

What support is available to you?



North Tyneside Council

North Tyneside Council

- The Business Development Team offer advice, guidance and signposting. Contact: John Angus on 0191 643 6406 or john.angus@northtyneside.gov.uk
- The Employment Development Team offer co-ordinated support for any staff at risk of redundancy. Support may include training needs analysis, CV writing, interview techniques, job search and benefit matching. Contact: Claire Dunn on 0191 643 6407 or claire.dunn@northtyneside.gov.uk

For further details and information for businesses with staff at risk of redundancy please visit our Business section on the North Tyneside Council website at www.northtyneside.gov.uk

Please use the following contact details for specialist council services:

- Business Rates – 0191 643 2365
team.revenue@northtyneside.gov.uk
- Planning – 0191 643 2310
planning.enforcement@northtyneside.gov.uk
- Licensing – 0191 643 2175
liquor.licensing@northtyneside.gov.uk
- Environmental Health – 0845 2000 103
envirolink@northtyneside.gov.uk
- Trading Standards – 0845 4040 506
www.northtyneside.gov.uk/tradingstandards/news.htm

To receive updates on available support send your email address to debbie.lydon-seagroatt@northtyneside.gov.uk

Other assistance

- Grants for Business Investment. Variable grants to assist businesses to grow or safeguard jobs. Minimum grant £10,000 - rate of intervention and eligibility subject to business sector and type of expenditure. North Tyneside has only partial Assisted Area status. Contact: Business Link or further details available at www.onenortheast.co.uk/page/gbi.cfm
- Transitional Loan Fund – A fund designed to assist SME's experiencing liquidity issues due to the current economic climate. Administered by Entrust. £25k - £250k up to 3 years with an option of a 6 month repayment holiday. Contact: 0191 244 4000 or r.charnley@entrust.co.uk

- Pathfinder – Confidential business intervention to analyse the areas of concern and introduce solutions for businesses experiencing financial difficulties. The project delivers hands-on practical support including contacting main creditors to agree a repayment schedule. Contact: 0191 244 4000 or j.anglin@entrust.co.uk
- Manufacturing Advisory Service. Delivered by PA Consulting, manufacturing related businesses can access a free review and subsidised support. Contact: 0191 501 8609 or www.mas-northeast.co.uk

Business Link

Business Link are the primary access point for public funded business support and are the main contact in accessing the £10m package of business resilience support recently announced by One North East.

They can provide you with a dedicated Relationship Manager and will work with you to understand your business needs, and provide you with the most appropriate support, information and guidance to help your business move forward.

- Business healthcheck and free service to help you improve your productivity, assist you with your tax bill, identify areas to save money by reducing waste and cutting costs, or find financial support for areas such as debt management, restructuring, expanding new markets and product development.
- Masterclasses in February covering: minimising risk, managing cashflow, legal issues and making your business attractive to banks. Check the website for local events.
- Train to Gain. National service to improve the skills of employees

Contact: 0845 600 9006 or www.businesslink.gov.uk/northeast

Business Link has issued a top ten steps to help your business prepare to survive the economic slowdown. These steps are printed over the page and are a starting point for anyone who is worried about the survival of their business.

Working closer
with communities

Ten point plan for dealing with the economic slowdown

1. Mind your cashflow

Understand exactly what your finances are telling you. Issue invoices promptly and chase up debtors; don't buy more stock than you need; negotiate longer credit terms with suppliers; shorter ones for customers; fill up gaps in your forward order book; and keep in touch with your bank.

2. Cut your costs

Look for savings in every part of your business. Making your business greener isn't just about saving the planet, it's also about saving you money. Do you turn equipment off at night? Is every business journey necessary? Are you taking full advantage of your tax allowances? Do you qualify for Small Business Rate Relief?

3. Credit check new customers

It may take only one major customer to go bust to jeopardise your business. Protect yourself by conducting rigorous credit checks on new customers and agreeing clear credit terms up front.

4. Know your customers

When finances are uncertain, consumers cut their discretionary spending, so do all you can to keep your customers coming through your doors. Investigating the potential of untapped foreign markets and new customers is a good way to sidestep a crowded marketplace or a fall in current orders. Building up a number of new clients and suppliers could be the ideal way to increase your turnover and profits.

5. Provide outstanding customer service

Consumers appreciate businesses that give them more for their money, especially when times are tough. Efficient service, fast delivery, flexible payment terms, and so on, can persuade people to spend with you rather than a competitor.

6. Increase your marketing

When competing for a smaller pot of money, it becomes more important than ever to tell people why they should come to you. You don't have to break the bank, but be sure to shout about your business.

7. Concentrate on products and services that sell

Don't put your efforts into trying to sell things that are untried or that few people will buy; stick to profitable favourites. Don't be tempted to slash prices either - if demand for your offer is not price sensitive, you will be giving your profits away.

8. Train your staff

Your staff are one of your greatest assets and could be the key to retaining customers and keeping your business running. Training is important to their personal development and the productivity of your business, so don't be tempted to scrap your training plan.

9. Streamline your operation

Consider moving to smaller premises, or subletting your existing space. Sell off excess equipment and look at staffing - are your people concentrated in the right areas? Will flexible working be more cost efficient? If considering redundancies, remember that it's bad for morale and replacements may be hard to find when business picks up.

10. Sell online

An online sales or marketing channel will expose you to a larger marketplace for minimal cost. Plan and resource online selling properly, including providing payment security, attracting visitors and meeting orders swiftly.