



Merry Christmas to all our supporters from the team at WEETU

DECEMBER 2009



Exciting news on training

WEETU is delighted to announce that it has become a 'delivery partner approved centre' for Training Consultancy Home Counties (TCHC).

We are therefore able to offer, from January 2010, Practical Skills for Business. This programme is available to women living anywhere in Norfolk or North Suffolk and is fully funded to those who are not working, working fewer than eight hours a week, or are under notice of redundancy.

WEETU is the only agency approved to deliver this programme in the Norfolk and North Suffolk area.

If you are considering self-employment and have an idea for your business, this will support you to develop it all the way through to creating an effective business plan and beyond. Training is via workshops and one-to-one support.

Turn to Page Four for full details of this new training.

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FACEBOOK FANS

Check out WEETU's Facebook page — and become one of our fans!

The Chronicle

WEETU

WOMEN'S EMPLOYMENT ENTERPRISE AND TRAINING UNIT

Trisha's our star guest

TV star and businesswoman Trisha Goddard has agreed to be our guest speaker at the launch of WEETU's new networking group for professional Norfolk women.

As reported in last month's edition of The Chronicle, the networking group is a fresh venture for WEETU and will be aimed at professional women and employees both in the city and across the county.

WEETUnetwork will be formally launched at a lunch-time meeting on Monday, December 7, by Trisha, who lives in Norfolk and has become a household name through her lively TV shows and newspaper columns.

"We have been successfully running network events for new start-ups and women who are not used to networking, and we feel it will be a natural progression to offer a professional service to existing female entrepreneurs and employees," says WEETU operations manager Kerry Skelding.

"We're delighted that Trisha Goddard, a businesswoman and an inspirational figure for many women through her career and personal life, has agreed to be our VIP guest. It will be a great start for WEETUnetwork."

After leaving ITV in 2004, Trisha set up her own Norwich-based production company Town House TV which made her daily talk



TRISHA GODDARD: Will launch WEETU's new networking group.

show for Five - Trisha Goddard. Despite being diagnosed with breast cancer early in 2008, Trisha continued filming and keeping up with her other work commitments throughout chemotherapy and radiotherapy and was given the all-clear in March this year.

She is actively involved in a number of charities including Home-Start and Mind.

The launch event is on December 7 (noon-2pm) in the Brabazon Room, De Vere Dunston Hall Hotel, near Norwich. After the official launch by Trisha, the guest speaker will be Jane Trippett-Jones, Diss Town Mayor, who will talk about her role supporting local enterprise.

WEETU Enterprise Support

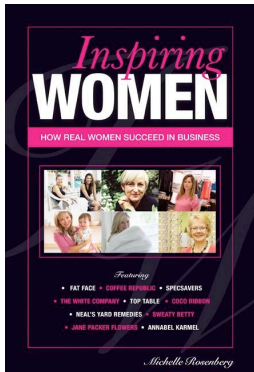
Officer Jeanette Flemons says: "Offering the best products or services means very little in business if you don't go out and get yourself known — and that's so important in the local marketplace. WEETUnetwork is a chance to make that vital first connection in what could become a solid, long-term business relationship."

"Just getting out of your workplace and feeling part of the wider business community is extremely important, particularly when so many people communicate electronically and work in isolated, rural locations."

Contact the WEETU office on 01603 230625 for more details of how to be involved in WEETUnetwork or e-mail networking@weetu.org. The WEETU website is www.weetu.org.

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Women's stories of success

A new book profiling some of the UK's most successful female entrepreneurs was launched on Women's Enterprise Day 2009.

Inspiring Women: how real women succeed in business, published by Crimson, features the stories of more than 20 women who founded flourishing companies.

The book was written by Michelle Rosenberg, who worked with numerous entrepreneurs during her career as a business-to-business PR specialist. While working at Aurora, founded by Glenda Stone in 2000, Michelle realised the scale of women entrepreneurialism and saw a glimpse of the enthralling stories that lay behind these successful brands.

Entrepreneurs covered in the book include Sahar Hashemi, founder of Coffee Republic, Mary Perkins of Specsavers, and Christian Rucker of The White Company.

The entrepreneurs offer words of wisdom for other women thinking of taking the entrepreneurial plunge. Inspiring Women is available from the Crimson Publishing website (www.crimsonpublishing.co.uk) priced at £12.99.

Keen to be green? This plan couldn't be 'Easier'

Do you run a small or medium sized enterprise and want to become green? Well, here's one scheme that could help.

The University of Hertfordshire is proud to announce the Easier (Environmental Advice for SMEs in the Eastern Region) project.

This project is part-funded through the region's European Regional Development Fund Competitiveness "low carbon" programme through the East of England Development Agency. With a total project cost of £779,382 of which £311,753 is from ERDF, Easier is designed to support SMEs in the East of England region to reduce their carbon output, and become more energy-efficient and competitive as a result.

"We are delighted to be working in partnership with Exemphas and The Building Research Establishment on this exciting new project," said Dr Mike Page, Easier project leader, University of Hertfordshire.

"Our primary objective is to help SMEs in the East of England to reduce their carbon

emissions by between 10% and 20%. This will help the region in achieving its carbon reduction targets."

Eligible SMEs in the region will receive up to 14 days of specialist, tailored environmental consultancy paid for by the Easier project.

Through the project, Green Potential experts provide specialist advice in the following stages:

- An environmental audit and the calculation of the SME's carbon footprint;
- The identification of carbon reduction and money-saving opportunities;
- An action plan, identifying the key measures which should be followed to achieve the target carbon reduction;
- The recalculation of the SME's carbon footprint, and confirmation of its reduction.

To take advantage of the Easier project for your organisation, call 0845 60 20 101 or visit www.greenpotential.co.uk for further information.



City textile incubator is a reality

Pocktorian Textiles, the textile incubator for Norwich which was described in last month's edition of The Chronicle, opens on December 1 on the first floor of the Loose's building in Magdalen Street.

The incubator consists of a workroom/studio (with heat and light, and toilet and kitchen access) that will eventually contain all the equipment needed for taking fibre to finished products, along with a sales room.

The aim of the incubator is to make it possible for aspiring designers to start their businesses without large initial equipment and space costs and to give local designer/makers a selling place for their work at a commission that leaves them with most of the profit from the work.

Up to five designer/makers will share the studio and the equipment it contains as well as their various expertises, their inspirations,

and their design opinions.

The cost of being one of the studio residents is £50 a month. Local designer/makers who work elsewhere are welcome to have their work shown and sold in the sales room at a commission of only 10%.

Local materials for your own designs and makings (such as local wool and roving, alpaca yarns, handspun yarns and natural dyestuffs) will also be sold in the sales room. Nothing will be sold that is not raised, grown, designed and/or made locally.

If you are a designer/maker who would like to be one of resident designers, non-resident designers, or if you are a handspinner or dyer who would like to have your work sold at the incubator, call Donna Carty on 01603 431273 or 07913 368869 (or e-mail djcpoland@aol.com).

Your news makes our headlines

WEETU wants The Chronicle to capture your success stories – so that WEETU women create the headlines and help to spread the word about our services and achievements in Norwich and the wider Norfolk community.

Please keep us up-to-date with how your lives have changed thanks to the WEETU experience and let The Chronicle know your news and views. We also want to hear what content you'd like to see in The Chronicle every month: the things that interest you and will

help you in your daily working life. All contributors should send their news and views to our special Chronicle e-mail address: thechronicle@weetu.org. The next deadline is December 21.

Founded in 1987, WEETU helps women to take control of their economic lives through advice, training and support to develop employment and enterprise opportunities. It is based at 2 Redwell Street, Norwich. Call 01603 230625 or visit www.weetu.org.

Alexis has just the right advice

Helping small and emerging businesses to market and publicise themselves is the main aim of FURTHERMORE Marketing Consultancy – a new Norfolk-based business launched by Alexis Brackpool.

"We believe many local start-up companies could benefit from down-to-earth practical advice and hands-on help in publicising what they do," says Alexis, director of FURTHERMORE.

"Most small and emerging businesses can't afford traditional marketing consultancy fees at the same time they are starting up. FURTHERMORE was conceived to provide accessible and practical advice designed for small budgets but tailored to the specific needs of the client."

FURTHERMORE is the brainchild of Alexis who, after having two children, decided she no longer wanted to fight city traffic and miss the opportunity to pick her children up from school - which seemed to be the lifestyle offered to most employed career women.

Instead, Alexis now runs FURTHERMORE from a quaint cottage in the picturesque



ALEXIS BRACKPOOL: New Norfolk venture.

North Norfolk country village of Worstead.

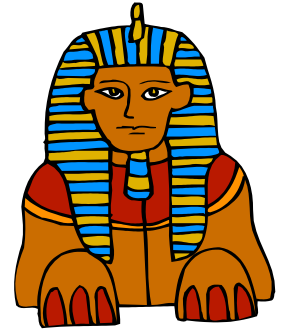
"I wouldn't have been able to get where I am today if it wasn't for the support offered by organisations such as WEETU. Their support has been a massive boost to my confidence – thank you very much!"

Many new companies have a fantastic offering but simply cannot get their message across to the right customers at a cost they can afford. Alexis offers a complete package – business planning, marketing strategy development, advertising and publicity – to help these emerging businesses to reach their target customers while also considering budget constraints and time-scales.

FURTHERMORE offers a free initial telephone consultation to identify the needs and potential benefits of working with small and emerging businesses. Call 01692 535432 or 07789 777692.

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Party fun with flavour of Egypt

Sahara House in Norwich is organising a Christmas party for people interested in discovering more about Egyptian art and culture – and having fun.

There will be an Egyptian drumming performance from top London percussionist Abraham el Minyawi and traditional Egyptian dancers from all over East Anglia. It's a fancy dress party with no particular theme and prizes for the best costume.

The event is on Saturday, December 12, from 7pm to 11pm at the Belvedere Community Centre, Belvoir Street, Norwich. The organiser is Sahara House in St Benedict's.

Tickets cost £12 each in advance or £15 at the door. Nibbles and bar drinks will be available to buy on the night. Booking is essential.

To book, please e-mail azza@saharahouse.co.uk or call 07783 124381.

Need to talk?

Running a business? In need of some help and advice? WEETU can offer one or two hours of advice and information from one of our experienced trainers on a topic of your choice. Accessing this help is easy and free through the Business Link Voucher scheme. Call us for more information.

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Pick & Mix sessions help you to find work

Choose from our various
Pick & Mix Employment
Skills Workshops:

Confidence Building

What is self-confidence and how can you tap into your inner strengths to develop yours? A supportive and non-threatening workshop to help you improve your self-esteem and learn methods of dealing with situations that make you feel uncomfortable. Ideal if you are planning to return to employment, or simply if you just want a boost!

Assertiveness

What is assertiveness? What are the key elements of this behaviour? Why do we stop ourselves from being assertive? Which learnt behaviours stop us dead in our tracks from being assertive? What is the fallout from not being assertive? Find out the answers to these questions and more on this workshop.

Identifying Your Hidden Skills

We all have skills developed out of the workplace that can be transferred into employment – but what are they? This session will help you understand what transferable skills you possess and how they can help you into a better job.

CV Workshop

What makes an effective CV? What do employers want to see? How can you make your CV stand out from the rest? Learn how to create a CV for yourself that will get you to the interview stage for that job.

(More workshops are listed in the panel on opposite page)

Workshops and courses

Personal development

LaunchPad

An exclusive personal development programme for women. This will help you to examine your life and time at home and at work and discover ways of feeling more in control, begin to understand yourself and to take action for change. Five sessions of five hours held once every two weeks. The goal-setting workshop for LaunchPad is a prerequisite to attending this course.

SkillStation

An 'Introduction to the Modern Office', this course comprises one four-hour session a week for four weeks. You'll learn how to deal with office politics and processes, and familiarise yourself with a typical workstation, IT applications and how to get organised.

Make Money Work

A new financial capability and employment project open to all women who are unemployed or economically inactive. It covers borrowing and credit; budgeting; dealing with debt; prioritising debts and bills; bank accounts; financial jargon; making the most of money; and financial implications of returning to work.

Return to Study

A free workshop for women living in Norfolk and North Suffolk offering support to produce an action plan that will help you if you are considering returning to study or training. Identify gaps in your skills set, increase your knowledge of learning opportunities in the local area, identify a learning provider appropriate to your learning needs and skills gap, and

produce an action plan to overcome barriers to returning to study. One-to-one advice sessions are available following this course.

Get into Work

A free workshop for women living in Norfolk and North Suffolk offering support to produce an action plan that will help in seeking employment. Compile a list of resources and service providers available to support you into work, be able to identify relevant information required for a comprehensive CV and cover letter, demonstrate knowledge of the key factors in filling in application forms and complete a SMART action plan. One-to-one advice sessions are available following this course.

Enterprise training

Is Enterprise for Me?

If you have an idea for a business we can help you make it a reality. Is Enterprise for Me? enables you to produce a feasibility study of your business idea and make sure you've done all the things needed to make it a success. Six sessions of three hours, this award-winning course offers an OCN Level 2 accreditation.

First Steps into Business

Do you live outside the Norwich City Council boundary? Are you thinking of starting your own business? If your answer to these questions is "yes" then sign up for one of WEETU's newest workshops – First Steps into Business. This free session will give you information on where to go and who can help. Places are limited so call and book your place as soon as possible.

**Enterprise training course details
continue on Page Five**

Make a fresh start in the New Year

As reported on the front of The Chronicle, WEETU is now a 'delivery partner approved centre' for Training Consultancy Home Counties. We are therefore able to offer, from January 2010, Practical Skills for Business.

This programme is available to women living anywhere in Norfolk or North Suffolk and is fully funded to those who are not working, working fewer than eight hours a week, or who are under notice of redundancy (please call the office for details if you're not sure whether you qualify).

WEETU is the only agency approved to deliver this programme in the Norfolk and North Suffolk area. This is an accredited course at Level 2

with NCFE (Northern Council for Further Education) and also offers the chance to gain a further Level 3 qualification via the Chartered Management Institute.

If you are considering self-employment and have an idea for your business, this will support you to develop it all the way through to creating an effective business plan and beyond. Training is via a series of workshops and one-to-one support.

If you are interested in this programme and think you might qualify for a place, please call the WEETU office on 01603 230625 as soon as possible. We expect this to be an extremely popular course, so don't leave it too late!

Giving you Skills for Business

(Continued from Page Four)

Enterprise Circle Day

This workshop is available to all women. Learn about WEETU's enterprise circles, which are small network groups aimed at new business-women. The workshop also covers access to WEETU's loan fund and other areas of finance.

The following WEETU workshops are aimed at new and existing self-employed women. Funded and part-funded places are available. Each Skills for Business workshop is delivered by one of WEETU's expert female trainers. Content is aimed at women who have identified the feasibility of their business idea and want to move on to the next stage or who are in the early stages of setting up their own business and need some support. Choose from:

Sales Skills

One five-hour workshop to help you understand the concepts of selling, how the sales process works, plan your sales strategy and achieve your business targets.

Marketing Skills

Learn to understand marketing principles and use them to develop a marketing strategy for your own business. One session of five hours.

Cashflow & Final Accounts

Develop an understanding of business accounts and learn how to produce them for your own business. Understand the principles of managing cashflow so you can apply these in your own business. One five-hour session.

Costing & Pricing

Understand the different types of costs and the impact they can have on running your business. Learn what factors affect the prices you

can charge and how you can develop a pricing strategy to ensure your business is profitable.

Business Planning & Contingency

Learn what goes into a business plan and identify what yours should include. Consider the importance of contingency planning and how it can help in avoiding problems. You will benefit most from this session if you have already attended the others, as you will have most of the information you need to start completing your business plan straight away.

Practical Book-keeping for Small Businesses

Understand different options for structuring your company. Recognise which financial systems are right for you. Know how to organise your information and keep the right records. Understand how to complete a self-assessment tax return. Know what expenses are claimable. Understand the basic principles of VAT and managing a payroll. One three-hour workshop.

I Want My Own Website

A three-hour workshop to help you understand what makes a good website. Know why a bad website is worse than no website! Understand the importance of appropriate layout, design and create your own website pages using free materials and understand the principles of editing and how keep your site up-to-date.

Selling Online

If you want to sell your product or service online, this session will help you identify resources to drive customers to your website. You will also understand the pros and cons for selling online and consider the different payment methods available by attending this three-hour workshop.

If you're interested in attending any of our courses or workshops, please call WEETU on 01603 230625 or e-mail admin@weetu.org.

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Pick & Mix sessions help you to find work

Customer Service Skills

Are you considering applying for or actively looking for work in roles involving customer service skills? This workshop will develop your knowledge and skills and also help you deal with questions on customer care in job interviews for positions in the service sector. It is also a very useful addition to your CV.

Effective Application Forms

Have you ever been deterred from applying for a job because the application form was so long or complicated? What sort of language should you use? How much detail should you include? What goes in each section? Learn how to tackle these and other challenges so that you can present yourself at your best.

Interview Skills

Attending an interview can be a daunting experience. Learn how to combat nerves and be successful. Be prepared, dress for success, body language, likely questions, how to make a positive impression and get the job you want.

Goal-setting

Do you feel you're not getting anywhere? Attend this new workshop to understand the importance of setting goals so that you can achieve.

WE'RE HERE TO HELP!

As you can see from these pages, WEETU offers a wide range of courses and workshops. Some women might still be confused as to which kind of training is best for them — or nervous about joining a course. Please pick up the phone and call us on 01603 230625 for a chat. We're here to help!

Some key dates for your diary

December 4 – Interview Skills
December 5 – Costing & Pricing
December 5 – Goal-setting for LaunchPad
December 7 – Sales Skills
December 9 – Goal-setting for LaunchPad
December 10 – Goal-setting for LaunchPad
December 14 – Business Planning
December 14 – Customer Service
December 16 – Centre Meeting

January 5 – CV Workshop

January 7 – Goal-setting for Pick & Mix
January 8 – Is Enterprise for Me?
January 8 – Return to Study
January 11 – SkillStation
January 12 – Confidence Building
January 15 – I Want My Own Website
January 16 – Enterprise Circle Day
January 19 – Hidden Skills
January 21 – Marketing Skills
January 23 – SkillStation
January 28 – Sales Skills

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'Thinking power' will boost your business

Imagine having some of the best business brains around YOU and working for YOU!

Brains-Trust will give you big company management solutions for your business by providing you with your own board of directors (maximum 12 people) that meets once a month for four hours to share ideas, gain valuable advice and solve problems in a structured, yet creative way.

The first mastermind group that Brains-Trust will be running in the New Year will be on January 19, 2010, at the Ravenwood Hall Hotel, Rougham, Bury St Edmunds.

This is a great opportunity to see how a mastermind group works, so if you would like to participate, please contact Alex Parr on either 07547 023780 or alexparr@brains-trust.co.uk to reserve your place as soon as possible to avoid disappointment.

Join our free online listings

Lots of you have taken advantage of our free online Business Directory and we now have more than 120 women-owned businesses advertising on the WEETU website. If you'd like to take advantage of this marketing opportunity contact the office.

Don't forget to check the directory (www.weetu.org/business_directory.php) to see if you could take advantage of any services offered and support local businesswomen.

Training room in great location

WEETU now offers a room for hire for training, meeting or seminar purposes at our premises in central Norwich.

The room is suitable for 10 to 20, depending on layout; a whiteboard and flipchart stand are provided and additional resources are available on request. Refreshments are also available.

Our premises are close to public transport and city centre parking, and the room is available at excellent rates. See below:

Air-conditioned room, including set-up as required, whiteboard and flipchart stand, jugs of water, folder and pen for each delegate:

– £50 per half day (9-1 or 1-5)

– £90 per full day (9-5, with access available from 8.45). Weekend rates may be higher.

Flipchart pads – £7 each.

Laptop and projector (set up and ready for use) – £20 per half day or £35 per day

Selection of teas, coffee and biscuits, served in the room at a time of your choosing – £1.25 per head, per serving. Jugs of water are provided in the room throughout the day.

You are welcome to arrange for lunch to be delivered by an external caterer. Call 01603 230625 for availability and bookings.

Loan fund could get you up and running

Don't forget that a six-figure pot of cash is awaiting Norfolk women keen to launch businesses – all thanks to WEETU.

Jeanette Flemons holds the key to a loan fund totalling £120,000 and wants to hear from women across the county who need funding to kick-start fresh ventures or develop existing businesses.

Jeanette, Enterprise Support Officer at WEETU, makes loans of anything between £250 and £2500 through the Full Circle programme. In the past 11 years, the fund

has helped 115 women with loans totalling more than £100,000.

"We want more women to be aware of WEETU's Full Circle loan fund, which really can prove invaluable and make all the difference when it comes to getting a business off the ground," she says.

Women can apply for loans if they join one of WEETU's Enterprise Circles, groups of four to six women who provide peer support. For more information on Full Circle, call the WEETU office.

Memories from 21 Years of WEETU

1996 – Louise Richmond

I started with WEETU in 1996 as a volunteer while I wrote my MA dissertation on WEETU's enterprise support services – and then became a full-time employee.

Through WEETU I gained much experience of the voluntary sector, fund-raising, training, organising events, administration and areas such as team-building through changes. I had to work very hard!

I now job-share as general manager of Norfolk and Norwich Families' House, a registered charity founded in 1994, which



aims to improve the quality of life in Norfolk for vulnerable children and their families.

Don't fall into the festive debt trap

Christmas is a time of giving, but you don't want to give yourself a headache in the New Year with bills and debts you can't afford. It's all too easy to overspend – there are tempting offers and pressures to buy, but you must decide how much you can afford before you start spending.

Plan early for Christmas

Be realistic and budget accordingly. Work out how much you are going to spend on each person – and stick to it.

Don't forget the everyday bills

Remember that rent, the mortgage, utility bills, food bills and other existing debts still have to be paid – and the consequences can be severe if they're not. Even though it's Christmas, get your priorities right.

Don't bank on an overdraft

If you do need more money, don't just run up an overdraft without talking to your bank first – it will work out much more expensive.

Keep things simple

If you can afford to pay for goods outright by cash or debit card, don't be persuaded to take out extended credit agreements unless they really do work out cheaper.

Shop around

Try as many different places as possible to find the best price. Buy what you want and not what other people say you need. Be wary of extended warranties; the cost of a repair could be less than the warranty cost.

Buy safe to be safe

Whatever the temptation, don't buy from unauthorised traders and don't borrow from unauthorised lenders. The initial savings and convenience may prove to be a false economy.

Read the small print

Check for hidden extras in any credit agreement. Work out the total amount payable. Ensure that monthly instalments are within your budget before signing. Interest-free credit can seem attractive, but



CHRISTMAS FUN: But watch what you spend.

if you don't pay on time, or miss a payment, you could have to pay a lot more.

Do your own credit checks

If you are going to use a credit card, shop around and compare terms. Some cards charge high interest rates, but provide interest-free periods or discounts. Budget for all these costs and put the payment dates in your diary.

Be organised

There's a lot to remember at Christmas. If you've borrowed money don't forget that it won't be long before you have to make a payment. Make sure you pay on time, even if it is only the minimum, or you will be faced with additional charges.

Start planning and saving for 2010

Once Christmas is over, it's worth looking at what you did well and what you didn't. Learn from your mistakes and start planning how you will do things differently next year. This might also be a good time to start saving for next Christmas!

If you do get into difficulties due to Christmas overspending, get advice as soon as you can from your local Citizens Advice Bureau or visit www.adviceguide.org.uk.

WEETU

WOMEN'S EMPLOYMENT ENTERPRISE AND TRAINING UNIT

New face joins team

WEETU said a fond farewell to outreach worker Lisa Greening this month.

Lisa has been the voice of WEETU in the Crome, Thorpe Hamlet, Town Close and Lakenham areas of Norwich City, helping women to grow in confidence, find employment, start up in business and expand their community networks. We wish Lisa good luck and would like to thank her for all her hard work.

WEETU would like to welcome Paola Colombo, who has just started working with us and is eager to continue the good work in this part of Norwich. Paola has a wide range of outreach experience particularly in working with women and will be working closely with WEETU's other outreach workers, Lynne and Katie.

Paola will be based at the Jubilee Community Centre and you can contact her on 07814 441061 or e-mail Paola@weetu.org.

Phone scam

Police in Norfolk are warning people about a phone scam targeting council tax payers.

Officers have been called out following two incidents where tax payers have received a phone call from someone claiming to be from the council and offering tax refunds. The caller then asked for bank or credit card details.

Broadland Council sent out a similar warning recently following calls from worried members of the public.

THE Learning SHOP

Next time you're in Norwich, why not visit The Learning Shop in The Forum? They can provide free advice and guidance about all types and levels of education and training in Norfolk. For more information, visit the website www.learningshopnorwich.org.uk.

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Business Ideas Shop is a UK provider of business ideas. It offers an online market-place for your intellectual properties: business ideas, projects, patents, innovations, designs, new technologies, computer programs, franchises, advice, books, business services or premises. Visit www.ideasshop.net.