



Newark & Sherwood

**...a great place to do
business!**



Welcome to the third edition of Newark and Sherwood District Council’s Business E-Newsletter.



Following the lifting of restrictions on 19 July, the Economic Growth Team are looking forward to working with you in a post-lockdown world.

Over the course of the pandemic, NSDC has supported the local economy and our businesses by providing advice, guidance and a range of grants and support payments. In June 2021, total grants provided by Newark and Sherwood District Council surpassed the £50 million milestone. This includes £708,390 to 230 businesses since launching the Additional Restrictions Grant (ARG) and a further £6,628,752 to 930 businesses since launching the Restart Grants. Meanwhile, the total Local Restrictions Support Grants (LRS) and National Lockdown grants paid in Newark and Sherwood as of June reached £22,514,889.28

We’re committed to helping our local businesses grow and develop in the ‘new normal’. As part of this commitment, the Economic Growth team are staging exciting events including a recent webinar by Professor Kim Cassidy on ‘bringing high streets back to life’ and the upcoming Economic Growth Conference in October. The Economic Growth Team have also been working to set up a Teenage Market, which will take place on the 19 September alongside the Dragon Boat Race.

We thank you for your continued support, especially over these difficult 16 months, and we are keen to look forward with you to the post-Covid world.

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Good News Stories



The **Business Support Programme** was a new joint initiative launched by [Business Doctors](#) and [Invest Newark & Sherwood](#). It consisted of a 16-week course created to help entrepreneurs in the district create actionable, strategic plans which focussed on delivering business growth.

12 local business owners, all in their first 3 years of trading, were enrolled. Throughout the programme they were provided with the knowledge and support they needed to make sure their businesses developed firm foundations and were ready to advance to the next level.

Support was provided in the following ways:

- 24 hours of direct support from 2 experienced Business Doctors
- Weekly actions to stimulate business development
- Peer support from fellow entrepreneurs
- Key insights from expert guest speakers

Read two 'good news' stories from the Business Support Programme below:

Sue's Story



I worked in the hospitality industry for 20 years, then spent another 20 in the world of Public Sector IT. I knew I wanted to get back to working with food as I have always loved cooking and was excited to get other people cooking too.

I decided to open a Cookery School when a contract I was working on ended. Opening was scheduled for the end of March 2020 although of course, that didn't happen. I wasn't able to open until late September, then 5 weeks later I closed again for another lockdown. I was seriously considering my options when I learned about the Business Support Program at an online meeting of Newark Business Club.

I applied because I thought I had nothing to lose; it would only cost me my time and because I wasn't open, I had lots of it. I am so glad I did; the people I met, the knowledge gained, and the support provided over those 16 weeks have been invaluable.

Every session we had access to someone with specialist knowledge in their field (such as HR, GDPR or tech) and the option to have a further discussion with them. The fortnightly one-to-ones with our business coaches, David or Michael, were brilliant, even if it sometimes felt like a talk with the headmaster! Having your thoughts and decisions probed by an expert is tough, but absolutely necessary if you want to make a success of your business.

I am now open once again, starting to grow my business, and putting into practice what I learned during the program. I can now understand my market, identify my objectives, plan out the year ahead and properly scrutinise finances and costs.

The cookery school is doing well and I have a number of courses available. Currently I am planning a new course for complete beginners - those who can even burn water. Eventually I hope to have a mix of courses teaching practical everyday knowledge and more advanced sessions teaching something you might not need but have always wanted to make, like jam or chutney. Making edible presents for Christmas will also feature!

Discover more on the [Sue's Kitchen website](#)

Josh's Story



Away Day beers was born on a cold February night in 2018. While watching my beloved Ipswich Town lose I noticed the funky craft beer names on offer at the bar, and remember saying to my friends, "wouldn't it be great to order a pint of Boncho"? Boncho was an ex-Ipswich player who played in the 90's. As an avid football fan, the idea of him in beer form, as well as the potential for other football themed beers, became engrained in my head.

I had no background in brewing so I pitched my idea to different breweries across the country to work out if it was possible to get Away Days off the ground. Pheasantry Brewery at East Markham were the first to help, offering me great beer and insight into the industry.

At first, Away Days was very much a hobby. I had a good concept, but I was still working full-time as Education Lead at a mental healthcare hospital. In February 2020 I discovered I would be made redundant, and ultimately decided to give Away Days my full-time attention.

In October 2020, Away Days became my main focus, with the opportunity to attend the BSP arriving soon after. The timing was perfect as I had realised there were huge holes in my business knowledge: Cashflow? Marketing? Sales? I left every learning session having learned something that helped improve Away Days.

Being a one-man band, it can be very lonely at times, however the BSP sessions were a breath of fresh air. Sitting with, learning from, and chatting to other business owners helped me realise I wasn't alone in the daily struggles of running a small business.

The group and mentor sessions have provided me with great foundations to move Away Days forwards. My business has come a long way in a short time, and on low days I remind myself of all the new Away Days fans enjoying the beer and concept, including football legends such as Alan Shearer and Chris Kamara.

Now the Euros have finished, I will reflect on what worked well and not so well through the tournament for Away Days, before planning the next step. This will include a monthly subscription service, something that will bring more stability on a cash flow and stock management front, and also help to get more fans of Away Days involved in growing the business.

Find out more on the [Away Days Beer website](#)





Financial Support

Claim a £1,000 cash boost for every T-level hosted on a high-quality industry placement



Education & Skills Funding Agency

Employers can receive a £1,000 payment for each new T Level industry placement that begins before July 31, 2022.

This new qualification has been introduced as part of the government's reforms to revolutionise skills and technical education for 16-19 year olds. It combines 80% classroom study with 20% industry placement, and is the equivalent of three A-Levels. Students will spend 45 days (or 315 hours) with an employer. During which time businesses can generate the skilled work force they need for the future, and students can develop the experience they need to progress into well-paid jobs, further study or an apprenticeship.

Employers will be able to claim for up to 20 students for the available T Level subject areas from 27 May 2021 until July 2022. So, the maximum funding a single employer is eligible for is £20,000.

For information on eligibility and how to apply please visit the [Gov.uk website](https://www.gov.uk)



Invest to Grow



The University of Derby's Invest to Grow programme provides grants and loans of between £15,000 and £250,000 to private-sector business across the East Midlands to innovate, grow and create jobs which can be sustained for a minimum of three years.

For more information on eligibility, and to apply, visit the [University of Derby](#) web page.

NBV Enterprise Grants



Grant for Enterprise supports the growth or development of existing micro, small and medium-sized businesses based in Nottinghamshire, Derbyshire, Leicestershire and Greater Lincolnshire.

To discover more visit the [NBV Enterprise Grant](#) web page.

High Street Diversification Fund



£250 (match funded) is available to local independent retail and hospitality businesses - based in the High Streets and Town Centres - to support investment in e-commerce and the development of an online presence. Once the available funds are used, this grant will close.

For more information, or to apply, please visit the [High Street Diversification Fund application page](#)

Subscribe to GRANTfinder



GRANTfinder is Europe's most advanced grants and policy database. Its search engine operates across the public, private and voluntary sectors, identifying funding opportunities and Covid-19 relief schemes appropriate for your business.

To find out more please see the [GRANTfinder website](#)

GOV.UK



Search the Gov.uk business support page for free government advice about running your business, information on statutory rights and Brexit, and financial support for businesses affected by coronavirus.

To find out more visit [gov.uk business support webpage](#)

D2N2 GROWTH HUB



Supporting economic growth across Derbyshire and Nottinghamshire, D2N2 is one of the largest Local Enterprise Partnerships in the country. Its Growth Hub offers free, impartial advice to help you discover the right initiatives and resources to support and grow your business.

To find out more visit the [D2N2 growth hub](#)
Or phone: 0333 006 9178

Upcoming Events

Economic Growth Conference 2021

Friday 15 October 2021, 9.20am to 3.30pm

Newark Showground, Lincoln Road, Coddington, Newark NG24 2NY



Newark and Sherwood District Council is working in partnership with the Federation of Small Businesses, East Midlands Chamber and Rt. Hon Robert Jenrick, Member of Parliament for Newark, to support our local business community.

The Economic Growth Conference will provide businesses in the Newark and Sherwood district with an insight into what various experts expect believe will happen to our local economy in the future and offer an opportunity to discuss challenges and opportunities that arise from it.

The conference will bring together business leaders to provide you with keynote addresses, workshops and panel discussions to examine challenges as well as providing you with the opportunity to ask questions with those who have influence both locally and in Westminster.

To book your free place please contact: **Sue Natrass, Economic Growth Officer**, Newark and Sherwood District Council.

Email: susan.natrass@newark-sherwooddc.gov.uk **Telephone:** 01636 655277.

Agenda highlights include:

- 9.20am** Welcome **Rt. Hon Robert Jenrick, Member of Parliament for Newark**
- 9.30am** Keynote speaker, **Paul Scully, Minister for Small Business, Consumers and Labour Markets, and Minister for London Department for Business Energy and Industrial Strategy**
- 10.05am** Quarter 3 Economic Survey: **What is in store for the next 3 months?** Followed with your questions to our expert panel.
- 11.05am** **Parallel sessions** (choice of one of the workshops as below)
 Workshop one: **looking for help to move your business forward?**
 Workshop two: **upscaling your business, upscaling your workforce - Sustainable growth and economic prosperity**
 Workshop three: **building a healthy, happy and productive workforce**
- 1.00pm** Keynote speaker, **Professor John Hess, former BBC's political editor and broadcaster** - reporting from Downing Street to the local political scene and working for BBC One's "Sunday Politics".
- 1.25pm** **Parallel sessions** (choice of one of the workshops as below)
 Workshop one: **are you a viable company seeking a loan to grow, or simply in need of day-to-day finance for your business?**
 Workshop two: **international trade - benefits of international expansion**
 Workshop three: **skills development - providing bespoke skills training and development opportunities**
- 2.40pm** **Neil Cuttall, Business Manager - Economic Growth, Newark and Sherwood District Council** - How the District Council will work to enable economic growth
- 2.55pm** **Question and answer panel with key speaker**
- 3.20pm** Closing Remarks **Professor John Hess, former BBC's political editor and broadcaster**



Skills and Training	
D2N2 Webinar & Workshop Calendar, July – August	
	
<u>Marketing for SMEs on a Shoestring Budget</u> 27 July, 10am-12pm	<u>Boosting your LinkedIn Business Account</u> 27 July, 1pm-4pm
<u>HR Essentials for SMEs: Part 2</u> 28 July, 10am-1pm	<u>Getting Started with Telling Your Business Story Through Imagery</u> 29 July, 10am-1pm
<u>How to Write a Compelling Grant Application</u> 29 July, 2pm-4pm	<u>Getting the Most From Google Analytics: Part 2</u> 30 July, 10am-1pm
<u>Managing Your Paid Search Campaigns</u> 3 August 10am-1pm	<u>What's New in Email Marketing</u> 3 August, 2pm-4pm
<u>The Rapid Strategy Toolkit: Part 1 – Lean Approach and the Value Proposition Canvas</u> 4 August, 10am-1pm	<u>New to Importing or Exporting</u> 4 August, 2pm-3pm
<u>Getting Started with Employee Empowerment and Wellbeing</u> 5 August, 10am-12pm	<u>Elevating Your Instagram Business Account: Part 1</u> 5 August, 1pm-4pm
<u>How to use Images on Instagram and Pinterest</u> 10 August, 10am-12pm	<u>Implementing a Digital IT Strategy to Grow your Business: Part 1</u> 10 August, 1am-4pm
<u>The Rapid Strategy Toolkit: Part 2 – The Business Model Canvas and Testing Your Ideas for Success</u> 11 August, 10am-4pm	<u>Implementing a Digital IT Strategy to Grow your Business: Part 2</u> 11 August, 2pm-5pm
<u>How to Create a Cash Flow Forecast</u> 12 August, 10am-1pm	<u>Elevating Your Instagram Business Account: Part 2</u> 12 August, 2pm-5pm
<u>Managing Your Hybrid Team for Success</u> 18 August, 10am-1pm	<u>Marketing Strategy in Practise</u> 19 August, 1pm-4pm
<u>Optimise Your Website For Success</u> 25 August, 10am-12pm	<u>Optimising Your WordPress Website</u> 27 August, 10am-1pm
<p>All the above events are FREE to attend for SMEs based in Derbyshire and Nottinghamshire. https://www.d2n2growthhub.co.uk/events/</p> <p>At the moment D2N2 events are remaining online, however this is set to be reviewed in September with face to face delivery hopefully being introduced in the last few months of the year.</p>	



Employer Breakfast Events

KICKSTART SCHEME

Join your local Nottinghamshire DWP Kickstart team to hear more about the fantastic Kickstart Scheme, how it could support your business and give a young person a step up into employment.

What is Kickstart?

For 6 months the Government will fund you to provide a job role for a young person for 25 hours per week at national minimum wage.

For each young person you take on, as a direct employer, you will receive £1500 to support their learning.

Get your application in soon. Apply by October to give the best opportunity of taking advantage of the Kickstart Scheme.

Want to know more?

The Kickstart Team host a weekly Teams Breakfast Meeting:
Tuesday mornings, 09:00 – 10:00 via Microsoft Teams

For more information, or to confirm your place, please contact: Nottinghamshire Employer Manager, David Davies on david.davies@dwp.gov.uk



Small Business Charter – Help to Grow: Management



The Government’s Help to Grow: Management programme has been launched to support senior managers of SMEs boost their business’s performance, resilience, and long-term growth.

This 12-week programme is 90% funded by the Government and has been designed to allow participants to complete it alongside full-time work.

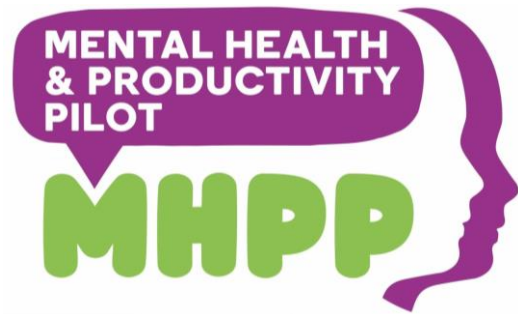
An in-depth curriculum will help you build your capabilities in leadership, innovation, digital adoption, employee engagement, marketing, responsible business, and financial management.

Facilitated by small business experts from leading university business schools, this programme will include online and face-to-face sessions, peer networking, one-to-one mentoring, as well as support from experienced entrepreneurs and leading industry figures. By the end of the course you will have developed a business growth plan to help your business to release its full potential.

Future programmes for East Midlands businesses will be hosted at the University of Nottingham from 19 July, De Montfort University from 6 September, and the University of Leicester from 13 September, with more to follow.

To discover more, and to secure your place on a course, visit the [SBC website](#)

Mental Health & Productivity Pilot



Employers in D2N2 are invited to join a new Mental Health Productivity Pilot (MHPP) trial to support and improve workplace mental health and wellbeing.

Organisations will receive access to three trial services on emotion regulation, sleep therapy, and support for those already diagnosed or dealing with a mental health condition at work. The trials will run until the end of 2021, with more than 20 employers in D2N2 having signed up already.

Potential benefits of the MHPP include increased productivity and reduced absence rates. Supporting the MHPP gives a clear message about an organisation’s commitment to the wellbeing of employees. Participating employers will also receive a tailored report of the findings which maintains anonymity for employees.

There is no cost to join and the only input required is circulating information and providing the time and resources for employees to engage with the trial.

The MHPP is funded by the Midlands Engine and led by the University of Warwick, together with the University of Birmingham and the mental health charity Mind. For more information about the pilot or how to get involved, please visit the [MHPP](#) and [Warwick University](#) websites



Dates for your diary

Teenage Market at The Wharf, Newark
Sunday 19th September

Newark & Sherwood Economic Growth Conference
Friday 15th October

Future First Expo – Newark Showground
Wednesday 3rd November



www.newark-sherwooddc.gov.uk
www.investnewarkandsherwood.co.uk
<https://whatson.visitnewark.co.uk/>



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