



## Introducing Councillor Zoe Fairley

Since our Summer 2017 edition, restructures within the Council have meant that the Portfolio Holder for Investment and Growth is now Councillor Zoe Fairley. The entire Team thanks Councillor Neil Stock, Leader of the Council, for his input as previous Portfolio Holder.

Read on for an introduction to Councillor Fairley and her experience and enthusiasm for her new role.

### How long have you lived in Tendring?

I moved to Little Bentley in the late 80's from just the other side of Colchester. I have fond childhood memories of family days out to Tendring, including horse shows on Great Bentley Green, visits to

Clacton Pier and even a Brownies camp at Walton. I had been a member of Wix Young Farmers Club (YFC) for a couple of years and had good friends here.

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## Get in Touch

We're always on hand to help with a variety of business advice, funding searches and other support.

Please email [business.advice@tendringdc.gov.uk](mailto:business.advice@tendringdc.gov.uk) and we'll signpost you to an appropriate member of staff. Alternatively, call our Administration & Projects Officer, Nancy Sword, on 01255 686139, who will be happy to direct your call.

We look forward to hearing from you!



# Introducing Councillor Zoe Fairley

## Portfolio Holder for Investment and Growth

*(Continued from Front Page)*

### How long have you been involved in the Council?

I have been a councillor for nearly 2 ½ years and stood for election in the rural ward of Bradfield, Wix and Wrabness. Although I live just outside the ward at Horsley Cross, my children attended Bradfield Primary School and I was a school governor there for several years.

I love the area and often walk the Dairy House Farm footpath route between Wix and Bradfield with lovely rural views, or take the coastal walk along the River Stour to Wrabness.

For me, becoming a councillor offered the opportunity to support the needs of residents and help keep rural issues high on the agenda at district level, together with making a positive contribution within varied committee work for the district council.

### What is involved in being a Portfolio Holder?

The role enables me insight into the work carried out by all departments within the council, working together with officers and colleagues on our strategic aims. I am quickly finding out just how diverse the Portfolio of Investment and Growth is. Questions come from fellow councillors, parish and town councils, businesses and residents. Drilling down into the detail while investigating a response allows me to find out more about what issues are affecting work and businesses, as well as what types of support business owners would like to see. The feedback so far raises superfast broadband as a clear obstacle to progress, together with a lack of public transport and poor roads, not just within the district, but also trunk roads that serve Tendring (such as the A12 and A120).

### What other roles do you hold, outside of being a Councillor?

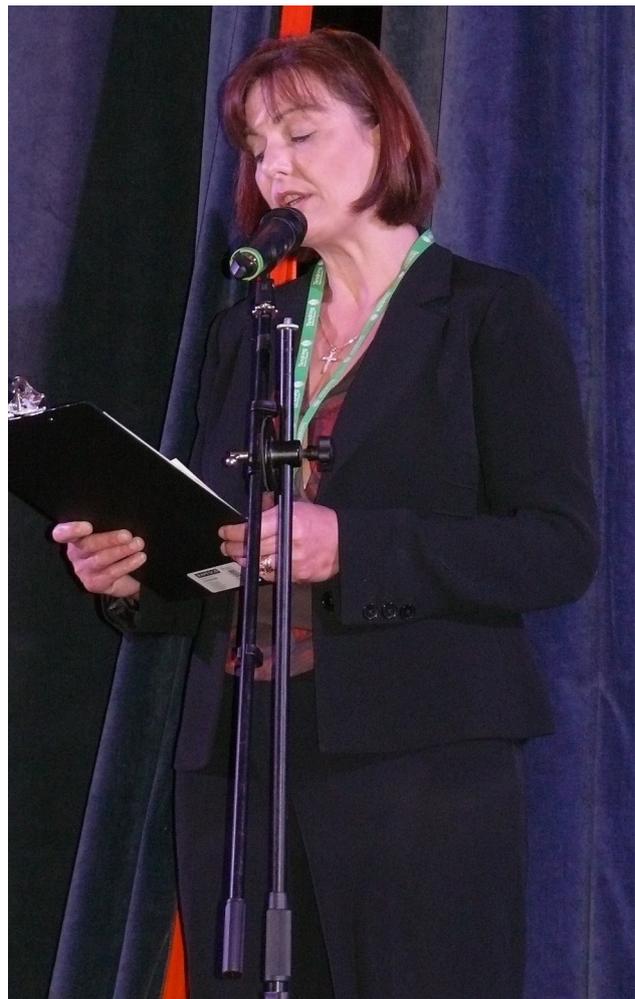
I am Commercial Manager for Row & Sons Ltd, a British manufacturer of traditional wooden butchers blocks, work surfaces, food preparation and presentation products. Based in Lawford, the company supplies customers both in the UK and abroad.

I am also still involved with the Young Farmers' Club (YFC), supporting them as Vice President.

The club continues to be one of the strongest in Essex and raises a huge amount of money for local charities every year - £6000 in 2017, which is an amazing result for Tendring and something all YFC members should be proud of.

YFC welcomes all young people with an interest in rural issues. It is the members who make the club strong; if you are interested in finding out more about how to get involved in supporting your local area whilst having a great time-[click here for more information](#).

I hope you find this Autumn edition of Tendring Business Talk useful, and encourage you to contact the Team to access a range of information and guidance which is available to you as a local business, from funding to advice and more.





## Disability Confident Status can benefit businesses through:

### Employers

- Securing and retaining high quality staff who are skilled, loyal and hard working
- Saving time and money on the costs of recruitment and training by reducing staff turnover
- Keeping valuable skills and experience
- Reducing the levels and costs of sickness absences

### Employees

- Recognising the widest possible pool of talent
- Improving morale and commitment
- Using and developing the skills they have within employment

The Council has been awarded Disability Confident 'Employer' (level 2) status by the Department of Work and Pensions in recognition of its commitment to employment, retention, training and the career development of employees with disabilities.

The scheme aims to challenge attitudes towards disability, increase understanding and awareness, remove barriers for disabled people and those with long term health conditions and ensure that disabled people have the opportunities to fulfil their potential and realise their aspirations. This will not only help people affected by disability, but can also benefit businesses themselves in a number of ways (see left).

For more information, [please click here](#) to discover how businesses and employees could benefit, alongside case studies and videos from companies who are already involved.

Furthermore, the Council wants to support local businesses to gain accreditation; for more details on support from TDC please contact the HR Team at [humanresources@tendringdc.gov.uk](mailto:humanresources@tendringdc.gov.uk).

## Business Profile: A Perfect Touch, Walton

A Perfect Touch is a Beauty, Nail & Tanning Salon based in the High Street, Walton on the Naze. The business first moved to Walton nine years ago, taking over space in an older beauty salon.

Kim Smith, Owner, said "We strived constantly for just over eight years to maintain the shop and make it look lovely. Not easy when you are paying rent and the building is old."

Approximately five years ago, Ms Smith bought another building in Walton and saved hard to renovate the property. However, the building had sitting tenants and so, as the aim was not to put another person out of business, Ms Smith and the therapists waited patiently before finally being able to relocate in February 2017.

The renovations lasted approximately three months, but the effort was rewarded. Commenting, Ms Smith said "Lots of tears and mishaps on the way, but was it worth the wait, yes definitely! We are now in a fabulous position in the High Street with an amazing



shop and five very happy therapists, business has gone from strength to strength and we are now looking to employ our sixth therapist. We love Walton and all our beautiful customers."

To find out more about the salon, [please click here](#). To find out more about how your business profile could appear in the next edition *Tendring Business Talk*, please visit page 16.

## Jobs and Careers Fair 2017

Tuesday October 3<sup>rd</sup> saw the fifth annual Jobs and Careers Fair take place in the Princes Theatre, Clacton. For the first time ever, organisers welcomed over 2,000 visitors.

A total of 55 stand holders from both local and national companies exhibited. Alongside all the other businesses who were able to advertise their job vacancies, hundreds of jobs were available to job seekers.

The event was officially opened by 'Pepper the Robot', who was on the Colchester Institute stand and who proved to be a real hit with visitors! 'Pepper' is pictured (right) with Councillor Zoe Fairley, Portfolio Holder for Investment and Growth, along with Di Hausman and Rick Rhodes from DWP.

There were lots of other activities taking place including the Nova Training 'Pit Stop' and 'Shoot for Success' challenges. Also, two lucky visitors went home with a free Forklift Training course, worth £500, which had been generously donated by ALM Training Services.



*"We have already had some excellent feedback from our exhibitors, with many of them saying it was the best Jobs and Careers Fair they have ever been to" Rachel Fryer, TDC*





All in all it was a fantastic day and we hope it will prove to be extremely beneficial to not only those businesses who were looking for staff, but for all those visitors who were looking for work and/or a new career.

Rachel Fryer, TDC, who organises the event alongside colleagues from DWP, said “We were absolutely delighted with how the day went and we know that in the coming weeks, many of those visiting the event will have had interviews and we hope, will have been successful in securing a new job or career.”

“We have already had some excellent feedback from our exhibitors, with many of them saying it was the best Jobs and Careers Fair they have ever been to – and they have already put their names down for next years event, which will take place on Tuesday October 2<sup>nd</sup> 2018.”

“We would also like to thank all our generous sponsors, Affinity Water, Harwich Haven Authority, Galloper Wind Farm, Surya Foods and Hotels, Grange Fencing and The Electric Center Clacton, without whom we couldn’t have put on such a successful day.”



If you would like further information about the event, or how to be involved in 2018, please contact Rachel Fryer at TDC – [rfryer@tendringdc.gov.uk](mailto:rfryer@tendringdc.gov.uk), or 01255 686149

## Tendring SME Growth Fund: Globaltec Innovation Ltd.

Tendring business Globaltec Innovation Ltd has benefited from a significant cash boost of more than £75,000.

The grant has come from the Tendring SME Growth Fund, which is a £750,000 scheme to support Small and Medium Enterprises (SMEs) grow and create new jobs in the District.

Tendring District Council (TDC) Portfolio Holder for Investment and Growth, Councillor Zoe Fairley, said: "The growth fund represents an excellent opportunity for local businesses to expand and to create new jobs, and the Council is proud to be able to support the District's businesses through this scheme."

"I sincerely hope that the success of Globaltec Innovation Ltd in accessing the Growth Fund will serve as an inspiration to those looking to start up or grow their business in Tendring and that they come forward with their own bids," she added.

Globaltec Innovation Ltd manufactures innovative consumer products and has started trading with a football launcher ([www.ball-launcher.com](http://www.ball-launcher.com)) for use in coaching and training from grass roots right up to professional level.

The grant supported the firm's relocation from its previous premises in Colchester to larger premises in Brightlingsea and this came at a time when demand for their product is expected to increase, particularly among the nation's football clubs and academies. The company's new location will enable it to respond to large orders for their ball launcher and the grant will be used to help with the relocation and refit of their new premises.

The funding will also create 12 new jobs.

Owner Daniel Judge said: "We are extremely happy to have secured funding via the Council's SME Growth Fund Scheme. It is an excellent collaborative scheme promoting growth and prosperity in the District, whilst supporting businesses to fulfil their ambitions. I would certainly recommend the scheme to other businesses and start-ups considering applying, as the funding can be a huge benefit in respect of scaling up and commercialising production."

"We are looking forward to creating new jobs in the Tendring District and look forward to a continuing positive relationship with the Council."



From left to right: Peter Doolin (TDC), Daniel Judge (Owner of Globaltec Innovation Ltd) and Cllr. Zoe Fairley

## Continued from page 6

Bids can be made to TDC and the initiative is supported by funding from Essex County Council. The scheme provides grants for new and existing businesses located in, or relocating to Tendring.



Businesses can apply for between £3,000 and £150,000 on the basis that applicants must also invest their own funds - 75% if an existing business, or 50% if a new start-up. For more information, please contact TDC's Business Team at [funding.support@tendringdc.gov.uk](mailto:funding.support@tendringdc.gov.uk).

## Passport to Work (P2W) - Engineering for Industry Courses

The Colchester Institute's Energy Skills Centre at Harwich is responding to the needs of employers in the District by delivering a new programme from October: "Engineering for Industry".

After discussions with local partners including DWP, the focus of skills delivery will shift this year, with more emphasis based upon onshore based engineering skills training and more employability skills in order to help fill skills gaps in the local engineering industry.

As part of the 'Passport to Work Programme', they will provide a range of qualifications including: City & Guilds Level 1 MIG Welding Award, Level 2 EAL Diploma in Performing Engineering Operations (PEO), CSCS training, Arqiva Working at Heights and Tower Rescue (Telecommunications), Manual Handling, Abrasive Wheels and PAT testing.

We are making plans for the learners to visit local employers in the interest of raising their awareness of local employment opportunities, with the possibility of some work experience if we can match the right learner and employer. We will only be sending out those deemed work ready, whilst continuing to help the others progress towards industry readiness.

If you wish to become a partner employer of the project, please do get in touch. We can help find suitable candidates by providing a flexible selection process based on your individual business needs and fill your workforce vacancies at no cost.



Please contact us if you are able to help accommodate a visit:

anna.porter@colchester.ac.uk (Project Support) 01206 712719

teresa.bishop@colchester.ac.uk (Project Manager) 01206 712990

## Tendring Blue Ribbon Awards 2017

Thursday 5th October saw the Tendring Blue Ribbon Awards return to the Princes Theatre, Clacton for its second year. With over 300 people in attendance to watch the winners receive their awards, the evening was a soaring success.

The awards were set up by Jamesons, Barclays and Tendring District Council in association with Dream 100 in order to recognise business excellence across the District in 15 categories. After last year's success, three new categories were added to highlight areas including the care sector and innovation in design and technology.

Christine Brown, Practice Development Manager at Jamesons, said "This is all about celebrating the best of Tendring.

The high standard we have seen tonight shows how many excellent and thriving businesses there are in the area. We were particularly delighted to welcome back last year's winners who supported the event by sponsoring the category they won in 2016."

"We were also delighted that the event raised over £4,600 to be split between Help Alexia Walk and Stanley's Heroes Family Fund through our fundraising and charity raffle." she added.

Hundreds of nominations were received, and three shortlisted businesses from each category were invited to attend the glittering ceremony where the winners were awarded.

Councillor Zoe Fairley, Portfolio Holder for Investment and Growth, said "The awards are a chance to promote Tendring's businesses, large and small, and reward the very best. It is all part of a business week in Tendring with our Jobs Fair taking place just two days ago."



For further information on the event, or how to get involved next year, please contact [christine@tendringblueribbon.org](mailto:christine@tendringblueribbon.org) or visit the dedicated website for this year's event [by clicking here.](#)



**"This is all  
about  
celebrating the  
best of  
Tendring."  
Christine Brown,  
Jamesons**





**Congratulations to Tendring Blue Ribbon  
Award Winners 2017:**

Tradesperson of the Year: Jamie Johnson  
(The Boilerman, Great Clacton)

Start up Business: The Manor,  
Great Holland

Fast Track Growth: Hasty's Adventure Farm,  
Clacton

Business in the Community: Lacey's Bridal  
Boutique, Clacton

Entrepreneur of the Year: Kara Dale,  
Thorpe

Customer Excellence: Sta-Lok, Mistley

Retailer of the Year Award: Ford Barns Country  
Store, Tendring

Employee of the Year Award: Colin Taylor  
(Funland, St Osyth)

Hospitality and Leisure: Clacton Pier,  
Clacton

Employer of the Year: Ellisons Solicitors,  
Frinton and Clacton

Innovation in Design & Technology: CFB Boilers,  
Clacton

Apprentice of the Year: Maddison Pleasants  
(Rose Builders, Lawford)

Team of the Year: Willow Tree Day Nursery,  
Great Clacton

Health and Care Sector: Five Stacks Care Home,  
Point Clear

Judges Award: Sta-Lok

## Business Profile: Direct Solutions, Clacton

Times are changing and the demands on a company's marketing budgets are growing in all directions. Google adwords, Facebook, press, radio and many other marketing avenues have to be considered; so the question is how do you get the best from your budget? This is the question Direct Solutions aims to answer.

Based on Faraday Close, Clacton and formed 14 years ago, Direct Solutions started life as a Direct Mail company, however as the years have passed it is now known for being a direct marketing company. Heavy investment (including some from TDC grants over the past few years) and the growth in its workforce (now employing 18 people), which includes a number of apprentices, has led Direct Solutions to offer the full range of marketing services, both online and offline.

The company has always been keen to embrace emerging technologies and now advises both local and national companies on how to bring their products or services to market. Investment has been in machinery, software and a new production facility that has enabled the company to fulfil the needs of these varied customers. These investments have been in part funded by



grants that have come to light via TDC's Regeneration Team.

"We have doubled in size in the last three years which has been made possible through TDC Grants." said Alistair Hunter, MD of Direct Solutions.

Alistair also commented on future growth plans. "We will continue to invest in the business and if grants continue to be available we will continue to use this funding, as it not only helps the business but has also enabled us to employ more people from the local area, and to grow the business turnover to in excess of £3m. We hope to double in size over the next three to five years."

To find out more about Direct Solutions and the services which it provides, please visit the website by [clicking here](#).

To find out how TDC may be able to help you access external funding to start up or grow your business, please email [funding.support@tendingdc.gov.uk](mailto:funding.support@tendingdc.gov.uk).

Finally, if you would like your business to be a featured profile in the next issue of *Tendring Business Talk*, please go to page 16 to find out how you can be considered for inclusion.



## Department for International Trade



Every day in every country around the world, someone somewhere wants or needs a UK product or service. The demand is out there but 70% of non-exporting UK businesses think their product or service is not suitable for overseas markets.

As part of the successful international 'GREAT Britain' campaign, 'Exporting is GREAT' works with the public and private sector to inspire and support more UK businesses to sell their goods and services overseas.

The campaign is designed to encourage and enable UK businesses to take advantage of the global appetite for UK products, services, skills and expertise in markets around the world. In partnership with major UK businesses, the programme will support companies at every stage of their exporting journey – from identifying opportunities to winning contracts overseas. Find out more by visiting [www.great.gov.uk](http://www.great.gov.uk)

You can also contact the customer services team on 01707 398 398, or by emailing [eastinfo@mobile.trade.gov.uk](mailto:eastinfo@mobile.trade.gov.uk)

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## Capital grant opportunity for your business - NWES

Enterprise Agency NWES ([www.nwes.org.uk](http://www.nwes.org.uk)) has created the Essex Growth Programme which offers capital grants from £1,000 to £20,000 for small and medium-sized companies and start-up businesses based in Essex. The grant can be for up to a maximum of 20% of total project cost.

The capital grants programme is funded by the European Regional Development Fund (ERDF), but the funding pot is limited and operates on a first come first served basis. The grants are simple and straightforward, and support is available to ensure that a business applicant is eligible for a grant and to help them make the application.

### Do you want help applying?

To find out more please contact Pat Smith by phone on 07990 587597, or email [patsmith@deytonbell.com](mailto:patsmith@deytonbell.com), or visit the website [by clicking here](#).



**European Union**

European Regional  
Development Fund



### At a Glance:

- LoCASE– Low Carbon Across the South East
- Grants of up to £10,000 available to small/medium enterprises
- Designed to assist with projects that either reduce carbon emissions of a business, or contribute to a business working in energy efficiency sector
- From air-conditioning, PR, marketing & IT, to refrigeration, new LED lighting and so much more...the LoCASE project is here to help maximise your business potential!
- Reduction in emissions achieved by companies involved in the LoCASE project amounts to thousands of tonnes of emissions saved per annum, and companies can save thousands of pounds on their annual energy bills.
- Over £1.7 million of grants approved since February 2016
- For more details, contact [business@thurrock.gov.uk](mailto:business@thurrock.gov.uk) , telephone 01375 652271 or visit the dedicated website by [clicking here](#)



**European Union**

European Regional  
Development Fund

## LoCASE Visits - Lawford

On 12th September, members of the LoCASE project team, alongside Tendring District Council's Business Advisor and a representative from the BEST Growth Hub, visited businesses on the Lawford Industrial Estate in Manningtree. The purpose of this visit was to share information about the variety of grants and support services available to businesses right now.

During the day, 45 businesses were visited, meeting with owners and managers to talk about the help and funding that is available.

With £1.7 million already being handed out to businesses in grants across the South East, the LoCASE Team was extremely hopeful of being able to identify and help even more businesses to get the money needed to allow their business to move forward.

The event gave rise to 17 enquiry forms being sent out to businesses that were very keen to engage with the project, representing almost 38% 'interest rate'!



Jacqui Stimpson from BEST (Business Essex, Southend and Thurrock) visiting Red Scaffolding.

## Able Canopies Ltd.



Staff members from Able Canopies: Shane Jerram, Tracy Meakins and Kelvin Bathe.

Able Canopies Ltd is a local company involved in the design, fabrication and installation of weather protection solutions for people and bicycles. Able is committed to delivering a range of solar canopies; responding to customer demand generated by clients wishing to combine shelter with energy-saving, efficient PV Solar panels and cycle shelters.

For the development and production of new products, the company identified the need to gain certification to BIM Level, supported by NBS Plus. Also identified was the need for both a dedicated marketing strategy and the construction of a solar canopy prototype.

The LoCASE project awarded Able Canopies Ltd a grant of £10,000 and the company was able to proceed with their plans, engaging a specialist to further develop the solar canopy and gaining the required BIM Certification, as well as launching a marketing campaign.

To find out more about Able Canopies Ltd., [please click here.](#)

## CVS Tending: Self Employment Pathway

If you have a business idea that you would like to explore further but need some help and guidance, Community Voluntary Services Tending can help you.

The Self-Employment Pathway is a project set up to help people who are at the very beginning of a business idea, designed to help explore the idea and decide whether it could be a viable business. We have a team of experienced business people who work as mentors on a one-to-one basis offering a range of expertise from finance and accounting to marketing and human resources.

We will work with you to test your business idea and help you decide how you could develop it further to write a business plan and then launch it. We can also help you to access funding opportunities and training courses to further strengthen your skills and knowledge.

If you would like more information or you have an idea you would like to discuss with us you can call us on 01255 425692 or email Matt Rozier at [hill@cvstending.org.uk](mailto:hill@cvstending.org.uk).



## Small Business Saturday

Small Business Saturday has returned and is now in its 5<sup>th</sup> year! The nationwide campaign to promote the UK's five million small businesses will be celebrating this landmark with activities throughout the year, culminating on Saturday 2<sup>nd</sup> December.

Consumer spend on the day has risen by more than £249 million between 2013 and 2016, an increase of 53%. Last year an estimated £717 million was spent with small businesses across the UK on the day itself.

On social media, over 130,000 tweets were sent on the day, reaching more than 140 million people, with Small Business Saturday UK trending at number one in the UK and at number five globally.

In the run up to the campaign this year, we will see the return of the annual nationwide bus tour. The bus will be visiting 29 different towns and cities which will include Maldon and Lowestoft. Also debuting this year is the "Small Business Saturday Blue Sofa" where interviews and exclusive Q&A sessions will be



live streamed via Facebook Live. More information on locations and dates can be found by following the link below.

This year also sees the launch of the Small Business Saturday mentoring programme, supporting small businesses one-to-one, with advice directly from their peers. Businesses will be able to sign up on the campaign website from the beginning of October.

Finally, small businesses are encouraged to get involved with the campaign through registering their business on the new mobile app 'Small Biz Sat UK'. Businesses can add a business profile to the 'finder', add offers and promote events, all for free!

Don't forget, if you are tweeting, sharing or posting on social media, use the hashtag #smallbizsatuk.

To find out more about how you and your business can get involved, [please visit the website](#).

## Food 2 Good 2 Waste

The Food2Good2Waste project is a partnership between the Rotary Club of Clacton on Sea and Tendring Reuse and Employment Enterprise (TREE). Working with businesses and charities in Tendring who can benefit from donations of surplus food from local companies, they aim to cut down Tendring's food waste by helping those in need.

Using vehicles and freezers from TREE, the Food2Good2Waste Team is able to collect and store the donated food safely. Member groups then arrive to take away what they need; members include local breakfast/lunch clubs, children's clubs and community kitchens.

Food2Good2Waste currently works closely with local branches of Marks & Spencer, but is keen to work with other local businesses too.

Mark Penn, CEO, said "The Food2Good2Waste Community Hub will help your business to redistribute your unsold food, to those that can make use of it in the local community. Help us feed bellies, not bins!"

To find out more about the project, or how to give/receive food donations, please visit [www.food2good2waste.org.uk](http://www.food2good2waste.org.uk).



## Raising Your Business' Profile

We plan to include a profile of a local business in each issue of *Tendring Business Talk*. These profiles will give an overview of each company, sharing success stories and highlighting how diverse and varied our local businesses are.

If you'd like your company to be included, please get in touch with details including (but not limited to!) the sector you work in, how long your company has been in the area, the number of employees you have, whether you've taken on any apprentices, recent successes or changes and any further information you think would be of interest to other businesses.

Your article should be between 150-300 words, ideally with a photograph to include alongside. Please email [business.advice@tendringdc.gov.uk](mailto:business.advice@tendringdc.gov.uk) to submit an idea.

## Tendring Talk Business

Look out for the next issue of *Tendring Business Talk* in early 2018, with the next monthly Business Bulletin due in your inbox in November 2017.

If you would like to sign up to receive these Bulletins and Newsletters via email, please contact our Administration & Projects Officer, Nancy Sword, at [nsword@tendringdc.gov.uk](mailto:nsword@tendringdc.gov.uk) or 01255 686139.