

## AUTUMN 2009 NEWSLETTER

Dear WEB Member

Thank you to those of you that have contributed to news items for edition.

We are now entering the fourth year of WEB since it was launched and membership renewals in September were very healthy indeed and some are still coming through, together with a number of new enquiries. Please do pass on my contact details to anyone you may come across in business that you feel would benefit from joining WEB, as the more members we have the more business opportunities arise for you.

Having just updated our website with the current Members Directory, which is exclusive only for WEB members, the password to access the data is '**communication**'. As and when new members join the network the directory will be updated so you can use this as another means of communicating with each other.

The WEB Members Directory can be found under the Business Support section of our website at [www.westlancashireinvestmentcentre.com](http://www.westlancashireinvestmentcentre.com) so please check it and let me know if any of your details need to be updated.

Enjoy the read and I look forward to seeing you at our 4<sup>th</sup> November event.

### FEEDBACK FROM AUGUST AND SEPTEMBER EVENTS

In August a number of members attended a 'Personal Development Opportunity' at Edge Hill University hosted by member **Sue Murrin-Bailey**. This year, in addition to Sue's presentation, we were given the full tour of Edge Hill's new business school and their fabulous roof top terrace. We had the weather on our side so we took a walk through the landscaped grounds around the lake to see all the other developments that had been completed since our last visit. If you haven't been to Edge Hill recently it really is worth a visit not least of all to make use of the various dining facilities they have on the campus, some of which overlook the beautifully developed lakeside, which is full of wildlife. A real treat and my thanks on behalf of members goes to Sue for hosting this event for the past three years and for keeping the learning experience interesting. Attached are the slides used by Sue on the night as promised

For more information on what Edge Hill can offer to the business community or if you fancy taking on some further training visit their website to see what is available at [www.edgehill.ac.uk](http://www.edgehill.ac.uk).



At our September event we heard from Julie Graham who is the Managing Director and Lead Consultant at Distinction Marketing. Julie gave us a whirlwind interactive workshop on 'Effective Market Research'.

Julie took us through some practical steps you should take to ensure that effective research into the market you are operating in or looking to break into takes place before you invest resources. Indeed we were also reminded of the importance of continually scanning the changes that are taking place in the world around us and how that impacts upon our business so we can be sure to adapt our business planning accordingly.

The feedback from this event was exceptional as many of you really found Julie's wealth of experience in this area a real eye opener. Julie did promise to share the slides with you so I have attached them to this newsletter. If you would like to contact Julie to discuss how her business could help your business please visit her website at [www.distinctionmarketing.co.uk](http://www.distinctionmarketing.co.uk) for contact details.



**\*\*\*\* NEW DATE FOR OUR FESTIVE NETWORKING EVENT \*\*\***

Please remember to change your diaries. Our Festive Networking Event will take place on **Tuesday 8<sup>th</sup> December 6.30 p.m. NOT 10<sup>th</sup> December as originally publicised.**



**WEB Christmas Exhibition 8<sup>th</sup> December Event**

We thought it would be a good idea this year to invite WEB members that have products or services to sell, perhaps as a Christmas gift or a promotion, to set up a display of their goods that members could either buy on the evening or place an order for Christmas. In fact any WEB member that wants to display information about their business could set up an information display. There is also the option that you could set up earlier in the day if you could spare the time and you may find that people based in the offices at the Investment Centre may buy from you. Let me know if this is something you would like to participate in and we will organise and promote it for you.



**WEB MEMBER CONSULTATION FOR 2010 CALENDAR OF EVENTS**

We have been very busy over the past months coordinating the calendar of events for next year and those members on our Steering Group have been particularly helpful in ensuring we deliver what is best for you and your business.

At our next event on 4<sup>th</sup> November here at the Investment Centre, we will be circulating a consultation questionnaire so we can gather information and ideas from you on what you feel would be most beneficial for the year ahead. Although we have a number of events firmed up there is still the opportunity to introduce some new themes into the calendar so when all ideas have been collated the Steering Group will be meeting again to finalise everything and we will circulate the full calendar to you at our December event.

So do give it some thought as all ideas coming forward will be considered and as ever we will do our very best to provide you with a varied and interesting range of events.

## MEMBER NEWS

I think this piece of Member News is probably one of the most exciting for a while.

Our longstanding members, **Toni Rowlands** and **Sharon Williams** from **BDS Training** in Skelmersdale received a visit to their training centre by Minister for the North West, Phil Woolas MP and West Lancashire MP Rosie Cooper.

BDS Training has been operating in Skelmersdale working with young people for the past five academic years. The trainees work towards their AQA and City & Guilds qualifications in hairdressing and beauty therapies.

Phil Woolas MP said: "It was great to visit West Lancashire to see first hand how organisations such as BDS Training provide essential training and support for local young people in West Lancashire. The work that goes on here does make a real difference to people's lives and shows how this type of support can help young people into jobs."

Following the Minister's visit Toni and Sharon were invited to speak at the Labour Party Conference about their training programme and to meet with Prime Minister Gordon Brown to discuss apprenticeships in the hairdressing and beauty sector. They then went on to participate in a televised Q&A panel with Liam Byrnes. Well done girls! And here they are all polished up in the photo below with the P.M.



**Ann-Louise Hartley of Harley's Nurseries** in Lydiate has organised a couple of seasonal events and would like to invite WEB members to participate.

The first is a 'Christmas Flower School' coming up on Tuesday 24<sup>th</sup> November starting at 7.00 p.m. prompt. Attendance will teach you how to create fabulous Christmas table centres under the guidance of Hartley's experienced florists and you can take home your own creation. All flowers and sundries are provided and booking is essential. Cost is £30.00.

The second event is a 'Christmas Floristry Demonstration' which will be taking place on Sunday 6<sup>th</sup> December and there are two sessions running, starting either at 11.00 a.m. or 3.00 p.m. Again booking is essential and tickets cost just £6 available from Hartleys.

To book for either of these events please contact Hartley's on 0151 526 1577 or for more information visit their website at [www.hartleysnurseries.co.uk](http://www.hartleysnurseries.co.uk).

**Gwen Coyle** has successfully completed a contract with Business Link NW to deliver access to management development training grants to businesses across the North West. She has been working on management development in four local companies helping the M.D. to achieve improvements in performance by focusing on talent within the workforce.

Gwen provides a wide range of business services including: improving the performance of people, management development, MD appraisals, staff appraisals, coaching, time management, strategy into action, presentations, recruitment of staff, personality profiling. Gwen can help you with your people processes in simple and straightforward ways that best suit your business.

In addition Gwen offers facilitation and speaking, network and event facilitation, group presentations, personal coaching and 1:1 support to help you achieve the changes you want to make in your life.

Gwen also runs a 'Coaching 4 Life Club' which runs on alternate Mondays at O'Este Restaurant in Ormskirk at 7.00 p.m. In addition Gwen is offering 'Life Miracles Workshops' which are starting in November. Details of both are attached so please contact Gwen directly if you would like to sign up for either of these. Text: 07794 191314 or Phone: 01695 571135

**Sharon Logan of Perfect Lifestyles** has recently launched a new website where you can shop online to purchase her products and as it is coming up to Christmas Sharon has put details of her Christmas gift campaign on her website. Sharon has offered to send a £5.00 gift voucher for her products to WEB members with every order over £20.00 or a £10.00 voucher if you order products over £50.00. When you provide your contact details at her online shop just type WEB after your name and Sharon will ensure you get the benefit of the offer. Please visit the following as a direct link [www.perfectlifestyles.myflpbiz.com](http://www.perfectlifestyles.myflpbiz.com) .

**Amanda Shaw** has won the contract to install wi-fi at Mansion House Dental Practice in Ormskirk and is hoping to be given the opportunity to extend the current wi-fi installation in Coronation Park in Ormskirk to reach across to where the market traders work. In addition Amanda's company has installed wi-fi into the Wayfarers Shopping Arcade on Lord Street in Southport.

As many of you will know Amanda has also set up a Lets Evolve website and networking group and she is hoping to launch the new website shortly. The networking group has been able to offer support to The Legacy Rainbow House and West Lancashire Women's Refuge so anyone that attends those networking events is supporting those two very worthy charities.

**Jane Ramones** and **Kirsty Kenyon's** business, **Kiddiroo** is offering WEB members 10% off orders over £20, simply add the code WEB3112, valid until 31.12.09 so check out their website on [www.kiddiroo.co.uk](http://www.kiddiroo.co.uk) for great gift ideas for Christmas.

Also if you live in the West Lancashire, Preston or South Ribble areas then why not have your very own party. As a host, not only will you save money on your children's toys through the commission you earn, but you can relax, have a glass of wine and enjoy a personal shopping experience for you and your friends in the comfort of your own home. They will even bring a bottle of wine with them! To book your party or if you are interested in becoming a Kiddiroo Business Consultant, please contact Jane or Kirsty at [enquiries@kiddiroo.co.uk](mailto:enquiries@kiddiroo.co.uk)

**Elaine Roberts** and **Sue McGrath** of **Millhouse Training** organised the Macmillan Big Coffee Morning at the Investment Centre last month, which was very well attended by WEB members and resident businesses. They managed to raise £117 for Macmillan Nurses so thanks to all of you for the contributions you made towards the fundraising event, whether through baking delicious cakes or providing raffle prizes, it is very much appreciated. For information about the range of training that Elaine and Sue provide please visit their website on [www.millhousetraining.co.uk](http://www.millhousetraining.co.uk)

Another message from **Gwen Coyle** about the internet networking group '**Linked In**'. This is a professional networking group and Gwen has set up a WEB group within Linked In as an additional communication tool for members. We invite you to sign up and start using this online network as well. To register please go to <http://www.linkedin.com> and you will then have to go through a series of screens to register your details.

Alternatively if you are interested in joining this it might be easier if you contact Gwen by e-mail and she will send you an invitation to join the group from the Linked In website. You will still need to register your details but hopefully it will make it a little more straightforward for you. Contact Gwen at [g.coyle@btconnect.com](mailto:g.coyle@btconnect.com)

## **FORTHCOMING EVENTS – DATES FOR YOUR DIARY**

### **Evolve West Lancs Networking Events**

There are two networking events taking place in November organised by WEB member **Amanda Shaw**.

The first will be at Dobbies Garden Centre in Southport on Thursday 12<sup>th</sup> November 5.00 – 7.00 p.m.

The second will be a breakfast networking opportunity at O'Este Restaurant in Ormskirk on Friday 20<sup>th</sup> November 9.30 - 11.00 a.m. Please visit [www.ewestlancs.co.uk](http://www.ewestlancs.co.uk) to book online.

**The Enterprising West Lancashire and Investment Centre Teams** have joined forces to bring you a 'Gem of an Event' not to be missed.

### **A 'GOLDEN OPPORTUNITY' TO .....**

Hear from two truly inspirational business speakers:

*Gerald Ratner*, the businessman whose fall from grace was one of the most spectacular ever seen in our times, and *Dierdre Bounds*, the perfect role model for business.



The event is taking place on **Tuesday 24th November 2009** at West Lancashire Investment Centre commencing at 5.00 p.m. and closing at 8.30 p.m.

We have already had a great response to the event since going to press this week and places are strictly limited so unfortunately on this occasion we cannot guarantee a place for all WEB members but to register your interest in attending please call the Enterprising West Lancashire team on 01695 712600 or e-mail [enquiries@westlancashireinvestmentcentre.com](mailto:enquiries@westlancashireinvestmentcentre.com).

### **'FEEL THE FEAR BUT DO IT ANYWAY'**

#### **EXCLUSIVE CONFIDENCE BUILDING WORKSHOP FOR WEB MEMBERS**

You may have read the best selling book **'Feel the Fear but Do It Anyway'** by U.S. author Susan Jeffers. Well the great news is that the UK is now offering bespoke 'Feel the Fear' workshops that are delivered by carefully selected licensed trainers who are authorised to deliver the Susan Jeffers training programmes around the world.

There are now 20 countries in the world delivering these workshops including the U.K. and there is only one authorised trainer based here in the North West of England.

Since being involved with WEB over the past few years the subject of 'confidence' often comes up for our women in business and how difficult some can find standing up and giving a presentation or even just to do a cold introduction or walk into a room full of what appears to be more confident business people than you feel yourself. All of these feelings can hold you back from what you really want to achieve in life and in business.

We have been in discussions with our region's licensed trainer and she has agreed to put together a bespoke fear busting/confidence building workshop for our WEB members. The workshop has been specially created for our business network and we will be the first in the U.K. to benefit from it.

We have managed to negotiate an excellent 50% discounted rate of £30 per person for a one off 4-hour workshop, which will be delivered here at the Investment Centre for your convenience. The cost will include all materials, refreshments and food and we are looking to hold it early in February next year.

I hope you agree that this is a unique opportunity for you to invest in yourself. Further details will be provided in due course but for now it would be helpful if you could let me know if you would be interested in signing up for this workshop.

### **'INSPIRED FEMALES' - THE 'I.F.' BUSINESS DEVELOPMENT PROGRAMME**

WEB has been approached by Pat Parry, who many of you may know, as she heads up her own training and development company and is founder of Sefton Women's Business Network and Women's Business Network International.

Pat has a wealth of experience in training and a couple of years ago devised the above programme, which is delivered through a series of 5 one-day workshops over a 5- month period.

The programme is targeted at SME owner/managers, sole traders, partnerships and new start up businesses as well as those women who wish to be a business owner but at present just have a vision and those who are at the first business development strategy stage. The programme is designed to support and deliver outcomes for delegates in this present difficult and ever challenging market place.

'I.F.' covers everything from the understanding of setting goals and visions to business legislation, marketing, finance, successful selling and negotiation, problem solving, the new approach to customer service and identifying the 'real you'. 'IF' delivers entrepreneurship.

Pat Parry has delivered this successfully to groups of women across Sefton and at the University of Central Lancashire and has asked that I make WEB members aware of what is available as she is now able to deliver the programme to you in West Lancashire.

The total cost for the programme is £697+VAT, just under £140 per day and I understand Pat may be able to provide you with some information about funding to cover part of the costs. If you would like to find out more about the I.F. programme please contact Pat Parry directly at [patparry@premiumuk.com](mailto:patparry@premiumuk.com) or you can ring her on 01704 573258.

**West Lancashire Borough Council in partnership with Lancashire Business Environment Association** are holding a workshop at the Investment Centre on 10<sup>th</sup> November 9.15 – 12.30 p.m. which is aimed at businesses who would like to investigate energy efficiency measures and improve energy management on site. Whilst this may not be entirely relevant to most WEB members it may be of interest to some and you may know people that you think may be interested so please pass the information on if you do.

Attached is a flyer providing more detail about the event with contact details if you would like to sign up to this.

**AND FINALLY .....**



**CAFÉ WI-FI** at the Investment Centre has recently undergone a refurbishment so do take the opportunity to call in some time and give it a try. There is an even greater range of healthy options and a delicious home made soup every day available at our new self-service deli bar.

Don't forget to take advantage of having this wireless hotspot facility in your area whether to just call in and have a coffee or a bite to eat in between meetings or use it as a meeting point to see your clients. The Investment Centre is providing this facility for all to use so do feel free to use it.

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**Don't forget to check out all the attachments to this e-mail for information referred to above.**

**Hope to see you all at our next WEB event on 4<sup>th</sup> November.**

**Thank you.**

**Clare Joynson  
Women Excelling in Business  
West Lancashire Borough Council**