



South Somerset District Council

SSDC4Business Newsletter

Keep up to date with all the latest information about local business matters and economic development projects in the South Somerset area.

We would like to wish all our readers a happy Christmas and a wonderful new year.



Upcoming Events

19th January 2017
Yeovil Golf Club

**Speed Networking for
Businesses**

[Learn More](#)

25th January 2017
Great Bow Wharf, Langport

Risk Assessing
Accredited or non-accredited

[Learn More](#)



*15th February, 2017
The George Hotel, Crewkerne*

**Humphries Kirk Business
Breakfast**

South Somerset's business
breakfast

[Learn More](#)



*23rd February 2017
Telford House, Yeovil*

**Dealing with difficult people
and having difficult
conversations**

Strategies for success and
avoiding common mistakes

[Learn More](#)



News and Events

Great British food and drink to be celebrated in South Somerset

South Somerset District Council is to benefit from a share of more than £200,000 of grant funding to support the creation of local food and drink markets at the Cartgate Picnic Area on the A3088.

The Council was awarded the funding through the Department for

Environment, Food and Rural Affairs Championing British Food Tourism scheme grant, launched this year to promote regional food and drink.

The funding will be used to extend the tourism season and encourage greater tourism expenditure in the local economy by hosting monthly food and drink markets at the Cartgate Picnic Area on the fourth Saturday of every month between February and November, 2017.

The project will build on the successful reputation of Somerset and create a positive impact for the local economy by growing the local supply chains, increasing the consumer audience and enhancing the profile of local food and drink.

Environment Secretary Andrea Leadsom said, "As the birthplace of cheddar cheese and the home of apple cider, Somerset is already firmly on the gastronomic map and is a fantastic example of how our traditional foods can boost a region's economy.

"Small scale businesses and rural start-ups are also a vital part of the UK's tourism offer, which is why I am delighted Defra is funding the monthly markets at the Cartgate Picnic Area to help local food producers showcase their delicious local products to a wider audience."

Local producers will be able to attend the markets for free and have the use of brand new market stalls which have been purchased using the grant. The Cartgate Picnic Area is a major stopping area for motorists using the busy A303 as it is mid-way between London and the Home Counties. Over 50,000 motorists use the road each day so there will be plenty of opportunities for smaller producers to reach a wide audience.

Councillor Jo Roundell Greene, Portfolio Holder for Economic Development at South Somerset District Council added, "We are pleased to be able to showcase the excellent local food and drink

producers of South Somerset and surrounding areas to those from outside Somerset.

"The grant will enable us to support many of our smaller producers and give them the opportunity to raise awareness of their products to both a national and international audience".

South Somerset District Council hopes to support as many local food and drink producers as possible throughout the project. Each stallholder will be expected to attend a minimum of three markets between February and November. A high demand for stalls is expected, so producers are encouraged to contact the District Council as soon as possible to book a stand by calling Rebecca O'Neill on 01935 462173 or Justine Parton on 01935 462108. Unfortunately, permits for selling hot food and drink cannot be given.

The grant forms part of a wider Defra campaign to celebrate the UK's world class food industry and culture, drive growth and jobs in the sector, boost exports and establish Britain's reputation as a great food nation.



The Hive has Arrived!

Yeovil's newest creative co-working space 'The Hive' opened its doors at the Yeovil Innovation Centre on the 12th of December. It occupies one of the iconic suites in the Centre, providing a relaxed,

creative environment for Yeovil's thriving business community.

Users of the Hive have the option of either hot-desking or taking a permanent desk and they have access to superfast broadband, free parking, free business advice and opportunities to network with like-minded businesses.

The name and branding of the new space was designed by Dani Mulward, a graphic design student from Yeovil College. South Somerset District Council approached the College and offered students the chance of creating a new name and logo for the co-working space.

The Hive offers practical services to help businesses grow, access new customers, reduce overheads and thrive for years to come. The emphasis has been on providing high quality space, with affordable and flexible charges.

For more information, or to book your free taster day at the Hive, visit the website www.thehiveyeovil.co.uk or call 01935 385900 to book your free taster day.

Cyber Fraud: Passwords and Pins

Cyber Fraud is one of the largest fraud risks to both organisations and individuals with reported instances of it increasing year on year. According to the National Cyber Security Centre (NCSC) the average cost of a security breach due to a cyber-attack is £600k - £1.5 million with 81% of large companies having reported a breach of some kind.

The most common methods of cyber-attack are Phishing, Spear Phishing and Social Engineering all of which may be used to direct you to fake websites, transfer funds, pay false invoices, share

personal data or security information and download viruses, malware and ransomware to corrupt your systems.

Fraudsters are very smart and extremely clever and even though all of us would like to think that we would never give out personal and or sensitive details including passwords and PIN's or that only the vulnerable are targeted in such a way, we need to think again. We can very easily be caught 'off guard' when we are under pressure or stressed out. We all have a 'million' things going on in our lives at any one time - fraudsters know this and rely on this and this is the reason so many people get caught out on a regular basis.

The bottom line is that we all need to be vigilant and extra careful both in our working lives and our personal lives. Fraudsters don't care that you're under extreme pressure or that you've had the day from hell or that you've got a million other things to do - they absolutely bank on it!

Local Action Groups are open for business again



LEADER is a community-led European grant funding programme supporting rural business and community development. The funds are administrated and allocated by a Local Action Group (LAG) which is made up of private, public and community sector volunteers with a wide range of experience and knowledge of local rural issues in the LAG area.

The future of the programme was unclear following the Brexit vote, however the Government has recently informed all LAGs that they are to continue operating until we formally leave Europe. All projects which are approved and in contract before this time will be honoured.

South Somerset is covered by three Local Action Groups - Heart of Wessex, Levels and Moors, and Making it Local. Visit the website - <https://www.southsomerset.gov.uk/business/funding-and-grants/> to find out which LAG covers your area. The contact details are available on the same page.

Contact South Somerset's Business Support Officer at mike.bartlett@southsomerset.gov.uk if you would like advice on applying for LEADER funding.

SSDC4Business Twitter

Keep up to date with the latest business news and the activities of the Economic Development team here at South Somerset District Council.



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