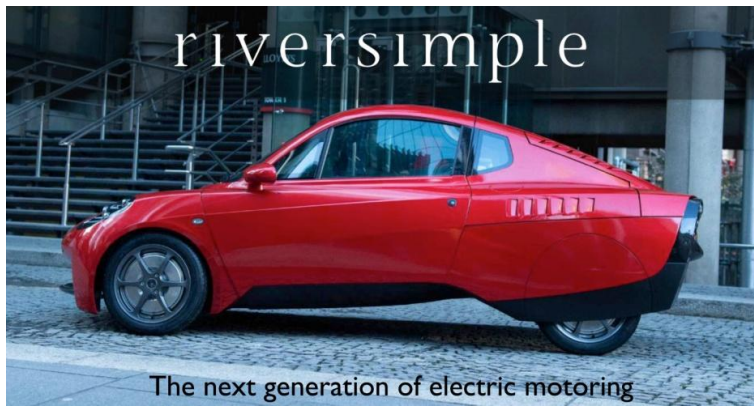




NEW BUCK BIZ BOD at cutting edge of electric car technology.

Could the "Fuel Cell Electric Vehicle" be the ultimate eco car?

Only 8,000 FCEVs in the world- nearly all in USA & Japan. Next stop UK?



New Buckenham's Neighbourhood Plan, like the hundreds of others, has to confront the issue of electric cars. We need them, but where are the plug-in points? How could it work in a congested village? Extension leads out of the windows on King Street?! A couple of months ago Biz Buzz looked at the problems. Little did we know that lurking behind a cottage door is someone who may have an answer. Robert St John Cooper works for Riversimple Movement Ltd.

www.riversimple.com

In a month or two they'll be crowd funding for the next production stage of their innovative FCEV. They've already raised many millions in grants and private backing.



Electricity drives the car BUT it's not stored in a battery so there's no battery or chemical junk to go into landfill when it wears out. You fill the car with hydrogen gas from a pump. The gas combines with oxygen from the air in a fuel cell to produce electricity on demand on board the vehicle. No emissions. Range approx 300 miles.

SMMT figures show that in 2014 in the UK around 500 electric cars were registered each month. In 2018, it was 5,000 each month. But that's the old fashioned plug-in variety. There are 60,000 of them in the UK now. 2.7% of the total market. But **the hydrogen car could be so much better.** No plugging



in, no waste, greater range and no waiting hours for charging. Could it be the answer for locations like New



Buckenham? Also, an FCEV might be a lot cheaper.

Compare total cost of ownership (10,000 miles over 3 yrs at present fuel prices). One of the top selling plug-ins, the Nissan Leaf, even with Government subsidies costs £21,435. The Riversimple Rasa is £16,612. It could be the way forward. We'll let you know when the crowd funding is launched. Who knows? Maybe a few quid invested to help save the planet...?

LOOK! The first mention of BREXIT!!!!



But it's all in a good cause. The Norfolk Chamber has linked up with Great Yarmouth Borough Council and New Anglia LEP, to host a FREE Post-Brexit Business Workshop. A chance to look at the impact and opportunities ahead & hear the latest update from the British Chambers of Commerce nationally.

Thurs 31st Jan 1500-1700 Great Yarmouth Town Hall. NR30 2QF

<https://www.norfolkchamber.co.uk/events>



Been to the Crown Inn, Gissing recently? Maybe you should!



One of our trusty Biz Bods had a bizzy time this Christmas. Julie Reynolds, took over the Crown Inn, across the road from the Church in mid December and was eager to keep the thirsty locals serviced. "It's been full on keeping the pub open as much as possible. We closed

between Boxing Day and New Year's Eve to get the servery updated and front bar repainted. We re-opened on New Years Eve and had a stonking trade all evening. Then I was invited to ring the bells at Gissing Church at midnight... which was fantastic!!" And she survived! Whizz round to Lower Street, Gissing IP22 5UJ & check it out. 01379 677718



<https://www.facebook.com/The-Crown-Inn-Gissing-270176173674932/>

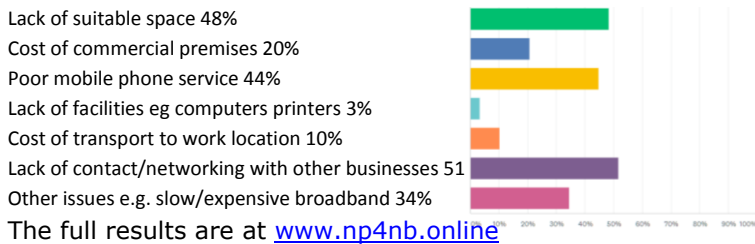
I still can't hear my mobile ringing... Can you?! At the risk of repeating the same

waldon:

old same old, allow me to update you on the phone mast situation. You'll recall that our Biz Buzz Survey (2018) showed that it was one of the most infuriating things for professionals in the village. Our trusty contact is Juliet Baller, Planning Manager, for Waldon Telecoms Ltd, the consultancy which got planning for 02

on Downmore Farm, west of New Buckenham. Juliet told us at the end of the year that *"The processes take time and can't be expedited, but they will complete in due course."* This month Juliet said,

What things make your current working arrangements difficult?



"To the best of my knowledge, the legal agreement has not completed and we are not able to schedule build works until this is finalised, but I can assure you that works to achieve this are ongoing" **Biz Buzz responded immediately** *"Is there absolutely ANYTHING we can do to expedite it? Do we need our MP to*

write letters, get our Parish Council to do something, crowd fund a mast, invite Waldon/02 execs to New Buckenham for tea and sticky buns (#AngelCakes!) and demonstrate our serious problems, particularly for small businesses in these harsh economic times?" **Her reply was almost as swift:** *"Automatic response. I am currently out of the office"* **No doubt with a fully functioning mobile!**

Is your Business Being Battered by Business Rates?

The controversy about unfair competition between on-line and on-the-high-street has never been hotter. This debate is critical. The Norfolk Chamber with Norfolk County Council is running a **FREE** event to give you a voice. **Wed 30 January 16:00-18:00**

Business Ratepayers Consultation event. **Norwich City Football Club** You'll get a behind-the-scenes view of how the County plans the budget, what the prospects are for 2019/2020 and what the impact will be on the economy. This session offers direct access to the decision-makers. They may regret that!!! Guest speakers: Andrew Proctor, Leader of Norfolk County Council & Simon George, Executive Director of Finance.



Using Amazon to grow your business?



A **FREE seminar on Thursday 31st Jan 2019** in Bury. The Department for International Trade has teamed up with e-commerce techies and marketing specialists to help you get your head round working with Amazon. People are increasingly using Amazon to sell products this way. But HOW? This seminar will tell you how to optimise the content so more potential customers see it. How to get reviews, do the

marketing, and what the dangers are. Free with a Free networking lunch afterwards. 0930-1300 at the Active Business Centre, Bury St Edmunds. IP33 3PH diteastevents@mobile.trade.gov.uk

Phone: +44 (0) 1707 398 398

<https://www.events.great.gov.uk/ehome/index.php?eventid=200185344&>



CALLING ALL START-UPS. DON'T MISS THIS FAB OFFER

Are you thinking of starting up a business for the first time? If so **READ ON.** This is the best opportunity EVER! Tell your mates &/or your aspiring sons & daughters!!

A FREE TWO DAY START UP SEMINAR IN NORWICH 29/30th January 2019 0930-1630










at Rouen House, Rouen Rd, Norwich NR1 1RB

WHY START-UPS FAIL



The thing about a start up is that the core skill may well be the *easiest* part of the challenge. The *hardest* bit is running the business itself. This is a skill that, sadly, is so crucial that it will destroy both you and your business if you can't cope. 8 out of 10 entrepreneurs who start businesses in the UK fail within the first 18

months, according to data analysts Bloomberg. It's a staggering statistic. **Fully 80% of businesses will fail in less than two years.** There are dozens of league tables offering ideas as to why but they all tell essentially the same story. **HERE'S WHAT GOES WRONG....**

-  **Lack of cash.** Don't over-extend & always have rules for payment...which you stick to.
-  **No plan & no goals.** You must have projections for at least for the next 12 months
-  **Lack of clear value proposition.** Are you clear how different you are? If not why should customers come to you?
-  **Heavy reliance on 1 or 2 big customers.**
-  **No marketing platform.** Think who your customers are and how to reach them effectively.
-  **No performance data.** Even small companies need to monitor footfall, web hits, sales etc.
-  **Not acting on market information.** Don't assume you know best. Sometimes research knows better. And don't get blasé when you're really successful. Markets change.
-  **Poor management.** Leadership starts at the top, but you must recruit well so you can trust and delegate.
-  **No data or security back up.** Losing customer files or being hacked can end your business.

You can learn a trillion valuable tips and hints at this 2 day **FREE** seminar organised by NWES (Norfolk & Waveney Enterprise Services). NWES was established in 1982 and is one of the largest not-for-profit enterprise agencies in the UK. It offers business support and is itself part-funded by the European Regional Development Fund. (Another reason to act fast!?)

<https://www.nwes.org.uk/events/firststeps-nor-290119/> **It's compulsory to attend both days.**

Day 1 – Key Areas in Starting Up

Different types of Business Structure (Sole Trader/Ltd Co)	Logo / Branding considerations
How to register with the tax authorities (HMRC)	How to produce engaging advertisements
Business names – legal considerations	Web Site options and how Search Engines work
Sources of Business Start finance	Social Media considerations
Business Plan Structure	How to write a Press Release
	Networking tips

Day 2 – A full introduction to business finance You get the opportunity to work on your own business projections, utilising the spreadsheet template provided. With full assistance and support from the Nwes trainers, the integrated spreadsheet can be tailored to your business to produce

Personal Budgets	Cash flow forecasts
Start-up costs	Profit and loss forecasts
Sales forecasts	

If you can't get make it in January, there's another on 11th/12th Feb and yet more in other locations.



Pop to the Shop and grab your Kings Stores Loyalty Card. Loads of folk are on board now. A point for every £ spent. 100 points gets a £1 back against special Kings Stores offers.

If you've got a story to tell or information you'd like the local business community to know about, get in touch. info@np4nb.online