



# the Source

Mar/Apr 2019 #GettingBusinessDone

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# A message from your Chief Executive



In this digital world it is easy to under-estimate the importance of face-to-face networking. We are seeing something of a backlash against the idea that we can do everything from our smart phones. If anything, when so many interactions are digital, investing time and effort in quality networking is probably more important than ever.

Things change – like many of you, I remember a time when I spent a large part

of my working day on the phone. Now we feel the need to exchange emails to arrange a phone call! Digital communication is great, but it can be a cop-out when speaking to someone would be far more productive.

Networking is of course not without its challenges. At gdb we have worked closely with Stefan Thomas, author of "Business Networking for Dummies". Stefan identifies 10 networking gaffes to avoid. These are my top 3: talking only about yourself; treating networking as a one-off sale; and forgetting to smile! Of course, no gdb member would ever be guilty of falling into one of these traps!

The power of effective networking comes out strongly in articles in this edition of the Source:

- Storm 12 explain the unique insight they gained from working with John Young, BBC South East presenter, in his Newsroom Bootcamp.
- Joe Cheal of Imaginarium enthuses about how his business has benefited from working with Jim Bolt of Nettl to produce a promotional banner "to the best possible standards".

- ILG describe how they are in the fourth year of their partnership with the Aldingbourne Trust to provide meaningful paid employment to those on the autistic spectrum or with a disability.

- Hits FM Ltd announce that they are providing ongoing maintenance services, at little or no cost, for Crawley Open House, a charity that support homeless people.

What do all these businesses have in common? They are of course gdb members and have developed their relationships through the power of networking.

At gdb we are determined to evolve our support to make your networking as effective and enjoyable as possible. We are proud of our offer and of our membership, but we are not complacent and we welcome feedback on how we can further develop what we do to help your businesses to prosper.

## Chairman's Column

In January, I attended the gdb Speakers Conference - did I see you there? If not, you missed a great opportunity (as the conference title said) to... Re-Energise You, Your Team, Your Business. There is a full report on the conference on page 7, but these are my personal reflections.

We had four impressive speakers, with inspiration and advice for business leaders.

Starting off with overcoming adversity; Richard McCann shocked us with his life story, starting with his mother's murder. Despite this, he's developed a positive attitude. He believes in himself and that's what makes him succeed. His motto is "I can - I will - I did".

Julie Baker of NatWest talked about Diversity as a Business Asset. Did you know that companies with a gender and ethnicity balanced workforce outperform others by 30%?

She talked about barriers to entrepreneurs (and indeed anyone in the workplace), one being the lack of role models and mentors. I wonder if this is an opportunity for gdb – this could help both promote our members and help others to develop.

John Young shared his experiences of running a fast-paced BBC news programme; it was so interesting to see behind the scenes. He advised us to keep things short and focused: don't have a 30 minute meeting, make it exactly 27 mins 45 seconds.

Lastly, Linda Moir who is ex-Virgin Atlantic and running the Games Makers at the 2012 Olympics. She has 3 rules for managing people and volunteers: Keep them busy - a bit of pressure is good, but not too much; Rotation - variety keeps it interesting; Recognise people and their needs - say thank you!

As with last year's gdb Speakers Conference, I certainly went away feeling re-energised. Many people have told me how they found it interesting and useful. I'm thinking now about opportunities for gdb service offerings – how we can be even more help you and your business.

I'd also like to add my personal thanks to the sponsors: University of Sussex Business School, Reigate and Banstead Borough Council, NatWest and Red River.

I particularly liked how our compare John asked each of the sponsors why there were supporting the event. Dan Sibley from

NatWest summed it up perfectly: "gdb is a dynamic organisation that helps its members thrive. Why wouldn't we want to be involved?"



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# Celebrating Business Excellence

The Gatwick Diamond Business Awards - 21st March 2019

Join us in the Millennium Suite of the Copthorne Effingham Park for a pre-dinner reception hosted by BGF, before taking your seat for a sumptuous three course dinner with wine.

Our presenter for the evening will be comedian and actor, Marcus Brigstocke. Marcus has become a regular voice on BBC Radio 4 with an impressive list of TV & film credits including 'Have I got News for You', 'Live at the Apollo', Monty Python's 'Spamalot' and 'Love Actually' among many others.

This Black Tie event will see the very best of the Gatwick Diamond Business community come together to celebrate the achievements of World-Class businesses in this World-Class region.

- 6.30pm Evening starts with Pre-Dinner Reception  
Sponsored by BGF
- 7.15pm Take your seats for Dinner
- 9.30pm Marcus Brigstocke
- 10.00pm Presentation of the Gatwick Diamond Business Awards
- 11.00pm After-Show Party
- 01.00am Carriages



For more information and to download the booking form, visit:  
[WWW.GATWICKDIAMONDBUSINESSAWARDS.COM](http://WWW.GATWICKDIAMONDBUSINESSAWARDS.COM)

 @gdbizawards

## Breaking news from Storm12

Last month, as part of our team away day, we spent an afternoon with John Young - yes, him off the BBC news - in his Newsroom Bootcamp.

It gave us a unique insight into a typical newsroom, and we learnt how to transfer the techniques they use into our busy office.

It wasn't one of those bootcamps where you were just read to from a PowerPoint - it was interactive and really good fun. It pushed us all out of our comfort zones, being live on camera with strict time pressure. We also learnt some valuable techniques on creating snappy content. And you didn't have to play those awkward team-building games.

We won't give away all his secrets but our two main takeaways from the day were to slim down unnecessary content and cut out pointless jargon when talking to clients. All pretty valuable, especially in the creative industry.



We also learnt about how much - or little - time the news team get to put together a story, working up until the final minute before going live. We love a project with a quick turnaround, but a deadline of seven minutes might be a bit of a stretch.

Our office for the day was spot on too - it's not every day you get to hang around

a bunch of Porsches, so a quick special mention to Porsche Mid-Sussex Centre for letting us use their slick boardroom and Andrew Crabb for the tour.

Find out more about us at [storm12.co.uk](http://storm12.co.uk) and about John at [johnyoungmedia.co.uk](http://johnyoungmedia.co.uk)

## Coast to Capital Escalator Pilot Programme



Leading Gatwick Diamond Businesses are poised to benefit from an innovative programme of peer to peer groups established by Coast to Capital over the next six months.

Research undertaken by the Scale Up Institute has identified that leading high growth business leaders most value inspiring and learning from each other.

Over recent months Coast to Capital has developed a programme, with its delivery partner MDHub, to deliver 5 small cohorts of eight business leaders who will meet monthly to tackle their major issues and concerns.

Jonathan Sharrock, Coast to Capital's Chief Executive said "with today's current economic uncertainty it is more important than ever that our key growing businesses tackle together

the key issues they face. Many businesses have said that top concerns include finding employees who have the skills they need, identifying and exploiting new markets, addressing funding gaps required to enable growth, and building leadership capacity. However we are not providing set solutions to these problems but enabling the cohort members to share best practice amongst themselves in a confidential environment"

Well known and highly regarded entrepreneur, Matt Turner MD of Creative Pod is one of the first leaders to take advantage of the scheme in the Gatwick Diamond commented "I am excited to be taking part in this fantastic initiative. I recognise the benefit of drilling down into key topics areas with my peers and determining our own solutions - we all have a lot to give and learn from each other"

Lou Williams, Growth Manager at Coast to Capital who is leading on the project with Fiona Shaffer MD of MDHub, has highlighted that there are a few places left on this programme and so is encouraging businesses with turnover of over £1m turnover and 20% per annum year on year growth to get in touch. And find out more.

Signs are that this six month pilot will be a great success and Malcolm Brabon, Head of Services, at Coast to Capital is keen to extend and expand the initiative across the Coast to Capital area.

For more information email [growth.hub@coast2capital.org.uk](mailto:growth.hub@coast2capital.org.uk) or by calling 01403 333840.

# Gatwick Diamond Business Awards 2019



The finalists are announced

So, who are the best businesses in the Gatwick Diamond Region?

You'll need to wait until the 21st March to find out but the finalists in each of the categories for the Gatwick Diamond Business Awards 2019 were announced on February 14th, at a celebration breakfast of the judges and sponsors, hosted by the awards venue partner Millenium & Cophthorne Hotels.

The Gatwick Diamond is home to a vast range of businesses, spanning all sectors of the economy, from household names to niche companies, and from multinationals to sole traders.

The Business Award winners are those businesses or people who have shown innovation and inspiration in their work and have demonstrated a real commitment to this world-class region.

The winners will be presented their awards by the well-known comedian, Marcus Brigstocke, at the eleventh Gatwick Diamond Business Awards Dinner, on the March 21st at the Effingham Park Hotel. The Headline Sponsors are Gatwick Airport, NatWest, Thakeham Homes and Extech Cloud.

The evening will start with a pre-dinner reception sponsored by BGF (Business Growth Fund), and will be rounded off with the highly anticipated After-Show Party.

The finalists in each category are:

## Responsible Business of the Year

Sponsored by University of Sussex Business School

- British Airways i360
- Green Mop Ltd
- LoveLocalJobs.com

## International Business of the Year

Sponsored by the Gatwick Diamond Initiative

- Acro Aircraft Seating
- Aspen Pumps Group
- CAE Training & Services UK Ltd

## The Award for Customer Delight

Sponsored by DMH Stallard

- Creative Process Digital
- Gemini Print Group
- Zara's Doggy Day Care

## The Award for the Place to Meet

Sponsored by CEC Direct Ltd

- Ashdown Park Hotel & Country Club
- Sodexo Prestige – Amex Stadium
- Surrey Conference Centre – Hartsfield Manor

## Employer of the Year

Sponsored by Search Consultancy

- Bio-Productions Ltd
- Cleankill Pest Control
- Kingston Smith LLP

## The Award for Developing People for Business Success

Sponsored by Crawley College

- Cloud9 Insight
- JACE Training
- Metricell Ltd

## The Award for Supply Chain Excellence

Sponsored by University of Brighton

- Acro Aircraft Seating
- Gemini Print Group
- WS Planning & Architecture

## The Award for Innovation & Technology

Sponsored by asb Law LLP

- Aspen Pumps Group
- Metricell Ltd
- PVL UK Ltd

## Manufacturing Business of the Year

Sponsored by Kreston Reeves

- Bio-Productions Ltd
- Gemini Print Group
- Pentagon Plastics Group



## Professional Services Firm of the Year

Sponsored by Crawley Borough Council

- Buss Murton Law LLP
- MCA Consulting Engineers
- Menzies

## Apprentice of the Year

Sponsored by Reigate & Banstead Borough Council

- Cameron Heath – SOS Systems Ltd
- Sinead Lawson – Assurity Consulting
- Emily Wise – Cloud9 Insight

## New Business of the Year

Sponsored by Basepoint Business Centres

- Ethos Farm Ltd
- Optime Group Ltd
- Strawberry.London

## Business Person of the Year

Sponsored by KPMG

- Paul Bates – Cleankill Pest Control
- Nick Broom – PVL UK Ltd
- Gary Peters – LoveLocalJobs.com

## Business of the Year (Up to £1m)

Sponsored by SHW

- MAS Group
- ViiSana Ltd
- WS Planning & Architecture

## Business of the Year (Over £1m)

Sponsored by NatWest

- Assurity Consulting
- Caridon Property
- PVL UK Ltd

Find out what is happening by visiting [www.gatwickdiamondbusinessawards.com](http://www.gatwickdiamondbusinessawards.com) or follow @gdbizawards on Twitter for real-time updates on the night.

## How can a new banner for your business be so exciting?!

Joe Cheal, from Imaginarium Learning & Development, met Jim Bolt, from Nettl, at a gdb event last year. Joe had been considering a banner for presentations, exhibitions and as a background for video blogs. Fortunately, Jim was able to oblige!

"Jim was incredibly helpful," enthused Joe. "He went totally above and beyond! Some great advice, excellent customer service, a quality screen and quick turnaround. I recommend Jim and look forward to working with him again."

A 'pull up' banner is a simple but effective marketing tool for any business - large or small. They're lightweight, easy to erect and provide instant impact in almost any environment. Production is relatively straightforward, but there are some notable

factors to consider when producing the large-format artwork required - not least, ensuring the resolution is correct to avoid unwanted pixelation at this magnified scale.

"It was vitally important, for both Joe and us, that we produced the banner to the best possible standards," added Jim. "Doing that meant arming Joe with the knowledge he needed to produce some high-quality artwork for us to print."

"Fortunately, gdb made this task simple by not only providing an introduction, but also the means for us to meet face-to-face at a recent members' meeting to discuss the project in detail. I'm really happy to have been able to help Joe, and I'm hugely grateful to both Joe and gdb for the opportunity."



You can contact Jim via [crawley@nettl.com](mailto:crawley@nettl.com) and watch Joe's business video tips on [www.imaginariumdev.com](http://www.imaginariumdev.com).

## Richard Place Dobson raises over £3,900 for Crawley Open House



Crawley based accountancy firm, Richard Place Dobson (RPD), has been fundraising for Crawley Open House over the past year and is delighted to have raised £3,917.47. Every year, RPD chooses a charity to support and the team host a range of fun events to raise money for worthwhile causes.

Crawley Open House, a local hostel which has helped keep thousands of homeless people

off the town's streets since its opening in 1996, provides support and services to those suffering the effects of homelessness, unemployment, loneliness, discrimination, or other forms of social exclusion.

The charity, which was founded in 1982, is in danger of losing a valuable funding contract worth £250,000 from the local authority as it reviews its charity contracts.

Matthew Tyson, Director at RPD, said: "I'm incredibly proud of all the team at RPD for their amazing efforts this year to raise so much for Crawley Open House. We're really grateful to everyone who has supported us by providing donations and taking part in our range of fun-filled charity events."

"Crawley Open House is an important community charity and we are pleased we could support them, especially during this time of uncertainty. As a team, we are currently deciding on the next charity to support - watch this space!"

Ian Wilkins of Crawley Open House added "All the staff at RPD have been so energetic and creative in their support of our work and clients, and we are hugely grateful. Any of us can find ourselves falling through the cracks and homeless, and it is with the support of generous partners like RPD that Crawley Open House has been able to stand alongside the homeless and vulnerable for nearly 25 years."

[www.placedobson.co.uk](http://www.placedobson.co.uk)  
[www.crawleyopenhouse.co.uk](http://www.crawleyopenhouse.co.uk)

## The Video Content Creators

I'm Jonty from The Video Content Creators and I met Jonathan Pitts from WPA who are a large, national insurer at a gdb event about 18 months ago. At a recent members meeting, whilst scoffing pastries and chugging copious amounts of coffee, Jonathan mentioned that his head office wanted to create an animated explainer video. The objective of the video was to attract new franchisees to the healthcare practice side of the business.

A kind referral later, we began discussing some of the different ways we could help them communicate their message and achieve their goals.

It was clear that an animated video was the

best approach to explain a complicated topic in a visually engaging and easy-to-understand way. We explained the 7 step process involved in creating an animation and got the ball rolling: 1. Develop the concept 2. Create the script 3. Voiceover recording 4. Storyboarding 5. Animation design and build 6. Music selection 7. Delivery and distribution

We are part-way through the project and are confident the finished video will reflect the quality of the business and create a real impact for WPA.

Their success is our priority, and our ongoing consultative approach is what makes us much more than just another video

production company.

WPA said "Following an introduction from my colleague Jon Pitts to Jonty, we opened discussions about the type of video we wanted. We had spoken to a few other potential suppliers but we felt The Video Content Creators had a better understanding of our requirements as well as providing us with some great ideas. We feel video is the best way to explain our franchise opportunity to people looking to join the WPA Healthcare Practice and we are glad that we appointed The Video Content Creators to produce this for us" Keep your eyes peeled over the coming weeks for the video!

## gdb Speakers Conference 2019



At the Gatwick Diamond Business (gdb) Speakers Conference 2019, attendees enjoyed inspiring and thought-provoking presentations on the theme of "Re-energise yourself and your business".

The conference was sponsored by NatWest, University of Sussex Business School, Reigate & Banstead Borough Council & Red River, and hosted by John Young - BBC South East TV newsreader and journalist – at the South Lodge Hotel, Horsham.

This gdb Speakers Conference, now in its third year, has fast become a favourite amongst Gatwick Diamond business people at a time of year when we all need a bit of an up-lift. The audience was clearly impressed by the four speakers who succeeded in being both entertaining and challenging:

Richard McCann stunned the audience with his harrowing, yet also inspiring, account of how as 5-year-old child he and his siblings were confronted with the murder of their mother - the first victim of the notorious Yorkshire Ripper. He had built on this experience, and the adversity and further tragedy that followed, to demonstrate how, having hit rock bottom several times, he somehow got back up again and again. Being on the 'At Risk' register, the loss of his two sisters and time in prison were just some of

the challenges Richard had faced in his life. Yet he had risen above them to become a best-selling author in demand internationally as a motivational speaker and coach, inspiring others with his 'I Can, I Will, I Did' attitude.

Julie Baker, Head of Enterprise for NatWest, highlighted how having a diverse workforce is an asset to any employer. She demonstrated how, despite real improvement, research shows that positive adoption of diversity in the workplace still has a very long way to go. Julie went beyond the theory and statistics to demonstrate how, through management commitment and a few simple steps to remove perceived and real barriers, a positive and pro-active approach to diversity improves business performance including profitability and growth.

John Young, as well as hosting the whole event, took us into the demanding environment of a live TV newsroom – impossible deadlines, fast-changing priorities, technical and other communication challenges, and he need to balance risk – sometimes settling for good rather than perfect. In uncertain of economic times, John gave an inspirational insight into how dealing with the challenges of a live newsroom can translate into running a business – particularly into how to cope when things do not go to plan!

Linda Moir shared her experiences as Director of In-Flight Services at Virgin Atlantic and later in leading the highly-acclaimed London 2012 Olympics Games Makers. She demonstrated, in a very practical way, how looking after your employees follows through into how they look after your customers. She explained how the 15,000 volunteer Games Makers had such a huge impact in making London 2012 such a success both as an event and in promoting a positive image of the UK across the world. Treating employees as individuals and allowing them to play to their strengths to flourish and grow was one of her key messages.

Linda ended by playing the video London used in their bid for the 2012 Olympic Games, leaving everyone thinking, in the words of the theme song – "What have you done today to make you feel proud?" This could well have been the theme for the Conference as a whole.

The event was one not to be missed, look out for details of the gdb "Re-energise" Conference in early 2020!

For more on gdb, please visit [www.gatwickdiamondbusiness.com](http://www.gatwickdiamondbusiness.com) or call 01293 440088

## ILG and Aldingbourne Trust Celebrate Three Year Partnership

ILG is celebrating its fourth year working with Aldingbourne Trust to provide meaningful paid employment to those on the autistic spectrum or with a learning disability.

After being approached by Liz Miles, an Employment Consultant at Aldingbourne Trust in 2015, ILG decided to take on their first employee from the charity. Having shown himself to be a tremendous asset and progressing quickly to a trainee warehouse assistant on a 40-hour contract ILG felt confident enough to employ more people through the WorkAid Supported Employment Programme. ILG now employs 11 supported employees in warehouse assistant, caretaker and cleaner roles.

At a time when recruitment is a challenge, the business benefits of the Aldingbourne Trust Work Aid programme have been considerable. Jane Middlemiss, Director of Organisational Development said 'through the programme we have been able to access a pool of reliable employees, who are hard-working and who have helped us to increase productivity'

As well as the obvious reputational benefits of employing workers from Aldingbourne Trust, the impact on employee engagement has been considerable. 'At every site where we employ staff through the programme,



warehouse colleagues have been incredibly supportive and they have positively embraced the initiative' says Jane.

The partnership has gone to show that even in a fast paced and growing business like ILG, the work which Aldingbourne Trust do is invaluable and has truly benefitted the business.

Liz Miles, Employment Consultant at Aldingbourne Trust said, 'There are always barriers to break down when I approach

companies for the first time. There has to be a level of support and that's where I come in. People on the autistic spectrum like routine and are best suited to jobs that are repetitive and analytical. And we are always on the end of the phone to support when support is needed'

The Sussex-based charity places over 50 people in paid employment and 100 in voluntary work each year. For more information [www.aldingbournetrust.org](http://www.aldingbournetrust.org)

## Another Successful gdb Networking Connection made!

Crawley Open House are pleased to announce another effective gdb Networking Event, a new upcoming Facilities Management Company covering all aspects of building maintenance internally & externally by the name of Hits FM LTD has offered their services to the Open House.

The relationship firstly ignited from a gdb Networking Event held at Virgin Atlantic in January.

An introduction was made between Sam Limbachia, Company Director of Hits and Ian Wilkins Fund Raising Manager of Open House. Both Companies exchanged numbers and since then they have both been working together.

Sam from Hits FM commented " I couldn't be more proud of the progression of Hits FM LTD within the last year, this comes down to the hard-work of the team and successful events being held such as gdb Networking. I couldn't praise them loud enough!

After visiting the Crawley Open House I was truly taken back, the level of

attention and services the Open House offers to the homeless is exceptionally inspirational. I genuinely believe what Ian and the team are doing here is a significant enlightenment to the Crawley Community. They have our full support.

I have always been a great believer of working with local businesses and charities, I am all for giving back into the community!!"

Ian Wilkins from Crawley Open House commented – "This is gdb working at its best. I met Sam at a recent networking event, he followed it up with a visit to Crawley Open House homeless shelter, and he has agreed to help our charity with on going maintenance work at little or no cost. We have already completed works within the Open House via Hits FM Ltd. Sam and Mick run a professional team with a no nonsense attitude and high level of workmanship!

We are really grateful for this sort of help, and thank Sam and his team at HITS so much for their generosity and willingness to help us and the homeless clients we serve."



We are very pleased with fantastic results like this where 2 local companies joining together!

If you would like to view the services Hits FM Ltd have to offer, please see below

[www.hits-fm.co.uk](http://www.hits-fm.co.uk)  
[www.crawleyopenhouse.co.uk](http://www.crawleyopenhouse.co.uk)

## The positive impact of disability awareness

It may shock you to learn, that ignoring the needs of people with disabilities as a potential customer base, costs UK businesses around £1.8 billion per month. This is largely due to a lack of awareness and can be changed by making a few minor adjustments to the way your business operates.

You may also be surprised to learn that a recent Scope survey revealed that 67% of the British public actually 'feel uncomfortable' when talking to people with disabilities and 'awkward' about being patronising or saying the wrong thing.

At Bascule Disability Training, we educate workforces by breaking down these barriers and changing the way people think. Our disability awareness training programmes are user-led (meaning the courses are run by people with disabilities themselves), and cover etiquette,

communication, correct use of language, and inclusive behaviour, as well as legislation and adapting the business environment.

### The benefits of awareness

If your staff are client facing, there is a good chance you are failing to capitalise on a very vast number of potential customers. Households with a disabled person have a combined income of £212 billion after housing costs- so failing to target this market is a huge waste – one which awareness training can help you change.

Bascule's training will empower your workforce with a greater sense of empathy and will also encourage them to understand the needs of other people. Your business will begin to appeal to a wider group of talented employees and, furthermore, you will proudly reap the reward of publicity, when



you declare your dedication and implement becoming a fully inclusive organisation.

So, if you want your business to be truly inclusive, your staff to be empathetic and understand the needs of people, whilst you tap into a wider group of customers and talented employees- contact Bascule Disability Training -and gain the awareness your business needs.

Contact: Chris Jay- 0330 3800662  
info@bascule.com  
www.bascule.com

## "The Sheriffs Are Coming" to BBC1



When our long-standing client The Sheriffs Office wanted to reach the general public with a small budget in 2011, the team at Scaramanga set about the task. Our solution was a "fly-on-the-wall" TV programme.

We knew that there was an increasing trend for small businesses and sole traders to go to court themselves, rather than use a solicitor, to obtain a judgment and then enforce if it remains unpaid.

In 2011, the country was right in the middle of the credit crunch, but most journalists were only interested in the impact on those in debt, ignoring the crippling effect on creditors, especially small businesses.

We put a pitch together and hit the directors at Screenchannel (now Screencut) who were interested and successfully pitched our idea to the BBC, with the first broadcast in spring 2012.

We are currently wrapping up filming on series 8, which will be on BBC1 at 11am every morning for two weeks - about the same time the Source hits your desk.

While the show is on air, Scaramanga's job is to ensure that viewers' first port of call is The Sheriffs Office (the BBC doesn't promote the company name). Our campaign will include: Google AdWords, Google Retargeting, social media marketing and social pay-per-click advertising, email marketing and, for the first time, we have proposed a radio campaign on LBC.

To find out more about Scaramanga and how we can help your business, get in touch today on 020 3371 3295.

## How Marketing Leaders can keep themselves in the boardroom

If you are a marketing leader, you have the opportunity to position yourself as the customer expert, building relationships and demonstrating your value to all departments and becoming a key influencer. There are some key skills required to ensure you have maximum influence with your peers .

Strong **communication skills** – you need to be able to articulate to the rest of the board the value of marketing.

**Customer centricity** – you understand your customer better than anyone and need to share your expertise with other departments to demonstrate your value across the business.

Ability to provide a holistic view of the customer and be the **voice of the customer**.

Demonstrate the **customer journey map** – know what your customers' wants and needs are, and how and when to engage with them.

**Data and analytics** have to be embraced to build customer expertise but it also needs to be presented to executives in a way they can relate to. **Insights need to be tailored**, for each department, to gain a high level of support from the rest of the executive team.

This creates a challenge for you in order to ensure a balance of analytical data focused approach without a negative impact on



creativity. Reviewing the skills within your team is a good place to start – identifying the gaps and encouraging collaboration between analytical and creative mind sets.

Recruiting your marketing and digital team? Call Talent Gateway on 0203 034 0420.

## Could flexible recruitment make business sense in uncertain times?

As the uncertainty surrounding Brexit is forcing some companies to optimise their productivity and strengthen the bottom line, could it be the perfect time to recruit flexibly? With a current focus on the UK vs. Europe, the team at Sussex based flexible working recruitment agency, Flexibility Matters, considers what we can learn from our European neighbours on attracting and retaining staff with a flexible approach:

Denmark dominates the world happiness report ranking year after year and the country's approach to a good work/life balance is a major reason. The Danish work environment reflects their culture of acceptance and parity. For all corporations, it's mandatory to have the right to five weeks holiday a year, of which three can be taken consecutively during the school holiday periods.

In Sweden, many companies have now implemented six-hour work days in order to motivate employees to work smarter in the working day, earning more time to enjoy their leisure time. Toyota centres in Gothenburg reported that during the 13 years they have had this in place, they have reported happier staff, a lower turnover rate and an increase in profit.



In France, an employment law (dubbed "the right to disconnect") required companies with 50 or more employees to establish hours when staff will not send or respond to emails. The law was intended to ensure that employees are fairly paid for work, and prevent burnout by protecting private time.

Director, Emma comments: "The promise of a good work/life balance when seeking a job is fast becoming one of the biggest priorities for employees. This means businesses

committed to flexible recruitment will have a better chance of attracting and retaining talent, as well as benefitting from increased productivity and reduced absenteeism. At our recruitment agency, we specialise in flexible and part-time roles, providing businesses across Sussex and the South of England with specialist individuals".

If you're looking for a flexible professional, contact Emma and the team on: 0781 0541 599 or 01273 842 288.

## Save Today, Enjoy Tomorrow



When it comes to saving for your retirement, the sooner you start saving, the better retirement you can have

Ever wish you had done things differently? According to a study by Prudential\*, two in five pensioners regret retirement-planning mistakes which have left them struggling financially.

Most of us don't like the idea of having our money tied up for decades. However, if we really want to maintain our lifestyle in our retirement, it is wise to save our excess income now.

### Tax Advantages

You get income tax relief on contributions made to your Pension.

Pension contributions attract tax relief on the way in and they accumulate free of capital gains tax once inside. When you access your pension savings, the first 25% is normally tax-free. While you cannot draw on the funds until your 55th birthday, this does protect your pot against the temptation to tap into it until then.

You get tax relief on pension contributions up to £40,000 each year, or 100% of your earnings if lower.

Pension providers claim tax relief for you at a rate of 20% and add it to your pension, creating a 25% uplift; therefore £80 becomes £100.

Higher rate taxpayers can claim an extra 20% via their annual tax return; a £40,000 contribution could effectively cost a higher rate taxpayer just £24,000.

If you are a Business Owner, contributions made from your Company into your Pension

will help reduce your Corporation tax, as it is a tax-deductible expense.

You can use unused pension allowances from the three previous tax years.

### Is it too late ?

The sooner we start, the more choices we have later. The power of compound returns, or gains on gains, means that 10 or 20 years can make a big difference. However, you should never think that it's too late to start saving, or that you can't catch up.

In any case, the best way to secure a comfortable retirement is to save as much as possible as early as possible, and take financial advice.

\* 'Regrets? They've got a few – but pensioners are happy in retirement', Prudential, April 2016

For a complimentary guide covering Wealth Management, Retirement Planning or Inheritance Tax planning, contact JPS Wealth Management on 01273 030770 or email [jayna.shah@sjpp.co.uk](mailto:jayna.shah@sjpp.co.uk).

## Is there a single answer to how to deliver effective training?

Whilst some forms of technical training are well suited to e-Learning, soft skills such as communication, teamwork and behavioural awareness are best learnt in face-to-face training programmes.

With so much of our lives taken up by communicating in a virtual world using Social Media, instant messaging and e-mails, we need to go back to basics. In a fast-moving workplace where employees don't feel they have time to stop what they are doing they will resort to sending e-mails thinking that it is the quick option, but so often it isn't. How many e-mails will bounce back and forth before the real message gets through, how many "you misunderstood what I meant" replies will you receive? Pick up the phone, or better still (if you can) go and talk to your colleague. You will save time in the long term.



But we must also stop and ask ourselves why this is the case, particularly in early entry talent. We need to help our young people become more confident in themselves, conversations are best had when you can read faces and hear tones of voice. E-learning has a place, but if you want to develop your next level of leaders, then you need to be teaching them how to communicate, how to delegate and to take personal responsibility - these skills cannot be taught on-line.

Experiential learning takes a different

approach, participants learn how to change their behaviour through participation in activity based hands-on learning programmes and reflect and discuss what they have learnt about themselves and their colleagues - what went right and what could be improved.

In order to achieve the best results for your organisation, you need to choose the training method that is right for your employees and the skill you are trying to develop. It is never going to be as simple as choosing one method of learning over another there is, and should be, room for both.

For further information about Bowles Experiential development programmes please visit our website [www.bowles.rock](http://www.bowles.rock) or contact Ummara Wright 01892 665 665 / [Ummara@bowles.rock](mailto:Ummara@bowles.rock)

## Is Google EATing up your business?

Search Engine Optimisation (SEO) is a vital tool for optimising your digital presence, promoting your business on the battleground of competition. For many, this is an easy win for supremacy, tricking the algorithms that power our most popular search engines. Others, though, are left fighting for survival against this 'dark art', seen to prevent customers accessing the expertise they require. This begs the all-important question, how can I make SEO work for me?

Ultimately, search engine providers simply want to equip users with the best results they can find, constantly updating their algorithms to meet demand. They are adaptable in their approach - and urge businesses to do the same. Google, for example, recently adapted their Search Quality Evaluator Guidelines to include the EAT principle - expertise, authority and trustworthiness. These are among the top three indicators of page quality so, if you're looking to improve your rankings in 2019, upping your EAT score is a great place to start:

- Demonstrate your expertise with names and qualifications, or have content written by an industry expert - it'll seem a worthwhile investment when it leads to increased traffic!
- Show your authority by providing research from reputable sources and responding to customer feedback promptly and publicly, sending the message that you care enough to stay current.
- Include profiles and emphasise site security with an SSL certificate to give an instant impression of trustworthiness.

Incorporating accurate, relevant and engaging content can make a profound difference to customer experience, without aggravating your workload. Making regular adaptations to your website's content will help you stand your ground in the melee of competitors.

To the victor, the spoils!

For more information on getting the best from your online marketing contact Jim Bolt at Nettl of Crawley - [www.nettl.com/uk/crawley](http://www.nettl.com/uk/crawley)



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01293 440088

## Making tax digital for VAT is here – are you ready?



HMRC's Making Tax Digital (MTD) for VAT rules will be compulsory for most VAT registered businesses from 1 April 2019.

Businesses on the 1 April 2019 implementation date should prepare for MTD as a matter of urgency. The first step will be to ensure that your business is using an accounting package or bridging software which will be MTD compatible.

**A) MAINTAIN DIGITAL VAT RECORDS**  
Certain VAT information must be kept

in a digital format, in order to be MTD compliant, including:

- Business Details
- Sales
- Purchases
- VAT Account

**B) FILE VAT RETURNS USING MTD SOFTWARE**

A business must submit its VAT returns to HMRC using approved MTD compatible software. Businesses using a software accounting package should confirm with their supplier that it will be MTD compatible. If VAT returns are to be submitted direct from a spreadsheet, approved MTD compatible 'bridging software' must be used.

Businesses within the scope of MTD will need to comply with the new rules for VAT return periods starting on or after 1 April 2019. For businesses on standard quarterly VAT return periods, the first compulsory MTD VAT return will be for the period 06/19, 07/19 or 08/19, depending on the quarterly cycle. For businesses on monthly VAT

returns, it will be the 04/19 period.

The introduction of MTD for certain types of business has been delayed until 1 October 2019, namely:

- VAT group and divisional registrations;
- Businesses based overseas;
- Annual Accounting scheme users;
- Businesses in the Payments on Account (PoA) scheme;
- Trusts;
- Not for profit organisations; and
- Certain public sector entities, local authorities and public corporations

HMRC has written to businesses falling within the above categories directing them to use the 1 October 2019 implementation date. Unless such a letter has been received from HMRC, the 1 April 2019 implementation date must be used.

To ensure you are MTD ready, contact the Menzies MTD team.  
[www.menzies.co.uk](http://www.menzies.co.uk)

## Disaster recovery is a failed concept, says RGC Director Joe Concheiro

'Doctors will tell you that prevention is better than a cure, so if you still have to have a disaster recovery plan then you have missed an opportunity to protect your business from unnecessary losses,' insists Joe, a 30-year veteran of the communications industry.

'Yes - when on-site business systems were necessary, the physical office was the only true environment in which most businesses could function, a DR plan was needed. The DR plan used to include a second site with a second system to replace something that could fail. However, with connectivity advances, and the availability of voice and

data cloud solutions, this has evolved. The focus is now business continuity; the ability for an organization to react to a challenge and deliver a seamless service to customers.' Fellow Director, Bernie Knight, adds, 'many small businesses shy away from flexible working, not understanding that it's a vital part of their business continuity plan. Flexible working, the option for staff to work from a remote location every now and again, is increasingly important in attracting and retaining the best staff but it also means the business must have a cloud structure - the vital ingredient to ensure there is no performance drop on a snow day, or if the

buildings power fails. Cloud providers carry the burden of system resilience, leaving the business free to focus on the provision of 'flex enablers', like laptops and secure cloud communications tools.'

'By encouraging some flexible working, within the core office staff, a business is just live testing their systems in advance of an unforeseen event. The fact that staff benefit from being able to cope easily with home deliveries, doctors' appointments, school plays and sick pets is a charge free up-side.

[www.rgcltd.co.uk](http://www.rgcltd.co.uk)

Join @gdbmembership and have your voice heard on the issues that matter to you

Connect with us on LinkedIn:  
Gatwick Diamond Business

## 4 Costly Mistakes Employers Make When Dismissing Employees

We often take calls from employers who have already dismissed their employee without going through a fair process.

Defending Employment Tribunal claims are not only expensive but costly due to the time spent instructing solicitors to defend a claim. The hidden cost is the damage to the reputation of their business and low morale amongst their remaining employees.

Here are the top 4 mistakes that our firm regularly encounters when dealing with unfair dismissal claims.

### 1. Failing to carry out a fair and thorough investigation

An investigation should be comprehensive, fair and even-handed. An investigation which is biased or selective is likely to lead to an Employment Tribunal finding that this employee has been unfairly dismissed.

### 2. Dismissing for poor performance without following a capability procedure

Employers dismissing for poor performance need to show that they have highlighted their employee's shortcomings, made clear what is expected of them, and allowed them sufficient opportunity and the required support to improve.



### 3. Failing to take the employee's disability into account

If an employer is taking disciplinary action over performance or conduct, they need to consider why the situation arose. If the employee is disabled, there is a possibility that the reason for their under-performance or misconduct is connected in some way to their disability. Reasonable adjustments should be made when making any decision to discipline or dismiss to avoid an inadvertent act of disability discrimination.

### 4. Prematurely offering a Settlement Agreement

Settlement Agreements are best offered once the employer has started their disciplinary or capability process. This provides a paper trail which shows that there is a fair reason for dismissal. It also means that if negotiations break down, the employer can still terminate the contract by fairly dismissing.

To make sure you don't end up defending costly claims, we advise you take specialist employment law advice before you dismiss. Our team are here to help so give us a call on 01273 609911 or email [info@ms-solicitors.co.uk](mailto:info@ms-solicitors.co.uk).

[www.ms-solicitors.co.uk](http://www.ms-solicitors.co.uk)

## Top tips for giving media interviews



Giving a media interview, whether in person, on the phone or on camera can be a powerful way to boost your company's reach and reputation – and it need not be scary.

In a virtual world which is drowning in meaningless

copy there is an increasing demand for genuine expert opinion and for analytical video content.

As a result, the number of requests for interviews is on the rise and executives are increasingly expected to be able to handle media interaction if they are to climb the corporate ladder.

This demand is not only from the media, either. Many businesses are looking to their own staff to be a 'talking head' on the company website, often employing external suppliers to film and interview them.

For many people, appearing in front of the camera for the first time can be a nerve-racking experience. It's a skill which requires practice and preparation.

But media training is a cost-effective answer to ensure staff are ready to grasp media opportunities for the benefit of their own career and of their employer.

Here are some top tips when talking to the media:

#### Before you speak to the journalist

- Think carefully about what you want to achieve from an interview and whether it's right for the business to do it.
- Make sure you have enough time to prepare. Plan three key messages and try to think like a journalist. What will they want to know?

#### Things to avoid

- Don't talk off-the-cuff or about subjects you don't understand.
- Don't get tricked into thinking anything you say is off the record.
- Don't talk over the audience's head.
- Don't say 'no comment' – it comes across as defensive.

#### During interview

- Be positive. It's a great opportunity to put your message across.
- Don't be nervous – most journalists are friendlier than you think! But do be alert.
- Ask what the first question will be – it helps to relax you.
- Most important of all, be interesting! A boring interview won't reap coverage.

Contact: Alex Hankinson, Joint Managing Director, Midnight Communications.

(e) [alex@midnight.co.uk](mailto:alex@midnight.co.uk) (t) 01273 666200



## What to wear during an interview on camera

If you're planning on having a corporate video that involves you or members of your team being interviewed on screen, there are some simple visual issues that you should be aware of which are easy to avoid. Unlike photography where it's easy to 'touch up' after the photo has been taken, video is much more difficult as often there are 25 frames per second taken - that's a lot of frames to put right!

### Clothing

Wear what you feel comfortable in as you'll then feel comfortable on camera, but beware that some fabrics, when filmed, cause odd stripes or patterns to appear and a shimmering of the material which is really off-putting. This effect is called Moiré (examples can be seen on YouTube). Avoid wearing fine lined patterns or woven material and if unsure, bring a spare change of clothing which is a plain in design and without straight lines very close together.

### Jewellery

To ensure the footage looks bright and professional there will be a lighting rig

around you, but if you're wearing statement jewellery or dazzling diamonds, the light will likely catch it and create 'flashes' on film, which can distract the viewer and detract from your message. Jewellery is fine but perhaps the more subtle kind is the safe bet for video.

### Make-up

Our tip for make-up is around skin tone. The tone of any foundation should closely match the tone of any exposed skin which will be in the frame. The colour differentiation between face and neck becomes more apparent on video. In the post production process it is really difficult to match skin tones between two different areas of the body in the same way as is possible with photography. Men with bald heads may wish to have a light covering of powder to prevent glare.

Jovan Marić  
Square Daisy  
hello@squaredaisy  
0203 411 6617  
squaredaisy.com

## Future-proofing businesses across the Gatwick Diamond

More and more people are now choosing an Apprenticeship as an alternative to university. While nearly a fifth (19%) of advanced Apprentices progress to higher education over time following their apprenticeship, they are proving a fantastic alternative route into skilled employment.

In the long-term, individuals with an advanced apprenticeship earn between £77,000 and £117,000 more over their lifetime than similar individuals with Level 2 qualifications. While those completing a higher (degree level) apprenticeship could see increased earnings of an estimated £150,000 over their lifetime. Sue Husband, Director of the National Apprenticeship Service

Circa 400 Apprenticeship Standards are available across multiple industries, ranging from IT, sales, and finance to nuclear power! With a further 258 in development. They are a great way to Earn & Learn, gain vital work experience and set yourself on a proven path to a successful career.

Each Apprenticeship Standard has been designed by groups of employers called 'trailblazers'. These trailblazers came together as the creators and early adopters of these standards. They are available to



people of all ages, at all stages of their career. This makes them a great option for anyone looking for a change of vocation, to improve their skills in order to secure a new role or re-enter the labour market.

Apprentices can now be confident that they are embedding the Knowledge, Skills and Behaviours that employers need for a particular role. In simple terms Apprenticeships are paid jobs with training. More and more forward thinking companies across the Gatwick Diamond region are reaping the rewards of recruiting apprentices and utilising the

### Apprenticeship Levy.

The centre of Economics and Business Research found that 86% of employers said that apprentices helped to develop relevant skills for the organisation, and to fill the skills gaps. A further 69% said that employing apprentices improved their staff retention.

Future-proof your business; get an Apprentice today! Contact WDR an Approved Apprenticeship Training Provider to discuss your requirements. P 01403 268251 E Learning@wdr.co.uk

## Creative Pod Welcomes Gold Olympian Sally Gunnell OBE as a Client

Crawley-based marketing agency, Creative Pod, is overjoyed to announce it is working with former British track and field gold Olympian athlete, Sally Gunnell OBE. Following her retirement from international athletics, Sally harnessed her well-earned television sports women personality and now uses her experience and knowledge in health and fitness to deliver corporate wellbeing programmes. She is also a motivational speaker, and supports healthy and active family initiatives in the UK.

Sally, an inspiration in British sports due to her infamous 1992 Summer Olympics win in Barcelona, works with corporate companies to focus on the importance of maintaining a healthy lifestyle and mentality to sustain and achieve consistent high-quality performance.

For the last 15 years, Sally, who remains the only woman ever to hold four major track titles concurrently – Olympic, World, European and Commonwealth, has used her phenomenal athletics career to empower and inspire others with her insight, tips and tools. She has now written four books on the topic, harnessing her experiences and applying them to her day-to-day life as a working mother of three boys.

Creative Pod will manage Sally's personal PR, securing press opportunities as well as booking events with businesses to enlighten them on how to motivate



and encourage their employees. Sally's corporate work is tailored to defining the technique of consultants at each company to support individuals in achieving the highest level of performance.

Matt Turner, CEO of The Creative Group, said "I am thrilled and honoured to have Sally Gunnell OBE as a client of ours. Our team at Creative Pod are raring to go and

work closely with Sally. We're all excited to explore the range of PR opportunities we can work on together."

To book Sally for an event, please email [james@creativepod.net](mailto:james@creativepod.net). [www.creativepod.net](http://www.creativepod.net)

## Local MP Impressed by One Stop Operation at Eco-Friendly Manufacturers

Sir Nicholas Soames MP paid a visit to Burgess Hill based manufacturer of environmentally-friendly cleaning products, Bio-Productions on Friday. Accompanied by the company's Managing Director, Angela Gill, he was given a tour of the company's offices and laboratory, where he had the chance to see the factory's production line first-hand.

Throughout the visit, Angela and Operations Manager, Chris Freeman, showcased the diverse products that make up the Bio-Productions catalogue, which has significantly expanded since business began in 1984.

"Sir Nicholas was really impressed that our products are all developed and manufactured at this one site in Burgess Hill," Angela commented. "It's quite uncommon for a company of our size in this industry to do everything in Britain, but we're really proud that we have the capacity

and capability to develop, pack, and label products under one roof."

The visit was also a chance to celebrate the organisation's recent successes. Business has been booming lately and Bio-Productions products are now shipped as far afield as Australia, India, South Korea and throughout Europe. China and Qatar have also recently come aboard and Canada is currently trialling the products. In 2017, revenue increased by 14%. To keep up with demand, the management are keen to expand the company's operations in Burgess Hill but are struggling to find the space.

Sir Nicholas Soames said: "I was tremendously impressed by what I saw at Bio-Productions. It is an outstanding business and I was delighted to meet Angela Gill and I wish her and her team all the best for the future."



[www.bio-productions.com](http://www.bio-productions.com)

# ITDS launch new alliance partnership programme

Since its inception in 2014, local managed print and document management specialist IT Document Solutions has experienced rapid growth, providing innovative solutions which have helped hundreds of organisations to reduce their operating costs, boost their operational efficiency and maximise their security.

This year the business plans to drive further growth with the launch of their new look alliance partnership programme. This concept provides the opportunity for IT and Service providers to offer the latest technology in office print and document services to their wide range of clients.

Jermaine Weeden, Director, IT Document Solutions added, "We're continually building relationships with companies who have long standing relationships with a variety of clients nationwide. Our partners tend to share our vision of 100% customer

satisfaction supplying excellent products and outstanding service and support. IT Document Solutions is about enhancing a client's systems and reducing costs. We do this by providing the value-added service of Managed Print and Document Solutions on behalf of our partners."

Solutions under the programme include Print and Document Security, Managed Print Services (MPS) and Electronic Document Management. The Alliance Partner Programme was created to provide complimentary business with an expansive portfolio of print and document technology solutions that enable their clients to streamline their print infrastructure and work more efficiently, all provided through one central supplier that they know and trust.

Jermaine, continued "The copier and print industries have evolved following



the digital revolution. Our partners understand the need to work with a progressive company like IT Document Solutions, especially when we are asking them to introduce us to their clients."

To learn more about how you can join the programme or to hear more about the success stories, please contact:

IT Document Solutions  
0207 101 0096  
Contact@itdocumentsolutions.com  
www.itdocumentsolutions.com

## PHVC

PHVC are a vehicle management company, which specialise in the Community & Care, Schools & University and B2B sectors for all aspects of vehicle procurement.

We pride ourselves on having over 28 years' experience of Minibuses, Cars and Vans including specially adapted vehicles for many organisations across the UK.

Having access to all the latest information ensuring your new vehicle will conform to any policy's you may have, current legislation or any manufacturer demands.

We supply both wheelchair accessible and conventional 9 to 17 seater Minibuses or even 23 seater mini-coaches from stock. So whether your vehicle needs that bespoke conversion or simply factory built 'off the shelf' and ready to go, we have the one for you.

We can supply & fit your corporate branding & livery, offer free UK delivery of the car, van or minibus to your premises. We also support you with an Accident management and Fuel card service too.

Our fleet management includes normal servicing/maintenance needs, monitoring of annual MOT's, mileage or safety checks required for time related inspection programs, or any additional fitted equipment weight testing.

With our own qualified drivers, we provide you with that professional handover to ensure your complete customer satisfaction from beginning to end.

To find out more information please visit [www.pvhc.co.uk](http://www.pvhc.co.uk)

## Reigate Manor leaves Best Western...

After 37 years Reigate Manor on Reigate Hill has parted ways from marketing brand Best Western. Although always privately owned, Reigate Manor held the Best Western franchise and is part of a group of three hotels. Back in 2001 Reigate Manor was joined by a smaller, Georgian property in Kent, Hadlow Manor and just over two years ago the hotel group expanded with the acquisition of Hartsfield Manor, previously a De Vere property in Betchworth.

The three hotels now form a small independently owned group of their own known as the 'Manor Collection'. All three properties have their own unique style and character. The ownership of the hotels remains the same and will continue to be run

by the existing core management team who are based across the three sites.

Reigate Manor has had some major investment over the last few years including the refurbishment of the Cellar underneath the hotel which has been transformed into a fantastic function space, "The Cellar Rooms" housing its' own night club with fully stocked bar, separate entrance, dance floor, cloakrooms and a break out space which is used as a very smart conference space by day. The ballroom, bars and lounge areas were all completely upgraded and redesigned back in 2012. This year also saw the installation of Hypnos beds throughout the hotel enabling the guest a superb night's sleep.



For further information about the group please see:

[www.reigatemanor.co.uk](http://www.reigatemanor.co.uk)  
[www.thecellarrooms.co.uk](http://www.thecellarrooms.co.uk)  
[www.hadlowmanor.co.uk](http://www.hadlowmanor.co.uk)  
[www.hartsfieldmanor.co.uk](http://www.hartsfieldmanor.co.uk)

## Quantum launches new sales growth resource for local businesses



Based in Chichester, Quantum Sales is a sales improvement organisation helping companies to grow their top line. Established for 27 years, Quantum's clients have traditionally been in the corporate arena with organisations such as Virgin Atlantic, MTV and ADT.

Managing Director and joint founder Jeff Downs has a passion for helping companies to improve their sales effectiveness and has a desire to share Quantum's expertise with SMEs who are ambitious to grow and, perhaps, lie awake at night worrying about sales! To enable this, Quantum has devised and launched the Sales Effectiveness Group (SEG) service aimed at business owners, Managing Directors and CEOs who want to understand sales better and to drive improved sales effectiveness in their companies.

The format includes a monthly sales leadership workshop followed by peer group support and group accountability using Quantum's proven issue resolution process. The membership package also includes regular world-class

speaker sessions giving leading-edge inputs into sales, marketing and sales leadership and this is combined with 121 executive mentoring and sales team coaching sessions.

The first SEG group was launched in the Gatwick Diamond area last Autumn and Jeff is currently building the group to its full capacity of twelve meeting local business owners and MDs and gauging mutual interest. All enquiries welcome! Jeff picks up the story: "It's early stages but the format has proved to be very formula with our members so far. Two members have already devised and implemented new sales strategies based on the inputs from the group. That's the real power of a peer group as twelve heads are always better than one and using our processes we can ensure that best practice experience is shared, not to mention the power of Quantum's methodologies and tools which in themselves have added value to hundreds of companies in the last 27 years."

If you are a business owner or MD who has nightmares about sales, contact Quantum now for a free SEG information pack or set up an exploratory telephone call with Jeff Downs on: 0771450749691 or email: [jdowns@quantum-sales.com](mailto:jdowns@quantum-sales.com).

[www.quantum-sales.com](http://www.quantum-sales.com)

## Richard Place Dobson acts as UK arm for Spanish company The Intimus Group, and receives glowing review

Richard Place Dobson (RPD), one of the leading firms of Chartered Accountants and Business Advisors in Sussex, provide a wide range of accountancy services to businesses across the UK. RPD also works with companies looking to break into Europe, as well as international corporations wanting to expand into the UK.

The raft of legislation pertaining to accounting regulations, employment taxes, business taxes, and company law requirements makes the prospect of opening up a division within any country, the UK included, a daunting one.

However, RPD can work with businesses, providing a first-class service, to ensure that all of their requirements are met, as well as offering new ideas and suggestions.

Richard Place Dobson recently worked with Intimus International, the world's premier information security company that provides four lines of information security products,

acting as their UK Finance Director.

The central management of The Intimus Group is based in Spain but had a UK subsidiary which RPD acted for. Intimus had previously used a much larger accountancy firm but switched to RPD for its high-level quality and responsive service. After the initial meeting, Intimus felt that RPD were the right firm to manage its UK affairs moving forward.

RPD took care of all compliance matters which included yearly financial statements, corporation tax returns, company secretarial work, payroll, P11d processing and, most importantly to Intimus, preparation of detailed monthly management reports under strict deadlines. RPD also conducted a review into Intimus' management processes in order to make the monthly reporting more accurate, accessible and efficient.

[www.placedobson.co.uk](http://www.placedobson.co.uk)

## easyJet transforms ground services at Gatwick with Rushlift



In what is believed to be the World's biggest ground services change in recent years, easyJet has increased flexibility and de-risked ground operations at London Gatwick by separating out the Ground Handling from the Ground Support Equipment in a new contract with Rushlift GSE.

Traditionally, in the aviation sector, ground service operations are sub-contracted to specialist organisations that provide both the labour and the ground support equipment. However, in 2017 easyJet took the unprecedented step of deciding to lease ground support equipment directly and bring in contractors that would supply labour resources only. This was a radical move and a first for the sector.

In Spring 2017 easyJet went to tender on the 449 pieces of specialist ground support equipment specified and in June a decision was taken to award the contract for the entire fleet to Rushlift GSE, a part of Doosan Industrial Vehicle UK. The deal was believed to be the largest order for airport ground support equipment in recent history.

Included in the five-year lease and maintenance agreement was a fleet of 30 electric powered push back tugs the TLD TPX100E – the first fleet of its kind in the UK – some 65 electric baggage tugs, 180 baggage carts, 65 steps, 30 belt loaders, 20 Fiat Panda cars, four Ford minibuses, along with tow-bars, low loaders, ground power units, TBL tractors and air start units.

However, there was a further huge challenge. The fleet of all-new airside equipment had to be delivered before the 1st November 2017 – the go-live date for the new ground staff contract with DHL.

"This was a huge project," says Tim Willett, Operations Director GSE for Rushlift. "We had a very short window in which to supply the 449 pieces of ground support equipment to easyJet, but we did it."

More information on Rushlift GSE at [www.rushlift.co.uk/gse/](http://www.rushlift.co.uk/gse/)

## The MET is commended by the Association of Colleges



Greater Brighton Metropolitan College (the MET) has been recognised as a Commended College for Careers Education and Guidance at this year's Association of Colleges (AoC) Beacon awards.

The award, sponsored by the Careers and Enterprise Company, celebrates outstanding examples of careers education and guidance, and recognises the MET's work in providing high quality support and information to

its students. In a world where enterprise, education and work opportunities are constantly changing, effective engagement with schools, employers and other agencies is key to providing this support.

MET CEO, Nick Juba, said, "We are delighted that the College has been commended for its work in helping students to make informed decisions and launch successful careers. The MET's courses are industry-

led, with an emphasis on employability, enterprise and entrepreneurship. Our teaching staff are industry experts and courses include live projects and work placements, many of which have the endorsement of professional bodies."

[www.gbmc.ac.uk](http://www.gbmc.ac.uk)

## Brand New Spa at South Lodge

Exclusive Hotels & Venues, whose portfolio includes renowned properties such as Pennyhill Park Hotel & Spa, Lainston House and The Manor House, is thrilled to announce 1st March 2019 as the official opening date for the brand NEW Spa at South Lodge.

A £15m investment will see the award-winning country house hotel, based near Horsham, Sussex, open the doors to a 44,000 sq. ft. spa where guests, members and spa seekers alike can expect innovative facilities and treatments, as well as an extensive menu at the new Botanica restaurant.

Drawing inspiration from the surrounding South Downs, the building itself takes on the infamous sweeping landscape, with floor to ceiling windows making the most of the stunning views. Designed by Felce & Guy Partnership with sustainability in mind, the unique architecture brings the UK's first heated natural swim pond.

Arriving in style, guests will be transported from the hotel via the UK's first stretched electric tuk-tuks, where they will be greeted by the spa's expansive offering. Inclusive of an infused



sauna and two steam rooms (one salt and one herbal), The Spa at South Lodge also boasts a further two swimming pools – an indoor infinity ozone treated pool and an outdoor vitality hydrotherapy pool – meaning guests will be spoilt for choice throughout their visit.

Fourteen uniquely-designed treatment rooms, plus a dedicated mud room, will play host to a menu of over 50 treatments, developed with natural philosophy in mind. Guests are guaranteed to be wowed by the

wide range of treatments which, alongside massages, include wraps, facials and LED light therapy, as well as after treatment complimentary access to state-of-the-art 4 Senses Loungers which combine sound, light, scent and vibration for the ultimate in relaxation.

To enquire about a membership or for any further information, please visit the Exclusive Hotels and Venues website at [www.exclusive.co.uk/the-spa-at-south-lodge](http://www.exclusive.co.uk/the-spa-at-south-lodge).

## Property consultancy continues growth trail with second deal of 2018

Award-winning property specialist, Vail Williams, has confirmed it has acquired Chertsey-based New Ballerino as it continues ambitious growth plans in Surrey.

Vail Williams, which recently moved into bigger offices in Woking, Surrey, announced the acquisition as part of continued plans to expand its business operations across the South of England.

The addition of the team will strengthen Vail Williams' existing business space offering in this area, whilst complementing the firm's full-service property advice which includes property valuation, planning and lease advice,

investment and development expertise, as well as property asset management and occupier consultancy.

Speaking of this latest strategic business move, Geoff Fallon, Vail Williams' Regional Managing Partner for the Surrey region, said: "We're delighted to bring news of our acquisition of New Ballerino, in what is the next stage of our ambitious growth plan.

"Our joint expertise will benefit clients across the region and beyond, whilst allowing us to bring on board a team which fits both our high client service standards and our core values – something which is incredibly important for us

to retain, as we grow."

Geoff concluded: "The addition of New Ballerino completes an extremely busy and successful year for our Surrey team, which has seen us win awards and grow into new premises. We look forward to working with the team as we look ahead to what promises to be an exciting year."

Vail Williams was awarded Best Commercial Agent/Chartered Surveyor at the Surrey Property Awards in November.

For more information about Vail Williams LLP, please visit [www.vailwilliams.com](http://www.vailwilliams.com)

## Gatwick Airport Staff Make Pizzas For The Homeless At Crawley Open House

"At the end of November 2018 the Security Department at gdb Member Gatwick Airport made freshly made pizzas at lunchtime for all residents, day centre clients and staff at Crawley Open House. They brought the gazebo, pizza oven, all the ingredients and a team of enthusiastic and willing volunteers. Ian Wilkins of Crawley Open House spoke glowingly of the Gatwick team – "they were all so lovely and got stuck in chatting with and serving our clients. It's such an encouragement when companies come in and are willing to help those less fortunate

in this way. Homelessness can affect anyone, and it's important for our clients and residents to know that people do care." Lucy McAuliffe, Head of Passenger Security at Gatwick commented "the biggest impact for us was talking to the residents and guests at the shelter about their stories and listening to how open and honest they were with us. We saw the good humoured atmosphere and safe environment that Open House provides, and this led many of our team to making donations of food and clothing of their own before Christmas."



Could you and your company help out in some way at the area's only permanent homeless shelter?

Contact Ian Wilkins, Fundraising & Relationships Manager at [ian.wilkins@crawleyopenhouse.co.uk](mailto:ian.wilkins@crawleyopenhouse.co.uk) or 07973 367356

[www.gatwickairport.com](http://www.gatwickairport.com)  
[www.crawleyopenhouse.co.uk](http://www.crawleyopenhouse.co.uk)

## Huntress Crawley enjoy a volunteering day at Age UK



Christina Harrison and Joanne Jones from the Crawley Branch of Huntress took a day out to support Age UK Croydon as part of the recruitment company's social responsibility initiative.

Starting the day by decorating parts of the Age UK building that needed some TLC, including a kitchen and training room, the ladies were joined by eight colleagues from other Huntress branches – one a former decorator who was able to share his skills with the team.

After a morning of painting, it was time for something completely different. Age UK arranged for some older people from the local area to bring along their phones, tablets and laptops for one-to-one help and support from the tech-savvy Huntress team. The recruiters enjoyed the hugely rewarding task of showing their students how to send their first ever text, take photos or access email.

79-year-old Esther, who came along for advice on how to use Facetime, was thrilled to get some useful tuition that will help her keep in touch with family members. "I can

now Facetime my granddaughters," she said. "They'll think I'm so cool! Thank you so much to the Huntress team. This will really change my life."

Huntress is a leading recruitment business with 13 offices across the UK. They connect the right people to the right employers in office support, accounting and finance, IT, data analytics, cloud and cyber security, and membership and engagement.

Karen Ballard, Manager of Huntress Crawley, commented: "This was a hugely worthwhile and fulfilling way for the team to spend their day. They really enjoyed spending time with their colleagues and helping others gain basic understanding of using their tablets and smart phones. I know they both feel that they've really made a difference." [www.huntress.co.uk](http://www.huntress.co.uk)

## Celebrating 25 years supporting young people with learning disabilities in and around Mid Sussex

Mid Sussex special needs charity, Kangaroos and their fundraising coordinator, Samantha Norgate are keen to connect with more businesses.

Originally a Saturday Playscheme with 6 children, Kangaroos now provides year round clubs and trips out for over 200 young people with learning disabilities from age 6 - 35

Corporate and Business support can play a huge part in helping charities make a real difference.

By committing to effective partnerships, you can help improve people's lives and communities.

You can help in various ways, for example become a corporate partner, sponsorship, volunteering, fundraising, payroll giving.

After connecting at a gdb meeting, Carol Whitney, Sales Manager from The Old Ship Hotel Brighton, hopped into the Kangaroos Office where she presented the charity with 2 boxed goodies for their raffle

### Recent Business Testimonial

'We've seen first-hand what a difference Kangaroos clubs make to the children and young adults who attend them and the valuable respite it offers to their families.



Kangaroos is such a brilliant charity doing amazing work.'

Please contact [sam@kangaroos.org.uk](mailto:sam@kangaroos.org.uk) to get involved.

[www.kangaroos.org.uk](http://www.kangaroos.org.uk)

[www.thecarincollection.co.uk/oldship](http://www.thecarincollection.co.uk/oldship)

## Kreston Reeves RAG month raises over £2,000 for charity in December



Sussex accountancy, business advisory and financial services firm Kreston Reeves has held its own RAG (Raise And Give) month raising an impressive £2,409 for its local designated office charities and Save the Children UK in December.

The corporate social responsibility team at Kreston Reeves organised the RAG month – more commonly associated with university and college students and the annual RAG week – to inspire and extend the firm’s charitable fundraising throughout the festive period.

The firm held several fundraising activities all with a festive twist including a winter hamper raffle, taking part in the National Christmas Jumper Day, a festive quiz, a reverse advent calendar, and donations to take part in Fizzy Friday – where team members could enjoy some mince pies and a glass of Bucks Fizz.

James Peach, Audit and Assurance Partner and Head of the Corporate Social Responsibility committee, said: “All in all, the introduction of the inaugural RAG month across the festive period was a great success and it will return in 2019.

“We are thrilled to be able to do our bit for the community and our local CSR representatives continue to drive the support of our local charities in as many ways as possible. We are committed to being good neighbours and supporting charities, not for profit organisations and schools through the insights and expertise we can offer.”

[www.krestonreeves.com](http://www.krestonreeves.com)

## Independent Financial Adviser Forms Alliance with Local Hospice



Haywards Heath based IFA Mike Oliver Associates has joined forces with St Peter & St James Hospice to offer a tailored service for patients and loved ones.

Making important decisions about financial matters is never easy but during times of great personal distress, it can be much harder. To

help ease this burden and allow people to focus on what is truly important, Mike Oliver Associates is offering patients and families at St Peter & St James Hospice specialised financial advice. They will receive preferential rates and professional advice on a range of issues and if clients decide to use any of the services, Mike Oliver Associates will donate 10% of its fee directly to St Peter & St James Hospice.

Mike Oliver Associates (MOA) is a multi-award-winning team of Independent Financial Advisers, directly authorised by the Financial Conduct Authority (FCA).

This local firm has a national reputation for being friendly, professional and community-oriented with a close-knit team that is passionate about delivering a first-class service to clients.

Mike Oliver Associates also has a long history of supporting local charity initiatives and sporting events.

St Peter & St James Hospice is based in North Chailey. It provides expert and compassionate hospice care to adults in Haywards Heath, Burgess Hill, Uckfield, Lewes and the surrounding villages, and also supports their families and friends through the challenges of bereavement and grief. The vision of the hospice is to make a positive difference to the experience of everybody in the community who faces death or bereavement, by offering choice and support through expert and compassionate care, knowledge and understanding.

[www.moaifa.co.uk](http://www.moaifa.co.uk)

## Who Are Outreach 3 Way/Dimensions?

This is a question that is commonly asked and not surprising as if you do not work in the Health and Social care sector why should you right? Well we are keen to change that and up our profile within the community and business circles.

We are a charity that has been based in Crawley for 40 years and we provide a wide variety of services for people with learning disabilities and autism and support around 350 people a week across West Sussex and beyond.

One of the many projects we are working on at the moment is to provide employment and life skills training. We facilitate the Inspire programme in partnership with a local company and this provides several people we support with daily work. This involves re-packaging airline complimentary packs and we are keen to work with companies that carry out similar types of work. We have the site and work force so overheads for any interested companies would be low.



We have a very successful Horticulture department on our day centre site in Ifield Avenue which supplies plants and hanging baskets to several local businesses and is open to the public year round. If you would like us to supply your hanging baskets please let us know.

We see both areas as prime opportunities to provide trainee and apprenticeships in and go some way towards enabling people with

disabilities to gain paid employment within their local community. To achieve these goals we are keen to work in partnership with local businesses and secure new contracts that can provide the work to engage more people. If you would like to learn more about the work we do and perhaps visit our site please contact [bob.leeves@outreach3way.org](mailto:bob.leeves@outreach3way.org) mobile 07702972873. [www.dimensions-uk.org](http://www.dimensions-uk.org)

## Welland Medical raise thousands for local charity!

Welland Medical, a Manor Royal based manufacturing company, was delighted to donate over £4000 to local charity St Catherine's Hospice and work with Hand In Hand For Aid and Development (HIHAD) and the Jacob's Well Appeal during 2018.

Welland Medical's ongoing commitment to St Catherine's Hospice in Crawley saw a grand total of £4,128 raised in 2018 for the local charity who cares for those with progressive life-shortening conditions. Welland Medical's partnership with the charity, which goes back over 10 years, saw staff coming together for a host of fundraising activities including raffles and orange bag (clothes) donations.

As a manufacturer of stoma care appliances and accessories which are distributed worldwide for people who have had bowel or bladder surgery due to cancer or disease, Welland Medical recognise that it is not just monetary donations that can make a difference to those in need.

In 2018 Welland Medical donated a large number of their ostomy products to HIHAD and the Jacob's Well Appeal, 2 charities who are responsible for the distribution of much needed medical supplies in countries such as Syria and Moldova, where they are too expensive or unattainable for those who need them.

A spokesperson from the Jacob's Well Appeal, who primarily support people in West Africa and Moldova, commented: "In areas of Eastern Europe they have to pay for ostomy bags, which are expensive, so many patients have no supplies. It's quite a desperate situation so we are very thankful for the supplies from Welland Medical".

Chris Primett, Managing Director at Welland Medical, commented: "I am proud that we were able to support such worthy causes during 2018 and I would like to thank all of the staff at Welland Medical for their continued fundraising efforts".

[www.wellandmedical.com](http://www.wellandmedical.com)



Keep up to date  
[gatwickdiamondbusiness.com](http://gatwickdiamondbusiness.com)

## Chapter Three Consulting Team Qualify as Lead Auditors for ISO 9001 & ISO 27001



Chapter Three Consulting are delighted to announce that the team have qualified as Lead Auditors for both ISO 9001 and ISO 27001 and C3C are now able to help clients prepare for ISO 9001 and ISO 27001 certification.

- Reduce expensive mistakes
- Improve customer satisfaction
- Exploit new market sectors
- Constantly improve products, processes and systems

technology and can be implemented in a comprehensive way that becomes part of the company's culture.

ISO 9001:2015 sets out the criteria for a Quality Management System (QMS) which is focused on consistently meeting customer requirements and enhancing their satisfaction.

ISO 27001:2013 provides the requirements for an Information Security Management System (ISMS).

The key benefits of an ISMS:

Implementing a QMS can help a business to:

The ISMS is a systematic approach to managing information so that it remains secure.

- Helps protect information
- Increases resilience to cyber attacks
- Helps respond to evolving security threats
- Improves company culture

- Achieve greater consistency in providing products or services

An ISMS typically addresses employee behaviour and processes as well as data and

Contact Chapter Three Consulting by calling 0330 004 0020 or email at [info@c3c.co.uk](mailto:info@c3c.co.uk) [www.c3c.co.uk](http://www.c3c.co.uk)

## This new agency's got legs!



corporate challenge by distance, with one team member finishing an impressive 20th overall!

chocolate brand, but to win overall was a bit of a shock!"

Huxley entered 5 runners into the challenge, including one client and 4 web developers. The client is Ben Sharp - famous for building road bike tyres for Team Sky and Tour De France winners - Huxley recently built a website for his business Sharp Precision Wheels: [www.sharpwheels.co.uk](http://www.sharpwheels.co.uk)

Huxley make progressive websites for businesses who want to stand out online. Their clients include the United Nations, The Norwegian Prime Minister, vloggers Yes Theory!, the South East's largest ISP Fastnet, Lick Frozen Yogurt, Human Food and more.

They beat dozens of other teams, including race day sponsor Montezuma. On winning the challenge, Head of Marketing Tom Lavis said, "We all run individually because our job involves sitting down all day, and it keeps us physically fit. Of course, we also get the mental health benefits from running too - which contributes to the rapport we have as a work team, and the success of our business overall. We're not surprised we beat a

The half-marathon started in Chichester and then winds into the downs, past the Cathedral and then loops back into town to finish at the leisure centre. All money raised during the event goes towards the Children On The Edge charity [www.childrenontheedge.org](http://www.childrenontheedge.org)

Worthing web agency impress with a superb win in the Chichester Half corporate challenge.

Huxley wrote a blog about the importance of running with work which you can find on their website [huxleydigital.co.uk](http://huxleydigital.co.uk)

Worthing based web development agency Huxley won the Chichester Half Marathon

## Kingston Smith Redhill recruit celebrates first-class advanced-level exam accolade



Kingston Smith, the top 20 accountancy and business advisory firm, is delighted that one of its trainees from its Redhill office, has gained extraordinary marks in the ICAEW Advanced Level exams (November 2018). Jason Bowes, 23, won first place overall in the advanced annual international order of merit, receiving the Peat prize.

award-winning artificial intelligence platform which pulls client data from 350 difference sources into one single key performance indicator dashboard.

Kingston Smith partner David Montgomery, said: "I'm absolutely thrilled that Jason has scored so highly in his exams. This just shows the excellent calibre of talent rising through the ranks within Kingston Smith. I'm extremely proud of him."

Kingston Smith trainees embark on the firm's flagship training programme which is known for being pretty rigorous. Trainees are introduced early on to the firm's unique

Jason commented: "What attracted me to the traineeship at Kingston Smith was the fact that innovation and technology are embraced from the outset. I was learning how to write accountancy processes using Python programming language almost straight away, which is quite unusual for an accountancy firm."

Jason is part of a wider group of successful Kingston Smith trainee advanced-level exam passes, with many of them becoming qualified.

[www.kingstonsmith.co.uk](http://www.kingstonsmith.co.uk)

## Local Organisations in Crawley Help Boost Young People's Confidence and Career Prospects

An inspirational programme to help local young people fulfil their potential was launched for a third year running with 100 school students from six Crawley schools, November 2018 at the Charis Centre, Crawley.

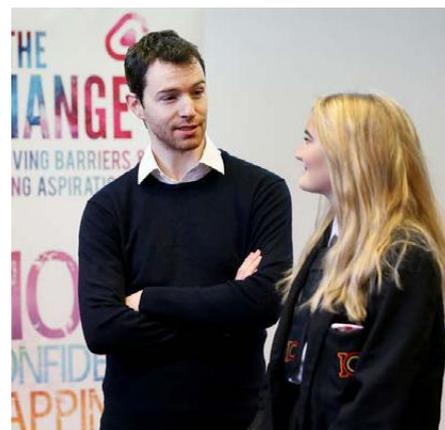
Be the Change has been developed by LoveLocalJobs.com and Be the Change co-founder Graham Moore of metamooorephosis to help 13 and 14 year-olds negotiate the gap between education and employment. Business volunteers from the local business community play a pivotal role throughout the programme, providing support and guidance for the young people. The impressive list of businesses supporting include First Central, B&CE, Crawley Borough Council, L3 Commercial

Aviation, NatWest, Search Consultancy, SHW and Sussex Community NHS Foundation Trust.

At the ground breaking launch, the students and business volunteers took part in activities that focus on happiness, confidence, hope, relationships and employability.

The schools involved in the programme are: Ifield Community College, Hazelwick School, Holy Trinity Church of England Secondary School, St Wilfrid's Catholic School, Oriol High School and Thomas Bennett Community College.

Steph Hancock, Year 9 Leader at St Wilfrid's Catholic School said: "Wow! What an incredible day the students have had, from the word 'go' they've been encouraged to



put their trust in others and take a leap of faith. All have done something today which they never would have done without the ideas and motivation received at Be the Change. I can't wait to see them blossom through the next five sessions."

[www.lovelocaljobs.com](http://www.lovelocaljobs.com)

## Positive Comedy Training



gdb member Gerry Thompson and his business Positive Comedy Training are among the top ten UK humour websites/blogs for 2019 – for the second year running - chosen by [blog.feedspot.com](http://blog.feedspot.com)

Gerry writes humorous blogs and creates video blogs for Huffington Post, Medium and other blogging platforms. These cover

subjects like How to Be the World's Worst Networker and Heavy Negative Trips Your Parents Laid On You.

### Extract from How to Be the World's Worst Networker

- 1) Focus entirely on yourself and your needs - don't be interested in anyone else
- 2) When you're talking to someone, be aware that they're probably a waste of time, so keep looking over their shoulder at other people around you, who are probably much better prospects
- 3) Do all the talking, and don't be interested in what anyone else has to say. Drone on without checking whether the other person is interested or even listening

- 4) Interrupt conversations by taking calls on your mobile
- 5) Be miserable, grumpy, negative and pessimistic; complain to everyone you meet about the poor turnout for the networking event, and low calibre of those present
- 6) Do a really hard sell of your services or products
- 7) Shoot round the room, pressing your business card into everyone's hand
- 8) After the networking, don't bother to follow up on any expressions of interest you may have received. Or follow up by stalking them.

If you have other tips on how to be the World's Worst Networker, please send them to [info@positivecomedy.com](mailto:info@positivecomedy.com) or please visit [www.positivecomedy.com](http://www.positivecomedy.com)

## Yusen Logistics awarded AGA Rangemaster's first outsourced logistics contract

Following a strategic decision to streamline processes AGA Rangemaster, the world's oldest range cooker manufacturer, has outsourced their retail UK transportation to Yusen Logistics.

With product design focused on fulfilling customer desires, the award winning British manufacturer, AGA Rangemaster, represents high performance and superior quality. Whilst over 700 product variations offer exceptional choice to meet customers' exact requirements.

Selected for their decades of experience and specialism in the white goods industry, Yusen Logistics has designed a bespoke solution tailored for AGA Rangemaster's retail customers that reflects their own high standards and strict quality controls. Collections from AGA Rangemaster's historical site in Royal Leamington Spa are cross docked at Yusen Logistics' dedicated white goods facility, offering consolidation opportunities with other industry leading brands along with regular and reliable deliveries within trade opening hours.



Duncan Butler, General Manager for Yusen Logistics UK, added: "We're excited to be working with such a prestigious brand. Together we are now looking at opportunities to further improve processes and procedures to create an even leaner operation. All whilst maintaining an industry leading 99.4% OTIF to keep customer service at the core." [www.yusen-logistics.com](http://www.yusen-logistics.com)

## ICC Solar Car Project

Ifield Community College have recently embarked on an exciting new project in partnership with Ardingly College, which involves designing and building a solar vehicle. This will culminate in the vehicle and students from both schools taking part in the Bridgestone World Solar Challenge (BWSC) in October 2019. The 3,000km route starts from Darwin and finishes in Adelaide. The car will be driven by sixth form students during the five-day race where we hope to become the first UK team to complete the whole 3000km.

The joint venture is enabling pupils to develop several important skills, bringing together engineering, science and creative abilities. Not only that, we shall be the only European (and possibly global) schools entry to take part in this exciting opportunity.

ICC are currently in the process of designing new doors for the car which need to be aerodynamic, allow the driver and passenger



to get out safely and keep the Australian dust out of the interior. We are progressing very well towards this goal with year 9 and 12 students spending their Saturday mornings, and time after school each day working hard to try to get the job done before Prince Albert of Monaco visits on the 4th of April to view the car.

By taking part in this collaborative venture it enables students to work on real world

applications and deepen both their scientific and design technology capabilities for employers and higher education establishments in an unparalleled way. For some students the project involves working on promotional material using various electronic and traditional media. If you would like to offer any (much needed) help or assistance with our exciting project, then please get in touch with one of the ICC team at [dbi@ifieldcc.co.uk](mailto:dbi@ifieldcc.co.uk) or [sga@ifieldcc.co.uk](mailto:sga@ifieldcc.co.uk). [www.ifieldcc.w-sussex.sch.uk](http://www.ifieldcc.w-sussex.sch.uk)

## Trainees qualify as chartered surveyors

Surveyors are celebrating achieving chartered status thanks to support from Vail Williams.

Trainee surveyors Eren Boyraz, Tom Horton, Hugo Langlois and Jamie Mayland completed the assessment of professional competence (APC) this year with Vail Williams achieving a 100% pass rate.

In keeping with Vail Williams' commitment to staff development, the property advisors paid for Eren, Tom, Hugo and Jamie's training. Colleagues within the firm, many of whom are former APC assessors, supported and guided the trainees during the two-year training scheme.

Matthew Samuel-Camps, Managing Partner at Vail Williams, said: "On behalf of everyone at Vail Williams I would like to congratulate Eren, Tom, Hugo and Jamie on this achievement. We're immensely proud of the hard work and dedication shown by all four and we're thrilled to have been able to support them as they worked towards achieving their goals of becoming chartered surveyors.

Eren, who works in the Business Rates Consultancy said: "I'd like to thank Vail Williams and my colleagues for the support I have received over the last few years. It has been a challenge but an extremely rewarding one and I'm very grateful to everyone within the firm



that has offered advice and guidance."

Tom is based in the Lease Advisory team in Thames Valley, Hugo is based in the Investment team in London and Jamie has recently moved from Thames Valley to work within the Valuation team in London.

For more information about Vail Williams LLP, please visit [www.vailwilliams.com](http://www.vailwilliams.com) or follow us on Twitter at @vailwilliams.

## Welland Medical go for gold!

Welland Medical, a Manor Royal based manufacturing company, is celebrating being reaccredited with an Investors in People (IIP) Gold award. Having first attained Gold IIP accreditation in 2012, Welland Medical were delighted to receive the news that their re-assessment for the internationally recognised accreditation for establishments who put staff at their core had been successful.

The re-assessment process, which saw an IIP assessor visiting the company's headquarters to meet with staff and observe day-to-day activities, culminated in a positive

report for the manufacturer of stoma care solutions, with the assessor commenting: "This has been a very positive IIP review for Welland Medical and the company is to be congratulated on maintaining its Gold level accreditation". The assessor went on to say: "There are open and professional relationships throughout the company. The directors are very visible and the ethos is that everybody has an important part to play in the company, whatever the role." These positive comments were mirrored by the company's growing workforce, who took part in online surveys and face to face interviews



as part of the assessment process, with one employee commenting: "It's the best company I've worked for. There is a real sense of progression. If you stay here you will grow and the company will help you always." [www.wellandmedical.com](http://www.wellandmedical.com) Marketing Manager – Claire Marsden [Clairemarsden@wellandmedical.com](mailto:Clairemarsden@wellandmedical.com) 01293 228366

## The Creative Group CEO invited to 10 Downing Street

Matt Turner, the CEO of The Creative Group, was invited to 10 Downing Street last month by the Small Business Minister Kelly Tolhurst, as part of a roundtable session to discuss what more the government can do to help small businesses after Brexit comes into effect.

The Creative Group is the parent company of four businesses which includes; Creative Pod, a full-service marketing agency, ECHO, a sponsorship brokerage, Printshop, a full-service printing agency and SquareOne, a market entry specialist. Matt is incredibly ingrained in the Sussex business community, being a Patron of Chestnut Tree House, as well being one of the founders of Young Start Up talent, a community initiative aimed at budding entrepreneurs aged 18-25 looking to start their own business. All of this, of course,

makes him incredibly well versed on the topic of small business and the impacts Brexit could potentially have on small business owners.

The event, which was set up by Emma Jones, who was appointed as Small Business Crown Representative in 2016, is the founder of Enterprise Nation. It is her role to identify barriers to small businesses doing business with public sectors, and supporting the launch of the 'open for business' campaign to help show that the government is indeed open for business for SME's in helping them bid for, and win, more contracts.

Matt Turner, CEO of The Creative Group, said: "I was incredibly honoured to be invited to be part of such an initiative. It was such a surreal experience to walk up to the doors



of 10 Downing Street, to offer my expertise on running small businesses. The session was incredibly insightful and I believe the roundtable gave the government some valuable feedback to take forward.

[www.thecreative.group](http://www.thecreative.group)

## A 'Fast' Sign of Things to come...

Local signage company FASTSIGNS Crawley has recently been taken over by three of its long-term staff members - Jose Martinez, Alan White and Melanie Martinez who shares with us their excitement about taking over the business.

'I joined the Crawley centre when it opened in 1995 followed by Alan in 1998 and Jose was the first FASTSIGNS employee in the UK at the New Malden pilot store in 1993. Over the years as employees we have been able to develop our knowledge in every aspect of the business. This has put us in the perfect position to take on the challenge of ownership as buying the company was always our long-term goal. Even our sign maker Murat has also been with us for 20 years

and I think our longevity is testament to the genuine passion we all have for the business.

Our years of experience and being blessed logistically, situated in the heart of the Gatwick Diamond, put us in the perfect position to achieve our goals. FASTSIGNS are at the forefront of the sign industry with over 700 stores worldwide in 9 countries giving us a tremendous amount of resources as well as a great support network.

We have always represented FASTSIGNS as though it was ours, however when it finally is it's a wonderful feeling and that enthusiasm fuels you. The reaction and support we've received from our customers when we have



given them the news has been overwhelming.

Our future is bright with new clients on the horizon as well as building on our existing relationships, we couldn't be more excited about what 2019 will bring!

For any gdb members wishing to know a little bit more about FASTSIGNS visit [www.fastsigns.com/854](http://www.fastsigns.com/854) or pop in to see us at Unit 2, Bank Precinct, Gatwick Road, Crawley, RH10 9RF.

## The Missing Piece Company Beam with Pride



At the Missing Piece we believe in nurturing businesses, helping them to be the best they can be and giving information freely.

We met Carole at the Agora 6 months ago and immediately engaged in many stimulating conversations on the future of assisted fertility and on egg freezing in particular.

With 3 children herself, Carole knows how much happiness this can bring and wanted to make sure her local community had a safe and technologically advanced place where to realise their dreams of creating a family.

In 12 years the Agora clinic has grown to be well known and respected with some of the highest pregnancy results in the region and a reputation of really caring for their clients.

But it was Carole's passion for empowering the freedom of reproductive choice that made us decide we wanted to work with her.

After 6 months of carefully planned of one to one coaching, leadership group meetings and all team workshops, we created a shared vision amongst the team, a unique direction that everyone in the company feels they belong to and enjoy working towards.

Working with medical staff has been very rewarding for the Missing Piece. Everyone has

stepped up and put so much dedication and effort in thinking out of their comfort zone and changing their mindsets.

"There's nothing more rewarding than seeing a client take your advice and make a success of it ... this is amplified even more when the end results is happy families and cute babies"

After 6 months, team members feel more empowered to share their ideas and enjoy having a say in how the future of Agora will look like and Mark and Adele at the Missing Piece are beaming with pride.

You can get in touch with the Missing Piece on [info@themissingpiececompany.com](mailto:info@themissingpiececompany.com) or 078 522 68 522

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01306 710120  
Manufacturing / Engineering

**Department for International Trade South East**

www.gov.uk/dit  
0330 300 0012  
Business Support

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http://www.evanscycles.com  
01293 572325  
Medical / Health / Wellbeing

**First Recruitment Services**

http://firstrecruitment.co.uk/  
01403 248148  
Recruitment / HR

**Glide Training**

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**Global B2B Sales**

https://www.globalb2bsales.com/  
0203 960 9980  
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Logistics / Travel Services

**Rushlift GSE**

http://www.rushlift.co.uk/gse/  
01293 502712  
Airport / Airline Services

**Siccura Ltd**

https://www.siccura.com/  
0207 186 0087  
Security Products / Services

**Square Daisy**

http://www.squaredaisy.com/  
0203 411 6617  
Marketing / Media / PR

**The Cloud Consultancy Europe**

http://www.thecloudconsultancy.eu/  
0203 637 6667  
IT Services / IT Support

**The Marketing Centre**

https://www.themarketingcentre.com/  
07831 579681  
Marketing / Media / PR

**The Missing Piece Company BC Ltd**

https://themissingpiececompany.com/  
078522 68522  
Business Consultants

**Ttenim Tech**

https://www.ttenim.co.uk/  
01444 390987  
IT Services / IT Support

**Vitality Life - Wesley White**

https://www.vitality.co.uk/  
07842 369130  
Insurance / Risk Services / Compliance Services

## Referral thanks

- Jeff Downs from Quantum Sales for Metro Communications
- Graham White from Edward Baden Relocations for HR Dept: Haywards Heath & Crowborough
- Blackman Terry LLP for Igloo Media Ltd
- Roger Bateman from Vazon Technology for Ttenim Tech

## Get in Touch

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www.gatwickdiamondbusiness.com

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Crawley RH11 7XX

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## Forthcoming events

5th March 2019

### Pastries & Networking

Grant Thornton  
8.30am – 10am  
Free for members only

13th March 2019

### Express Lunch

Sandman Signature Hotel  
12pm – 2pm  
£22 plus VAT for members  
£32 plus VAT for non-members

29th March 2019

### March Members Meeting

Sodexo Prestige (AMEX Stadium)  
11am Educational Seminar (please book Separately)  
12pm Registration & coffee  
12.30pm Members Meeting  
1pm Lunch and networking  
2.30pm Close  
Free for members only  
£25 plus VAT guest fee

2nd April 2019

### Networking at Ease

The Old Ship Hotel  
12pm – 2.30pm  
£35+VAT for gdb members  
£45+VAT for non-members

16th April 2019

### Tour, Tasting & Buffet Lunch

Bolney Wine Estate  
12pm – 2pm  
£25+VAT for gdb members  
£35+VAT for non-members

26th April 2019

### April's Members Meeting

Roffey Park  
11am Educational Seminar (please book Separately)  
12pm Registration & coffee  
12.30pm Members Meeting  
1pm Lunch and networking  
2.30pm Close  
Free for members only  
£25 plus VAT guest fee

## Seminars

29th March 2019

### "You can't say that!"

**Presenters:**  
Nicole Humphreys, Acumen Business Law  
Merete Langler, LangSand Coaching

What employers should know about discrimination.

During this session, Nicole will give you a 'snapshot overview' of what may be regarded as 'discrimination' in the workplace. She will cover disability, sex, age, and race discrimination as well as some lesser known characteristics and learn how to avoid inadvertently discriminating against employees.

Merete will discuss what you could say instead now you know more. She will take you through the basic outline of DISC profiling, what it is and how you can use it to have better conversations with yourself and others.

26th April 2019

### 21st Century Working – Engaging People, Empowering Process: Creating opportunity & growth by updating the rules.

**Presenters:**  
Alison Prangnell, Workhorse  
Emma Cleary, Flexibility Matters

SME businesses want to grow but what's holding them back? It's not just money. Often it is time and the right people. Right now, in the 21st century, how can we positively disrupt old patterns of running business to gain greater flexibility, human resource, engagement and time to gain greater profitability and growth?

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The Source is published by Gatwick Diamond Business

Editor: gdb Team

Basepoint, Crawley, RH11 7XX

## Previous Meetings & Events:

The past two month's meetings were:

**gdb Pastries & Networking at Virgin Atlantic**  
[www.virginatlantic.com](http://www.virginatlantic.com)

**gdb 'What's the Point???' at Basepoint Business Centre Crawley**  
[www.basepoint.co.uk](http://www.basepoint.co.uk)

**gdb Speakers Conference 2019**  
[www.exclusive.co.uk/south-lodge](http://www.exclusive.co.uk/south-lodge)

**gdb January Members Meeting at Holiday Inn Gatwick Airport**  
[www.higatwickairport.com](http://www.higatwickairport.com)

**gdb Networking at Ease at Crowne Plaza Felbridge Hotel**  
[www.cpfelbridgegatwick.co.uk](http://www.cpfelbridgegatwick.co.uk)

**gdb Elevenes & Networking at Motorline Toyota**  
[www.motorline.co.uk/toyota/dealerships/gatwick](http://www.motorline.co.uk/toyota/dealerships/gatwick)

**gdb Networking at Ease at the Arora Hotel Crawley**  
[www.gatwick.arorahotels.com](http://www.gatwick.arorahotels.com)

**gdb February Members Meeting at Virgin Atlantic co-hosted by Kreston Reeves**  
[www.virginatlantic.com](http://www.virginatlantic.com)

**gdb Afternoon Tea at Ghyll Manor Hotel**  
[www.ghyllmanor.co.uk](http://www.ghyllmanor.co.uk)

## Booking Information

We now use [www.eventbrite.com](http://www.eventbrite.com) to manage our bookings and all event payments. This should speed up the booking process for you and allow you to book events online; something requested in our most recent Survey.

We will still be publishing the Events programme online and sending reminders, but Eventbrite is an efficient and effective way to manage event bookings

## Bringing Guests

If you know of someone who would like to attend a members meeting, please do check with the office first. Guests are welcome to attend one meeting to see how membership can work for them, but places are limited and we do have to turn some away. The fee for a guest is £25+VAT.

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