

**Dear Business Partnership Member,**

2007 will be an extremely exciting year for the Arun Business Partnership. If you hadn't already, you may have noticed that there's been a change of name. The new name Arun Business partnership is partly to save on paper – it's much quicker than writing The Bognor Regis and Littlehampton Business Partnerships! The second is to formally acknowledge that if you are a business based in the Arun area then you are a member of the Partnership.

In the past years, the Partnerships have come a long way and achieved many great things, both locally and on the national and global stages.

In 2006, the Partnership Steering Group decided that it was time to help the Partnerships move to the next stage, and opened a tendering process for interested companies to become an official Development Partner. As many of you will know by know, local company CAM Business Development Solutions (BDS) were successful in the process and have brought many new ideas to the Partnership table.

By working with the team at CAM, the Steering Group hope that the Partnership can exceed its already impressive achievements and help more businesses to be successful in the Arun District.

Below you will find a selection of the ideas and initiatives that are currently being worked on to help you and your business.

## **The Business Partnership Website and Incentive Card**

Many of you have expressed the opinion that the Arun Business Partnership needs its current website re-launching to help promote communication and networking opportunities across the area. So we've gone one step further!

The good news is that your new site is currently in development and will be ready for you by the spring.

### **What will the website do for me?**

The Arun Business Partnership website will allow you to market, promote and shout about your company to the entire Business Partnership. You will be able to see all of the news from across the area, get involved with events, know about forthcoming meetings, take advantage of special offers and get access to the essential information that you need to run your business.

### **What will the Incentive Card do for me?**

The Arun Business Card (ABC) is the incentive card which opens up a range of discounts available exclusively to you as a member of the Business Partnership. Not only will you save money on the every day essentials that you need to run your business, for example office supplies, office furniture or entertaining, but each of your employees will also be able to take advantage of special offers across the Arun area from dry cleaning to restaurants.

### **What will you get?**

All of the businesses in the Business Partnership will receive a free listing with their company name and address. By becoming a member of the site and associated Incentive Card, you'll be able to do so much more! Once you've become a member, you will get:

- **A full business listing** – ensure that everyone knows who you are, what you do and how you do it with a full business listing on the Business Partnership website. You'll get complete contact details (address, telephone, fax, email and website link), picture of your business and a link to a Google Map to show the world where you are!
- **News** – have you won a big contract, employed a new member of the team or have something that you need to shout about? Use the Arun Business Partnership website to get your message out there for free!
- **Events** – publicise your open days, special offers and more
- **Jobs** – advertise all of your jobs free on the website – saving you hundreds or thousands of pounds compared to local media advertising!
- **Downloads** – ever spent hours searching for forms and documents such as expenses forms or the latest updates to Health and Safety legislation? Look no further – you'll be able to download all the important documents your business could ever need for free!
- **Business Bazaar** – have an old desk that you need to get rid of? Need a filing cabinet? The Business Bazaar is your chance to sell or swap things with other local businesses that you don't need for things that you do!
- **Links** – search no more for links to funding bodies, business advice services and more. The Business Partnership website will give you a wide range of links to organisations who can help your business. Add your own links and recommend others!
- **The Magazine** – want to know more about a story in The Magazine? It'll be on the website and you can read it for free

- **Offers** – promote your own offers or discounts to other businesses in the Partnership and save your company money by trading locally, only with your Incentive Card! Add and update your offers as often as you like – free!
- **Incentive Card (ABC)** – get enough ABC cards for everyone in your company – free!
- **Updates** – you will be able to update every piece of information about your business on the website as often as you like, from wherever you like! Tell everybody that you've moved, change your special offers, put up the latest news and events. You are in total control of your information!
- **Publicity** – we will be promoting the Business Partnership website on an on-going basis throughout the area. By being involved, your company will benefit from the publicity schedule surrounding the launch and growth of the Business Partnership website.
- **Gallery** – your opportunity to show all of the other companies in the Arun Business Partnership your business, your staff, your products and your events. Ensure that everyone knows your face!

In addition to the above content uploaded by you, we will have a section dedicated to the Business Partnership Awards event, complete with photographs, lists of winners and company profiles.

With the Incentive Card (ABC Card) you will be able to:

- **Save money** – businesses subscribed to the Partnership website will be uploading special offers and discounts, available only to ABC Card holders!
- **Promote your company** – put your special offers on the Business Website and tell the entire Partnership about what you do and why they need to be doing business with you
- **Give a card to all of your employees** - every penny spent by your employees with local businesses, such as restaurants, shops and accommodation providers, helps to boost the Arun economy and put more money into your business.

### **How much will it cost?**

Membership of the Business Partnership's website and incentive card will cost just £100 (+VAT) per annum or £10 per month (+VAT) by direct debit.

The subscription cost for the website helps to fund the site's development and also puts money back into the Business Partnership. Every business that subscribes to the site will be helping the Partnership to deliver and further develop:

- The Getting to Know You event
- The Business Conference
- Training seminars
- And many more initiatives designed to help your business grow!

It's your Business Partnership – so use it!

### **Further information**

For more information on how to get involved with the Business Partnership website and to hear more about what it will do for your business, contact a member of the Partnership team on 0870 1900 220.

## **Business Partnership meetings**

Your regular Business Partnership meetings will now be held quarterly and will include businesses from the whole Arun area – that just means that you won't need to decide whether you go to the Bognor Regis or Littlehampton meetings - you can meet everyone you need to in one go! By increasing their frequency, you will have many more opportunities to network with local businesses and do business locally. If you've never been to a meeting before – just ask someone who has and they're sure to tell you how much fun they are!

During the meetings, you have the opportunity to tell everyone about your business, what it is that you do, how you can help the rest of the Partnership's members and what they can do to help you.

The meetings will still start at 5.00 p.m. be finished by 7.00 p.m. and best of all will still be free!

The dates for the meetings this year are as follows:

- Monday 26 February at The Beachcroft Hotel, Felpham
- Monday 4 June at The Royal Norfolk Hotel, Bognor Regis
- Monday 3 September - venue to be advised
- Monday 10 December – venue to be advised

## **Training**

Over the past year, you have told us that you need access to certain information to help you run your business.

We will be running four free seminars over the course of 2007, the first of which will be held in the District Council's Civic Centre offices in Littlehampton, to help you get this information, using the expertise of local and nationally recognised businesses.

Topics that will be covered include:

- Finance – Thursday 22 March
- Recycling – Tuesday 15 May
- Education and Training – Tuesday 17 July
- Health and Safety – Wednesday 19 September

There are a number of sponsorship opportunities open to you to help deliver these events for your staff and for other local businesses, and your sponsorship will enable businesses across Arun to increase their knowledge and grow. Contact the team on 0870 1900 220 today to discuss the packages on offer!

## **Getting to Know You Business Exhibition**

Arun's premier FREE business exhibition – 'Getting to Know You' – has been a great success in previous years, and for 2007, we're building in even more for you.

Companies who have attended previously will be familiar with the format – companies take exhibition space to promote their business to the rest of the Partnership and other visitors to the exhibition - but please remember – no BIG exhibition stands. This approach remains unchanged this year, and will remain a

free event for Arun businesses! We are also increasing the length of time that the event is open to give you more opportunities to market your services.

As well as the exhibition space, there will be three workshops running over the course of the afternoon focusing on:

- Marketing
- Finance
- Art and business

These workshops will also be free of charge, so you might want to bring another person with you this year to mind your stand while you attend the workshops. Each workshop will be repeated during the afternoon, allowing you time to get to each one.

There are sponsorship opportunities for Getting to Know You and they are strictly on a first-come, first-served basis. Contact Steve Cusack on 0870 1900 220 to discuss how your company can get involved!

We will also be producing a 'Biz Bag' for the event, containing a range of marketing materials from companies across the district. If you would like to include some of your promotions in this 'Biz Bag', please contact the Sales Team on 0870 1900 220.

Getting to Know You will take place on **20th June** at Fontwell Park Racecourse.

### **Business Conference**

New for 2007 is the Arun Business Conference, which will be staged during November. This will be a significant business tool for Arun businesses as we're planning to have a number of keynote speakers as well as break-out sessions to help you with specific aspects of your business. Full details of the keynote speakers will be provided nearer to the event.

The breakout sessions will cover:

- Finance
- Green issues
- Marketing (including PR, image building and web development)
- Staffing (including training, personnel development and health & safety)

These sessions will take the form of an intensive Q+A with recognised experts in each field from both local and national business arenas. The topics chosen will continue the program initiated by Getting to Know You and the quarterly workshops.

The sessions will be repeated throughout the day, giving you the opportunity to take part in each one.

There are a number of sponsorship opportunities open to you to help deliver the Business Conference, and your sponsorship will enable businesses across Arun to increase their knowledge and grow. Contact the team on 0870 1900 220 today to discuss the packages on offer! We will give you more details on the arrangements for the Business Conference as they become available.

The Business Conference will be held at Butlins on **Wednesday 21<sup>st</sup> November**.

## The Awards Event

The Awards event is growing year on year, with more categories, more nominations and more businesses attending on the night. We plan to continue and further develop recognition of local businesses through the Business Awards.

A record number of local business people attended the 2006 Awards event, held at Fontwell Racecourse. There were 13 separate award categories, each of which was divided into winners from Littlehampton and Bognor Regis.

This year, Arundel businesses will also be included, so you can expect the Awards to grow yet again, and the competition to become more fierce!

Later in the year, you will be asked to nominate local businesses for an award. You will be able to nominate any business based in Arun – even if it is your own! – and, as before, there will be a number of different categories. There will be old favourites as well as new additions for 2007 – so keep watching out for further details as they are released!

This year, there are a number of sponsorship opportunities available for the Awards ceremony, which will help the Business Partnership team to grow it yet further. Contact the Sales Team on 0870 1900 220 to find out the ways in which you can get involved!

The Business Partnership Steering Group are also keen to hear from any companies who would be interested in hosting the 2007 awards. Can you seat and cater for over 250 people? If so, please contact Miriam Nicholls on 01903 713436.

## Special & Social Events

Networking can happen anywhere – so why not combine business and pleasure? We are hoping to get a number of Business Partnership social events up and running this year and these might include:

- **Racing – Friday 4<sup>th</sup> May:** It's ABBA night at Fontwell Park! An ideal opportunity to bring the Partnership together for informal networking, an evening of fun and the chance to win lots of money (but only if you ignore the racing tips provided by Richard McMann)!
- **Quiz Night:** A charitable event in June. Your business will be invited to enter a team of quiz-experts to try and take home the Quiz Master trophy for 2007! We're raising money for local charities.
- **Food & Drink Club:** This will be run through the Business Partnership's website and will promote local food and drink producers. We're also looking at having tasting sessions at one of the meetings before Christmas. If your business is interested in getting involved in this then please contact Steve Cusack or Miriam Nicholls.
- **Golf Day:** We are looking at arranging a business partnership golf day this year. Once again, you will be able to enter a team of your best players and challenge the rest of the Arun business scene to a friendly round! Your company can sponsor the Golf Day either by sponsoring the whole day or putting your name and banner against a hole.

For further details of all sponsorship opportunities, please contact Steve Cusack on 0870 1900 220 or Miriam Nicholls on 01903 713436.

We will release more details about the events closer to the time – but if there's something that you would like to do or think that other Business Partnership members would enjoy, please let us know!

### **Sponsorship Opportunities**

This year, there are a number of ways in which you can get involved in sponsoring the activities of the Business Partnership.

For example, you can get involved with helping to deliver the **training events**. Ideas for sponsorship might include:

- Sponsoring a venue
- Sponsoring the catering
- Sponsoring a speaker
- Sponsoring the workshop programmes and packs
- Sponsoring the whole programme of training sessions or individual events

At **Getting To Know You**, we're inviting local businesses to:

- Sponsor the venue
- Sponsor and advertise in the programme
- Sponsor the 'Biz Bag'

The **Business Conference** is the newest addition to the Business Partnership's events programme. To help this reach the largest number of companies across Arun, we're inviting your business to get involved with sponsoring the event. You might wish to:

- Sponsor the venue
- Sponsor the catering
- Sponsor a speaker for the day
- Sponsor and advertise in the official programme for the day
- Sponsor the marketing of the event

The **Awards Ceremony** is the largest event in the Business Partnership calendar. You might want to help grow the night by helping with:

- Provision of a venue
- Provision of the catering
- Design of materials to accompany the event
- Printing of the event materials
- Individual category sponsorship
- Overall Winners' prizes
- Decorations (tables etc)
- PA System
- Press advertising
- Photography

We're also keen to hear your ideas on how you'd like to get involved with delivering all of these events throughout 2007.

In return from your support, we will ensure that your branding and marketing materials are prominently displayed at the relevant event, that information about your company is included in the any packs or programmes and that all of the publicity surrounding the events mentions your valued support.

For further information on all the ways that you can support the continued growth of the Arun Business Partnership, contact the Sales Team on 0870 1900 220.

## **The Magazine**

'The Magazine' is the official publication of the Business Partnership and is posted out direct to **ALL** 5,024 local businesses through the Royal Mail with another 1,000 distributed to prominent places throughout the district. If you know of any new businesses or anyone that we may have missed or your details change then please let us know.

'The Magazine' has received a warm reception since its launch, with many companies taking the opportunity to promote themselves through advertising or editorial. In addition you can insert a mail out into the magazine to go direct to all the local businesses but this is limited to 3 per magazine as we don't want to dilute your message or break the postman's back!

The team behind 'The Magazine' have also been discussing ideas for features with many of you, ensuring that the publication remains relevant to your business.

As the only publication dedicated to the Arun Business Partnership, your support is most appreciated, and vital. It is your vehicle to say what's on your mind, to get a dialogue started with the other businesses in the Partnership, or to shout about your latest successes.

We want, and need, to know all of your news – from products launches to new appointments, contracts won to office moves. To ensure that your news is covered within your magazine, please send your press releases to:  
[editor@camcentral.co.uk](mailto:editor@camcentral.co.uk)

Over the coming year, the team behind 'The Magazine' hope to expand its reach, incorporating new features on topics of interest to you and your business. If you have any comments about the publication or are interested in either advertising or including a mail out then please contact the Editor or sales team on 0870 1900 220.

## **Feedback opportunities**

One important way to help the Partnership to develop is for you to pass your feedback to the Steering Group. In case you don't know the Steering Group is made up from a number of local business people, just like you, who give their time and work with Arun District Council and our new development partners, CAM, to help to guide the Partnership for the benefit of you all. This year, we will be sending you a questionnaire every six months to get your feedback on how the Partnership is developing, your comments on the events run to date and any other information that you can give to help the Partnership develop.

Ideally we would like to send these electronically – so if you've got a new email address or changed yours recently, please drop a line to [miriam.nicholls@arun.gov.uk](mailto:miriam.nicholls@arun.gov.uk) to let her know!



**Arun Business Partnership Website and Incentive Card**

This is your form to sign up for everything that the Arun Business Partnership Website & Incentive Card can offer you. Please post the completed form back to the address at the bottom of this sheet.

**Business**

**Name:** .....

**Contact Name:** .....

**Address:** .....

.....

.....

.....

.....

Telephone number: .....

Fax Number: .....

Website: .....

Email Address: .....

Cheques for £100 + VAT (TOTAL £117.50) can be made payable to: CAM Ltd

Or you can call the CAM team for further details on 0870 1900 220

Please return to:

Miriam Nicholls, Arun Civic Centre,  
Maltravers Road. Littlehampton.  
West Sussex. BN17 5LF

Fax : 01903 734394