome.co.uk](mailto:info@drivemycarhome.co.uk)

**Details of all events are available at [www.fsb.org.uk/leics-northants-rutland](http://www.fsb.org.uk/leics-northants-rutland)  
Keep watch as events are uploaded regularly!**

# FSB Member Benefits



**Federation of Small Businesses**  
The UK's Leading Business Organisation

## did you know....

As a **right of membership**, FSB members have access to the following services:

### Legal Package:

- ⇒ Legal advice from qualified lawyers 24/7 all year
- ⇒ Tax advice from HMRC trained specialists. Tax protection against in-depth tax investigations for all FSB member's businesses
- ⇒ Information on employment law, H & S, tax and commercial law through the FSB members only website
- ⇒ Legal documents downloadable in MS Word which can be styled to your business available through the same website
- ⇒ Insurance cover for legal defence and an employment disputes service with payment of statutory awards



*"Great to be reminded of all these benefits of my FSB membership. I must tell other business colleagues to make sure they contact the FSB! Oh, also need to tell them that membership starts from £120 per year— WOW."*

### FSB Care:



- ⇒ FSB members with a serious health condition can have FREE access to a personal nurse adviser who will provide practical information and emotional support.
- ⇒ Any FSB member (Full, Associate, Joint and Retired members) struggling with a serious health condition or diagnosed with one in the future, can use FSB Care.
- ⇒ Pre-existing conditions are accepted without question.

**Additional benefits can also be gained from services available exclusively to FSB members—see [www.fsb.org.uk/info](http://www.fsb.org.uk/info) section for the full range of benefits of membership**



*"I cannot believe that all these services are available through the FSB....."*

#### Financial Services

FSB Business Banking  
FSB Independent Financial Services

Free Business Banking  
Financial health check worth £250

#### Services

FSB Finance for Business  
FSB Factors

Free consultation and financial analysis  
10% reduction against standard service charge

#### Business Services

FSB Fuel Card  
FSB Merchant Service (card servicing)  
FSB Insurance Service  
FSB Mobile Card Payment Terminals

Single VAT invoice for fuel purchases  
3 month's free terminal rental  
Free business telephone line installation  
Save up to £169 on long-term hire

#### Medical Services

£50 worth of M & S vouchers payable after first year's Subscription

*"Where's that phone!"*



**Federation of Small Businesses**  
*The UK's Leading Business Organisation*

**The FSB is non-profit making and non-party political**

**Federation of Small Businesses**

Leics. Northants & Rutland Office

38 Digby Close  
 Tilton on the Hill  
 Leics LE7 9LL

Telephone: 0116 2597 707  
 email: maxine.aldred@fsb.org.uk  
 www.fsb.org.uk/leics-northants-rutland

**The FSB is the Leading Business Organisation in the UK**

The Federation of Small Businesses is the UK's largest campaigning pressure group promoting and protecting the interests of the self-employed and owners of small firms. Formed in 1974, it now has 210,000 members across 33 regions and 194 branches.

Our lobbying arm - led by the Westminster Press and Parliamentary office - applies pressure on MPs, Government and Whitehall and puts the FSB viewpoint over to the media. The FSB also has Press and Parliamentary Offices in Glasgow, Cardiff and Belfast to lobby the devolved assemblies. Policy Managers work alongside Regional Development Agencies to further FSB influence at a regional level.

In addition, Member Services is committed to delivering a wide range of high quality, good value business services to members of the FSB. These services will be subject to continuing review and will represent a positive enhancement to the benefit of membership of the Leading Business Organisation in the UK



**And last, but definitely not least ....**

**Corby Business Academy**

We are looking for help from a "real-life" business to work with in relation to their



students on an ICT course. The unit requires students to develop a thorough knowledge and understanding of how to

plan, design and build a functional working website.

Are you or do you know of a new business in Corby or surrounding area who would like the students to help them make a site for their business?

Also are you an existing business that could support and guide them through some of that process.

The school would like the opportunity for their students to develop a real world website that may have

the possibility of being used—or "going live". This would be a valuable experience for the 6th form students and will make the course even more enjoyable.

If you can help please contact Maxine Aldred, Regional Organiser on 0116 2597 707 or via email Maxine.aldred@fsb.org.uk

***THANKING YOU IN ANTICIPATION!***