



Photo by Kevin McNeil Photography

Be Inspired Business Club Feb 2011

## The third Be Inspired business club was held on 10<sup>th</sup> February with themed talks on Time Management.

Over 80 businesses, students & suppliers of goods & services attended the free networking event which was held at the University's Stoke campus.

Len Foster, guest speaker at the event and published author on time management gave a copy of his e-book to all attendees.

Other speakers included Jane Rowley and Joanne Mason of Ameliorate Training and Support and Steve Cranston of Lilac Productions.

The free Be Inspired business clubs are held bi-monthly in either Stoke or Stafford and are open to any business or student who feels they can benefit from attending.

The next one will be held during the first week of April with themed talks on Social Media Marketing (date to be confirmed) but details will be posted under events on the Be Inspired website [www.beinspiredatstaffs.com](http://www.beinspiredatstaffs.com)

## Promoting the Sweet Sound of Music

Now Hear This Ltd

**Now Hear This Ltd are to record Yarlet School's 30 strong choir, produce & distribute the CD's to retailers.**

This is part of a special education package that they will be offering to all schools in the area.

Now Hear This offers a wide range of promotions and management services to musicians, small businesses and live music venues.

They are the official promoters for Stafford Cricket & Hockey Club and have a 'Company Identity Development' package which includes logo designs, business card and letterheads.

For more information about what they can do for your business contact Joe O'Mahoney 07971 775 055 [joe.omahoney@nowhearthis.staffs.com](mailto:joe.omahoney@nowhearthis.staffs.com)



## Be Inspired Mobile App

**We're excited to announce the availability of the Be Inspired mobile application built by App Haus.**

The app is now available free in the iTunes App Store and Android Market. Within the first few days of release it was downloaded by 162 users and is proving to be popular.

Anyone can open the app and see business contact details. News items, event details, contact information and start-up scheme information make up the public features.

Members can book business events and mentor appointments. Any comments can be sent to [hello@apphaus.co.uk](mailto:hello@apphaus.co.uk)





## Funding Opportunities

Funding is always of interest to any small business. Here are just some of the funding opportunities currently available.

- **Princes Initiative for Mature Enterprise** – if you are 50 or over and looking for business start up funds you could be eligible for a business start up loan of up to £10,000. <http://www.primebusinessclub.com/loans/prime-business-start-up-loan/>
- **Working Neighbourhood Fund Citywide Grant Scheme** – to encourage people who live or trade from within Stoke-on-Trent to start up their own business. Contact Jill Levens at Business Initiative [jill.l@business.org.uk](mailto:jill.l@business.org.uk)
- £4.2 Million **WRAP Recycling Fund** For West Midlands' Businesses. Closing date 31/3/12 [http://www.wrap.org.uk/wrap\\_corporate/funding/capital\\_grant\\_s/ewm\\_200\\_de\\_minimis.html](http://www.wrap.org.uk/wrap_corporate/funding/capital_grant_s/ewm_200_de_minimis.html)
- **EU Programme** for transnational collaboration between HEI's & other organisations to prevent and combat violence against children, young people, women and to protect victims and groups at risk. **DAPHNE3** [http://ec.europa.eu/justice\\_home/funding/daphne3/funding\\_daphne3\\_en.htm](http://ec.europa.eu/justice_home/funding/daphne3/funding_daphne3_en.htm)
- EU funding to prevent & reduce drug use, dependence & drug related harms, contribute to the improvement of information on the effects of drug use; support the implementation of the EU Drugs strategy. [http://ec.europa.eu/justice/funding/drugs/funding\\_drugs\\_en.htm](http://ec.europa.eu/justice/funding/drugs/funding_drugs_en.htm)
- **TSB** – digital entrepreneurs are invited to join a £200K scheme aimed at helping bring innovative UK applications & services to market in the Music, TV/Film & publishing market. For full details see <https://ktn.innovateuk.org/web/ic-tomorrow-digital-innovation-contest/overview>
- **JISC TechDis** – a competition to enable accessible, navigable digital information independently and spontaneously, anytime, anywhere, in an effective and user friendly way. For full details see <http://www.innovateuk.org/content/competition/plain-sailing-easy-navigable-and-personalisable-ac.ashx>

## Calling Mumpreneurs & Business Women

**Female entrepreneurs, mumpreneurs & business women are required to take part in a TV pilot.**

Independent production company, Handle and Spout has teamed up with Lynette Allen to make a pilot television programme. Lynette will coach/mentor one business woman to take her business to the next level. Maybe you can see where you want your business to go but you're not getting there, or you're working from home and not feeling very professional. Are you struggling with a work home/life balance or trying but failing to get the best out of a tricky employee? This may be your golden opportunity.

Email: [catherine@handleandspout.com](mailto:catherine@handleandspout.com) including a brief outline of your predicament as you see it, details of where your business is based and a daytime telephone number. You will have to be quick as filming starts in March.

## Technology Strategy Board Driving Innovation

### Technology Strategy Board Competition

**The Technology Strategy Board has launched a competition with up to £5m available to help businesses create new metadata production tools.**

The competition is for collaborative R&D projects that will create tools that make the production of content such as film, music and computer games more cost effective, less risky and yield greater value through the advanced use of metadata.

The competition is split into two categories:

- Fast-track projects below £100k led by a creative business, taking between 12-18 mths.
- Collaborative R&D projects greater than £100k led by creative business, taking between 12-18 mths.

A number of briefings explaining how the competition works and to find partners are being held in Bristol, London, Manchester & Edinburgh. Contact Jon Fairburn [jon.fairburn@staffs.ac.uk](mailto:jon.fairburn@staffs.ac.uk)





## Forthcoming Events

- **Wed 2/3/11 – Protect & Fund Your Innovation**  
Training event. 16.00 – 18.00 Business Innovation Centre, Stafford. To book a place tel: 01785 353786. Free event.
- **Fri 4/3/11 – The Business Summit**  
Meet, network, learn & exhibit. 9.00 – 15.00 Storage Boost Business Centre, Beaconside, Stafford. ST16 3HS. Free networking event with opportunity to exhibit. Register online at <http://thebusinesssummit.co.uk/> or call 0845 5197 365 to exhibit.
- **Wed 16/3/11 – Protecting Your Ideas & Inventions**  
9.00 – 13.00 Birmingham Science Park Aston, Holt Street, Faraday Wharf, Birmingham. Understand how trade marks, patents and designs can be used to protect your ideas & inventions, make the most out of your business' Intellectual Property. Register for free at [www.ipo.gov.uk](http://www.ipo.gov.uk)
- **Wed 16/3/11 – New Product Development**  
Business Innovation Centre, Newcastle under Lyme. 16.00 – 20.00. Free event. To book a place Tel: 01785 353786
- **Fri 18/3/11 – Lets do Lunch** 12.00 – 14.00  
Shaffers Restaurant, Snow Hill, Shelton, Stoke on Trent. £25 per delegate. Business meetings to share knowledge and network. Geoff Gwynn of Go-2-Market will stimulate your thoughts on sales growth.

## Research Your Market

When you are setting up a business, researching your potential market is essential. Although it is time consuming to acquire, a thorough and reasoned knowledge of the market is invaluable to the future of your business.

With a true picture of your potential customer base, you can honestly assess the viability of your venture. Resist the temptation to rush ahead. Carry out thorough research and analyse your results - it can be the difference between make and break. Find out :  
How to decide what you need to know.  
How to exploit existing information sources.  
How to conduct market research.  
How to analyse and act on the results.

For more information on how to research your market and help give your business the best start read the following article

<http://www.knowledge.hsbc.co.uk/plan/your+idea/researching+your+market>



## How To Get More Out of Twitter

**To tweet or not to tweet. That is the question on many business owners' minds.**

For some, [Twitter](#) has proven to be a powerful way to engage customers and build a community. For others, tweeting has been nothing but a useless time suck. The fact is, most small business owners have no concept about how to use Twitter effectively. Many entrepreneurs simply produce and promote useless spam, while others over extend and over engage.

Follow the link below to see how some successful young entrepreneurs utilise Twitter to their advantage.

<http://mashable.com/2011/01/24/twitter-entrepreneur-tips/#>

