

EDITORIAL FOR FLEET MAGAZINE

COLLINGHAM BUSINESS CLUB UPDATE

The October meeting of Collingham Business Club was held on Wednesday, 10th at the usual Collingham Football Club venue.

Those present were reminded of upcoming free business training events being provided by Nottinghamshire County Council, and of the “*Google Digital Garage*” event being hosted on 2nd November by Newark & Sherwood District Council. This latter event, kindly arranged by our local MP Robert Jenrick, will be of particular interest to local businesses who would like to find out more about the use of social media to generate sales contacts. Local businesses are already achieving good results in this way, making an understanding of digital marketing the new “must-have” skill for growing businesses.

Alongside the use of digital marketing to generate sales-leads, management of relationships with existing and potential new customers also becomes increasingly important, making free “customer relationship management” software such as *Hubspot* a very useful business tool.

Meanwhile, and closer to home, arrangements are underway to hold this year’s Collingham bonfire night and firework display on **Saturday, 3rd November**. This will be the final year that this fund-raising event can be held at its traditional former Braemar Farm venue, which is currently being redeveloped for housing. Detailed arrangements will be publicised around the village shortly.

The Business Club meets regularly throughout the year (apart from August and December), on the second Wednesday of the month; the next meeting will therefore be at **6:00pm on Wednesday, 14th November**. All meetings, which are free to attend, are hosted by Collingham Football Club, by kind permission of the Management Committee.

For Club information, or for more details about any of the above, please contact terrynash@gusto-uk.com