



Be Inspired Business Club - April

Wednesday 6th April is the date for the next Be Inspired Business Club.

Once again we have three speakers giving talks on social media marketing – the buzz word and free marketing tool.

Our main guest speaker Hannah Sookias will give an overview of social media and how you can use it to generate sales and get closer to your customers. A light buffet and networking will follow.

To register for this free event contact

l.p.burgess@staffs.ac.uk or

d.wiernikowska@staffs.ac.uk or call 01785 353809

Business Flies to Help Charity

Local Business, WeeGenerate Ltd. built a flight simulator from a recycled Jet fighter and IT equipment to help raise money for Help For Heroes.

In just one week the decommissioned fighter jet was stripped down and installed with screens, computers and mounted onto a trailer to become a sit-in flight simulator.

The cockpit was turned into a twin seated, four screened original controlled flight simulator, allowing an occupant in the front to receive a virtual flying lesson from an instructor in the rear seat.

The jet fighter simulator is now being used all over the country at charity events to help raise money for the prominent charity Help for Heroes.

WeeGenerate specialise in recycling IT equipment and the secure destruction of data and were delighted to help such a good cause.

The flight simulator is named blossom after the wife of an ex RAF fighter pilot who donated most of the funding. Blossom is touring events in the north raising money for Help the Heroes. <http://www.weegenerate.com/>



Enter Chamber Awards 2011

Businesses across the country can step into the spotlight and enter the 2011 Chamber Awards.

£50,000 worth of cash prizes are to be won, increased awareness of your brand and free publicity.

Awards are available in a number of categories including; business of the year, most promising new business, entrepreneur of the year and the green award.

The closing date for applications is 24th June 2011 applications can be submitted online. For further information visit the website at

<http://www.chamberawards.co.uk/2011/index.asp>





Versity's Vibrant Launch

Luxury athletic clothing brand 'Versity Clothing showcased their latest collection at the Diversity Fashion Show.

Versity summer T-shirts, autumn/winter hoodies and sweat pants went down a storm at the show which raised over £1,000 for charity.

Versity clothing has a young spirited sense of humour, laid-back, sexy but effortlessly cool in style and all clothing in the range is organic bamboo or cotton.

Products will be available to buy from 2nd May at www.versityclothing.com



Are You Using Images Without Consent?

If image libraries and photographers find their photos on your web site because you've lifted them without payment, you could face a copyright breach bill – and more people are being caught.

Copyright and licensing stock images can seem complicated, but it doesn't have to be. The basics – what you need to know and what you need to do are not that hard to get to grips with. Take a look at this website for useful information on how to avoid expensive copyright breach bills from image owners.

<http://www.stockphotorights.com/>



NK Williams Wins Best Film Award

NK Williams won the first Stoke Your Fires 48 Hour Film challenge with a film called SAD-O.

The challenge was to create a film about inspiration, to include the Sentinel weekend newspaper and include the words 'stoke your fires', but it had to be submitted in 48 hours.

NK Williams teamed up with Wind-Up World Films to write, plan, shoot and edit the short film within the timeframe. The short film can be viewed <http://www.stokeyourfires.co.uk/news/48-hourwinners-announced/>

Pictured above, Natasha Carlish, CEO of the Producers Forum presents NK Williams (2nd from right) and Wind-Up World Films them with a years membership to the Forum and the Stoke Your Fires trophy.





Staffs University Working With Businesses

Sandra Booth of Staffordshire University recently demonstrated how Universities can work with businesses. Speaking to over 20 local business people at the Chamber of Commerce Enterprise Club, Sandra Booth, Director of Enterprise and Commercial Development at Staffordshire University described a number of ways in which the university is involved in enterprise activities; ensuring it remains business focused and nurtures a culture of enterprise within the region. These include the Business Villages, business start-up schemes and events and seminars which enable businesses to engage with the University.

Currently, the University is involved in a diverse range of fields including; low carbon, renewable energies, bio mass, digital media, mobile and wireless technologies, health and wellbeing, assistive living, business performance and intelligence, forensics, security and surveillance. Sandra said, "Staffordshire University understands the importance of small businesses to the UK economy and how Universities can help them with research, development and innovative technologies." Businesses with enquiries on how to work with Staffordshire University should make contact through http://www.staffs.ac.uk/for_business/

The Enterprise Club is run by the North Staffordshire Chamber of Commerce to assist the development of new and growing businesses. To find out more about the Chamber of Commerce visit www.nsccl.co.uk

Business Blogging

Why would you want to blog in business?

Integrated with your website, a blog has the potential to catapult it up the search engine rankings. Blogs can help position a company as a leader within its field and directly drive traffic to the site.

With more than 66 million weblogs and an estimated 175,000 being created every day it is important to stand out from the crowd. For tips on business blog content visit <http://www.smallbusiness.co.uk/channels/sales-and-marketing/forums-and-video-content/guides-and-tips/32203/top-blog-content-tips.shtml>

Solutions
for Business

Funded by
government

Solutions for Business

A new Solutions for Business (SfB) package has been launched to help businesses identify key challenges and deal with them so their enterprise can expand and grow.

The SfB portfolio is part of a wider package of measures that Government is delivering to support business growth. There are 13 products in the portfolio including high growth coaching, networking for innovation, finance for business, workplace training and work place training and apprenticeships. For further information visit <http://www.bis.gov.uk/policies/enterprise-and-business-support/solutions-for-business-simplified-business-support>





Forthcoming Events

- **Wed 6/4/11 – Be Inspired Business Club**
Networking event. 17.00 – 20.03 Beacon International Centre, Anson Court, Stafford Technology Park. FREE event. To book a place call email l.burgess@staffs.ac.uk or d.wiernikowska@staffs.ac.uk
- **Wed 13/4/11 – Creating Brand Value for your Business.** 09.00 – 13.00
Stafford county showground. Weston Road, Stafford. Free event. Find out more & register at www.ipo.gov.uk
- **Thu 14/4/11 – North Staffordshire Enterprise Club**
Presentations on 'The Cloud' computing. Guest speaker, Maitland Hyslop. 16.15 – 18.30 Chamber of Commerce, Festival Park, Stoke on Trent. FREE event. Contact: annedeaville@nscci.co.uk

Proper Pamper Parties

A night in with your girl friends just became a lot more fun thanks to Prim & Proper Pamper parties. You can have high end beauty treatments, make up and make over tips in your living room. You just need to get your friends together and supply the drinks and nibbles. Spray tan parties using San Tropez products are another service on offer from Prim & Proper, a mobile beauty therapy business.

Laura Burgess, owner of Prim & Proper and a qualified beautician with years of industry and teaching experience took the step to provide a quality service using luxury products normally only available at health spas. She said, "I wanted to bring a little bit of the health spa experience into peoples homes."

Her wealth of experience is also being targeted at helping produce the perfect prom princess in a booklet with tips on hair, make up, clothing as well as tans, nails and treatments, all in time for prom night.

With the hot weather just around the corner, Laura wants to help get her clients' feet 'flip flop ready' using Jessica nail products. With the start of the wedding season Prim & Proper is looking forward to a busy time of bridal make up and pre-wedding preparations. For all enquiries for Prim & Proper services and parties call **07967 978 438**



Shell LiveWIRE Awards

If you're aged 16-30 and need funding to get your new business idea or project off the ground, the Shell LiveWIRE Grand Ideas Awards offers up to 6 x £1,000 prizes every month to the most innovative ideas submitted by new businesses in their first 12 months of trading.

Each month 3 Grand Ideas Award winners with the highest judges scores will be put through to the shortlist for the £10,000 Shell LiveWIRE Young Entrepreneur of the Year Award. You have until the last day of each month to enter at

<http://www.shell-livewire.org/news/awards2011/>





Prototype Grant Funding

Grants of up to £25,000 are available for Small or Medium Enterprises (SMEs) based in the UK who wish to prototype their own intellectual property (IP).

Abertay University supports games projects and other forms of interactive digital content, such as e-learning, visualisation, interactive exhibits, online film / broadcast media, or middleware. The smaller and younger you are as a company the greater the benefit they can bring and the greater the likelihood of success with your application.

Companies able to work in Dundee are eligible to use the prototyping studio located at the University, where industry-standard equipment and software will be made available. Other locations around the UK are still eligible, either through partnership with a local institution, or through use of your own premises. Grants can be used for a range of expenditure identified within the project budget, primarily:

- Costs for a selected number of the applicant's development team.
- Part-time employment costs of a proportion of students or graduates selected as part of the student placement element.
- Additional costs, such as a contractor to fill a gap in the team.

The closing date for receipt of applications to this round is 29 April 2011.

To access application guidance and complete application form online see here for further details:

<http://prototypefund.abertay.ac.uk/funding/>

The Pitch 2011

The Pitch is an annual competition to find the UK's most exciting and innovative small companies and entrepreneurial talent. The winning entrepreneur will receive a package of business support prizes worth £50,000 and extensive media coverage. To enter, businesses must be based in the UK, established for less than 3 years at time of entry and employ no more than 20 members of staff. The contest comprises regional heats taking place in the summer, followed by a grand final later in the year. The heats and application closing dates for entering in 2011 are:

England – 9 May (entry deadline) 9 June (heat)

Wales – 12 June (entry deadline) 12 July (heat)

Scotland – 18 July (entry deadline) 18 Aug (heat)

N Ireland – 21 Aug (entry deadline) 21 Sept (heat)

For further details see

<http://www.thepitch2011.com/>

“Every ceiling becomes a floor upon which one walks as a matter of course....”

Aldous Huxley