

#bbwk2019

Burnley Business Week

25th - 29th November 2019

A week of FREE business workshops,
seminars and drop-in sessions with
business experts



In association with:



Organised by:



Burnley Council is delighted to be delivering Burnley Business Week once again for 2019. This is the eighth annual Business Week that the Council's Business Support Team have organised to provide our local businesses with FREE support sessions on a range of up-to-date business related topics.

This programme details all the Business Week events with a calendar of what's happening throughout the week which will take place across the town at a selection of venues from Monday the 25th of November to Friday the 29th of November.

It is a complete 'when and where' guide, with details of how to book yourself a place on any of the free business support sessions throughout the week.

We have worked with a range of partners and business experts to ensure we provide the latest advice and training to help you grow your business and explore and implement long term growth plans to improve your businesses bottom line. With the University of Central Lancashire growing their presence here in Burnley we are delighted to have them on board with the event showcasing some of their business support services.

Whether it's new start business advice, training on how to plan your next digital business project, or learning how to manage an employment tribunal, we've got industry experts on hand to help and improve your business.

Whatever the size or type of your business, there will be something to help your business during Burnley Business Week.

Burnley has a successful business growth rate which consistently ranks higher than many other areas across the whole of the North West, mainly due to Burnley's pro-active attitude to creating the best environment for businesses to grow. Burnley has several new development projects underway across the borough and new infrastructure initiatives which ensure that local talent can be kept and grown within the borough.

If you have any questions or enquiries about Burnley Business week and would like to know more about the support being held across Burnley during Burnley Business Week **contact Adam Holden Burnley Council Business Support Officer on 01282 477208** email aholden@burnley.gov.uk or on twitter [@burnleyCoUk](https://twitter.com/burnleyCoUk)

Yours faithfully



Mick Cartledge
Chief Executive Burnley Council



Monday 25th November

Starting Your Own Business

This one day workshop provides you with a detailed look at all aspects of starting and running a business from marketing and business planning to understanding financial aspects within your business. At the end of this workshop you will be able to undertake your own research to see if your business idea is viable, put together a draft business plan and have an understanding of profit and loss. This seminar will give you the tools to help your business take off.

Delivered by Orvia

25th November 9.30am - 3pm

The Landmark

1 School Ln, Burnley BB11 1UF

Bookings:

www.eventbrite.co.uk/e/76433866753

Tackling Your Business Challenges

This business drop-in will offer a range of business rescue and recovery services. Simply Corporate based in Padiham have worked together as a team for over 10 years, having previously played fundamental roles in setting up a successful insolvency practice in Greater Manchester. You can book a one to one appointment for free with one of their skilled practitioners and get detailed support on how to reduce your business cashflow pressures, discuss problems you may have with HMRC regarding tax or VAT issues or obtain advice on any other financial challenges that your business may be facing.

Delivered by Simply Corporate

Monday 25th November 9.00am - 4.00pm

Ribble Court, Meadway, Padiham,

Burnley BB12 7NG

Bookings:

www.eventbrite.co.uk/e/76436506649

For all bookings visit:
burnley.co.uk/business/businessweek/
unless otherwise stated,
or call Adam Holden
01282 477208



Tuesday 26th November

Mock Employment Tribunal

This mock Employment Tribunal, hosted by Forbes Solicitors will demonstrate a realistic insight into the workings of a sex discrimination unfair dismissal case. The prospect of going to an employment tribunal can be daunting and it's difficult to imagine what it would be like to present a case cogently, be cross-examined and supply evidence to a judge and panel. Presented by Forbes Solicitors it is designed for anyone with staff management responsibilities, particularly those involved in disciplinary matters, including HR.

Delivered by Forbes Solicitors

Tuesday 26th November – 8.30am -11.30am

Prairie Sports Village, Windermere Suite,
Windermere Avenue, Burnley BB10 2FU

Bookings - www.eventbrite.co.uk/e/73267861145

Workplace Resilience

The Health and Safety Executive report 2018 identified that 57% of health-related absence from work in the UK is directly caused by workplace stress and ACAS projects that avoidable losses caused by mental illness costs British employers 30 billion pounds a year. This seminar will impart a concise, direct and accessible understanding of what causes these issues, what early warning signs to look out for, and what economically viable methods exist to proactively support your team and avoid these issues arising.

Delivered by JSA Psychotherapy

26 November 8.30am – 11.00am

Empire Business Centre, 2 Empire Way, Burnley BB12 6HH

Bookings: www.eventbrite.co.uk/e/76781580775

Protecting Your Brand Reputation From Social Media Destruction

How are you managing your brand reputation on social media? Are your employees aware of the implications their personal actions can have on your companies reputation and standing in a local community?

whY-us? will help you recognise the risk factors of social brand exposure, enabling you to manage good and bad news stories. This will also support you to recognise areas of exposure you may need to close and reduce the risk of awkward employee conversations, by setting suitable boundaries.

Delivered by Why-Us Sales Marketing Management

Turf Moor, Harry Potts Way, Burnley, BB10 4BX

Tuesday 26th November 1.00pm – 3.30pm

Bookings: www.eventbrite.co.uk/e/77297517957

Prince's Trust Enterprise Programme

Thinking about starting a business or self-employment? This 3 day workshop will get your thoughts in order and explain in plain language what may be required and many useful hints and tips. If you are you aged 18yrs-30yrs and unemployed or working fewer than 16 hours per week you can enrol on the Princes Trust Enterprise Programme. Why & how to create a business plan? Structure of business, where to trade from, opportunity to practice important situations and more. Prior enrolment is necessary.

Delivered by Prince's Trust

Tuesday the 26th, Wednesday the 27th and
Thursday the 28th of November 10am – 4pm

Prince's Trust, The Pennine Lancashire
Centre, Sandgate, Burnley BB11 1RN

Bookings: www.eventbrite.co.uk/e/76437930909

Radeea.Ali@princes-trust.org.uk

Wednesday 27th November

Developing your new Product and Getting It to Market

This session delivered by Uclan Developing a new product that has strong commercial potential is a very exciting challenge requiring a breadth of skills, from commercial experience of designing a product through utilising the correct processes and materials, to ensuring that it is fit for purpose and commercially viable. The Innovation Clinic team not only understands this, but has an outstanding track record in identifying and developing innovative ideas into globally successful product and business solutions. They have worked internationally for the likes of Adidas, BT, Jaguar Land Rover, Toyota, Starbucks, Pentland Plc and Glasdon Group Ltd.

Delivered by Uclan

Wednesday 27th November 8.30am

for a 9.00am start – 12.00pm

Uclan Burnley, Victoria Mill, Trafalgar St,
Burnley BB11 1RA

Bookings: www.eventbrite.co.uk/e/76441230779

Developing and Funding Your Manufacturing Growth

The DigitME2 project aims to assist manufacturing companies throughout Lancashire in a bid to help them grow and develop their business, increase their productivity and become more efficient by introducing new digital technologies into their manufacturing process, such as robotics, data analytics and additive manufacturing.

Providing funded support through consultancy is only one step in the DigitME2 journey. The team will provide independent expert advice and will supply each business with tailored handover points that will help you adopt the recommendations made during the consultation.

DigitMe Will provide live support of how they can help your digital projects with one to one follow ups. With DigitMe providing information of a new programme of funding for manufacturers, available across the UK as part of the £1.1bn Industrial Strategy Challenge Fund.

Delivered by Uclan

Uclan Burnley, Victoria Mill, Trafalgar St, Burnley BB11 1RA

Bookings: www.eventbrite.co.uk/e/76784166509

Access to Finance – Barclays

Come along for an opportunity to discuss your business and its growth with Lee. Lee Hunt is an experienced Barclays Business Manager who is offering appointments for individuals/businesses to discuss ways to support your business. Take advantage of this free event and enable your business to grow with excellent business and financial insights. To access this opportunity,

Delivered by Barclays

The Eagle Lab, The Landmark,
1 School Ln, Burnley BB11 1UF

Wednesday 27th November 9.00am –
4.00pm 45 Minute Drop in sessions

Bookings: www.eventbrite.co.uk/e/76443908789

Lee Hunt at lee.m.hunt@barclays.com

+44 (0) 7775543560 to book an 45 minute
appointment for the day.



Thursday 28th November

R&D Tax Credit Workshop

Research & Development (R&D) tax credits are a tax incentive from the UK Government designed to encourage companies to invest in developing new products, processes or services or enhancing existing ones. If you're spending money on your innovation, you can make an R&D tax credit claim to receive either a cash repayment and/or a corporation tax reduction. Many businesses are still unaware of the significant benefits and tax savings which can be provided following a claim, with the scope of qualifying activities being far broader than many people realise.

To date, PM+M has helped clients generate over £15m worth of R&D tax claims across a wide range of business sectors, including those in food production, engineering, manufacturing and software. This free, interactive workshop will give you an overview of R&D tax relief, look at the types of qualifying projects, their timelines and how to put records in place to accurately record development activities.

Delivered by PM&M Chartered Accountants

Location The Landmark, 1 School Ln, Burnley BB11 1UF

Thursday 28th Of November 9.00am – 10.30am

Bookings – www.eventbrite.co.uk/e/77270697737

Business Networking: SHOUT Joint Meeting Open To All

These events typically attract 100+ businesses with a wealth of information, combining a busy morning of open networking with a business expo and short 10 minute presentations.

Find out what business networking is and how to get the most from your networking investment with a short presentation on 'Using your Business Networking Effectively'. Learn more about business activities coming up in Burnley and hear about the Apprenticeship shows in 2020.

The SHOUT! Network has a huge and growing presence in the East Lancashire area, as well as Central/West Lancashire, Manchester, Merseyside and West Yorkshire.

Delivered by Shout Network

Turf Moor, Burnley Football Club, James Hargreaves Stand

Thursday 28th November 7.30am – 11.30am

Bookings: www.eventbrite.co.uk/e/77308171823

Climate and Environmental Emergency – Funding and Support to take Practical Action

Delivered in conjunction with the Chamber Low Carbon programme and UCLAN's Macaw project this seminar will explain what it is to declare a climate emergency and how as a responsible business you can get practical help with tools & techniques, guidance and financial support to play your part, reduce costs, reduce and conserve resources, save money, improve processes, retain existing and attract new business by reducing your businesses carbon footprint.

**Delivered in conjunction with the Macaw Project
and The East Lancashire Chamber of Commerce**

The Landmark, 1 School Ln, Burnley BB11 1UF

Thursday 28th November 1.00pm – 3.00pm

Bookings: www.eventbrite.co.uk/e/76938173147



Friday 29th November

The Modern Digital Marketer: Metrics that Matter

For many businesses, digital marketing is a minefield. Sometimes rewarding. Sometimes costly. SEO, PPC, Content Marketing, CMS, Analytics, Bounce rates...

Understanding where and how to invest in digital marketing is an enormous challenge, and one that too many businesses have fallen foul of.

This session, delivered by Leon Calverly from Door4, will give you a critical insight into planning and measuring digital marketing success.

Free of jargon, it explores how to evaluate WHICH digital marketing activities will work to your advantage, and HOW you should measure their effectiveness. It also explores how to use Analytics tools to track success.

Delegates will come away with a clear understanding of how to align digital marketing activity with business goals - not whim and anecdotes.

Delivered by Door 4

**Friday 29th of November 9.30am arrival
for 10am start – 11.30pm**

The Landmark, 1 School Ln, Burnley BB11 1UF

Bookings: www.eventbrite.co.uk/e/76785344031

Corporate Hospitality – Lessons in How To Entertain business Clients

Spirits tasting is a great way to break the ice and get your clients and/employees talking. Enjoy a hands-on session learning about the history of producing spirits such as gin, vodka and rum, including how to create a perfect serve. Brilliant entertainment for hosting an informal business event; tastings can be tailored to your needs.

Delivered by Batch Distillery and Ginception

Friday 29th November 12.30pm – 1.30pm

The Landmark, 1 School Ln, Burnley BB11 1UF

Bookings: www.eventbrite.co.uk/e/76786559667

For all bookings visit:
**[burnley.co.uk/business/
businessweek/](http://burnley.co.uk/business/businessweek/)**
unless otherwise stated,
or call Adam Holden 01282 477208