

In this month's edition - Funded Training Available in:

Environmental Sustainability
Presentations and Public Speaking

Leadership and Management
Minute Taking

Work Place Coaching
...read on for more information

Business News

Summary of April changes to employment law

April brings with it several changes to employment law. From 6 April 2010, 'fit notes' replace the traditional sick notes and the right to request time off for training comes into force for employers with 250 employees or more. Additionally, fathers can request up to 26 weeks' paternity leave following changes to maternity leave legislation, and the statutory levels for maternity, paternity and adoption pay increase from £123.06 to £124.88. The minimum pension age increases from 50 to 55. A summary of the main changes to employment law can be read at:

<http://www.personneltoday.com/articles/2010/03/31/55083/>

<http://www.personneltoday.com/articles/2010/03/31/55083/april-2010-employment-law-changes-seven-things-employers-need-to-know.html>

Government reforms could transform pub market, says industry chief

The measures set out in the Government's initiative to support community pubs have the potential to transform the pub market, according to the chief executive of campaign group Campaign for Real Ale (CAMRA). Mike Benner, chief executive of CAMRA, told BAD News that the plans could lead to a "freer, more competitive market". For more on this story go to:

http://www.cobwebinfo.com/site/article_detail/item13563/?link_466=13563

Web design tops list of business service searches

Web design is the business service that is most commonly searched for on business marketplace PeoplePerHour.com, according to the website's latest figures. The firm has published the top ten searches conducted on its site and revealed that more people searched for web design than any other service during February 2010. The service that climbed the most places was Internet marketing, which rose by 19 places to reach ninth in the table between January and February 2010. A PeoplePerHour.com spokesperson said that the figures illustrate how small businesses are investing more money in their websites, their "most important" marketing tool. For more on this story go to: http://www.onrec.com/news/peopleperhour.com_reveals_top_ten_busine

Free event on Internet Marketing & Web Design – Click: [Marketing your way to Success!](#)

Report reveals thrice as many social enterprises than Government estimates

There are around three times more social enterprises in the UK than the Government estimates, according to a new study by research firm Delta Economics. The results of the 'Hidden Social Entrepreneurs' study have led Delta to estimate that there are 232,000 social enterprises in the UK, compared to the Government estimate of 61,800. Delta also claims that social enterprises' contribution to economic growth is "enormous" and it is important to increase understanding of how these businesses grow. For more on this story go to:

<http://www.deltaeconomics.com/Uploads/Misc/HSE2010final4.pdf>

VisitBritain launches Olympic website for hospitality and tourism businesses

Tourism body VisitBritain has launched a website designed to help tourism businesses find out what benefits the 2012 Olympics can bring to their firm. The site provides guidance on the different opportunities in each region of the country, as well as for different sectors. The website can be found at: <http://www.tourism2012games.org> -

Meet the Head of Visit Cornwall, Malcolm Bell. Click Here: [Building Business](#)

Government proposes forcing businesses to recycle

The Government has outlined proposals to force businesses to recycle items, such as food, cardboard and glass. The Department for the Environment, Food and Rural Affairs (Defra) published the proposal as part of plans to try and cut the amount of waste that is sent to landfill. Defra has launched a consultation on how the UK can meet European Union (EU) landfill targets. Environment Secretary Hilary Benn said that the obligation to sort waste should "fall primarily on the waste collection authority and on businesses". To read more on this story go to:

<http://www.defra.gov.uk/news/2010/100318c.htm>



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and
Penwith
College
Business
Centre

t: 01872 242711
e: businesscentre@truro-penwith.ac.uk
w: www.trurocollege.ac.uk/businesscentre

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Cornish Businesses indulge in Chocolate Gürü

James Averdieck, Managing Director of Gü Chocolate Puds, joined local businesses at the Cornwall Business Club to speak of his journey and developing his business from **£0 - £25 million** in just 5 years. Hosted by Truro and Penwith College Business Centre in association with Business Link, the event attracted 100 local businesses keen to learn from a successful multi-national brand. Anna Peachey from Business Link introduced the event saying "Business Link are delighted to be involved and pleased to welcome such a well known and inspirational business to support and encourage business talent and high growth in Cornwall."

James Averdieck was pleased to be in Cornwall and opened his speech by revealing to the audience that "Cornwall was under indexed in their chocolate consumption." James said his love of chocolate started as a child with Curly Wurlys and Rolos and he now "deplores chocolate snobbery" commenting that "chocolate should be like a good shopping trip for women or a good curry for men."



From left; Karen Weeks, Truro and Penwith College, James Averdieck, Gü Chocolate Puds, Clare Harris, Business Link

James got his business idea after consoling himself with copious amounts of Chocolate whilst working in Belgium. James realised that UK consumers were demanding more quality and moving away from mass-produced 'branded' products. By marrying up high quality chocolate patisserie with efficient UK supermarket distribution, James was confident he could take on the big players. To test the market in the early days of his business James spoke of how he placed empty Gü packets on the shelves of Waitrose and observed customers to see if they bought them. Only after the customer placed the product in their basket would he tell them that the packet was empty.

James said that running your own business is not easy, but the key to success is to never give up. James advised businesses "not to post their products to Supermarkets as they will get lost" and that the "best time to contact them is between 1.30 and 2.00pm" - between lunch and afternoon meetings. James spoke of the difficulties he has had in setting up his business and particularly the hot summer of 2003 when he launched his business, "when it is hot most consumers are looking to buy fruit salad and not Chocolate puddings". James commented "since then business has boomed due to the grey skies and wet summers. I make money out of misery!"

James informed potential entrepreneurs that there are 5 basic rules to follow when trying to establish a successful business.

- 1) Have a great product
- 2) Stand out from the crowd
- 3) Get people talking about you
- 4) Look after your customers
- 5) Get the right team and culture

James advised businesses to "get the basics right, stay in touch with your business and enjoy the journey." Fiona Lockhart of "Fiona Lockhart Massage" was the lucky winner of a Cornish Hamper in the prize draw.

Upcoming **FREE** Events:

Cornwall Business Club - Business Evolution – The Digital Revolution

With guest speaker Paul Davies, Digital Design Director, Gendall

Thursday 29th April – 6.30pm / Zennor Building, Penwith College Penzance

Booking and more information online: www.trurocollege.ac.uk/cornwallbusinessclub

Hairdressing Business Brunch - Building a Business the "Smart" Way

With guest speaker Steve Smart – World Ladies Hairdressing Champion

Monday 10th May – 10.30am – 12 / Fal Building, Truro College

Booking and more information online: www.trurocollege.ac.uk/hairdressingbrunch

Building Business in Challenging Times: Marketing your way to Success!

Tuesday 18th May 2010 9am – 2pm / Royal Cornwall Showground, Wadebridge

Workshops including Marketing Success: Embracing the Digital Future, Creating Compelling Online Content, Get to the Top with Google, Cost Effective PR, Word of Mouth Marketing, Top Tips for Hospitality and Tourism Digital Marketing, Effective Websites – The Good, The Bad and The Ugly.

Booking and more information online: www.trurocollege.ac.uk/buildingbusiness



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Truro and Penwith College Higher Education

SUCCESS COURSES

short university credited courses enabling sustained success

Calling all Business Owners!

Small changes can bring big benefits

Being green is good for business! Making small changes such as reducing wastage, saving energy and water, car sharing, recycling and reusing, will help you and your business to save money. These small changes will also help environmental sustainability and these messages are great to use in your PR.

Find out how to save your business money on this funded course!

ENVIRONMENTAL SUSTAINABILITY FOR BUSINESS

Starts 27th April 9.30 – 16.30 (5 days between April and June) [Click here to apply for funding](#)

This course delivers practical advice on how your business can become more sustainable as well as how it could save you money and promote your business in the best light possible. It will help you to understand the strategic importance of sustainability and identify opportunities for embedding sustainable working practices across your organisation

Want to maximise business success?

TEAMWORK & LEADERSHIP

Starts 11th May 9.30 – 16.30 (5 days between May and June)

In today's competitive environment, having a successful team is paramount to an organisations success. This course offers an opportunity for Managers to develop their teamwork and leadership skills by applying theories to practical situations. It provides insight into the theories relating to teamwork and leadership and demonstrates how to apply those theories to activities within any business.

Are you giving away your profits? UNDERSTANDING AND CONTROLLING COSTS

Starts 6th May 9.30 – 16.30 (5 days between May and June)

Further information...

SUCCESS courses are modules that sit within a foundation degree and are awarded by the University of Plymouth. Courses are part-funded by the European Union through the European Social Fund. For a comprehensive list of our SUCCESS programme, click here: [SUCCESS](#)

To establish if you are eligible for funding, book a place or find out more information *please contact Jo Hancock:*

t: 01872 242711, e: businesscentre@truro-penwith.ac.uk

Personal SUCCESS is an exciting and insightful one day event which can help you to understand your own personality and motivators, including strengths and areas for development, how you like to be managed and how to manage others.



The Colour Works™ aims to transform people, teams and organisations. It works by combining skill, knowledge, behaviours and attitudes to deliver a powerful and effective vehicle that is geared toward change. Starting with Personal Impact, individuals will gain insight into their own unique characteristics and look at how these may impact on those around them. The day will also uncover individual personal motivators and stressors as well as identify ways to harness strengths effectively and managing weaknesses intelligently. The main objective is to achieve a positive difference in the quality of your relationships and examine routes to further progress your own development. **Click here to apply for funding: [I need funding](#)**

8 July 2010 09:00 to 17:00 Chacewater Village Hall £115

To book: t: 01872 242711, e: businesscentre@truro-penwith.ac.uk or **BOOK ONLINE**



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MANAGEMENT AND BUSINESS DEVELOPMENT

Team Leading Hybrid – ILM L2 Award in Team Leading and /or NVQ 2 in Team Leading

This 7 day programme, held over 14 weeks, is specifically designed for team leaders or aspiring team leaders. The Award is a concise qualification designed to give learners a basic knowledge of the various roles, functions and responsibilities of team leaders and the limits of their authority and accountability. The programme will focus on leadership and development of teams, management of resources, health and safety and professional development.

27th April 2010 / TREGYE 09:00-17:00 / £425 (plus reg and cert) [I need funding](#) **Last few places!**

Coaching and Mentoring - ILM Level 5 Certificate

Having highly trained workplace coaches and/or mentors in your workplace can be invaluable in helping to motivate, guide and encourage employees to maximise their performance, boosting business success. The ILM Level 5 Certificate in Management Coaching and Mentoring is a 9 day course held over 4 months. It provides the knowledge, skills and confidence to perform effectively as coaches or mentors as part of the normal working role. Topics are covered at a high level and include areas such as, good practice, building relationships & commitment, developing questioning & listening skills, planning and undertaking a coaching / mentoring programme and many others.

5th May 2010 / TREGYE/ 9 – 5pm / £725 (plus reg and cert) [I need funding](#)

Work Place Coaching – ILM Level 3 Award in Work Place Coaching

This 5 day course, over 10 weeks, aims to develop team leaders and first line managers to provide workplace coaching to members of their team or others whom they manage. This course is ideal for those who wish to acquire 'non directive' skills in management and motivation of individuals they work with.

18th May 2010 / TREGYE 09:00-17:00 / £495 (plus reg and cert) [I need funding](#)

First Line Management Hybrid – ILM Level 3 Award in First Line Management and / or NVQ 3 in Management

This is a 9 day programme, held over 18 weeks, and is a concise qualification which gives an introduction to the basic skills, knowledge, and understanding required by today's first line manager or aspiring first line manager. The mandatory unit in 'Solving Problems and Making Decisions' is designed to develop practical techniques for tackling managerial problems and decisions from gathering and interpreting information through to the effective communication of outcomes.

20th May 2010 / TREGYE 09:00-17:00 / £595 (plus reg and cert) [I need funding](#) **Last few places!**

To book: t: 01872 242711, e: businesscentre@truro-penwith.ac.uk or [BOOK ONLINE](#)

BUSINESS SKILLS SEMINARS

Minute Taking

20th April 2010 Bodmin

This seminar delivers a step-by-step approach to producing accurate, easy-to-understand minutes. The seminar will include meeting preparation and agendas, active listening skills, note-taking and the actual production of minutes. £115

Delegation, Motivation and Empowerment

10th May 2010 Tregye, Carnon Downs

Designed for those that manage people. You will discover how to empower and motivate team members and how to effectively delegate in order to significantly improve performance. Your understanding of team building and leadership styles will be developed allowing you to analytically determine tasks and set priorities appropriately. £115

Presentations and Public Speaking

13th May 2010 Tregye, Carnon Downs

Discover how to deliver effective presentations through developing your understanding of various media and styles and learn techniques and strategies to improve your presentations. Enhance the quality of your presentations by improving your knowledge and understanding of audience, structure, body language, timing, voice, visual aids and planning. £115

Finance for Non-Financial Managers

17th May 2010 Penwith College

Specially designed for those who need to understand the implications of their financial decisions without having a financial background. Topics covered include Managing Budgets Effectively, Interpreting Financial Information, Using and Understanding Financial Concepts and Critical Financial Results Analysis Skills. £115

Telephone Techniques

8th June 2010 Tregye, Carnon Downs

This seminar provides a lively approach to developing a professional and effective technique on the telephone. The Telephone Techniques seminar is suitable for receptionists and all those who have any dealings with customers on the phone. (Please note that this is not a telesales seminar.) £60

To book: t: 01872 242711, e: businesscentre@truro-penwith.ac.uk or [BOOK ONLINE](#)