

NEWS RELEASE

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A boost for local businesses

- Face-to-face advice from experienced business advisers on key issues faced by local businesses
- A free comprehensive analysis of business needs and subsequent plan of action to help achieve business goals

Business Link, the provider of impartial business advice and information, has joined forces with Fenland District Council to provide local businesses with vital information and support to help them sustain and develop in today's competitive marketplace.

Local business owners and employees are invited to attend a series of Open Days at which specialist business advisers from Business Link will provide free, independent, one-to-one advice on a range of business issues including:

- Identifying and expanding into new markets
- Preparing new and effective marketing campaigns
- Enhancing and upgrading of IT systems
- Business planning
- Organisational restructuring

The Open Days are free, open to small and medium businesses, and will take place on:

- 4th October at South Fens Business Centre, Chatteris
- 17th October at Venture Court, Wisbech

Duncan Margetts, Business Link business adviser said:

“Responding to and understanding the needs and aims of businesses in Fenland is a real priority. These open days will enable busy business owners and employees to access high quality advice and support, at a time convenient to them, in a venue that is known and valued by local entrepreneurs.”

Clive Gibbon, Business Development Officer at Fenland District Council said:

“These sessions will offer opportunities for local companies to get advice from experienced business advisors who have a great deal of knowledge and are responsible for a number of successful businesses. We would hope that anybody that runs a business locally would seize this opportunity with both hands.”

To book your appointment call 01354 691623 or visit www.bookevents.org

If individuals are unable to make the Open Days and would like to meet with an adviser, please call Business Link on 08457 17 16 15 or visit www.businesslink.gov.uk/east

NOTES TO EDITORS

PRESS OFFICE

- Business Link East press office: please contact Emma Knight on 07717 506615 or email e.knight@businesslinkeast.org.uk

ABOUT BUSINESS LINK EAST

- Business Link East (BLE) provides information, practical advice and support to help people to start, run or grow their business
- Our clients fall in to two main categories:
 - Those running or working in established small and medium sized businesses
 - Those who want to start their own business
- Both clients groups can access independent, impartial and, in most instances, free help and support from BLE in the form of:
 - Free one-to-one help from an experienced business adviser (established businesses) or enterprise champion (start-up)
 - Workshops and briefings on a range of business subjects such as business planning, sales and marketing, legislation, developing people
 - Telephone and online support through our Information and intelligence centre
- Business Link East works with businesses and entrepreneurs in the 6 counties in the East of England: Suffolk, Norfolk, Essex, Bedfordshire, Cambridgeshire and Hertfordshire
- Business Link is a government initiative to promote enterprise, funded in the East of England by the East of England Development Agency