



WELCOME TO YOUR NEWSLETTER FEBRUARY 2010 EDITION

WELCOME

Dear all,

Welcome to the February edition of our newsletter. With the ever growing concerns regarding the impact of businesses on the environment, this issue has been devoted to the hospitality industry and environmental changes that can be made.

We would like to thank Caroline Gill an Environmental Business Advisor from Croydon Economic Development Company for her expert advice.

As always, we look forward to receiving your feedback and recommendations for future topics of interest.

Enjoy!

Croydon Food Group

The Croydon Food Group is pleased to offer its members an opportunity to run a three day stall at Stuff (Croydon's new Indoor Market formally known as Beanos) on two weekends.

The stalls are available either on April the 9th, 10th & 11th or the 16th, 17th & 18th. The charge for the 3 day stall is only £50 (all inclusive). As the availability is in April, there is plenty of time to get prepared and discuss with Stuff what you propose to sell. Please note that businesses will have to obtain the final approval for the items being sold from Stuff.

All queries by members are welcome and can be sent to info@croydonfoodgroup.com or 020 7624 0533

Members News

WELCOME to all our new members. We are pleased to have such a wide range of members who offer innovative and interesting new products. A few of our new members include; Aggy's Sauces, Chick Peri – Peri, Purity Trading, Indian Dining Tapas, Grove Catering Suppliers and Natal Lodge.

Agnes Mannah of Aggy's Sauces has produced her own range of sauces and has been making and bottling them from her home kitchen. The business has now grown and she is now selling her sauces from a stall at Stuff in Croydon and is also looking for larger kitchen premises.

All of her products are suitable for vegetarians and coeliacs and can be used as a marinade, a relish, a dip, glaze or sauce. Aggy's Sauces also sponsors Sauces of Hope by donating 10% of the price of each bottle to this charity, which helps to house, feed and educate children in Zambia whose lives have been affected by Aids.

EVENTS FOR YOUR DIARY



Helping You to Raise Finance For Your Business!!!!

Date: Thursday 11th March 2010

Time: 2.45pm for 3.00pm start until 5.00pm

Venue: Cafe Panini, 106 High Street, Croydon CR0 1ND

Background to Event

The Croydon Food Group is delighted to inform its members about the availability of highly competitive finance to businesses in this sector.

Nick Macdonald of Croydon Enterprise Loan Fund will be making the presentation. There will also be an opportunity to do a confidential surgery with him and Vinod Bhandari.

Loans are available at just 5.16% A.P.R. from Croydon Enterprise, with no arrangement fees or early termination fees payable! This will be particularly attractive to those businesses who have been frustrated in their search for funding via the normal channels.

Finance Available

Loans are available between £2,001 and £50,000 over periods of between 3 and 5 years.

- **Start-Up Loan**
 - Minimum £2,001, maximum £10,000 where a business has traded up to 12 months
 - Maximum £25,000 where a business has traded for between 12 to 18 months
 - Maximum repayment period for businesses trading up to 12 months is 3 years and 5 years if it has traded for over 12 months

- **Growth Loan**
 - Businesses must have been trading successfully for at least 18 months, as evidenced by certifiable accounts
 - Minimum £10,000 to maximum £50,000
 - Maximum repayment period 5 years
 - A maximum 3 month capital repayment holiday, during which interest must be covered monthly, may by exception be agreed

We encourage all our members to attend this event as it provides a fantastic opportunity to discuss your eligibility for finance and complete your application.

Places are strictly limited so please RSVP to:
info@croydonfoodgroup.com Tel: 020 7624 0533

NOTICEBOARD

What is a Test Trading Grant (TTG)?

TTG is available for people wishing to test the commercial viability of a new product or new service within the market place prior to making a full commitment to pursuing that line of business. There are a few key changes to the process in order to ensure that TTG reaches the most viable businesses and ideas. This grant now works on a '**reimbursement**' basis.

Applicants may apply for funding for the following or similar purposes:

- Funds to test trade a product or service
- Setting up a market stall for the first time
- Expanding in to a new market / diversifying in to a new product range
- Promote a new product or service
- Purchase of equipment or tools to launch a new business
- Produce a prototype

What is the Process?

- Existing businesses –

The applicant must have a Company Registration Number (or equivalent) or be VAT registered. The applicant will put their business idea to the approved suppliers of Croydon Business and/or delivery partners of Croydon Enterprise (CE). The delivery partner reviews the business idea and forwards the application with recommendation to Croydon Business. TTG manager makes a decision **within 10 working days** of receiving the application and informs the delivery partner/supplier of the outcome.

If a positive result is received, the applicant can proceed with the project. To receive the grant, the applicant needs to provide the original invoices or such other evidence as required. Within **10** days of receiving the invoices and evidence, the TTG cheque will be issued to the applicant.

The client must spend the TTG within the period of 1 month or apply to extend the time. After this time has elapsed, the grant will be revoked.

- Prestart Applicants –

If the applicant is a prestart, TTG may be issued against a '**quotation**' issued by the supplier of goods/services. Advisors are urged to make sure that the 'quotation' is genuine before submitting the application to the TTG manager. If the grant is against 'quotation' the payment will be made to the named supplier of goods/services.

When a prestart becomes a start-up by using the TTG, they will be allowed to apply for a second grant, 12 months after receiving the first grant.

However, to apply for the second grant, the following additional documents are required:

1. Evidence of TRN / VAT registration
2. Company Registration Number (if the business is a registered company)
3. Evidence that the 1st grant was successfully used
4. Achievements made by the business in the last 12 months

What is considered as ineligible activity?

Though TTG is quite flexible, the TTG can not be used for the following instances:

- Production of business cards / letter heads / office stationary / computers
- A regular marketing expense
- Developing a website (unless clients have completed CE e-commerce project)
- Promotion of religious or political principles
- Market an existing or on-going product or service

The business advisors / suppliers / delivery partners are requested to make sure that they recommend TTG only when some 'test trading' is involved.

What is the Application Procedure?

The following documents have to be submitted:

1. Completed TTG application form
2. Recommendation form from the supplier / delivery partner
3. Proof of address (home or business) - acceptable documents include bank statements, utility bills, Council tax receipts within the last 3 months
4. Invoice / quotation

How is the application Followed-up?

Once the TTG is awarded and the cheque is issued to the applicant, the business advisors/suppliers/delivery partners will follow-up with the client to make sure that they get the help they require to grow their business.

Who is eligible?

The applicant must be part of the LEGI programme either by having previously attending a CE sponsored workshop or by having had a business advice session with an approved business advisor/supplier/delivery partner of CE. Naturally, the applicant's home or business must also be based in Croydon.

To know more please e-mail info@croydonfoodgroup.com or telephone 020 7624 0533.

The Hospitality Sector and the Environment

Sustainability and green issues are now very much mainstream, with governments, businesses and individuals all focussed on the issue. Hospitality and tourism are one of the main economic drivers in the UK and so have a huge role to play.

Ever increasing demands on resources caused by human civilisations, the impact of contemporary western lifestyles, expanding industrialisation, the huge disparity between rich and poor and other issues are said to be bringing widespread degradation and destruction of the natural environment on which human life ultimately depends. Clearly this trend holds dire consequences for the future.

No matter how big or how small your impacts might be, every single person, household and business can do their bit to minimise their environmental impacts to improve the future of the planet.

In February Croydon Economic Development Company (CEDC) along with Envibe ran an event called Hospitality Cost Reality. The aim of the event was to inform hospitality businesses in Croydon about how being more efficient and environmentally friendly could help their business. By becoming more efficient and improving environmental impacts businesses across many sectors could save money but this is particularly true of the hospitality industry.

Envirowise experience has shown that hotels, bars and restaurants could save around £250 per employee per year by taking action to reduce waste, water and energy. Improving environmental performance can directly improve your

business' bottom line, allowing money to be re-invested elsewhere.

A number of businesses based in Croydon managed to find the time in their busy schedules to attend the event to find out what's on offer. Attendees said that they found the presentation by Envirowise extremely useful. The presentation covered smarter procurement practices, process control, better water management, energy efficiency, waste management and greener packaging. Below are some simple tips which show how quickly you could be saving money.



Waste

It is important to understand the types and volumes of waste being generated. For example, try a policy of having different bins for different waste streams (paper, cardboard, plastics, glass, food waste etc). Also determine the relative volumes of each waste stream and identify the top three as priorities.

For businesses that have only one waste bin, separating recyclables for individual collection may not be cost-effective. However, for larger businesses, or those that have two general waste bins collected weekly, consider using one of these for recyclables only. This could save up to 20% of your waste costs.

Energy

Every 100 W incandescent light replaced with an equivalent energy efficient compact fluorescent light (CFL) (18 W) will save you £10/year, including the cost of the light bulb. Please note that the calculations of estimated savings are based on 10 hours' use per day.

Water

If you can fill a pint glass with water in less than six seconds, you may want to consider fitting an aerator to the tap. For a tap that is used for only three minutes per day, reducing the flow rate from 18 litres/minute to 6 litres/minute will pay for itself in as little as three months. Aerators can be purchased for the majority of tap fittings in the UK and cost approximately £5 from most hardware shops.

Install water saving devices in toilet cisterns, these can save up to 1.5 litres each time the toilet is flushed. They can be obtained and installed at low or no cost, with near instant payback.



There was also a presentation from The Carbon Trust regarding their interest free loans of £3,000 - £500,000 available for organisations to invest in energy saving projects.

If your equipment is old and making your business uncompetitive or is it simply costing a fortune in energy bills these interest free loans are ideal as they give businesses the opportunity to modernise and reduce their overheads.

The business loans are unsecured and interest free, with no arrangement fees and a straightforward application process. Loans can be repaid over a period of up to four years and as the scheme is designed for energy savings to cover repayments, the loan will effectively pay for itself. Several businesses at the event signed up for more information about the loans scheme so hopefully they will soon will be upgrading their premises to look better and run more efficiently.

All of the businesses who attended the event also signed up to the **Inspire South London** programme which is being run by CEDC. CEDC offers businesses in Croydon 12 hours worth of free environmental advice during which time they will meet with their own Environmental Business Advisor, who will conduct an environmental review of the business looking into all aspects such as electricity, gas, water, waste. A report will then be written specifically for the business which details all the actions that can be taken to reduce costs and become more environmentally friendly. The business advisor will then work with them to help make any of the changes they choose.

Overall feedback from the event was excellent and everyone found the information very useful. There are still spaces on the Inspire South London Programme so if you would like your business to benefit from the help of an Environmental

Business Advisor then please ring The Hotline on 0208 680 6161.



MEMBERS PROFILE



Efsio Fronteddu is an active member of the Croydon Food Group.

Efsio has longstanding background within the hospitality and beverage Industry and at age 16 he became a food and

beverage distributor, specialising in fresh foods to frozen and packed foods. When Efsio was called for army duty, he became more hands on as a Capral of a military canteen and his duties involved cooking and supplying food for 1000 personnel in the compound.

Efsio has had a variety of experience in managing restaurants in London and Sardinia. In Sardinia he ran a speciality fish and pizzeria restaurant on the sea front.

Efsio currently owns the Mediterranea Restaurant located in Crystal Palace. This is a family run restaurant with authentic, locally sourced ingredients to create both modern and classic style dishes from across the Mediterranean. This restaurant provides a feast to seafood lovers and promises to “take you through a journey to Sardinia and the Mediterranean regions with exceptional food and wine”.

Efsio decided to open this restaurant in Crystal Palace because he wanted to bring a unique experience to the community he has lived in for many years. He is very proud of his achievements and is passionate about what he does. He is also involved with many local groups and supports the scouts, local schools in fundraising and is a part of the Chambers of Commerce.

In the future Efsio hopes to create a chain of restaurants with the help and guidance of the Croydon Food Group. So far he has found the Croydon Food Group to be a great local support network and is pleased that he has had the opportunity to showcase his business at various high profile events.

We wish him the best of luck!

CROYDON FOOD GROUP MEMBERS LIST

COMPANY NAME			
1	A Torre	24	Crown Bakery
2	Albert's Table	25	Domali Cafe
3	Armadillo Training	26	Dos Santos Foods Ltd
4	Aroma Cafe	27	Double – Take Cakes
5	Ash Bala	28	Europa Fried Chicken
6	Atlantico Ltd	29	Local Express Pizza & Chicken
7	Baan Thai	30	FB Bakery
8	Bake me a cake	31	Fish & Grill
9	Bagattis	32	Flavaz First
10	Bene Bakers Ltd	33	Flavours of Norbury
11	Big snapper	34	Food 4 Chefs
12	Blue Jay Café	35	Foods For Life Nutrition
13	Boomfield	36	Freelance Journalist
14	Buenos Aires	37	Good Food Matters
15	Buffalo Catering	38	Halal School Foods
16	Cafe Panini	39	Health is your wealth
17	Carmen's Rose Restaurant	40	Inspired Creations
18	Carr Foods Ltd	41	Kato Enterprises Ltd
19	Casablanca Café	42	La Baguette
20	Check Point	43	La Fille Bantu
21	CoCo Mama Food Supplies Ltd	44	Le Cassoulet
22	Community Music Skills	45	Los Toreros
23	Crazy Chicken	46	Mary Jane's Popcorn
47	My Little Wrapper London		
48	New Wok's Cooking		
49	Norma's Cakes		
50	Oliver's Kitchen		
51	Pat a Cake		
52	Paul Wayne Gregory Ltd		
53	Peppertons		
54	Perry's Bakery		
55	Rameses		
56	Roti Masters		
57	Santok Maa's Bhel Poori House		
58	Snacktape		
59	Sonu Halaal Foods		
60	Sucre Sale		
61	Tarts and Tease		
62	The Glamorgan Gastro Pub		
63	The Green Dragon Pub		
64	The Mediterranea		
65	The Rubicon Restaurant Co		
66	The Orchard Pub		
67	Trini Roti		
68	Unc Snacks		
69	Zaal		

* Members contact details available on request

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The Croydon Food Group is funded by Croydon Enterprise,
supported by Croydon Economic Development Company and
delivered by
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