

Your Weekly Business Bulletin from Thanet & East Kent Chamber

Thanet & East Kent Insider

30th October 2009

1. Business Breakfast

Adding Value is the theme of the Thanet & East Kent Chamber business networking breakfast to take place from 0730 – 0900 hrs on Tuesday 24 November in Sandwich. Delegates will be treated to a series of two-minute presentations by experts in sales, marketing, business planning, waste reduction and a range of topics all designed to boost your turnover or reduce your costs. There will be an opportunity to book a free consultation with any of the expert speakers. Enjoy an English breakfast and the opportunity to promote your goods or services to fellow delegates. Cost for Chamber members: £12.00. For details, email admin@tekc.co.uk with the subject line "Business Breakfast 24th November 2009".

2. Something Special In Margate

If you are a policeman, then for you 'The Specials' probably refers to that band of 15,000 part-time volunteers who supply additional and valuable manpower to the regular police force. If you are a lover of two tone ska revival music, it can only mean one thing, that band of the same name that for the last thirty years has played Jamaican ska rhythms and melodies mixed with aggressive guitar chords from punk rock. As part of its anniversary tour, The Specials will be appearing at the Winter Gardens in Margate on 7th November. For a quieter contemplation of the art inspired by the music, it is worth a trip to The Pharmacy Community Gallery at 16 Market Street, Margate from 6th to 8th November when John Sims will be exhibiting his 'exhibition of the iconic, black & white, rude boy art stuff that rooled the early 80s in dance music with Ska and its edge of punk'. Despite his nickname of Teflon, John Sims has stuck to his brief of documenting the images of two tone bands and anyone with an interest in the dance music of the late 70s and early 80s is recommended to pay a visit. Margate is gaining a reputation for innovative art exhibitions. Now, if only we had a modern gallery in Margate, preferably somewhere on the sea front

3. New Car Discounts and Nursery Vouchers

We are grateful to Chamber member Jon Cleverdon Chartered Accountants of Broadstairs, tel: 01843 866599, for the latest information on new car discounts. Jon writes that 'The Vehicle Scrappage Scheme is a voluntary scheme for motor dealers under which participating dealers give buyers a £2,000 discount off the purchase price of a new car (or certain types of small van) in exchange for scrapping their old qualifying vehicle. Funded by the government and manufacturers the scheme has proved very popular and according to the Department for Business Innovation and Skills 260,226 cars have now been scrapped under the scheme, which is set to run until February 2010. An extra 100,000 (£100 million) has been added to the number of scrappage deals that the government will fund, taking it to 400,000 in total. In a change to the qualifying conditions, the age of the vehicle has also been adjusted to first registered on or before 29 February 2000 for cars or 28 February 2002 for vans.' Companies are also advised that there is proposal to extend the provision of free nursery places to two year-olds. Currently, three and four year olds benefit from free places. However, under the proposals, from April 2011, employees who join an employer-supported Child care voucher scheme will not be entitled to the current tax and NIC exemptions. Those already receiving vouchers will be unaffected until April 2015, when the exemptions for vouchers will be withdrawn completely. The government giveth and the government taketh away.

4. Stop Eating Or Start Running

One of the advantages of training for a marathon is that you can eat as much pasta as you like and indulge in foods with high in carbohydrates without feeling guilty. If you want to give free rein to your appetite over Christmas, there is no better way than to train for the Pilgrims Hospices Canterbury Half Marathon which is scheduled for 23rd May 2010 starting from Canterbury Rugby Club in Merton Lane. All profits and sponsorship go to Pilgrims Hospices which depend on such events to help fund their establishments in Margate, Canterbury and Ashford. For details, see www.runnersworld.co.uk/events/viewevent.asp?sp=&v=2&EN=51959

5. Kent International Airport

The development of Kent International Airport at Manston promises more jobs for Thanet as the owners, Infratil, continue a programme of heavy investment in the infrastructure and facilities. The Draft Master Plan unveiled last month by Infratil envisages the creation of 3,500 jobs by 2018 as a direct result of its activities. This is expected to rise to 7,500 jobs by 2033. The reintroduction of passenger services is expected to lead to 2 million passengers by 2013 and 6 million by 2033. The plan holds out the prospect of direct flights to Dublin, Glasgow, Edinburgh and Manchester. Kent residents fond of a break in the sunshine will be delighted to learn that Faro, Malaga, Alicante and Parma are also on the list of preferred overseas destinations. Recent sharp growth in freight traffic is expected to continue with the latest projections showing a rise of 50% in tonnage from 2010 to 2012. All this is good news for local traders who are best placed to benefit from the wide range of supplies required. Tony Farrow of Kings Caterers Herne Bay was quoted recently as saying, "To say Herne Bay doesn't gain anything from the Airport is ridiculous". He went on to list a number of suppliers by name and concluded, "That airport keeps people in jobs. Preventing it from expanding will inevitably cost jobs."

6. Slogans Are Important But What About The Pie?

The Gillette Mach 3 Turbo razor does not move at the three times the speed of sound nor does it have a motor equipped with a turbo. Why then use such a name to sell a razor? Considering that in its first year of production in 1903 the company sold just 51 razors and in 2006 it was sold to Proctor & Gamble for 57 billion US dollars. It just shows what sustained innovative marketing can produce. Regular readers of the Thanet & East Kent Insider will be familiar with the power of a good product name. The choice of 'Mach 3' and 'Turbo' has obvious positive connotations for potential male customers which is just as well since the razor cost 680 million US dollars to develop. After all, what is wrong with a little exaggeration if it promotes your brand and your products? Probably not much as long as your competitors do not sue you and you know your market; but, it helps if your product can stand scrutiny by a demanding public. The Gillette razor sells so well is because it is a good razor available in convenient outlets at a price the customer can afford. The founder of the company, King Camp Gillette, invented freebie marketing, giving away razors in the sure knowledge that future sales of blades would follow. But no matter how fancy your packaging, how many free gifts you distribute or how clever your name, it does help if the contents are to the taste of your customers, as the following story shows. A town in northern England was reputed to have four pie shops in the same street, all in close proximity. The first bore the sign "Best Pies in Yorkshire" but had few customers. Next door, the second made the claim "Best Pies in the UK" but did not attract many shoppers. The third on the other side of the street had an illuminated neon sign with the proud boast "Best Pies in the World", but the proprietor was rarely troubled by customers for his headline product. There were plenty of buyers for the fourth pie shop. At lunch times, the queue extended far out along the pavement. The modest premises carried a simple hand written notice over the doorway, "Best Pies in the Street".

7. Dover Ramada

The Dover Ramada Hotel is the setting for a Business Breakfast on 11th November organised by our partners at the Channel Chamber. The event provides another opportunity to meet East Kent businesses and Chamber of Commerce representatives. For details, email the Channel Chamber direct to info@shepwaybc.co.uk or telephone 01303 270022.

8. Our Sponsors

The Thanet & East Kent Insider is grateful for the support and sponsorship provided by Girlings, Express By Holiday Inn and Adecco. Girlings Solicitors has been managing the managing the legal affairs of commercial and private clients for over a century. Twenty-six partners and one hundred and twenty members of staff ensure a comprehensive range of services from the local offices in Ashford, Canterbury, Folkestone, HerneBay and Margate. Offices in France and Spain complement specialist departments for charities, individuals and companies. For details, telephone 01843 220274. Express By Holiday took on the daunting task of restoring the former Prospect Inn at Minster. The result is a spectacular hotel that combines the best of Oliver Hill's 1930s design with ultra modern facilities and technological support. Conveniently located for business guests and holiday makers in East Kent, the meeting rooms and 105 bedrooms are available at competitive prices throughout the year. For details, telephone 01843 820250. Adecco is the world's largest HR solutions company offering a comprehensive service of temporary and contract staffing, permanent recruitment, outsourcing, outplacement, career services, training and consulting. Officially designated as a 2009 British Superbrand, Adecco is represented in Thanet and Dover by its Broadstairs office, tel: 01843 609292 .



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