



Welcome to our fourth edition of Rochford District Council's Newsletter for businesses. This newsletter will be produced twice a year to keep you updated on future events, report on past events and keep you informed on economic development activities throughout the District.

I'm happy to visit businesses in the District to discuss any topic relating to your business. I look forward to hearing from you, and wish you happy holidays!

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NEW WEBSITE for Rochford Council's Economic Development

Business Matters the Council's website for businesses is now live, but under construction. The website address is:

www.rochforddistrictbusiness.co.uk

The site is there to help businesses through the myriad of information relating to business via the public sector and assist with the right links for issues which are important to you.

FUNDING for the Districts Chambers of Trade & Commerce websites

Rochford, Rayleigh and Hockley businesses have benefited from funding provided by the Council to develop websites to assist in raising awareness of the local Chambers of Commerce. The websites are aimed at encouraging membership, and will also give the Chambers a more 'up to date' image. New logo's and information packs will also enhance marketing. All three Chambers will work closely together and website links to other organisations will be key to ensure members can access information relevant to their businesses. The sites will have dedicated areas for members to give information about their business and services they offer. The website addresses are: www.rochfordbusiness.co.uk, www.rayleighbusiness.co.uk or www.hockleybusiness.co.uk



Jeff Stanton – Hockley Chamber
Humphrey Squier – Rochford Chamber
Carl Watson – Rayleigh Chamber
Susan Rom – Economic Development Officer RDC

The screenshot shows the 'Business Matters' website. At the top left is the Rochford District Council logo. The main header reads 'Business Matters' with navigation links for 'Home', 'Contact', and 'Sitemap'. Below the header is a large banner image of a lake with the text 'Welcome to Rochford District'. The main content area is divided into three columns. The left column contains a 'Keyword Search' box and a list of links: Business Rates, Rateable value, Home, Doing Business with us, Environmental health, Commercial waste, Trading Standards, Licences, Parking, Facilities, Planning, Land / premises, Rural business, Business Directory, and Recycling and Green issues. The middle column is titled 'Business Rates' and 'Rateable Value', explaining that the Valuation Office Agency (VOA) sets these values and provides a link to www.voa.gov.uk. The right column is titled 'Info' and contains links to 'Read the latest edition of the Business Matters Newsletter', 'Respond to our survey', and 'How do you like this website?' with radio buttons for 'Yes', 'No', and 'Not Sure', and 'Vote' and 'Results' buttons. Below this is a 'Latest Content' section with links to 'Rateable Value', 'Trading Standards', 'Parking fines', 'Business Matters Newsletter', and 'planning'.

SPONSORING Business Awards

Rochford District Council is once again sponsoring the Environmental Awareness category for the Southend Business Awards. The category is for businesses actively committed to sound environmental practices as well as cost savings in the workplace. The closing date for entries is 18th August 2006. There will be a black tie presentation on 13th October 2006 at the Cliffs Pavillion.

If you wish to enter your business please contact Susan Rom, Economic Development Officer.

FURTHER IMPROVEMENTS FOR THE DISTRICTS INDUSTRIAL ESTATES



Purdeys Ind Est Entrance Sign

Environmental enhancements have been completed on some industrial estates in the District. Star Lane and Brook Road estates have benefited from improved parking schemes and lighting. Purdeys Industrial Estate has benefited from a replacement broken entrance sign.

The Council hopes these projects will encourage businesses located on the estates to re-invest in their premises .



Brook Road Industrial Estate
– Parking Improvements

BUSINESS PREMISES ACCOUNT – SURVEY

The Council is working in Partnership with Essex County Council, Trading Standards and Braintree District Council, Environmental Health. The Pilot project is to enable a business to review, update and enter data relating to their business on a dedicated website. A survey form has been enclosed with this newsletter, your views are important. A few minutes of your time to complete the survey form and 'fax back' would be much appreciated.

YOUNG BUSINESS WOMAN IS DISTRICT'S "CITIZEN OF THE YEAR"

Meet Stephanie Ingram, winner of the Council's "Citizen of the Year" Award, a scheme designed to recognise those who make a positive contribution to our District. Stephanie, who is 21, has severe hearing loss but has not let this stand in the way of forging a successful career for herself. Aged just 19 she opened her own dog grooming business in Rayleigh, which has gone from strength to strength, and she now employs staff of her own.



WHY DO I NEED TO WRITE A BUSINESS CONTINUITY PLAN?

How would your business fare if it were involved in a major incident? Could you cope?

It makes sense to plan and prepare your business for the unexpected.

What about you - should you have a business continuity plan?

Whilst there are many reasons that make a plan important, three "facts" will hopefully give you the impetus necessary for writing a plan:

- 80% of businesses affected by a major incident close within 18 months.
- 90% of businesses that lose data from a disaster are forced to shut within 2 years.
- 58% of UK organisations were disrupted by September 11th. One in eight of those were seriously affected.

If you would like to know where to start with producing your own business continuity plans then go onto http://www.essexcc.gov.uk/microsites/essex_resilience/bca.htm where there are several documents to help you to start the process, links to "professionals" and, a simple 10 minute assessment to help convince you of the benefits of having a plan.



BREAKFAST EVENT – Marketing for small businesses

The latest breakfast event held at the Freight House, Rochford was a huge success with over 100 people attending. Speakers informed the businesses about their 10 tops tips for marketing and how they have grown their business through successful marketing campaigns.

FUTURE EVENTS – BOOK NOW –

Look out for our next breakfast meeting '2012 Impact and Opportunities' at The Mill in Rayleigh on September 21st, Mary Spence the Chief Executive of the Thames Gateway South Essex Partnership will be the key Speaker.

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INVESTOR IN PEOPLE