



## Annual Review 2009 / 10

*“Inspired by Businesses  
Created by Professionals”*



# Chair's Report

Dear TBP Members,

Despite the difficult economic conditions experienced during last year, Telford Business Partnership has continued to flourish with the quarterly breakfast meetings and workshop programme attracting increasing numbers of members and guests.



In October 2009 we were fortunate to welcome John Peters, the former RAF pilot who came to national prominence during the first Gulf War, who delivered an inspiring presentation on Leadership in Uncertain Times. In January of this year, the leading players involved in the redevelopment of Telford Town Centre and the development of Sports and Learning Communities in the town brought us up-to-date on their plans and signposted potential business opportunities for our members.

The workshop programme continues to thrive with members sharing their expertise in a wide range of topics; from the business benefits of social networking through to working in partnership with our local Universities.

The second Golf Day in September was also a great success, thanks to the sterling work put into its organisation by Sharon Wyatt and the Christmas lunch provided the opportunity for a more social gathering whilst raising money for this year's chosen charity, the Community Foundation for Shropshire and Telford. In total, over £700 was raised for this charity.

During the year the TBP website was updated and re-launched and now includes a comprehensive diary of business events in the county. Many thanks to Andy Smith of Runtime for his hard work in creating and hosting the new site.

The success of the network was recognised by AWM who surveyed the membership as part of their regional research project into the effectiveness of the Business and Professional Service Networks. They concluded that TBP is one of the most effective networking groups within the West Midlands. Over 75% of all members responded to the survey with 85% rating overall satisfaction with membership as good to excellent, 88% feeling that TBP engages well and has credibility in the local and regional business community and 81% rating the quarterly Breakfast Events as good to excellent.

We have continued to receive operational support from Transforming Telford and are assured by Telford and Wrekin Council that the change to One Telford will have no effect on this excellent working relationship. I would like to record my personal thanks to the team at Transforming Telford; Anne Taylor, Claire Brown, Bryn Jones and Jaclyn Kitson for all they have done to make the year so successful.

During the year the Board has continued to work tirelessly in support of the organisation and we have been fortunate in being able to add Tony Jemmett to our number.

For 2010 we have chosen "Support Young People in Telford" as our theme, and have already involved students from TCAT in our events programme.

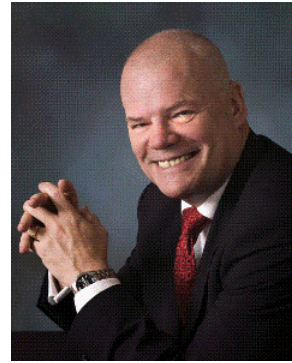
As we enter our fifth year I am confident that we can look forward to further progress in the development of Telford Business Partnership as the pre-eminent voice of Business and Professional Services in Telford and Shropshire.

A handwritten signature in black ink that reads "Andrew Mason". The signature is written in a cursive style.

Andrew Mason, Chair

## Vice Chair's Comment

I am very much looking forward to my year as the Chair of the Telford Business Partnership at a time when once again 'it's all change' as our administration reverts to the local authority's expert care. All of us on the Board are keen to make sure that the TBP can play an important role at the forefront of the economic recovery in Telford and especially within the Business & Professional Service Sector.



Our theme this year is focussed on the younger members of the business community although that, I'm afraid, doesn't include me any more! As an integral element of that theme, TBP will be introducing an annual award for the Young Professional of the Year to be presented at next year's Annual Review in April 2011. We are keen to hear from individuals and organisations about any younger business professionals who have made a significant contribution to their organisation during 2010. By 'younger' we are looking specifically at those below the age of 35 years. The award criteria and nomination forms will be made available on the website.

As someone who sees change as a challenge to be embraced rather than as a threat to be feared, I am sure that the next 12 months will be very interesting.

Board members are always seeking new ideas on how we might improve and add to the services and events that we offer in order to enhance the benefits of membership. If you have any ideas, please forward them to me at [paul@adastraassociates.com](mailto:paul@adastraassociates.com).

I look forward to reporting our successes next year!

A handwritten signature in black ink that reads "Paul Brennan". The signature is written in a cursive, flowing style.

Paul Brennan

Vice Chair

## Networking and Events

Telford Business Partnership takes networking seriously and it forms part of an important part of our Workshops and Breakfast Meetings. During 2009/10 TBP ran 11 events of which all were very well attended and supported, and the following events will be run in 2010/11:

DATE	EVENT TYPE	SUBJECT / PRESENTATION
10 March '10	Workshop	Entrepreneurs are from Mars and Business Owners are from Venus' – presented by Gareth Emberton, the Entrepreneurs Coach <b>Venue – Hadley Park House Hotel</b>
21 April '10	Breakfast Event	This Quarterly Breakfast Meeting will incorporate the Annual Review and will be themed 'Supporting Our Telford Young People' <b>Venue – Park Inn, Telford</b>
7 July '10	Workshop	Venue and details to be confirmed
22 July '10	Breakfast Event	This will be a joint event run in conjunction with the BESST Network and the theme of this event will be 'Green Officiency' with Envirowise promoting how to Green your offices. <b>Venue to be confirmed.</b>
8 Sept '10	Workshop	Topic / Venue to be confirmed
15 Sept '10	Social	TBP Charity Golf Day <b>Venue: Telford Golf &amp; Spa Hotel</b>
13 Oct '10	Breakfast Event	Topic / Venue to be confirmed
10 Nov '10	Workshop	Topic / Venue to be confirmed
10 Dec '10		TBP/TYP Joint Charity Christmas Lunch <b>Venue to be confirmed</b>
19 Jan '11	Breakfast Event	Topic / Venue to be confirmed
2 March '11	Workshop	Topic / Venue to be confirmed

[www.telfordyp.co.uk](http://www.telfordyp.co.uk)

Telford Business Partnership facilitates a networking forum for up and coming professionals. Telford Young Professionals (TYP) is open to 18–35 year olds from the Business & Professional Services Sector and aims to offer a dynamic environment where Young Professionals are able to network and collaborate with like minded individuals.

## Steering Group

TYP has a strong steering group and includes:

- Kathryn Holloway      Promofix (Chair)
- Tina Burgess            ASC Finance for Business
- Becci Sharp              Quorum Logistics
- Frances Taylor         Whittingham Riddell
- Chris Pallet              Bespoke Computing
- Peter Sims                7 Video
- Bryn Jones                One Telford

In 2010/11, TYP will run 7 networking events giving TYP members the opportunity to network and listen to a wide variety of presentations.

19 March '10	'Improve Your Career Prospects' – Phil Topper, Hays Recruitment Venue: Hadley Park House
29 April '10	BBC Birmingham & Drinks – Broadcast Media – Tour of Studios Venue: BBC, The Mailbox and Brindley Place
14 May '10	Pimms on The Lawn - Drinks Reception and networking Venue: The Mytton and Mermaid, Shrewsbury
23 July '10	Achieve Consulting – Developing Business & Client Relationships in 21 <sup>st</sup> Century Venue – Hadley Park House
29 October '10	Telford Futures: details to be confirmed Venue: Hadley Park House
November '10	Tanners Wine Tasting – details to be confirmed Venue: Tanners, Shrewsbury
10 Dec '10	TBP/TYP Christmas Charity Lunch Venue: to be confirmed

We believe it is important for your Young Professionals to develop their own business contacts and relationships and as such, we will be working with TBP members to drive TYP forward in 2010/11

Our main aims will be:

- Create a dynamic environment for young professionals to meet and cultivate new business contacts
- Continue to organise relevant, topical presentations and guest speakers
- Share ideas and exchange views with other ambitious and like minded professionals
- Improve networking skills
- Attract and retain Talented Young Professionals to the network

# Website Report

[www.telfordbusiness.org](http://www.telfordbusiness.org)

[www.telfordyp.co.uk](http://www.telfordyp.co.uk)

## Visitors

From commencement of the new website in April 2009 to 31 March 2010, we have had 1,927 unique visitors to the site.

## Popularity

The most visited area of the website during 2009/10 was the Members Directory, with over 3,000 page views. This was followed by the News Page and the Young Professionals Section.

## Events Calendar

The new website has a much improved events section that integrates with the Google calendar and all dates for TBP events for the remainder of 2010 are now on the calendar.

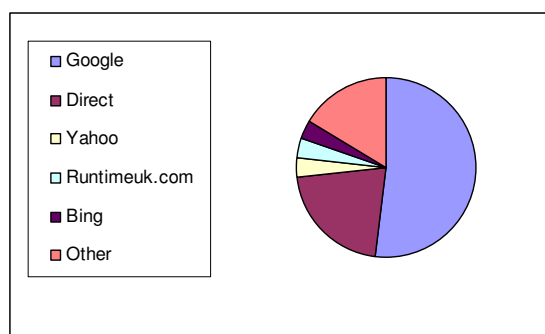
## Search engines

The Site continues to perform well in search engines, especially Google which provides most of the search engine originated traffic. We are now also seeing an increase in the number of visits made directly to the website without visitors using search engines. We are also able to monitor the phrases they use to find the website. The key phrases that people used to find the website, through Google, during 2009/10 were:

### Top 5 phrases that directed visitors to our site:

Rank Phrase

- 1 telford business partnership
- 2 telford business
- 3 businesses in telford
- 4 business partnership
- 5 partnership business



## Further information

If you have any questions about the website, the visitor statistics or any development ideas please contact our Web Developer and Board Representative, Andy Smith: [andy@runtimeuk.com](mailto:andy@runtimeuk.com)

## PR Report

Research conducted on behalf of AWM has shown TBP to be one of the most effective networking groups in the West Midlands at promoting its events through regular communications and by sustaining a high level of awareness through press activity.

TBP press activity continues to maintain good profile media coverage. Press release material and photographs are shown on the TBP website and also by One Telford in its own publications and website

TBP communications are going to be an even more important forum for business services professionals during the present economic recession, so that members can take advantage of new investment and business opportunities as they arise. A strong network of well-connected TBP members will be better placed to develop and prosper when the economic upturn comes.

## Finance

Period	Nature of Income	Income Amount
April 2009 – March 2010	TBP Membership Income	£19, 147.64

The Board are pleased to report that we continue to manage the budget effectively, and will continue to reduce expenditure costs where possible. We do not anticipate any change in the level of service that members will continue to receive from TBP.

## Member Satisfaction Survey

Results from the 2009/10 survey were excellent, with over a 75% response rate.

### Members Directory

**90%** of member responses rated the online Members Directory as good to excellent

### Overall Satisfaction of TBP Membership

**84%** of member responses rated their overall satisfaction as good to excellent

### Providing Members with key information of local business & commerce news

**93%** of member responses rated the Information sharing as good to excellent

# TBP Board

TBP currently have 15 Board Representatives who work hard to ensure that TBP delivers a strong service for its members. We are always keen to expand the range of skills and representation of the Board and would welcome enquiries from any member who would like to consider a Board application.

## **Board members**

- Andrew Mason      Andrew Mason Consultancy      (Chair)
- Paul Brennan      Adastra Associates      (Chair Elect)
- Geoff Parkes      ASC Finance for Business      (Vice Chair Elect)
- Sharon Wyatt      Athena Leasing Vehicles Ltd
- David Lowe      Barbers
- Jo Upton      Direct Removals
- John Freeman      FBC Manby Bowdler LLP
- Paul Rigg      Harper Adams University College
- Tony Jemmett      Jemmett Manley Associates
- Graham Davies      Martin Kaye Solicitors
- Roy Broad      Network PR
- Phil Challinor      One Telford
- Brian Seadon      Royal Bank of Scotland
- Andy Smith      Runtime UK Ltd
- Graham Wynn      TTC Group



To find out more about Telford Business Partnership

please call us on

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or visit [www.telfordbusiness.org](http://www.telfordbusiness.org)

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