



Your Business Bulletin from Thanet & East Kent Chamber

Thanet & East Kent Insider

21st July 2012 Issue No.: 190

1. East Kent Business Advice Clinic

After the East Kent Business Advice Clinic sessions on Friday, 13th July 2012, four members of the panel made a site visit to a local manufacturing company. The Chamber will be advising this enterprising firm on an investment strategy, fund-raising, ISO9001 registration and the appointment of overseas agents. Earlier in the day, the East Kent Business Advice Clinic had welcomed its 100th delegate. With his Managing Director beside him, Phil Walton of Kent Independent Security enjoyed a 45-minute session of confidential exchanges with our professional panel of advisors which included a chartered accountant, senior lawyer, marketing specialist and a team of extraordinarily successful entrepreneurs from the UK and Japan. Echoing the comments of the majority of the previous 99 visitors to the panel, Phil declared afterwards: "I would like to say thank you for Friday it was good for us to get an outside prospective and has given us a few ideas for pushing forward, so once again thank you. I feel this is a very good service offered by the Chamber and is definitely worth other small businesses taking advantage of this as I think it could really help them to point them in the right direction towards growth." The service is offered free of charge to companies trading in East Kent. Bookings can be made by email to admin@tek.co.uk with the subject line "Business Advice Clinic". It is breaking no agreement to reveal that the fast-growing Kent Independent Security company welcomes enquiries from property owners looking to protect their investments and from other business people interested in the services of an SIA approved contractor. Such is the success of KIS that it is now receiving enquiries from overseas clients anxious to benefit from its proven expertise in meeting demanding security briefs. To discuss your security needs, give Phil a call, telephone 01227 668110 or email info@kisecurity.co.uk.

2. Western Heights & Farthingloe

Letters supporting the development of Dover's Western Heights and Farthingloe have poured into the offices of Dover District Council. The promise of 250 full-time permanent jobs and another 230 during the construction phase has whetted the appetites of East Kent companies. The marked annual increase in unemployment in East Kent and the need to sustain an attractive retail sector have stimulated the resolve of planners and suppliers alike. With over 12 million passengers passing through Dover each year, it is important to give them reasons to stop and shop. The Thanet & East Kent Chamber is working with the developers and interested parties in support of Planning Application DOV/12/00440 (Western Heights and Farthingloe) as its successful implementation will undoubtedly serve to attract other inward investment as confidence returns and new opportunities emerge. Support from Dover District Council's proactive

inward investment department has no doubt been an influential factor in encouraging the developers to seek full planning permission for the £200 million scheme.

3. Feedback On Job Promotion

As noted in the previous Thanet & East Kent Insider, see I4. Jobs Fair in edition 189, Margate's Winter Gardens welcomed Chris Graying, Minister of State at the Department for Work and Pensions, to open a Jobs Fair on 26th June. We understand from our Chamber presidents Sir Roger Gale MP and Laura Sandys MP that over 3,000 job seekers attended. With 600 posts available and 400 apprenticeships on offer, we can expect the event to have made a significant contribution towards stimulating employment for young people in East Kent. We will liaise with Chamber members over the final figures, but we send our warm thanks to Roger and Laura whose brainchild the event was and ask: "Can we do it again next year, please?"

4. How Are We Doing?

The unemployment figures just released by the Office for National Statistics and the ever-excellent KCC Research & Information Department suggest that there might be some better news awaiting us if the trend of the last few months can be sustained. Every district of East Kent registered a monthly fall in the number of unemployment benefit claimants. The county as a whole saw a 2.6% monthly gain in jobs, just ahead of the South East as a whole at 2.4%. Although the 1.4% improvement in Thanet represents just 69 claimants who now have a reason to get up in the morning, it is heartening to note that 22 of these were in Cliftonville West, the most deprived ward in the district. Similarly, the Dover district saw a monthly gain of 55 jobs representing a 2.0% improvement with an encouraging 6.8% amelioration in the troubled ward of Maxton, Elms Vale and Priory. Ashford at 2.7%, Canterbury at 3.1% and Swale at 4.0% all have reason to hope that these monthly gains can signify a longer term trend that will put more money in the pockets of East Kent residents and herald a boost to our economy. We are expecting a further boost from the London Olympic Games which open on 27th July 2012 and promise an influx of new customers for our retailers, restaurants and attractions. As always, in our fact sheet below we chart the annual changes which reflect a longer term trend. Although these still reveal year-on-year increases in unemployment, we remain optimistic that these will get better during the course of the year.

5. Give Us The Facts

Unemployment in East Kent

	June 2012		Change since June 2011	
	Unemployed	% of workforce	Number	%
Thanet District	4,797	6.1%	+518	+12.1%
Canterbury District	2,380	2.4%	+140	+6.3%
Dover District	2,649	4.1%	+446	+20.2%
Maidstone District	2,416	2.5%	+78	+3.3%
Shepway District	2,715	4.4%	+280	+11.5%
Swale District	3,391	4.0%	+353	+11.6%
Kent	35,963	3.4%	+2,643	+7.9%
South East	137,520	2.5%	+4,959	+3.7%
Great Britain	1,502,357	3.8%	+67,984	+4.7%

Data reproduced under the terms of the Click-use License no. C2010000980. All rights reserved.

6. News From Nottingham

Nottingham Town Hall was the scene for a meeting between the Sherriff of Nottingham and the Chief Executive of Thanet & East Kent Chamber last Wednesday. On an informal visit to the city, the Chamber's CEO received a warm welcome from the current Sherriff, Cllr Melita Bryan and the Lord Mayor, Cllr Leon Unczur. After a tour of the Town Hall and a viewing of its treasures, Mr Foley passed on the best wishes of East Kent companies and looked forward to new trading links with local firms. He received in return an official scroll "to commemorate the goodwill and bond of friendship hereby extended to you". Nottingham City Council enjoys a close relationship with E.ON, one of the largest employers in the county. E.ON recently installed free solar panels for 600 residents in Aspley, a deprived area of Nottingham. The company has benefited from a business-friendly council planning department which has worked closely with E.ON on its new nine-storey 105,000 sq ft office development in the centre of Nottingham which is due to open in the autumn. When the deal was concluded in 2010, it represented the largest pre-let deal outside London. City council leader Jon Collins said at the topping out ceremony last April: "This development is a fantastic example of what can be achieved when a local authority and developers work closely together and share a common vision." In seeking

best practice in tourism and service to inward investors, Nottingham City Council clearly sets a high standard from which we can all learn.

7. Academy FM News

Thanet's community radio station held its meeting of trustees earlier this month at which it was revealed that the station has received "a massive surge in our audience". Station Manager Pete Willson is continuing to expand the range of programmes on offer and is increasing the number of presenters to meet the demand. The latest recruit is Johnny Lewis, the popular presenter previously at KMFM, who now presents the afternoon show. Once voted the second most popular DJ in Holland, Johnny brings an audience with him who appreciate his love of Coldplay, Dad's Army and curry. Based at the Marlowe Academy, this professionally managed station takes its educational responsibilities seriously. Staff are currently training two year 10 students to help run the news team. A blind student from Charles Dickens School recently enjoyed a two-week spell with Pete and his team. The station is in discussions with Hartsdown Academy to run a broadcasting media course for its students. Blessed with exceptional financial management under the expert eye of Caroline O'Connor, Thanet's radio station is facing a promising future that will benefit children and adults alike. Tune in at 107.8 FM or connect from anywhere via the website at www.academyfmthanet.com.

8. Regeneration In Thanet

Thanet Regeneration Board met earlier this month. Among the many items on the agenda were Economic Strategy, the Green Isle, Work & Skills, Heritage, Culture & Visitor Economy and updates from previous meetings. The Thanet & East Kent Chamber is pleased to represent the private sector in these discussions and we have been happy to pass on the comments received from companies throughout East Kent. In general, the private sector considers that no matter how many detailed reports or official publications are produced analysing the district, these are unlikely in themselves to contribute to improved business performance. In broad terms, firms are looking for improvements in three areas: support for existing businesses, encouragement to inward investors and creating the right conditions to nourish start-up companies. The Chamber very much welcomes this new channel of communication with Thanet District Council and looks forward to receiving more guidance from local companies of all sizes to ensure that our contribution to the quarterly meetings is current, informed and pertinent. Please continue to send your comments to admin@tekc.co.uk with the subject line "Thanet Regeneration".

9. Locate In Kent

We are grateful to Andy Rayfield of Chamber member Maxim for informing us of new appointments at Kent's inward investment agency, Locate In Kent. Warwick Morris will step up to the role of Deputy Chairman. A former British Ambassador to Vietnam and South Korea, Warwick Morris also has extensive experience of commercial life in France, Mexico and India and brings with him considerable expertise in encouraging trade and investment. He will be joined by new board member Mark Dance, Cabinet Member for Regeneration and Economic Development at Kent County Council. Well-known to many Chamber members in East Kent, Mark Dance has been a KCC councillor since 1997. For the two years until June 2009, he was responsible for overseeing the Building Schools for the Future programme in the county. Chief Executive Paul Wookey welcomes the appointments and said: "Kent faces stiff competition for inward investment projects. The support and direction of an experienced and knowledgeable board of directors is vital if Locate in Kent is to continue to build on 15 years of successes which have seen us attract or retain 50,000 jobs for the county." The Thanet & East Kent Chamber looks forward to working with Warwick Morris and Mark Dance in supporting our East Kent economy and continuing the positive and fruitful links with Paul Wookey and his team at Locate In Kent who have done so much to encourage inward investment in our part of the world. For more information, telephone 01732 52070, email enquiries@locateinkent.com or visit the website at www.locateinkent.com. Maxim is available for all your PR needs: telephone 01892 513033 or email hello@maxim-pr.co.uk.

10. Any Road Up

We are grateful to Anne Charman and Ian Burr of Kent County Council for updating the Chamber on the Kent Lane Rental scheme. We are informed that: "Kent has one of the most extensive highway networks in the country and Kent County Council (KCC) as a local transport authority maintains over 5,000 miles of roads and 4,000 miles of pavements, as well as 4,200 miles of public rights of way. Under the Traffic Management Act 2004, all local transport authorities in England have a duty to: 'secure the expeditious movement of traffic on the authority's road network'". KCC is currently looking to reduce disruption on our roads through the operation of a 'Kent Lane Rental Scheme'. Ian Burr tells us: "A well-designed and well-targeted lane rental scheme, focused on the most critical parts of the highway network and with charges applying only at the busiest locations at traffic sensitive times, should encourage those undertaking works to carry out these works in a less disruptive manner. " We have been asked to comment. Details of how the scheme might operate can be found at www.kent.gov.uk/kentlane2012 where you can also access the associated Schedule and a Cost:Benefit Analysis Appraisal Summary. Readers of the Thanet & East Kent Insider are

invited to send their comments before 17th September 2012 by email to kent.lanerentalscheme@kent.gov.uk or via written correspondence to Lane Rental, c/o Roadworks Team, Highways Depot, Javelin Way, Henwood, Ashford, Kent, TN24 8AH. When the consultation is complete, KCC is expecting to submit an application to the Transport Secretary for an Order to bring a scheme into effect. Most businesses will probably benefit from the new arrangements, but you will have your own views. Now is the time to make them clear to those in a position to make the decisions, or as the hard-tackling Leeds United and England midfielder Norman Hunter used to say: "Get your retaliation in first."

11. Pharmaceutical News

A report in the influential medical journal *The Lancet* earlier this month highlighted the pressures and risks faced by drug companies and may in part explain why there has been reluctance from large drug companies to move onto the former Pfizer site in Sandwich. *The Lancet* tells us: "GlaxoSmithKine (GSK) agreed to plead guilty to criminal charges of fraudulent promotion of its drugs and pay the US Government a settlement of US\$3 billion (£1.9 billion). If accepted, this will be the largest fine imposed on a drug company, surpassing the \$2.3 billion paid by Pfizer for inappropriate marketing in 2009. The amount adds to GSK's \$750 million settlement in 2010 over manufacturing quality." The hard-hitting article concludes with the words: "GSK and other drug companies have come adrift from the standards of the societies they seek to serve. They need to rediscover corporate citizenship, beginning with the individual integrity and accountability of their employees." [*The Lancet, Volume 380, Issue 9836, Page 2*]. GSK is faced with a huge fine that must inevitably influence its future investment strategy and research budget.

12. But Pharmaceutical Companies Are Super Rich, Aren't They?

In a recent article, Dr Clemens Bechtelsbauer, Principal Teaching Fellow in Chemical Engineering at Imperial College, has described the dilemma facing the pharmaceutical industry today which is faced with the conflicting demands for massive research programmes and low cost medicines. In a quite brilliant summary that will be of interest to anyone with a family member or colleague with a serious health condition, he states: "Any cure for any disease needs a medicine – a biochemically active compound that selectively targets the cause of illness without harming the rest of the body too much. The journey from a prospective target molecule to an approved pharmaceutical drug is long, risky and expensive. It takes about 10 to 12 years, several clinical trials with thousands of volunteers, and in the region of £1 billion to develop a drug". He continues later: "Of approximately every 10,000 new compounds discovered, only 1 will make it into a commercial product which will help patients, and generate a return on investment." As a former researcher at SmithKline Beecham and process engineering group leader at GSK, Dr Bechtelsbauer knows the industry well.

13. BayPoint Club

Regular readers of the Thanet & East Kent Insider will know that part of the Pfizer site has been sold. We refer of course to the 17 acres of the Pfizer Sports & Social Club which is now being beautifully transformed into the BayPoint Club with an amazing range of family friendly facilities and innovative initiatives to attract corporate bookings as well as individual wishing to improve their health and fitness. We are grateful to Front of House Team Leader Charlotte Ingoldsby for the latest programme which shows a sports, arts and crafts holiday play scheme for youngsters aged from four years, soccer camps for youngsters aged from 7 to 14 years, goalkeeping sessions for 11- 16 year olds and a variety of activities to keep children happy, fit and amused during the current holiday period. For more details, give Charlotte a call, telephone 01304 613022 or email her direct at charlotteingoldsby@baypointclub.co.uk.

14. Change At Thanet District Council

We understand that Thanet District Council either has already or is about to appoint a Director of Corporate Services and Transformation. The post has been advertised for "a strategic thinker, able to translate plans into action and persuade others to do likewise". The Thanet & East Kent Chamber looks forward to working with the successful applicant who can expect plenty of advice and guidance from Chamber members who will be pleased to comment on transformations required to improve the trading environment. The new post at Thanet District Council carries a salary of "£85,563 - £90,456 plus £4k cash for car allowance".

15. Managing Change

The management of change is often quoted as being one of the hardest aspects of running a company. A seminal report on companies in Kent by Dr Mark Gilman and Simon Raby found that 88% of the SMEs surveyed reported a lack of skills as a barrier to change and that over half the companies "use only internal expertise (55%) for the introduction of change". [*Sustainable Business and Productivity Growth for SMEs: 2nd Results Analysis: UK findings from the face-to-face interview stage: Mark Gilman and Simon Raby; University of Kent: 7 December 2007*]. Earlier research with companies in the Nord Pas-de-Calais also found that fundamental change was often only undertaken as a last resort. We presume that the onset of the recession has made the need for a constant review all the more pressing. Some Chamber members

have distinguished themselves with their whole-hearted embrace of new technology, an openness to European markets and a marked willingness to develop staff along with new products and services. Others in East Kent have stuck to tried and tested methods that are failing but familiar and comfortable. Is it possible for a leopard to change its spots or are radical changes of appearance and working practices likely to produce a sting in the tail that you will live to regret? The next and final item might give you some food for thought.

16. Hodgson's Choice

The England football team did not rise to glory in the recent European Championship. Stuck in the old ways that have failed to win any major international competition since 1966, the team did however benefit from a new manager in Roy Hodgson who is very much aware of the innovations required if the England footballers are to triumph like Bradley Wiggins in the Tour de France. Our Roy also knows that the very nature of the average footballer is resistant to change unless faced bluntly with an overwhelming argument to do things differently. Perhaps Roy has benefited from discussions at a previous club in Sweden where he shared coaching duties with the former Margate Manager, Denis Hunt, a noteworthy innovator. This may have been what was in Roy's mind when he allegedly told his players a story that went something along the lines of the following. "A scorpion wanted to cross a river. Being unable to swim, he approached a nearby frog and said: 'Mr Frog, will you take me across the river on your back?' Keeping a safe distance away, the frog replied: 'Mr Scorpion, if I do that, you will sting me. No, thank you very much.' The scorpion replied: 'But Mr Frog, if I sting you then we will both die. I can't swim and it just would make no sense to kill us both.' Seeing the logic of the argument, the frog said: 'You have a good point there and I always like to help fellow creatures in distress. OK, I will take you across the river. Jump on.' The scorpion dutifully mounted on the back of the frog who then began a leisurely swim across the river. He had progressed around half way when he felt an acute burning sensation on his back. Hardly able to believe it, he turned to his new companion and said sharply: 'Mr Scorpion, you promised not to sting me, but now you have and we will both perish. What on earth made you do that? It serves no-one's interests.' Resigned to its fate and imminent demise, the scorpion said: 'Mr Frog, it is in my nature'".

© David Foley 21 July 2012

David Foley
Chief Executive, Thanet & East Kent Chamber Limited
Tel: +44 (0) 1843 609289
Email: davidfoley@tekc.co.uk
Mobile: +44 (0) 7967 284850

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

Thanet & East Kent Chamber Limited
Thanet & East Kent Chamber Limited (TEKC) is a company registered in England and Wales with company number 4518138. Thanet & East Kent Chamber Limited, Kent Innovation Centre, Thanet Reach Business Park, Millennium Way, Broadstairs, Kent CT10 2QQ. Tel: 01843 609289 Fax: 01843 609291 TEKC is not VAT Registered. Important: This e-mail may contain confidential information. If you are not the intended recipient it may be unlawful for you to read, copy, distribute, disclose or otherwise use the information used in this e-mail. If you are not the intended recipient of this e-mail, please telephone, fax or e-mail us immediately. Errors and omissions may occur in the contents of this e-mail arising out of or in connection with data transmission, network malfunction or failure, machine or software error or malfunction, or operator error. TEKC accepts no responsibility for any such errors or omissions and you are advised to confirm the accuracy of the contents of this e-mail before relying on it for any purpose. All the information in this email is written in good faith and believed to be correct at the time of writing. TEKC cannot be held responsible for any agreements, financial transactions or liabilities incurred in relation to any of the companies, organisations or events mentioned in this email. You are advised to seek the appropriate professional advice before undertaking any financial transaction or incurring any liability of any description.