

Rochdale Women's Enterprise Network News

Winter 2007

womensenterpriseinitiative

VOL 5 ISSUE 3

Made In Rochdale 2008

The Made in Rochdale Trade Fair is looming large, so don't miss out!. It's going to take place at the end of the Easter holidays, on Friday and Saturday 28th and 29th March, so you can target both public and trade buyers. Preparations are well underway towards ensuring widespread promotion of the event and the new branding; so that as many potential clients as possible hear about and see your products and services. By popular request, Richenda Yates of ACE, Area winner in the New Entrepreneur Scholarship awards and network member from Heywood has agreed to be one of our keynote speakers. She will be joined by the new Council Head of Policy, Partnerships and Regeneration Penny Sharpe who will officially open the event. One further "celebrity" keynote speaker is to be confirmed.

This year, the onus has been on you and not us at WEI. Through your reps in the Advisory Group, you have chosen the venue - Heywood Civic Hall - and the new two-day format. That's how it should be; after all, it's *your* showcase and we want it to be useful to you and your business. Already, we have more than 30 stands booked in, so if you haven't taken the plunge yet, get on to Jane or Sharon on 01706 646471 and secure your spot. There will be plenty of free help provided prior to the event with training on how to promote your business, getting the most out of the day and a ready stock of useful marketing material for you. But now the most important thing you can do is to book one of the last remaining places. We are sure you will find it an extremely cost-effective way of raising your profile - speak to last years exhibitors for their views or give us a call if you have any questions.

During the day, there will be opportunities for you to present in a more dynamic format, with hour slots in rooms adjacent to the main exhibition halls, for visitors and exhibitors alike to drop in.



Winner of last years "best dressed stand" Mehmoona Mahmood with Lisa Tse and then Mayor Cll Jean Hornby



These can be for business to business presentations or more interactive sessions to engage the public ... you think of the idea and we will timetable it in if we can. Jewellery-making demonstrations look a possibility, children's card-making, or perhaps you can offer a fitness workout for the public or give a taster marketing workshop. Bring us your ideas and we will try to make it happen. We have hired the whole suite of rooms and have exciting ideas for the outdoor space too.....

Don't sit back and wait till it's too late, book your stand and start planning. There's lots to be gained and much to be lost.

Let's make the spin a reality - this annual Made in Rochdale Trade Show is going to be "bigger and better than ever before". And in keeping with the season, I add...."Oh yes it is!"

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Promoting independence and self belief amongst women

Taking Buying to the Next Level

Kingsway Business Park is set to make an impact on the economy across the North West and the Borough of Rochdale is at the centre. Businesses and residents are therefore positioned to benefit extensively from the regeneration and economic growth the business park will bring.

Covering 420 acres - equivalent to half the size of Manchester City Centre - Kingsway will accommodate a business community of 7,250 employees in a range of growth industries, from engineering to hospitality, IT to manufacturing, logistics to call centres; Kingsway will be a truly mixed-use development.

The first phase of Kingsway's infrastructure works has now been completed. Sir Isaac Newton Way (A6193), which links the M62 to Kingsway A664, is set to open in December 2007. The first units were under construction earlier this year and are expected to be completed by spring 2008. Furthermore, DeVere's Village Hotel will be operational by early 2009 and will include 120 bedrooms, a conference centre, health and beauty facilities together with a restaurant and pub.

As Kingsway is now progressing at such a pace, the Kingsway Partnership wants to ensure that local businesses are prepared for the supply chain opportunities Kingsway will bring. In order to prepare local businesses for these opportunities and achieve this aim, Rochdale and Oldham council have jointly appointed a Supply Chain Officer, Nadine Carey-Whitehead.

Nadine intends to take the phrase 'buying local' to a

whole new level, she will be working closely with the Kingsway Team to bring supply chain opportunities to the businesses that operate within the area.

Nadine comments: "For local companies wanting to supply goods or services to businesses locating at Kingsway, there may be an amount of preparation work needed to ensure they have the necessary skills and accreditations to meet the requirements of the larger corporations. We'll be running a number of workshops, meet the buyer events and local trade fairs to ensure the Rochdale Business Community feels the full economic benefit of Kingsway Business Park."

Rob Green of the Kingsway Partnership comments: "This is a great opportunity for local businesses to grow. By sourcing locally, Kingsway occupiers can reduce costs and their environmental impact whilst acting as a catalyst to the ongoing regeneration of the area. Nadine is here to ensure the opportunities Kingsway Business Park presents are maximised to their full potential."

The first 'Think Local' event will be held in Rochdale on 5th Dec 2007, all the businesses of Rochdale are invited to the event to find out what opportunities are coming along, what changes are taking place in Rochdale and how local businesses can get involved.



Who do I contact?

Local businesses that want to find out more or are interested in attending the 'Think Local' event in December should contact Nadine at Nadine.carey-whitehead@rochdale.gov.uk or for Property Enquiries please email kingswayteam@rochdale.gov.uk

Partnership Working at its best

Network members Michelle Evans of Gymphobics and Caroline Dowse of Ten94 Design are currently working together to produce a voucher booklet offering various discounts to Gymphobics members from businesses in the Rochdale borough.

They are planning to have over 1,000 copies printed and posted to all of Gymphobics members as a thank you in January 2008.

If you would like to participate you can contact Caroline on 01706 353 729/07766 76 75 02 or via email caroline@ten94design.co.uk

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Community Champions & Gail McPhillips



"In August this year I decided that I would like to give Women's Enterprise Network (WEN) something back for all the help and support that they have given to me over the last

18 months. This prompted me to apply for a Community Champions Fund grant for a small pot of money to do a piece of work for the women who belong to the WEN.

Just this week, I received notification that my application was successful and from December 2007 until the end of January 2008, I will be offering **30 Free** complementary therapy sessions to women who attend the WEN. My project is especially designed for women, like you, who have busy stressful work life demands, to give you some relaxing time for yourself. The 30 free sessions that will be on offer will be:

- Hopi Ear Candling
- Indian Head Massage &
- Reflexology

There are only 30 sessions available, which could equate to one session per woman. It is hoped that by women taking advantage of these free sessions it will offer them a chance to relax and unwind as well as assisting in balancing the body & mind. I will be offering these free therapies at the WEN offices on Drake Street. To find out more and book your free session please contact me, Gail McPhillips on: **0793 131 7497.**"

Gail will be attending the next WEN meeting on December 4th at Heywood Civic Centre discussing how she achieved this award and what benefits her therapies can have.

Legal Updates:..

- CCTV Systems

Did you know that any business running CCTV systems must inform the Information Commissioner that they are gathering personal information about people they are recording. They must also post signs warning people they are being recorded. CCTV experts believe around 95% of the UK's systems do not comply with the law. You can find out more at: <http://www.out-law.com/page-8504>

- Tobacco Law Changed

As of **1st October 2007** the law for selling tobacco changed. Retailers selling cigarettes or tobacco products will only be able to sell them to people over the age of 18 and must display signs that clearly show the new minimum age. See <http://www.tobaccoagechange.co.uk/> for details.

- National Minimum Wage

The National Minimum Wage increased in October to £5.52 for over 21's; £4.60 for 18-21 year olds; and £3.40 to 16/17 year olds.

- Trade Mark Applications

Trade mark applications will not be automatically blocked in future if there is an earlier trade mark that conflicts. For more information see the Intellectual Property Office (IPO) website. www.ipo.gov.uk/

WEI Clients Win EMBS 2007 Business Woman of the Year...



Congratulations to WEI Clients Miriam and Sairah of "Safe Hands" who won Business Woman of the Year award at the 2007 Ethnic Minority Business Service Awards held recently at Rochdale Town Hall.

Safe Hands are based in Milkstone Road and provide a wide range of recruitment solutions including general staffing, childcare and domestic and commercial cleaning. To find out more about Safe Hands Recruitment telephone 01706

344434/07793 133681 or email shspecialists@btconnect.com

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Lotus Defence...

Lotus Defence is the brainchild of Liz Davies, who is a black belt karate and self-defence instructor with 6 years experience. Liz took up karate as a means of self-defence & building her self-confidence due to having previously experienced bullying and domestic violence. Becoming an instructor enabled her in turn help others. Liz's keen personal interest in self-defence combined with seeing the positive & rewarding results of helping her students regain their confidence and self-esteem is what inspired her to take her knowledge out into the wider community with classes on practical self-defence and personal safety awareness.

Liz has also been able to draw upon her 5 years in the Royal Air Force Police and 2 years in The Special Constabulary with North Yorkshire Police. These gave her a wealth of experience, such as Civil & military law, the handling of firearms, as well as control & restraint techniques from the R. A. F. This experience was increased by being involved in the running of Crucial Crew, designed to give children awareness of general dangers in and out of the home; as well as giving talks to communities about Neighbourhood Watch schemes and to primary school children about Stranger Danger Awareness. For a short while Liz was the Domestic Violence Liaison Officer with the Special Constabulary. Two years experience as a Self Defence Consultant, which included a Personal Development Programme has been invaluable.

Liz approached Djamila Swindells, a fellow karate and self-defence instructor, with her vision of taking self-defence classes out to a wider market, understanding that not all women who could gain from their skills and technical ability would partake in a martial art. Djamila also felt many women could benefit from their help due to rising offences



Lotus Defence will be showcasing their business at the Made in Rochdale 2008 Trade Fair, Heywood Civic Centre, March 28th & 29th 2008



For more information on Lotus Defence call 07901 580102 / 01706 717922 or email: sd4w@lotusdefence.co.uk.

against women and the rising crime rates. They decided to combine their complementary personal qualities and experiences to set up Lotus Defence. (The lotus flower is a symbol in many cultures, which signifies someone rising up from murky depths to blossom, it represents a hard time in life that has been overcome)

Together they decided to offer a non martial art form, initially as Women's Self Defence Classes with a view to progressing to work with schools and eventually the corporate market. Doing a public survey, leafletting and running taster sessions have enabled Liz and Djamila to plan and provide classes, which encompass the needs of local women. "Our aim is to see many more 'lotuses' rising up from the murky depths and blossoming into strong, confident and outgoing individuals"

Although both Liz and Djamila are self-motivated, enthusiastic and determined people, they have benefited from the help and support of the W.E.I. After attending just one networking meeting they were able to secure an office at Acorn Enterprise Factory and were energised further by meetings with both Barbara and Elaine. The help & encouragement received from both of these ladies has been invaluable.

Comple@te Café Christmas Market...

Comple@t is a community business initiative, which has been set up by local mental health service users in conjunction with Rochdale & District MIND. They are holding a Christmas mini-market at the Middleton's Compleat Internet Café on Friday 14th December between 10:00am - 2:00pm. If you are interested in showcasing your products or require any further information you can contact Abdul on 01706 340313 or email: abdulrazzaq1@btconnect.com.

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Mid-Winter Network event and Festive Fair...

Our Midwinter network event and festive fair will be held at Heywood Civic Centre on Tuesday December 4th at 6.30pm.

We are encouraging network members to use the **Mid-winter Network Event as a informal market place and as a trial run for the Made in Rochdale 2008 Trade Fair, should you require a stand please contact Jane on 01706 646471.**

Please note that this event is open to all network members, if you are interested in finding out more on how to become a member please contact the Women's Enterprise Initiative team on 01706 646471 for further information

Right—Network member **Asia Ejaz of Mann Salwa** supporting fellow businesses at last years Mid Winter event.



Left—selection of gifts available last year from **A Little Different Chocolatière**

Guest speakers on the night will include:

- Martin Morris from Groundwork Oldham and Rochdale, advising us on how to make our workplaces healthier.
- Gail McPhillips a holistic therapist and network member (see page 3) and,
- representatives from COSTCO in Chadderton who are sponsoring our February network event, a joint event with women entrepreneurs in Oldham.
- And many more!!!!!!

Tidy Business Standards Launch...



Rochdale MBC and Groundwork Oldham & Rochdale are working in partnership, urging businesses to take part in the Tidy Business Standards award scheme.

Keeping the Borough of Rochdale clean and tidy is important to everyone that lives, works and visits the area. Tidy Business Standards is an initiative to encourage businesses to reduce litter and have a good system in place for waste management.

Companies are invited to sign up to a charter free of charge, promising to adhere to a number of actions in order to gain an award and recognition for improving their environmental performance. Premises that reach the required standards will be awarded a certificate and sticker to display in the window to customers.

Businesses that participate in the scheme will be entitled to a free Environmental Health Check focusing on litter and waste issues. An action plan will subsequently be presented to the company outlining a range of measures that can be taken to reduce their environmental footprint.

For further information contact: Julia Dickinson at Groundwork Oldham & Rochdale on 0161 624 1444 or email julia.dickinson@groundwork.org.uk

3rd Sweet Year for Ros—A Little Different Chocolatière

"I went to see Barbara in 2004 for some guidance on setting up a New Business. I'd never been in Business before and the Women's Enterprise Initiative really helped me back then and still do: I've just completed a Marketing Course run by WEI's Marketing Guru, Elaine Simons and last week, was with Barbara & Jane at Hollingworth Business & Enterprise College talking to Young People.



I'm celebrating my 3rd year of trading Year on December 1st. How time flies! I would like to say a sincere big thank you to all my Customers, Friends and Neighbours for their help and support - Thank You, I couldn't have done it without you. Please feel free to visit my shop at 1 Halifax Road, Littleborough. tel: 01706 377588".

Ros Barrow

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Elaine at Westminster...



Isabella Moore, Prowess president & Erika Watson, Prowess

WEI Business mentor Elaine Simons represented Rochdale Women's Enterprise Initiative (WEI) at the launch of the Prowess UK "State of Women's Enterprise" report at the House of Commons.

Prowess is the UK network of organisations which support women to

start and grow their businesses; they have 250 members, including WEI, who supports over 100,000 women in business each year.

The first part of the day was spent in group consultation, with almost 100 delegates discussing the key areas of the report's findings, followed by an evening reception at the House of Commons to launch the report and celebrate the 5th anniversary of Prowess.

The report provides a comprehensive picture of the rate of business start-ups, the sectors from which women are leaving employment and recommendations on how national and local government can further support women's enterprise.

The research shows that:

- Women are more likely than men to think that social, ethical and environmental considerations in business are important (59% of women compared with 48% of men).
- Women are moving from employment to self-employment mainly from education, healthcare and community work sectors

- Women from the black community, particularly African Caribbean are among the most entrepreneurial of all groups

Erika Watson Prowess Executive Director felt the figures were encouraging, and called for a national mentoring network to support women at all stages of their business growth. She felt that training, mentoring coaching and networking were crucial to increasing the numbers of female entrepreneurs.

During the evening reception the author of the report Dr. Rebecca Harding stressed that the attitudes and motivations that drives women's enterprise are fundamentally different to men, and that these differences need to be taken into account in the delivery of business support to women. The report also called for a specific strategy for developing ethnic minority women's entrepreneurship.

If you would like more information on Elaine's visit, please contact her on 01706 646471. Further details on proless can be found via their website. www.prowess.org.uk

Save the date

5th Prowess Annual International Conference

20-21st February 2008 (welcome evening drinks reception 19th Feb at the Peterborough West Holiday Inn.

The Prowess Annual Conference goes from strength to strength and has sold out for the past four years. This year national and international delegates will be in Peterborough discussing all that is topical in the development of women's enterprise.

If you are interested in attending contact Jane or Elaine at the Women's Enterprise Initiative on 01706 646471 or Ann Nicholls from Prowess on 01603 762355 a.nicholls@prowess.org.uk,

Remember Young Enterprise...



After forty years of working with the business community to provide business ideas, experience and guidance to young people, Young Enterprise wants to take stock of its work. Over the last year they have been trying to contact as many of their million strong alumni as possible

to find out how the experience of setting up a company has had an impact on their later careers.

As members of the business community it is likely that you will have heard of Young Enterprise; years ago you might even have taken part in the scheme yourself. If so Young Enterprise wants to hear from you! The link below will take you through to an online survey that for the first time will provide Young Enterprise with data that they can use to understand the impact that their 'learning by doing' approach has had on their alumni's lives and on British business. If you have friends or family that took part in the programme then please spread the word that Young Enterprise wants to hear from them too.

<http://85.232.39.112/webprod/cgi-bin/askiaext.dll?Action=StartSurvey&T1=YEfinal>

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Postal scam warning ...

We have received reports that PhonepayPlus formerly known as ICTIS is investigating a scam. If you receive a card through your door from a company call PDS (Parcel Delivery Service) saying that they have a parcel awaiting delivery instructions and can you contact them on 0906 6611911, **DO NOT** call the number as this is a mail scam originating from Belize and the service has already been shut down (in 2005) with the company, Studio Telecom, being fined £10,000.

Other scams still doing the rounds include:

- a company received a phone call from a company who said they were calling to thank him for putting his name on/sponsoring sending books to school. As soon as he started asking questions they hung up and 1471 revealed nothing.
- An email claiming to be from the supermarket chain, Sainsbury's offering £60 worth of shopping vouchers. One of the "conditions" of this phoney offer is that recipients must forward the email to ten people and send the email addresses back to 'Sainsbury's'. The offer is completely false and is merely an exercise by a third party to access the email addresses of as many unsuspecting recipients as possible. It is unlikely that any legitimate company would base a promotional campaign on the forwarding of an email message.
- Businesses are being warned about rogue traders who have been contacting businesses and telling them they could be inspected by a health and safety officer or the fire brigade and, if they fail the inspection, face a £1,000 fine. They then offer to sell them one or more fire extinguishers, usually costing at least £100 each.

PhonepayPlus is the industry-funded regulatory body for all premium rate charged telecommunications services. They regulate the content and promotion of services through their Code of Practice. They investigate complaints and have the power to fine companies and bar access to services. In addition, they offer free copy advice and guidance to both existing and new service providers

Their new website address is www.phonepayplus.org.uk/

Local Exchange Trading Schemes...

LETS (Local Exchange Trading Schemes) are local non-profit 'exchange' networks in which all kinds of goods and services can be traded without the need for money and which enable people to trade with each other without using hard cash. LET schemes provides some local solutions to poverty, unemployment and isolation by providing new opportunities for access to practical help and assistance. They also encourage a 'greener' lifestyle and a sense of community and appreciation.

50 years ago it was common for communities to offer mutual support and neighbourliness but this became rarer with the pace and upheavals of modern life. In the 1970's the term LETS was coined by Michael Linton, a British man living in Canada and in the UK. As a result of recessions and crashes in the market, interest in Local Exchange Trading Schemes grew. By the mid 1990s, there were several hundred active LETS groups with a total membership of over 20,000 people.

Currently, there are about 450 LETS schemes in the UK, involving 40,000 people.

LETS use 'community credits' as people do not have to make direct exchanges. People earn LETS credits by providing a service and can spend their credits on whatever is offered by other people in the scheme.

The services could range from anything from childcare, massage, shopping, cleaning, transport or cooking to home repairs, house and pet sittings to typing and word processing and even professional advice.

Members of LET schemes can either decide on the value of individual services or allocate the same value to every service in the scheme.

Standard guidelines are published by the national organisation for LETS, LETSLINK UK and their web site address is: www.letslinkuk.net

Women's Enterprise Initiative is keen to explore the possibility of setting up a LET scheme for members of the network. If you are interested please contact Barbara Davidson on 01706 646471

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LARGE PRINT VERSIONS OF THIS NEWSLETTER ARE AVAILABLE, PLEASE RING 01706 753656.

QUEENS AWARD FOR BARBARA?



Good Luck to Barbara Davidson who has been nominated for the Queen's Award for Enterprise Promotion, which recognises individuals who have played an outstanding and significant role in promoting the growth of enterprise and/or entrepreneurial skills and attitudes in others.

Diary Dates...

DROP IN SESSIONS every Wednesday between 10.30 and 2.30 at our offices on Drake Street. No appointment necessary.

December 4th, 2007 (Tuesday). Mid Winter Network Event & Festive Fair 6.30—9.30p.m, Heywood Civic Centre

December 14th, 2007 (Friday) Comple@t Christmas Fair 10am-2pm Complete Café, Middleton

March 28th & 29th, 2008—Made in Rochdale 2008 Trade Fair, Heywood Civic Centre

***Please note that due to Christmas holidays, the Women's Enterprise Initiative office will close Friday 21st December and re-open Wednesday 2nd January 2008.

womens enterprise initiative

Who we are and what we do!!

The Women into Enterprise Initiative project started in 2001 and since then almost 500 women have contacted us and asked for help and support with starting or developing their own business. Women's Enterprise works closely with other organisations to try and ensure you get the services you need. We offer advice, help with business plans or business skills, one to one sessions or group work to help you get your business started or developed.

We are committed to supporting you whether your business or business idea is full or part time, large or small.

Don't forget we hold drop in sessions every Wednesday between 10.30 and 2.30 at our offices on Drake Street. Please feel free to call in for advice, to use the resource library and computers or even for a chat and a cup of tea. We are always pleased to see you.

The team consists of Barbara Davidson (Project Co-ordinator) Jane Glaysher-White (Development Worker/Network Co-ordinator) Elaine Simons (Business Mentor) Sajda Sultana (Finance & Monitoring) & Sharon Harrison (Support & Administration)

Women's Enterprise Initiative

Employment Links Centre

99/101 Drake Street

Rochdale

OL16 1PZ

tel: 01706 753656 (JGW)

01706 646471 (switchboard)

fax: 01706 753653

e: jane.glaysherwhite@rochdale.gov.uk

Supported by:



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