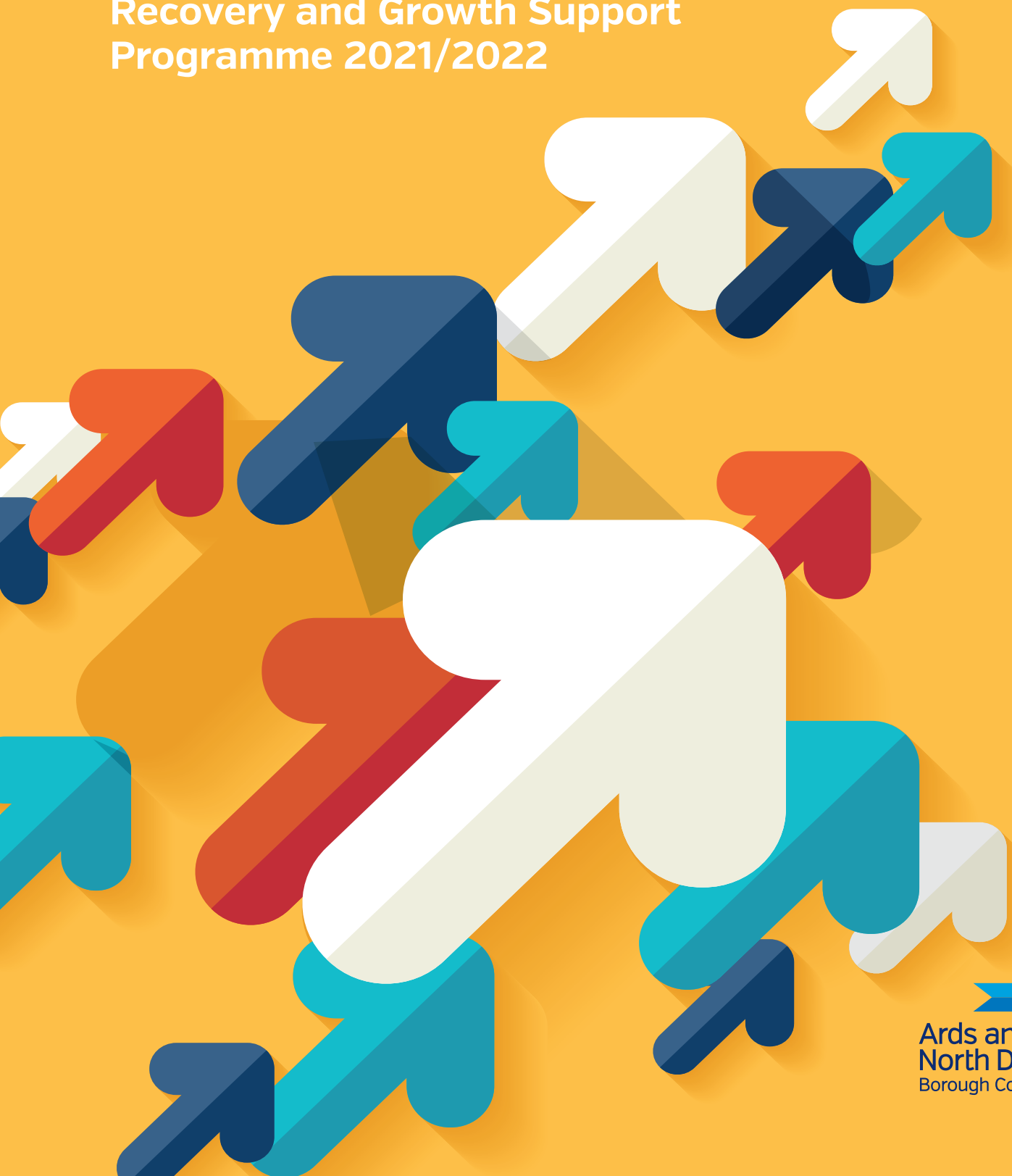


# Back to Business

Recovery and Growth Support  
Programme 2021/2022



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**

Due to the Covid pandemic, it has been an extremely challenging 18 months for many of our businesses, facing many restrictions and long periods of lockdown as well as temporary business closures. Ards and North Down Borough Council recognises the significant contribution that its businesses make to the economic success of the Borough and the social wellbeing of its residents.

We are committed in supporting all our businesses during these difficult times and will work with our businesses, big and small, to help support recovery and growth across all sectors over the coming years.

### **ITRD Strategy 2018-2030 – Sectoral Specific Support**

The Integrated Tourism, Regeneration and Economic 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**

The pandemic has prompted us to review the way we assist the business sectors in the Borough and, this year, we will deliver specific Programmes for the Retail, Food & Drink, and Hospitality & Leisure sectors. We will continue to proactively work with businesses across all sectors in need of support.

## Contents

<b>Back to Business Programme Overview</b>	<b>page 3</b>
<b>Back to Business Listing</b>	<b>page 4</b>
<b>Summer Event Programme</b>	<b>page 6</b>
<b>Autumn/Winter Event Programme</b>	<b>page 8</b>
<b>Spring Event Programme</b>	<b>page 14</b>
<b>Sectoral Support Programmes 2021</b>	<b>page 16</b>
<b>Creative Vision Programmes 2021-2022</b>	<b>page 17</b>
<b>Sectoral Support Programmes 2022</b>	<b>page 18</b>
<b>Business Support – Funded Programmes</b>	<b>page 19</b>
<b>Business Support – Services</b>	<b>page 22</b>
<b>Business Support Team</b>	<b>page 23</b>



## Programme Overview

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 clinics and practical workshops. The modules are designed to assist businesses to improve performance, achieve sustainability and long-term growth.

Attending any of our events will also give you the opportunity to network online 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](mailto:signaladmin@ardsandnorthdown.gov.uk) for more information
- or register your attendance online at [andbusiness.co.uk/events](http://andbusiness.co.uk/events)
- alternatively contact:  
Signal Centre, 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 administration costs.*

## Summer 2021 Events Listing

13th May 2021	Resilience & Mental Health Wellbeing- 9.30am -12.30pm	Virtual via Zoom
25th June 2021	Fundamentals of Digital Marketing - 9.30am-12.30pm	Virtual via Zoom
2nd July 2021	Creating Video Via Mobile Devices - 9.30am-12.30pm	Virtual via Zoom
6th July 2021	Creating Video Via Mobile Devices - 9.30am-12.30pm	Virtual via Zoom
5th August 2021	Fundamentals of Digital Marketing - 9.30am-12.30pm	Virtual via Zoom
13th August 2021	Facebook for Business - 9.30am-12.30pm	Virtual via Zoom
20th August 2021	Instagram for Business - 9.30am-12.30pm	Virtual via Zoom
26th August 2021	Instagram for Business - 9.30am-12.30pm	Virtual via Zoom

## Autumn/Winter Event Listing 2021/2022

8th September 2021	InvestNI – Export Documentation & Logistics – 9.30am-12.30pm	Virtual via Zoom
15th September 2021	Retail Programme – “The Customer Journey” 10.00am-12noon	Virtual via Zoom
22nd September 2021	Retail Programme – Merchandising – 10.00am-11.15am	Virtual via Zoom
24th September 2021	Post Brexit – Employment Law – 10.00am-11.30am	Virtual via Zoom
30th September 2021	Positive Influencing Skills – 9.30am-4.30pm	Virtual via Zoom
1st October 2021	The Post Pandemic Workplace – 10.00am-11.30am	Virtual via Zoom
4th October 2021	Retail Programme – “Developing a Brand” – 10.00am-12noon	Virtual via Zoom
5th October 2021	Hootsuite – Streamlining your Social Media -9.30am-12.30pm	Virtual via Zoom
7th October 2021	“Ready 2 Export” Series – Products – 9.30am-12.30pm	Virtual via Zoom
12th October 2021	Canva – Online Design Made Easy – 9.30am-12.30pm	Virtual via Zoom
14th October 2021	“Ready 2 Export” Series – Services – 9.30am-12.30pm	Virtual via Zoom
18th October 2021	Retail Programme – “Growing Online” – 10.00am-12noon	Virtual via Zoom
19th October 2021	InvestNI – Sales Prospecting for Export Growth – 9.30am-12.30pm	Virtual via Zoom
9th November 2021	InvestNI – Maximising Social Media – 9.30am-12.30pm	Virtual via Zoom
11th November 2021	Managing Your Carbon Footprint – 9.30am-4.30pm	Virtual via Zoom
17th November 2021	Identifying Opportunities and Trends – 10.00am-12.30pm	Virtual via Zoom
18th November 2021	Trading Standards Information Session – 10.00am-11.30am	Virtual via Teams
25th November 2021	Presentation Skills in a Virtual World – 9.30am-4.30pm	Virtual via Zoom
1st December 2021	Excel Spreadsheets – Introduction – 9.30am-4.30pm	Virtual via Zoom
8th December 2021	Excel Spreadsheets – Intermediary/Advanced – 9.30am-4.30pm	Virtual via Zoom
18th January 2022	InvestNI – The Sales Practice – Selling Effectively – 9.30am-12.30pm	Virtual via Zoom
20th January 2022	Introduction to NLP – 9.30am-12.30pm	Virtual via Zoom

## Spring Event Listing 2022

2nd February 2022	InnovateNI & ASM on R&D Tax Credits & Patent Box 9.30am-12.30pm	Virtual via Zoom
8th February 2022	InvestNI – Perfecting Your Pitch – 9.30am-12.30pm	Virtual via Zoom
10th March 2022	Fraud & Cyber Security – 9.30am-12.30pm	Virtual via Zoom
24th March 2022	Budget 2022 – 10.00am-12.00noon	Virtual via Zoom
Feb-March 2022	Food & Drink Programme	Virtual via Zoom
Feb-March 2022	Hospitality & Leisure Programme	Virtual via Zoom

## Advice Clinics

16th September 2021	Export Documentation & Logistics	Telephone
21st October 2021	Sales Prospecting for Export Growth	Virtual via Zoom
10th November 2021	Social Media	Virtual via Zoom
20th January 2022	Selling Effectively	Virtual via Zoom
9th February 2022	Perfecting Your Pitch	Virtual via Zoom

# Summer Events

## Resilience & Mental Health Wellbeing

13th May 2021, 9.30am-12.30pm

Virtual via Zoom

This virtual training session will focus on building resilience and the capacity to maintain wellbeing and work performance under the current circumstances. Our natural resilience is a combination of personal characteristics and learned skills - but most importantly this quality can always be developed whatever your starting point; and in times of change it is increasingly important for individual and business performance and personal growth.

You'll learn what resilience is, what builds and breaks it. We will explore patterns, default behaviour, emotional reactions, expectations and pay particular attention to stressors. You will gain a unique insight into the 5 key sources of resilience (the pillars) and give you techniques to build resilience in yourself and others.

By the end of the training you will be able to:

- Utilise the pillars model to build confidence and resilience
- Identify your natural strengths and how to manage risks
- Respond positively to the pressures and demands of working in this situation and identify opportunities to thrive
- Identify actions to take forward to adapt your outlook and build and maintain your personal resilience for personal and professional performance.

## Fundamentals of Digital Marketing

25th June 2021, 9.30am-12.30pm, and 5th

August 2021, 9.30am-12.30pm

Virtual via Zoom

This interactive, virtual workshop will examine the digital marketing and social media areas you may need to focus on.

It will provide you with the fundamentals of how to raise the profile of your organisation and help to sell or promote your products and services using best practice digital marketing and social media techniques.

As part of the workshop, we will focus on practical topics that will provide results as well as showcasing the importance of "rich" media content that can be easily created by everyone. We will focus on Digital Automation to ensure your time is used effectively to run your business. By the end of the session, you will be able to:

- Recognise the importance of a digital strategy
- Maximise social media, web and digital automation
- Enhance Search Engine Optimisation (SEO)
- Implement successful email marketing campaigns
- Develop content for social platforms

## **Creating Video Via Mobile Devices**

**2nd July 2021, 9.30am-12.30pm**

**6th July 2021, 9.30am-12.30pm**

**Virtual via Zoom**

This practical smartphone/iPad filming course will provide you with the skills to create compelling video content on your mobile device.

With one-third of online activity now spent watching video, it's a must for all companies to deliver video content to successfully engage online. This course will explain the equipment that you need for a successful shoot. Using essential video techniques, you will learn how to create short compelling videos.

You will learn how to compose shots, how to film in different lighting situations, use different settings and apps. The trainer will share how to work with different backgrounds and how to work with audio and complete basic editing.

By the end of the training course you will be able to:

- Review examples of videos made on smartphones or tablets
- Plan and storyboard a shoot
- Understand film theory and technology basics
- Know which apps to use to improve your filming
- Use shooting basics to work with video settings, ISO and shutter speeds, setting white balance and fixed focus point
- Control your sound environment and use of microphones
- Use lighting to enhance your shots and create contrast.

## **Facebook for Business - A Beginner's Guide**

**13th August 2021, 9.30am-12.30pm**

**Virtual via Zoom**

In this online workshop you will learn how to effectively use your Facebook Business page to raise brand awareness, generate engagement, and ultimately increase sales. This session will cover;

- What is Facebook?
- Populating your Facebook Business page
- Posting best practice
- The Facebook algorithm
- Utilising Insights
- Facebook Business Manager
- Advertising on Facebook

## **Instagram for Business -A Beginner's Guide**

**20th August 2021, 9.30am-12.30pm**

**26th August 2021, 9.30am-12.30pm**

**Virtual Via Zoom**

In this online workshop you will learn how to set up and utilise an Instagram Business account to help you raise brand awareness and grow your business.

This session will cover:

- What is Instagram?
- Setting up your Instagram Business account
- Populating your bio
- What to post
- The grid aesthetic
- Hashtags and how they work
- Utilising Stories, Highlights & Reels
- Creating an Influencer marketing strategy

# Autumn/Winter Events

## InvestNI - Export Documentation & Logistics

**8th September 2021, 9.30am-12.30pm**

**Virtual Via Zoom**

In partnership with InvestNI. Growing your understanding of the fundamentals of getting your cargo to its destination successfully. An outline of the basic principles and an introduction to processes and routines to be followed. Delegates attending this event will have the opportunity to avail of a confidential 1-1 advice session with a leading expert in Exporting and logistics.

**16th September 2021 – 1:1 advice clinic – various times see website for details.**

## Post Brexit – Employment Law

**24th September 2021, 10.00am-11.30am**

**Virtual via Zoom**

Join us for this invaluable session on Post Brexit employment law matters and the Return to the Workplace. Learn essential information on the EU Settlement Scheme and the Right to work checks. By attending this session you will hear from leading HR practitioners and understand:

- Sponsor licences and the points-based immigration system
- Workforce planning – Recruitment and Retention
- Managing employee expectations when returning to the workplace
- New ways of working – A hybrid and flexible workforce

## Positive Influencing Skills

**30th September 2021, 9.30am-4.30pm**

**Virtual via Zoom**

Developing influencing skills helps build confidence and practical skills that can ensure a positive impact even in difficult situations.

By attending this session you will discover how to:

- use positive influencing language
- use body language and non-verbal communication to your maximum advantage
- motivate and influence others
- how to influence colleagues and customers at meetings and during presentations
- develop conflict strategies and how to implement them to your advantage
- use succinct and clear verbal communication
- build effortless rapport
- network in and out of the workplace
- establish and maintain trust

By the end of this session you will have the tools to develop confidence, a stronger sense of self-awareness, the ability to understand where you are now, so you can be sure you are heading in the right direction.

## The Post Pandemic Workplace

**1st October 2021, 10.00am-11.30am**

Join us for this vital and informative session on how to create and manage an engaging workplace Post Pandemic. Engaging your employees to develop the best working model for them and your organisation is the key to the future success of your business, and choosing the best model [remote, office or hybrid] is paramount for employee satisfaction, retention and the long-term sustainability of your business. Join us and gain the “know how” to:

- Communicate, collaborate and provide opportunity for innovation in a hybrid working model
- Lead and manage in a new post Covid workplace
- Understand the ‘out of sight, out of mind’ effects on equality in your business
- Develop a culture of vision and values to drive purpose and connection to your organisation

## Hootsuite – Streamlining your Social Media

**5th October 2021, 9.30am-12.30pm**

**Virtual via Zoom**



Hootsuite is trusted by over 16 million users in over 175 countries and is the industry standard for social media management. Join us for this practical session and learn how to master the Hootsuite dashboard, learn skills for composing and scheduling multimedia messages, how to listen for relevant conversations, and manage your social media campaigns.

This interactive half-day session will take you through the basics of the Hootsuite application, through which you can post updates; connect with your client base; and review responses on more than thirty-five popular social networks. These include Twitter, LinkedIn (including Pages, Profiles, and Groups), Foursquare, Facebook (including Events, Groups, Profiles, and Fan Pages), Google+ and WordPress blogs. Hootsuite also connects you with several other platforms using third party apps. Examples include: Vimeo, Instagram, Evernote, MailChimp, Storify, Edocr, Slideshare, Flickr, Tumblr, StumbleUpon, and Reddit.

This Hootsuite social media course will help you take your social media marketing skills to the next level by seamlessly managing your social media accounts via a single dashboard. By the end of the session, you will know how to schedule posts and optimise your presence on the major social networks. You will also learn how to use the analytics and reporting tools to create a sophisticated social marketing strategy for your organisation.

During this session you will learn:

- The benefits of HootSuite and how best to use them
- How to post to multiple social accounts
- Manage contributors and allow others to add details without sharing passwords.
- Build a team of contributors and track progress
- Make use of social analytics to prove the ROI of social media and make data-driven decisions
- Improve efficiency and simplify social media management
- Measure the impact of your social marketing campaigns through comprehensive social channel reporting

- Prepare for a crisis or spikes in social activity through automatic alerts and response simulation planning

This course is for any business professional seeking to manage their multiple social media platforms more productively and efficiently

### **‘Ready 2 Export Series– Products / Services’ Micro Programme for Sole Traders, Micro and Small businesses**

**Wednesday 7th and 14th October,  
9.30am-12.30pm**

**Follow up 1-1 Sessions: 19th to 30th October**

Ards and North Down Borough Council’s ‘Ready 2 Export Series’ will encourage export activity by breaking down barriers to export. Generating interest in and encouraging uptake of further support programmes in an export focused manner.

The series is split between exporting Products and exporting Services. Each workshop will cover key practical considerations for exporting. Focusing on identifying and answering the challenges that most new exporters have; finding customers, building networks, competition, regulations and finance. During the workshop there will be an opportunity to hear from local micro and small business exporters who have successfully built sales opportunities in other countries.

Participants will be provided with a “Ready 2 Export Checklist” – a practical checklist to support new and aspiring exporters to frame how they can approach an export market. The session will also include a support pathway document to show what local government and other agency support (such as InterTradeIreland and Invest NI) can be used to directly enable ‘next steps’ in their export journey.

Following each workshop, participants will be offered the opportunity to avail of 1-1 confidential support on your individual exporting journey.

## **“Ready 2 Export” Series – Products**

**Wednesday 7th October, 9.30am-12.30pm**

**Virtual via Zoom**

Being able to sell your products to new customers in different countries is an amazing way to grow your business. But have you thought about all the implications of having to deliver your product to a different country?

In this Export series on Products, with experienced exporters, we will explore what steps you need to take to get a foothold into a new market, including; taxes and duties, product regulations, logistics and competition and where to get help. We will help you get “Ready 2 Export”.

**19th-30th October – 1:1 advice sessions – various times see website for details.**

## **Canva – Online Design Made Easy**

**12th October 2021, 9.30am-12.30pm**

**Virtual via Zoom**

This practical and interactive half-day session will take you through the basics of the Canva application. You will explore the tools you will need to get started and create amazing graphic design projects quickly and efficiently incorporating Canva's extensive library of templates.

Canva is now one of the most popular and easy to use online design and publishing tools. Created with “non-designers” in mind, its mission is to empower everyone in the world to design anything and publish anywhere. Images are one of the most powerful ways to create a connection with your audience. Content with relevant images gets 94% more engagement than content without, and bad images also have an important impact. This course will help you create the right impression.

During this session you will learn:

- How to get started using Canva. The Canva Dashboard, the main landing page, and where you can find your past designs and all other

information related to your account.

- How to use the Canva Dashboard. Design Dashboard is the place where all the magic happens. This is the page where you get to create and design anything you need from eBooks and infographics to Facebook images, invitations, presentations and much more!
- The difference between the Canva FREE and PRO versions including Brand Kit setup (PRO version), easy editing and sharing with multiple platforms
- Key graphic design principles and techniques including
  - > How to find the right template for any occasion
  - > Uploading images to Canva
  - > Choosing the right font
  - > Adding and editing text (using Brand Kit designs)
  - > Alignment and rule of thirds
  - > How to find free images in Canva

You will need a laptop or desktop computer and an Internet connection. No previous design skills required. Canva Free or Pro is required.

This course is for business, marketing & PR professionals, business owners and individuals who need to publish visually appealing content onto websites and social media platforms. It is aimed at those new to design basics and not at graphic design professionals.

## **Ready 2 Export Series – Services**

**Wednesday 14th October, 9.30am-12.30pm**

**Virtual via Zoom**

Being able to attract new customers to your service in different countries is an amazing way to grow your business. But have you thought about all the implications of having to deliver your service in a different country, so that you can consistently provide that service?

In this Export series on Services, with experienced exporters, we will explore what steps you need to take to get a foothold into a new market. Including;

tax implications, service regulations, types of service delivery, routes to market, language barriers and customer expectations and where to get help. We will help you get “Ready 2 Export”.

**19th-30th October – 1:1 advice sessions – various times see website for details.**

### **InvestNI - Sales Prospecting for Export Growth**

**19th October 2021, 9.30am-12.30pm**

**Virtual via Zoom**

In partnership with InvestNI. Join us for this valuable session and discover practical techniques for increasing the volume of new business leads through effective online and telesales techniques; and addressing how to effectively qualify prospects.

Delegates attending this event will have the opportunity to avail of a confidential 1-1 advice session with a leading expert in sales and exporting.

**Thursday 21st October – 1:1 advice clinic – various times see website for details.**

### **InvestNI - Maximising Social Media**

**9th November 2021, 9.30am-12.30pm**

**Virtual via Zoom**

In partnership with InvestNI. Join us for this informative and insightful session and discover the latest trends in Social Media and best practice methods for engaging and growing a Social Media audience to effectively drive sales.

Delegates attending this event will have the opportunity to avail of a confidential 1-1 advice session with a leading expert in digital marketing and social media.

**Wednesday 10th November – 1:1 advice clinic – various times see website for details.**

### **Managing Your Carbon Footprint**

**11th November 2021, 9.30am-4.30pm**

**Virtual via Zoom**

Do you know the size of your organisation's carbon footprint? How about the amount of kilowatts your computers use on a daily basis? If you don't know these stats right now, there's a good chance you'll have to in the near future. It's good business today, and it's forming a large part of tomorrow's regulatory environment.

This course provides an insight as to how to tackle climate change from a business perspective through the use of case studies and covering all current and relevant legislation.

By attending this session you will discover:

- What is climate change?
- Why businesses need to manage climate change
- What legislation is there regarding climate change?
- What is meant by Carbon Neutral, Offsetting and Footprints?
- Tackling climate change from a business perspective
- Case studies of companies that have succeeded in becoming carbon neutral

By the end of this short course delegates will have a good understanding of how to implement a plan for carbon saving within their business as well as the necessary legislation they need to comply with when making changes.

### **Identifying Opportunities and Trends**

**17th November 2021, 10.00am-12.30pm**

**Virtual via Zoom**

As a business - how do we spot where we should be? Radical change brings opportunities – it is the great business people who see them and convert them. But how do we do that? This seminar will cover the several ways in which we can identify opportunities and trends as well as the keys to converting them. It will explain several methods

by which we can analyse exactly where markets are and what trends we should – or more crucially should not – pursue.

Delivered by a business growth advisor of 25 years' experience this seminar will utilise experiences from 4 different periods of massive economic change and provide real pragmatic steps and practical demonstrations of trend identification.

**1:1 advice clinics – various times see website for details.**

### **Trading Standards Information Session** **18th November 2021, 10.00am-11.30am** **Virtual via Teams**

Join us for this information session on the role and remit of Trading Standards and an overview of relevant legislation and guidance for businesses within the Borough.

This session will cover Consumer Protection legislation including Unfair Trading Regulations and how these apply to businesses and will highlight sources of information and examples of application for businesses. The Consumer Rights Act – rights and remedies of consumers/ business obligations, and the service Consumerline – who they are, what they do and highlight how they are also there to answer queries from businesses.

### **Presentation Skills in a Virtual World** **25th November 2021, 9.30am-4.30pm** **Virtual via Zoom**

This Presentation Skills training course is designed to help delegates prepare and deliver effective, interesting and memorable presentations for both in person and virtual audiences. By the end of this course delegates will understand how to assess and choose the right presentation techniques and tools for the occasion; channel nervous energy positively; develop excellent oratory techniques and effectively keep both in person and virtual audiences engaged.

By attending this session participants will discover:

- the key concepts associated with presentation skills
- the main obstacles to effective presenting and learn techniques to overcome these
- the process behind being able to effectively present information to an audience
- a range of presentation skills tools and techniques
- the differences and similarities between presenting in person and virtually

By attending this course delegates will have the skills to understand how to use their personality to get a clearer more coherent message across, improve vocal skills upon delivery by practicing appropriate variations in style, pace and language, and how to channel excess nervous tensions positively.

### **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](mailto:signaladmin@ardsandnorthdown.gov.uk)

### **Excel Spreadsheets – Introduction** **1st December 2021, 9.30am-4.30pm** **Virtual via Zoom**

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.

### **Excel Spreadsheets – Intermediary/Advanced**

**8th December 2021, 9.30am-4.30pm**

**Virtual via Zoom**

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.

### **InvestNI – The Sales Practice – Selling Effectively**

**18th January 2022, 9.30am-12.30pm**

**Virtual via Zoom**

In partnership with InvestNI. Join us for this informative and insightful session and discover key tips and techniques to refine your selling skills in a changing marketplace, improving confidence to help win sales and improve your profit margins. Delegates attending this event will have the opportunity to avail of a confidential 1-1 advice session with a leading expert in digital marketing and social media.

**Thursday 20th January – 1:1 advice clinic – various times see website for details.**

### **Introduction to Neuro Linguistic Programming (NLP)**

**20th January 2022, 9.30am-12.30pm**

**Virtual via Zoom**

Neuro Linguistic Programming (NLP) is the practical application of what works in managing ourselves and our interactions with others. What drives our behaviour? How can we do things differently to achieve a desired outcome and how can we achieve business excellence. NLP has attracted increasing attention from all walks of life and in particular, the world of business.

This introductory course provides an example of the key aspects of NLP and delegates will benefit from engaging with the trainer whilst they demonstrate a variety of examples of the most effective techniques of persuasion. This course gives an overview and a practical insight into the significance of NLP in business today, and how it can be used to build rapport and increase flexibility.

The techniques used in NLP are most likely applicable for all managers and consultants. However business people in general can effectively use NLP to observe the representational system of co-workers and associates. This assessment helps build relationships which can facilitate the negotiation of a decision, the building of a team, or a sale.

By participating in this session you will be able to use NLP to learn how to:

- build and maintain rapport as a way of enhancing your influence and strengthening relationships
- increase the likelihood of achieving what you really want by learning how to build compelling goals for yourself and your business
- increase your interpersonal sensitivity and develop your choices in achieving your goals
- communicate in ways that maximise understanding and impact
- enhance your flexibility and gain insights that will increase your personal and work effectiveness

# Spring Event Listing 2022

## **Innovation Accreditation, R&D Tax Credits and Patent Box**

**2nd February 2022, 9.30am-12.30pm**

**Virtual Via Zoom**

Innovation is vital for business survival. Businesses must innovate to adapt and grow in a competitive marketplace. Products (and services) become outdated quickly and customer preferences change. Your business will have a better chance of survival if it implements an innovation management system to continuously bring new ideas to market.

HM Revenue and Customs promotes innovation through a range of generous tax reliefs. R&D reliefs support companies that work on innovative projects in science and technology and that seek to research or develop an advance in their field, while companies that develop a patented product or process can avail of the Patent Box, reducing Corporation tax on intellectual property profits by nearly 50%.

Join us for this comprehensive session and discover how innovation can help secure the future of your business, and the available supports and tax savings that are available through Patent Box and R&D Tax Credits.

## **Perfecting your Pitch**

**8th February 2022, 9.30am-12.30pm**

**Virtual via Zoom**

Presenting confidently and persuasively is one of the most sought-after skills in today's workplace, yet some people break into a cold sweat at just the thought of it. Pitching for business is an expensive exercise and one where there are no 'second chances'. If it is conducted in an unprofessional manner, potential clients may be lost and reputations damaged.

Get your message, personality and credibility across clearly and consistently in every pitch. Learn the key techniques of preparing and structuring an impactful pitch, and key tips for effective delivery.

**Wednesday 9th February – 1-1 advice clinic see website for details**



## **Fraud and Cyber Security Awareness**

**10th March 2022, 9.30am-12.30pm**

**Virtual via Zoom**

Reduce the risk of becoming a victim of criminals and scammers online. Employees are at the core of every organisation and are instrumental in keeping you secure. Whilst your team are without doubt one of your most valued assets, they can also be high risk when it comes to fraud and cyber security. More than 90% of security incidents are caused by cyber criminals targeting employees.

During this practical session you'll learn what constitutes "fraud"; what your role is in helping to raise awareness (personal and team); and appreciate that it's an ever-changing subject especially in light of technological and societal advances.

You will also gain an overview of a range of everyday cyber issues that you need to be aware of when you are using your computer, tablet or smart phone to access services across the internet.

Using examples and group discussions, you will be able to explore the everyday issues associated with fraud and cyber security and learn about the simple steps you can take to minimise the risks to you and your organisation.

By the end of the training you be able to:

- Appreciate the unique nature of fraud
- Consider various types of fraud
- Consider fraud risks and appropriate mitigations within your organisation
- Undertake a fraud risk assessment
- Identify best practice in managing fraud and current "hot topics"
- Identify basic cyber security steps to be implemented to protect your computers, tablets and smart phones
- Recognise the types of scams currently being used on the internet
- Understand how to use social media platforms, online banking and public WIFI networks safely

- Consider appropriate organisational controls required by businesses
- Identify when a data protection impact assessment is required and how to undertake this.

## **Budget 2022**

**24th March 2022, 10.00am-12.00noon**

**Virtual via Zoom**

The 2022 budget will set out the government's plans for the economy as well as any proposals for changes to taxation.

For this information session, we are delighted to welcome and hear from the ASM Chartered Accountants. By facilitating the presentation their team of financial specialists will highlight the budget changes, how they will impact on you and your business and what opportunities may be presented.

Following the presentation there will be an opportunity to discuss any budgetary or tax issues you might have and how they could be addressed. The date of this event is dependant on confirmation of the 2022 Budget announcement.

# Sectoral Programmes 2021

## Retail Business Recovery and Support Programme

It has been an extremely difficult past 18 months, with Covid lockdown restrictions, the pressures and responsibilities from Brexit and the challenges online retail creates for our town centres.

Ards and North Down Borough Council is fully committed to encouraging footfall to our town centres and local traders and has put together an innovative support programme to help you continue to build your customer experience to help boost sales and grow loyalty.

As part of this commitment, we surveyed our local retail business owners and as a result of the findings, we are pleased to offer retailers across AND the opportunity to avail of the Ards and North Down Retail Business Recovery and Support Programme.

The Programme is Free of Charge, dates as follows:

**Wednesday 15th September**  
**Programme Launch and “The Customer Journey”**  
**10.00am-12noon**

**Wednesday 22nd September**  
**Merchandising – “Stand out from the Crowd”**  
**10.00am-11.15am**

**Monday 4th October**  
**“Developing your Brand and Marketing your Business” 10.00am-12noon**

**Monday 18th October**  
**“Social Media and Growing your Business Online”**  
**10.00am-12noon**

Individual 1-1 mentoring sessions will be available for all of the above modules – subject to availability (early booking is required). We request that businesses attend all sessions.



## **The Customer Journey Overview**

**Wednesday 15th September, 10am-12noon**

The session will aim to highlight the importance of a smooth customer journey from start to finish, both on and offline. The retail experience should not happen by chance and the session will underline the importance of service mapping to ensure you can head off problems before they even arise.

The session will be aimed at all retailers and will take a practical view of designing and implementing a service plan with a bullet proof customer journey.

## **Merchandising – “Stand out from the Crowd”**

**Wednesday 22nd September, 10.00am-11.15am**

Creating a magical customer experience is one of the key aspects of retail success! Join us for this bespoke Visual Merchandising Masterclass webinar to learn professional tips on how to display products, present your space and plan your visual themes for Christmas 2021.

This highly-visual and creative session reinforces the key learning points from the “Customer Journey” and will empower you to create the best retail experience for your customer. Following this Masterclass, participants will be able to avail of a one-to-one VM consultancy session with Mags McAlpin from the Creating Retail Magic consultancy.

These sessions will either be facilitated on site at your premises or virtually – dependent on Covid safety guidelines.

## **Developing a Brand and Marketing a Business**

**Monday 4th October, 10.00am-12noon**

Traditional marketing techniques haven't disappeared and can be effective but all too often in today's digital world they can be overlooked. This session will explore how retailers can develop and raise brand awareness through a balanced approach of on and offline techniques.

The session will explore the importance and the benefits of a balanced approach to marketing planning and implementation. The session is aimed at less experienced retailers who are interested in building their business and raising their profile.

## **Social Media and Growing Your Online Audience**

**Monday 18th October, 10.00am-12noon**

Retailers can all too often establish a social media presence and try to use it only as a selling tool, rather than as a way to connect with their customers. This session will aim to highlight the trends and developments across the Digital platforms and how to use these to connect with customers.



# CREATIVE VISION 2021-2022

The Creative Industries support package for Ards and North Down Borough Council offers local entrepreneurs the opportunity to network learn develop and grow as a business. This programme is a follow on from the previous successful E-Commerce Journey support package (previous participation is not required). The programme looks at what creative businesses need both during and following a period characterised by lockdown restrictions.

Current business needs following lockdown can be how to re-engage with your market or how to optimise market engagement to maximise sales. In a world more characterised and more open to E-commerce there is a host of new and evolving needs for the growing creative sector. This programme aims to answer those needs while giving the Creative Industries the opportunity to engage with and express their business needs with their local council.

**To register or to find out more information please go to**

**[andbusiness.co.uk/grow-your-business/business-support-programmes/creative-vision](https://andbusiness.co.uk/grow-your-business/business-support-programmes/creative-vision)**

**Alternatively please email [niall.drew@ardsandnorthdown.gov.uk](mailto:niall.drew@ardsandnorthdown.gov.uk)**





## **EVENT PROGRAMME**

<b>Launch event – Creative Vision</b>	Thursday September 9 2021
<b>Inspiration for a Direct Response</b>	Tuesday September 14 2021
<b>Create for Growth</b>	Tuesday September 21 2021
<b>Visual Merchandise Your Craft</b>	Tuesday September 28 2021
<b>Successful E-commerce Journeys</b>	Wednesday October 13 2021
<b>Creative Rules for Optimising Engagement</b>	Wednesday October 27 2021
<b>Mobile First Video and Production</b>	Tuesday November 16 2021
<b>Learning from the Christmas Market</b>	Tuesday November 30 2021
<b>Creative Packaging</b>	Thursday February 3 2022
<b>Using Humour to Sell</b>	Wednesday February 9 2022
<b>How Important is Cyber Security for Your Business</b>	Wednesday February 16 2022
<b>How Can Augmented Reality (AR) Benefit Your Business</b>	Wednesday February 23 2022
<b>Turning Creativity on its Side</b>	Wednesday March 2 2022
<b>Getting Started with Stories</b>	Tuesday March 8 2022
<b>Networking Event for the Creative Industries</b>	Wednesday March 16 2022

# Sectoral Programmes 2022

Covid has had a dramatic impact across both the Food & Drink and Hospitality and Leisure sectors from early 2020. Whilst there are shoots of recovery, current restrictions continue to impact the industry, one that plays a key role in the borough's local employment, economy and tourism offering. The Council wishes to assist the sector during this period of rebuild through provision of training, networking events, clinics and workshops.

## Food & Drink Business Recovery and Support Programme

### February-March 2022

The Food & Drink sector plays a major part in the economic landscape of our Borough.

Our Business Support Team is developing a Food & Drink Business Recovery and Support Programme to be delivered February-March 2022. To enable us to develop and deliver a programme that is relevant to your support needs, we want to hear from local business owners and managers operating and working within this sector.

Please contact us at the email addresses below and let us know your training and support needs:  
Paula Ault, Business Development Executive,  
[paula.ault@ardsandnorthdown.gov.uk](mailto:paula.ault@ardsandnorthdown.gov.uk)  
Conal Stewart, Food & Drink Officer,  
[conal.stewart@ardsandnorthdown.gov.uk](mailto:conal.stewart@ardsandnorthdown.gov.uk)

## Hospitality and Leisure Business Recovery and Support Programme

### February-March 2022

The Hospitality & Leisure sector plays a major part in the economic landscape of our Borough.

Our Business Support Team is developing a Hospitality & Leisure Business Recovery and Support Programme to be delivered February-March 2022. To enable us to develop and deliver a programme that is relevant to your support needs we want to hear from local business owners and managers operating and working within this sector.

Please contact us at the email addresses below and let us know your training and support needs:  
Paula Ault, Business Development Executive,  
[paula.ault@ardsandnorthdown.gov.uk](mailto:paula.ault@ardsandnorthdown.gov.uk)  
Alex Irvine, Tourism Manager,  
[alex.irvine@ardsandnorthdown.gov.uk](mailto:alex.irvine@ardsandnorthdown.gov.uk)

## Global Entrepreneurship Week 2021

### 8th-12th November 2021

As part of the Global Entrepreneurship Week, Ards and North Down Borough Council, in partnership with Young Enterprise NI, is running a Business Challenge for all Year 6/7 and 8 pupils across the Borough to explore their entrepreneurial skills and talents.

The Challenge will inspire our students and hopefully realise their creative talent for their future career path and business journey.

This Borough wide Challenge will be launched on 4th October 2021, with finalists showcased on-line and in local media throughout Global Entrepreneurship Week (8th-12th November) and winners announced on Friday 12th November 2021.

# Business Support Funded Programmes

## 1. Rebel on Demand

Rebel on Demand is new pilot initiative delivered by all councils across Northern Ireland in partnership with the Rebel School. The initiative offers a free online business support service for small businesses who are either running their own enterprise or thinking of starting up.

Rebel on Demand will give you the information, inspiration and practical help you need to get your business idea up and running. We've collected the best of our content from videos, podcasts, blogs and highlights from our live events to give you a service you can enjoy for free 24/7.

For further information visit [andbusiness.co.uk/rebel-on-demand](http://andbusiness.co.uk/rebel-on-demand)



## 2. Go For It – Business Start Programme

The Go For It Programme is the first stop for budding entrepreneurs in Ards and North Down. The programme will provide you free step-by-step advice and mentoring to guide you towards the launch and success of your business by assisting you to develop 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.

Every successful business needs a business plan. Regardless of the industry or area of expertise, a properly researched framework for the administration, financial operation, and creative direction of your business is key.

To arrange a free meeting with an adviser, call 0800 027 0639 or visit [goforitni.com](http://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.*

## 3. 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/medium enterprises and is open to companies with less than 50 employees located in the borough.

The programme supports sustainable job creation through one-to-one specialist mentoring advice that will support you to take your business to the next level of growth.

For further information visit [andbusiness.co.uk/grow-your-business/business-support-programmes/shine-programme](http://andbusiness.co.uk/grow-your-business/business-support-programmes/shine-programme)  
Or speak to council officers; Maura Bettles Email [maura.bettes@ardsandnorthdown.gov.uk](mailto:maura.bettes@ardsandnorthdown.gov.uk) or Sharyn McMaster Email [sharyn.mcmaster@ardsandnorthdown.gov.uk](mailto:sharyn.mcmaster@ardsandnorthdown.gov.uk)  
Telephone: 028 9147 3788.



*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.*

## 4. Get Connected – DIGITAL GROWTH

Digital Growth is a support programme aimed at micro businesses and SMEs 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](mailto:niall.drew@ardsandnorthdown.gov.uk) or Tel: [028] 9147 3788, alternatively contact Elaine McAlinden at [elaine.mcalinden@nmandd.org](mailto: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.*

## 5. Digital Transformation

The new 'Digital Transformation' programme will be launching in the coming months throughout the whole of Northern Ireland. The programme will offer high level support for the purposes of achieving meaningful digital transformation that incorporates the application of emerging technologies for local businesses.

The programme will drive 'digital inclination' among participating SME and micro businesses. It will provide clarity on advanced digital technologies through high quality idea support and exposure to good practice. Participating businesses will receive a digital acceleration plan providing a clear path to business development in addition to mentoring by a dedicated digital expert.

Further details of the programme, as it nears launch, will be posted on [andbusiness.co.uk](http://andbusiness.co.uk) and notifications through the Council's business ezine. For further information contact Niall Drew [niall.drew@ardsandnorthdown.gov.uk](mailto:niall.drew@ardsandnorthdown.gov.uk)

## 6. Ards and North Down Social Entrepreneurship Programme (ANDSEP)

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

The programme offers individuals and groups tailored mentoring, business planning support and advice to help them successfully develop their socially orientated business.

For more information and apply visit [andbusiness.co.uk/grow-your-business/business-support-programmes/ards-and-north-down-social-entrepreneurship](http://andbusiness.co.uk/grow-your-business/business-support-programmes/ards-and-north-down-social-entrepreneurship)





## 7. Yes You Can – Women In Business Programme

Yes You Can is a Female Enterprise Programme delivered by Women in Business in partnership with Ards and North Down Borough Council and Invest NI. The programme is delivered Northern Ireland wide supporting females who have an innovative idea, or who are at an idea stage and are ready to launch a new business and supporting female business owners already trading (under 2 years).

The programme consists of the following initiatives:

**Next Steps** – A series of business support webinars tailored towards women's needs from the 1-women business start-ups to small organisations with a focus on moving their business forward. These webinars provide women with practical takeaway information and 'How To' tips to support them with various business needs including sales, pitching, resourcing, time management.

**Sell It** – A 2-day residential to inspire women already trading, to encourage growth, ambition, diversification and scalability of their business. [Please note – due to COVID-19 Sell It Residentials are currently under review and are postponed until further notice].

The Yes You Can programme is a three-year programme and is due to complete in January 2022. Please note that some of the events and webinars will have already taken place at time of publication..

For contacts and dates of remaining webinars visit [womeninbusinessni.com/Yes-You-Can.aspx](http://womeninbusinessni.com/Yes-You-Can.aspx)



## 8. Mind Body Business

Mind Body Business is a joint initiative between the council and the Public Health Agency providing a series of initiatives that encourages employers to put “health” at the centre of their business agenda. By accessing this resource, you will make a positive impact on the health of your business and our employees.

Mind Body Business will

- Raise awareness of the benefits of workplace health
- Keep enterprises up to date on the activities of partner organisations
- Increase workforce creativity and productivity
- Engage and motivate your workplace to maximise performance, reduce absence rates and retain the best employees
- Support you on your journey to make your business a better place to work

Mind Body Business is open to all employers and employees located in the Borough. To sign up to the Programme, please email: [healthandwellbeing@ardsandnorthdown.gov.uk](mailto:healthandwellbeing@ardsandnorthdown.gov.uk) or call 0300 013 3333 Ext. 40333



# Business Support Services

## Business Advice and Signposting

As a local business you can meet online 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](mailto:maura.bettes@ardsandnorthdown.gov.uk), or Paula Ault at [paula.ault@ardsandnorthdown.gov.uk](mailto:paula.ault@ardsandnorthdown.gov.uk) or Tel: [028] 9147 3788.

## Property Search Facility

Do you need premises but do not have the time to keep looking? Whether you are 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 and research to provide you with the details on available premises/sites throughout the Borough and will keep you updated on any which become available.

Contact Nicola Webster-Pickett [nicola.webster-pickett@ardsandnorthdown.gov.uk](mailto:nicola.webster-pickett@ardsandnorthdown.gov.uk) or, Rowena Moore [rowena.moore@ardsandnorthdown.gov.uk](mailto:rowena.moore@ardsandnorthdown.gov.uk)

## 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 desktop 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 free of charge and 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](mailto:tory.killen@ardsandnorthdown.gov.uk) or Tel: [028] 9147 3788

## 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. Latest Covid regulations and funding supports are issued on a weekly basis to all businesses registered to the service.

Please subscribe to our ezine by registering online at [andbusiness.co.uk/sign-our-mailing-list](http://andbusiness.co.uk/sign-our-mailing-list) or email [signaladmin@ardsandnorthdown.gov.uk](mailto:signaladmin@ardsandnorthdown.gov.uk).



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**Ards and  
North Down**  
Borough Council