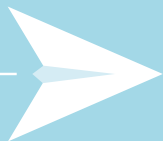
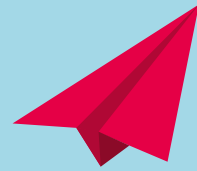



edge

EVENT AND BUSINESS SUPPORT
PROGRAMME 2019/20



Ards and
North Down
Borough Council

Please sign up online to receive our ezine, or register your interest in our business support programmes and events at **andbusiness.co.uk**



ITRD Strategy 2018-2030 – Sectoral Specific Support

The Integrated Tourism, Regeneration and Development Strategy (ITRDS) presents a coherent vision for the pursuit of prosperity for everyone who lives, works and invests in the Borough. In developing the strategy eight key priority business growth areas were identified as follows:

- ICT
- Professional, Scientific and Technical
- Financial/Insurance
- Administration/Support Sectors
- Manufacturing
- Agri-Food
- Arts, Entertainment and Recreation
- Accommodation/Food

If your business operates within one of these sectors, you currently run, or are interested in establishing a new business in the Borough, please register to discover the range of support available to help you develop your business at andbusiness.co.uk

edge

EVENT AND BUSINESS SUPPORT
PROGRAMME 2019/20

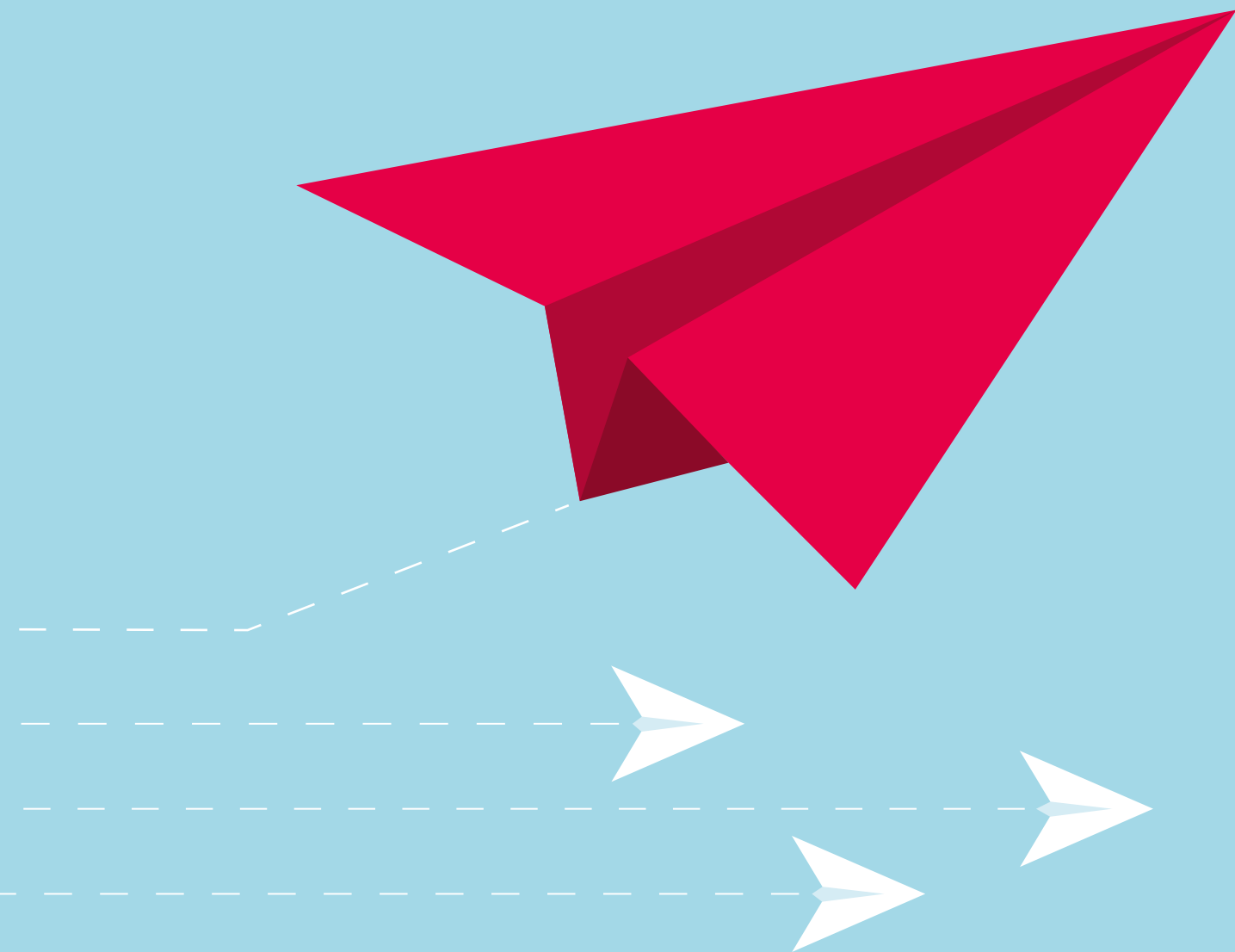


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THE EDGE PROGRAMME FOCUSES ON BUSINESS GROWTH AND OFFERS A RANGE OF WORKSHOPS, BUSINESS SUPPORT AND BUSINESS CLINICS TO DEVELOP YOUR SKILLS AND KNOW HOW

Over the past year, the Business Support Team at Ards and North Down Borough Council has been establishing the needs of local businesses through consultations, one-to-one meetings, focus groups and online surveys.

The Programme aims to address the needs identified through a series of interactive training modules, business networking events, business clinics and practical workshops.

The training modules are designed to assist businesses to improve performance, achieve sustainability and long-term growth. Attending will also give you the opportunity to network with local business representatives from across the Borough, to share ideas, raise your profile and develop business opportunities.

To attend any of the events listed, please contact the Business Support Team as follows:

Email signaladmin@ardsandnorthdown.gov.uk for more information, or register your attendance online at andbusiness.co.uk/events

Alternatively contact: Signal Centre, 2 Innotec Drive, Balloo Road, Bangor, BT19 7PD, or Tel: (028) 9147 3788.

Please note that all free event cancellations must be made with 48 hours' notice, otherwise they will be subject to a £10 cancellation fee to cover catering and administration costs. Paid events cancelled within 48 hours will be charged the full ticket price.

EDGE EVENTS LISTING

Autumn/Winter Event Programme

Fri 27 Sep 2019	Edge Programme Launch – featuring Glastry Farm Connect@Signal	p10
Wed 2 Oct 2019	Ards and North Down Job Fair Exhibition	p11
Thu 10 Oct 2019	Effective Selling Skills Workshop	p11
Mon 7 – Sat 12 Oct 2019	Buy Social for a Better World Campaign	p12
Wed 23 Oct 2019	Data Breaches: Your Business – Your Reputation – Your Brand Know How	p13
Mon 4 Nov 2019	High Quality Product Photography Pays Dividends Know How – Workshop 1	p13
Tue 5 Nov 2019	Export Documentation and Logistics Workshop	p14
Mon 11 Nov 2019	High Quality Product Photography Pays Dividends Know How – Workshop 2	p13
Thu 14 Nov 2019	Develop and Deliver a Compelling Sales Pitch Masterclass	p14
Thu 14 Nov 2019	Put Health at the Heart of Your Business	p15
Tue 19 Nov 2019	Ards and North Down Food and Drink Network Forum	p15
Thu 21 Nov 2019	Global Entrepreneurship Week: 18-24 November 2019 From Desk to Boardroom Exploring Entrepreneurship Workshop	p16
Thu 21 Nov 2019	Export Documentation and Logistics Business Clinic	p17
Tue 26 Nov 2019	Product Safety and Your Obligations Know How	p18
Fri 29 Nov 2019	Business Start-up through Crowdfunding – featuring Mike's Fancy Cheese Connect @ Signal	p18
Thu 5 Dec 2019	Sales Prospecting, Telesales and Successful Networking Masterclass	p19
Wed 22 Jan 2020	Understanding your Financials Know How	p19
Tue 28 Jan 2020	Social Media for Sales Optimisation Masterclass	p20
Mon 3 – Fri 7 Feb 2020	Apprenticeship Week Campaign	p20
Wed 5 Feb 2020	Strategic Growth – What it Means and What it Means Doing Workshop	p21
Tue 11 Feb 2020	Grow – Economic Summit Flagship Conference	p21
Wed 19 Feb 2020	Économusée Tour for Artisan Food and Craft Businesses Tour	p22
Mon 24/Tue 25 Feb 2020	Strategic Growth – What it Means and What it Means Doing Business Clinics	p22
Fri 28 Feb 2020	Growth through Export – featuring Shnuggle Connect@Signal	p23

Spring Event Programme

Wed 4/Thu 5 Mar 2020	Strategic Growth – What it Means and What it Means Doing Business Clinics	p22
Thu 5 Mar 2020	Sustainability and Profitability as Business Partners Know How	p23
Thu 12 Mar 2020	Create Your Own Promotional Video Masterclass	p24
Thu 19 Mar 2020	Developing a Social Media Strategy for the Future Masterclass	p24
Tue 24 Mar 2020	Create Your Own Promotional Video Business Clinic	p25
Wed 25 Mar 2020	Effective Time Management Know How	p25
Fri 27 Mar 2020	Your Local Council's Procurement Process Connect@Signal	p26
Tue 31 Mar 2020	Seizing the Digital Opportunity Masterclass	p26
Thu 2 Apr 2020	How to Sustain Profitability and Remain Compliant While Helping The Planet Know How	p27
Tue 28 Apr 2020	Introduction to Excel Spreadsheets Practical Session	p28
Thu 30 Apr 2020	Seizing the Digital Opportunity Business Clinic	p27
Thu 7 May 2020	Resource Matching Workshop Know How	p29
Fri 15 May 2020	Recruitment and HR Fundamentals Connect@Signal	p29
Tue 19 May 2020	Next Steps in Excel Practical Session	p28

For more information and to register your attendance at any of the events listed, please visit **andbusiness.co.uk/events**



grow

Economic Summit

SAVE
THE DATE

11 February 2020
Clandeboyne Lodge Hotel, Bangor
8.30am – 3.30pm
Free

Wendy Austin will compère this flagship conference that will explore successful business journeys and innovative business models that have become recognised brands.

It will also highlight the importance of integrating issues such as sustainability and innovation into core business strategy to achieve reduced costs, lower risk and encourage new development opportunities.

Interactive breakout sessions will give participants the opportunity to share and discuss a range of business issues pertinent to the local SME economy. Delegates will also hear from leading speakers through plenary sessions.

To book a place, please visit andbusiness.co.uk/events
or for more information please contact signaladmin@ardsandnorthdown.gov.uk or Tel: (028) 9147 3788.

BUSINESS CLINICS

As a local business you can receive one-to-one mentoring support through our business clinics. You will have the opportunity to meet with an experienced Business Adviser for a **free one hour session**. The advice can be tailored to meet requirements relevant to your business type, issue and industry.

Invest Northern Ireland Business Clinics

Signal Centre, 2 Innotec Drive, Bangor
Free

Wednesday 9 October 2019	9.00am – 1.00pm
Tuesday 12 November 2019	9.00am – 1.00pm
Tuesday 14 January 2020	1.00pm – 5.00pm
Tuesday 4 February 2020	9.00am – 1.00pm
Tuesday 10 March 2020	1.00pm – 5.00pm
Tuesday 12 May 2020	9.00am – 1.00pm

In partnership with:



Environmental Health Business Clinics

Signal Centre, 2 Innotec Drive, Bangor
Free

Tuesday 12 November 2019	1.00pm – 5.00pm
Tuesday 14 January 2020	9.00am – 1.00pm
Tuesday 4 February 2020	1.00pm – 5.00pm
Tuesday 10 March 2020	9.00am – 1.00pm
Tuesday 12 May 2020	1.00pm – 5.00pm

The Environmental Health Team at Ards and North Down Borough Council will be available to provide you with advice and specific assistance with the following issues: Food Hygiene/Safety; Food Composition/Labelling and Claims; Consumer Protection (ie the safety of consumer goods); Health and Safety; Licencing (including caravan sites), petroleum, etc; Noise Control; Tobacco Control and under-age sales; legislation applicable to rented property; Health and Wellbeing, eg Mind Body and Business.

Delivered by:



Please note advance booking is essential for all the above Business Clinics, in addition to forwarding an outline of your specific request. This will ensure the relevant adviser is available to deal with your issue as comprehensively as possible. To make a one hour appointment, visit andbusiness.co.uk, for more information contact signaladmin@ardsandnorthdown.gov.uk or Tel: (028) 9147 3788.

AUTUMN/WINTER EVENT PROGRAMME

Edge Programme Launch

Connect@Signal

Friday 27 September 2019

9.30am – 11.30am (a light breakfast will be provided)

Signal Centre, 2 Innotec Drive, Bangor

Free

Featuring:



Come along and network at the Edge Event and Business Support Programme Launch. Meet with other local businesses and learn more about the business support opportunities and comprehensive event programme available. The event will feature Glastry Farm and you will hear at first-hand how by engaging in the programme the business has developed and achieved sustainable growth.

This event is one of a series of Connect@Signal events that will run throughout the year.

They are a great opportunity to:

- Hear from an industry expert and best practice company
- Talk to a business adviser about getting one-to-one confidential advice
- Learn about current business support programmes
- Network, share ideas and chat with like-minded business people over a light breakfast

Through informal conversations, listening to experts and local business case studies, you will have the opportunity to garner practical tips and techniques that will give your business a competitive edge.

When?

Friday 29 November 2019	Business Start-up through Crowdfunding, featuring Mike's Fancy Cheese
Friday 28 February 2020	Growing your business through export sales, featuring Shnuggle
Friday 27 March 2020	Your Local Council's Procurement Process, featuring Debbie Bolton, Ards and North Down Borough Council and Claire Speers, eTendersNI
Friday 15 May 2020	Recruitment and HR Fundamentals, featuring a Shine Programme participant, who has successfully recruited for the first time.

From 9.00am – 12.00noon, a light breakfast will be provided.

Ards and North Down Job Fair Exhibition

Wednesday 2 October 2019
10.00am – 4.00pm

**Ards Blair Mayne Wellbeing and Leisure
Complex, Newtownards**

Free

Come along to:

- Increase your chances of finding a job
- Meet employers face-to-face
- Discover what jobs are available
- Get assistance with job search activities, such as: CV advice; support with application forms; interview advice; online job search facilities
- Speak to Careers Advisers to discuss your future career path
- Talk directly to training providers and discover what opportunities are available to you

In partnership with:



Department for
Communities
www.communities-ni.gov.uk

Effective Selling Skills Workshop

Thursday 10 October 2019
9.15am – 4.30pm

Culloden Estate and Spa

Free

This session will help you win sales and improve your profit margins through refining your selling skills with customers and prospects. It will also improve confidence across several areas including the following: questioning techniques; listening skills; effective presentations; buyer signals; running great meetings; handling objections; effective negotiation; closing techniques and developing good relationships.

This popular and interactive workshop is known to improve selling skills and confidence.

Please note that places are restricted, therefore early booking is advised.

In partnership with:

Invest
Northern
Ireland



AUTUMN/WINTER EVENT PROGRAMME

Buy Social for a Better World Campaign

Monday 7 – Saturday 12 October 2019

Buy Social for a Better World is a campaign designed to celebrate the incredible difference being made by social enterprises across the country. Ards and North Down Borough Council will be supporting this initiative to encourage social enterprises across the Borough to get involved and shout out about the impact they are having on the local community.



For A Better World

Running from 7 – 12 October, the message of the campaign is a simple one: when you buy from social enterprises you create a positive impact. It's a chance for social enterprises to raise their own profile and show that another way of doing business is possible which is rooted in community benefit and social impact.

You can support the campaign on social media, engage your customers to share stories about why they work with, or buy from you and contact your local media to make a splash in the press.

There are 100,000 social enterprises in the UK, each one competing in the open market, selling quality goods and services but set up to tackle some of the biggest challenges we face from rising inequalities to climate change. This campaign will shine a spotlight on this movement of business for good and we look forward to seeing Ards and North Down's social enterprises showcasing their outstanding work in October.

To sign up to participate in the campaign, please visit: **andbusiness.co.uk/buy-social-better-world**. Please use **#BuySocial** during the week to report what you are doing and encourage people to Buy Social.

Data Breaches: Your Business – Your Reputation – Your Brand

Know How

Wednesday 23 October 2019
9.30am – 1.00pm (finishing with lunch)
Signal Centre, 2 Innotec Drive, Bangor
£25

We now live in a digital world where reports of data breaches hit the headlines daily. Think back to the most recent report in a newspaper, on TV or on social media about such an incident.

Recent communication with organisations from a variety of sectors indicates, most business owners do not have a clear understanding of what constitutes a data breach. They are unsure how to manage one and more importantly how to prevent their company from being a victim of one in the first instance.

This seminar is designed to provide you with the information to address these business risks. Emphasis will be placed on the protection of Personal Data, putting the right controls in place and as a result reducing the risk of your business becoming a victim of a data breach.

High Quality Product Photography Pays Dividends

Know How

Monday 4 and Monday 11 November 2019
9.30am – 1.00pm (finishing with lunch)
Signal Centre, 2 Innotec Drive, Bangor
£25

This workshop series is aimed at outlining the importance of using great photographs to build your brand and effectively market your business. You will also learn how to make best use of your photographs for social media and print purposes.

It will cover how to approach and carry out product photography yourself and identify when you should employ a professional photographer. This will be followed by a workshop outlining the post-production process and preparation of images for uploading to social media and websites.

Following the workshops, participants will be offered photography mentoring at their own premises to include several shots of each participant's work or products by the course tutor/professional photographer.

Places are limited to 10 participants therefore early booking is advised. Please note you must be available to attend both sessions.

AUTUMN/WINTER EVENT PROGRAMME

Export Documentation and Logistics Workshop

Tuesday 5 November 2019

9.15am – 4.30pm

Signal Centre, 2 Innotec Drive, Bangor

Free

This one-day workshop is an introduction to the processes and routines to be followed when exporting from enquiry through to delivery. It will follow the process and provide understanding of the subsequent documentation requirements for getting cargo to its destination successfully.

The session will cover the basic principles, explain the documentation, their individual worth and how to export successfully to receive payment. The workshop is suitable for any SME new to export.

Please note that places are restricted, therefore early booking is advised.

In partnership with:



Develop and Deliver a Compelling Sales Pitch Masterclass

Thursday 14 November 2019

9.15am – 4.30pm

Signal Centre, 2 Innotec Drive, Bangor

Free

This practice-based workshop will help you get your message, personality and credibility across clearly and consistently in every pitch.

With practical demonstration as a guide, you will learn how to prepare and structure an impactful pitch and then practice delivering it; learning effective use of visual aids; managing your body language and controlling nerves.

Please note that places are restricted, therefore early booking is advised.

In partnership with:



Put Health at the Heart of Your Business

Thursday 14 November 2019

11.00am – 6.00pm

Ards Blair Mayne Wellbeing and Leisure Complex

Free

Learn more about how to help improve the health and wellbeing of your staff; increase your awareness of mental health and disability challenges and learn how to meet your legal Health and Safety obligations. Advice and information will be available from our partner organisations. Sign up to sessions on a variety of topics including:

- How to improve morale and productivity
- Free: First Aid in the Workplace accredited training course
- Free: Health Checks in February and March 2020
- Free: Step Challenge Event Programme
- Taster activities including: Boxercise, Healthy Eating and Nordic walking

Open to all employers and employees located within the Borough. To attend, please email: healthandwellbeing@ardsandnorthdown.gov.uk or Tel: 0300 013 3333 Ext. 40333

In partnership with:



Ards and North Down Food and Drink Network Forum

Tuesday 19 November 2019

8.30am – 11.30am (a light breakfast will be provided)

Londonderry Park, Newtownards

Free

This is one of a series of meetings of the newly formed Food and Drink Network. The network meetings will feature industry focused guest speakers, advice and information on upcoming shows, events, merchandising and applying for those all-important grants. In addition, you will have the chance to network with local producers and hospitality providers on a bi-monthly basis in an informal environment.

Guest speaker, Mags McAlpine, Retail and Creative Business Consultant, will provide a workshop on visual merchandising and show you how to display and sell yourself at trade fairs and events.

To join the Ards and North Down Food Network, contact Ards and North Down Food and Drink Development Officer at conal.stewart@ardsandnorthdown.gov.uk



GLOBAL ENTREPRENEURSHIP WEEK

18–24 November 2019

From Desk to Boardroom – Exploring Entrepreneurship Workshop

Thursday 21 November 2019

10.00am – 3.00pm

Bangor Aurora Aquatic and Leisure Complex

Free

As part of Global Entrepreneurship Week, Ards and North Down Borough Council is hosting a practical and interactive workshop to promote entrepreneurship as a career option for post-primary pupils.

The workshop will begin with an inspirational insight into the journey of one of Northern Ireland's youngest entrepreneurs. This will be followed by panel discussions and Q&A with the main business support organisations available to help young people discover their enterprise capabilities. The afternoon session, led by Young Enterprise, will facilitate a practical and entertaining session in which the pupils can put their entrepreneurial talents to the test.



**Ards and
North Down**
Borough Council

AUTUMN/WINTER EVENT PROGRAMME

Export Documentation and Logistics Business Clinic

Thursday 21 November 2019

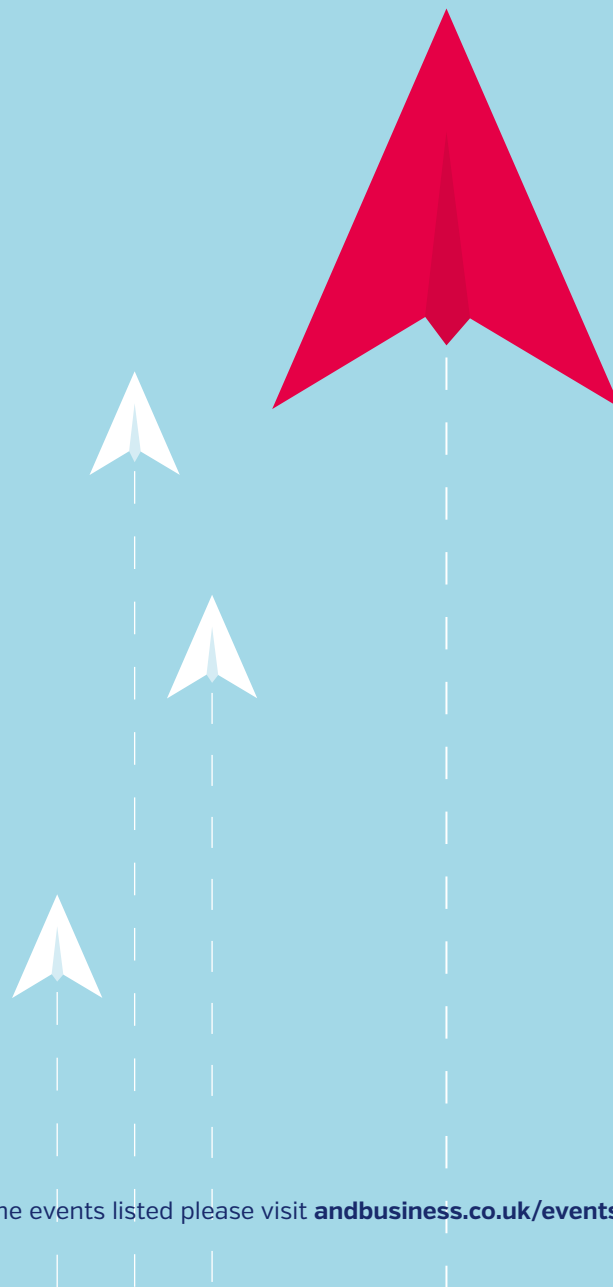
10.00am – 4.00pm

Signal Centre, 2 Innotec Drive, Bangor

Free

Further to the Export and Logistics Workshop, companies can also request personal follow-up one-to-one sessions. The sessions will be available as a Business Clinic allowing company representatives to meet with an industry expert to ask specific business questions relating to International Trade. This can cover a review of specific documentation, or to discuss current processes and procedures and take advice on any changes that maybe required. Also, advice can be gained on any trading changes that have taken place during the Brexit period allowing businesses to remain legally compliant.

Please note that attendance at the workshop is a prerequisite to availing of this one-to-one support. Appointments are 30 minutes in duration and are limited, therefore early booking is advised.



AUTUMN/WINTER EVENT PROGRAMME

Product Safety and Your Obligations Know How

Tuesday 26 November 2019
9.30am – 12.00noon (a light breakfast will be provided)
Signal Centre, 2 Innotec Drive, Bangor
Free

An interactive workshop providing information and advice on legal obligations for product safety. You will gain an understanding of the Consumer Protection Act and The General Product Safety Regulations and how you can ensure your products meet relevant safety requirements.

At the end of the workshop there will be an opportunity to arrange a further advisory meeting to discuss requirements specific to your products. This workshop will be of interest to manufacturers or importers located within the Borough, that bring products to market.

Business Start-up through **Crowdfunding** Connect@Signal

Friday 29 November 2019
9.30am – 12.00noon (a light breakfast will be provided)
Signal Centre, 2 Innotec Drive, Bangor
£10

Crowdfunding is an alternative method for entrepreneurs and creative thinkers to get funding. It is essentially the merging of small amounts of money from a group of people that you interact with online or through social media who share your passion.

Anyone can go to a crowdfunding website, create an account, build a campaign and post it. You will learn, there are also best practices that can significantly increase your chance of success.

The event will feature Mike's Fancy Cheese, a local entrepreneur who has successfully used Crowdfunding to establish his business.

Featuring:



Sales Prospecting, Telesales and Successful Networking

Masterclass

Thursday 5 December 2019
9.15am – 4.30pm

Signal Centre, 2 Innotec Drive, Bangor
Free

This session will help you improve sales conversion rates. This highly interactive masterclass will demonstrate practical techniques for increasing the volume of new business leads and addresses how to effectively qualify prospects.

You will learn how to get in front of your key influencer and become a more effective networker. A wide range of essential prospecting, telesales and networking skills will be demonstrated using recent and real-life examples.

Please note that places are restricted, therefore early booking is advised.

In partnership with:



Understanding Your Financials

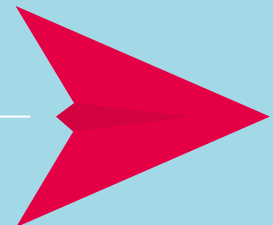
Know How

Wednesday 22 January 2020
5.30pm – 9.00pm (a light dinner will be provided)

Signal Centre, 2 Innotec Drive, Bangor
£25

Running a business can be tricky. Business owners are expected to understand HR, Health & Safety, Finance, to mention but a few. Some of these aspects of business management can be outsourced to professionals, but a solid understanding of the basics will help you ask the right questions at the right time.

Understanding your financials will provide key points to look for in your accounts, as well as help prepare for the future in terms of budgeting and forecasting. This course is designed for non-financial business owners who want to take control of the business' finances and have these seemingly complex areas explained in an easy to understand way.



AUTUMN/WINTER EVENT PROGRAMME

Social Media for Sales Optimisation Masterclass

Tuesday 28 January 2020
9.15am – 4.30pm

Signal Centre, 2 Innotec Drive, Bangor
Free

This workshop will show you how to integrate social media into a marketing and promotions plan and set social media objectives and goals. Learning from examples you will understand the best practice methods for engaging and growing a social media audience; creating content that is valuable to potential customers; creating an online community and building relationships with influencers to drive sales.

Please note that places are restricted, therefore early booking is advised.

In partnership with:



Apprenticeship Week

Monday 3 – Friday 7 February 2020

National Apprenticeship Week is an annual week-long celebration of apprenticeships and provides an opportunity to recognise and applaud apprenticeship success stories.

Apprenticeship employers use the opportunity to promote the success of their apprentices and highlight the huge benefits to other employers, of all sizes, who are thinking of taking on an apprentice.

For more information, please contact
karine.mcguckin@ardsandnorthdown.gov.uk



Strategic Growth – What it Means and What it Means Doing

Workshop

Wednesday 5 February 2020

9.30am – 1.30pm (finishing with lunch)

Signal Centre, 2 Innotec Drive, Bangor

£25

Want to grow your business? Although Strategic Business Growth is easy to talk about, we often do not really understand what it means, or what it means in practice. We may have a real desire to grow our business and work very hard at trying to achieve that, but many of us do not understand what we should be thinking about or doing. This session will help address the following issues:

- What is meant by 'Strategy' – including the shortest definition available
- How business growth works in practice
- What it involves
- The real meaning of marketing in terms of business growth
- The one table we all miss (apart from those in growing businesses)
- How selling relates to business growth
- What employees can do to business growth and how to manage that
- How we can operationally manage growth
- The three key things that we should keep close to our hearts and minds as we grow

The event will focus on the key areas of growth strategy including; exporting, tendering, sales and people.

Grow – Economic Summit

Flagship Conference

Tuesday 11 February 2020

8.30am – 3.30pm

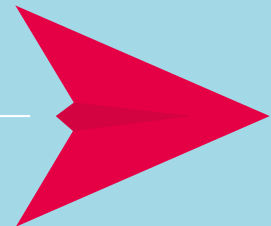
Clandeboyne Lodge Hotel, Bangor

Free

Wendy Austin will compère this flagship conference that will explore successful business journeys and innovative business models that have become recognised brands.

It will also highlight the importance of integrating issues such as sustainability and innovation into core business strategy to achieve reduced costs, lower risk and encourage new development opportunities.

Interactive breakout sessions will give participants the opportunity to share and discuss a range of business issues pertinent to the local SME economy. Delegates will also hear from leading speakers through plenary sessions.



AUTUMN/WINTER EVENT PROGRAMME

Économusée Tour for Artisan Food and Craft Businesses

Tour

**Wednesday 19 February 2020
8.00am – 6:30pm**

**Meeting Point: Londonderry Park,
Newtownards**

£20

This tour is open to Food and Drink Network Members and Creative Industries within Ards and North Down and will visit several producers in the North Coast that have successfully adopted this model. Delegates will hear how the Économusée Model has enhanced their business operations and the associated benefits. An overview will be provided by Causeway Coast and Glens Heritage Trust as project managers for the North Coast's programme.

To register your interest in attending, email signaladmin@ardsandnorthdown.gov.uk alternatively, Tel: [028] 9147 3788.

Strategic Growth – What it Means and What it Means Doing

Business Clinics

**Monday 24 February 2020, 9.00am – 5.00pm
Tuesday 25 February 2020, 9.00am – 5.00pm
Wednesday 4 March 2020, 9.00am – 5.00pm
Thursday 5 March 2020, 9.00am – 1.30pm**

**Signal Centre, 2 Innotec Drive, Bangor
Free**

Further to the 'Strategic Growth – What it Means and What it Means Doing' Workshop, companies can also request personal follow-up, one-to-one sessions. The sessions will be available as a Business Clinic allowing company representatives to meet with an industry expert to ask specific business questions relating to strategic growth.

Please note that attendance at the workshop is a prerequisite to availing of this one-to-one support. Appointments are one hour in duration and are limited, therefore early booking is advised.

SPRING EVENT PROGRAMME

Growth through Export

Connect@Signal

Friday 28 February 2020

9.30am – 12.00noon (a light breakfast will be provided)

Signal Centre, 2 Innotec Drive, Bangor

£10

Do you want to know how you can grow your business through export sales? Then this event led by a key adviser from Invest Northern Ireland will help you explore how you can effectively achieve this goal. Shnuggle, a local company that has successfully grown its business through exporting will share its journey.

Featuring:

shnuggle®

Sustainability and Profitability as Business Partners

Know How

Thursday 5 March 2020

5.30pm – 8:30pm (a light dinner will be provided)

Signal Centre, 2 Innotec Drive, Bangor

Free

This event will paint the current landscape for businesses, introducing the circular economy as an effective methodology for achieving sustainable business practices. It will showcase what the benefits are, not just for business but for the environment and society. You will learn what the Council is planning in terms of support and signposting and how Invest Northern Ireland and the Industrial Symbiosis Service can assist.

[Please note, this is the first workshop in a series of three.]

SPRING EVENT PROGRAMME

Create Your Own Promotional Video Masterclass

Thursday 12 March 2020

5.30pm – 8.00pm (a light dinner will be provided)

**Signal Centre, 2 Innotec Drive, Bangor
£25**

This event will help you to discover the benefits of using video to promote your business and introduce the potential uses of virtual reality. You will also work with a local videography production company to develop your own 60 second promotional video. The Masterclass will cover the following areas:

- The importance of story in adverts
- The importance of sound
- Shooting a video for social media using your phone
- Cheap cameras and why to buy them
- Tips and tricks
- Examples of different types of adverts
- Implementing videos on social media
- When to make your own video and when to outsource
- Activity for understanding your USP and how to best get this in front of a customer through video
- New technologies – virtual and augmented reality
- Q&A session

Places are limited to 10 participants therefore early booking is advised.

Developing a Social Media Strategy for the Future Masterclass

Thursday 19 March 2020

9.30am – 1.30pm (finishing with lunch)

**Signal Centre, 2 Innotec Drive, Bangor
£25**

If you are a business that wants to utilise Social Media for business growth, this half day seminar will outline the basic building blocks of what is needed to achieve your goals in 2020. It will cover topics such as the following:

- What social media channels do you need for your business?
- Is your website effective in today's marketplace?
- What is a social media strategy?
- The changes to platforms like Messenger and WhatsApp, that will affect any future strategy.
- How important is video in today's world?
- The basics of Paid Advertising, over and above 'Boosting Posts' on Facebook or Instagram.

Create Your Own Promotional Video Business Clinic

Tuesday 24 March 2020

9.00am – 5.00pm

Signal Centre, 2 Innotec Drive, Bangor

Free

Please note that attendance at the 'Create Your Own Promotional Video' Masterclass is a prerequisite to availing of this one-to-one support.

Places are limited to 10 participants therefore early booking is advised.

Effective Time Management Know How

Wednesday 25 March 2020

5.30pm – 9.00pm (a light dinner will be provided)

Signal Centre, 2 Innotec Drive, Bangor

£25

Time is your most valuable yet overstretched resource. This interactive training course has been designed to give you practical strategies to get things done. By introducing simple but effective time management into your routine you will rapidly increase productivity, save time and improve workflow.

Time management is about learning to control time and take responsibility for managing your own work whilst supporting the delivery of key performance indicators for your team and the company. By taking just a few simple steps you will quickly be able to apply organisation to heavy workloads.

The content of this session will help you organise your time and take control of the elements that are within your remit, make considered decisions and adapt to changing demands. This will give you a greater sense of ownership and commitment to your work as an individual and as a team.

SPRING EVENT PROGRAMME

Your Local Council's Procurement Process

Connect@Signal

Friday 27 March 2020

9.30am – 12.00noon (a light breakfast will be provided)

**Signal Centre, 2 Innotec Drive, Bangor
£10**

This event will help you discover the crucial approaches to tendering for local public sector contracts. Debbie Bolton, Procurement Manager at Ards and North Down Borough Council will provide a practical and informative presentation and discussion covering the following areas:

- How to identify local opportunities
- Local authority procurement procedures
- Key skills needed by SMEs to win tenders

Representatives from the CPD eTendersNI team will provide a step-by-step guide on how to use the tendering portal for public procurement in Northern Ireland.

Don't miss this opportunity to learn about your local authority procurement procedures and gain an insight into the skills and knowledge required to succeed in improving sales through the tendering process. Ards and North Down Borough Council is committed to empowering local SMEs to tender for public sector contracts and recognises that local SMEs are fundamental to the sustainability of the Borough.

Seizing the Digital Opportunity Masterclass

Tuesday 31 March 2020

9.30am – 1.30pm (finishing with lunch)

**Signal Centre, 2 Innotec Drive, Bangor
£25**

This masterclass will help you understand digital trends. It will explore what the next big thing in digital marketing is and how you can use it to beat your competition.

Learn how to use Search Engine Optimisation to control the first page of Google for our own brand name, why this is important and how we can do this. Delegates will also learn what the best return on investment is in online advertising and what to expect for under £100 on various channels.

You will learn how to establish your privacy settings to ensure your personal and business data is securely 'locked down' so that your competition cannot get hold of it.



How to Sustain Profitability and Remain Compliant While Helping the Planet

Know How

**Thursday 2 April 2020
5.30pm – 8.30pm (a light dinner will be provided)**

**Signal Centre, 2 Innotec Drive, Bangor
Free**

This event will introduce support organisations that can help businesses overcome barriers to sustainability and will involve round table discussions and sharing of best practice. Representatives from key support organisations, including Invest Northern Ireland, Industrial Symbiosis Service and the Council will be on hand to offer advice and support.

(Please note this is the second workshop in a series of three.)

Seizing the Digital Opportunity Business Clinic

**Thursday 30 April 2020
9.00am – 5.00pm**

**Signal Centre, 2 Innotec Drive, Bangor
Free**

Further to the 'Seizing the Digital Opportunity' Masterclass, companies can also request personal follow-up, one-to-one sessions. The sessions will be available as a Business Clinic allowing company representatives to meet with an industry expert to ask specific business questions relating to digital marketing.

Please note that attendance at the Masterclass is a prerequisite to availing of this one-to-one support.

Appointments are one hour in duration and are limited, therefore early booking is advised.

SPRING EVENT PROGRAMME

Microsoft Excel Practical Sessions

Microsoft Excel is a powerful and versatile tool which enables users to store, manipulate and analyse data quickly and easily. It includes a variety of business features which automate many common tasks, making it an essential application for businesses of all sizes. This course is designed as a practical workshop, allowing participants to receive hands-on experience of all topics covered.

Due to the practical nature of these sessions delegate numbers are restricted therefore early booking is highly recommended. Once the sessions are at full capacity, we will open a waiting list. Please email signaladmin@ardsandnorthdown.gov.uk

Introduction to Excel Spreadsheets Practical Session

Tuesday 28 April 2020

9.30am – 4.30pm

**Signal Centre, 2 Innotec Drive, Bangor
£25**

This short course examines the skills necessary to create, edit and enhance spreadsheets.

It includes a study of the automated tasks commonly used for data manipulation, calculation and data analysis. It will cover the following subjects: building and editing workbooks; entering data; series and lists; formatting; cell format and comments; conditional formatting; simple calculations; functions, relative and absolute reference; and common error messages. It will also show you how to set up templates for key financial transactions such as expenses, invoices and cash flow.

Next Steps in Excel Practical Session

Tuesday 19 May 2020

9.30am – 4.30pm

**Signal Centre, 2 Innotec Drive, Bangor
£25**

This course builds on basic Microsoft Excel skills and explores ways to further and more effectively analyse and manipulate data. The session is designed as a practical workshop, allowing participants to receive hands-on experience of all topics covered. It will explore utilising further functions within Excel including; using sort and filters; linking data between spreadsheets, files and Microsoft Word; data validation; charts and sparklines; pivot tables and auditing.

Resource Matching Workshop

Know How

Thursday 7 May 2020

9.00am – 1.30pm (finishing with a light lunch)

Signal Centre, 2 Innotec Drive, Bangor

Free

This event will focus on matching business resources between companies within the Borough. It will provide opportunities to identify cost saving opportunities, find solutions for wasted resources and enable businesses to become more resource efficient.

It will include the demonstration of best practice case studies and facilitated panel discussion on what you have learned from your journey through these events.

[Please note this is the final workshop in a series of three.]

Recruitment and HR Fundamentals

Connect@Signal

Friday 15 May 2020

9.30am – 12.00noon (a light breakfast will be provided)

Signal Centre, 2 Innotec Drive, Bangor

£10

So, you've set up your own business. Now, whether you have been employed yourself before or not, the chances are you have never had to recruit from scratch. This short workshop will provide you with a shopping list of 'must-dos' to ensure you keep yourself, your business and your future employees on the right path.

The event will provide an overview of the fundamental HR issues. You will receive some top tips on how to create job descriptions as well as how to plan interviews; pre-employment checks, what you need to tell HMRC and communicate to your new employee. This event has been specifically designed to address the unique employment legislation of Northern Ireland. It will also feature a case study from a small business that has successfully completed the Shine Programme and recruited staff for the first time.

It is aimed at new business owners; those considering starting their own business; existing business owners looking for some guidance, or a refresher of their recruitment processes.



Thinking of starting a business in the Ards and North Down Borough Council Area?

Free business mentoring
available in your area.

call **0800 027 0639**

visit **goforitni.com**



This project is part funded by Invest Northern Ireland and the European Regional Development Fund under the Investment for Growth & Jobs Northern Ireland (2014-2020) Programme.



**Ards and
North Down**
Borough Council

BUSINESS SUPPORT – FUNDED PROGRAMMES



Go For It – Business Start Programme

The Go For It Programme, supported by Ards and North Down Borough Council and its partners, will assist you with developing a business plan – your road map to business success. It will form the heart of your thinking, helping you to define goals and objectives, strategy, sales, marketing and financial forecasts.

The programme will support you to:

- Clarify your business idea
- Provide direction and focus
- Set out your goals
- Drive your business forward

To arrange a free meeting with an adviser, call 0800 027 0639 or visit goforitni.com

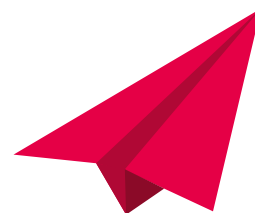
This project is part funded by Invest Northern Ireland and the European Regional Development Fund under the Investment for Growth and Jobs Northern Ireland (2014-2020) Programme



Mind Body Business

Mind Body Business is a joint initiative of the Public Health Agency, delivered in partnership with Ards and North Down Borough Council that aims to benefit you, your business and your employees. By accessing this resource, you will make a positive impact on the health of your business and your employees.

For more information contact Maura Bettes at maura.bettes@ardsandnorthdown.gov.uk or email healthandwellbeing@ardsandnorthdown.gov.uk

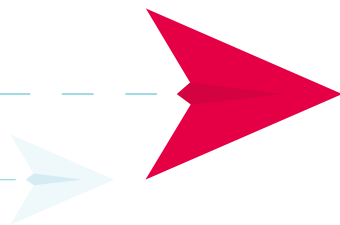


BUSINESS SUPPORT – FUNDED PROGRAMMES

Growth Achievement Programme (GAP)

The GAP Post Start-up Business Support Programme, funded by Ards and North Down Borough Council, is a tailored mentoring programme specifically designed for businesses that have been established within the last three years, or have progressed through Go For It and can demonstrate that the business is scalable and has growth potential.

For further details contact Maura Bettes at maura.bettes@ardsandnorthdown.gov.uk or Sharyn McMaster at sharyn.mcmaster@ardsandnorthdown.gov.uk or Tel: [028] 9147 3788.



Are you a young, high growth potential company in the Ards and North Down Borough Council area?
Do you want to grow your business to the next level?

GAP

THE GROWTH ACHIEVEMENT PROGRAMME 2019-20

The **GAP** programme provides your business with fully funded one-to-one mentoring and business development workshops to help take your business to the next stage of growth.

By participating you will:

- Receive up to 10 hours mentoring on a one-to-one basis covering identified business needs
- Receive guidance and support to the next stage of growth including job creation and sustainability
- Attend 5 practical based learning workshops
- Receive guidance and support to complete a 3-year strategic action plan
- Avail of professional photography to promote your product/service on social media and website
- Signposting to other business support programmes.

The programme is aimed towards:

Newly created or early stage businesses with high growth potential situated in the Ards and North Down Borough area.

Please note: applying does not guarantee a place on the programme.

For more information please contact Maura Bettes
maura.bettes@ardsandnorthdown.gov.uk
028 9147 3788 ext. 40914
Or visit andbusiness.co.uk


**Ards and
North Down**
Borough Council

SUCCEED WITH SHINE

**The business development
programme that will take
your business to the next level**

**Bespoke 1-1 Mentoring
Tailored Workshops**

Contact us today to find out more
andbusiness.co.uk/programmes
signaladmin@ardsandnorthdown.gov.uk
Tel: 02891 473788



This project is part funded by Invest Northern Ireland and the European Regional Development Fund under the Investment for Growth & Jobs Northern Ireland (2014-2020) Programme.

SHINE Programme

The Shine Programme is Ards and North Down Borough Council's principal business support and growth programme. The Programme provides tailored and specialist business support to micro and small enterprises to support the development of a more prosperous economy within the Council area.

The programme supports sustainable job creation. Through one-to-one specialist business advice and a wide range of business development events, it will support you to take your company to the next level of growth.

For further details contact:
Maura Bettes at maura.bettes@ardsandnorthdown.gov.uk or Sharyn McMaster at sharyn.mcmaster@ardsandnorthdown.gov.uk, alternatively Tel: [028] 9147 3788.

This project is part funded by Invest Northern Ireland and the European Regional Development Fund under the Investment for Growth and Jobs Northern Ireland (2014-2020) Programme



Ards and North Down Social Entrepreneurship Programme (ANDSEP)

The Ards and North Down Social Entrepreneurship Programme (ANDSEP) is designed to help social entrepreneurs start a business and encourage existing social enterprises to grow. Its aim is to help social enterprises create additional employment and maximise their positive impact on society.

The programme assists start-up entrepreneurs and provides tailored mentoring, business planning support and advice, helping you successfully develop your socially oriented business. This initiative also assists groups in the Voluntary and Community Sector to become Social Enterprises.

For more information contact Karine McGuckin at karine.mcguckin@ardsandnorthdown.gov.uk or Maura Bettes at maura.bettes@ardsandnorthdown.gov.uk or Tel: [028] 9147 3788.

Applications are invited for the Ards and North Down Social Entrepreneurship Programme

Do you have an idea for a social enterprise and need help to develop it further?

Do you want the opportunity to 'test / prototype' your idea to see if it will work?

Are you unsure of the support available to get your idea off the ground?

Are you currently running a social enterprise?

Do you require support to progress your business?

Are you struggling to generate income to develop your business to the next level?

The Ards and North Down Social Entrepreneurship Programme (ANDSEP) is aimed at helping potential social entrepreneurs start a business and to encourage existing social enterprises to grow, create additional employment and maximise their positive impact on society.

This programme offers assistance for those at start-up stage and also will provide tailored mentoring, business planning support and advice to participating groups, helping them to successfully develop their socially oriented business. The value of the programme is in the region of £900 and all participants will be fully subsidised by Ards and North Down Borough Council.

Groups already in the voluntary and community sector may also be assisted to become social enterprises through this initiative.

For more information please contact:

**karine.mcguckin@ardsandnorthdown.gov.uk
028 9147 3788 ext. 40915**

**claire@workwest.co.uk
028 9061 0826**



GET CONNECTED

Digitise Programme

Digitise is a support programme aimed at micro businesses and SME's across all sectors in the Newry Mourne and Down District Council and Ards and North Down Borough Council areas.

The programme offers a range of engagement opportunities designed to help businesses realise their potential through utilising emerging technologies and upskilling their digital skillsets.

The programme will:

- Advance the digital growth potential and employment creation potential of local small businesses
- Support the creation of new and sustainable jobs within both Council areas
- Provide accessible and need driven business support that will advance the economic performance of the area
- Develop linkages between the business community and the Council
- Develop collaborative working relationships with other business support agencies

The delivery of the programme will include the following structured engagements:

- Focused one-to-one mentoring identifying and targeting barriers to development
- Digital Growth Workshops based around identified business needs
- Masterclasses providing high end expertise aimed at growing your business

For further information contact Niall Drew at niall.drew@ardsandnorthdown.gov.uk or Tel: [028] 9147 3788, alternatively contact Elaine McAlinden at elaine.mcalinden@nmandd.org or Tel: [028] 3031 3263.

This project is part funded by Invest Northern Ireland and the European Regional Development Fund under the Investment for Growth and Jobs Northern Ireland (2014-2020) Programme.



GET CONNECTED **Rural Gigabit Voucher Scheme**

As part of the UK Government's Rural Gigabit Connectivity programme business and residents in some of the hardest-to-reach places in the UK are eligible for additional funding towards the cost of installing gigabit-capable broadband to their premises when part of a group project.

Rural premises, experiencing speeds below 30 Megabits per second [Mbps], will be eligible for between £500 and £3,500 per small and medium-sized business and between £500 and £1,500 per resident to support the cost of installing new gigabit-capable connections. <https://gigabitvoucher.culture.gov.uk/rural/>

- Up to £3,500 for eligible SMEs
- Up to £1,500 for residents
- Project Pre-registered Packages only (i.e. no Standard PRPs)
- Available in defined rural areas (by postcode in all parts of the UK), with existing speeds of <30 Mb/s
- Resident only projects are eligible
- Connections must be Gigabit-capable, with a minimum speed taken by the customer of 30 Mb/s

Funding for these vouchers forms part of the Rural Gigabit Connectivity [RGC] Programme, which is a two year, £200 million UK-wide programme focused on rural areas across the UK.

Rural Ards and North Down residents and businesses can find more information here: <https://gigabitvoucher.culture.gov.uk/rural>

 Department for Digital, Culture, Media & Sport

**GIGABIT BROADBAND
VOUCHER SCHEME**

GET CREATIVE

Creative Edge – Are You a Creative Business?

Ards and North Down Borough Council is committed to providing economic development support to local creative businesses through its new development – Creative Edge. The development plan aims to address the needs of the sector through a variety of different initiatives to enable your business to develop and grow. These will include:

- Sourcing skills
- Merchandising
- Digital Marketing
- Packaging
- The 'Internet of Things'
- Digital Cafe

The Council is keen to develop and support this sector addressing key outputs such as turnover, export, job generation and capacity development. The creative industries are characterised by, but not limited to:

- Digital Sector
- Advertising
- Design
- Publishing
- Architecture
- Crafts
- Arts
- Music
- Screen Industries
- Photography

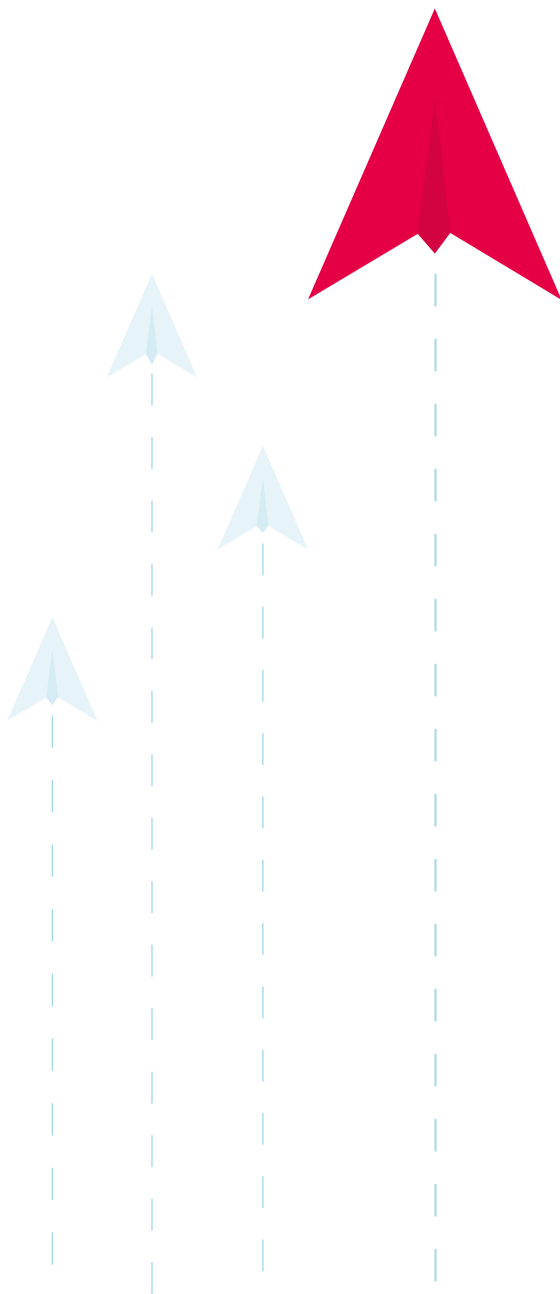
If you are working in one of these subsectors and would like to find out more about how Ards and North Down Borough Council can support your business, please contact: Niall Drew at niall.drew@ardsandnorthdown.gov.uk or Tel: [028] 9147 3788

Work from Home? Need a business address?

The Signal Centre offers a Virtual Office Service to provide a professional image. Whether you are starting up a business, downsizing or looking to break into a new region, a virtual office option offers a risk-free solution.

For more information please contact Nicola Webster-Pickett at: nicola.webster-pickett@ardsandnorthdown.gov.uk or Tel: (028) 9147 3788.





Business Advice and Signposting

As a local business you can meet with one of our business advisers who will assist you to identify development opportunities, offer business support and signposting to available sources of funding. One-to-one business advice sessions are available to local businesses on an ongoing basis.

For further information on the range of business support services and training programmes available through AND Business, please contact Maura Bettes at maura.bettes@ardsandnorthdown.gov.uk or Tel: [028] 9147 3788.

Property Search Facility

Do you need premises but don't have the time to keep looking? Whether you're looking to rent or buy, as part of its business support services, the Council has established a property search facility. Working with estate agents, private developers and landowners, we will review your property requirements and needs. We will compile what is available throughout the Borough and keep you updated if any suitable premises become available.

For more information please contact Nicola Webster-Pickett at: nicola.webster-pickett@ardsandnorthdown.gov.uk or Tel: [028] 9147 3788.

BUSINESS SUPPORT – SERVICES

Business Research

The team offers a dedicated business research service to provide local businesses with information on the following areas:

- Market sector research and statistics
- Sources of funding and support
- Legal regulations and compliance requirements
- Bespoke research

This unique market research facility is tailored to meet individual, specific needs and is a crucial resource for the planning and development of any business. This service is available to all businesses in the Ards and North Down Borough Council area.

Available business information platforms include:

- **Market Sector Research, Statistics and Company Information Databases**

Mintel offers comprehensive market research reports, allowing for valuable insight into markets and competitors.

Dun and Bradstreet is a marketing tool that provides worldwide company listings with business profiles.

Bureau Van Dijk is a sales, marketing and finance tool that offers UK and Ireland company listings including detailed financial information.

- **Legal Regulations**

Simply Docs provides a variety of business and legal documents and templates.

Legal Island is a great source of information regarding workplace and employment law in Northern Ireland.

- **Sources of Funding**

Grantfinder provides listings of available grants and funding across the UK.

If you have a business based in the Borough and would like to request market research or avail of any of the above services, please contact Tory Killen at tory.killen@ardsandnorthdown.gov.uk or Tel: (028) 9147 3788.

Business Facilities

Signal Centre Business Facilities

The facilities at the Signal Centre offer the ideal venue for numerous events including; business meetings, training, seminars, conferences and interviews. The Centre offers high end conference facilities at affordable rates. Each conference room has been designed to be adaptable to accommodate any layout required from smaller groups of 2-3 people to larger events of up to 120. The Atrium area provides the ideal location for registration, networking or even breakout groups.

Full catering facilities are available with menus to suits all tastes and budgets. Ample complimentary car parking onsite makes it the ideal local venue. For more information please contact Nicola Webster-Pickett at: nicola.webster-pickett@ardsandnorthdown.gov.uk or Tel: [028] 9147 3788.

Virtual Office Service

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Get a complete picture of your business including its strengths, weaknesses and areas of improvement with our free business health check.

Complete the health check online at andbusiness.co.uk/grow-your-business



BUSINESS SUPPORT – SERVICES

Business Health Check Tool

AND Business offers a free business health check tool, to support you to identify what you need to do to develop and grow your business. Upon receipt of your report, please set up a one-to-one meeting with one of our advisers, to explore business development opportunities based on the findings of the Health Check Tool. Please email signaladmin@ardsandnorthdown.gov.uk or Tel: [028] 9147 3788 to book an appointment.

AND Business ezine

Local businesses can join our mailing list to be kept informed of our events, business support programmes, funding opportunities and business alerts. Please subscribe to our ezine by registering online at andbusiness.co.uk/sign-our-mailing-list or email signaladmin@ardsandnorthdown.gov.uk.

Business Support Team

Signal Centre, 2 Innotec Drive, Balloo Road, Bangor BT19 7PD

Tel: [028] 9147 3788, Fax: [028] 9147 3485

Email: signaladmin@ardsandnorthdown.gov.uk

Visit: andbusiness.co.uk



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