

Epping Forest Business Update: Marketing your business & access to finance (free event), Is your business event-related? Funding & training for your business

October 2010

FREE OF CHARGE SEMINAR FOR ALL LOCAL BUSINESSES:

- HOW TO USE SOCIAL MEDIA TO GENERATE NEW BUSINESS
- FIND OUT ABOUT FINANCIAL ASSISTANCE AVAILABLE THROUGH BANKING ON ESSEX & A GRANT SCHEME SPECIFICALLY FOR RURAL ENTERPRISE

NORTH WEALD GOLF CLUB, 14 OCTOBER FROM 6.00PM UNTIL 8.30PM

Business feedback from previous events has shaped the programme for this evening event being delivered by Epping Forest District Council and partners. The evening's lead speaker, Steve Clarke, will explain how you can boost your business through highly effective and targeted social media marketing such as Facebook and Twitter.

Guests will also be able to find out more about Essex County Council's Banking On Essex scheme and also a scheme called Rural Development Programme for England (RDPE). For more on both of these schemes see the bottom of this update.

Places are limited and booking is essential - bookings can be made online at <http://eppingforestbusinessbriefing141010.eventbrite.com/>

The event is free of charge to Epping Forest businesses but booking is essential for catering purposes.

IS YOUR BUSINESS EVENT-RELATED?

There are many events in Epping Forest and these are likely to increase over the next few years. In order to ensure that the businesses of Epping Forest are the first to benefit, we are creating a database that can be shared with all event organisers – shows, markets, speciality events, festivals. So if your business is event related at all – catering, printing, security etc or if you might want to have a stall please let us know. If you are interested please email ywillis@eppingforestdc.gov.uk for a short form so we can capture all your details.

SOMETHING FOR EVERYONE IN ENTREPRENEURSHIP WEEK, 15-21 NOVEMBER

As part of this forthcoming week an exciting range of activities are being planned across the West Essex area, which are open to businesses and individuals across Epping Forest district. Proposed events include:

- Free of charge visual merchandising training in Epping Forest district for local retailers
- An drop-in Enterprise Shop in Harlow providing advice to anyone who might be thinking about starting up in business
- A day dedicated to Social Enterprise.

The programme is due to be launched shortly – email vwillis@eppingforestc.gov.uk to ensure this reaches your inbox as soon as possible.

EEDA OFFERS £3,000 INNOVATION VOUCHERS FOR SMALL BUSINESSES

Local businesses with innovative ideas can access highly sought after university expertise with a new East of England Development Agency (EEDA) 'Innovation Voucher'. EEDA has set aside a fund of £250,000 for small to medium-sized enterprises based in the East of England to access up to £3,000 worth of one-to-one collaboration with the region's top universities and research institutes – to help develop, challenge and improve projects in the pipeline. The vouchers are available free of charge, on a first come first served basis (with an ultimate deadline of 30 November 2010). For more information visit http://www.bizmapeast.co.uk/finance/grants/innovation_vouchers.aspx

BUSINESS SUPPORT WANTED FOR LOUGHTON FESTIVAL 2011

The organisers of the Loughton Festival 2011 are looking to work with businesses in the Epping Forest District Council area to make the event even better than the 2010 Festival. [More details of 2010 Festival](#)
Contact 2011 Festival Organisers by [email](#)

FREE LEADERSHIP AND MANAGEMENT TRAINING

The Leadership and Management programme offers up to £1000 of funded training for company Directors and Senior Managers of companies (with between 5 and 249 staff or volunteers). It also includes funding for leaders of charity, voluntary or not for profit organisations. For more information and to apply visit: <http://www.tchc.net/training-services/leadership-and-management>

BANKING ON ESSEX

Launched in 2009, Banking on Essex is a lending framework providing secured or unsecured loans of up to £100,000 over periods of up to 5 years and overdraft facilities of up to £100,000 to eligible businesses in Essex.

The unique lending model set up to support viable small businesses in Essex is delivered in association with Santander Corporate Banking. The initiative was established to provide a more traditional form of banking, one that makes lending decisions based on viability and local knowledge, looking at the whole businesses and not just relying on a simple credit score. To find out whether your company is eligible, why not visit www.bankingessex.com

The Banking on Essex team will be on hand on 14 October to answer questions and provide guidance to local businesses on the business support available from Essex County Council. So why not come along and see how Banking on Essex can help your business grow.

RURAL DEVELOPMENT PROGRAMME FOR ENGLAND

The Rural Development Programme for England (RDPE) is partly funded through the European Agricultural Fund for Rural Development and through funding provided by Defra.

Funding is focused around the following seven themes:

- business efficiency;
- new markets and products;
- new businesses and enterprises in the rural economy;
- resource protection;
- conservation of the natural built and historic environment;
- access and recreation;
- rural community capacity.

The programme is primarily focused upon supporting the agriculture, food, farming and forestry sectors, though does support projects in the wider rural economy and community. Find out more about this funding at the event on 14 October. Alternatively visit www.easternplateau.org.uk (which is due to go live shortly) or telephone 0844 854 6994.