

# Mentoring makes good business sense

Cheryl Jackson is a prime example of how the Doncaster 100 initiative can work. After being in a business partnership for five years, Cheryl registered her business Salon 51 on Netherhall Road Doncaster as a sole trader and found herself working alone for the first time.

After initially receiving help from Doncaster Chamber via the Success Doncaster programme, Cheryl was then referred to the Doncaster 100 programme for some mentoring advice and has not looked back.

She was initially set up with a business mentor, Carl Samerson, ASC Finance for Business



who recommended she attend Business Link courses in Marketing and Sales. Cheryl said these took her back to basics and reminded her of what it was she needed to do to progress.

Regular meetings with Carl followed and Cheryl started to gain the confidence she needed to make her business a success. Her mentor gave her tips on marketing and was always there on hand whenever she needed a second opinion on anything.

One of the main advantages Cheryl found from her experience with Doncaster 100 was the networking opportunities her mentor suggested to her.

She said: "I'd never done any type of networking before so it was a totally new experience for me but one that I found really beneficial."

After over 30 hours of time spent with her mentor, Cheryl has found that her knowledge in marketing had reached the level she wanted to achieve however this does not mean her Doncaster 100 experience has come to an end. She has now registered with a new mentor who specialises in sales and is eagerly awaiting her first meeting.

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Doncaster**  
HELPING YOU IN BUSINESS, SKILLS AND JOBS

## Local job opportunities ON the increase as economy recovers

The recruitment market is looking healthier as the increase in permanent and temporary staff appointments has reached 18 month and 19 month peaks respectively.

According to the latest Report on Jobs from the Recruitment and Employment Confederation (REC) and KPMG, November marked the fourth consecutive month of growth in permanent and temporary appointments and there was a marked rise in job vacancies. Permanent staff salaries rose for the first time in 15 months in November while hourly rates of pay for temporary/contract continued to fall. Growth of staff availability eased further in November. The number of permanent staff available to fill vacancies increased at the weakest rate for 17 months, while temp availability rose at the slowest pace since July 2008.

Kevin Green, chief executive of the REC, said:

"This is very positive news, November figures show the fastest rise in permanent jobs for 28 months. Employers in nearly all sectors are lifting recruitment freezes and starting to hire again."

These figures suggest that the UK jobs market is on the road to recovery, with signs of improvement for the fourth month in a row. The demand for permanent staff is returning as employers start to hire people at an accelerating rate.

James Squires, Managing Director of Doncaster based recruitment agency, Austin Banks, says: "this time last year we were hit by a relatively sudden and devastating drop in the number of vacancies being registered by our clients. Many companies were introducing recruitment freezes and planning or making redundancies. It was a testing time for us and for the thousands of local workers af-

ected. The contrast between events during that period and the same time this year could hardly be sharper. We have enjoyed a significant increase in the number of jobs being called in by clients and we are now returning to pre-recession levels of activity. It is a very encouraging sign that confidence in the economy is returning."

Bernard Brown, Partner and Head of Business Services at KPMG comments: "Looking at the latest data one might get the impression that the recession is over. Confidence has definitely returned to the private sector and the UK jobs market looks healthier today than at any time in the last two and a half years."

So all in all it looks like good news for local jobseekers. Let's hope these trends continue in 2010.

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**Doncaster Chamber**  
26 January 5.30pm to 8.00pm  
January Business Club  
@ Venue tbc  
T: Katie Jackson on 01302 640119  
E: [kjackson@doncaster-chamber.co.uk](mailto:kjackson@doncaster-chamber.co.uk)  
Free to members, £30 inc VAT to non-members

28 January 9.30am to 12noon  
New Members Welcome Meeting  
@ Hill House School, Sixth Avenue, Auckley, Doncaster DN9 3GG  
T: Dan Park on 01302 640132  
[dpark@doncaster-chamber.co.uk](mailto:dpark@doncaster-chamber.co.uk)  
Free to attend

**4 Networking**  
Tuesday 26th January 8am to 10am  
Tuesday 9th February 8am to 10am  
Business Breakfast Networking Meeting  
@ The Cheswold, Doncaster Leisure Park  
E: [www.4networking.biz](http://www.4networking.biz)  
£10 per person

**BNI**  
Wednesdays from 6th January 6.45am to 8.30am  
Doncaster Dynamite  
@ Doncaster Racecourse, Leger Way, Doncaster, DN2 6BB  
T: Mick Dwyer on 01302 822847

**Konnections**  
Thursday 28th January 9am to 11am  
Taylor Bracewell Solicitors & Future Associates Seminar  
Managing Sickness in the workplace  
@ The Hub - Doncaster  
T: 01302 710681

**Networking diary**