

# Business

*This is the official business page of The Beeston Express, where we feature local businesses, large and small, with news to share. Our aim is to keep Beeston Express readers living in the wider community up-to-date with what's going on in the business world, either as items of general interest or if it may directly affect them (such as changes to tax laws, for instance). However, we request that, if we are running advertising editorial, advertising in The Beeston Express supports it.*

ADVERTISING FEATURE

## Not so local deli

MOST people will concede that there are always likely to be one or two classic 'foreign' food items that cannot be improved upon here in the UK. We occasionally find that France is master of a particular art and our attempts to replicate it here are futile (think croissants). The classic French soft cheeses such as Brie and Camembert are real cases in point.

For this reason, a delicatessen that has opened on High Road, Chilwell, the 'Local not Global Deli' will happily sell you Brie imported from France, a blatant contradiction of the sign above the door.

The slightly sheepish co-owner, Janet Barnes, explains. "Our ethos is to stock the best," she said. "We have an extensive range of the finest English classic cheeses – Stinking Bishop, Black Bomber – a mature cheddar from Snowdonia – and Stilton from Colston Bassett, but people also like a good Brie. In our opinion, there is nothing as good as the authentic Brie that the French produce. What's the point of arguing with that basic precept?"

Janet originally hails from Sheffield. After studying for a PhD in sustainable design and going on to teach design at Sheffield Hallam University, she moved to Beeston Rylands with her partner, Simon, in 2002. Opening the delicatessen was not an obvious career choice.

"I love living in the Rylands," she said. "It is such a friendly, quirky community. But Beeston needed a

delicatessen and every time I saw a new shop opening, I would be thinking 'please, let it be a deli!'

"But it never was, so it was time to do something about it myself. I'd often discussed it with a friend, Lisa Dawson, and we agreed to give it a go together. Simon is the third partner."

Apart from traditional delicatessen stock – cheese and paté, cold meats, pickles and pies, teas and biscuits, coffee and chocolates as well as small-producer ice cream, The Deli, which opened in November, sells freshly made sandwiches, bread baked on the premises, and home made soups prepared fresh each day.

Janet said: "We've already gained a number of loyal customers. Some travel to find us, but others are from the businesses here on Chilwell Road. They've fallen in love with the soups that Lisa and I prepare daily, and come to see what there is for their lunch.

"A bit of friendly competitiveness has broken out. Lisa works on alternate days, so she'll prepare a soup one day, and the following day, someone will tell me how lovely Lisa's soup was. What can I do, other than try to outperform my colleague's efforts?"

"The result has been that we sell out of soup almost daily, and have been asked to produce a book of the recipes." This, 'The Small Book of Soups' went on sale (price £3) on January 25.

As well as soup and

sandwiches, the intrepid duo prepare hummus, pesto, cakes and flapjacks on the premises.

Janet said: "In addition to making sure that the majority of our stock is the best available – locally farmed, well packaged and with as few 'food miles' as possible – we continue that ethic into the items we make ourselves. For example, our cakes are made using organic flour."

The Deli also stocks a range of locally produced bottled beers and soft drinks. Unexpectedly, third partner Simon is responsible for buying the beer. "He volunteered to take on the beer buying," Janet said.

For the future, Janet and Lisa plan to develop The Deli by bringing in more local produce – sausages are next on the list – and taking customer requests for items they'd like to see stocked.

"We have every intention of staying here in Beeston and becoming a part of the community," Janet continued. "The tram might mean a bit of upheaval, but even if we have to move temporarily, I want to be here to make that decision.

"And what's more – I'm becoming quite an expert on cheeses!"

*The Deli can be found at 51 Chilwell Road, Beeston.*

## BID News

### Your investment, your time

YOU have already invested a lot of time creating your company in Beeston and the BID's commitment is to help you make the most of this investment.

When the Beeston BID (Business Improvement District) goes ahead, it will generate £850,000 over five years that will be used to attract match funding from the public sector agencies, grant bodies, and major organisations with interests in Beeston. This match funding will increase the funds to approximately £1.25 million over five years.

Broxtowe Borough Council is committed to the principle of the Beeston BID and is the BID levy payer. They have already put considerable resources into its development and are committed to working in partnership with Beeston BID.

### Keeping you informed

The BID publicity machine has swung into action. There have been articles in the local press and you will be able to hear Matthew Robinson, the BID manager, on Trent FM next week.

Matt has been pounding the pavements delivering the recent BID newsletter,

'On Your Marks'. He said: "The only way to ensure that everyone gets this information is to deliver it in person, and talk to people face to face."

There is no doubt that Matt's driving force and commitment to the initiative is strong. "We need everybody to come to the meeting\* on February 3. Without the BID initiative, the town is in danger of losing out."

### Events and Festivals

Councils across the UK are cutting their budgets dramatically – and this includes Broxtowe Borough Council.

Matt explains: "This means that some of the events staged in Beeston may not continue in the usual format; for example, the outdoor Chinese New Year event that has attracted over 3000 visitors in previous years. The BID will have the capacity to re-launch this event and make it better in 2011. It will also be in a position to support and improve other events that are known to attract high visitor numbers to Beeston."

### Business support

Dan Walker, of CP Walker & Son, is a volunteer on the Beeston BID Management Team and a keen supporter



of the BID proposal. "The BID is an exciting proposal that has clear benefits to all businesses within the town," he said.

"It gives us the opportunity to work together to make Beeston a better place to come and shop and do business," he continued. "The BID initiative has been tried and tested in other towns and it comes with a good pedigree. I feel this is a fantastic opportunity and that we should all embrace it."

### Get Set To Go

Remember – come along to the 'Get set to Go' open meeting on Wednesday, February 3 at the Town Hall, Foster Avenue, Beeston at 6pm. Meet other businesses and find out how the BID is going to help your business thrive.

For more information, contact BID Manager Matt Robinson on 0787 558 1427, email [matt.robinson@beestonbid.org](mailto:matt.robinson@beestonbid.org) or visit [www.beestonbid.org](http://www.beestonbid.org)

\* Learn more at the 'Get Set to Go' presentation, Town Hall, Foster Avenue, Beeston, on Wednesday, February 3 at 6pm.

## Fancy some drama in 2010?

LOCAL amateur dramatics group, the Riverside Drama Company, would welcome new members for their exciting 2010 season.

The group attracts members from all over Nottinghamshire and Derbyshire and meets weekly at the New Venture Club, Technology Drive, Beeston Rylands on Thursday nights at 7.30pm.

Two or three productions a year are staged at venues in Long Eaton, where a brand new theatre will be ready for use by the end of this year.

Riverside offers the chance for people of all ages, abilities and experience (or lack of) to try their hand at acting. They perform a wide variety of plays, from classics and thrillers to farces and comedies as well as more modern, edgy productions – something for everyone.

But for those who have no wish to tread the boards, the group also offer a wealth of opportunities to become involved with all aspects of modern theatre, from backstage to front of house.

They are currently reading

plays and looking to choose their 2010 offerings.

Riverside is also a lively social group, offering newcomers an instant new band of friends!

If you would like to become involved, simply turn up any Thursday at the New Venture Club, or you can e-mail [riverside.drama@ntlworld.com](mailto:riverside.drama@ntlworld.com) or telephone (0115) 875 0506.

For more information on the group visit [www.riversidedrama.com](http://www.riversidedrama.com).