

Business INSIGHT

ISSUE NUMBER 9

Home Page - <http://www.surreycc.gov.uk/epsombc/biznsite.htm>

FEB. 1997



BACON & WOODROW



Epsom Coaches



SPRUCE LIMITED

WORK ACTION
TRAINING SPECIALISTSEPSOM & EWELL
BOROUGH COUNCIL

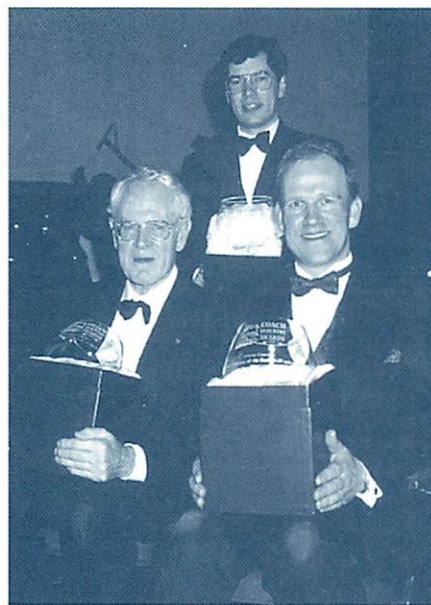
WELL DONE EPSOM!

5 Finalists in the 1996 SURREY BUSINESS AWARDS

It's official, things are looking up for Epsom & Ewell. The past year has seen a host of new businesses open in the Borough, with a visible growth in retail and licensed trade business in Epsom Town Centre itself. A recent article in *Caterer & Hotelkeeper* magazine cited Epsom as: "...a boom town for restaurant and pub development."

Evidence of the efficiency and innovation of many of our businesses came at the end of last year, when five local companies were announced as finalists in the Surrey TEC Business Awards 1996. The winners were announced on Tuesday 19th November when more than 450 guests attended the largest ever Awards Gala Dinner at the HG Wells Suite in Woking.

The glittering occasion was hosted by TV presenter Anna Ford along with former Director General of the CBI Sir John Banham. ■



EPSOM COACHES

The Council was pipped at the post for the Energy Efficiency Award by Epsom Coaches. Roy Richmond is Chairman of the company which was formed 77 years ago by his father. The firm recently won the Coach Operator of the Year Award, and are thrilled with their current run of success. Roy said: "To be judged foremost in an industry of 4,000 operators is a great honour. To then be recognised for our environmental policy as well is fantastic, and a tribute to every member of staff."

Epsom Coaches runs a fleet of 32 coaches and 18 buses from its base in Blenheim Road, handling 22,000 bookings a year.

"Well done to Epsom Coaches from EEBC!"

Well Done to the following

Energy Efficiency Award
Sponsored by Seeboard

Winner:

Epsom Coaches
Blenheim Road, Epsom

Runner-up:

Epsom & Ewell Borough Council

Business in the Community
Award, Sponsored by
HG Wells Suite, Woking

Joint Winner

Work Action CIC
Depot Road, Epsom

Competitiveness Award
Sponsored by
Business Link Surrey

Runner-up:

Spruce Limited
Pound Lane, Epsom

Innovation Award
Sponsored by Muratec
and Surrey Research Park

Runner-up:

Bacon & Woodrow
Ashley Road, Epsom

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- ✓ Moving to Moscow with 
- ✓ Personal telephone numbers
- ✓ Community Safety News
- ✓ New Business Centre

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EPSOM & EWELL
BOROUGH COUNCIL

LOCATION STRATEGY MANAGEMENT

In today's busy office environment, moving desks from one part of the office to another can be a stressful experience, let alone moving an entire company to another part of the UK - or even abroad! Martin Gavin talks to Richard Pugh of Location Strategy Management Ltd. - a company at the very forefront of large-scale relocation.

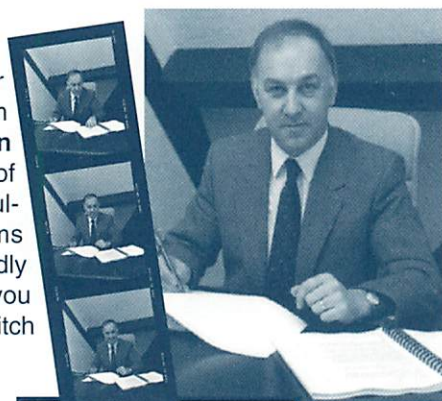
Even the thought of such a move is enough to keep most bosses awake at night for a month. However there is a company based in Epsom which will do it all for you. **Location Strategy Management Ltd.** is one of only a handful of professional consultancy and project management firms offering a similar service. It's a friendly 'hands-on' service from the moment you first think about moving to when you switch on the PC's at your new office.

With a client list including Federal Express, Europcar, Pegasus Software and Kimberly-Clark, LSM has to be willing to operate as an international player, while at the same time favouring Epic House in Epsom as an ideal site for its Head Office.

Richard Pugh is LSM's Managing Director, and serves on the Committee for the DTI's European Gateway Initiative.

In common with colleagues on the Management Team, he has over 20 years' experience in facilities management, plus a career in construction before that. I asked him how he views the challenge of a new client with new and individual needs. "There isn't a formula in this business," said Richard. "Every client is different, with distinct needs, and our philosophy is simple. We will help you to find, build, fill and staff a new site. You cancel the milk on Friday evening, and on Monday morning you pick up the phone at your new desk. We endeavour to make it this easy, and so far it's worked."

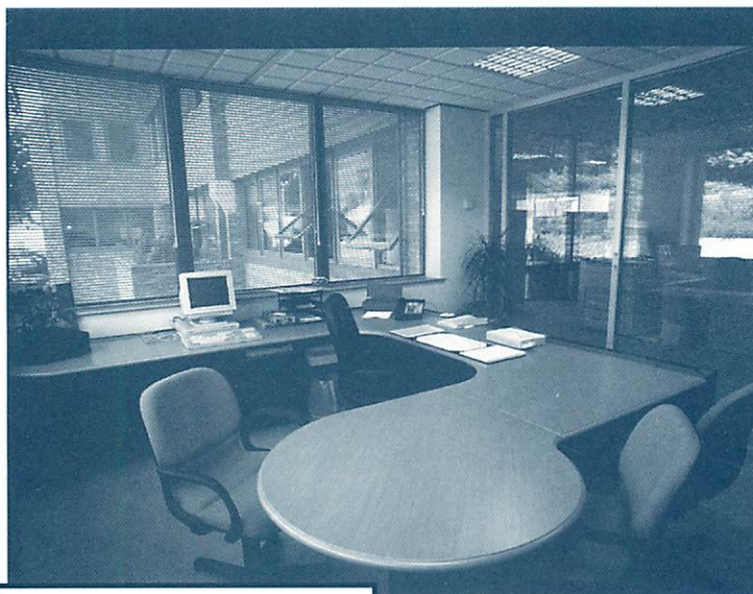
Richard is keen to take advantage of the current opening which exists for British and American companies in Europe, and is determined that his organisation will be at the heart of this



Richard Pugh
Managing Director of LSM

new era in international business. Apart from addressing seminars in the UK, Europe and The United States, LSM is currently working in the former Eastern Bloc. "Europe offers fantastic opportunities to those companies willing to take part," said Richard. "I can see more and more of our business coming from mainland Europe, including Eastern European countries, as business people become aware of the immense opportunity which exists there."

"Our philosophy is simple, you cancel the milk on Friday... and on Monday morning you pick up the phone at your new desk."



Europcar Offices in Watford
Designed and fitted by LSM

For Richard one of the most challenging aspects of corporate relocation is personnel. "It's all very well transporting tables and chairs around the world, but news of a major relocation can come as a bombshell to staff and their families who may be asked to move hundreds of miles from home, or face losing their jobs."

LSM undertakes extensive research to deal with these issues and answer questions which directors may not have considered, such as availability of

shopping and educational facilities. Even when a relocation is planned with employee welfare in mind, the organisation can quickly become ridden with rumour and resentment. Making certain that the correct communication channels are in place to ensure employees understand why the move is taking place is an essential part of the service. LSM is working in a field which is growing each year. It is now a successful and securely established company, based in a town with a bright future - what a great combination!



Call (01372) 739222
e-mail - lsm@btinternet.com

EWELL CHAMBER HAS NEW LEADER

Ewell Chamber of Commerce has appointed former Vice Chairman George Chinery as its new Chairman. George is looking forward to his new role and intends to continue with successful schemes like SHOP THE VILLAGE. The Chamber worked with the Council's Economic Development Committee to introduce free parking for one hour. This scheme is now to be extended until the end of March.

George believes in the value of a strong Chamber and says: "It's in everyone's best interest to keep-up-to-date on what's happening. Many hours are spent by committee members attending meetings on local issues for the benefit of all. We are always looking for new members so please get in touch." For more information please call Francis Masters, Secretary on (0181) 643 4063.

ON ONE NUMBER - FOR LIFE

Personal numbers are proving to be an increasingly important marketing tool according to David Benke of Epsom's Executive Communication Services.

David's firm is the local agent for *The Personal Number Company* and can provide a range of memorable numbers such as **07000 VIRGIN** as used by Virgin Atlantic Airlines.

David is able to equip clients with one telephone number which can then be used anywhere in the world and stays with them for life! He says: "The service has proved useful for doctors, nurses and social workers who want to work from home,

whilst keeping their home telephone number private. They can simply connect to the service and calls are automatically diverted without the caller knowing where the phone is being answered, or on what number."

In addition to the above innovation there is a range of additional services on offer including:

- International Call Diversion
- Global Messenger Service
- Travel Fax Service

Further details of the Personal Number service are available from David Benke on (07000) 781086 or Fax on (07000) 781087.



Federation of Small Business with John Walker

**ATTENTION!
GRANT ADVISORS
STILL CALLING**

I lead again with the continuing matter of Grant Advisors calling on businesses. As a rule, there is **NO GRANT MONEY** for businesses in the South East region of the UK apart from a few specialist situations. Information on these can be obtained **FREE OF CHARGE** from the Business Link Surrey on: 0345 494949.

The Search Fee charged by these firms is normally £350 to £450 and is paid up-front! The companies

say that the fee will be returned if they are unsuccessful. In practice no one ever receives this refund due to wording in the small print. **DO NOT** pay for services such as this up-front, regardless of how good the salesman appears to be!

At our regional AGM recently we heard an impassioned speech from Lord Stoddart on the subject of European Union. In a poll taken at the meeting, the support for no further transfer of authority to Europe was unanimous. In January the FSB's National Council called for a Referendum to be held on the same day as the General Election.

Finally, in 1997 the FSB membership should pass 100,000 for the first time, making the organisation the largest independent voice for small business in the UK.

TOWN HALL IS OPEN FOR BUSINESS!

The Old Epsom Town Hall is now home to the Epsom Business Centre, opened with the intention of providing a single point of contact for local businesses seeking advice, information and support.

Users can access a wide range of facilities including:

- Surrey Business Enterprise Agency
- NESCOL Training
- Advice on crime prevention
- Guidance on environmental issues relating to business

Conference Facilities are also available to local firms, which could prove useful to companies who perhaps do not have the space to undertake large presentations on-site. **Please call (01372) 749211.**

Later in the year, we plan to add a Business Link Access Point offering access to the vast range of information which Business Link Surrey provide. The range of services available at the Centre will grow rapidly, under the overall co-ordination of Patricia Smith, the Borough's Economic Development Officer. In the near future there will be advice regarding business

crime initiatives, health and safety issues and other Council services which businesses may need.

Another major proposal is the opening of a telecentre service in the Town, available to all local business people and particularly those working from or running their own business at home. The Borough and County Council are working together with the private sector to prepare a bid for Government funding to turn this idea into reality.

If any business out there can help with support of any kind, please call Graham Petty at the Town Hall on 01372 732102

COMMUNITY SAFETY NEWS

MEETING DATES

Epsom Police Consultative Group
Town Hall, Epsom
5th March at 7.30pm
Discussing Community Mediation issues and the role of Traffic Wardens

Epsom Sector Police Working Party
Epsom Police Station
17th March at 8.00pm

UPDATES

Response to the Business Crime Survey carried out by the Council during November has been excellent. The results will be available at the end of February and will identify major concerns of businesses, and the areas where further attention is needed. Representatives from the local business community will be invited to consider the findings and help develop an action plan.

Don't forget the closing date for nominations for the Crime Prevention Panel Awards is 31st March 1997. The awards are sponsored this year by **National Westminster Bank plc**. If you would like to nominate an individual or an organisation for an award please contact Vicki Dixon, Community Safety Officer on (01372) 732133.

<http://www.surreycc.gov.uk/epsombc/commsafe.htm>



RATE RELIEF FOR CHARITIES

We would like to thank one of our readers for writing in with a query regarding Business rates for unoccupied premises. Since 1990 money collected through business rates is Government revenue. The Council now acts as collector only, and is obliged by law to collect half rates on empty premises. Charitable organisations are entitled to 80% relief with a further 20% off at the discretion of the Council. Normally only organisations which can clearly demonstrate a benefit to the community will receive support in this way such as Princess Alice Hospice or local Scouts and Guides. Of this extra 20% discount, the Council must pay 75% to the government. ■



WANTED

VOLUNTEER CO-ORDINATOR

To assist with the running of the new Business Centre

We need someone with a wealth of business experience who would relish the chance to help us, on a volunteer basis, to run the Centre. The skills required include the ability to relate to and understand the needs of businesses, particularly for people running their own small businesses who are working hard to develop and grow, or indeed just survive in a competitive market. You will need a *can do*, practical approach to helping people to get the information and support they need, and also have the skills to help us to co-ordinate the different services and organisations that will be available from the Centre. If you fit the above description, have a basic understanding of computers, and would like to help others to get started, please contact:

Patricia Smith, Economic Development, on (01372) 732522

NUMBER CRUNCHING

One of the biggest headaches for any small business is the paperwork. This burden may be increased with the advent of Self-Assessment as business people need to keep more detailed financial records.

A.P. ACCOUNTS is a small local company offering a complete book-keeping service from starting up proper records to draft final account preparation.

To find out more contact Alyson Porter on (0181) 393 4982.

BUSINESS PARKING

No Parking!

The Council's Parking Services Department is delighted with the response following the lead story in issue no.5 of *Business Insight*. From the results of the Council's Business Needs Survey in 1995, it was apparent that many local firms had serious difficulties providing adequate parking for their staff.

Car Park Full

In order to help solve this problem the Council initially made available a number of spaces in the Hook Road Car Park and invited businesses to get in touch if they would be interested in holding permits for their staff to use the car park on a daily basis. The scheme proved so popular that it was extended to include Depot Road and Upper High Street Car Parks which are both now full. There are still some spaces available at Hook Road, although one local firm has already expressed interest in taking a further 100 spaces in addition to the 40 they have at present.

Just a Few Spaces Remaining

With the remaining allocation of spaces now limited, any business wanting to book spaces in the Council's Car Parks should contact Parking Services immediately. Details of availability, costs and location can be obtained from Mrs. West on (01372) 732351.

HELP LINES

Business Link Surrey - 01483 713300

Surrey Business Support & Economic Development Office

0181 541 9602 - Jeff Bartley
Advice from local economic statistics to vacant properties

Department of Social Security
01372 734600

Department of Trade and Industry
01737 226900

Business Link Signpost
Freephone 0345 567765

Epsom Chamber of Commerce
01372 271323 - Jill Croydon

Ewell Chamber of Commerce
0181 394 0095 - George Chinery

Federation of Small Businesses
01372 373682 - John Walker

HM Inspector of Taxes
0181 255 2000

VAT Advice - 01784 895600

Health and Safety Advice

0171 357 6554
10am - 4pm, Mon-Fri

Institute of Directors
(Surrey Division)

0181 773 2626 - Alexander Center

National Insurance Advice
Freephone 0800 393539

North East Surrey College of Technology

0181 394 1731 - Training programmes, some assisted by the Surrey TEC

Prince's Youth Business Trust
01932 820241 - Maureen Tory

To apply for funds and help get a business idea off the ground

Surrey TEC

01483 728190 - Training programmes, one free for new small start-ups

Surrey Business Club
01483 728434

Surrey Business Enterprise Agency
01372 749211 - Free advice for all starters and small businesses needing help

Surrey Trading Standards Service
Business Advice Line
01306 513101

Epsom and Ewell Borough Council

01372 732102 - Graham Petty - Assistant Chief Executive - Policy

01372 732522 - Patricia Smith - Economic Development Officer

01372 732341 - Maureen Jordan, Town Centre Manager

01372 732191 - David Hessen, Property Services Manager

01372 732404 - Shervin Nejand, Senior Environmental Health Officer

01372 732119 - Martin Gavin, Editor, Business Insight/ Publicity Unit

[e-mail address/Internet enquiries](mailto:msu.epsom.ewell.borough.council@dial.pipex.com)

msu.epsom.ewell.borough.council@dial.pipex.com - Fax (01372) 732109

The European

Please Call 01753-577877

Fax 01753-524644

The European Commission is currently looking for companies interested in supplying a particular product or service.

Firms which are interested should register their interest and the Commission will then contact these companies regarding specific calls for tender.

Applications are currently being sought for inclusion on a list of potential contractors for the maintenance and supply of security systems. The list will be broken into four categories:

- Development of access zones
- Access control systems
- Control and surveillance systems
- Maintenance of existing systems

On 14th April 1997 the East European Conference and Business Exhibition will take place in London. Many business people are showing great interest in this part of the world at present, recognising the great opportunities which exist. For more information please call Effective Technology Marketing on: (01472 699027).

Community Connections

Italian firm seeks wholesalers, importers or distributors for wooden furniture.
Ref: 412 BQJ

Portuguese company involved in the development of videotext, Internet pages and PC applications seeks a partner for joint development of applications. Also to act as a representative for UK products in Portugal.
Ref: 368 F9N