

thebusinesspages

Created by TWA – The Marketing and Creative Services Agency – 0845 450 0581

December 2009



£10,000 raised at Charity Gala Event



It seemed like the whole of Andover was there to launch the Jamie G Sporting Trust on 6th November at the Hayward Suite Wolverdene Club. The trust has been set up as an appropriate memorial to a very special young man who touched many in his short life, with the intention of reflecting what he might well have gone on to himself.

The Directors of TWA, Paul Winter and Ed Thomas, joined other business people who are proud to be supporters of the Trust – TWA created and hosts the Jamie G website and will continue to be part of this

unique initiative to honour the memory of Jamie Gentleman.

The Trust will provide funds to sports clubs who focus on the young in the Andover area. Organised sports are one of the most important activities that young people can participate in. It teaches the importance of discipline and fitness leads to improved self confidence and gives the experience of working together as a team – all of which are so important for young people as they grow up.

Find out more and how you can help or donate at www.jamiegosportingtrust.org

Best Business venue in Andover

If you're looking for an ideal venue for your next business meeting then check out the Hayward Suite. Just minutes from the A303 with excellent parking, dedicated bar and kitchen, wi-fi, sound and light support and flexible staging, and the ability to provide the best breakfast in the area for 20 or an all day conference and evening meal for 100. For further details see www.thehaywardsuite.co.uk or call 01264 352227

this issue...

Business driving
policies

What are you
twittering about?

Wikinomics
reviewed



Crashing into Winter

“Season of mist and mellow fruitfulness” is the poetic description for Autumn however, now that the clocks have gone back the dark nights are drawing in and Julia Homan of The HR Dept says that this is the ideal time for employers to review their driving policies.

For employers there are numerous laws that cover driving but many of these are simply ignored by employees once they are travelling around the country. According to statistics, 31% of the UK's van drivers do not wear seatbelts even though they have prevented an estimated 60,000 deaths and 670,000 serious injuries over the last 25 years

and are considered to be one of the simplest ways of improving road safety.

Smoking in Company vehicles was prohibited in 2007 but how many times do you see drivers and passengers puffing away? There is a lot of confusion around this with employees believing it is acceptable as long as the passenger does not mind. However, this will not save them from a fixed penalty fine. Using a mobile phone, programming a sat nav or browsing an iPod while driving, substantially increases the risk of a driver being involved in an accident. And if it's the employer ringing their employee on their mobile phone at the

time of an accident there is a risk that the employer could face prosecution for corporate manslaughter. But it is the human tragedy behind accidents that makes it imperative that sensible and practical driving policies are in place.

The HR Dept, Andover specialises in providing tailored HR advice and support to SMEs in Andover and the surrounding area. We offer a free, no obligation review of your existing documentation, including driving policies. If you would like to arrange an appointment, please contact **Julia Homan** direct on **07791 278705** or at **julia.homan@hrdept.co.uk**

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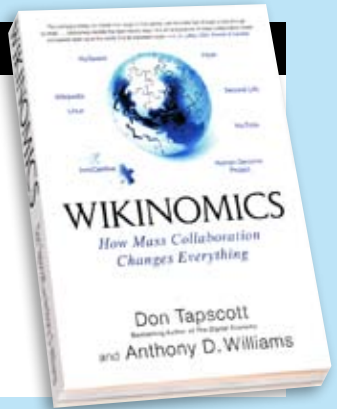
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Business Book Review

Wikinomics

If you like thrillers with plenty of surprises then Wikinomics could be the book for you. Based on multi-million dollar research, the book details just what impact the internet is having on the business world, and how it will impact on your business over the next few years. If you think that the internet is all about websites and search engine optimization then read Wikinomics and start to prepare for a very different business world that has already arrived.



Timing is Everything

We are all on the receiving end of lots of emails. That's because we send lots of emails – but when is the best time to send them? According to the latest stats from companies who send out thousands of emails everyday, the best time to send them is one hour before lunch and one hour before the end of the working day – only problem with that is who takes time off for lunch anymore, and when does the working day ever finish?!



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Business Meeting? No Problem.



If you need a business meeting venue that is easy to find, has great parking, is available all day, and is able to provide anything and everything from a regular breakfast meeting for 20 to an all day conference with evening meal for up to 100 – then look no further, and book the Hayward Suite at the Wolverdene Club situated close to the centre of Andover.

- Just 5 mins from the A303
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- Exclusive Bar and Kitchen
- Experienced and Friendly Staff

Ideal for: Regional sales meetings, product launches, business dinners, training, seminars, etc

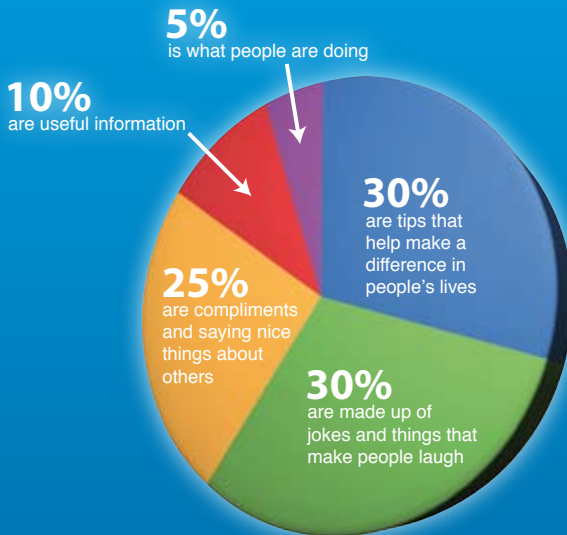
Contact Annie on 01264 352227
Find out more at www.haywardsuite.co.uk

The Hayward Suite, Dene Road, Andover, Hants, SP10 2AA

THE *Hayward* SUITE

Tweeter Breakdown

What do you others tweet about?
Well you might be surprised to know that:-



Wordsearch Prize Winner

Our October Wordsearch winner was **Beryl Carr** of Andover. Congratulations. TWA will be providing a marketing workshop to Beryl and up to 5 staff at the TWA offices in Andover. The workshop will focus on developing a marketing communications plan and coming up with some great ideas for 2010. The missing word was 'WORKSHOPS'.

Teamwork is...

“Never forgetting that your success was not earned by you alone”

Puzzled by employment legislation? Unsure how to manage employee issues? Can your business afford the cost of making a mistake?



By working in partnership with The HR Dept in Andover your business can benefit from a comprehensive and affordable, expert HR advice and support service. You'll save time and money by being able to address issues legally, fairly and promptly and you'll have peace of mind knowing that our advice is backed by legal expenses insurance and that you're compliant with the latest employment legislation.

Free Consultation

So confident are we that our service will benefit your business, we're offering a free, no obligation 60 minute consultation to discuss whatever employee or employment issues or challenges are high on your list of priorities now, or in the near future. All we ask is that you let us know in advance the main topic you want to discuss to ensure you get the maximum benefit out of the consultation.

For more information about The HR Dept's services or to book your free consultation, please contact Julia Homan on:

m: 07791 278705

e: julia.homan@hrdept.co.uk

Preventing People Problems

www.hrdept.co.uk/andover

Is your computer running slowly?

Part Two

As promised here is part 2 of what to do if your PC is Running Slow.

Check for the following and see if you can get your PC back to its speedy ways.

Benign Infections: as you troll about the internet you will inevitably pick up cookies, some of which are legitimate, some of which are not. Cookies are little files containing text that identifies you when you revisit a website. That's how Amazon are able to say "Welcome back, Mr Smith" when you visit their site and it is how shopping baskets work. However, cookies can also be used to track where you visit on the internet and relay that information to their "host". Third Party / Tracking cookies are of no use to you and will ultimately slow your computer. Google "MalwareBytes" download the free version and run it whenever your machine is getting slow.

Malignant infections: These include spyware, browser hijacks, viruses and Trojan horses all of which are very bad news.

Symptoms vary from practically none beyond an awareness that your computer is slowing down – if that – to your computer behaving so badly that you can't do anything with it. Spyware generally slows your computer down, browser hijacks keep taking you to websites that you don't ask for, viruses make your computer slow, Trojans can do all of these things and worse including rendering the

computer unusable. They rarely destroy data selectively.

First you need a decent Anti-virus package. Avast! Is the best of the free ones – Google "Avast" and download the free version. Alternatively, Kaspersky costs about £40.00 and is currently rated the best in the world. It also deals very effectively with spam.

You can help yourself to avoid most of these infections by taking some simple precautions:

- Never open an email from someone you don't know full stop – however tempting.
- Never follow a link in an email unless you know who sent you the link and you know that the link is taking you to a legitimate website.
- Never open an attachment on an email – even from someone you know – to which the body of the email does not specifically refer or which you are not expecting – even people you know can pass on viruses.
- Never respond OK to a pop up however dire the threatened consequences.

If you need any support or advice for the home or small business call Homeline Technology on **0870 240 6062**.

Overcoming obstacles or setbacks...

The human spirit is never finished when it's defeated.....It's finished when it surrenders

If you make a mistake the truth is...

No one is ever as bad as the worst mistake they've made

They say that money doesn't buy happiness, but it certainly causes misery – or at least a lack of it does!

Even amongst friends, 'Money' remains one of the biggest taboo subjects and certainly something that people are reluctant to talk about; unless they have a lot of it! For most of us though, that just about make ends meet and manage to pay our bills every month, the subject causes stress, arguments, anxiety and can lead to depression. The constant worry of being able to juggle our finances can mount up and all too soon we find that our relationships and health can suffer; in fact the whole family can feel the strain.

It doesn't have to be that way though and there is nothing wrong with admitting you are worried about money. In fact it is the clever people that ask for help before the situation becomes a real problem. Access Finance Management provides that help. By reducing the money you pay towards your debts every month and therefore restructuring your finances, the solution will leave you with more money in your pocket.

A Personal Finance Manager can meet with you in your

own home at a time that is convenient (evenings/weekends not a problem). He/she will not judge you at all, but will look at your finances with you, inform you of available options, advise you of the best solution and develop a plan that will leave you with more money to live on each month.

An initial meeting is free of charge and there is no obligation. The service is personal, non-judgemental, confidential, and, it works!



**...are you
plagued by letters
and phone calls every day?**

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