



Your Business Bulletin from Thanet & East Kent Chamber

Thanet & East Kent Insider

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1. Tourism Is Good For You

A flurry of late bookings produced a sizeable audience to hear Amanda Cottrell OBE speak at our Business Networking Breakfast at the Bell Hotel, Sandwich on Friday 8th June 2012. As Chairman of Visit Kent and a board member of Visit England, Amanda had the expert knowledge and professional expertise to keep her audience informed and entertained as she promoted the cause of tourism in Kent. We learned that the Kent visitor economy is worth more than £2.5 billion and supports over 50,000 jobs. Amanda pointed to the long term benefits to be gained from this extraordinary year of festivities. A wide range of opportunities will inevitably surface following the inbound tourists attracted by the Dickens Festival, the London Olympics, the Queen's Diamond Jubilee and Tracy Emin's first exhibition in her home town. Amanda defined a key objective of converting day visitors to clients of short-term breaks as the spend per person would increase significantly and a deeper appreciation of East Kent's heritage assets and magnificent beaches would be more assured. Amanda paid a handsome tribute to her Managing Director, Sandra Matthews-Marsh, and the splendid team at Visit Kent who have consistently pioneered initiatives which have been eagerly imitated in other parts of the country.

2. Inward Investment

Following Amanda Cottrell's presentation, next on the podium was Tim Ingleton, Head of Inward Investment at Dover District Council. He outlined some of the background to the development plans for Dover's Western Heights and Farthingloe, which have both just passed the first stage of formal validation. A 150-bedroom hotel will feature in the £200 million scheme which is destined to make a considerable contribution to our East Kent housing, tourism and heritage facilities. It is envisaged that 696 residential units will occupy the Farthingloe site with executive housing being a priority. Around 250 long-term full-time jobs will be created in tourism and related industries with 230 full-time jobs resulting from the construction phase over 7 years. The plans take account of the proposals for a National War Memorial which will generate 250,000 visitors a year. The outline planning has received the enthusiastic written support of the Chairman of the South East Local Enterprise Partnership, John Spence, and the Viscount De'L'Isle MBE, Her Majesty's Lord Lieutenant of Kent, who had written unambiguously: "With this changing landscape, I strongly believe that it is imperative that every opportunity is taken to use existing assets to best effect. It was, therefore, also pleasing to see the emerging proposals at Western Heights and Farthingloe. The combined package of a sympathetic bringing

back in to use of Drop Redoubt, together with the Memorial and hotel will do much for the locality. This will add to the attractions locally, while supporting growth of the wider offer and economy in East Kent with a further international dimension.” Now, there’s a man who knows about tourism and business.

3. Busting A Recession

The Chamber has been flooded with advice from members on how East Kent and indeed the UK might recover from a recession. It is fair to note that there are a wide variety of opinions on the benefits of Quantitative Easing, government subsidies and public sector procurement policies. At one end of the spectrum, respected and successful local business leaders such as Paul Barratt, Chairman of Canterbury4Business, advocate an optimistic outlook with less emphasis on the problems of deprivation and more focus on the advantages of our East Kent location. Others feel that the plain facts of high youth unemployment and missed opportunities should play a greater role in presenting our face to the world and in encouraging our elected representatives at all levels of government to avoid repeating past mistakes. Whatever your view, there will be more than a few business owners who agree with the medicine prescribed by Barry Hearn who rescued darts from a downward spiral and is now doing the same for snooker. In an impassioned plea with more than a hint of Brian Clough’s management style, he gave his remedy for reviving the economy: “It keeps me wanting to go to work every morning earlier and work later. That’s the best way to cure a recession, just work longer hours, it works. The future’s looking good and there’ll be a few bumps along the way. There will be a few people disagreeing with me. That’s OK. We can all disagree. We will have a chat about it and then we’ll do what I want.” [Barry Hearn, BBC 2, *The People’s Promoter*, 6th June 2012]

4. East Kent Business Advice Clinic

The Chamber’s East Kent Business Advice Clinic has welcomed its 98th visitor. Offering advice to established companies and start-ups trading in the Thanet and Dover Districts, these sessions have made a significant contribution to the regeneration of East Kent. Companies of all sizes are invited to apply for a confidential meeting and receive comprehensive guidance from a panel of experts that is drawn from experienced professionals, senior lawyers, chartered accountants, bank managers and wealthy business people who have expressed a wish to put something back into the area that has served them so well. Unlike the Dragon’s Den format, our panellists refrain from self-publicity, do not seek to profit personally from the meetings and devote their whole energies to the success of the delegates before them. The meetings are free of charge. Reservations can be made by email to admin@tekc.co.uk with the subject line: “Business Advice Clinic”. The Chamber has received no public money for the service, although Chamber members have benefited from referrals where their services or products have been required. In a format agreed with each delegate, no liability is attached to the advice given or received which allows for a free and frank exchange. The lively panel is mindful of the need not to refrain from risk, but to calculate its effect and take appropriate action. One panellist stated last week: “I have been bankrupt twice and a millionaire three times”. You can be sure which state of his bank account he prefers and you can be sure too that he knows more about what it takes to succeed than someone who has never tried.

5. Where And When Is The Olympic Torch Due?

You can check the route on one of these websites: Thanet http://www.thanet.gov.uk/leisure_-_culture/sports_clubs_-_centres/london_2012_olympics.aspx Dover http://www.dover.gov.uk/olympic_torch/the_route_the_torch_will_take.aspx Canterbury <http://www.canterbury.gov.uk/london2012> all UK routes: <http://www.london2012.com/torch-relay/route/>

6. What’s Happening In Dover?

The Olympic Torch will arrive in Dover on Wednesday 18th July 2012 just after 1800 hrs where it will be greeted with a full programme of entertainment and a seafront celebration. Over 28,000 people are expected to come to Dover to watch the event. The canny managers at Dover District Council have coordinated sponsorship with LOCOG and persuaded the Arts Council to make a grant of £100,000 to support the festivities which will include hip hop duo Rizzle Kicks, sponsored by Coca-Cola, Britain’s Got Talent Finalists ‘Twist & Pulse’, sponsored by Samsung, Snowdown Colliery and a firework finale. The torch will travel to Deal, Sandwich, Thanet and Canterbury the following day.

7. What’s Happening In Thanet?

The Olympic Torch will arrive at Cliffsend at 0927 hrs on Thursday 19th July 2012 before moving onto St Lawrence, Ramsgate, Broadstairs, St Peter’s, Cliftonville, Margate, Westgate and Birchington. Sponsored vehicles will be distributing free gifts, mementos and souvenirs. Such unseasonal Father Christmas actions were a popular part of the Tour De France when it visited East Kent and will doubtlessly be just as popular with children of all ages in Thanet. The cavalcade will precede the Olympic torch by around fifteen minutes. Anyone hoping for a free gift to preserve for the family archives or to flog on ebay is advised to stand on the left side of the road i.e. on the same side of the road as the

cavalcade since the right side of the road will remain open for traffic. In an official press release Thanet District Council gives a warm welcome to the event stating: "The torch relay coming through Thanet is a wonderful event for our area and one which we hope everyone will get behind, support and celebrate. The Torch Relay will give people the opportunity to be a part of the Games, just by coming out, lining the streets and cheering it on as it passes." The council has prepared a full range of enterprising and creative activities to stimulate interest and to ensure that Thanet gets its fair share of publicity on the day, see

http://www.thanet.gov.uk/leisure__culture/sports_clubs__centres/london_2012_olympics/plan_a_london_2012_celebration.aspx . Timings may vary, particularly towards the end of the torch relay, but the official schedule from the arrival of the Olympic torch on 19th July 2012 is as follows: Cliffsend 0947 hrs, St Lawrence 0957 hrs, Ramsgate 1013 hrs, Broadstairs 1044 hrs, St Peter's 1138 hrs, Cliftonville 11:55hrs, Margate 1222 hrs, Westgate 1303 hrs and Birchington 1436 hrs.

8. Will The Torch Relay Affect My Business?

All businesses trading in the districts near the route of the Olympic Torch are advised to take serious account of potentially significant changes to their daily routines. Some retailers will undoubtedly benefit from the increased footfall and media attention. All businesses can avoid any major disruption if some simple precautions are taken. Once you have checked to see if you are in an affected area, it is worthwhile reflecting on how to prevent any problems. Liaison with staff, suppliers and customers is the order of the day. Thanks to our good friends at the Federation of Small Businesses, expert briefings from Dover District Council and Thanet District Council and detailed information from Kent County Council, you will note that we have avoided any mention of Uncle Tom Cobley, we are happy to list some of the precautions that you should consider in order to enjoy the event to the full. Your plan should give particular consideration to travel arrangements. This may mean rescheduling deliveries, offering flexible hours to staff and suppliers and sharing deliveries with neighbouring companies. Remember that your supply chain partners may be more directly affected than you. Although security at local and national level will be stringent, a large increase in visitor numbers will mean that your own security arrangements also need to be fully operational. Facilities and services you usually take for granted may be unavailable or available only after a considerable delay. You should give special attention if you need security staff, portable toilets, coach transfers or mobile catering.

9. What About During The London Olympic Games?

Part of the successful bid for the London Olympics stipulated that the high speed trains should be available for transfers to the games sites. This means that a special timetable for all trains to London from East Kent will operate from Saturday 28th July to Sunday 12th August and from Wednesday 29th August to Sunday 9th September 2012. The Olympic high speed timetable begins one day earlier on Friday 27th July 2012. Up to 250,000 additional visitors are expected in Kent during the period of the games. Most of these will be in North West Kent, but it is fair to assume that a good number will leave the smog and congestion of London to breathe the pure air of our coastal resorts and to enjoy the unrivalled heritage sites we can offer. Ebbsfleet is the site of the official 'park and rail' facility which probably means that traffic in around there will be severely congested. Olympic coaches will depart from Ashford International Station, Canterbury New Dover Road Park and Ride, Dover Eastern Docks, Dover Railway Station, Folkestone Bus Station, Maidstone Bus Station, Margate Marine Terrace and Tonbridge Railway Station. It is likely that there will be some disruption to regular traffic movements in these areas. If you need to drive along the M25, there are bound to be bottle-necks during the period of the games. The provisions for the Olympic Route Network will mean that some roads in East London and beyond will be closed entirely and the Paralympic Road Cycling will also impact on parts of the A20, near Scratchers Lane and Fawkham Road in West Kingsdown.

10. What About The Workers?

Chris Hesse, Head of Leisure at Kent County Council, makes the point that the games might impact on staffing levels. As he puts it: "Significant numbers of staff will be tempted to take leave, whether or not agreed by management, to watch the Games or to act as volunteers at the Games. Although the Olympic Games are during the August period, if unofficial absenteeism is added to approved leave, this could cause a business continuity problem." Too true. Chris adds: "Businesses could benefit from the staff morale being raised through embracing and celebrating the Games." That is also true, although just as in the European Football Championships, most staff will be happier if their favoured athlete wins a medal. At the time of writing, the England football team is sitting in second place in Group D with four points from two games. On the other hand, Doncaster Rovers, a team that the Thanet & East Kent Insider has followed since its first edition, is currently comfortably placed in ninth place in League One, three positions from a play-off place. This could be the team's best position of the season, particularly bearing in mind that no games have been played yet and the teams are therefore currently listed in alphabetical order. If only Aardvark United could raise an eleven, they would be top of the league at the moment.

11. Isn't That Enough About The London Olympics?

Not quite. We attach a useful Business Continuity guide produced by Kent County Council together with an Action Plan template sent by the Olympic Delivery Authority which might help you to predict and prevent any serious problems during the Olympic festivities.

12. Effective Presentations

Following his article on Effective Meetings in the previous edition of the Thanet & East Kent Insider, chamber member Philip Tilston of Polylink Solutions, tel: 07875 924191, has submitted the third in his series of management advice texts on the subject of Presentations. He begins with a quotation from the author of How to Win Friends and Influence People and ends with a line from the authoress of Never Be Nervous Again. The guidance is in the middle. As Philip recommends that a presentation should have three main stages, he is thus one of those rare commentators who not only gives advice but follows it himself. Politicians of all parties should take note. This is what Philip advises. "Dale Carnegie wrote: 'There are always three speeches for everyone you actually gave. The one you practised, the one you gave and the one you wish you gave'. The secret of effective presentations is largely preparation. A logical approach to preparation can significantly improve the quality of presentations. *Know your subject matter.* This sounds obvious but you specifically need to know what key points and information you want to get across to the audience and what message you want them to remember at the end when they leave. *Knowing your audience is critical.* This will help determine the level of detail required to be covered and also what preconceptions they are likely to have which you may need to address. *Structure your presentation* with an opening, a body and a summary. The opening should include a roadmap of the presentation so that spectators are aware of where the presentation will be heading. *Rehearse the presentation* ahead of time if possible with several colleagues as an audience and also, if possible, video the rehearsal. I can guarantee that watching the video back will be cringe-making. However it is the best tool for seeing odd body movements, twitches and the number of hesitations and "umms". *Plan for what can go wrong* and make sure to take a duplicate file, a hard copy and crib notes with you. You may not need the crib notes, but using them is much better than turning your back on the audience and reading from the slides. Giving a presentation with your back to the audience is about the worst thing you can do and I am amazed at how many senior businessmen do not seem to understand this. Finally, be aware that your audience is the arbiter of your success or as Dorothy Sarnoff put it: '*Make sure you have finished speaking before your audience has finished listening.*'"

13. Porchlight Opens Its Doors

The Charity Porchlight offers succour and sustenance to the homeless. We are grateful to Kay Eastoe, Service Manager, at the charity's offices at 176 Northdown Road, Margate CT9 2QN for news of an Open House BBQ from 1300 hrs on 20th July 2012 which will be of interest to anyone wanting to know more about the work of Porchlight and its associates in mental health and GP services. Booking is not essential, but Kay would be grateful if you could let her know if you will attend so that she can have an idea of numbers for catering purposes. Kay can be reached by telephone to 01843 223536 or by email to KayEastoe@porchlight.org.uk

14. Belmont Hypnotherapy Centre

Jean Murton, the director of Chamber member Belmont Hypnotherapy Centre, has just returned from another visit to Japan where her skills are much prized and appreciated. Locals can also benefit from Jean's mercurial talents as on Saturday 23rd and Sunday 24th June 2012 she will be offering workshops in Pain Control. For a modest fee of £150 including lunch on both days, clients will learn how to be free from discomfort and be introduced to self-hypnosis sessions. For more details, contact Jean direct, tel: 01843 587929 or email thebelmontcentre@yahoo.co.uk.

15. Refused A Bank Loan? Then, Read This

We are grateful to Jon Cleverdon of Cleverdons Chartered Accountants, tel: 01843 866 599, for drawing our attention to the appeals system that can be invoked if your company is refused a loan by a High Street bank. The source document is the 'Banking Taskforce Appeals Process: Independent External Reviewer:

Annual Report: 2011/2012' which helpfully lists 11 case studies at the end of its 59 pages of text. The key information is listed on page 2 of the Executive Summary which states: "In the first year of the process there have been 2,177 appeals and 39.5% have been overturned. An overturn is where the bank and the customer reach a satisfactory conclusion to a lending application. This does not mean that the business has received exactly what they asked for initially, but that they have reached a lending agreement with which both parties are satisfied. Given that no one had any idea how many appeals we would receive I think the numbers are OK for the first year; but the banks need to ensure that all customers know they can appeal, which not all do currently and that needs to change." It certainly does and we are pleased to help. Any company with an annual turnover below £25 million is entitled to appeal against being refused a loan. Chamber members wanting to know more about the appeals process are invited to email admin@tekc.co.uk with

the subject line "Bank Loan Appeals" and we will forward you the details. There are plenty of Chamber members who post annual sales of more than £25 million, but they will undoubtedly know suppliers and contacts who do not.

16. Reducing Bureaucracy

We are grateful to Nedine Watson-Cutts, the dynamic Thanet-based Preventative Services Manager at Kent County Council for informing the Chamber of some important imminent changes in Child Protection Procedures. We understand that the Children's Minister, Tim Loughton, is looking to reduce the complexity of formal child protection guidance with a view to allowing more common sense to prevail. The current manual entitled '*Working Together to Safeguard Children; The Framework for the Assessment of Children in Need and their Families*' together with statutory guidance on safeguarding arrangements under the Children Act 2004 extends to around 700 pages. The minister is looking to replace this with three documents totaling 68 pages. Although the new guidance will be open to consultation until 4th September 2012 and may vary, this looks like a move in the right direction. Now, if only HMRC and VAT legislation could follow suit, perhaps we would have more time to do business rather than having to explain it to others who do not.

17. Thanet Regeneration Board

Following a vote by the members of Thanet District Council's Business Networks, the Thanet & East Kent Chamber has been elected to serve on the Thanet Regeneration Board. We welcome the opportunity to work constructively with Thanet District Council on issues that promote the local economy in Thanet and East Kent and look forward to a closer liaison with our good friends at the FSB, BNI and Margate Handbook.

18. National War Memorial

The plans for a National War Memorial on Dover's Western Heights to commemorate the 1.7 million servicemen and women, merchant navy personnel and victims of bombing in WWI and WWII received a boost last week from a variety of sources. The Sunday Express featured an article summarising the developments to date, see [http://www.express.co.uk/posts/view/325604/Salute-to-war-dead-over-cliffs-of-Dover-Salute-to-war-dead-over-cliffs-of-Dover-Salute-to-war-dead-over-cliffs-of-Dover](http://www.express.co.uk/posts/view/325604/Salute-to-war-dead-over-cliffs-of-Dover-Salute-to-war-dead-over-cliffs-of-Dover-Salute-to-war-dead-over-cliffs-of-Dover-Salute-to-war-dead-over-cliffs-of-Dover). This was followed by extensive texts in overseas publications and at home in the Daily Mail, see <http://www.dailymail.co.uk/news/article-2159422/War-memorial-commemorating-1-7m-men-women-died-First-Second-World-Wars-planned-Dovers-white-cliffs.html> the Scottish Daily Record and a host of regional publications including the Eastbourne News and Littlehampton Gazette. BBC South East featured the memorial in its news programme last Tuesday as did ITV Meridian. See <http://www.bbc.co.uk/news/uk-england-kent-18430769#>. Benefiting from the personal support of the leader of Dover District Council, the project shows what can be achieved when local government works in partnership with local businesses in presenting a united front to the world.

19. Kent Rebels

We are grateful to the ever fecund Pete Barnett of Hartsdown Technology College for forwarding the concerns of local school heads regarding the number of Looked After Children (LACs) being placed in Thanet. This issue has already raised concerns at county level and is now being placed firmly on the desk of the newly re-elected Mayor of London. In an article headed "'Stop Now' Heads Plea to Boris", Hartsdown head Andy Somers, who chairs the Thanet head teachers group, has called on Boris Johnson, the Government and Kent County Council to halt the continuing placing of LACs across the island. Andy is quoted as saying: "The whole practice is just immoral" and "It is hugely unfair on the children who have little time for social readjustment when they are uprooted and placed in a different setting. These are usually very vulnerable children who need a lot of care. London boroughs receive considerably more finance to run their schools and should allocate their own money to care for looked after children, instead of stretching the resources of schools like those in Thanet." The Thanet & East Kent Chamber will be working with Andy and his colleagues to find a solution to a practice which looks strangely familiar to anyone who has been listening to the shrieks of indignation from London-based officials to Kent's rejection of an estuary airport. The days when London could impose its will on the Kent peasants have long gone. After all, we have learned a few lessons since the days of Wat Tyler and Jack Cade.

20. Blue Energy In Ramsgate

The irrepressible Howard Holt of Seeports has organised a renewable energies workshop at the Pegwell Bay Hotel in Ramsgate on Friday 22nd June 2012. Entitled "Opportunities for Ports from Wave and Tidal Energy", the day is sponsored by the European Regional Development Fund as part of the Interreg IVA Project PATCH which, with a little poetic license and some imagination, stands for Ports Adapting To Change. The keynote speaker on blue energy will be Chamber President Laura Sandys MP in her capacity as a Member of the Parliamentary Energy and Climate Change Select Committee. She will be joined by a star-studded line-up that includes Thanet District Council Leader Cllr Clive

Hart; Wim Stubbe of the Port of Ostend; Tom Howes, Deputy Head of Unit for DG Energy at the European Commission; David Krohn, Wave and Tidal Energy Development Manager at Renewable UK; David Whitehead, a Director of the British Ports Association; Johnny Gowdy, Programme Director at Regen South West; Lars Johanning of Marine Renewable Energy Systems at the University of Exeter; John Parsonage, Project Sponsor of Thanet College's Centre for Environmental Technologies; Tom Van Den Noortgaete, Project Manager at Royal Haskoning; Martin Murphy of Tidal Energy Ltd; Bob Smith of Pulse Tidal Ltd and Mark Seed, Commercial Manager at Thanet District Council. The day ends with an optional guided coach tour of the Port of Ramsgate and the Royal Harbour. For more information, email admin@tekc.co.uk with the subject line "Blue Energy Workshop".

21. It Tolls For Pyongyang

We welcome contributions from Chamber members who have experienced any unusual occurrences or experiences. One longstanding member who exports his manufactured goods throughout the world recalled an encounter that was indeed out of the ordinary. We have our doubts about this story, but we leave it to readers to judge for themselves. As he put it: "I was keen to break into new markets in Asia but I must admit, I was surprised to find a North Korean visiting our factory. A South Korean perhaps, but buyers from North Korea are as rare as hen's teeth. Anyway, this Mr Park arrived just before lunch. As I was showing him the production line, the lunch bell sounded and all the workers made for the exits. 'Quick, quick, do something', exclaimed a panicked Mr Park. 'Look, look, they are all escaping'. I tried to explain that this was a routine at my factory as at many others and that it is quite normal for workers to break for lunch. He seemed unconvinced. After an hour of checking stocks and discussing delivery times, the bell sounded again and the workers all reappeared at their posts promptly and started up the machinery as before. Back in the office, I asked Mr Park if he was interested in any of our products. He replied: 'Your products? No, I am not. But you can name your own price if you can let me have that factory bell'".

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It's happening now, it's happening in Thanet & East Kent.
For details of membership, email admin@tekc.co.uk

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