



28 September 2010

Media Release

Back to Business Birthday Bonanza

Peterborough's Back to Business Club will mark its first birthday, with a celebration for all involved on Thursday September 30.

Since its launch a year ago, the Back to Business Club has seen 210 managers attend the weekly meetings. At least a third credit the club with helping them back into work or on to the road to self-employment, with thanks to the networking opportunities and seminars designed to help with their job seeking process.

Several members have gone into high profile positions, including head of brand strategy and marketing at the BBC, and contracts negotiator for Cambridge University.

The club will celebrate its birthday by inviting all past and present members to the club on Thursday 30 September from 2pm – 5pm, at City College Peterborough. Anyone who has given their time and expertise to attend the weekly meetings and deliver seminars on various subjects ranging from CV help and interview techniques, to presentation skills and confidence building is also invited, as are representatives from organisations that have supported the club throughout the year, such as City College Peterborough, Peterborough Council for Voluntary Service, and Peterborough Women's Enterprise Centre.

A buffet of Indian/English fusion food will be provided at the event, by former club member Parveen Ashraf. Parveen, who recently appeared on Channel 4's Come Dine with Me, now runs her own catering company specialising in authentic home-cooked Indian food, as well as selling her own range of spices combined with easy to follow step-by-step recipes. Parveen has also appeared on the Ideal World shopping channel to promote her spice boxes.

Parveen said, “I attended many of the Back to Business Club sessions. As someone who was unemployed my self-esteem was quite low, but at the club I found the help and understanding I needed. The atmosphere is relaxed and I felt supported and welcomed.

I applied for several jobs advertised through the club but I am now focusing solely on my Indian catering business - which has really taken off. One of the things I am now doing is teaching cookery courses at the City College thanks to a contact I made at the Back to Business club.”

Greater Peterborough Partnership Director, Richard Astle, said, “The Back to Business Club has played an important role in supporting so many highly qualified and clearly very capable Peterborough people back into employment, or in many cases, self-employment.. There is clearly a pool of highly qualified professionals in the Peterborough area and I would urge any organisations that are looking to recruit in the area to contact the Back to Business Club.”

Following the success of the Back to Business Club, a similar club is being created in Huntingdon based on the experience in Peterborough

The Back to Business Club is held every Thursday from 2pm to 5pm at City College Peterborough, Brook Street. There is no charge for attendance – just contact the Back to Business Club on 01733 207214 or email backtobusiness@gpp-peterborough.org.uk. For more information, visit www.backtobusiness.org.uk.

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Media contacts

For media requests, or to arrange photography or interviews, please contact Hannah Barrett on (01733) 207340 or e-mail Hannah@athene-communications.co.uk.

You are welcome to attend the event, and join the celebrations at City College Peterborough, Brook Street Peterborough from 2pm – 5pm.

Notes to editors

The Back to Business Club is an initiative that gives support to unemployed professionals and executives in the Peterborough area.

The Back to Business Club was established by the Greater Peterborough Partnership and aims to help out-of-work managers and professionals to maintain their confidence and motivation as they seek to

return to the workplace, through networking with others in the same position and through introductions to support services.

The club was formed in September 2009 following a concern by Mr Stewart Jackson MP that there was a lack of support for professionals and executives in the Peterborough area who had been made redundant due to economic downturn.

Run by facilitators from Jobcentre Plus in conjunction with the Greater Peterborough Partnership (GPP), and funded by the East of England Development Agency (EEDA), the Back to Business Club aims to motivate and inspire its members to help them on the route back into employment.

The club provides an informal atmosphere where members can meet and network with those in similar circumstances, and weekly seminars are provided on a variety of diverse subjects, from interview techniques, self-employment options, and CV advice to confidence building, networking opportunities, self-marketing, and presentation skills.