

Champagne breakfast

Breakfast went with a fizz for two lucky winners after they received a bottle of champagne for filling in and returning the recent chamber questionnaire. Names from all returned questionnaires were entered into the draw.



James Batchelor from Computer-eyez (left) and Gill Browning (Right) from Go Plastic express their delight after being presented with a bottle of champagne each from chamber president, John Whitehead.

Newhaven Traders

Newhaven traders, predominantly from the High Street, met recently in Star Cafe in the High Street with representatives from Lewes District and East Sussex County Councils to discuss ways of improving footfall in the High Street. The meeting was well attended and several ideas were put forward, including a web site to be launched by the Council and improved signage into the town.

Your Chamber suggested that the car park charges should be closely examined as some shoppers have cited this as one reason they don't frequent the High Street. The empty Woolworths site was also discussed, with the possibility of a 'co-operative' of smaller traders reopening the store. A further meeting has been planned for September and anyone interested in attending will be warmly welcomed.

New chamber branding

This month sees the launch of the chamber's new branding across its literature, promotional materials and a fresh new website.

Chamber members Excell Design have designed and developed the new branding to help the chamber grow and evolve throughout the next year. "The chamber is currently in the process of growing and developing its membership and activities and we wanted to reflect that with a fresh and professional new look" explains Richard Excell. "It's an exciting time for the Newhaven chamber even in the current economic climate, with considerable benefits to any local businesses."

Our thanks to Excell Design for the new design and branding and to Sussex Internet for the construction of the new website, www.newhavenchamber.co.uk.

The Chamber has a number of market stalls that are available to hire. Please contact the Chamber office for further details: office@newhavenchamber.co.uk

If you would like to submit an article or item of interest for inclusion within New Horizons please contact us on marketing@newhavenchamber.co.uk. Editor: Richard Excell 01273 516401, Contributors: Sophie Mahir, Chris Holdway. Our thanks also to Melissa Thompson for additional editing.

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From the experts...

Sophie Mahir from Aleptis explains the benefits of positive thinking in these troubled times and uncertain futures.

Positive Focus

How do we stay focussed, positive and motivated for both our clients and our businesses in these times of 'financial instability' (not to mention the 'r' word)?

- We could dig our heels in and stick tightly to our business plan, knowing it's been working well for us up till now - why change what works?
- We could work longer hours, or work much harder to compensate for the down-turn.
- We could realise we need to change things, re-examine the plan and alter accordingly, hoping this will work.
- Or we could ignore it all and hope it goes away!

Which of the above statements ring true for you? (I have in the past couple of weeks met several people living in each of these categories; some consciously, some un-consciously).

Here's something that I know to be true, which if applied could change your world around:

What you focus on is exactly what you get. So if you are focusing on, or surrounding yourself in any way with let's say the second statement then guess what you will get lots more of... Longer hours & hard work! If you are focusing on the lack of orders, sales, and expansion - then lack is what you will continue to get more of! Etc.

If you now choose to change that today and focus on 100% on the sales, customers, orders you do have, then you will find more of that will start showing up in your world. Of course this idea can be taken further by focusing on the £1,000,000 sales, 100 new customers per week, 10 new orders per hour that you have coming into your life now! (Or what ever it is for you!).

So, the fourth statement - ignore it and hope it all goes away, is half way there and so my favourite on the list. Take the focus off the negative and plant it firmly where you want it and amazing things can start to happen. This positive outlook can certainly change the way you do business and will also 'rub off' on your clients and customers, so that should motivate you to keep it up!

Anyone wanting to know more about the science of this (for that is what it is...) please contact me direct.

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Onwards and upwards

Jonathan Whitehead looks back over two years as President of the Newhaven Chamber of Commerce.

Hello and welcome to our new chamber newsletter, it's been sometime since we've been in contact and as you can see there have been lots of changes including our logo and branding.

It has always been the aim of the chamber to support Newhaven commerce and promote Newhaven as a place to do business. We want to see the Newhaven area become more prosperous and encourage regeneration within the town. To do this we welcome trade from all local businesses from the South East and beyond. The AGM, Thursday June 18th*, is an opportunity for all members to become involved in shaping the future of the chamber ensuring that it continues with its objectives and I look forward to seeing you there.

Since I took on the role of Chamber President a couple of years ago the economy has changed somewhat, however, the chamber continues to grow and help support local businesses. We have the successful Breakfast Club held weekly at Woody's Bar & Grill where there is the opportunity to network with fellow businesses. The lunchtime networking event has been re-launched and is now the Sandwich Seminar, where inspirational and motivational speakers have helped guide members towards their goals. Plans are also afoot to offer business training and advice for chamber members.

The highlight of my time as President has perhaps got to be the recent success of the chamber at the Sussex Express Business Awards earlier this year. Chamber members did exceptionally well scooping many awards including Business of the Year won by Cash Bases Ltd, and Chamber Member of the Year which went to Paul Boswell, President elect. I can honestly say the role has been something of pleasant distraction from my day job as a rat catcher.

Jonathan Whitehead, President

* The AGM will be held at the Enterprise Centre, Denton Island from 8pm - 9pm, Thursday 18th June 2009.

The Sussex Express Newspaper Business Awards 2009



The East Sussex National Hotel & Spa in Little Horsted just outside Uckfield, played host for the inaugural event earlier this year of the Sussex Express Newspaper Business Awards. A fantastic evening showcased all the best businesses and organisations from the Lewes area. The venue perfectly held over 180 guests who were treated to a dinner, served by the experienced catering staff.

Sussex Express Newspapers organised the evening which was compered by TV personality Fred Dinage who kept us laughing with jokes and humorous anecdotes.

The Newhaven area did well in all but one of the thirteen categories, with 6 category winners and 8 highly commended awards. Members of the Newhaven Chamber of Commerce were also highly visible in that they not only presented many of the awards but also had 6 winners and 7 highly commended awards on the night. Many of the Award Sponsors also came from the Newhaven business community.

The chosen charity for the event was the Searchlight Foundation, sponsored by the Mayor of Newhaven, Graham Amy and based in Denton.

FREE LOCAL BUSINESS HELP IN THE RECESSION

**Thursday 18th June 2009
Newhaven Enterprise Center**

The chamber are offering FREE drop-in business advice sessions to any local businesses to help beat the current credit crunch. Please see the website for further details:
www.newhavenchamber.co.uk



Seeing the wood for the trees

Managing a business, particularly in the current climate, is quite a challenge for anyone, so is running three at the same time utter madness? We talked to Phil Lewin to find out that it can be surprisingly good for business.

As you drive east along the Brighton Road towards Newhaven you'll find nestled on the top of a hill a building with flags hailing 'Golf @ Peacehaven', 'Woody's Bar & Grill' and 'Whites Fitness Suite'. It's here that we meet the proprietor of this hidden gem and our interviewee for today, Phil Lewin.

Phil, a PGA Golf Professional himself, took on the previously member owned 'Peacehaven Golf Course' back in April 2007, and here he explains the thinking behind the concept of the three elements of the business that we see today.

After assessing the business models and understanding who their market audience was, Phil and his business partner, Ben Porter, tailored the 3 different business's to what they believed their customers wanted. "We decided it had to be more than just a golf course so although we are committed to looking after our existing members we also needed to provide a brand new membership scheme where playing golf became

more affordable for the whole community and based around the flexibility of paying a discounted fee only when they decide to play. We are also not 'exclusive', we welcome everyone, we don't even have a dress code as such - look, I'm wearing jeans!

WE ARE NOT 'EXCLUSIVE', IN FACT WE WELCOME ALL, WE DON'T EVEN HAVE A DRESS CODE AS SUCH - LOOK, I'M WEARING JEANS!"

In developing the clubhouse to be more than just a building for golfers, we created 'Woody's Bar & Grill' to attract breakfast, lunches, snacks and special functions and parties. It's important to make people feel comfortable when they come here to eat and drink. A passer-by will not drop into a golf club for lunch so we had to make the dining experience separate from the golf so the décor of the lounge and restaurant reflect this message."

There is also the well-equipped 'Whites Fitness Suite' which sets out to offer the most affordable and

flexible membership scheme in the locality. With a set up of effectively three separate businesses, promotion of them is done independently. This makes them focused at attracting people to enjoy the restaurant or the gym without feeling they have to be members of the golf club.

As well as overseeing their Newhaven business, Phil and Ben run a golf academy business in Spain as well as a business providing GPS solutions for golf resorts across Europe and the Middle East. The GPS systems allow the golfer to view a graphic of each hole with exact distance information to all points on the course, such as the flag position and distances to all hazards whilst they are playing.

Phil has a refreshingly positive approach to business, though his feet are remain firmly on the ground, "As a business owner, what's important right now is cash, cash and cash! If nothing else keep your eye on the cash flow every week and know your numbers. Also you should try and keep upping your game, bringing in new ideas and actually monitor the results." Indeed Phil's philosophy extends to his marketing and promotional activities, "try and make sure you are consistent in what you deliver and that the customer always has a good experience as possible."

"Our customers are our most effective advertising, so if we care for them then there is a good chance that others will get to hear about us."

An easy thing to say and sometimes hard to achieve but with this kind of enthusiasm and positivity it's easy to see why the grass is green over here!

Further information:

Woody's Bar & Grill
Brighton Road, Newhaven, East Sussex
BN9 9UH
t: 01273 514049
e: henry@woodysbarandgrill.co.uk
www.woodysbarandgrill.co.uk

Making Waves in the channel

High seas, dramatic rescues and scraping the barnacles are all in a days work for local business man Alan Novis.



Local business man, Alan Novis, leads a double life that can see him paged from his bed in the middle of the night, or from the office at a moment's notice.

Alan is one of about 15 volunteer members of the Newhaven Lifeboat, which is one of the oldest stations in the UK. As a keen water skier, wake boarder and angler, Alan has a solid knowledge of the local coastline and enjoys being a member of the crew, having joined up in 2006.

In his day job, Alan runs Prestige Promotional Products who offer marketing and PR solutions, with a



he saw how valuable a resource it was to the communities along the south coast.

A "shout" as it's known can range from broken down vessel, people cut off by the tide, person lost over board, fire on boats, people and cars over cliffs, sightings of red distress flares, maydays and much more.

"YOU CAN'T CHANGE THE PAST BUT YOU CAN CHANGE THE FUTURE. YOU HAVE TO LOOK FORWARD AND KEEP MOVING TO ADJUST TO THE EVER CHANGING BUSINESS WORLD"

wide range of over fifty thousand promotional goods including, pens, key rings, conference items, clothing, electronic goods and much more. Prestige Promotional Products Limited aim is to make customer's life easier whilst adding value to their organisations.

Life on the coast and a keen interest in boats prompted Alan's involvement with the lifeboat, particularly as

Alan explained that everything we do is effectively networking. Alan met another Newhaven Chamber member, and ex-lifeboat crew member, Norman Mayhew there, where they used to talk business on a Sunday morning. As a result, Alan currently helps run the Milsterbest sign making business in Hove, which is part of the Brighton & Sussex Signs group that Norman owns.

While managing a demanding double life Alan's philosophy on business remains steadfast, "You can't change the past but you can change the future. You have to learn lessons and then look forward and keep adjusting to the ever changing business environment, particularly in these recessionary times."

The one piece of advice you would give to someone starting up in business. "Go and have a chat with the people from SEEDA's Enterprise Gateway/ Hub, they are extremely helpful with advice and support for people starting up in business." Also chat to other business owners who can give you personal recommendations, which are worth their weight in gold.

Further information:

SEEDA (South East England Development Agency) Tel: 01483 484218
www.seeda.co.uk

Prestige Promotional Products
Tel: 01273 611931
www.prestigepromotionalproducts.co.uk

Newhaven Lifeboat
www.newhavenlifeboat.co.uk