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Forum of Private Business
Small Firms' Summit

2007

Sponsor's message



“After last year’s hugely successful summit for small and medium-sized enterprises, Barclays is delighted to be able to provide its support once again.”

We provide banking services to more than 600,000 businesses and have over 1,600 Local Business managers in over 600 locations. We place a high priority on forming a relationship with customers by tailoring products and services to their businesses dependent on their size, complexity, financial and geographic requirements. We support all types of businesses, whether they are start-ups or growing and established enterprises.

We are particularly pleased about the unrivalled opportunity this summit gives to stakeholders in discussing the problems faced by smaller businesses and, ultimately, our customers.

Steven Cooper, Managing Director, Barclays Local Business Banking

no one talks business like Barclays

■ With the Let's Talk Business seminars, Barclays is helping to improve the skills of local businesses across the country. First up are two free interactive seminars, Let's Talk Bright Marketing and Let's Talk More Profit.

Buy. Sell. Expand. Downsize. Hire. Fire. From Dragons' Den and The Apprentice to countless self-help business books, there's enough information out there to drown the average local business owner. But they all agree on the same basic principle: if your business is going to succeed, you need to have professional advice. And lots of it.

Luckily, it doesn't all cost a small fortune to obtain. In fact, Barclays is currently running a national programme of interactive business seminars that are completely free. You don't even have to be one of their customers to attend.

Let's Talk Bright Marketing covers the marketing angle by offering businesses expert advice on how to increase their sales. In just a few hours, delegates will learn how to attract and keep their best customers, and how to meet their needs more profitably.

Let's Talk More Profit offers businesses practical advice on how to be more profitable without overcharging customers, as well as helping delegates to create an individual action plan to put their profit-making techniques into place.

And it's all in plain English, rather than complicated number-speak, which most business owners will appreciate. Both seminars are led by renowned business speaker, Robert Craven.

Look at your business from all the angles

Here's an unusual angle – a bank that spends its own money to help local businesses. We're continuing to offer free interactive seminars across the country: Let's Talk Bright Marketing and Let's Talk More Profit. They both provide expert, practical advice that will help improve your business. Events like this would normally cost £250 but we're providing them free of charge. You don't even have to be a Barclays customer to attend.

Could you really miss an opportunity like this?

To find out more, visit www.barclays.co.uk/seminars or call 0800 515 462*.

BARCLAYS
Now there's a thought

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To find out more about either Let's Talk Bright Marketing or Let's Talk More Profit, visit www.barclays.co.uk/seminars

Chairman's message



I extend this warm welcome to our second Small Firms' Summit. The conference of 2006 and the positive feedback from participants gave us the confidence to make this journey again. We hope that this year's event will be just as enjoyable, interesting and valuable. We could not have contemplated such a proposition without the financial and emotional support of Barclays.

The Forum of Private Business (FPB) represents 25,000 businesses in the UK. The purpose of the Small Firms' Summit is to offer our members, and other people who work in smaller businesses, a unique opportunity to meet with owner-managers and to consider the issues affecting their activities. They will explore common problems and aspects of the Government's policies. The discussions and opinions will be heard by the country's decision-makers and influencers.

Our keynote speaker is the Rt Hon Charles Clarke MP, former Home Secretary, and Secretary of State for Education and Skills. He is said to be "thoughtful, innovative and refreshingly willing to speak his mind". We are delighted he has decided to address our conference. He is followed by the heady mixture of Adam Afriyie MP, a rising political star; Steven Cooper, an important banker for smaller companies; Alex Pratt, a successful entrepreneur and adviser to government; Janet Shelley, the founder of a special and growing business in construction; and Anne

Weinstock, an innovative senior civil servant. Jim Hancock, an experienced political broadcaster, will hold the day together. And for good measure, we will have a charity auction led by Peter Ashburner and will round off the day with a Parliamentary Reception.

Our prestigious venue is the Central Hall, Westminster: a place steeped in history. The suffragettes met here in 1914, Mahatma Gandhi spoke in the lecture hall in 1931 and General de Gaulle founded the Free French Forces here in the 1940s. Perhaps most famously, Central Hall was chosen for the inaugural General Assembly of the United Nations in 1946.

I firmly believe that the wealth, prosperity and diversity of the country rests with the collective efforts of those individuals who have the courage to face the risks associated with establishing and sustaining businesses. With your continued support and commitment, the FPB will remain a champion of free enterprise.

Thank you for joining us. I hope you enjoy the day.

Len Collinson DL, National Chairman, Forum of Private Business

About the FPB The Forum of Private Business (FPB) was founded in 1977. We encourage the profitable growth of our members, and have a range of benefits and solutions for smaller businesses. With bulk buying power, we obtain the best deals in, for example, telecoms, utilities, legal expenses and insurance. We also provide practical advice through our range of easy-to-use guides covering issues such as health and safety, cash flow and employment law. We have a presence in Westminster, Whitehall and Brussels, and lobby to secure effective changes to the laws and regulations that affect smaller businesses in order to obtain proper recognition of the part they play in the UK's economy.

Contents



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Programme

09.30 - 10.00	Registration and an opportunity to visit the exhibition of products and services for smaller firms
10.00 - 10.10	Introduction and welcome by Len Collinson DL National Chairman, Forum of Private Business
10.10 - 10.30	Steven Cooper Managing Director, Barclays Local Business Banking
10.30 - 10.45	Presentation of results from a survey of the FPB's members by Matt Hardman Campaigns Manager, Forum of Private Business
10.45 - 11.15	Adam Afriyie MP Shadow Minister for Innovation, Universities and Skills, and Chair of the Conservative Party's Deregulation Task Force
11.15 - 11.45	Refreshments
11.45 - 12.05	Anne Weinstock CBE Director from the Department for Children, Schools & Families
12.05 - 13.00	Discussions led by Jim Hancock, former BBC political correspondent Participants will debate several questions on different topics with the assistance of a facilitator. Each table will have 10 guests. Discussions will explore issues such as the Government's policies on regulation and red tape, together with education and training of employees. Notes will be taken for post-event communications and to give the FPB guidance for its campaigns in the future.
13.00 - 14.00	Lunch <ul style="list-style-type: none"> • An auction in aid of the Children's Cancer and Leukaemia Group will commence at 1.15pm in the Exhibition Room. Peter Ashburner from Bargain Hunt, Cash in the Attic and Flog It, will be the auctioneer. • Time to visit the exhibition of products and services, and to network with other guests, including speakers.
14.00 - 14.45	Rt Hon Charles Clarke MP Secretary of State for Education and Skills (2002-04), and Home Secretary (2004-06)
14.45 - 15.15	Janet Shelley MBE Founder and Managing Director of Women Builders, and Chair of Women and Manual Trades
15.15 - 15.45	Refreshments
15.45 - 16.30	Discussions led by Jim Hancock, former BBC political correspondent This session has the same approach as the earlier one and will consider topics relating to the new Cabinet, employment law and equality in the workplace.
16.30 - 17.15	Alex Pratt OBE Founder of Serious Readers, serial entrepreneur and adviser to the Government on competitiveness.
17.15 - 17.30	Concluding remarks by Len Collinson DL National Chairman, Forum of Private Business.
17.30 - 19.00	Parliamentary Reception hosted by Andrew Love MP Chairman of the All-Party Parliamentary Small Business Group and a member of the Treasury Select Committee. The local MP of each guest has been invited to attend for wine, canapés and talk with other participants.
19.00	Close

14.00 - 14.45



Rt Hon Charles Clarke MP



Rt Hon Charles Clarke MP

The Rt Hon Charles Clarke MP has been at the centre of British politics for a long time; President of Cambridge University Students' Union and the National Union of Students (a well-trodden path to the "grown-up" world of politics), Chief of Staff to Labour's leader the Rt Hon Neil Kinnock MP for nine years, Chief Executive of Quality Public Affairs, former Secretary of State for Education and Skills (2002-04) and Home Secretary (2004-06). The Daily Telegraph said: "He's always interesting; a politician who does not act like a politician. He is thoughtful, innovative and refreshingly willing to speak his mind."



Adam Afriyie MP

Adam Afriyie MP is a Shadow Minister for Innovation, Universities and Skills (2007) and serves on the Science and Technology Select Committee. He is a member of the Conservative Party's Economic Competitiveness Policy Group (2006) and Chair of its Deregulation Task Force. He founded Connect Support Services and is Chairman of Adfero. Adam was a regional finalist in the 2003 Ernst & Young Entrepreneur of the Year. He believes that "business is the engine of the economy that generates our jobs, income and taxes".



Steven Cooper

Steven Cooper is Managing Director for Barclays Local Business Banking. He has been employed by Barclays for eighteen years, in both retail and corporate banking. Steven has been leader of several strategic business reviews, including organisational design, product strategies and entry into new markets. He spent five years living and working for the bank in African countries and had responsibilities for the Middle East. Steven has benefited from secondments to the Investment Banking Division, as well as two global management consultancies.



Jim Hancock

Jim Hancock has thirty years' experience as a political broadcaster. He spent two years as a lobby correspondent. From 1987 to 1994, he was a political correspondent for Granada Television, before becoming a national correspondent with the BBC at Westminster. From 1998 to 2006 he was the BBC's political editor in the North West, reporting for the nightly news programme and presenting the regional section of the BBC's Politics Show each Sunday.



Alex Pratt OBE

Alex Pratt is a serial entrepreneur and the creator of an expanding business, Serious Readers. He sells lamps for spaceships, formed the world's first learning gym and led the DTI International Innovation Team. Alex was awarded an OBE for services to business and education in 2006. Read his ideas and wisdom each month in *The Director*.



Janet Shelley MBE

Janet Shelley started Women Builders in 2003, after moving from a job in IT to being a plasterer. She runs a school to train building tradespeople and has grown a business based on property in Buckinghamshire, Milton Keynes and North Oxfordshire. Janet is Chair of Women and Manual Trades. She has strong opinions about the access of smaller firms to public procurement. She was awarded an MBE in 2007 and reckons she is proof that women do have a place in the construction industry.



Anne Weinstock CBE

Anne Weinstock worked extensively in the voluntary sector at NACRO and as Chief Executive of Rathbone. She was appointed CE of Connexions in 2000, after successfully setting up the Millennium Volunteers initiative. In 2003, she became Director of the Supporting Children and Young People Group. Anne believes businesses have a key part to play in offering both information and advice to young people, working with them as mentors and in providing apprenticeships.

Exhibition of products and services

The Forum of Private Business would like to thank the exhibitors. We hope you will visit the stands, look at the products and services, and talk with the representatives. They are there throughout the day. You will find a Pandora's box of benefits for your business.

SPONSOR



In Barclays, we have more than 127,000 people dedicated to a single aim: to create value for our 27 million customers and clients in more than 50 countries – from large businesses to personal account holders. Our mission is to provide products and services that help customers reach their financial goals, which drive economic growth, and that sustain healthy financial systems.

Pop in to your local branch, call us on 0800 515 462 or book an appointment online at www.barclays.co.uk/localbusiness.

The CCLG is a national professional body responsible for the organisation of the treatment and management of children with cancer in the UK. The Group's main remit is the co-ordination of national and international clinical trials, including biological studies. Other areas of activity include national cancer registration, and provision of information for patients and families.

**Children's Cancer and Leukaemia Group, 3rd floor, Hearts of Oak House
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Daltons Business is the new magazine for the small business community. It features the latest news on issues affecting small and medium-sized businesses, plus vital, practical information on how to run, buy and sell a business. Daltons Business also profiles inspirational business people and brings you a mix of essential guides, controversial opinions, reviews of books and websites, and advice on improving your work-life balance.

**Daltons Business Magazine, CMP Information, Ludgate House, 245 Blackfriars Road,
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Exhibition of products and services



The Forum of Private Business (FPB) has been fighting for a fair deal for private businesses since 1977. We lobby on our members' behalf for fair treatment by decision-makers, and offer a range of products and services aimed at saving money for members and providing practical help with all aspects of running a smaller business

Forum of Private Business, Ruskin Chambers, Drury Lane, Knutsford, Cheshire WA16 6HA

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The University of Central Lancashire (UCLan), based in Preston, Lancashire, has a strong reputation for producing graduates who thrive in the global economy and who work with businesses to develop new and innovative ways of working. UCLan is embracing challenge and change by investing in world class facilities. UCLan's new business incubator initiative will be housed in a new £15 million media and performing arts building, providing a huge cultural and creative boost to the region and a platform for innovation, creativity and business success.

Knowledge Transfer, University of Central Lancashire, Preston PR1 2HE

Tel: 01772 895500 • Fax: 01772 892943

Email: knowledgetransfer@uclan.ac.uk • Web: www.uclan.ac.uk



30 years of fighting for private businesses

There is no doubt that the Forum of Private Business is respected for its lobbying activity and the strength of its arguments on behalf of its members.

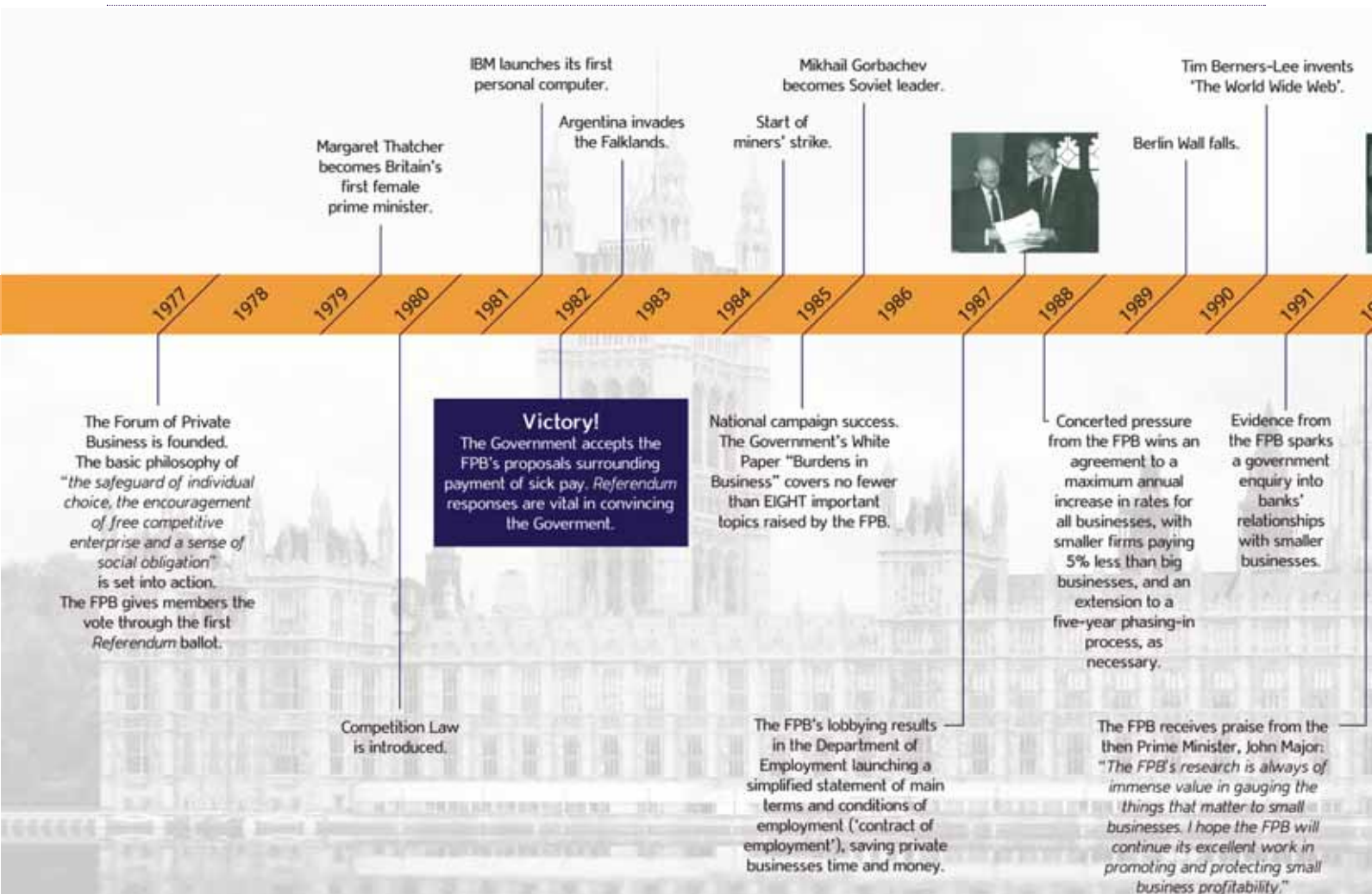
Over the last 30 years, the FPB has worked tirelessly on behalf of smaller businesses across the UK, fighting for a better environment for their firms to grow in.

The success of our campaigns can be put down to the methods by which we form our opinions: through the 26,000 small and medium-sized businesses we represent.

Referendum, our quarterly publication, connects the views of owners and managers of firms directly with their local Members of Parliament. Collectively, those views make a powerful body of evidence to put before decision-makers in Brussels, Westminster and Whitehall.

Our research does not end there. Monthly e-surveys and panels of members help steer our lobbying activities, and add credibility and “real life” experiences to our policy papers and consultation responses.

Below are some examples of how the FPB and the views of its members have helped shape the last 30 years. Rest assured that we are committed to continuing the fight for fair treatment of private businesses.



30 years of fighting for private businesses

"I look to the FPB as a key representative organisation ... to report to Government its views on current and future policy."

Rt Hon Tony Blair
Former Prime Minister

"Small and medium-sized companies are a vital part of our economy. The FPB has represented its members' interests extremely well for the last 30 years and I look forward to continuing to work with them."

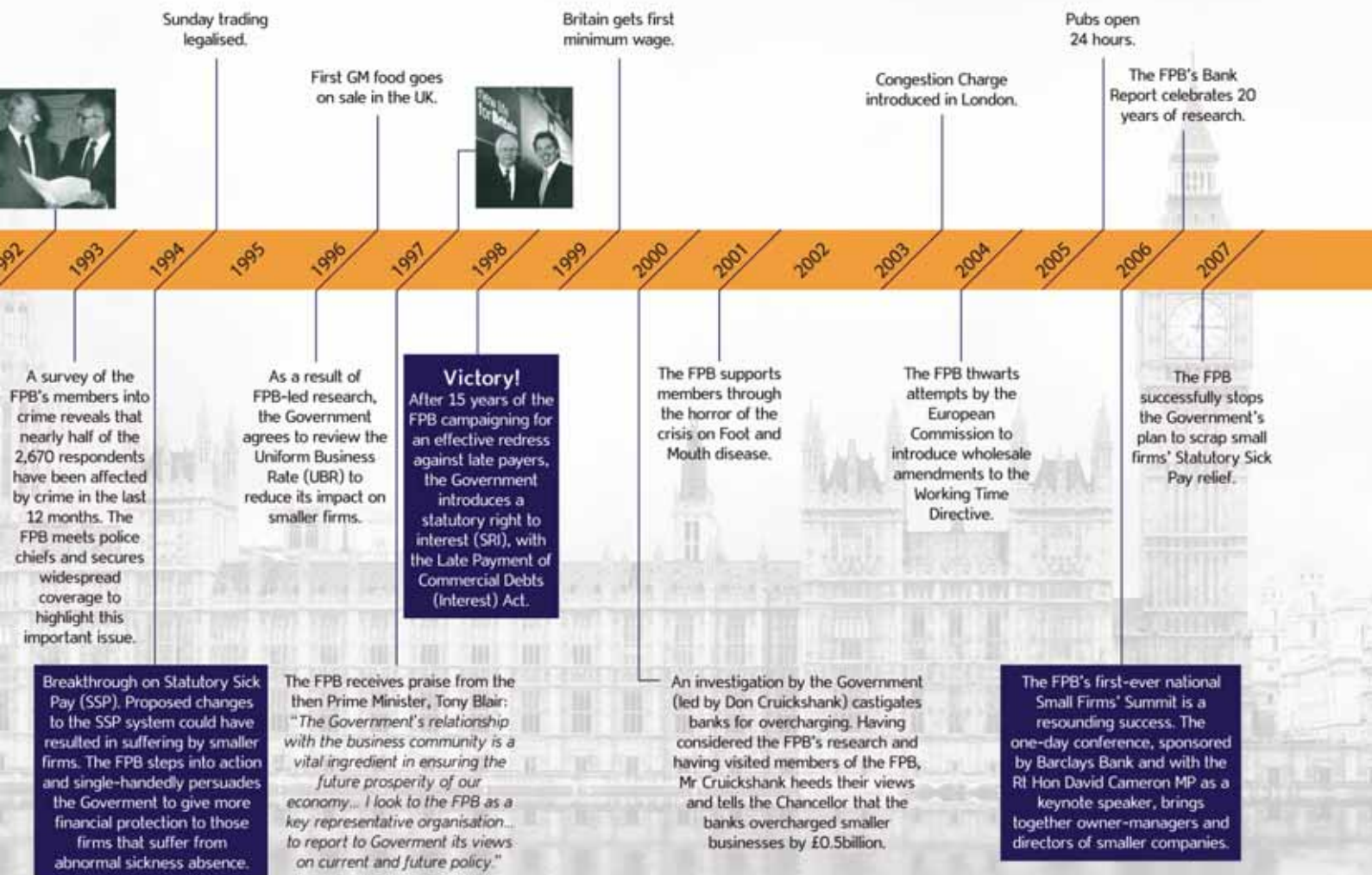
Lorely Burt MP
Liberal Democrat
Spokesperson on
Business, Enterprise and
Regulatory Reform

"For 30 years the FPB has fought for the fair treatment of private businesses. What a great and deserved birthday present it would be indeed if the Government listened to the FPB and cut away red tape and needless bureaucracy."

Nigel Evans MP
Conservative
Backbencher

"Sometimes, small business has to fight hard to get its voice heard and too often it can be the victim of poorly thought-out legislation. That's why it is vital that a powerful advocate such as the FPB is always there to protect and advocate your needs."

Mark Prisk MP
Shadow Minister for
Enterprise, Deregulation
and Competition



Messages of support

The Forum of Private Business represents 25,000 businesses, which in turn have more than 600,000 employees.
We are grateful for support from:



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www.CMREast.co.uk bill.nelson@CMREast.co.uk

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The Forum of Private Business

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