

# **BUSINESS BOOST FOR TOURISM**

**A new and specialist service is now operating in the region to support tourism businesses.**

**Paul Szomoru took five minutes to chat with Mandy Dowson from Business Link**

## **Q. What new support is available?**

Improving the skills of the workforce is crucial for businesses that want to stay ahead. Business Link now has a team of people that can work with you to identify your training and development needs and because we research the most appropriate training courses on your behalf, that saves you time as well.

We can schedule a visit at your convenience and, in as little as an hour an advisor can help devise an action plan that will take your business forward, ultimately delivering improved performance and increased profit.

## **Q. What other support is available to tourism businesses in Tyne & Wear?**

A. Our whole purpose is to help businesses grow and prosper. Business Link has a team of advisers who can work with you, to help you get the most out of your business.

Whether you're just looking to set up within the tourism industry or whether you've already established your business, we can support all aspects of running your business, whether it be a bed and breakfast, a large hotel, museum or leisure complex. We can provide support on a range of business topics from marketing, finance to staff and training and can signpost customers to other specialist tourism services available.

## **Q. How can my business benefit?**

A. You may feel that as you concentrate on running your business and its day to day activities, there just aren't enough hours in the day.

## **Q. What are the sort of things Business Link can help with?**

A. There is no reason why someone running a B&B would necessarily know how to issue an invoice, nor a museum owner know how to construct a publicity campaign and that's why we support businesses, big and small, in all aspects of running a company from filing tax returns, improving customer service, helping with recruitment issues, improving management skills or negotiating an overdraft right through to writing a marketing plan or accessing funding.

Often, you might just need a simple answer to your business question.

**Next steps....how can I find out more about support available to me?**

With all of this support on offer, contacting Business Link couldn't be more straightforward. Whatever issue your business is facing, there is probably some kind of advice we can offer.

**For further information, look on our website [www.businesslinknortheast.co.uk](http://www.businesslinknortheast.co.uk) or call us for an information pack today on 0845 600 9 006**