

Lincoln Business Club - Minutes of Meeting

Friday 29th August 2008

Welcome to the meeting by the Chairman and aim of the Business Club

The Chairman extended a warm welcome to the members and briefly reported to the meeting the key aims of the Business Club. Namely, that the club is able to provide a voice for businesses in Lincoln, whilst also being a relaxed environment in which to meet and network with members of the local business community.

Member Introductions

Starting with the committee members, each of the members stood up and introduced themselves and stated which businesses they are from.

Sponsorship for Future Meetings

The Chairman reminded the club members that to sponsor a meeting it is £50 per meeting and that entitles the sponsor to talk for five minutes in relation to their business. The Chairman also reminded the club members that the club is a non-profit making organisation and that for every £2 that they pay each meeting, £1 goes to the football club to put on the refreshments and the other £1 goes into the club savings. The savings are then split between two charities at the end of the year. The charities are decided by the members although the committee encourages the members to go for local charities

In addition to charitable donations, the Chairman commented that the Business Club also uses the money to raise its profile for example, by purchasing the banner which the members were able to see as they entered the meeting. This is for use at events where Lincoln Business Club is raising its profile and that of the businesses who are its members. For example, at a recent recruitment event held at the university.

A word from our Sponsor – Nikki Silver of Keep It Lincoln

Nikki introduced herself and gave members an insight into why she has started the new community business directory. From personal experience of trying to find good cost effective advertising for their own businesses, Nikki and her business partner realised that there was a gap in the market for a community business magazine that covered the inner City Lincoln area.

Nikki went on to inform members about the publication including that it is going to be a 64 page full colour A5 format, delivered every two months, professionally designed with high production values and will get delivered to 36,000 homes in the Lincoln area.

A power point slide then demonstrated some of the advertising options available in Lincoln at present and showed that Keep It Lincoln is far more cost effective than, for example, the Echo. The deadline for advertising is 7 October with the first issue delivered to all 36,000 homes in the first week of November.

First Speaker – Stephen Hyde – L.I.V.E.S

Stephen introduced the Lincolnshire Integrated Voluntary Emergency Service by firstly informing members about his background as an ex marketing and business man who is now 100% dedicated to LIVES.

Members then heard about the commencement of LIVES in 1975 as a doctor led pre-hospital care scheme working from charitable funding as a voluntary service. The service developed through expansion of services provided and inclusion on paramedics and nurses. In 1999, the First Responder Scheme started due to need. This need was identified as Lincolnshire is a predominantly rural community which can present difficulties for emergency services logistically. There are approximately 100,000 sudden cardiac deaths per year and the survival rates from pre-hospital cardiac arrest are very low (less than 5%). Therefore, a fast response in an emergency situation is imperative. You are 3 times more likely to survive if you receive help in the first 6 minutes of a cardiac arrest. Local First responders provide this emergency care until the emergency services arrive to take over the situation, giving the patient the best chance of survival possible.

First Responders are sent to incidents such as chest pain, cardiac arrest, breathing difficulty/choking, collapse, fits and loss of consciousness. In attendance at these incidents, First Responders can provide BLS and oxygen therapy, defibrillation, stabilise the patient until the ambulance arrives and handover to the paramedics.

Stephen informed members of the requirements needed to be a First Responder including being over 18 and able to kneel down to give resuscitation, hold a valid driving licence, be available for training, live where there is a local first responder group and offer to commit to volunteer your own time on a group rota. No previous medical experience is needed and all applications will undergo reference and CRB checks. Training is provided FREE as is all the kit required to be a responder.

Stephen summarised that the role of a first responder is to provide immediate life support to the patient pending the arrival of definitive pre-hospital care. It has been proven that early and effective interventions have been shown to make a substantial difference to survival outcome.

Speed Networking

The Chairman encouraged members to change places and sit with people they did not know and where possible to have full tables in order to get the most out of the speed networking part of the meeting. This enables members to sell their business for 1 minute to the rest of the people on their table. This is a valuable opportunity to get to know the members of the club and to swap business cards. We were all reminded to bring enough business cards to circulate round the table as we talk.

Second Speaker – Barry Earnshaw of Age Concern

Barry began by introducing himself to members as the Chief Executive of the Age Concern Lincoln office and told us a little of his background of 35 years in the Health and Social Care sector. He followed this by introducing Age Concern and informing members of the merger currently taking place with Help the Aged. Both organisations have a resource base of approximately £10 million each, so together they will have more clout.

There are increasing challenges incorporated with the demographic situation. Over the next 20 years, the amount of people aged 65 or over will rise by 90%. The number suffering from age related illness will also increase by around 90%. Despite the rising pressures on health and social care services, funding streams for older peoples services from the government are reducing.

Age Concern focus on different areas including engaging with older people through research, campaigning and raising awareness for example promoting benefit take-up, providing information and advice to older people for example, filling in forms, and many other services provided by Age Concern for example the housekeeping service, cleaning, cooking, shopping, handy person and gardening. Age Concern currently provide services to around 1500 older people a week generating a turnover of £800,000 per annum.

There is also an activity centre for older people run by Age Concern on Park Street in Lincoln offering 50+ services available including chiropody, hairdressing, alternative therapy, language courses, meals, quotes for insurance, legal help or just a coffee shop to meet up for a chat! The centre is used by approximately 1500 people a week turning over around £1.4 million.

The areas of operation locally include Lincoln, North Kesteven, Boston and South Holland, East and West Lindsey, Gainsborough and Grantham.

Card Draw: The business card draw was won by Martyn Frazer of Eastern Magnotherapy

Announcements

There were several member announcements which were as follows:

Eddie reminded members about the Lincoln Business Club Business Cards that are available to all members to hand out or have on their reception desk to promote the club.

Wayne Banks promoted the Macmillan Coffee morning on 26th September (immediately after the next business club meeting), 9am-12pm, where people can have coffee with Peter Jackson.

The Royal British Legion are having a fund raising 3 course meal at the Petwood Hotel, Woodhall Spa, on 21st September for £25ph.

Ladey Adey promoted a showing of Mamma Mia at the Real Cinema in Newark on 27th October in aid of breast cancer care.

Date and Time for Next Meeting

The next meeting will be Friday 26th September 2008 at 7am – 9am.