

Telscombe Town Council

The Civic Centre
360 South Coast Road
Telscombe Cliffs BN10 7ES
01273 589777
reception@telscombetowncouncil.org.uk



Telscombe Civic Centre — Here For You!

November/December 2014

Photographic Competition

The T.T.C. Photographic Competition was a huge success, with numerous entries in every category. The independent panel have chosen the winners and the prizes will be awarded at the Council Meeting on Wednesday 19th November by the Mayor. A number of the photographs will be used in our Telscombe Calendar, which will be available in December for just £5! You can place your order for one of our great LOCAL calendars right now. A new photographic competition will be announced next year so watch this space!



Local Spotlight!

This month we are spotlighting

US!

Alone this Christmas?

For the first time ever Telscombe Town Council have decided to open the Civic Centre on Christmas Day! A cup of tea or coffee, mince pies and cake will be available in the morning (from 10am til 12) for anyone who will be alone this Christmas and would like a little conversation and company. All are welcome and everything is free! So, if you know anyone who might like to come along please let them know.

What's on at the Civic Centre

We still have a few tickets left for the 'Evening with Elvis' show on December 6th (organised by Blind Veterans UK).

Our December Bingo is on the 19th, followed by our Christmas Party at 9pm. All welcome!

On Saturday 29th December Maria's Home Care Companions are holding a Christmas Fayre at the Civic Centre (2—6pm). There are still a couple of tables available (please contact the Civic Centre for further details). The Senior Tea Mornings (Tuesdays 10.30—1pm) are a huge success, so please come along and support a great charity for our local older generation.



At the end of this E-Bulletin there are some free tips for local, small to medium sized businesses. Thanks again to Advice 4 Business, located here at the Civic Centre. This month 'Low Cost Marketing Strategies' are covered.

JOB VACANCY!

Age UK East Sussex is seeking **Van Drivers** to support the Warehouse Manager with daily warehouse duties, driving vans, stock collections and deliveries. £7.13 per hour, inclusive of holiday pay, plus quarterly no crash bonus. A full driving licence is essential and you must have been driving for three or more years. Experience of furniture removals or delivery driving is desirable, together with stock sorting and warehouse experience. For further details please contact Allyson Kirk, Age UK East Sussex, 54 Cliffe High Street, Lewes BN7 2AN, tel: 01273 476704 ext. 106, Email: recruitment@ageukeastsussex.org.uk

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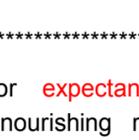
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Yoga class for expectant Mums!

Classes offer nourishing restorative yoga designed especially for pregnancy, keeping you fit & supple & helping alleviate pregnancy aches & pains. Learn breathing techniques for labour & birth, receive positive affirmations, birth visualisations & deep relaxation. Classes are 90 minutes long –and the first class just £5!

Contact Kim: kim.pehrsson@lushtums.co.uk / 07861 926441

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If you have any questions, wish to contribute (£5 per advert) or do not wish to receive this e-bulletin, please contact Janette on 01273 589777 or e-mail reception@telscombetowncouncil.org.uk



Most business owners rely on just two or three marketing strategies to attract new business. However, there is a multitude of ways to drive new business to your door and the reality is many business owners are just not doing enough to ensure success. Here are a few low cost options you might like to try:

Networking. It's not what you know it's who you know. There are literally dozens of networking groups and events you can visit or join. They are a great opportunity to not only meet new prospects but also expand your supplier network. Regular networking is relatively low cost and should be at the core of any good marketing strategy.

Referrals. This marketing strategy places a close second in preferred methods of generating new business leads. The key here is to ensure that you take a proactive approach rather than a passive one. Instead of assuming that a satisfied client will refer someone to you, ask for that referral. Tell people who your ideal client is and ask for their help in finding these types of clients.

Writing. This often under-utilized marketing strategy is an excellent way to become recognized as an industry expert. Every industry has trade magazines and most are hungry for good content. The Internet is also filled with websites and e-zines looking for material to send to their subscribers and customers.

Newsletters. This is another powerful marketing strategy to keep your name in front of your customers and prospects. Provide key insight into business challenges and offer solutions to them. In other words, help your prospects and customers solve problems. Some newsletters are nothing more than advertising, so be sure to provide valuable information to your customer. Although it is less expensive to send a newsletter electronically, you can issue it in paper format.

Offer a guarantee. A concern many people have when changing suppliers is the risk associated with the change. They may not be completely satisfied with their existing supplier but the risk of choosing a supplier, who may be worse, can prevent them from changing. Eliminate this concern and offer a guarantee.

Advertising. This can be a great marketing strategy if you know how to create a good ad. The best marketers know that great sales copy is what makes the difference. Glance through the ads in your trade magazine and you will quickly notice that most ads focus on the company's product features, instead of on the customer's problem. Create a great ad by concentrating on the problem you can solve.

There are many other ways to market your business and generate new business leads. However, the marketing strategies mentioned in this article are effective low or no cost options. Use them consistently and watch your sales grow.
