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Marathon Media: Building Local Businesses, Strengthening Communities

Special Edition...

- Easter Church Services
  - See page 3

- Here comes the Bride and Groom
  - See Page 5

- Care for the Elderly in our Community
  - See Page 7

FREE Family Easter Event at Rainworth Miners Welfare

- Everyone Welcome
  - See page 6 for details

Potters Celebrating 25 Years of Successful Entertainment

- See page 9 for details

Easter Event at Rainworth Miners Welfare

- Everyone Welcome
  - See page 6 for details

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www.abgmidlands.co.uk

Editor. Tel: 01623 404299 Email: diane@marathon-marketing.co.uk www.rainworthreporter.wordpress.com
Welcome to the Newsletter
Ouch my legs hurt as whilst I am writing this, I am recovering from an 8 mile training run this morning! I am so excited to have a place in the New York Marathon, but check out more about that on page 18.

Well who would have thought we would have all that snow - certainly when we were preparing the January/February edition we never thought we would be delivering it in treacherous conditions and I can only thank all those of you who helped to get the newsletter out! Please see our thank you’s on page 20 to local shops and outlets. Also thank you to Bill Salmon of B-Line Taxi & Mini Bus Service who helped me with personal deliveries in Blidworth as well as my usual dedicated team.

Spring is in the air and a romantic time for the wedding proposals on Valentine’s Days - so we thought we would add a ‘Bride and Groom’ theme page. There are lots of great local venues, services and products to make that special day even more wonderful!

The snow and icy conditions brought to the fore the amazing community spirit in the village, hence the ‘Caring for the Elderly in our Community’ theme page. However, we need to be aware of the more mature in our local villages throughout the whole year and one of our aims of this newsletter is to provide support relevant to this. Loneliness is a tremendous issue for the elderly when one partner dies or children move on and we warmly invite you as an individual or club/organisation to offer information of ways you can/or do help.

In addition, I would like to welcome on board; Shirley Skeels, from Sense Financial Solutions, our new Financial Advisor. Please see advert on page 15 and her article on page 7 in the ‘Care for the Elderly in our Community’ theme page offering information related to ‘Long Term Financial Planning’.

So please enjoy the March/April edition of the Rainworth Reporter and we warmly welcome your feedback, via email on: diane@marathon-marketing.co.uk or on the information site comments section. www.rainworthreporter.wordpress.com

GREAT NEWS AND FEEDBACK WELCOMED
Thank you to those who keep emailing regarding local news, events and feedback. Please address to the Editor; email diane@marathon-marketing.co.uk. Postal address available on request. Deadline for news articles is Monday 5th April 2010. Please keep sending information so we can keep the newsletter ’hot and fresh’! Advert requests and payments by Monday 5th April 2010. Please title the request: Blidworth Focus, Rainworth Reporter or Village Voice or a combination. Any feedback or news must be supported by a name & address although this can be withheld at request.
Contact: Diane Carter Editor: 01623 404299 or email: diane@marathon-marketing.co.uk

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THE SMALL PRINT
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Blidworth and Rainworth Women’s Institute

Sadly meetings were cancelled in January due to the severe weather.
We held our annual AGM in February. The next meeting will be on the 4th March at our usual venue the Blidworth Methodist Church at the usual time.
Birthday Celebrations 1st April – Over 70 years of Blidworth & Rainworth W.I. Watch this space for more meeting details once the weather warms up!

Blidworth & District Art Club

For experienced and any budding artists, the above club would like to remind you that they meet at Blidworth Methodist Church each Tuesday from 7pm – 9pm This is a group of enthusiasts who use the medium of their choice to paint in the company of others and exchange ideas and help. Interested visitors are always welcome.

For more details contact: Jean Richards.
Tel: 01623 795403

NEED AN EMERGENCY CONTACT?
See our local and useful numbers section always located on the back page where it’s easy to find details of local police, emergency and other useful numbers. If you would like to add some numbers let us know for the next issue please.
Rainworth & Blidworth
District Branch of the
Royal British Legion

Meet at POTTERS on first Thursday of month at 8pm. All welcome to meetings
Sandra Overton, Branch Secretary

Easter Church Services
St. Mary of the Purification, Blidworth and St. Simon & St. Jude, Rainworth.

Maundy Thursday 1st April
7:00pm St Andrew's Mission Church, Remembering the last supper

Good Friday 2nd April
10.00-11:30am Children’s activity morning at St Andrew’s Mission Church.
12pm Stations of the Cross, St Andrew’s Mission Church
2:00pm Stations of the Cross St Simon & St Jude’s

Easter Sunday 4th April
6.00am Sunrise service St Mary’s Church
8.00am Said Holy Communion St Simon & St Jude’s
9.15am Holy Communion St Mary’s Church
10.30am Holy Communion St Simon & St Jude’s Church

C/O Beryl Allsop, Priest at St. Mary of the Purification, Blidworth and St. Simon & St. Jude, Rainworth

Methodist Church Services
Blidworth 10:30
Rainworth 10:30 and 6:00
Farnsfield 10:15 and 6:15 (not every week)
Bilsthorpe 10:30

Easter Services
Maundy Thursday (1st April) 7:30pm Maundy Communion, Blidworth Methodist Church
Good Friday (2nd April) 10:30 Worship, Bilsthorpe Methodist Church
12:00 - 6:00pm Prayer Space for private reflection, Blidworth Methodist Church

Easter Sunday (4th April)
8:00 Communion, Bilsthorpe Methodist
10:15 Easter Service, Farnsfield Methodist
10:30 All-Age Easter Worship with Communion, Blidworth Methodist
10:30 All-Age Easter Worship, Rainworth Methodist
6:00 Easter Communion
C/O Rev David Greenwood

Hope
Snow, ice, mist, fog or rain!
The past few weeks have been dull and dreary, gardens wet and muddy, then I spotted it, so tiny nestling among the withered plants and stones—a tiny yellow primrose, one small sign of hope saying, “Look there is better to come.” Spring is not too far away with its promise of new life, new leaves on trees, more primroses and other flowers, baby animals. With Spring comes Easter; February 16th is Pancake Day, Ash Wednesday follows and Lent begins, six weeks of preparation, of time to reflect on the horror of Jesus dying on the cross, to remember the last days of his life. Then, on Easter Sunday, celebrate his resurrection and rising to new life. Not an easy concept but perhaps made a little easier if we look at nature how, in the autumn, trees lose their leaves and stand bare and sombre until spring comes and brings them to life. That little primrose lay under the wet, brown soil all winter until it pushed through the soil to herald spring. On Easter Day in our churches we celebrate that Jesus died on the Cross because he loved us and he rose again that we might have eternal life. It is good to know that when we leave this earth we do not just disappear into nothingness, we have an eternal home waiting for us.

May your Easter be filled with joy.

C/O Beryl Allsop, Priest at St. Mary of the Purification, Blidworth and St. Simon & St. Jude, Rainworth

We Meet at Blidworth
Miners Welfare 1st Tuesday of month
We need your old Photographs or Documents to build a unique history of our Village. Donations or loan is greatly appreciated. Have a look through your old stored items and contact Eric to contribute. As a result of the previous notifications in Blidworth Focus we’ve been loaned some interesting photographs of documents related to the local village history.
Contacts: Eric Hall: 01623 798028 & Chairman Bill Hutton on 01623 484189

Rainworth Council
For list of council members visit: www.rainworthreporter.wordpress.com
To contact any of the above, please call the Parish Office on 01623 490259

Courtesy of: Mrs Dawn Jones
Clerk to Rainworth Parish Council
Or email: rainworthpc@ntlbusiness.com

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THE BARDS POETRY GROUP
PRIZEWINNERS OF 2009 POETRY COMPETITION:-
1st - ‘A baby at the poetry meeting’ by Anthony Watts - Taunton
2nd - ‘Village Villanelle’ - Isabel Thrilling - Romford
3rd - ‘People Watching’ - Villa Bullock - Nottinghamshire
Especially highly commended - ‘Dangerous Dreaming’ - Pamela Hodge - Plymouth ‘Englishness’ - Isabel ...Thrilling - Romford
I was delighted that Villa Bullock, from Ravenshead, was amongst the winners.

PEOPLE WATCHING
In companionable silence we sip drinks,
cutlery at the ready and requisite dish
of multicoloured condiments
we’ll open with our teeth.
A nearby family: mother, father, youngsters
laugh and tease, replenish glasses, cornered
between flickering, platinum screens
of silent, unwanted information
for those with nothing to say.
And so sits the eldest girl,
there yet not there.
She seems to listen yet makes no contribution.
In her bubble of isolation
a ghost unable to participate.
I want to plug her in,
ignite a flush in dead white cheeks,
a sparkle to her eyes
more soulless than a fresh caught fish.
With no warning,
no variation to the restless circling
of her untouched drink
upon the bar-mat’s surface -
she looks up and away.
And I am caught and must dodge
the collision of our eyes.
I evade the vacant stare,
a stranger in a nearby chair
who wonders if she’s really there.
(copyright Villa Bullock)

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Friday 21st May 2010
Want to do something different? Want to raise money where
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Hold a fish and chip supper on Friday 21st May 2010 whilst raising awareness of
spinal cord injury and supporting SIA’s information and support services.
You can hold a fish and chip supper in your own home, at work or hold a larger
supper at your local community centre. SIA will provide a fundraising pack
containing hints and tips, recipes, invitations and donation envelopes. By inviting
7 friends and asking them to donate an additional £5.00 means you will raise at
least £35.00 from your supper but we will also give you additional fundraising
ideas to raise even more money for SIA. The money raised from the suppers will
help the Spinal Injuries Association offer support to individuals who become
paralysed and their families, from the moment a spinal injury occurs, and for the
rest of their lives by providing services and publications which enable and
encourage paralysed people to lead independent lives.
Every year in the UK over 1,000 people experience a spinal cord injury and there
are an estimated 40,000 spinal cord injured people in the UK alone.
For more information or request a fundraising pack call Elizabeth Wright on 0845
678 6633 xtn 229 or email fishandchips@spinal.co.uk or visit www.spinal.co.uk

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I evade the vacant stare,
a stranger in a nearby chair
who wonders if she’s really there.
(copyright Villa Bullock)

I hope that the poetry competition later this year will yield more local
winners. May the muse be with you.
(Bards meet at Biddsworth library at 10am-12pm on the 3rd Sat of
month. All welcome. www.christinemichael.org/bardsatbiddsworth )
Wishing to Lose Weight for Your Wedding?
Frustration is a big word in weight loss. You decide to lose weight with such dedication but sadly you are surrounded with increasing temptation. Much of our social life is based around food and drinking and the word ‘diet’ becomes a chore, almost impossibility – hence you quit!
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Students set to enter the Dragons’ Den

Newark and Sherwood District Council’s economic development service has arranged two Dragons’ Den Enterprise Events to promote entrepreneurship and business skills to young people in the district.

The events will take place on Tuesday February 23 and Thursday March 4 at Newark Beacon Business Innovation Centre. This venue has been chosen so students can experience what it is like to work in a business environment.

The events have been sponsored by Nottinghamshire County Council’s Economic Regeneration Service, Connexions, Lincoln College, The NE Group, Newark Business Venture and Newark Business Club.

NBV (Nottinghamshire Business Venture) will facilitate the event on the February 23 and Young Enterprise East Midlands will facilitate the event on the March 4. The task set by NBV will be for students to design a product from a box of items they are given to them, and the Young Enterprise event task will be to arrange a music concert.

Students have been invited from the district’s secondary schools and Newark College to participate in the event. Each team of students will be set a series of tasks throughout the day that will relate to the world of work. These will include creating a corporate brand, producing a business plan, creating a product or service and developing a marketing plan. At the end of each event the students will present their product or service to the panel of ‘Dragons’, who will then deliberate and announce the winning team.

The students will also receive a presentation from an entrepreneur, Diane Carter of Marathon Marketing, about how to establish a successful business.

The ‘Dragons’ will be from the local business community and include Cllr Tony Roberts, Leader of Newark and Sherwood District Council; Cllr Roger Blaney, Deputy Leader of Newark and Sherwood District Council and cabinet member for sustainable development and regeneration; Roger Trueman of Nottinghamshire Business Venture; Dean Hyde, Chairman of Newark Business Club; Sara Belton of Lincoln College; Sean Panting of Connexions and Leslie Whiting of Lincoln College. The students will work with qualified business advisers at the events from NBV, West Nottinghamshire College and the district Council.

---

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- Excellent competitive rates!

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HOME-START DUKERIES based in Edwinstowe require Family Support Workers. Unpaid positions but with generous travel expenses and loyalty bonuses. A great introduction to family support work - many of our volunteers gain employment.

We have a new course starting in April/May 2010.

For further information please call tel: 01623 823353.
(Parenting experience is an essential requirement)

In partnership with

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Rainworth Miners Welfare

EASTER MONDAY
Afternoon Family Fun in the Lounge

Easter Bonnet or Decorated Egg competition for the kids.
Bingo, Card Bingo, Domino Knockout with prizes
Commences around 12.30 pm
Call: 01623 792495
Kirklington Road, Rainworth

---

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Call: 01623 792495
Kirklington Road, Rainworth
Caring for the Elderly in our Community

Welcome to what will hopefully be the first of many features in the Rainworth Reporter. Over the forthcoming year, I aim to keep you abreast of what’s happening in the world of finance and hopefully update you on topical issues. But firstly a brief introduction – I’m Shirley Skeels and have been running an independent financial advisory practice in the local area for the past 12 years. With the assistance of two other ladies (one of them a Rainworth girl), we aim to provide a friendly, discreet but professional service to both private and corporate clients. If necessary, we work with a team of other professionals such as accountants and solicitors to provide you with a one-stop solution to the wide range of problems that are presented to us. Here are two topical issues which are hitting the headlines at the moment.

From Cradle to Grave ….Not!

If you are one of a generation of elderly people brought up believing that the State would look after you in your old age, think again. As far as long term care costs are concerned, in general the State only pays for the least wealthy i.e. those with assets including property of less than £23000 (as at April 2009). The provision of long term care outside hospitals has become the responsibility of individual Local Authorities and it is not free to everyone. If you have recently found yourself in the unfortunate position of trying to help an elderly relative organise and fund their nursing care, you will be relieved to know that help is now at hand and we will be pleased to advise you further in this complex area.

Use it or lose it!

If you are aged between 55 – 54 and wish to access your tax free cash or pension from your personal pension plan before 5th April 2010 to take advantage of existing rules. From this date, the minimum age will increase from 50 to 55. Remember you can still continue to work and contribute to another pension should you wish.

If you wish to discuss either of the above or take advantage of our free financial health check, contact me now on 07801290172 or 01159665079. C/O Shirley Skeels. Sense Financial Solutions. www.itmakessense See advert on page 15.

A NEW DECADE

A number of events in the past decade have had a profound effect on medicine. Ironically, some “non-events” have not had the prophesied effects. First, bird flu, then SARS and recently swine flu. How much panic was generated by the media or by the experts is difficult to say. The EU is investigating why there was so much panic and so much vaccine ordered. Experts say preventative measures stopped the pandemic developing. We millions of doses of vaccine on our hands. We rarely hear of the millions affected by malnutrition, Malaria, TB and AIDS in developing countries. New viruses continually develop so it is impossible to predict the next virus that affects a population with little or no immunity.

The cost of health care is a continuous problem. Much money has been poured into the NHS and significant advances in many fields of diagnosis and treatment, but one wonders how is wasted in administration and bureaucracy. The credit crunch effect cannot be predicted and strains on the NHS are brought about by life-style changes, in particular obesity, lack of exercise, drug and alcohol abuse. Despite legislation, smoking is still a problem. In the developed world these are the causes of real epidemics rather than a virus.

The NHS coffers are not bottomless. Many treatments are expensive and not recommended under the NHS. Cases of denied treatment achieve publicity in the media and will continue to do so. Cancer drugs are expensive and the decision has to be made, whether prolonging a life for a few months, is worthwhile when the funds could perhaps be used in other spheres. There are debates on what treatments should be available via the NHS, for example the homoeopathy.

An ageing population with an increase in Alzheimer’s disease has added greatly to the strains on families, social services and NHS during the decade.

A great subject for debate has been the involvement of the private sector in the NHS and debates continue especially with the BMA’s “Save our NHS” campaign. There have been high profile conflicts over termination of treatment, so patients may die. A patient taken to Switzerland, for assisted suicide, regularly opens up the debate. It is interesting, the mother who helped her daughter suffering from ME, to die was prosecuted but not found guilty. The debate continues!

The problems with hospital infection remain, with many people afraid to go into hospital, although the numbers of cases have reduced. A Dr Semmelweiss in the middle of the 19th Century showed how simple hygiene could halt the spread of infections.

Undoubtedly, the headlining medical event of the decade was multi-murderer Dr Harold Shipman. As a consequence many new regulations have been introduced, although they did little to stop a doctor from Germany killing a patient with an overdose of heroin. Provided a doctor has an EU qualification the General Medical Council has little or no jurisdiction over that doctor. One positive effect will be the ongoing revalidating of doctors starting in 2011. GP’s have been subject to annual re-appraisal for several years. Whether new regulations improve standards, remains to be seen, but they may still fail to protect from us other rogue doctors like Shipman.

Many of the decade’s problems will almost certainly be present after another ten years. V. Leach. vlakehead@aol.com

Marathon Media appreciate the views of Dr Leach, but readers should see their GP if concerned and not change medications. The views expressed are personal to the Author.

---

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Age Concern: 0800 00 99 66
Stroke Helpline: 0845 303 3100
Macmillan Cancer line: 0808 808 2020

More useful contacts can be found on page 20
**NEW BLIDWORTH AFTER SCHOOL & HOLIDAY CLUB**

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**Ever tried Triathlon?**

Triathlon is a sport that combines the three separate disciplines of swimming, cycling and running. It is one of the fastest growing amateur sports in the UK and on the world stage the UK dominates the sport at the elite level. Once the preserve of the super-fit’ triathlon has at last thrown off its image of being an elite, inaccessible sport. Triathlon clubs are springing up all over the country attracting members of all ages from all walks of life. If you can swim, run and have a bike you’re probably already fully qualified to compete in triathlons.

In competition triathletes take part in age group events, a feature that has opened up the world of competitive sport to a wide range of people. So you find yourself racing against people of similar ages and abilities. Alternatively, since triathlons are essentially run against the clock, many people compete to simply improve their own times’ tracking the progress of their health and fitness as they do so.

One of the most recent developments has been children’s triathlon. The sport is ideal for children. Unlike many other sports triathlon provides children with a great deal of variety. Children train in each of the sport’s three disciplines and the move from one activity to the next means that interest levels are maintained. Many of the sport’s recruits come from a background in either running or swimming clubs where they found that the lack of variety meant their interest waned.

Mansfield Triathlon Club’s junior’s section has been set up to give local children the opportunity to take part in the exciting sport of triathlon. The junior section of the club is open to children from 8 to 16 at which point triathletes can join the senior club. The club has its own qualified triathlon coach and has developed a programme of training designed especially for the younger triathlete.

The club trains every Saturday morning, alternating between the pool and athletics track at Ashfield School and the cycle track at Forest Town Welfare.

Head coach Hugh Barnett said: “We have access to some fantastic facilities. The cycle track in particular means that children can learn can to cycle at speed in a perfectly safe environment”.

And what’s more, families can train together. “We’ve got dads cycling with their daughters and mums running alongside their sons – the whole family can benefit from the training and have lots of fun together”, said Claire Allison of Mansfield Tri Club.

Training costs only £2.50 per person for a two hour coached session for club members, so it represents incredible value for money. For more information contact press@mansfieldtri.com or visit the web site at www.mansfieldtri.com.

**WHAT IS THE POINT OF LIFE? WHAT HAPPENS WHEN WE DIE? IS FORGIVENESS POSSIBLE?**

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Each session begins with tea - a chance to get to know others in the group. There is then a short talk, which looks at a different aspect of the Christian faith each week. This is followed by a time of discussion in small groups, where everyone is welcome to contribute their opinion, ask questions and discuss with the rest of the group. Listen, learn, discuss and discover. Ask anything. Alpha is a place where no question is too simple or too hostile.

For further details telephone
Rev David Greenwood: 01623 914747

**What’s on locally & in the surroundings areas**

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Potters Celebrating 25 Years of Successful Entertainment

Potters is celebrating a very exciting year with its Silver Anniversary. PLUS, Licensee, Sandra Overton and her team are also very excited about the future as they are now known as Potters, the Public House. This is great news for the village as now the door to Potters is open to everybody, not just members.

"Thank you to all our valued customers old and new. We warmly welcome you all as membership is no longer required. Please come and see what you have been missing" Sandra, Licensee.

For the social visitors, Potters is licensed all day and is the complete centre continuing to offer the favourite John Smiths Smooth and Foster and Carling lagers, alongside a wide range of alcoholic and non alcoholic beverages, interesting cocktails and shots. Also Potters bar menu shows delicious meals at competitive prices.

Potters has 2 function rooms for hire: The Regent and The Classic, with no hire fee and has been host for over 25 years for all celebrations from weddings to children’s parties, 18th and 21st birthdays and business meetings. Potters offer second to none catering for flavour and presentation, but this is an option and you may provide your own.

Our too good to miss Sunday Carvery is so popular we advise bookings. We offer a choice of 2 succulent roasts at £5.50 with senior citizens at £4.50.

Potters offer great entertainment and throughout the spring and summer of our 25th Anniversary Year we will be providing some great events and special offers, starting with;

St Patrick’s Day, 17th March, we have a great offer on Guinness at only £1.99 per pint

At Easter there will be different drinks offers each day for you to enjoy from Good Friday to Easter Monday.

On St George’s Day, 23rd April, we are offering a traditional 3 course celebratory English Sunday Roast Lunch for only £4.50.

Potters has TV on 2 big screens with SKY Sports and ESPN and we will be showing all the World Cup Matches soon. Also we offer pool, darts, 7 snooker tables and bingo on a Wednesday afternoon. If you are feeling competitive then we do have 2 snooker league teams, men’s and ladies darts teams, a pool team and a quiz league that you can also join. We also have our Potters Golf Society.

We at Potters, the Public House, look forward to seeing you and your friends soon. Step inside for a warm and friendly welcome

C/O Sandra Overton. Proprietor

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Wed Night 7.15 – 9.15pm Family bingo. Great cash prizes. Raffle –Children allowed
Thurs Night 5.30 - 9.00pm Karate classes - All ages for children
Thursday in Lounge Bar—Darts & Domino knockout competition with prizes. Entry Fee applicable for Darts & Dominos.
Fri Night 7.45—10.30pm C/Room Dancing, 50/50 & Bingo £1.50 Dancing
Sat Night 8 - 10.30pm Family bingo – children are welcome, FREE colouring books & crayons
Sun Night—Sequence Dancing as well as the regular Quiz and Bingo—call the welfare for times £1.50 Dancing
Fancy a party—room hire only £35 Members, £70 Non-members—up to 6 hours
Bouncy castle £30, Disco £45 for 2 hours £70 for both. Great fun party! FREE clown with Disco
Northern Soul - Last Friday in every month - 8 pm to 12.30 am - £3 entry - payable on the door.

RAINWORTH VILLAGE HALL Events:
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Royal British legion—meet at Potters Snooker Club 1st Thursday of the month—8pm call: 798844
4th Rainbow Brownies—For five to seven year old girls. Held at St Simon & St Jude’s Church. Friday 4.45—5.45 pm. New members welcome. Call Pat Holmes on: 01623 795239
3rd Rainworth Brownies meet at Rainworth Methodist Church at 6m on Fridays. More details please phone:01623 629879. TO AMEND ANY OF THE ABOVE PLEASE CONTACT EDITOR ON: 01623 795623 OR EMAIL: dianecarter@marathonmarketing.uk.com
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MARY, MARY QUITE CONTRARY HOW DOES YOUR BUSINESS GROW?

Forget the ‘with silver bells and cockle shells and pretty maids’! This is a Business not a garden!
With my experience though as a Marketing Consultant for Marathon Marketing and Editor at Marathon Media, though you can actually look at your business, like your garden and using similar techniques make it blossom in 2010! Planting seeds at the correct time, in the correct place and with constant nurturing, ensures you have a colourful array of flowers in your garden throughout Summer, likewise with your business. When I first started out in 2006, I actually gave out cards to potential clients, cards with seeds inserted with the message ‘Watch your Business Grow with Marathon Marketing in 2007’. However, anyone setting up a business or looking for growth needs to understand that like the growing of seeds into flowers, it takes time, patience and care. Sometimes it can take several months, several years even for business to start ‘blossoming’ and growing, but providing you stay focused it will work. Be positive!

Using my prepared business plan and supporting marketing plan, as a newcomer to the ‘business sector’ I sowed some serious business seeds. Everywhere I went I saw myself as the strongest marketing tool - I was Marathon Marketing and ensured everyone knew about it. Any business or even social event I went to, I took business cards and leaflets and couldn’t go past a door with a Company van or obvious business car in the drive! People got to know the Marathon Marketing Company very quickly. Likewise I do the same with Marathon Media, the publishing company.

Networking became a strong marketing tool and I quickly sewed my seeds with developing good business relationships and friendships. Again patiently - people don’t want hard selling over their bacon and eggs! However, I did do my research, attending events with an objective and purpose and before long Marathon Marketing achieved a strong profile and I gain about 80% of my business through business relationship recommendations.

Advertising is also a great way to ‘plant your business seeds’: but I warn carefully and wisely. Marathon Media offers competitive priced local advertising but you may also wish to research into the use of local media, leafleting, telephone directories and the ever increasing use of social networking - a fantastic tool if used correct. At Marathon Media, we offer a package; advertising, supporting PR and lots of advice to ensure your promotions work.

So in conclusion it is a tough time of year at the moment with dark evenings and cold mornings but when you start to see those ‘buds’ peeping through you know spring is in the air. Put your business in the same perspective, follow your marketing plan, keep planting your business seeds, offer tender loving care and watch those buds turn to flowers and your business blossom in 2010!

The Marathon Marketing Company offers an initial free, no obligation, consultation. For more details or information call Diane Carter on: 01623 404299/07916 245 367 or check out the website www.marathon-marketing.co.uk

Diane Carter, Editor of Marathon Media and Managing Director for Marathon Marketing
Marathon Media—Strengthening Local Businesses

“No Nonsense Just…..Networking” Business Group
The Lurcher Public House, Westbrook Drive, Rainworth, Mansfield

Next Meetings Tuesday 3rd March 2010 & Tuesday 6th April 2010
£5.00 for attendance - Includes light breakfast, coffee/tea and fruit juice

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To book your space call Diane Carter; Chair on: 01623 404299 or email; diane@marathon-marketing.co.uk
Plus check out our on-line information service for more details
www.nononsensejustnetworking.wordpress.com

Food Safety is fundamental for employees to deliver food to customers safely. Training is legally required for food handlers within 3 months of employment. The Food Safety (General Food Hygiene) Regulations, 1995

Aber Training has several years accreditation to deliver CIEH qualifications. Courses are practical and tailored to organisations. Satisfied customers include: Notts County PCT and Community Voluntary Sector. Providing our own equipment, hand outs and assessment papers, training is delivered on premises at times to suit business needs inc. Saturdays. Book via email at: www.abertraining.co.uk or via advert here.

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THAT’S MY OLD SCHOOL MOTTO (BRUNTS) AND IT IS A GOOD GUIDE TO LIVE BY

that is something which we should all strive for, and you never know you may succeed.

The budget is looming, but who will present it. If my mother asked me I would find a way of making sure I was in control before I did it, perhaps

business ethics and had no hesitancy in going to them for the publishing of the first newsletter; the Rainworth Reporter. We benefit from a

friendly, fast, efficient, creative and affordable printing/design service. We rely on this top class service even more now with the expansion to 3

community newsletters and the printing company have never let us down with delivery to time, to cost and to total satisfaction. I wish them the

best with their future under the new brand.

The newly branded Portland Print now employs eight members of staff, and provides a quality print service to a variety of

highly satisfied clients:

Diane Carter of Marathon Media stated “Portland Print, has supported us from the onset of our community newsletter

businesses in March 2007. Having myself previously worked at Portland College I recognised and shared the value of their

business ethics and had no hesitancy in going to them for the publishing of the first newsletter; the Rainworth Reporter. We benefit from a

friendly, fast, efficient, creative and affordable printing/design service. We rely on this top class service even more now with the expansion to 3

community newsletters and the printing company have never let us down with delivery to time, to cost and to total satisfaction. I wish them the

best with their future under the new brand.

The launch of the new name, identity and logo was attended by a variety of key

customers and College management, and represents another key success for Portland

College within the business community in the East Midlands.

Portland Print Manager, David Brittain, said of the re-launch: “The rebranding of the

print workshop to Portland Print serves to emphasise the connections with the College

and ensure that our current and potential clients are aware of that linkage. In a highly

competitive market, we are able to offer a professional yet personal approach to fully

satisfying our clients’ print requirements together and our levels of repeat business and

customer satisfaction serve to emphasise this point. Anyone who wishes to test out this

claim, feel free to give us a call or drop us an e-mail on enquiry@portlandprint.org.uk

and find out for yourself!”

IT’S AN ELECTION YEAR

I recently went to the funeral of my dad’s sister’s lad – Horace (after my dad) Crasher (left to your imagination) Crowder. Not a name that

immediately springs to mind in the motorbike racing fraternity, but he did the Isle of Man TT and I had the privilege of seeing him race at Cad-

well Park. The point of this is not only to recognise him but to say that although he never made the big time he never gave up trying and I think

that is something which we should all strive for, and you never know you may succeed.

NIL MORTALIBUS ARDUI EST – NOTHING IS TOO HARD FOR MAN TO ACHIEVE

THAT’S MY OLD SCHOOL MOTTO (BRUNTS) AND IT IS A GOOD GUIDE TO LIVE BY

MP’s are back in the news, ducking and diving, not only are they spending fortunes on expenses and ways of, allegedly, making them more rele-

vant and open, some of them are attempting to invoke an ancient privilege law designed for a totally different purpose.

The budget is looming, but who will present it. If my mother asked me I would find a way of making sure I was in control before I did it, perhaps

that’s me being cynical. Rest assured that whoever has that privilege there will have to be some decisive cuts and no way can we expect good

news. Coming out with vote catching ideas which are impractical and ill conceived is not the way – how gullible do they think we are.

There is some good news, although I suspect that some of us are not out the woods yet, that we are coming out of the recession. I simply make

the comment that if we had not been so obsessive in relocating our manufacturing base TO FOREIGN PARTS, to make savings in the short

term, we would be a lot stronger position now, especially with the weak pound, which benefits exports. It certainly does not help with the lat-
est closure of the Cadbury plant which is being transferred to Poland – RULE BRITANNIA!!

Boring things you need to know

* The Revenue is offering a Budget Payment Plan which means that you can make monthly payments to meet future liabilities. This is covered in

leaflet SA342, but you can set this up on the Revenue website – www.hmrc.gov.uk

* VAT returns for either new businesses registered on or after 1 April 2010 or those with turnovers in excess of £100k will need to submit

returns and make payments electronically. All business are likely to be required to make electronic returns and payments by 2012. For more

information go to the Revenue website (as above).

* Because of changes in the Revenue systems there would appear to be some errors occurring with code numbers. If you think yours is incor-

rect it is YOUR responsibility to ensure it is changed. The Revenue, quite rightly, will not discuss your tax affairs with anyone else unless there

is a written authority in place. You should ensure that at the very least you have some competent person sat next to you to help you through the

conversation.

*The end of year for PAYE and P11D returns is looming. All PAYE (P35’s) will need to be filed online and any which are late will be subject to a

fine. You need to be aware that a rejection by the Revenue will mean that it will be treated as a non submission, so you do need to be sure that

the return is accepted. P11D forms can still be submitted manually. Any late submissions will again be penalised. More importantly any incor-

rect returns could invoke really high penalties.

LETS HOPE THE DUST SETTLES SOON AND WE ALL KNOW WHERE WE ARE - GOOD OR BAD

Article and view C/O Keith Knight of Knights Accountants, (see advert) and Treasurer of No Nonsense just Networking Group.
How to Be Prepared for Your ‘Elevator Pitch’?

Often when you attend a business networking meeting you are invited to offer a short 2 – 3 minute brief introduction into yourself, your business and your product or service.

What should happen – is you offer a clear, concise, confident presentation and everyone is not only impressed but understands what you are offering.

What often happens though is we fumble for a clear and concise presentation. This is where the ‘elevator pitch’ comes to the rescue. With a little focused thought and discipline, your words will hit their target.

What is an ‘Elevator Pitch’?
An elevator pitch is the short description about your company delivered in the time it would take to ride up an elevator. For example 30 seconds?

So how do we overcome the ‘Fumbling Fear’?
The trick is to have a clear objective before you create your “pitch”.

• Do you simply want to arrange create general interest for further later questions
• Are you trying to encourage people to contact you for a FREE consultation
• Are you trying to impress one particular person to open the doorway to a further longer presentation or create general opportunities?

Then you Need to:-

• Think about the listener and what they need to hear. Not what you want to say
• Briefly describe what you do
• Explain your uniqueness and why they should use you – there may be several other competitors ‘pitching’ too
• Suggest the next move – Ring, email, speak to you after the meeting or ask further questions

So open with your name, business name and then my suggestion is to think of 6 words that describe your business and then put them into 2 or 3 short sentences. Also think of how these work as the ultimate selling points for your business and create individuality. Then finally finish with ‘Action’ – Want to know more or make an appointment?

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Check the Rainworth Reporter blog on: www.rainworthreporter.wordpress.com
For lots more information about Rainworth and the surrounding area

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GARDENING TIPS FOR THE COMING MONTHS

Although spring bulbs are breaking through the low temperatures and ground frosts mean at the moment last issues tips still apply. Once temperatures improve it will be time to get busy!

General – tools and equipment needs checking. Replace worn out tired equipment and sharpen others. Weed regular but be careful of seedlings and existing plants just below the surface. Treat borders and beds with compost/manure. If spring bulbs have flowered remove heads before seeding as flowering can be affected the following year. If wanting an early Rhubarb crop cover with a pot to force plant. Many shrubs flower on new shoots so if not already done, prune to ensure flowers and to keep shrubs to desired size i.e. fuchsia’s, hydrangea and buddleia.

Lawn – now requires attention. Reseed bare patches or for instant results replace patches with a new piece of turf. Trim edges and aerate. Mow regular and for best results use lawn fertilizer once a month.

Planting now commences be it plants, summer bulbs or seeds (check packet information). Divide any larger plants. Many vegetables can now be sown including carrots, leeks and beetroot. Strawberry beds need tidying. Remove large old plants and replace with new ones or save money and allow runners off existing plants to fill the space for you!

Pest Control – slugs will be after those nice young shoots. Use traps or pellets. Be sure to use pellets safe for pets and wildlife.

Tub Plants can be positioned outside – remember to bring inside if temperatures drop at night. Remove dead branches and leaves and give sufficient plant food. Clean pots and refresh by replacing old over sized plants. Indoor plants will be in their growing period so a soluble fertilizer can be given weekly. Re-pot where necessary.

C/O Annette at GardenCraft  
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TAKE A BREAK...

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Emilie Oldknow is Labour’s choice for Sherwood

Labour party members in Sherwood recently selected Emilie Oldknow as their new Labour party candidate to fight the next general election. Emilie was selected at an all members meeting held in Rainworth as the candidate to take over from Labour’s Paddy Tipping, who announced in October that he was standing down from Parliament after serving 18 years.

After the selection Emilie said: “I am incredibly honoured that the members in Sherwood have put their faith in me to represent them at the next general election. Paddy Tipping has been an excellent constituency MP and following in his footsteps will be no easy task, but it is a task that I relish and I am looking forward to getting out there and talking to local residents about their priorities for Sherwood. “I have lived in Sherwood for most of my life so I know that we have a lot to be proud of and we have already seen the Labour Government taking the right action to protect local people’s jobs and houses. But we cannot be complacent and I know that there is more to be done, that’s why as the Labour candidate for Sherwood I will be fighting for more jobs for the area, I will be supporting Sherwood’s hard working families and fighting for the very best schools and NHS for local people.

Current MP Paddy Tipping said: “I have known Emilie for a long time and I know that she will be an excellent candidate and MP and she can rely on my 100% support.”

Yvonne Woodhead, Sherwood Constituency Labour Party Chair said: “The members in Sherwood had two excellent local candidates to choose from and I am delighted that they have chosen Emilie Oldknow as their Parliamentary Candidate to fight the next general election”. Note: Emilie was born in Rainworth and though currently lives in Mansfield, has lived the majority of her life in the Sherwood constituency. She went to Abbey Gates Primary School in Ravenshead and secondary school at Colonel Frank Seeley in Calverton. After university Emilie returned to the area to work for the NHS in Rainworth before taking up a post with the East Midlands Labour Party where she currently holds the position of regional director. She is also a school governor of Peafield Lane Primary School in Mansfield.

C/O Ray Collins on behalf of The Labour Party, both at 39 Victoria Street, London SW1H 0HA

Editor’s Note: This is an informant article and we are a non-political newsletter. We will not print any views or issues concerning this.
Did you Know?...

Nottinghamshire Crimestoppers received 182 calls in January this year!
£125500.00 worth of drugs have been taken off of the streets and £310 worth of property along with a car which has been crushed.
Nottinghamshire Police would like information on burglary and robbery, ‘why should they’ is a campaign to try and stop this. If you know who is stealing and selling it on ring Crimestoppers 0800 555 111.

Articles C/O Sarah Smithurst ,Crimestoppers Co ord Officer ,Holmes House Tel:0300 300 9999 x 817 1439 07800994326

Rainworth Police Updates

• The Anti Social Behaviour Officer; Sue Miller, together with the Blidworth & Rainworth Beat Team have been conducting street consultations and door to door visits along Rufford Road, Lime Tree Place and Birch Avenue, Rainworth. Upon receipt of these questionnaires, 12 offenders have been identified and are in the process of being dealt with positively. These streets will be identified as the village hot spots for 3 months. High visibility police patrols will visit throughout each day and provide reassurance to residents that we are actively seeking to restore the faith that this is a safe place to be and that anti social behaviour will not be tolerated. This will be evaluated at the end of March and the results will then be published.

• Sherwood Parade shops on Kirklington Road Rainworth have also encountered problems with graffiti and obstructive unnecessary parking when the Python Hill School children attend and return from school. There are ongoing efforts with external agencies working in partnership to address these issues. CCTV cameras and fencing are being looked into and this will be reported back to you at a later date.

• This week marks the 2 year anniversary of the double fatality on Warsop Lane in Rainworth and also the 1 year anniversary of the six victims who died on the A614 at Bilsthorpe. Our thoughts are with the victim’s families and friends at this time.

• In relation to the 4 offences of criminal damage to motor vehicles when passing under the bridge next to the Lurcher pub, one person has been interviewed about this but remains undetected at this time. All the schools in the Rainworth area have been visited by the Beat Team and the ASB Officer; Sue Miller, where assemblies have been conducted.

• Poster competitions have been rolled out and I look forward to receiving the entries by the start of the new term. The young people have been encouraged to design a poster that describes the benefit of utilising Junior Crime stoppers where they can provide intelligence anonymously about issues that cause them concern. If the information is used by the police, the young person may receive a reward of up to £50 top up on their mobile phones.

• The next police surgery for Rainworth is to be held at the Village Hall at 10am -11am on the 22nd March 2010. PCSO Deb WALKER will discuss any concerns with you there.

PC 505 Annette JOHNSON
Beat Manager for Blidworth & Rainworth area
Based at Blidworth Police Station
0300 300 99 99 / 0759 507 44 28
annette.johnson@nottinghamshire.pnn.police.uk

Marathon Media: Strengthening Communities
We now deliver to almost 9,000 Rainworth residents. However, if you do not receive a copy you can collect one at the following outlets:-

- The Lurcher
- Potters Snooker Hall, Rainworth Miners Welfare
- Rainworth Village Hall, Megatech Computers, Time2Tan, Gossips, Solutions, The Library, Local Doctors & Dentist, Rainworth Fish Bar, Premier Grocery and the CO-OP, or contact the editor for a copy.

Or online at:  
- www.rainworthreporter.wordpress.com  
- Also see: www.blidworthfocus.wordpress.com  
- Also see: www.thevillagevoices.wordpress.com

Extra thank you to those who displayed the newsletters in local shops due to local delivery delays with the snow/ice.

These included:
- Premier, Kirklington Road and the Cooperative
- Rainworth plus of course the usual outlets

We would like to advertise YOUR business if you offer an emergency service. For example: 
- Plumber, Electrician, Locksmith, Glazier Call our Advertising Dept on: 01623 404299 
- Fire & Flood Carpet & Upholstery Cleaning Services—24 Hour. Insurance work undertaken Call: 01623 400313 or mobile: 0779 2969678

Please do not throw away your newsletter. Pass on to a local outlet, neighbour or friend or keep it to keep you up to date! Recycle also when finally out of date.

Thanks Diane Editor

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