

TUNBRIDGE WELLS IN BUSINESS

THE AGENDA



The year 2010 was a tough one for most in the business community. Thankfully, though, in Tunbridge Wells we have some exceptional talent and brains to see us through such times.

Indeed, I remain astounded at the quality of professional advice locally. We have a thriving and vibrant business support structure, one I am yet to see elsewhere. And that's one of the reasons I'm pleased to support this new Business Section of the magazine, something designed to reflect the culture and expertise of our community of professionals.

The recession has hit most people and should prompt us to revisit our objectives and their viability. Business owners need to look at financial arrangements such as banking, employee remuneration and overall costs. If sale, or acquisition is envisaged, early advice is essential. Even if no changes are likely, now is a good time for a thorough review.

Most of us start the New Year thinking about prospects for the 12 months ahead, but now, more than ever before, an in-depth analysis is vital. Significant changes in tax levels and employment requirements mean you must be prepared. There are changes due in April that we should act on today and this is where the wealth of professional advice in Tunbridge Wells will prove invaluable. It's local, easily accessible and of equal quality to anything in the City, or elsewhere.

Having weathered the storm of 2010, now is the time to discuss your objectives, or concerns, with your professional advisers. Increasing staff, in anticipation of the continued upturn, needs to occur with clarity regarding employer responsibilities and in a way that ensures you secure people for the longer term, rather than recruiting those at a 'loose end' who may quickly move on. We all know that unless planned, short term appointments are invariably cost ineffective and disruptive.

A recession makes us all appreciate the risks, and the downsides. I know that our staff have proven to be 'the jewel in the crown.' Value your assets, and appreciate them. In the service industry you're only as good as your staff and even in manufacturing, you may have a great product, but your staff are key in making success happen.

We all hope for increased profits in 2011 but now need to attend to the detail. Make it work and use the wealth of excellent advice on our doorstep.

Karen Vidler

Guest Editor of the Business Section is Karen Vidler of AV Trinity, Tunbridge Wells.