

# REFRESH your skills

Carrowbreck Courses

January to  
June 2024

 **Broadland**  
District Council  
*Community at heart*





# Discover talents at Carrowbreck

## Welcome

One of our key ambitions is achieving economic success in the districts. As part of this commitment, we offer a variety of courses for your business and personal development, helping to start, support and grow local enterprise.

From improving your knowledge of Microsoft Office to starting your own business, all our courses are delivered by freelance tutors who are experts in their chosen field.

We have been a trusted training provider for more than 25 years, offering high quality courses at affordable prices to help local businesses develop and succeed.

All training courses take place at Carrowbreck House – a spacious and comfortable learning environment just off Drayton High Road in Hellesdon, minutes from Norwich's outer ring road and the Broadland Northway.

Our range of courses is available to be delivered off-site at your premises should you prefer.

All information is correct at time of going to press and may be subject to change.

# January to June 2024 in brief

## Grow your business

Do-it-yourself SEO  
Better business writing  
Create a marketing strategy and plan  
How to use Canva for your business  
Bid writing and impact measurement  
Setting up a social enterprise

## Social media

Marketing with social media  
Facebook for your business  
Video marketing  
TikTok for business  
Instagram  
Recruiting with social media  
Introduction to blogging  
Marketing with AI  
LinkedIn for your business

## Personal development

Time management  
Public speaking and delivering a professional presentation  
Supervising a team  
Dealing with difficult customers  
Project management  
Neurodiversity in action  
How to sell and selling techniques

## Building a strong team

Building a positive culture  
How to recruit effectively  
Giving new employees a great experience  
Mental health awareness

## Microsoft Office

Microsoft Word  
Microsoft Excel  
Microsoft PowerPoint

## First Aid

Level 3 emergency first aid  
Level 3 first aid  
Level 3 first aid re-qualification

## Health and Safety

HABC Level 2 food safety in catering  
HABC Level 2 food safety in catering refresher  
HABC Level 2 health and safety in the workplace  
HABC Level 3 health and safety in the workplace  
Fire marshal training  
Fire extinguisher training

## Digital security

Cyber security workshops



# Grow your business

## Do-it-yourself SEO

The course will provide plenty of practical tips for business owners looking to improve their chances of ranking highly on search engines.

The focus of the course is on actionable steps that business owners can take themselves to improve their SEO.

**Dates:** 15 February, 23 May  
**Time:** 9.30am to 1pm  
**Price:** £54

New course

## Better business writing

Do you struggle with your business writing? Would you like to create engaging copy? Could it be more persuasive?

Discover how to make your words work for you. Learn how to generate blog ideas. Get tips on developing your writing style. Whether you write brochures, web copy, newsletters or social media posts, this training session is for you.

**Dates:** 15 March, 14 June  
**Time:** 9:30am to 12:30pm  
**Price:** £54

## Create a marketing strategy and plan

Get ready for an exciting one-day workshop on marketing strategy! We'll cover the basics of creating successful marketing campaigns using simple tools and techniques. You'll learn how to develop strategies, find your ideal customers, and make the most out of your marketing efforts to achieve great results and grow your business. Join us and boost your marketing skills!

**Dates:** 20 March and 12 June  
**Time:** 9:30am to 4:30pm  
**Price:** £119

## How to use Canva for your business

Learn how to elevate your business visuals with Canva. Join our beginner's workshop for business owners and discover the power of this user-friendly design tool. Create stunning graphics, engaging social media posts, and professional marketing materials in just a few clicks.

**Dates:** 6 March and 6 June  
**Time:** 9:30am to 12:30pm  
**Price:** £59

## Bid writing and impact measurement

Learn how to find funding, write intelligent bids and avoid the common mistakes.

**Dates:** 18 March, 21 June  
**Times:** 9.30am to 12.30pm  
**Price:** £45

## Setting up a social enterprise:

Find out what a social enterprise is and the key benefits and challenges to this model of service delivery.

**Dates:** 1 March, 3 June  
**Time:** 9.30am to 12.30pm  
**Price:** £45

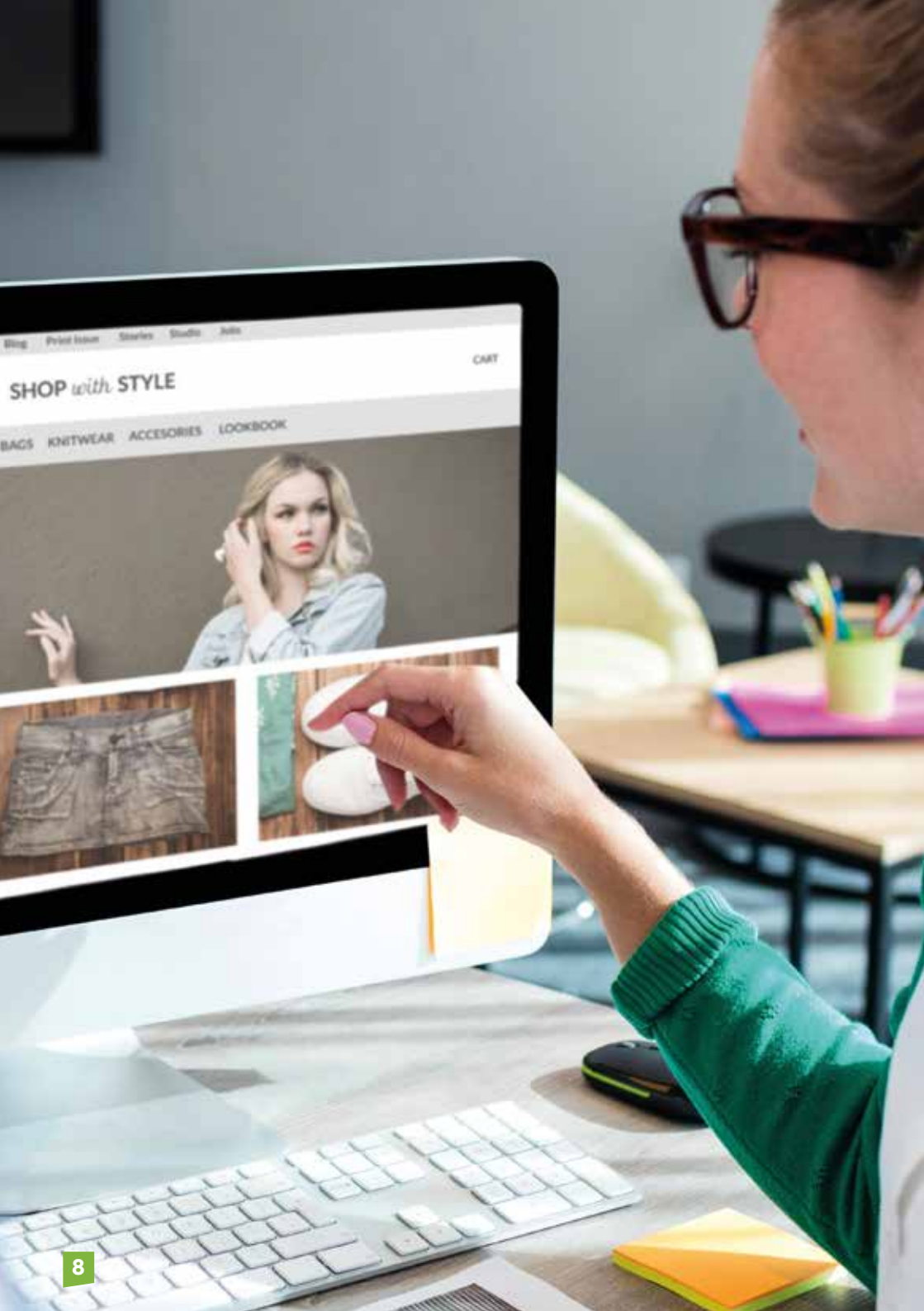
"Really informative course delivered at the right pace."

"Excellent course, would definitely recommend."

"Delivered very well. Very engaging and knowledgeable. Got exactly what I needed from the course."







## Marketing with social media

Social media can be complex but also an exciting, mobile and inclusive area of digital communication. This course covers how to make it work for your business by looking at your audience and what content can help maximise your exposure.

**Date:** 11 January, 9 April

**Time:** 9:30am to 4pm

**Price:** £109



Login



Please bring login details for all the social media platforms you have.

It is recommended you have active pages set up on the relevant platforms before attending.

## Facebook for your business

With more than two billion users, Facebook is the most successful social media platform. Knowing that your business should be on Facebook and knowing what your business should be doing on Facebook are completely different. If you are one of the many businesses that are on Facebook but are unsure of how to generate leads, customers or money from it then this workshop is for you.

**Dates:** 30 January, 1 May

**Time:** 9:30am to 4pm

**Price:** £109

## Business Newsletter

No 1 source of regular local business news and opportunities

**Sign up here**



### Video marketing

Video is one of the fastest marketing tactics and with businesses reporting growth linked directly to video marketing, this course will aim to cover the types of video, editing and filtering as well as vlogs, live streaming and more.

**Dates:** 12 February, 13 May  
**Time:** 9:30am to 12:30pm  
**Price:** £54

### TikTok for business

TikTok is now one of the most popular social media platforms, with over 1 billion users monthly. Find out more about the tools required to build your brand and grow your audience on the platform.

**Dates:** 12 February, 13 May  
**Time:** 1.30pm to 4.30pm  
**Price:** £54

### Instagram

How do you use Instagram to grow your brand and create business? This workshop aims to give you the confidence to create posts, engage and put together a strategy to grow your business.

**Dates:** 7 March, 10 June  
**Time:** 9.30am to 12.30pm  
**Price:** £54

New  
course

### Recruiting with social media

Explore how to raise your employer profile and have a competitive advantage when it comes to recruiting new staff, using popular wide reaching platforms.

**Dates:** 19 February, 22 May  
**Time:** 1:30pm to 4:30pm  
**Price:** £54

### Introduction to blogging

Discover how blogs attract website traffic and how to convert that traffic into paying customers. This workshop also covers what you need to start a blog, why Google loves blogs, how to get potential customers stay on your blog longer, tools to monitor and measure blog activity, how to create content for your blog and how to promote your blog and SEO for your blog.

It also covers blogging pitfalls and how to avoid them and attendees will leave with a six month blogging plan.

**Dates:** 7 March, 10 June  
**Time:** 1.30pm to 4.30pm  
**Price:** £54

### Marketing with AI

AI is changing the landscape of business for the future and this course will aim to give you a competitive edge to empower you with knowledge and tools to elevate your marketing game.

**Dates:** 25 March, 21 June  
**Time:** 9.30am to 12.30pm  
**Price:** £54

New  
course

### LinkedIn for your business

Getting the most out of LinkedIn will allow you to drive valuable customers to your website and position yourself as a leader in your market.

**Dates:** 19 February, 22 May  
**Time:** 9:30am to 12:30pm  
**Price:** £54



**Grow your business** **Business Builder** **FREE Training Funding Advice**

## Are you an entrepreneur with a business idea?

## Seeking support and funding to help your business grow?

- comprehensive training courses
- in-person advice
- mentorship from industry experts
- grant funding options to help you take specific steps

Scan me to find out more



Business Builder is designed to help you, wherever you are in your business journey.

**Broadland District Council**  
Community at heart

**South Norfolk COUNCIL**

# Personal development

## Time management

Designed for business professionals who are expected to perform effectively in a time poor environment. This one day workshop will help delegates improve their productivity and performance by changing their understanding of and approach to time management.

**Dates:** 6 February, 15 May

**Time:** 9:30am to 4:30pm

**Price:** £109

## Public speaking and delivering a professional presentation

Whether you are making boardroom presentations, delivering a sales pitch or speaking at a large conference, this day long course is designed to help you deliver a professional presentation with confidence. It will also help those who are nervous about public speaking.

**Dates:** 1 February, 7 May

**Time:** 9:30am to 4:30pm

**Price:** £109

## Supervising a team

This workshop will provide you with an understanding of how to bring out the best in others, ensuring high performance. It will also equip you with a number of skills and techniques that will support you with managing people and their performance, and give you the confidence to do so. The workshop will help you create meaningful change for you and your team.

**Date:** 5 March, 4 June

**Time:** 9:30am to 4:30pm

**Price:** £109

## Dealing with difficult customers

This workshop will help you understand how and why conflict occurs, how to manage disagreements and aggressive behaviour in the workplace and the importance of building confidence to take appropriate action.

**Date:** 21 March, 25 June

**Time:** 9:30am to 4:30pm

**Price:** £109

## Project management

This workshop is targeted at people who have little or no knowledge of project management tools or techniques but have become involved with projects. They may be new or intended project managers, project administrators or support staff, who need to acquire a basic understanding in the shortest possible time.

**Date:** 29 February, 23 May

**Time:** 9:30am to 4:30pm

**Price:** £109

## Neurodiversity in action

This course will enhance your understanding of neurodiversity, explore how to remove barriers for those with neurodiverse conditions and offer practical approaches, strategies and

solutions when interacting with neurodiverse individuals.

**Date:** On request

**Time:** 9:30am to 12:30pm

**Price:** £60

## How to sell and selling techniques

Are you or your team in a customer-facing role or involved in customer service? If so, why not sharpen your sales and communication skills with our sales workshop? Imagine being able to master your inner salesperson to make the most of every customer interaction, handling customer-facing situations in your stride with renewed confidence.

**Date:** 11 March, 13 June

**Time:** 9:30am to 4:30pm

**Price:** £109

## Starting a new business?

## Looking to innovate?

Talk to our specialist in-house team of business advisers who offer free, one-to-one advice and help for residents with a business idea to give new businesses the best possible start. The team also helps established businesses looking to innovate, grow and expand, with advice and potential funding opportunities.

**Get in touch via [business@southnorfolkandbroadland.gov.uk](mailto:business@southnorfolkandbroadland.gov.uk)**



## Building a positive culture

Culture is king. Employees have so many opportunities out there, if they are not happy in their work, they will look elsewhere for another job. The better culture you have in your business, the more profit, better retention, performance and productivity you will have.

**Dates:** 15 March and 6 June  
**Times:** 9:30am to 11:30am  
**Price:** £54

## How to recruit effectively

As a business owner recruiting for the first time can be a little daunting. This course will ensure you have the confidence and knowledge to recruit your first team members effectively.

**Dates:** 25 March and 24 June  
**Times:** 9:30am to 11:30am  
**Price:** £54

## Giving a great experience to new employees

The Good Work Plan has been a legal minimum requirement since 6 April 2020. As a business owner, it's good to know what

this means for you and what you need to think about to make a new starter's experience enjoyable, along with giving that great first impression. You'll also learn about how to protect your business as well as the employee.

**Dates:** 25 March and 24 June  
**Time:** 12:15pm to 2:45pm  
**Price:** £54

## Mental health awareness

Good mental health is fundamental to our physical and emotional wellbeing and we can take it for granted as we rush from one day to the next, and it's just as easy to overlook other people's mental health when we all have so much to deal with. It's an emotive subject but we should never be afraid to talk about it so our workshop is all about keeping it in our mind.

**Dates:** 6 March and 17 June  
**Times:** 9:30am to 12:30pm  
**Price:** £54

## Microsoft Word

Delivered at two levels – foundation and development, this course aims to provide attendees with the confidence, knowledge and practical expertise to use Word for professional looking documents.

**Dates:**  
**Foundation**  
6 February, 25 April  
**Development**  
11 March, 4 June  
**Time:** 9:30am to 4pm  
**Price:** £109



## Microsoft Excel

Delivered at three levels – introduction, intermediate and advanced, this course aims to provide attendees with the confidence, knowledge and practical experience to use Excel to create and manipulate spreadsheets and produce printed reports.

**Dates:**  
**Introduction to Excel**  
23 January, 11 April  
**Intermediate Excel**  
8 February, 15 May  
**Advanced Excel**  
14 March, 18 June  
**Time:** 9:30am to 4pm  
**Price:** £109

## Microsoft PowerPoint

Learn how to create attractive, effective presentations and gain a broad understanding of Microsoft PowerPoint.

**Date:** 13 February, 16 May  
**Time:** 9:30am to 4pm  
**Price:** £109



# First aid

## Level 3 emergency first aid

This course is designed to give participants the skills, knowledge and confidence that could be vitally important at work or at home. Attendees will receive an emergency first aid certificate, which is valid for three years and is recognised through the Health and Safety Executive (HSE).

**Dates:** 29 January, 12 March, 25 April, 5 June

**Time:** 9:30am to 4:30pm

**Price:** £99

## Level 3 first aid

This course is for anyone who needs to be, or would like to be, qualified to meet the requirements of the Health and Safety (First Aid) Regulations 1981. Attendees will receive a first aid at work certificate, valid for three years and recognised through the HSE.

**Dates:** 21 to 23 February, 22 to 24 April, 10 to 12 June

**Time:** 9:30am to 4:30pm

**Price:** £249

## Level 3 first aid re-qualification

Suitable for anyone who has a valid and current first aid at work certificate, this course includes revision of all topics covered in the Level 3 first aid at work course. It also covers updates on changes to health and safety legislation or best practice from the last three years and meets the requirements of the HSE. To attend this course your certificate must not have expired by more than three months. If a certificate has expired, that person will not be a qualified workplace first aider.

**Dates:** 7 to 8 March, 19 to 20 June

**Time:** 9:30am to 4:30pm

**Price:** £165



## HABC Level 2 food safety in catering

This is a benchmark, entry level qualification for all food workers in any sector, delivered as a series of fun and engaging exercises. It is a legal requirement for anyone handling food in any business to have food safety training.

**Dates:** 15 February, 16 May

**Time:** 9am to 4:30pm

**Price:** £119

## HABC Level 2 food safety in catering refresher

Holders of the Level 2 certificate are strongly recommended to refresh their qualifications every three years. Find out about updates to good practice and stop any complacency creeping in, while helping your business keep that hygiene rating of 5.

**Dates:** 4 March, 14 June

**Time:** 9am to 1pm

**Price:** £60

# Health and safety



“Excellent, fun and enjoyable way of learning.”

“Welcoming and very friendly staff, couldn’t ask for more.”

## HABC Level 2 health and safety in the workplace

Help avoid accidents and run a more successful business with this course, which covers common hazards and basic precautions, personal responsibilities, accident reporting and first aid. Delivered as a series of fun and engaging exercises, this Level 2 one day course will inform and motivate staff to work more safely.

**Dates:** 26 February, 21 May

**Time:** 9am to 4:30pm

**Price:** £119

### HABC Level 3 health and safety in the workplace

This three day Level 3 course is aimed at middle management and supervisory staff, providing greater understanding of common hazards, relevant skills and the role in wider safety management – risk assessment, monitoring and accident investigation.

**Dates:** 13, 14 & 19 March, 17, 18 & 24 June

**Time:** 9am to 5pm

**Price:** £349



### Fire marshal training

Learn all about the common causes of fires and how they spread on this half day course. Attendees will be able to reduce the risk of fires starting and spreading and learn the emergency procedures that should be followed in case of fire.

**Dates:** 16 February, 13 May

**Time:** 9:30am to 12:45pm

**Price:** £49

### Fire extinguisher training

Understand the uses and limitations of equipment such as extinguishers and fire hoses, as well as general issues regarding fire safety on this half day course. Attendees will also get the opportunity to safely use a range of fire extinguishers on a live fire training rig.

**Dates:** 16 February, 13 May

**Time:** 1.30pm to 4.30pm

**Price:** £54

“Good content delivered in an interesting and understandable style.”



### Cyber security workshops

Cyber security can be a complex subject but it doesn't need to be. This talk run by the Cybercrime Unit of Norfolk Police aims to strip it back to how a cyber attack could impact your organisation and what you can do to reduce the risks.

These sessions will include relevant examples, videos, free resources and scenarios to help you and your business on your cyber security journey.

### Protect yourself online

**Part 1:** This workshop will help you understand the common types of attack and how to take reasonable steps to protect yourself online.

### Is your business cyber-resilient?

**Part 2:** This workshop will look at the most common types of attacks on businesses and the simple steps to take to improve the cyber security of your business.

**Dates:** 27 February, 21 May

**Times:**

Part 1 - 10am to 12pm

Part 2 - 1pm to 3pm

**Price:** Free

# Room hire

There are three rooms available to hire at Carrowbreck House, all well-equipped and offered at competitive rates. Rooms can be hired for a half day or full day.

## Our facilities include:

- bright and spacious meeting rooms
- various room options
- free WiFi
- SMART Board or projector available in each room
- refreshments with each booking - coffee, teas, water and biscuits
- free onsite parking
- sheltered bicycle parking facilities
- buffet available at extra charge

If you'd like to find out more or would like to make a booking please call 01603 788950 or visit the website



## Olympic Room

Theatre 25  
U-shape 14  
Board room 12



## Bure Room

Theatre 20  
U-shape 10



## Jubilee Room

Theatre 16  
Board room 10  
PCs 8 + 1 Tutor





# A breath of fresh air

If you have a team building or training idea for your team, you are welcome to plan your bespoke day using both indoor and outdoor space.

Our customers tell us they like the:

- quality, price and range of courses
- flexibility to book bespoke training
- team of personable trainers
- location and free parking
- space for a fresh-air breaks
- local food lunches or BYO
- generosity with biscuits!

**Get in touch to book or discuss bespoke plans**

**EMAIL** [carrowbreck@southnorfolkandbroadland.gov.uk](mailto:carrowbreck@southnorfolkandbroadland.gov.uk)

**PHONE** 01603 788950





# The Business Breakfast

Join the quarterly business breakfasts in 2024 to network with other Broadland and South Norfolk businesses. Expect latest business insights and news from guest speakers and the Economic Growth Business Team.

Early booking is recommended, as spaces are limited. For early-bird notifications for the next Business Breakfast, sign up via the link on page 9 to the Business Newsletter.

