



## SCILLY BUSINESS WEEK 2018 FULL PROGRAMME

TO BOOK ANY OF THESE WORKSHOPS, CALL THE  
ISLANDS' PARTNERSHIP ON 01720 620601 or email  
[enquiries@islandspartnership.co.uk](mailto:enquiries@islandspartnership.co.uk)

All sessions are FREE to attend, except for the General Data Protection Regulation workshop.  
**Priority booking for IP members. Advanced booking is essential.**

### MONDAY 5th MARCH

#### **Session 1: The Benefits of On-line Book-ability & Getting Started**

Monday 5<sup>th</sup> March: 10.30am – 12.30pm (Register from 10am)

VENUE: Tregarthen's Hotel

Over recent months, a growing number of businesses on Scilly have started to offer online booking. Can you afford to fall behind the competition and miss out on the ever increasing market who want and expect to be able to book online?

This is your opportunity to hear from business coach and former Global Director for Hilton, Sara Webb on the benefits of trading online, how to go about setting this up - and how it doesn't have to mean losing control or money. There will also be the opportunity to hear more about the IP's new Digital Enablement project, which is seeking to help support businesses to become bookable online, and ultimately to make it easier for our visitors to choose Scilly as their holiday/short break destination, and to plan and book their visit.

Feel free to stick around after the workshop to talk to David, Sam and the TIC team to discuss your presence on the VIOS website, your TIC advertising, or to chat to Kirsty with Sara about options for online booking systems and how they could be financed by the IOS Voucher Scheme.

## Session 2: Digital Marketing, Social Media & Google Analytics

Monday 5<sup>th</sup> March: 2pm – 4pm (Register from 1.45pm)

VENUE: Tregarthen's Hotel

An essential session for all businesses as we take our annual look at what's new in the fast-moving world of Google, digital marketing, SEO, social media and more. The energetic Ernie Capbert from Oxford Innovation (and formerly Finisterre) is back on the islands, and this workshop promises to be another lively and interactive session. Ernie will look at how businesses can make their website work harder for them as well as update us on the latest SEO and social media changes, particularly how best to use Facebook (now the algorithms have changed).

### Digital 1-2-1s:

Following both presentations, Sara, Ernie, David, and the IP / TIC team as well as SFBC Digital business enabler Steve Edwards and SFBC Business Advisor Jon Gerrard (see Tuesday's schedule) will be available for 1-2-1s. To request a specific time slot, please enquire at the time of booking your place on the workshops.

## TUESDAY 6th MARCH

### Session 3: GDPR Awareness Workshop

**(Data protection laws are changing and you need to be ready)**

Tuesday 6<sup>th</sup> March: 9.15am – 12.45pm (Register from 9am)

**£25 per person (discounts maybe available for additional people per business); £40 for non IP members**

VENUE: Lifelong Learning (SPACES LIMITED)

Do you hold a list of people/customers/guests on file? If so, you – and anyone handling personal data within your business organisation - need to know that the new General Data Protection Regulation (GDPR), designed to protect the personal data of EU citizens, comes into force from May 25th this year. Compliance is not an option - it's mandatory.

This comprehensive workshop, led by solicitor and certified privacy professional, Yvonne Morris, will help put the theory of GDPR into practice. You'll gain a solid working knowledge of GDPR and what's involved, know your responsibilities as a data controller and data processor, understand a Data Subject's rights, work with privacy notices and information requirements, explore security obligations and understand the role of the Supervisory Authority (the Information Commissioner's Office).

This workshop has been delivered around Cornwall already, most recently at Newquay Business Week, with excellent reviews.

### GDPR 1-2-1s:

Yvonne will be available for 1-2-1s following the presentation. Please enquire at the time of booking your place on the workshop.

## **Session 4: Adopting Digital Tools for Greater Productivity**

Tuesday 6<sup>th</sup> March: 2pm – 3pm (Register from 1.45pm)

VENUE: Tregarthen's Hotel

Like the ability to work efficiently? At home as well as anytime and anywhere?

Jon Gerrard, Digital Business Adviser at Superfast Business Cornwall will present a session that looks at the benefits of digital technology and how adopting simple yet smart technology can help you work more effectively and flexibly. Topics covered include moving to the Cloud, the Online Office and CRM tools.

## **Session 5: How to be More Financially Efficient**

Tuesday 6<sup>th</sup> March: 3pm – 4pm

(Register from 1.45pm; this session will run straight on from Session 4)

VENUE: Tregarthen's Hotel

Access to Finance Programme Manager, Heather Coupland is back for Scilly Business Week 2018, this time with The Peleton, Cornwall's no 1 provider of cloud accounting software Xero to talk to us about how we can be savvier with our digital accounting. Time to stop worrying about our tax returns, never ending paperwork and business expenditure and time to start to look at ways we can be more financially efficient - with great little apps for recording receipts, nifty online programmes to capture financial data and the lowdown on HMRC's digital overhaul of self-assessment processes.

Anyone attending this session will be entitled to private one-to-one consultations with Heather on Tuesday and Wednesday. Heather is also an expert on the grants & finance market. Please register your interest when booking onto the workshop.

## **Digital Tools & Financial 1-2-1s:**

Following both Sessions (4 and 5), Heather and Jon, as well as SFBC Digital business enabler Steve Edwards, Cultivator Cornwall's Creative Business Advisor Laura Giles, will be available for 1-2-1s. Laura will also be available Tuesday and Wednesday mornings. To request a specific time slot, please enquire at the time of booking your place on the workshops.

## **Session 6: Networking Event with the Bank of England**

Tuesday 6<sup>th</sup> March: 5.30pm – 7pm

Drinks & nibbles

VENUE: Star Castle Hotel

We are honoured to welcome Bank of England southwest England representative Donna Kehoe to the Isles of Scilly for Scilly Business Week. As part of her visit, she's kindly hosting a business owners' networking event at Star Castle Hotel and would like to meet as many business operators as possible from all sectors, in order to learn more about the islands' overall economy. She wants to hear real stories about working conditions, recruitment, pricing, access to credit, business demand etc and, at the same time, she'll tell you a little bit about how the Bank of England ticks, why it makes the decisions it makes and how your opinions can influence policy makers!

## WEDNESDAY 7th MARCH

### Leadership day

#### Session 7:

#### Unlocking Business Potential; Investment Options for Growth

Wednesday 7<sup>th</sup> March: 10.30am – 11.30am (Registration from 10am)

VENUE: Tregarthen's Hotel

Two short back-to-back presentation's first by Nicky Luke from Unlocking Potential to tell us about the Future Focus programme for Cornwall & the Isles of Scilly which helps business leaders to truly discover their strengths and talent to accelerate business growth, reduce risk and create change. This will be followed by Access to Finance Programme Delivery Manager Heather Coupland who takes you through of the key options for investment in your business ideas and expansion plans – from grants, funds and business loans to venture capital, angel investors and beyond.

#### Keynote Presentation: 10 Opportunities for Cornwall & Scilly

Wednesday 7<sup>th</sup> March: 11.30am – 12.30pm (Following on directly from Session 7)

VENUE: Tregarthen's Hotel

We're delighted to welcome Tim Bagshaw, Head of Governance and Operations at the Cornwall and Isles of Scilly Local Enterprise Partnership to Scilly to present the **10 Opportunities Prospectus** to our business community and invite feedback from the delegates. The CLOS LEP believes that the Prospectus, which focuses on 10 key business sectors including marine energy, digi-tech, the creative sector and tourism, will play a critical role in growing the economy of Cornwall and the Isles of Scilly now and in the future, and sets out a '21st Century' pitch to Government and business for future investment. This is an excellent opportunity to find out more and to have your say.

Followed by:

#### Networking Lunch

- hosted by the Islands' Partnership

12.45pm – 2pm

VENUE: Tregarthen's Hotel

#### Session 8: Bank of England Round Table

Wednesday 7<sup>th</sup> March: 2.15pm – 4pm

VENUE: Tregarthen's Hotel

**By Invitation Only**

A roundtable discussion with the Bank of England's agent in the south west, Donna Kehoe and invited local businesses. Donna will use the occasion to meet key businesses based on Scilly and understand more about the challenges associated with doing business on and with the islands. There will also be a short presentation about the role of the Bank of England and a summary of its latest forecast for the UK economy. There will be an opportunity to ask questions and share information about the economy on the Islands.

## THURSDAY 8th MARCH

### Session 9: Smart Islands – A Dynamic Partnership for Scilly and Beyond

Thursday 8<sup>th</sup> March: 10.30am – 12.30pm (Registration from 10am)

VENUE: Tregarthen's Hotel

One year on, and the pioneering Smart Islands Partnership has begun to make significant strides towards delivering a sustainable future for Scilly, as well as for communities beyond, through industry-leading solutions for our energy, waste and water. This panel session and workshop, led by Jonathan Adey from Hitachi Europe's Digital Solutions Group, will explore the relationship between the local economy and the wider Smart Islands Programme and examine opportunities for businesses on Scilly to modernise, innovate and contribute to a more dynamic outlook for the islands, not just for ourselves but for visitors too.

Followed by:

### Networking Lunch

- hosted by Hitachi Smart Islands

12.45pm – 1.45pm

VENUE: Tregarthen's Hotel

(Please confirm if you'll be staying for lunch when you book into the session, for catering numbers.)

### Session 10: Plastic Free Scilly – How your Business Can Benefit

Thursday 8<sup>th</sup> March: 2pm – 4pm

VENUE: Tregarthen's Hotel

A Plastic Free Scilly is on its way. Nikki Banfield of the Isles of Scilly Wildlife Trust, explains what a Plastic Free Scilly and Plastic Free Coastlines status will mean for the islands, details how your business, the community and visitors can get involved in achieving the goal, and offers fantastic, practical tips for improving your business credentials without it costing the earth. The session will be interactive, with lots of opportunities for Q&As.

## FRIDAY 9th MARCH

### Session 11: Scilly Business Forum & Islands' Showcase

Friday 9<sup>th</sup> March: 10am – 12.30pm (Register from 9.30am)

VENUE: Tregarthen's Hotel

Today's session marks the culmination of Scilly Business Week, comprising of a business forum, featuring presentations and opportunities for Q&A on a number of significant projects underway this year. They include:

- Scilly's Destination Management Plan, that sets out a new roadmap for tourism on Scilly for the next 5-10 years. Ahead of its formal launch later this month, this is your chance to hear more about the DMP and what it means for you;
- Scilly's new Cultural Destinations project - 'Creative Islands', which is seeking to breathe new life into the islands' cultural offer. This is your opportunity to meet the Cultural team, hear more about their plans and how you can get involved;

- Results from Scilly's biggest ever Visitor Survey in 2017 together with the results from our more recent Business Survey on the islands. There will also be updates on 2018 events, our plans for visitislesofscilly.com, our partnership with Newquay for Excellence to deliver specialist Hospitality training, and a major new marketing campaign for the autumn;
- An opportunity for businesses to share their news and updates for the year ahead - whether new openings or developments or just generally to tell people your plans for the season!

Followed by:

## **TASTE OF SCILLY Networking Lunch**

**Hosted by the IP, in partnership with Cornwall & Isles of Scilly Growth & Skills Hub**

**12.45pm – 2pm**

**VENUE: Tregarthen's Hotel**

Please confirm attendance at the time of booking the workshop, for catering numbers.

Enjoy a light lunch that showcases Scilly's fantastic array of suppliers courtesy of the Islands' Partnership and use the opportunity to catch up with businesses and members from across Scilly.

## **Session 12: Food Hygiene & Safety; Housing Hospitality Staff**

**Friday 9<sup>th</sup> March: 2.15pm – 3.15pm (Register from 2pm)**

**VENUE: Tregarthen's Hotel**

Make the most of meeting Scilly's new Environmental Health team – Senior Officer, Mike Coates who'll provide a quick rundown of the latest Food Hygiene and Safety updates for Scilly and what this means for local businesses, before handing over to EHO Sandy Campbell. He'll explain recent changes in regulation for staff accommodation and multi occupancy living and how he can help you operate within the new rules. Sandy and Mike are keen to meet as many businesses on Scilly as possible and will also be at the networking lunch ahead of their session.

## **Session 13: Steamship Introductions and Freight Services Update**

**Friday 9<sup>th</sup> March: 3.15pm – 4.15pm**

**(Register from 2pm; this session will run straight on from Session 12)**

**VENUE: Tregarthen's Hotel**

The new Islands Manager for the Isles of Scilly Steamship Group, Rafe Ward, together with new Freight Services Manager, Susan Antcliff welcome the opportunity to formally introduce their new roles. They will present an insight and update on the improvements to the Freight Services, and how these improvements will positively impact businesses on Scilly, as well as businesses supplying Scilly. This will be a fantastic opportunity to hear what's on the horizon in terms of freight improvements and to ask plenty of questions. They may not have answers for everything, but they're certainly happy to listen!

## **Hospitality Training, Food Hygiene and Freight 1-2-1s:**

Before and after sessions (11 and 12), Claire Evans from Newquay for Excellence, Rafe & Susan, and Sandy & Mike, will be available for 1-2-1s regarding Hospitality training options, environmental health, and freight / cold chain shipping. Please enquire at the time of booking your place on the workshops.

## THROUGHOUT THE WEEK

### Drop-ins and 1-2-1s:

#### Meet Laura Giles, Creative Business Advisor from Cultivator Cornwall

Laura will be available for 1-2-1s on Tuesday or Wednesday morning. Laura can offer free business growth advice and skills development for digital, media or design businesses. [www.cultivatorcornwall.org.uk](http://www.cultivatorcornwall.org.uk) Please enquire at the IP office for details.

#### Meet CIOS Growth & Skills Hub Connectors, Chris Phillips and Trish Peacock

Chris will be around all of Thursday and Friday, and Trish all week or thereabouts, to meet with any new or existing business owner looking for particular business support, skills support and/or funding advice. You can book and make appointments to see Chris and Trish via the Islands' Partnership, or simply turn up.

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Scilly Business Week 2018 is brought to you by the Islands' Partnership, with kind support from the Cornwall & Isles of Scilly Growth & Skills Hub.

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