

Thanet & East Kent Insider

Your Weekly Business Bulletin from Thanet & East Kent Chamber

17th April 2010

1. Great Opportunities for East Kent Businesses

As the Thanet & East Kent Insider reported in the edition of 14th August last year, Kent International airport at Manston is a “key driver for economic regeneration”. The study we quoted then concluded that “for every million passengers (workload units), European airports support around 2,950 jobs nationally, 2,000 jobs regionally, or 1,425 jobs sub regionally.” To benefit to the maximum from the expansion at Manston, it is important to know just what the airport owner and the airline operators are planning. The Thanet & East Kent Chamber is pleased to report that it will be hosting a business breakfast on Thursday, 20th May 2010 featuring presentations from the key senior staff at Infratil and at Flybe. Regular readers of the Insider will know that Flybe is the airline that will be starting daily flights between Edinburgh and Manston on Thursday of the following week. Given that Flybe operates more UK flights than any other company and that Infratil is looking to expand its destinations to other UK cities, the opportunities for companies in the East Kent coastal business community are significant. Further details and how to book your place will follow in next week’s edition.

2. Events Update

As we approach the tourist season, the Thanet & East Kent Chamber offers an intensive programme of networking events, all designed for members to increase turnover, reduce costs and provide friendly business-to-business networking opportunities. The events programme is summarised below. Booking for these popular events is essential.

3. Hotels & Restaurants Forum

To take place at the Thanet & East Kent Chamber on 28th April 2010 at 1500 hrs. Of interest to anyone with management responsibilities in the hospitality industry. The 75-minute session will begin with a short presentation by one of the managers responsible for promoting the economic benefits to local companies of The Open Golf Championship in Sandwich in July 2011. For further details or to book your place,, email manager@tekc.co.uk with the subject line “Chamber Hotel & Restaurants Forum”.

4. Dover Port Privatisation Lunch

To take place at the County Hotel, Dover at 1215 hrs. Dr Bob Goldfield, Chief Executive of the Port of Dover, will outline the advantages to local businesses of his plans to privatise the port of Dover and how he intends to spend the £400m that is raised as a result. This event is exclusive to members of the Thanet & East Kent Chamber and the Dover Chambers of Commerce. Lunch included. For further details or to book your place, email manager@tekc.co.uk with the subject line “Dover Port Privatisation”. If you would like a copy of the Chamber’s submission to the Secretary of State regarding the privatisation proposals and the effects on the East Kent coastal business community, email manager@tekc.co.uk with the subject line “Dover Privatisation Submission”.

5. Turner Contemporary Breakfast

To take place at Quex Park, Musuem and Gardens at 07.30 hrs on 11th May 2010. Mr Paul Gray, Head of Operations and Resources at the Turner Contemporary, will explain how local companies can bathe in the reflected economic glory of what promises to be a world-class art gallery on Margate seafront which is due to be open for business at around this time next year. For further details or to book your place, email manager@tekc.co.uk with the subject line “Turner Contemporary breakfast”. A full English breakfast will be served and all delegates will be invited to a guided tour of Quex museum.

6. Thanet Business Exhibition

To take place at G Casino on Friday 11th June 2010. Chamber members and their associates will have the opportunity to present their products and services in a convivial atmosphere. Stands are available to suit a variety of budgets and all exhibitors will receive a lunch pack and free publicity. For further details, contact Graham Rayner, tel: 07899 873535, or email manager@tekc.co.uk with the subject line "Thanet Business Exhibition" for background papers.

7. Thanet & Dover Golf Day

To take place at the Royal Cinque Ports Golf Club on Friday 8th October 2010. The East Kent Business community's biggest golf tournament now features eight competitions at the course graced by Bobby Locke, Jack Nicklaus and Sergio Garcia. Host to two Open Championships, this links course has a splendid clubhouse where golfers of all abilities can practise their excuses in complete comfort. For details, contact Graham Rayner, tel: 07899 873 535, or for background papers email manager@tekc.co.uk with the subject line "Chamber Golf Day".

8. New Sponsors

The Thanet & East Kent Insider welcomes three new sponsors. Cariss is a specialist in Open Source Software and is able to save companies considerable sums through thin client systems and reduced licensing fees, tel: 01843 823724. Mach Associates produces industry-leading software for the travel industry and offers large savings on telecommunications through Voice Over Internet (VOIP) packages, tel: 0870 321 9986. Sota Connect provides comprehensive IT services for companies of all sizes including data storage at its own facilities. The company also offers high speed broadband and is the owner of a unique fibre cable between Thanet and London, tel: 0800 072 2420.

9. Workforce Worries

In answer to the question, "How many people work in your company?" it is not uncommon to hear the reply, "About half of them." A demotivated workforce produces depressing results. Targeted training can sometimes provide the uplift your workforce needs. When was the last time you reviewed your training programme? New chamber member TNG of Ramsgate offers a complete training and recruitment service "so you can focus on other demands of your business, saving both time and money." Jessica Berry promises to work with companies to produce a total package of support "designed to meet your needs and requirements and ultimately helping you to grow your business". Jessica welcomes calls to her mobile, tel: 07872 503036. Other Chamber members offering recruitment and training advice include Canterbury Christ Church University tel: 01227 782196; Connexions Partnership Kent & Medway tel: 01622 607578; Engee Accountancy & Credit Management tel: 01843 599179; HRGO tel: 01843 591798; ILM tel: 01843 861616; Maximus Employment & Training UK tel: 01843 808410; Morgan Jones Recruitment Consultants tel: 01843 604890; Profile Development & Training tel: 01843 869100; St John Ambulance tel: 01732 876417; Thanet College Business Services tel: 01843 605036; The Fire Strategy Company tel: 07809 412749; The Stegle Centre tel: 01843 830247 and Adecco tel: 01842 609292.

10. On The Spot

We do not know if she is a floating voter, but the views of Karen Simmons of Ramsgate Yacht Sales are always welcome; especially when her email begins, "I find the newsletter well written, informative and entertaining." Proof indeed that she is a lady of impeccable judgment whose opinions should be respected. So when Karen mentions that she has on her books a property in Margate that deserves attention, we asked her for some details. Consisting of five offices, a kitchen and storage space, this corner property in Canterbury Road will soon be available on a one to three year lease at an annual rental of £10,000. Is this a bargain? Karen invites interested readers to contact her direct at her On The Spot Property Company, tel: 07809 73 6327.

11. Budget Or Bust

Martin White of Empowered Business has written to the Thanet & East Kent Chamber with the words, "How do you measure the profitability of your business?" Perhaps influenced by the current feverish political climate, like an experienced parliamentarian he then answers his own question. "If it is by the cash balance in your bank account, the chances are that you are not working to a business budget plan. If you were, you would be able to accurately forecast

your monthly sales, the gross profit you will make on those sales, your monthly business overheads and therefore most importantly your monthly trading profit and cash flow.” Martin makes a very good point. For any company, cash flow is critical to sustainable business; poor cash flow being the single most critical factor in the failure of small and medium enterprises. Of course, it helps to have something to sell that customers want to buy; but even companies with a ready market and willing buyers have gone to the wall through the lack of attention to proper budgeting. Martin is offering employers the opportunity to craft a business budget plan that prevents financial black holes and will “show you how to measure your business performance every month against your budget plan objectives.” Given Martin’s big company experience in sales and marketing, this looks like a good buy at £130. For details, email martin@empoweredbusiness.co.uk or give him a call, tel: 0776 826 7515.

12. Tried everything? Try This

This item is addressed at smokers who wish to give up and do not succeed no matter how much chewing gum they masticate, (yes it is written masticate and Mr Wrigley can testify that chewing gum does not make you go blind). Have you tried boiled sweets to no avail? Is hiding the lighter no longer an effective deterrent? The lady you should meet is Jean Murton of Chamber member, The Belmont Hypnotherapy Centre. As Jean puts it succinctly, “Those who smoke addictively, can become non-smokers”. Jean treats a wide variety of compulsions, addictions and anxieties and is credited with transforming the lives of many of those she has treated. If you find your colleagues stare at you, the lights at the crossroads are always red when you arrive, when you are offered a wine gum your favourite red ones are already taken, the manager of your favourite football team refuses to take your advice or you just want to give up smoking, give Jean a call at her headquarters in Ramsgate, tel (01843) 587929 or send an email to jeanmurton@btconnect.com. With Jean’s help, your favourite football team may still get relegated, but you might get promoted.

13. Newington Community

Dee Allen, Centre Manager at Newington Community Centre, has asked the Thanet & East Kent Insider to mention that the new IT Suite is now officially open. It was launched on 5th April following support from Kent International Airport, Thanet Lions, Thanet District Council, Ramsgate Trustees and Cariss. We wish Dee and her team every success.

14. Politically Correct Recruitment

We are grateful for one chamber member who sent us this account of his experiences as a manager recruiting for a junior post on his team. In line with the policy established by head office in London, our dutiful Chamber member asked the two candidates for the post of trainee salesman to take a short written test. He left them in the interview room returning fifteen minutes later to collect the papers and mark the answers. After a moment’s reflection he said to both candidates, I must congratulate you on your performance as you have both answered correctly 14 of the 15 questions on the paper. He turned to the candidate on his right and said, “However, I am inviting you to take the job”. The candidate on his left rose from his seat indignantly and said, “If we both got only one question wrong, why have you not chosen me?” The manager explained, “The question you both got wrong was number 11. “And so?” said the failed candidate. The manager continued, “Jim here on the right wrote ‘I simply don’t know the answer’ and you wrote ‘Neither do I’” The question we ask the readers of the Thanet & East Kent Insider is “Did our Chamber member chose the right candidate?” Your thoughts are welcome at admin@tekc.co.uk.

15. Our Sponsors

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It's happening now, it's happening in Thanet & East Kent.
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