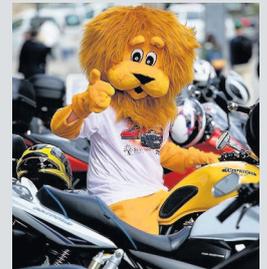


Business

RENFREWSHIRE GOES TO WORK

email your
business news to
pde@trinitymirror.com

Our clear aim is helping young folk



Revving up The hospice's mascot Vinnie, pictured at the event launch

CarFest will park up in Paisley

St Vincent Hospice's CarFest is coming to Paisley town centre on Saturday for a motoring extravaganza not to be missed.

There will be classic, vintage and specialist custom cars on show along with muscle cars, supercars and emergency vehicles - not to mention motorbikes and even a land train.

There will also be plenty of family-friendly fun with fairground rides, children's entertainment, stalls, tombola and a prize raffle.

This year's CarFest was officially launched in Paisley town centre on Saturday, April 22 when the public got a taste of what's to come.

Organised by MaxSafe Solutions and sponsored by business regeneration group Paisley First, the main event itself will take place in Paisley town centre.

This is the fourth year of the hospice's CarFest - previously held in the hospice grounds at Midton Road, Howwood - but its first visit to the town centre and all funds raised on the day go to the hospice.

The cars will be on show at locations including County Square, the cenotaph, High Street and Johnston Street from 10am until 4pm.

Paisley First Vice chairman David Wallace said: "We're thrilled to be supporting the hospice and the CarFest team in bringing this great event to Paisley town centre."

"It will be a great day out for all the family and I am sure all the local businesses will join in the fun too, all in aid of such a worthy cause."

The event will kick off on Saturday with a procession of more than 100 cars travelling from Renfrew Road in to the town centre at 8.30am.

Lynn Jolly

This week, we meet Donna Bryson of Clearview Minds Ltd in Bridge of Weir.

Donna works with young people and supports them into adulthood.

What does your business do?

Clearview Minds Ltd was established to work with young adults from the age of 14 to support their transition into adulthood and the workplace.

Throughout my working life I have wanted to move specifically into supporting young adults and finally got the chance to do this year.

We offer a number of services including employability to find and keep your new job, mock assessment centres to allow you to learn from the experts on how to conduct yourself in assessment centre recruitment selection campaigns and individual one to one work using Neuro Linguistic Programming techniques to realise potential, negate nerves and manage emotions.

Supporting new employees is crucial for businesses to succeed whilst avoiding not only the negative PR in the marketplace, but costs of replacing a new recruit.

What are you most proud of when it comes to your company?

The team we have, who have the passion, expertise and skills to deliver an excellent innovative service.

We are different in as much we have worked in a wide variety of industries both in business management, human resources and recruitment.

In fact many of the team are still actively involved in recruitment at the moment so can bring that current knowledge of skills and practice when working with our clients.

What do you find most enjoyable in day-to-day business life?

The variety it brings.

One minute I can be coaching a young adult on how to get rid of negative self-limiting beliefs, the next I can be pitching for business with a board of directors.

What are your ambitions for the future?

Establish our services in the marketplace and ensure we have a wide range of clients and grow the team.

How has the business changed over the years?

Clearview Minds has just started trading this year, however the team have been working collectively for over 60 years with young people.

Definitely over time there has been more and more emphasis on the use of technology.

Clients want to be able to access things instantly, work with mobile friendly information and use a variety of formats to learn.

We have a mixture of classroom, online and experiential learning that clients can tap into.

What are your top three priorities?

Fulfill our current contract commitments and be seen as a supplier of choice, establish and delight a range of new clients in the services we provide, and continue to develop innovative products and services.

Can you offer three tips to new-start businesses?

Network, network, network.

Use existing contacts - don't be shy to ask for advice or introductions and grow your visibility in the market via a marketing plan which includes social media.

You need to know who your target market is and how to tap into it.

Know where to source funding and business support services such as the range of start up courses that are available through Business Gateway.

Everyone is very willing to help you. Finally, don't think of business development as selling.

I meet many people who don't enjoy networking or picking up the phone to sell.

Reframe it in your mind - it is simply helping some individual or company with their problem, in our case to provide the resources/support to grow.

Why is Renfrewshire a great place to run a business?

Renfrewshire has a diverse range



Shaping the future Donna Bryson, of Clearview Minds

of companies in its midst, there are great opportunities to network through various networks such as Renfrewshire Chamber of Commerce and Renfrewshire Business Networking, not to mention the gender-specific women in business networks that are out there.

I have also taken advantage of the business mentoring services provided by Renfrewshire Chamber which is excellent.

Has anything weird or wonderful happened in your working life?

Lots of things, I could tell you about the time I was rapping with a team of senior leaders, which was terrific

and right up my street in terms of creativity!

But the last was landing a large contract to deliver services within three months of starting the business.

Truly wonderful and we thank our client for having that faith in us.

What is the main thing you have learned since being involved in the business?

Working to a plan is key.

Having a strong vision of where you want to take the business, what your mission and values are, living and breathing your business plan and making sure you work on the business as well as in it.



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