



Your Weekly Business Bulletin from Thanet & East Kent Chamber

Thanet & East Kent Insider

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1. In Defence Of Wind Turbines

The coverage of the Open Championship on the BBC showed again why our national broadcaster is so admired around the world. East Kent received some valuable publicity with Chamber members Prince's Golf Club and Royal Cinque Ports Golf Club frequently mentioned in warm tones. Star commentator Peter Alliss even had time to praise Visit Kent for looking after his American friends so splendidly. No surprise there. Of course, there was the occasional cause for concern. We can hardly blame the BBC for the atrocious wind and rain earlier today, but it may wish to look again at the performance of Australian commentator Wayne Grady who betrayed a surprising ignorance and an unwarranted personal opinion about our part of the world. At around 4.45 pm on the opening day, the cameras strayed onto the picturesque turbines of Thanet Offshore Windfarm, a tourist attraction in itself that is the visible manifestation of an investment of £800 million in our energy generation infrastructure by the Swedish company Vattenfall. Commentator Wayne Grady, no matinee idol himself, said: "They're ugly. They do their job then so be it". It is a pity he doesn't do his job a little better. We can perhaps forgive him his lack of aesthetic appreciation, but not his comment a few moments later when the player Kyle Stanley came into view: "Now, 23 year-old, young fellow, I don't, well, don't know anything about him, Jim". Fortunately, the much better informed Jim Nantz proved to have studied his brief of the golfers Grady had been employed to describe and managed to rescue the position. In his autobiography "My Life", the wonderfully avuncular Peter Allis describes how he fought to keep the late Alex Hay on the roster of commentators. Allis writes that Alex Hay was dropped in 2004 on the misinformed notion that "he was out of date, not keeping up with modern methods". Peter Allis very much missed the professionalism and expert analysis from Hay who sadly passed away on 11th of this month. It is a shame that Grady, Hay's successor in many respects, is not a little more in touch with modern technology. This Chamber would be pleased to arrange for his enlightenment with a visit to the turbines of the world's largest offshore windfarm that Grady so dislikes. We could also introduce him to Chamber member the London Array, which is building an even bigger windfarm off the East Kent coast. After all, there may be a benefit in knowing something about your subject before you pass judgement.

2. New Sponsor

We are delighted to welcome a new sponsor of the Thanet & East Kent Insider, Boys & Maughan Solicitors and Notary Public, see below "8. Our Sponsors". For more details and extensive information on various legal problems including "26 Employment Law Tips" and "80 Practical Tips to Help Combat Identity Theft" see the website at <http://www.boysandmaughan.co.uk>.

3. More About Public Money

We are grateful again to Graham Razez, the pioneering Principal of Thanet College who has just sent the Chamber details of the sum the college has switched to local suppliers. Readers of Thanet & East Kent Insider of 2nd July 2011 will recall that at a

Chamber business networking breakfast earlier that week, we received news of the total spend. We know that Chamber members will be pleased to have some more background on the budget changes. At the end of Quarter 2 in January 2011, the percentage of non-pay related services procured from local suppliers had risen from 34% to 38%. The Quarter 3 results showed a further increase to 40% giving a total boost to the local economy in the period from 31 July 2010 to 30 April 2011 of £703,000. Three areas that have benefited particularly well are Marketing up from 61% to 76%, Professional Fees which show an increase from 19% to 52% and Equipment & Consumables which has risen from 15% to 21%. Many public bodies talk about a "Buy Local" scheme, but few are able to prove to local businesses that they do what they say. It is not surprising that companies have responded so enthusiastically to Thanet College's new Apprentices Scheme. For details of this and other courses, telephone 01843 821580.

4. Oyster

The official launch of the UK's first oyster flavour crisps is scheduled for the Whitstable Oyster Festival which takes place from 23rd to 30th July 2011. We have commented previously on this enterprising hand-cooked crisps initiative from Quex Foods which puts East Kent produce firmly in the spotlight. Managing Director Anthony Curwen has steered this Chamber member in new directions, revitalising Quex Estates and providing a template on how to develop fresh ideas in new markets in a rural economy. The success of the trial tastings was not a surprise to the many locals who have been tempted at various locations in the last three months, or as Anthony puts it: "The Oyster and Vinegar bags have already received an amazing response from those who have tried them." If you would like to hear the full story of Kent Crisps, you might like to attend the talk Anthony will be giving at Whitstable Oyster Festival at midday on Sunday, July 24th July 2011. He will also surely recount how Quex Estates has managed to add value to the harvest from its extensive agricultural holdings with other innovative products such as Extra Virgin Rapeseed Oil and Extra Virgin Sunflower Oil. He may also list some of the synergies resulting from Quex's historic estate of a 250-acre country park, 18th century Regency house and the Powell-Cotton Museum. A modern approach to historical assets is just part of the forward-looking policies of Quex. As with an increasing number of Chamber members, Twitter and Facebook are part of the website at <http://www.kentcrisps.com>.

5. University of Kent Business School

The Thanet & East Kent Chamber was delighted to be invited last Tuesday to Kent Business School's launch of its Think Big programme which offers firms in Kent the opportunity to develop "a clear purpose for their business and effective strategic leadership". Research by Programme Director Dr Mark Gilman and his team has analysed the factors that define successful leaders and has listed these as "The Big Ten". Mark has accepted an invitation to speak at a Chamber Business Networking Breakfast in early September when delegates will be able to hear a full account of this programme, but here is a taster of the Big Ten qualities of a successful owner/manager. *The Enthusiast* has a passion for the business, products and services. *The Transformer* anticipates problems and manages transitions. *The Strategist* involves people and articulates the plans. *The Delegator* allows others to play a full part and plans for succession. *The Innovator* creates new products and diversifies the customer base. *The Integrator* believes in partnerships and working positively with the supply chain. *The Calculator* measures performance and manages the results. *The Systemiser* continually finds improved processes. *The Engager* works with people to find a competitive advantage. *The Sponge* looks for knowledge and is always learning. Anyone who has all the ten qualities listed in full measure can safely ignore the Think Big programme. The rest of us may have good reason to take an interest in what Kent Business School is offering.

6. Advice Clinic & Business Lunch Update

Various publications of Kent Regional News and Media in East Kent have featured advertisements for the free Business Advice Clinics operated by Thanet & East Kent Chamber and Dover District Chambers of Commerce which are offered on the first Friday of the month in Broadstairs and the first Wednesday of the month in Dover. Also featured is the "Our Port, Our Future" business networking lunch scheduled for Friday 29th July 2011 in Dover. For more details, telephone 01843 609289 or email manager@tekc.co.uk.

7. It Ain't Over Till It's Over

We have quoted before some of the sayings of Yogi Berra, the baseball personality whose malapropisms cannot detract from his playing record as arguably the most successful catcher in the history of the sport. As player, manager or coach, he has appeared in 21 World Series. Success on the baseball pitch has not always been matched by fluency off it. As the originator of expressions such as: "It's tough to make predictions, especially about the future" and "I'm not going to buy my kids an encyclopaedia. Let them walk to school like I did", he has a pre-eminent place in the gobbledegook hall of fame graced by our own Doncaster-born Kevin Keegan "The tide is very much in our court now", London's Jimmy Hill "Beckham has two feet, which a lot of players don't have nowadays", Welsh wizard Ian Rush "I couldn't settle in Italy, it was like living in a foreign country" and Derbyshire's little known but much celebrated Mark Draper "I'd like to play for an Italian club, like Barcelona". All of these home-grown

British stars can lay a claim to being unconsciously amusing. Although there have been some promising signs from the Australian golfer Greg Norman "I owe a lot to my parents, especially my mother and father" and from the American basketball star Charles Shackleford "Left hand, right hand, it doesn't matter. I'm amphibious", it is Lawrence Peter 'Yogi' Berra who takes the honours as our final three examples show: "Never answer an anonymous letter", "Pair off in threes" and, best of the lot, "You better cut the pizza in four pieces because I'm not hungry enough to eat six." Now in his 86th year, it is reasonable to conclude that they don't make them like that anymore.

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8. Our Sponsors

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

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