

## **Enterprise Learning & Development Prospectus**

**January - December 2012**

## Welcome from PNE Enterprise

For over 30 years, PNE has helped thousands of individuals, partnerships and groups to start and run their own businesses, and become their own bosses.

Starting a business isn't an easy option, and isn't suitable for everyone, but PNE Enterprise will back you with the advice, guidance and development opportunities to significantly improve your chances of success. There's a whole range of support available to you including: Business Courses & Enterprise Workshops; One to One Mentoring; Low-cost Workspace; Test Trading Events; Networking Events; an exclusive Loan Fund; and, lots more...

Please read on for details of our courses and workshops running from January to December 2012. Also, please don't hesitate to get in touch if there's anything else we can help you with.

We very much look forward to working with you on your business (ad)venture.

The PNE Enterprise Team | Tel: 0191 230 6410 | Email: [bss@pne.org](mailto:bss@pne.org)

## Contents

- [Help me study](#) – “There are a few things I admit I need help with” – Helping you get the most out of your learning experience with PNE Enterprise.
- [Start your own business course](#) – “Give us eight weeks and we will give you the tools you need to start up your own business” – Currently delivered in Newcastle and Gateshead during the day and on evenings; currently completely **FREE**.

## Help me study

In order to participate in some of PNE's courses, or to attend one of our many events, we may specify some requirements associated in doing so. If you feel that you are unsure about them, or feel you can't meet some of them, please get in touch as we may be able to help you. We are an organisation full of helpful and able people and we will try our best to help you reach the specified requirements. Whether it's getting an email set up, or being shown what a certain business phrase means, please get in touch and we will organise a private and confidential one to one session in our central Newcastle offices.

*Please note: depending on the assistance needed, there may be a small charge which will be explained to you prior to any support being organised.*



**FREE**

There is currently no cost associated with this course

## Start your own business course

### **Who is this course suitable for?**

This course is suitable for any individual, partnership or group in the pre-start or recently established stages of setting up a business.

### **Where and when can you study?**

This course runs from a location within Newcastle City Centre as well as Gateshead City Centre. It is available as a 10am to 1pm, 1pm to 4pm or a 5pm to 8pm course (Please see [course timetable](#) for more information). The course is eight weeks in length and meets once a week for three hours.

### **What requirements are there to study this course?**

**(If you have a problem with any of the requirements for the course please see the [Help Me Study](#) section)**

You must have at least one business idea.

You must be able to work outside of the classroom for a minimum of two hours a week using a computer with internet capabilities.

You must hold an email address you can access at least twice a week as well as be able to download attachments and attach documents to emails.

You must have a basic level of English, Maths and Information, Communication Technology (ICT).

### **What extra benefits and resources do I get if I study this course?**

As part of your course you will be given: Print outs of all the presentations and exercises, a USB pen which includes a business plan template including financial forecasting, e-books on business planning and market research and other useful pieces of information and contacts, a certificate to show your completion of the course, An awards ceremony to celebrate your success, a FREE subscription to the PNE Enterprise e-bulletin, A portfolio page on our [www.banza.biz](http://www.banza.biz) website and A whole host of event invitations and exhibitor opportunities throughout the year.

You will also be given a named business counsellor to help you through your business planning.

### **How much does this all cost?**

Thanks to the support of the [PNE Group](#), Newcastle City Council, Gateshead Council and the European Regional Development Fund, PNE are able to offer this course and all its benefits completely **FREE** to those who attend the whole eight weeks. However, there are only **25 places** available on each course, so don't delay and book today!

### **What are the aims and objectives of the course?**

This course will enable you to make a decision on whether your business idea is feasible and viable. It will help you understand business planning and what that involves, including; Tax and National Insurance for you and your business; types of businesses; market research; insurance; finance; and, much more.

We will provide you with the tools not only to write your own business plan, but also to help you understand what is involved in having your own business and making it a success.

## Course timetable

### Course One: Starting January 2012



<b>Course start:</b>	Thursday 12th January 2012
<b>Delivery time:</b>	5pm to 8pm
<b>Location:</b>	Whickham Room, 1 <sup>st</sup> Floor, Gateshead Civic Centre, Regent Street, Gateshead
<b>Disability access:</b>	Fully accessible to wheelchair users. A supporter is available for individuals with minor learning difficulties. Please contact us with any help you need prior to booking.

#### Course dates and topics:

Thursday 12<sup>th</sup> January 2012 | Planning your business (ad)venture | *Covering the business plan, why and how we do it as well as personal planning such as survival budgets and time management.*

Thursday 19<sup>th</sup> January 2012 | Market research | *Covering why we do market research and how we do it.*

Thursday 26<sup>th</sup> January 2012 | Marketing your business | *Covering the different types of marketing for your business and how to do it.*

Thursday 2<sup>nd</sup> February 2012 | Online marketing and IT for business | *Covering social networking, websites and business IT.*

**Course dates and topics (continued for January 2012):**

Thursday 9<sup>th</sup> February 2012 | Legal issues | *Covering employing people, different types of insurances, legal obligations as well as business types and how to set them up.*

Thursday 16<sup>th</sup> February 2012 | Unravelling business finance part 1 | *Covering tax, NI, pricing, start up costs, and cash flow forecasting, book keeping as well as where to access finance.*

Thursday 23<sup>rd</sup> February 2012 | Unravelling business finance part 2 | *Covering cash flow forecasting, book keeping as well as where to access finance.*

Thursday 1<sup>st</sup> March 2012 | Making a successful business | *Covering team work, quality, motivation for you and your team as well as keeping customers.*

**Interested?**

Contact PNE Enterprise quoting 'January 2012' to book your place. Places are limited and demand is likely to be high, so to avoid disappointment don't delay, book today.

**Are the times and dates not suitable for you?**

No problem. Read on to find more dates, more times and more locations. If there is still nothing suitable for you, please get in touch with your desired times, dates and locations and we will see what we can do for the next set of courses. Alternatively, we are current creating an online platform which will enable people to study at a time and place that suits them. If this is of interest to you, please get in touch to register your interest.

## Course timetable



### Course Two: Starting February 2012

<b>Course start:</b>	Monday 6 <sup>th</sup> February 2012
<b>Delivery time:</b>	5pm to 8pm
<b>Location:</b>	Newcastle City Library
<b>Disability access:</b>	Fully accessible to wheelchair users. A supporter is available for individuals with minor learning difficulties. Please contact us with any help you need prior to booking.

#### Course dates and topics:

Monday 6<sup>th</sup> February 2012 | Planning your business (ad)venture | *Covering the business plan, why and how we do it as well as personal planning such as survival budgets and time management.*

Monday 13<sup>th</sup> February 2012 | Market research | *Covering why we do market research and how to do it.*

Monday 20<sup>th</sup> February 2012 | Marketing your business | *Covering the different types of marketing for your business and how to do it.*

Monday 27<sup>th</sup> February 2012 | Online marketing and IT for business | *Covering social networking, websites and business IT.*

**Course dates and topics (continued for February 2012):**

Monday 5<sup>th</sup> March 2012 | Legal issues | *Covering employing people, different types of insurance, legal obligations as well as business types and how to set them up.*

Monday 12<sup>th</sup> March 2012 | Unravelling business finance part 1 | *Covering tax, NI, pricing, start up costs, and cash flow forecasting, book keeping as well as where to access finance.*

Monday 19<sup>th</sup> March 2012 | Unravelling business finance part 2 | *Covering cash flow forecasting, book keeping as well as where to access finance.*

Monday 26<sup>th</sup> March 2012 | Making a successful business | *Covering team work, quality, motivation for you and your team as well as keeping customers.*

**Interested?**

Contact PNE Enterprise quoting 'February 2012' to book your place. Places are limited, so don't delay and book today.

**What if the times and dates aren't suitable for you?**

No problem. Read on to find more dates, more times and more locations. If there is still nothing suitable for you, please get in touch with your preferred times, dates and locations and we will see what we can do for the next round of courses. Alternatively, we are currently creating an online platform enabling you to study at a time and place that suits you. Contact us to register your interest.

## Course timetable

### Course Three: Starting March 2012



- Course start:** Wednesday 14<sup>th</sup> March 2012
- Delivery time:** 5pm to 8pm
- Location:** Whickham Room, 1<sup>st</sup> Floor, Gateshead Civic Centre, Regent Street, Gateshead
- Disability access:** Fully accessible to wheelchair users. A supporter is available for individuals with minor learning difficulties. Please contact us with any help you need prior to booking.

#### Course dates and topics:

Wednesday 14<sup>th</sup> March 2012 | Planning your business (ad)venture | *Covering the business plan, why and how we do it as well as personal planning such as survival budgets and time management.*

Wednesday 21<sup>st</sup> March 2012 | Market research | *Covering why we do market research and how to do it.*

Wednesday 28<sup>th</sup> March 2012 | Marketing your business | *Covering the different types of marketing for your business and how to do it.*

Wednesday 4<sup>th</sup> April 2012 | Online marketing and IT for business | *Covering social networking, websites and business IT.*

Contact PNE Enterprise: T: 0191 230 6410 | E: [bss@pne.org](mailto:bss@pne.org) | See back page for more contact options

**Course dates and topics (continued for March 2012):**

Wednesday 11<sup>th</sup> April 2012 | Legal issues | *Covering employing people, different types of insurance, legal obligations as well as business types and how to set them up.*

Wednesday 18<sup>th</sup> April 2012 | Unravelling business finance part 1 | *Covering tax, NI, pricing, start up costs, and cash flow forecasting, book keeping as well as where to access finance.*

Wednesday 25<sup>th</sup> April 2012 | Unravelling business finance part 2 | *Covering cash flow forecasting, book keeping as well as where to access finance.*

Wednesday 2<sup>nd</sup> May 2012 | Making a successful business | *Covering team work, quality, motivation for you and your team as well as keeping customers.*

**Interested?**

Contact PNE Enterprise quoting 'March 2012' to book your place. Places are limited, so don't delay and book today.

## Course timetable



### Course Four: Starting May 2012

<b>Course start:</b>	Tuesday 8 <sup>th</sup> May 2012
<b>Delivery time:</b>	10am to 1pm
<b>Location:</b>	Training Room, No.5 Pink Lane, Newcastle upon Tyne, NE1 5DW
<b>Disability access:</b>	There is a small step into the training room which makes it difficult to access for wheel chair users. A supporter is available for individuals with minor learning difficulties. Please contact us with any help you need prior to booking.

#### Course dates and topics:

Tuesday 8<sup>th</sup> May 2012 | Planning your business (ad)venture | *Covering the business plan, why and how we do it as well as personal planning such as survival budgets and time management.*

Tuesday 15<sup>th</sup> May 2012 | Market research | *Covering why we do market research and how we do it.*

Tuesday 22<sup>nd</sup> May 2012 | Marketing your business | *Covering the different types of marketing for your business and how to do it.*

Tuesday 29<sup>th</sup> May 2012 | Online marketing and IT for business | *Covering social networking, websites and business IT.*

**Course dates and topics (continued for May 2012):**

Tuesday 12<sup>th</sup> June 2012 | Legal issues | *Covering employing people, different types of insurances, legal obligations as well as business types and how to set them up.*

Tuesday 19<sup>th</sup> June 2012 | Unravelling business finance part 1 | *Covering tax, NI, pricing, start up costs, and cash flow forecasting, book keeping as well as where to access finance*

Tuesday 26<sup>th</sup> June 2012 | Unravelling business finance part 2 | *Covering cash flow forecasting, book keeping as well as where to access finance.*

Tuesday 3<sup>rd</sup> July 2012 | Making a successful business | *Covering team work, quality, motivation for you and your team as well as keeping customers.*

**Interested?**

Contact PNE Enterprise quoting 'May 2012' to book your place. Places are limited and demand is likely to be high, so to avoid disappointment don't delay, book today.

**Are the times and dates not suitable for you?**

No problem. Read on to find more dates, more times and more locations. If there is still nothing suitable for you, please get in touch with your desired times, dates and locations and we will see what we can do for the next set of courses. Alternatively, we are current creating an online platform which will enable people to study at a time and place that suits them. If this is of interest to you, please get in touch to register your interest.

## Course timetable

### Course Five: Starting July 2012



**Course start:** Wednesday 11<sup>th</sup> July 2012

**Delivery time:** 5pm to 8pm

**Location:** Whickham Room, 1<sup>st</sup> Floor, Gateshead Civic Centre, Regent Street, Gateshead

**Disability access:** Fully accessible to wheelchair users. A supporter is available for individuals with minor learning difficulties. Please contact us with any help you need prior to booking.

#### Course dates and topics:

Wednesday 11<sup>th</sup> July 2012 | Planning your business (ad)venture | *Covering the business plan, why and how we do it as well as personal planning such as survival budgets and time management.*

Wednesday 18<sup>th</sup> July 2012 | Market research | *Covering why we do market research and how to do it.*

Wednesday 25<sup>th</sup> July 2012 | Marketing your business | *Covering the different types of marketing for your business and how to do it.*

Wednesday 1<sup>st</sup> August 2012 | Online marketing and IT for business | *Covering social networking, websites and business IT.*

**Course dates and topics (continued for July 2012):**

Wednesday 8<sup>th</sup> August 2012 | Legal issues | *Covering employing people, different types of insurances, legal obligations as well as business types and how to set them up.*

Wednesday 15<sup>th</sup> August 2012 | Unravelling business finance part 1 | *Covering tax, NI, pricing, start up costs, and cash flow forecasting, book keeping as well as where to access finance*

Wednesday 22<sup>nd</sup> August 2012 | Unravelling business finance part 2 | *Covering cash flow forecasting, book keeping as well as where to access finance.*

Wednesday 29<sup>th</sup> August 2012 | Making a successful business | *Covering team work, quality, motivation for you and your team as well as keeping customers.*

**Interested?**

Contact PNE Enterprise quoting 'July 2012' to book your place. Places are limited and demand is likely to be high, so to avoid disappointment don't delay, book today.

**Are the times and dates not suitable for you?**

No problem. Read on to find more dates, more times and more locations. If there is still nothing suitable for you, please get in touch with your desired times, dates and locations and we will see what we can do for the next set of courses. Alternatively, we are current creating an online platform which will enable people to study at a time and place that suits them. If this is of interest to you, please get in touch to register your interest.

## Course timetable



### Course Six: Starting September 2012

<b>Course start:</b>	Tuesday 11 <sup>th</sup> September 2012
<b>Delivery time:</b>	5pm to 8pm
<b>Location:</b>	Training Room, No.5 Pink Lane, Newcastle upon Tyne, NE1 5DW
<b>Disability access:</b>	There is a small step into the training room which makes it difficult to access for wheel chair users. A supporter is available for individuals with minor learning difficulties. Please contact us with any help you need prior to booking.

#### Course dates and topics:

Tuesday 11<sup>th</sup> September 2012 | Planning your business (ad)venture | *Covering the business plan, why and how we do it as well as personal planning such as survival budgets and time management.*

Tuesday 18<sup>th</sup> September 2012 | Market research | *Covering why we do market research and how we do it.*

Tuesday 25<sup>th</sup> September 2012 | Marketing your business | *Covering the different types of marketing for your business and how to do it.*

Tuesday 2<sup>nd</sup> October 2012 | Online marketing and IT for business | *Covering social networking, websites and business IT.*

**Course dates and topics (continued for September 2012):**

Tuesday 9<sup>th</sup> October 2012 | Legal issues | *Covering employing people, different types of insurances, legal obligations as well as business types and how to set them up.*

Tuesday 16<sup>th</sup> October 2012 | Unravelling business finance part 1 | *Covering tax, NI, pricing, start up costs, and cash flow forecasting, book keeping as well as where to access finance*

Tuesday 23<sup>rd</sup> October 2012 | Unravelling business finance part 2 | *Covering cash flow forecasting, book keeping as well as where to access finance.*

Tuesday 30<sup>th</sup> October 2012 | Making a successful business | *Covering team work, quality, motivation for you and your team as well as keeping customers.*

**Interested?**

Contact PNE Enterprise quoting 'September 2012' to book your place. Places are limited and demand is likely to be high, so to avoid disappointment don't delay, book today.

**Are the times and dates not suitable for you?**

No problem. Read on to find more dates, more times and more locations. If there is still nothing suitable for you, please get in touch with your desired times, dates and locations and we will see what we can do for the next set of courses. Alternatively, we are current creating an online platform which will enable people to study at a time and place that suits them. If this is of interest to you, please get in touch to register your interest.

## Course timetable

### Course Seven: Starting October 2012



- Course start:** Wednesday 31<sup>st</sup> October 2012
- Delivery time:** 1pm to 4pm
- Location:** Whickham Room, 1<sup>st</sup> Floor, Gateshead Civic Centre, Regent Street, Gateshead
- Disability access:** Fully accessible to wheelchair users. A supporter is available for individuals with minor learning difficulties. Please contact us with any help you need prior to booking.

#### Course dates and topics:

Wednesday 31<sup>st</sup> October 2012 | Planning your business (ad)venture | *Covering the business plan, why and how we do it as well as personal planning such as survival budgets and time management.*

Wednesday 7<sup>th</sup> November 2012 | Market research | *Covering why we do market research and how to do it.*

Wednesday 14<sup>th</sup> November 2012 | Marketing your business | *Covering the different types of marketing for your business and how to do it.*

Wednesday 21<sup>st</sup> November 2012 | Online marketing and IT for business | *Covering social networking, websites and business IT.*

**Course dates and topics (continued for October 2012):**

Wednesday 28<sup>th</sup> November 2012 | Legal issues | *Covering employing people, different types of insurances, legal obligations as well as business types and how to set them up.*

Wednesday 5<sup>th</sup> December 2012 | Unravelling business finance part 1 | *Covering tax, NI, pricing, start up costs, and cash flow forecasting, book keeping as well as where to access finance*

Wednesday 12<sup>th</sup> December 2012 | Unravelling business finance part 2 | *Covering cash flow forecasting, book keeping as well as where to access finance.*

Wednesday 19<sup>th</sup> December 2012 | Making a successful business | *Covering team work, quality, motivation for you and your team as well as keeping customers.*

**Interested?**

Contact PNE Enterprise quoting 'Winter 2012' to book your place. Places are limited and demand is likely to be high, so to avoid disappointment don't delay, book today.

**Are the times and dates not suitable for you?**

No problem. Read on to find more dates, more times and more locations. If there is still nothing suitable for you, please get in touch with your desired times, dates and locations and we will see what we can do for the next set of courses. Alternatively, we are current creating an online platform which will enable people to study at a time and place that suits them. If this is of interest to you, please get in touch to register your interest.

## Contact PNE Enterprise

**Write:** PNE Enterprise  
7-15 Pink Lane  
Newcastle upon Tyne  
NE1 5DW

**Call:** 0191 230 6410

**Text:** 0783 320 7395

**Email:** [bss@pne.org](mailto:bss@pne.org)



**PNE Enterprise is part of the PNE Group a not-for-profit Social Enterprise with offices in  
Newcastle upon Tyne and Gateshead**