



Report to: Cabinet

Date: 4 December 2008

Author: Deputy Leader

Subject: Gedling Business Conference

1. Purpose of the Report

This report raises awareness about the forthcoming Business Conference that is taking place at the Civic Centre on Wednesday 10 December 2008.

2. Background

Councillor Jenny Spencer started a regular 'Business Breakfast' session when she became Mayor of Gedling in May 2007. These breakfasts have proved valuable in a number of ways, providing an opportunity for businesses in the Gedling area to get together informally over breakfast to build relationships, share experiences and receive presentations on a range of different topics.

Following on from the success of the business breakfasts, the Council and local businesses have decided to organise a conference aimed at helping businesses survive the recession.

3. Proposals

The Council is keen to do whatever it can to ensure that businesses in the Gedling area not only survive the recession but are well placed to respond when the economy recovers. By hosting the conference, the Council wants to show local businesses that it understands the problems that they are facing and provide an opportunity for businesses to receive the support, information and advice that they need.

The format and content of the conference has been largely determined by local businesses. The morning session will feature a number of key speakers, focusing on 'How to Stabilise Your Business', 'Limit the Damage of the Recession' and 'Plan for Better Times'. In the afternoon, there will be workshops and one-to-one advice clinics on a range of topics including Employment Law, Tax, Debt Recovery and Cashflow Management.

It is hoped that the event will be major success and provide a platform for building even stronger relationships with local businesses. This is going to be especially important over the next year in view of the current economic climate and it is therefore proposed to appoint an elected member to

champion the needs of local businesses both within the Council and externally.

4. Recommendations

Cabinet is recommended to express its support for the Business Conference and to appoint an elected member as 'Business Champion'.