



# the Source

July/Aug 2017 #GettingBusinessDone

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I was optimistic that this month I'd be able to write from a position of certainty in the country. Just a few weeks ago, we were due to take part in a General Election where the outcome was widely forecast as a convincing win for the Conservatives and that our Prime Minister would have a 'strong & stable' position from which to negotiate the terms of the EU farewell package.

And yet, from a position of apparent strength, we now have a minority government that is, at the time of writing,

still trying to put together a majority that will allow the Prime Minister (currently Mrs May) to drive through her agenda.

gdb has always been politically impartial; all we look for is a majority government that can lead the country and will listen to the needs of the business community, especially this business community.

In other news, the economy still seems to be performing strongly and, as discussed at the recent Gatwick Diamond Economic Growth Forum, we are in an area with some outstanding economic performance figures.

With an International Airport and proximity to London and other key towns and cities, there is no question that the Gatwick Diamond is in a good position. But we cannot be complacent so we continue to press for better infrastructure, better skills provision, more housing and employment land and, of course, for a second runway at Gatwick.

In October 2016, the DfT were forced to release revised passenger number forecasts for Gatwick and Heathrow and these clearly show that the second runway at Gatwick would provide more benefit for the country than a third at Heathrow, be far cheaper, have a smaller environmental impact and be built quicker. The Government needs to stop chasing

after Heathrow and begin to recognise the opportunity at Gatwick.

In other news, I am delighted with the support we received from the membership for the gdb Charity Raffle and Challenge Day raising £8,960 for the Member Charities.

Alongside our regular events programme, we are beginning to plan the Tenth Gatwick Diamond Business Awards, open for entries in October 2017, and the second gdb Speakers Conference for January 2018.

And finally, we are delivering a very exciting Gatwick Diamond Meet the Buyers Programme, on behalf of Gatwick Airport, the Gatwick Diamond Initiative and Crawley Borough Council.

Please feel free to contact the office and speak to any of the team on these or any other areas of interest and I look forward to working with you.

## Chairman's Column

What are the most important things a company can have? Most would say profits; perhaps a good reputation; engaged and motivated staff.

You can't buy reputation. You don't just magically get motivated staff. And you can't improve your profits without either of these.

As an environmental management consultant, I've been running workshops getting clients ready for new standards, like ISO 14001. I get staff together from across the company and all levels, to look at business risks and opportunities. This helps them become more efficient, plan for the future and raise their profile with customers.

The important element here is staff engagement. Everyone has something to contribute. Staff want to be part of the organisation, to be truly involved and feel proud of the company.

Staff motivation can also be helped through team building. Take, for example, the gdb

Charity Challenge. I had a great afternoon at the challenge, alas not taking part, but watching the activities from the sidelines. I hadn't really considered beforehand how this sort of thing can really benefit the business - but it clearly does!

I spoke with the entrants; Storm12 said it was a great opportunity for their team to bond with some of their clients while having fun, getting fit and supporting local charities. They would certainly attend again and recommend members involve their staff and clients. The activities were fun, challenging & they learnt to work together - although they ached for a week from riding those inflatable horses!

I am so pleased that gdb is able to put on this event, benefitting both our charities (nearly £9,000 raised) and our business members too.

I'm reminded of a quote from Henry Ford: "If everyone is moving forward together, then success takes care of itself." The charity challenge shows how success can be achieved by coordination & collaboration.

Sounds a bit like the whole ethos of gdb, doesn't it?

A supportive, collaborative & effective business community.



**Anya Ledwith**  
ESHCon Ltd

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



gatwick**diamond**  
**Meet** the Buyers

**18th October 2017**  
THE ARORA HOTEL, CRAWLEY

## Don't just Meet the Buyers get yourself connected

The Gatwick Diamond Meet the Buyers Programme brings together Buyers and Suppliers to help each other grow their businesses.

**For Buyers,** you will have the opportunity to meet new Suppliers of the products and services you need as well as explore ways to solve your procurement issues.

**For Suppliers,** you will be able to access the kind of businesses you simply cannot reach elsewhere, with face to face meetings with their procurement professionals.

From June 2017, there will be a programme of free Seminars to help you understand how to engage with Public Sector and large businesses that are seeking new suppliers as well as improve your general sales processes.

**t: 01293 813889    e: [info@gatwickdiamondmeetthebuyers.com](mailto:info@gatwickdiamondmeetthebuyers.com)**

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

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## gdb Exec Council & AGM

The 2017 Annual General Meeting of Gatwick Diamond Business was hosted by the Crowne Plaza Felbridge Hotel with Kreston Reeves.

The financial results and operational performance of the 2016/17 Financial year were discussed and the members of the Executive Council for 2017/18 were formally approved at the Meeting, which was Chaired by Anya Ledwith.

With the formal election of David Montgomery and Andrew Hookway as

Directors, the members of the Executive Council are:

- Chairman – Anya Ledwith, ESHCon Ltd
- Director – David Montgomery, Kingston Smith LLP
- Director – Andrew Hookway, Extech Ltd
- Treasurer – Matthew Tyson, Richard Place Dobson
- Georgina Angele, The Careers & Enterprise Company
- Jack Bedell-Pearce, 4D Data Centres
- Nick Broom, PVL
- Lisa Downs, Rawlison Butler LLP

- Brett North, Broadley Highway
- Simon Pringle, Red River Software
- Debra Vice-Holt, Work & Learning Opportunities

As reported on this page, John Peel stood down from gdb after 31 years of service while the co-opted members of the Council, Alison Addy, David Connell, Lisa Downs, John Jory and Dan Sibley were thanked for their support.

## gdb says "You're hired!"



Earlier this year we appointed our fourth gdb Apprentice, Bryony Bland. Bryony joined us after leaving school in 2016 and working in Crawley.

"I am really excited about my new position as Membership, Marketing and Events Apprentice for gdb. After being a part of the gdb team now for two months I can already tell I'm working within a truly strong team." As with Shelby, Bryony is being supported by Crawley Borough Council, Gatwick Airport and

Reigate & Banstead Borough Council. She will be studying a Level 3 Apprenticeship in Business Administration and is particularly focused on marketing.

Shelby will be continuing in employment with gdb as our Events and Marketing Assistant and will be continuing to make her great contribution.

"I am really pleased to be staying on at gdb after my apprenticeship. I have had some great opportunities through the year which have helped my confidence grow and broaden my understanding of the business world. Look forward to starting my new role

in August and continuing to work with you all."

Sally Brown, gdb Office & Events Manager, says "We are really pleased to be able to welcome Bryony to our growing gdb Team and delighted that Shelby will be staying on as our Events & Marketing Assistant. Bryony already feels like part of the gdb family, and it has been wonderful to see Shelby excel and grow in confidence. With Jeremy at the helm and Mandi's energetic and friendly approach to everyone she meets, we have a great Team Dynamic and are all very excited for the future."

## Goodbye to John Peel



With gdb being over 60 years old, there aren't many people who have seen it evolve quite as much as John Peel, but after 31 years we say goodbye as he retires.

John Peel was first involved with Cadia, the forerunner to gdb, in 1986 & has had a consistent influence & involvement ever since. As well as serving on the Executive Council, he has been Chairman & a Director.

John's working life started as an Engineering Apprentice and ended as MD of Varian in Crawley. In 2005 he was awarded his OBE for services to Export as MD of that company.

However, John should be better known for his role in a significant number of organisations on a regional and national basis. As well as his involvement with Cadia, he was a Director & Chairman of Sussex Enterprise (now the

Chamber) for 10 years, before going on to work with the National British Chambers of Commerce as Deputy President in 2005. For Industry, he led the Engineering Employers Federation (SE) and was involved at a national level in that organisation's growth whilst also serving in Education as Chairman of Central Sussex College and a Council Member of the University of Sussex.

His wider business agency roles include Board Member of SEEDA (South East England Development Agency) and Chair of the Major Projects Committee, Director of West Sussex Economic Partnership and then leading on the creation of the Coast to Capital LEP, becoming the first Chairman. He has also worked extensively for the Charitable sector. John is a founding member of the Community Foundation for Sussex and, in March 2008, became Chairman. The charity has given over £8 million in grants to small charities and groups working to improve the life of all communities in Sussex.

John is also keen to help individuals develop, being a mentee to numerous people in a variety of sectors. What about his time with Cadia/gdb? Our records don't go back as far as John's but he will tell you that across the years Cadia has been an 'interesting' time. He's worked with at least 4 Chief Executives and seen the organisation grow in size & influence, shrink in size & influence, and then grow again!

John is a vocal part of the Executive, never shy of challenging us on plans, budgets & progress. He provides useful business perspective & keeps us up to date on regional & national issues.

Our aspiration has always been to bring benefits to the members and to the wider business community as well as influence local economic growth. John has been a key part of that. But he's also a keen singer, a traveller, a lover of Kir Royale and has an anecdote for every situation. Our best wishes & thanks go with him!



## Venue with a View

Ardingly College is the ideal Venue to host a variety of events, activities and courses.

From small seminars, training sessions and meetings to large corporate conferences, Ardingly College is the ideal venue. Built in the 1800s, the College is steeped in history and set in 250 acres of beautiful West Sussex countryside only 12 miles south of London Gatwick Airport and 35 miles from London Heathrow.

Our premier accommodation, Godwin Hall, opened in 2013 and offers 90 en-suite single bedrooms, a large social area for presentations and social events, break-out spaces, computer rooms and a kitchen.

In addition, we can accommodate up to 500 delegates in a variety of other residential buildings comprising single, twin and dormitory style bedrooms.

We have plenty of meeting and conference spaces across the campus too, seating 10 to 260 delegates.

If it's sporting facilities you are looking to hire, then several tennis courts, two AstroTurf pitches, a gym, numerous playing fields and an indoor swimming pool are all available.

For couples seeking a wedding reception venue, Ardingly College is a perfect choice. When it comes to food, our award winning



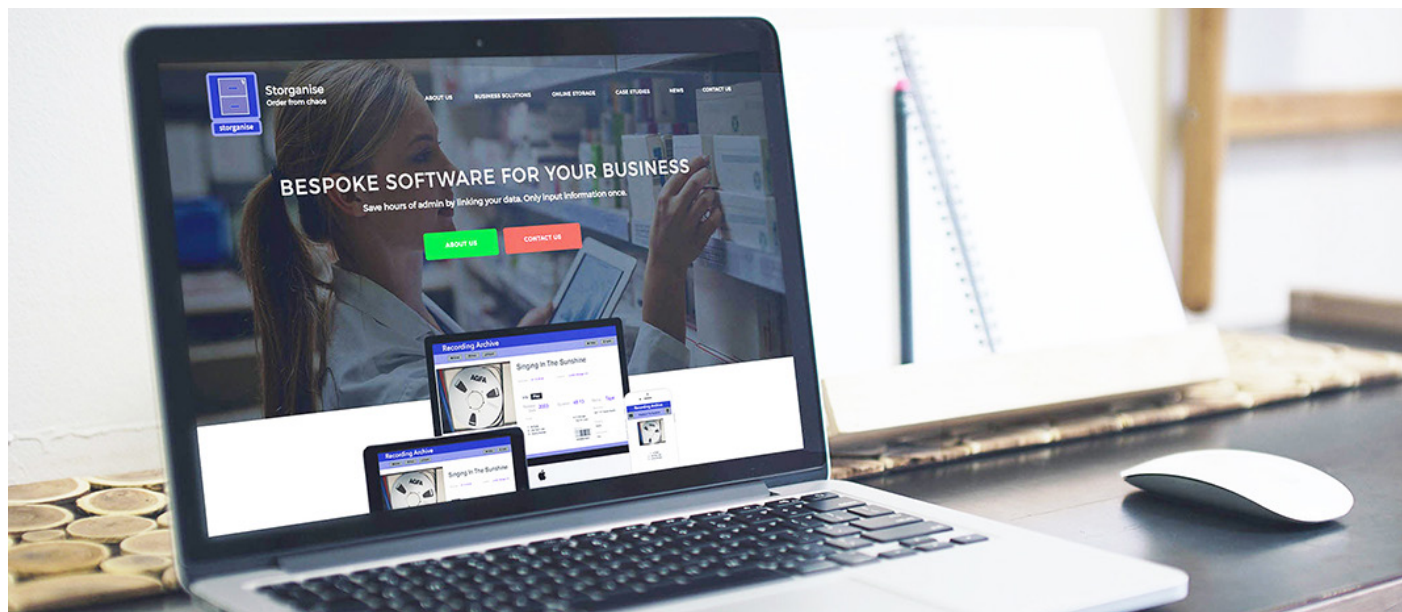
Hospitality and Catering team can provide for your every requirement from a finger buffet to a formal dinner, entirely tailored to your needs.

For more information, contact the Ardingly Projects team on:

01444 893030 or [venuehire@ardingly.com](mailto:venuehire@ardingly.com)

Please note that our facilities are only available to hire out of term time.

## gdb members successful marketing collaboration



How do you choose the right company to work with on your new website or digital marketing project?

How can you ensure they will put your best interests first, understand where you need to be in 5 years' time and guide you through the trials and tribulations of SEO and social marketing?

One of the benefits of a thriving business networking group, such as gdb, is that you not only have a choice, but with the ability to choose a member company who can offer the exact services you need within your budget.

'SMEs have to multi-task, but the complex online world is a fast moving arena which is leaving many behind' said Julia Johnson of Fine Marketing. 'Our company offers

services including bespoke website design and development, search and social marketing, SEO and analytics plus overall marketing strategy, traditional PR, print and advertising.

In the current climate, it is frequently a single company that SMEs and organisation prefer to work with, one who has a good understanding of their overall marketing situation and can advise accordingly.'

These were just some of the benefits that James Kelly of Storganise, a company who develops custom apps to improve efficiency and workflow for all types of business processes, discovered in Fine Marketing. It was important for James to find a company who could support him across the marketing spectrum and design a great looking website focused on customer

engagement and an explanation of what his business offered to clients.

James said 'It has been fantastic to work with Julia and Oliver from Fine Marketing who understood what we needed from the outset, even when we were not too sure ourselves. We are now much more focused from a marketing perspective and very excited about moving forward. The apps I design are on Filemaker, which is Apple software, and I was keen to work with a company who had a range of skills including good design and clean code. Time is of an essence when you are running your own company and using an experienced company for marketing is already making such a difference.'

[www.finemarketing.co.uk](http://www.finemarketing.co.uk) and [www.storganise.co.uk](http://www.storganise.co.uk)

## New 'Pocket Park' opens on Manor Royal



Keith Pordum, Vice-Chair of the Manor Royal BID, joined Patrick Heath-Lay, Chief Executive Officer of B&CE, The People's Pension to officially open 'The Terrace' – a peaceful outdoor 'pocket park' located at the end of Manor Royal road at the junction with London Road.

The opening ceremony saw members of the Manor Royal BID Board and local business people gather to announce 'The Terrace' officially open. Designed to provide outdoor space for those who work nearby – The Terrace is now an ideal place for alfresco meetings, relaxing lunchtime breaks or

simply a breath of fresh air. Converted from a patch of unused land, the area provides seating, public art, a new planting scheme and even an outdoor table tennis table for local employees to enjoy.

Conceived and delivered by the Manor Royal BID, the project has been funded via BID Levy funds, a section 106 contribution from Crawley Borough Council and sponsorship from B&CE, The People's Pension, whose offices are located adjacent to the site.

Keith Pordum, Vice-Chair of the Manor Royal BID is enthusiastic for what the opening of The Terrace will do for Manor Royal Business District. He said: "In recent months, we have seen several new and exciting high density developments taking shape on Manor Royal. We wanted to complement these by creating a new area of outdoor space," he said. "It is fitting that work on site here began on 9 January 2017, the 70th anniversary of Crawley becoming a new town," Patrick Heath-Lay, Chief Executive

Officer of B&CE, The People's Pension, is delighted to be part of the new pocket park: "We are always looking for new ways to make a positive impact on our local community, so we are delighted to support the Manor Royal BID with this new and innovative project. It's provided us with a great opportunity to improve the natural environment around us, and to give something back to our employees and those that work around here. With the summer months fast approaching, I'm looking forward to seeing people making the most of this new outdoor space."

Councillor Peter Smith, BID Board Member said: "We are delighted to have supported the Manor Royal BID to create this wonderful space that will enhance the well-being and enjoyment of people working in the Manor Royal Business District."

[www.crawley.gov.uk](http://www.crawley.gov.uk)  
[www.bandce.co.uk](http://www.bandce.co.uk)  
[www.manorroyal.org](http://www.manorroyal.org)

## Kreston Reeves move to new offices in Crawley

Kreston Reeves, a leading accountancy, business advisory and financial services firm with offices across London, Kent and Sussex, has moved its Gatwick office to new offices in Crawley.

The firm moved its Gatwick team to the Manor Royal Estate, one of Crawley's principal business and commercial locations, on 5 June 2017. The new office will be at Faraday Court, Manor Royal Estate, Crawley RH10 9PU. Telephone numbers and email addresses will remain unchanged.

At the same time the firm has announced a reorganisation of its Gatwick and Horsham

offices, creating centres of excellence to support large and international businesses, owner managed businesses, and private individuals and their families.

The Gatwick office will focus predominantly on advising larger and international businesses, with Horsham focusing on owner managed businesses, tax, private client work and wealth management for individuals and their families.

Richard Spofforth, Partner and Head of Sussex at Kreston Reeves, said: "We have taken this opportunity to find more suitable locations for our teams and, at the same time, create these centres of excellence.

Kreston Reeves are running a FREE charity update seminar on Thursday 13 July from 2.00 pm at South Lodge, Lower Beeding, Horsham, Sussex. We will cover trustee governance issues, the difficulties surrounding recruitment of trustees, fraud and the impact of reporting and use of accounts to support fundraising. We are delighted to be joined by guest speakers Miranda Kemp of Sussex Community Foundation and Peter Lamb from Anders Agneau Ltd. Visit our website to find out more."

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

## Richard Place Dobson are Embracing the Digital Change

HMRC launched its Making Tax Digital (MTD) pilot service on 3 April 2017 to help test the new proposed obligations before they come into force in April 2018. Richard Place Dobson are one of less than ten accountancy firms across the country to be invited to take part in this pilot scheme and are currently working with a number of clients testing what the country is likely to be dealing with from next April.

MTD is a government initiative to move tax reporting into the 21st Century, with the aim of making the whole process of administering tax simpler and more efficient. Businesses and landlords with income exceeding £10,000

will be required to record their data on digital (cloud) software and provide HMRC with summary updates on a quarterly basis. This information will feed through to the individual's new Digital Tax Account (DTA). DTA's will be used for all individuals and will be a hub to view and manage information online in one secure place.

MTD starts with unincorporated businesses and landlords with accounting periods commencing on or after 6th April 2018.

RPD believe that taking part in this pilot will help provide a better understanding of the

process and provide opportunities to test new functionality, ensuring MTD is as simple and easy as it can be. Matthew Tyson, Director at Richard Place Dobson commented "It's a fantastic opportunity to be involved in the pilot and it offers us, as agents, an opportunity to influence the way the new system will work. It allows us to provide clients with the chance to have greater guidance and support along the way."

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



## A-B 24/7 Event Logistics delivers for Kat Von D UK launch

When Kendo brands organised the long anticipated launch of Kat Von D Beauty in the UK, A-B 24/7 Event Logistics were contacted to provide the transport support. The event venues included hotels, department stores and media studios in central London. American tattoo artist, model, musician and TV personality Kat Von D flew to the UK to promote the launch of her unique cosmetics as well as host a series of influencer master-classes. Media commitments included live streamed broadcasts and interviews.

With a packed schedule and critical

timings, we supplied dedicated vehicles for the entire week of events. To ensure we had everything in place on time, we reviewed the specific requirements for every venue. Checks included security considerations, as well as both venue and room access. We also considered potential issues with traffic conditions along our preferred routes

Safe transportation and handling were crucial for the bespoke display and promotion equipment. All items were expected to arrive at every event in pristine condition. Once we arrived at a

particular venue our team then carefully unloaded all items. We were also involved in the set-up and pack-down of each event. Once the commitments for that day, or night, had concluded we returned everything to our storage facility. We then organised the flight cases and collateral for the following day. A-B 24/7 Event Logistics operates around the clock so we could easily support all the events and had the flexibility required when anything ran over.

[www.AB247EventLogistics.co.uk](http://www.AB247EventLogistics.co.uk)  
01293 733 160

## Exceeding all Expectations!

The eighth annual ACUMEN BUSINESS CONVENTION had a sensational impact on its delegates who came from far and wide to the Grand Hotel in Brighton, on the 16th May 2017. Over 300 delegates got to experience a lively high calibre gathering of business experts.

The buzzing room full of lively networkers enjoyed a sumptuous sit down lunch with wine and a warm Acumen welcome. There was special dedicated thanks to the 2017 Sponsors with a movie of praise from Hollywood's finest!

Inspiring Guest speaker Rob Forkan, Co-founder of Gandys, shared his remarkable business story of how he and his brother created more than a brand, after losing their parents in the Tsunami. They wanted to give back and help others that face similar tribulation via their fantastic mission

Orphans for Orphans making better lives for children in need of homes and support. Sanderson Jones, co-founder of the unique business Sunday Assembly, energised the room by getting 300 delegates up on their feet all clapping along, singing and dancing to Tom Jones' 'It's not Unusual' (you had to be there!). Sanderson's insightful and interactive session was thought provoking and certainly gave delegates excellent opportunity to get talking.

Also with the 'feel good' theme, best selling Author and Founder of ACUMEN BUSINESS LAW Penina Shepherd gave her perspective on the Business of Happiness, showing the factors that affect happiness in all aspects of life including business giving five essential ingredients for long term happiness, what could be better! Towards the end



of the day the time came for the Keynote Speaker, Jonas Kjellberg Founding Partner of Skype flown in from Sweden, to give an amazing talk sharing his business expertise. The room full of delegates gave their full attention as he explained the decade of disruption among large corporate business models. It sparked great interest in the audience so much so they had questions for Jonas which he did answer.

Look out for 2018!  
[www.acumenbusinesslaw.co.uk/conventions](http://www.acumenbusinesslaw.co.uk/conventions)

## Returnships – the future of hiring?

The government recently promised a £5 million Returnship Programme to help more women back into work after a career break. We ask, will returnships soon be as common place as Graduate Recruitment Schemes?

A returnship is a paid work placement for experienced workers who have taken a career break, but who now want to get back into their original sector. They are often taken up by women who have taken time out of the workplace to raise a family, although anyone who has taken a career break can apply.

Returnships originated in the financial sector with Goldman Sachs launching the first in 2008. Around 25 have been announced this

year by UK organisations like Vodafone, Tideway and the Home Office.

### A great option for businesses

A returnship is an excellent proposition for companies, as it gives them a highly skilled employee on a fixed-term basis and therefore offers little risk to the business.

The candidate can bring their focus to a business-critical issue, best matched to their previous experience, skills or even interests. If all goes well, the result is a tried and trusted employee.

### Get on board with returnships today

Unfortunately, returnships are still viewed

as the proviso of the corporate giants of this world; small to medium companies are struggling to catch on. Yet if employers are willing to put in time and effort, it could pay dividends.

We believe that in time, returnships will be viewed as must-have schemes, boosting a company's offering and making them a more attractive employer. Ten2Two is a flexible recruitment agency connecting career professionals with local businesses seeking to fill part-time and flexible roles. If you'd like to discuss returnships or learn more, we'd be happy to hear from you. Contact us at: [www.ten2two.org](http://www.ten2two.org) or email [sharon@ten2two.org](mailto:sharon@ten2two.org)



## Search Consultancy announces successful management buy out and refinancing

Search Consultancy, one of the UK's largest recruitment firms with 13 offices nationwide, is pleased to announce that CEO Grahame Caswell has successfully completed a Management Buy Out of the business whilst securing new investment from H2 Equity Partners.

Search was established in Glasgow in 1987. The nationwide company now employs more than 650 people and has an annual turnover of approximately £180 million. Each year Search assists thousands of job seekers in finding temporary and permanent work across a range of industry sectors.

Debbie Caswell, Managing Director of Search's England business since 2007, has been promoted to Chief Operating Officer and will join Stuart Dick, Finance Director, on the board with Grahame.

Grahame, who led the original acquisition of the business in 2000, is aiming to build on Search's strong market position and to deepen and expand the range of services and specialisms it provides to its 3,300+ client base. The ambitious growth plan focuses on



a combination of increasing the number of consultants, further improving the already wide UK coverage, and making selected bolt-on acquisitions.

Commenting on his plans following the MBO, Grahame said: "We intend to use this new investment to accelerate our growth strategy, both from within our existing

network of offices across the UK, and also by making targeted investments in new locations in order to better serve our customer base. It will also be important for us to stay at the forefront of advances in technology and skills that will benefit our candidates and clients."

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

## Carpenter Box



The latest meeting of the Manufacturing, Engineering and Technology Alliance (METALL) took a long look at the Skills Gap facing businesses trying to grow despite the scarcity of candidates

More than 60 attendees from Sussex-based SMEs and the education sector heard from Sir John O'Reilly, Chairman of the ERA Foundation, Maggie Philbin OBE, CEO and co-founder of Teen Tech and Professor Andrew Lloyd, Dean of the College of Life, Health & Physical Sciences & Professor of Biomedical Materials at the University of Brighton.

Both the audience and presenters agreed that the UK has several fundamental education issues and that the Government

needs to get the conditions right in the UK for the industry to help itself.

Youngsters need more guidance on the opportunities in the sector and the chance to take a closer look at roles in the work place. There is not enough focus on technology subjects in the SATS tests taken at age 11 and GCSEs keep changing.

Next year's results for instance will not be based on any course work – students will need to memorise information for an exam. This is unlikely to help the situation we already have where the calibre of many graduates, even with 2:1 degrees, is not high enough for the work place; they are being taught to pass exams and do not understand their subject sufficiently to apply it at work.

Listening to the speakers, it was clear that a number of initiatives are already underway to get teenagers more interested in careers in technology, but initiatives come and go. What industry needs is a long-term plan based on a national skills strategy for industry.

It was interesting to note that some of the SMEs attending considered factors such as

enthusiasm, interest, willingness to learn and attitude as more important than academic qualifications when recruiting.

MHA Carpenter Box Practice Director Chris Coopey, who compered the event hosted jointly by MHA Carpenter Box, solicitors asb law and recruitment agency CBSbutler, concluded: "The number of people attending today's event demonstrated how important an issue this is for the sector. There were some fantastic, thought-provoking ideas from a range of SMEs and an excellent exchange of possible solutions. One idea mentioned of which I'm a fan, is making industrial strategy apolitical. It would be a major step forward to pull it out of party politics and look for solutions based on evidence, not dogma or apathy. Particularly about SMEs, successive governments have promised much but delivered very little when it comes to promoting the manufacturing and engineering sector. With Brexit on the horizon, the time to change that is now."

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



## Harwoods Opens New Multimillion Pound Jaguar Land Rover Centre



One of the largest independent prestige car retailers in the South of England has opened its new multimillion pound Jaguar Land Rover centre in Crawley, West Sussex.

Covering an area of five acres, Harwoods' magnificent Jaguar Land Rover centre was officially opened on May 16th by sporting legend and Land Rover Brand Ambassador, Sally Gunnell, during a prestigious, well attended event held in the new centre's two showrooms. Sally's warm welcome was swiftly followed by an entertaining opening speech from the company's Chairman Guy Harwood.

Champagne flowed and canapés were served while more than one hundred invited guests toured the impressive new complex. The doors to the superbly-equipped workshop were opened for visitors to view Harwoods' technical facilities featuring

Jaguar Land Rover's very latest diagnostic systems, state of the art tooling and a multitude of hydraulic ramps, all housed within 'clean room' conditions.

Harwoods' new Crawley centre incorporates two spacious and inviting showrooms, one for Jaguar, the other for Land Rover. Assembled guests took time to look at the latest models from Jaguar and Land Rover on display that evening. These included the sleek all-new Range Rover Velar on sale officially from July.

Separating the service centre from the showrooms is an internal car parking area where Harwoods displayed an alluring array of Jaguar and Land Rover models from the past and present, together with specialist sports and racing models, both modern and classic.

The new Harwoods Jaguar Land Rover centre replaces a nearby dealership, where Crawley's Jaguar Land Rover franchise had operated for many years. The new development represents a huge investment by Harwoods in its Crawley business and the fast-growing Jaguar Land Rover franchise.

You'll find Harwoods Jaguar Land Rover Crawley on the Manor Royal Retail Estate in Crawley just 5 minutes from Junction 10 of the M23 and Gatwick Airport. The Centre is just a 25-minute drive from the M25, connecting Harwoods to many areas across Greater London including Leatherhead and Sevenoaks.

Harwoods Jaguar Land Rover, Manor Royal, Crawley, West Sussex RH10 9LW

## Why ISDN telephones are in decline

Step aside ISDN, there's a new kid on the block – Hosted VoIP.

Unlike the turbulent shifts in computing technology, there hasn't been any major 'shifts' in the business telephony market place in 10-15 years. That is, until now. ISDN is disappearing because it's old technology. Once upon a time, it was the only way to have business telephones.

In 2015, BT announced their intention to retire the UK's ISDN Infrastructure by 2025. A BT spokesman stated "The demand for ISDN has dried with the availability of cheap, fast broadband.". This also means over the next 8 years BT will stop investing in ISDN, making it less reliable over time.

A survey by Timico last year found that 52% of IT managers now also have responsibility for telecoms. Hosted VoIP gives IT managers the opportunity to be the main line of support for telephones, rather than a slow, apathetic telephone company. If Businesses don't have

IT managers, their IT support company should be able to use and manage the system quickly and efficiently. VoIP telephones are essentially computers. You don't even need to have an engineer on site to configure and fix them, it can be done remotely.

A major factor that ISDN is in decline is because businesses are demanding more flexibility from their telephony system. VoIP telephones are able to:

- Change Offices and keep the same geographic number with no call forwarding costs.
- Maintain business continuity – for example, if an office is temporarily re-located in an emergency, VoIP can play a part in the disaster recovery plan.
- Reduce call costs. IP connectivity costs less than ISDN and offers free internal calls.
- Rationalise ISDN lines and reduce the number of PBXs – PBXs can even be hosted in the cloud
- Utilise a phone service that can cope with any emergency and offer 100% uptime.



- Use a single connection for high quality voice and data services.

The message is clear, ISDN is stepping down for a new, stronger successor. Hosted VoIP.

If you feel VoIP may be the right option for your business or would like to find out more information, give us a call on 01273 806211 or go to [www.computer-eyez.com](http://www.computer-eyez.com).

## Crawley celebrates its 70th birthday in style



As the 'old new-town' celebrates the 70th anniversary of the creation of the Crawley Development Corporation, a series of new developments are coalescing to reinvigorate the centre of Crawley. Stiles Harold Williams – also celebrating 30 years in their Sterling House Crawley HQ – are involved with a significant proportion of these projects.

Major redevelopments in or near the town centre include:

### **Residential:**

- The repurposing of many offices into residential, such as Ashburn House and Central House and others on the Boulevard reflects a strong local demand for flats and houses
- 91 new flats given planning consent on the Central Sussex College car park on Northgate Avenue

- Stoner House recently sold at auction with proposals for residential development

### **Industrial:**

- Goya Development new speculative Gatwick 55 scheme (55,000 sq ft) was fully pre-let well in advance of its imminent March 2017 completion
- Industrial rents are up to a new recent record of £11 psf amid strong demand and an ever tightening market

### **Retail:**

- Queens Square – the historic central courtyard of the town centre is currently being fully refurbished (cgi above)
- Sports retailer Decathlon has demonstrated faith in the location with a new, rare town centre store
- Crawley's County Mall is also celebrating its 25th anniversary with a series of events

### **Office:**

- 55,000 sq ft of new speculative offices are currently being constructed at the nearby Manor Royal estate

Head of SHW Crawley/Gatwick region, Peter Coldbreath, said: "This area is going from strength to strength. Shops, offices, industrial and redevelopment opportunities have all been the flavour of the month in and around Crawley. We need more sites to sell or let."

Stiles Harold Williams are looking to acquire Commercial and Residential Management portfolio companies based in London / Surrey / Sussex.

The firm currently manages 10,000 residential units in London and the Home Counties to the Sussex Coast and a combined commercial portfolio of £16bn.

Managing Partner Martin Clark said: "Through both organic growth and acquisition we have managed to expand our service provision whilst maintaining our very high service standards.

"Stiles Harold Williams is a brand respected by owners and occupiers alike for the diligence, expertise, value and range of services we provide. If you would like your Property Management business to be placed in safe hands, please do get in touch."

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

## South East Business Leaders debate new approach to measuring the success of the South East

It's not new to suggest that using gross domestic product (GDP) as a measure of a society's success has run its course. South-East Business Leaders met recently to discuss whether the recently launched Vibrant Economy Index produced by Grant Thornton aims to be the elusive yardstick that really measures how the whole of society is being enriched and what business' role should be.

The Vibrancy Index is designed to show that a successful economy is about more than financial success and economic return. Their index identifies six broad measures: prosperity; dynamism and opportunity; inclusion and equality; health, wellbeing and happiness; resilience and sustainability; and community trust and belonging. For each of these a 'basket' of national statistics together aim to measure these objectives.

Panellists Brett North from Elekta, Jeremy Taylor of Gatwick Diamond Business and Jonathan Sharrock of Coast to Capital responded with their view of how this analysis impacts business in the region, discussing its validity and the importance of the relationship and connectivity between places.

The South East Business Leaders Forum is co-hosted by DMH Stallard, Grant Thornton and HSBC and meets twice a year giving local business leaders a chance to network with their peers and discuss key issues facing business in the region.

Jonathan Grant (pictured), Partner at DMH Stallard, comments: "It was interesting to hear the panel and audience reflections about our region and its scoring on the index. Most recognise the relative success and prosperity of the area, but the limitations of infrastructure and travel were also noted as



limiting factors, particularly for those with UK national business."

Leaders agreed that this analysis could help to identify those areas where new policies and action could have a real impact on shaping a vibrant economy and making success sustainable. It could help business, planners, local government and community groups be realistic about the limitations of the impact of their actions.

Business leaders are welcome to join the Forum and should contact:

[katherine.m.potter@uk.gt.com](mailto:katherine.m.potter@uk.gt.com)

[gatwickdiamondbusiness.com](http://gatwickdiamondbusiness.com)



## DMH Stallard advises Byrne Looby Partners on latest acquisition

South east and London law firm DMH Stallard advises renowned international design and project management group, Byrne Looby Partners (UK) Limited, on its acquisition of Sinclair Johnston & Partners Limited, a UK based structural engineering consultancy.

Abigail Owen (pictured), Corporate Partner at DMH Stallard, led the team advising the international group, Byrne Looby Partners (UK) Limited, on its acquisition of London-based structural engineering consultancy Sinclair Johnston & Partners Limited and associated funding for the transaction.

Byrne Looby Partners has offices in Bahrain, Ireland, Saudi Arabia, Qatar, UAE and the United Kingdom. In March 2017, Byrne Looby Partners was named one of Ireland's 'Best Managed' companies in the Deloitte Best Managed Companies Awards Programme. Byrne Looby Partners project work has included the internationally acclaimed Shard of London and the Titanic Signature Project (Belfast Lough).

Owen O'Leary, FD of Byrne Looby, comments: "Our latest acquisition of this award-winning structural engineering consultancy strengthens our UK presence and positions us well for further growth. There were 16 solicitors involved in this transaction from the various parties and DMH Stallard stood head and shoulders above the rest. I'd particularly like to thank Abigail Owen for all her help and assistance in this matter."

Abigail Owen, Corporate Partner at DMH Stallard, comments: "It was a complex and interesting deal, with parties operating from a number of countries. I am pleased that we were able to bring everything to a successful conclusion within the tight timeframe and with the high number of stakeholders involved. It was a pleasure working with Byrne Looby and their team on this transaction and we wish them every success with their future ventures."

The London office of Beale & Company LLP solicitors acted for the sellers. Acting for



the bank were Taylor Walton solicitors and in Ireland, Byrne Wallace solicitors. Also acting for Byrne Looby were Northern Ireland law firm, David Sturgess of Edwards & Co and Irish law firm, Ardagh Solicitors.

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

## Allez allez!



In March, Manor Royal based Martin Verrall from Grant Thornton, together with James Hanson (HSBC) and John Yates (DMH Stallard), announced that they were forming a cycling-based networking event for people working in the Manor Royal and wider-Crawley area. Well last night the first event took place!

The ride started at The Fox Revived Pub, Horley, consisting of a 20-mile and 30-mile route, taking in Brockham, Dorking and the legendary Box Hill. In total 16 riders braved the less than seasonal weather to complete their chosen route. Participants included riders from Amey, Thales, Vails Williams, OCS Group, Stiles Harold Williams.

The plan is for an event to be held on the last Thursday of each month until the winter months and is open to all people at businesses based in Crawley and the surrounding area. Each month the event will move to a different starting (pub) location, within 15 minutes' drive of Crawley, with new routes to explore the Surrey and Sussex countryside.

The aim is to build a social community in the Crawley area, allowing people from different businesses get to know each other and build their networks.

"Despite the rain and the cold, it was a really enjoyable evening and everyone's feedback has been that it was a great event to attend. As it was the first event, my goals were

simply to get enough people together and for no one to get lost or injured! I'm really looking forward to the next event, at least the weather can't be any worse..." said Martin. "Please share this with your colleagues, friends, clients... if anyone is interested in attending the next event, please contact me on [martin.verrall@uk.gt.com](mailto:martin.verrall@uk.gt.com)"

John Yates echoes Martin's words adding: "If you are thinking about joining us but feel you may be intimidated by the distance or speed, stop the thinking and just join us. We don't leave anyone behind, and the shorter ride is designed to be comfortable to those relatively new to cycling. Of course, as a lawyer, I must make clear we don't offer any guarantees as to the weather for the next ride!"



## East Surrey College and London South Bank University to Deliver Degree Apprenticeships

Combining study and hands-on work, a new partnership between East Surrey College and London South Bank University (LSBU) will provide highly trained engineers to local employers.

For the first time, this September Engineering apprentices will begin a three-year programme at East Surrey College studying towards a Level 5 Higher National Diploma in Engineering, later joining LSBU for two years to achieve a Bachelor of Engineering (Hons) in Electrical and Electronic Engineering.

World-leading engineering specialists Thales, have joined the programme as the first employer recruiting for apprentices to work in the state-of-the-art Engineering Hub at Manor Royal in Crawley.

East Surrey College Business Development Manager, Richard Brooks said the programme was a great opportunity for all involved.

"We are delighted to be working in partnership with LSBU to offer Degree Apprenticeships to employers, ensuring the next generation of engineers receive the best training possible in excellent environments.

As a local College, we are able to offer apprentices and employers the benefit of support in the workplace alongside their vocational training at the College. This partnership will allow a seamless transition for apprentices to achieve a full Bachelor's degree at London South Bank University." LSBU Dean of Engineering, Professor David Mba said the partnership was an example of how LSBU was committed to providing greater access to higher



education in the community. "Our goal is to continue to work closely with employers and other community partners so that we can ensure our apprentices are trained to the best standards and can contribute meaningfully in their chosen careers."

Find out more about Apprenticeships at East Surrey College the Apprenticeships on offer at LSBU and careers at Thales.

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

## Mazars achieves platinum Xero status as part of innovation drive for SMEs

International accountancy and advisory firm Mazars has announced it is now a Platinum Xero partner thanks to its continued focus on technology enabled client service. The firm has moved from Gold to Platinum status, since first partnering with Xero in 2013, a company leading the provision of cloud based accountancy software for the SME market.

The Platinum status reflects Mazars' ongoing commitment to supporting the growing SME market which represented 5.5 million private sector businesses at the start of 2016. Xero has over one million subscribers and is recognised as one of the fastest growing

'software as service' providers globally. It is used by accounting firms to provide clients with an efficient way of managing accounts, providing 24 hour access to data from anywhere in the world and streamlining accountancy processes so that there is a single source of data as close to real time as possible.

James Smalley, Partner at Mazars in the South East, said: "Reaching this top level status with Xero is proof that more SME clients are asking our advice around the most modern methods to help manage their business more efficiently. "Mazars is committed to continually innovating and this

includes sourcing the latest technology to provide the most efficient services to our SME clients. Cloud technology has reshaped business and we are witnessing a rise in 'global small business' operating outside traditional boundaries."

With over 100 Xero accredited specialists in the UK (Xero "Champions") Mazars is one of the most experienced accountancy firms in providing technology enabled solutions and is well placed to support the SME market now and into the future.

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

## stevensdrake named Best Law Firm for Collections at National Awards

Crawley based lawyers, stevensdrake, have been named 'Best Law Firm for Collections' at the Credit industry's largest and most prestigious awards event, the 2017 Credit Awards.

The independently judged awards are designed to reward best practice, compliance, and innovation across the credit industry.

The team beat law firms such as Mischon de Reya, Blaser Mills, Moriarty Law, Mortimer Clarke (part of Cabot Credit Management Group) and Spratt Endicott, to win the accolade at the ceremony, held at the Grosvenor House Hotel in London.

Harry Tumber, Head of Collections, commented: "To have been selected as best

in class by a judging panel of industry leaders, against the highest calibre of competition, speaks volumes about the experience and capability of our team, and our commitment to achieving the highest standard of collections conduct."

Adding: "During 2016 we deployed new strategies aimed at providing customers more information about the process, earlier, instead of taking the traditionally abrupt approach of simply serving a Letter before Action. This has resulted in increased contact rates which helped to achieve a 19% increase in collections performance on behalf of our clients."

This is the second piece of good news for the firm, they have been announced as finalists

for 'Best Law Firm' at the upcoming 2017 Car Finance Awards which take place in

Harry Tumber, commented: "To be named as Finalists at the Car Finance Awards recognises our focus, experience and successful results achieved for clients in this space. To support this, our SAF Approved status reinforces our knowledge of the sales process and provides our car finance clients with confidence that we are best equipped to deal with their legal collections and recovery matters."

For more information contact Harry Tumber on 01293 596905 or email [harry.tumber@stevensdrake.com](mailto:harry.tumber@stevensdrake.com)

## Avensys Bring Bang & Olufsen to West Sussex



Award winning Avensys have added another prestigious brand to its retail offering with the opening of their Bang & Olufsen shop in the store on Fleming Way, Crawley.

The new retail space has been in the planning stages for a number of months and was officially opened on Saturday 29 April at the Manor Royal retail store. The iconic brand offers a distinctive and innovative range of TV and audio technology that will suit all occasions and needs. Customers can expect a personal demonstration of Bang & Olufsen TV's, speakers and music systems. The expert team can help customise a seamless, fully integrated Bang & Olufsen solution for customer's homes.

Markus Wood, Managing Director said 'We are delighted to welcome Bang & Olufsen to Avensys. We've always been recognised as a progressive and innovative retailer and working with a brand like Bang & Olufsen will give our customers even more confidence that we are a great company to deal with. Avensys provides a unique experience; as unique as Bang & Olufsen owners, so the brand is a perfect fit. We are always looking for ways to offer a better customer experience and to meet the changing needs of the consumer electronics market and we continue to offer an important alternative to the National Retailers, both in terms of price, choice and added value service.'

Andrew Macer, UK & Ireland Sales Manager at Bang & Olufsen: "We are thrilled to have opened at Avensys in Crawley bolstering Bang

& Olufsen's presence in West Sussex. For our customers, this new space will provide an invaluable chance to experience our new products first-hand and help them explore how they want to bring Bang & Olufsen into their homes. Having dedicated physical stores is, and will remain to be, an important strand of our overall UK strategy and so we're pleased to see continued demand from consumers for more stores across the UK. Our products are made to be experienced; seen, heard and touched and the experts in Avensys are passionate about superior AV and timeless design. We encourage you to pop in for a chat over a coffee, where you can expect to receive unparalleled advice, support and care, ensuring your Bang & Olufsen experience is tailored to your individual needs."

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

## Marco embarks on ambitious expansion plan with move to a bigger office



A significant recruitment drive has prompted Marco, one of the UK's most trusted airport contractors, to move into a new purpose-built premises in January, where they have taken a 15-year lease on 6500 square foot of office space.

The decision by Marco to expand and grow its business from its original premises on the Perimeter Road South (but still retain two

of their units) follows a period of sustained growth for the company and coincides with its plans to expand its service offering in the South East, grow its headcount and continue to deliver exceptional service.

Marco have tripled their existing office accommodation, which offers a more efficient layout as well as provide flexible solutions to accommodate further

expansion. Having only moved 0.1 miles from where they were at Gatwick Airport they are still able to contribute to local economic growth through direct employment opportunities, as well as encourage nearby businesses to be part of their supply chain. Over the last five years, Marco has seen its revenue grow by over 200 per cent while its workforce has tripled in size. David Gill, Managing Director commented: "As our services have become better known in the industry, demand has risen – and quickly. This office move is the accumulation of over 15 years of hard work and it is an exciting time for us all at Marco.

"It will provide a better work environment for current and future staff, and it underscores our commitment to both our employees and our clients. We look forward to continuing our growth at an even faster rate from our new base."

## Kingston Smith promotes two new partners

Kingston Smith, the top 20 firm of chartered accountants and business advisers with an office in Redhill, is pleased to announce the promotions of Ian Matthews and Guy Richardson to partner. Ian and Guy both started at Kingston Smith as ACA trainees in September 2005.

Over the last decade, Redhill-based Ian has advised owner-managed businesses across a wide range of sectors, using his expertise to help clients achieve their personal and professional aspirations. He works with clients in the property, technology and entrepreneurial business sectors, advising on tax structures, profit extraction and long-term strategies.

Ian said: "I'm delighted to become a partner and am looking forward to helping entrepreneurial businesses in the community to achieve their ambitions."

Guy works with a broad range of SMEs, with a particular focus on the property and healthcare sectors. He is also experienced in helping UK businesses set-up and manage overseas operations, working with service providers from Kingston Smith's international network, Morison KSi.



The firm has also announced the appointment of Francis Mainoo as Head of Sales. A highly-skilled UK & International Sales and Business Developer, Francis has nearly two decades of experience in financial and professional services. His expertise includes delivering successful campaigns to multinationals, SMEs and Private Equity-backed businesses.

David Montgomery, partner at Kingston Smith's Redhill office, said: "Ian and Guy's



promotions recognise the value of their expertise and experience to the firm. It's very rewarding to see homegrown talent flourish. Francis takes on a newly-created role. He brings with him a wealth of experience in engaging new businesses and building strategic relationships which will be invaluable as we continue to deliver on our growth plans in the South East."

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

## New President of Worthing & Adur Chamber Appointed



Chris Coopey, Partner and Practice Director of MHA Carpenter Box, has been appointed as the new President of the Worthing & Adur Chamber of Commerce, succeeding Peter Bennett who has led the Chamber as President for the last 14 Years.

Chris has had enjoyed a variety of careers, initially in design engineering, before moving

on as a telecommunications engineer and during this time, he also served with a Royal Signals territorial unit for a number of years. In 1994 he qualified as a solicitor and later became Partner and Practice Director at Wynne Baxter Solicitors in Brighton. Chris embarked on his current role in 2005 at the Worthing-based firm of chartered accountants, tax and business advisers.

Chris commented: "I'm honoured to have been elected as the new President and relish the job of representing the interests of Chamber members in the name of better business. My ambition for the Chamber is for it to really influence and drive the decisions that are central to the wellbeing of our local economy. I'll try to do that in a collaborative style, taking into account the views of the Executive and by engagement with members and external bodies, both local and national."

Tina Tilley, Chief Executive Officer of the Worthing & Adur Chamber, added: "We are sure Chris will help the Chamber and its members to meet the challenges and take advantages of the opportunities that lie ahead. We have a wealth of volunteers in the Chamber Executive and membership ready to support him, and I am looking forward to us working together to make sure the voice of business is heard loud and clear on the many issues on which we should be engaging."

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





## 'Stronger Track Record' Difficult to Match

DMH Stallard has appointed a new partner in Brighton. Michael White (pictured) brings almost 40 years' residential and commercial property experience to the South East law firm.

Previously at Penningtons Manches, his portfolio of work covers everything from multi-million pound rural estates and contemporary city complexes to modest family homes.

Michael said:

"I'm thrilled to be part of DMH Stallard. "The firm's growth across the South East in recent years has been really dynamic and so to be part of the expansion on the Sussex coast is exciting.

"I've worked in London for many years but the residential and commercial property sector in this city has an appeal all of its own."

Michael has lived in Brighton & Hove for six years with his wife and family. Tina George, Partner and Head of Real Estate at DMH Stallard, said:

"It would be difficult to find a legal property specialist with a stronger track record than Michael's. "Our recruitment plans in the Brighton office are ahead of schedule thanks to the firm's ability to attract the very best people."

DMH Stallard employs over 300 people, including nearly 70 partners, across offices in Brighton, Gatwick, Guildford and London.

## St. James's Place Wealth Management

Based in Sussex, Matthew Wykes has consistently built a strong business with clients from Northumberland to Gloucester into London and the Home Counties. As an Associate Partner of St. James's Place Wealth Management, Matthew has access to a FTSE 100 wealth management company that offers unparalleled support with the investment and compliance proposition.

Clearly, the core of the business is to advise on a wide range of financial planning for businesses, professional people and private clients to enable them to achieve their stated goals. Underpinning this is a robust client service strategy that builds trust with clients so they know that their hard-earned money is in safe hands. Honesty and integrity is at the heart of the client service excellence proposition. It is the only

way to build the client relationship. Agree the course of action, choosing quality, tax efficient investments to meet the needs of the individual and regularly reviewing the plan to ensure it delivers for our clients. With Matthew, you get the best of both worlds; Quality service and investment advice coupled with the St. James's Place Wealth Management distinct approach to investment management.

Matthew likes to keep clients and potential clients informed with a regular programme of events. Most of his business is through personal introductions from existing clients and being able to offer face to face advice and information is what clients want and expect. The value of an investment with St. James's Place will be directly linked to the performance of the funds selected and may



fall as well as rise. You may get back less than the amount invested.

Matthew Wykes Dip PFS, Associate Partner of St. James's Place Wealth Management.

[www.matthewwykes.co.uk](http://www.matthewwykes.co.uk) | 01403 710422

## Matt Turner, Marcella Whittingdale and Chestnut Tree house... why it's got to be Greased Lightnin'!



The Midsummer Ball saw businesses from across the South East come together for a very special summer night; raising £100k for

charity. The night saw The Creative Group's very own Matt Turner taking on the role of Danny Zuko, performing a Grease medley with Marcella Robin.

Competing with several other acts, Matt and Marcella raised over £1,800 for Chestnut Tree House. The fantastic event was in partnership with Chestnut Tree House, a children's hospice for young people with life-shortening conditions and the DM Thomas Foundation, a charity dedicated to helping disadvantaged and vulnerable young people transform their lives.

Matt, CEO of The Creative Group, said: "Thank you to all the people who sponsored us, it means a lot. £100,000 is an astounding amount to have raised and I'm very honoured to have been involved. I look back on the day now and it feels quite surreal. A huge amount of preparation went into the event and the results show that the hard work from everyone involved really paid off."

To find out more about The Creative Group and what we can do for your business, visit: [www.thecreative.group](http://www.thecreative.group)

## How gdb members can help a charity



Children from Manor Green Primary School, Ifield (a generic special needs school) had a fantastic visit to Diggerland, near Rochester as guests of Golden Lion Children's Trust in May.

The GLCT arranged exclusive use of the park so the group were treated like VIPS throughout the day. This was largely possible thanks to sponsorship raised by Andrew Sewell of Wessex IT (formerly Wessex Networks) and his colleagues, when they charged through the wilds of Horsham



earlier this year. Their efforts were nothing in comparison to the efforts of the children as they operated full-size diggers and dumpers, etc or tackled rides on Ground Shuttle or Spindizzy - experiences that really did live up to such crazy names ... just ask Andrew! Wessex IT worked so hard to raise funds for GLCT it seemed only fair for him to see how the children benefitted from such generosity.

Joining Andrew as GLCT helpers were six of the Lindt & Sprungli SE team who not only helped the children throughout the day but

also made it an extra sweet treat by donating delicious chocolates for the school group and helpers to enjoy afterwards.

Another example of gdb members helping a local charity.

Lynda Guy, Chairman  
Golden Lion Children's Trust

01273 891963  
[www.glct.org.uk](http://www.glct.org.uk)

## Richard Place Dobson Supporting The Springboard Project



Richard Place Dobson, Crawley based Chartered Accountants and Business Advisors, are pleased to be supporting The Springboard Project as their Charity of the Year.

The Springboard Project are a local community based charity providing support for families with young children through leisure and play opportunities, in particular for those with children who have additional needs. The charity has a centre in both

Horsham and Crawley. Over the course of the year Richard Place Dobson plan to hold various fundraising events in support of the charity.

Following a successful Quiz Night event last year, the Firm has chosen to repeat the occasion on Tuesday 12th September 2017 with a Charity Quiz Night at The Hawth in Crawley, with all profits going to The Springboard Project.

Tickets, which must be purchased in advanced, can be bought individually or at

a reduced rate for a team of 4 people and includes a fish and chip supper. Anyone is welcome to attend and can choose to bring a team of colleagues, friends, family or come along as an individual to join another team. It is set to be a really fun evening including a raffle and a 'Heads or Tails' game.

If you would like more information on the Quiz Night please visit <http://www.placedobson.co.uk/company-news/charity-quiz-night-0> or email Christine@placedobson.co.uk to book a place by Tuesday 15th August 2017.

## Biking IFA is 'Charity Champion'

A local independent financial adviser has been recognised for his exceptional commitment to charity at the inaugural BHBiz Awards.

Mike Oliver, of Mike Oliver Associates, won the 'Charity Champion' award at the event, which was hosted by the Burgess Hill Business Parks Association (BHBPA) and highlighted outstanding business accomplishments in the local area.

Judges Gordon Reay, Grant Ashley, and Mayor of Burgess Hill Jacqui Landriani chose Mike for the award due to his dedicated support of organisations such as the Rotary Club, Dementia Action Alliance, Alzheimer's Society, and Chailey Heritage. The award was sponsored by Heights Health & Fitness. Mike was unable to attend the event as he was taking part in the Brighton2Paris bike ride from Friday 4 to Monday 8 May, for which he was also a sponsor.

"I am truly humbled to receive this distinction," said Mike. "I was disappointed I couldn't be there but the Bike Ride was a fantastic experience and a great chance to raise funds for some worthy causes. Thanks to the BHBPA and the judges for this recognition – it was a lovely surprise."

The BHBiz Awards took place at the Brighton Amex Community Stadium on Friday 5 May.



## A family day out at the Supercar Event!



Over the weekend Saturday 24 and Sunday 25 June, The Supercar Event took place at Dunsfold Park, Cranleigh, in aid of The Children's Trust.

The 11th year of this family event attracted more than 17,000 visitors, many of whom took up the chance to have a once-in-a-lifetime passenger ride on the famous Top Gear track, for just £30! The weekend saw over 150 amazing Supercars available for rides including the Ferrari 458 Speciale, Porsche 991 GT3RS and the Lamborghini Aventador SV.

There was great entertainment for the whole family too with rides in helicopters,

trucks, Caterham Sevens, hovercrafts, mini tanks, Diggerland, and a 4x4 course. Younger guests had their first driving experience with Stay Safe Driving School, took fire engine rides and enjoyed Mini Monster Truck Mania!

The event has attracted a host of well-known personalities over the years with the likes of Chris Evans, Andrea McLean, Mark Dixon from Eddie Stobart and Craig Philips taking a spin. Former Formula 1 Driver Max Chilton who has been part of the action before said the "event is amazing. It's so rare that so many people can get up close and personal to some of the world's most spectacular cars. It's the whole package at an iconic track."

The Children's Trust is the UK's leading charity for children with brain injury. Every year 40,000 children in the UK are left with a brain injury as a result of an accident or illness and many have to live with ongoing, long-term difficulties. The Children's Trust gives children and young people with brain injury and neurodisability opportunities to live the best life possible, by providing specialist rehabilitation, education and community services across the UK.

For more information on how to get involved next year from taking a stand, sponsoring or attending, please contact The Children's Trust on [supercar@thechildrenstrust.org.uk](mailto:supercar@thechildrenstrust.org.uk) or on 01737 364324.

## Local students donate cash to St Catherine's Hospice



Local school students have collectively raised more than £16,000 for terminally ill people as part of St Catherine's Hospice Five-O Project.

The pupil's amazing achievements were recognised at an awards ceremony on Thursday 11 May at the Holiday Inn, Gatwick where they were thanked, via video, by grateful hospice patients and staff. Watched by parents, teachers and mentors, pupils from Crawley's Gatwick School, Thomas Bennett Community College and Hazelwick School, and Horsham's Tanbridge House

School presented their fundraising ideas to a judging panel in a bid to win one of four awards. Innovative presentations showcased varied fundraising ideas from a cake-off competition to a dodgeball tournament, and schools scooping an award included:

- Hazelwick School - Most money raised
- Gatwick School - Most pounds per pupil
- Tanbridge House School - Best presentation
- Tanbridge House School - Most innovative fundraising idea.

Designed to develop students' business skills, St Catherine's Five-O Project challenged six students from mixed year groups, to unleash their inner entrepreneurs and organise fundraising events that would raise a minimum of £1,500 for St Catherine's. Sponsors, NatWest, gave the students £50 as an initial investment, provided 15 business mentors, two business meetings, and a business skills workshop during the 11 week challenge. John Redfern, Head of Corporate Banking

(South East) at NatWest, said: "This is the sixth year we've supported St Catherine's Five-O Project and each year we're blown away by the dedication and inventiveness of the students involved. Each of them has worked really hard to raise as much money as possible for the hospice, and for us to be able to share our professional knowledge to help them achieve their fundraising goals is a real privilege." Tom Abbott, Community and Events Fundraising Manager at St Catherine's, said: "It was great to hear the fantastic ways our schools raised money for us, and we're really grateful for their efforts. I'd like to thank our Five-O teams, their teachers, parents and NatWest mentors for helping us be there to care for local people."

If you are interested in finding out how your school can get involved in next year's Five-O Project please contact Emily Bradbury and Keely Bicknell in St Catherine's Community Fundraising Team on: [comfun@stch.org.uk](mailto:comfun@stch.org.uk), or: 01293 447316.



## gdb Charity Challenge



The gdb Charity Challenge took place at The South of England Event Centre on Friday 5th May 2017. The teams met for pre-event refreshments ready for a fun filled afternoon of fully supervised 'It's a Knockout' events.

Teams included:

- 2 teams from B&CE, The People's Pension
- Chestnut Tree House Children's Hospice
- DMH Stallard LLP
- Gatwick Express
- Gatwick Airport IT
- Kreston Reeves LLP
- Natwest Commercial
- Natwest Corporate
- Porsche Centre Mid-Sussex
- Richard Place Dobson
- Storm12

The event was a great team building activity meaning colleagues, clients and new contacts built stronger relationships, working together to win 1st place! The gdb Charities were out in force with fun activities for spectators to take part in and raising awareness for their charity.



After using all that energy on the 'It's a knockout' events, participants enjoyed a delicious 2 course alfresco Paella dinner and canapé desserts. This gave the participants a chance to network with each other and get ready for the winner's presentation.

To add to all the fun tickets for the gdb charity raffle were on sale from January 2017 right up until minutes before the draw, meaning lots of people were in for the chance to win some great prizes. Top prizes included 2 x return flights to Dubai with Emirates, 2 x return flights to Boston with Norwegian and 2 x return flights to anywhere in Europe with Norwegian.

All of this in aid of the following charities:

- Action for Children
- Chestnut Tree House Children's Hospice
- Dame Vera Lynn Children's Charity
- Golden Lion Children's Trust
- Kent Surrey/Sussex Air Ambulance
- NSPCC
- The Olive Tree Cancer Support Centre
- Rockinghorse



- St Catherine's Hospice Ltd
- Sussex Community Foundation
- Sussex Wildlife Trust
- West Sussex Mediation Service
- Young Enterprise
- Young Epilepsy

WITH A GRAND TOTAL OF £8,960 BEING RAISED FROM THE GDB CHARITY CHALLENGE AND THE GDB CHARITY RAFFLE.

Many thanks go to all the teams for taking part; raffle donations from Emirates, Norwegian, South Lodge Hotel, Crowne Plaza Felbridge Hotel, Roffey Park, Mannings Heath Golf Club & Wine Estate, Farleigh Golf Club & Restaurant, Search Consultancy; the spectators who attended on the day; the charities; Paella Fella for the catering; South of England Event Centre for hosting us; LPG Photographic for the photography; Altitude Events for the hosting the activities & last but not least the gdb team for organising the event.

## One Firm One Day

Each year PwC dedicates one day for the entire UK firm to give back to our local communities by donating our time to projects. This year saw thousands of PwC Partners and staff spend their day volunteering on more than 160 community projects.

Our Gatwick office was no exception. Here is what the office spent their time doing on Friday 19 May:

St Catherine's Hospice – our team was split into two groups who helped hand out flyers in and around Crawley to promote upcoming events while the second group prepared goodie bags and posters.

Southgate 1st Scouts Hut- this group spent the day getting their hands dirty helping to spruce up the gardens for their 60th anniversary celebrations.

Brighton Beach Clean - Our group down in Brighton worked with the local authorities to help clean up our local seaside resort. Crawley Open House - We spent the day doing some much needed decorating for the food store that provides support for those suffering the effects of homelessness, unemployment and loneliness.

St Wilfrid's School- we put the year 8's through their paces in a Dragon's Den style event. Our team helped coordinate and direct the young stars in developing new business ideas to present in front of the Special Guest Judge.

Nick Jones, Office Senior Partner in Gatwick said: 'One Firm One Day is a great example of the firm coming together in each of our local markets and making a difference in our communities.'



This year our activities spanned the Gatwick Diamond and it's great to see our teams get involved in some great causes, all of which were selected by the office. Volunteering gives our staff the chance to develop skills, broaden networks and increase social awareness.'

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

[gatwickdiamondbusiness.com](http://gatwickdiamondbusiness.com)

## Restoring After Ransomware

No solution is perfect. As ransomware is so valuable, cybercriminals are putting a lot of money into developing more damaging and infectious strains; thus, the risk of ransomware is ever-present, and businesses need to prepare. What happens if ransomware gets through all your security, and your files are encrypted? Let's look at backup, your last line of defence.

What can you do if your data is encrypted? The best answer is to have a backup ready to be restored!

With backup systems in place, ransomware loses a lot of its bite, as you can just restore your files. A good backup system will be image based, backed up offsite, and use incremental backup. Let's look at those qualifiers in more detail:

Image based backups mean the whole drive is backed up in a single archive file.

This is the fastest and most incorruptible method of backing up data, for the lowest performance impact.

Offsite backups not only circumvent the risks of a natural disasters destroying both the active drive and the backup, but they are safer from ransomware attacks too! Modern ransomware is designed to look for onsite drives and encrypt them, while offsite drives are safe.

Incremental backup means one backup does not immediately overwrite the last, but instead backups are taken in sequence; this protects against slow-acting threats that would otherwise be backed up to continue their attack later.

Now, there's no magic bullet for cybersecurity. Cybercrime is so profitable, new methods of breaking your defences are being built every day. That's why we strongly



recommend having experts ready to help should an attack occur.

With software and hardware solutions protecting you, backups ready if things go wrong, and experts making everything run smooth, you'll be well secured against ransomware.

www.kogo.co.uk  
askmartin@kogo.co.uk  
01342 333000

## Mobile apps vs Mobile websites

Egg Media are an award winning video marketing company based in West Sussex.

Chances are we've probably met at a gdb meeting!

Video is the fastest and most effective way to communicate your message and can be used to enhance your brand awareness, gain customer interaction, showcase your products and more.

How and where could you be using video?

### Your website

When someone visits your website you have just a matter of seconds to grab their attention. 80% of website visitors will watch a video whilst only 20% will read the content in its entirety.

### Email newsletters

Including video in an email leads to a whopping 200%-300% increase in click-through rate.

### YouTube

Remember that YouTube is an advertising platform owned by Google. A video is over 50 times more likely to rank on page 1 of Google than a regular web link.

### Facebook • Twitter • Instagram • LinkedIn

Social media videos generate 1200% more shares than text and images combined.

### Trade shows

Having a video display on your stand can



help capture people's attention and draw in potential customers.

### Video types:

There is a huge range of different videos that can be applied to all businesses:

- Product video
- About us/Meet the team
- Interviews
- Testimonials
- Animations
- Aerial filming
- Manufacturing videos

... and more!

### Where to start:

Your business is unique and your video

should be too. Egg Media will work closely with you to find the right video solution for your business, and one that's in line with your brand values. We're not just about producing pretty videos; results matter too. We'll develop a strategy around your video to ensure your customers see it and take action.

Producing a video doesn't have to be daunting. When you work with Egg Media, we'll deliver your project on time, on brief and on budget.

Want to discuss your own project? Visit [www.eggmedia.co.uk](http://www.eggmedia.co.uk) or call 01342 779955

## Cost Effective IT Leadership

When visiting SME clients, I am often taken by the fact that they have no in-house IT resource, instead outsourcing their IT services across a range of different suppliers. There are obvious benefits in this approach, as IT specialist skills can be a high overhead and keeping up with a rapidly changing technical landscape is difficult to justify.

Outsourcing all of your IT functions is not without risk. There are a lot excellent specialist IT suppliers, but do they manage their own components or look at the bigger picture?

The management of IT suppliers is often spread across the senior members in your business who may not have the time or

experience this requires and results in no clear ownership of your IT strategy.

This fragmented approach can mean that there is no single point of ownership when issues occur and time can be lost while the true source of the problem is identified. It can also lead to a disjointed IT environment and may result in significant overlap between systems, even meaning you are paying for IT that you are not using.

For example, in light of the recent ransomware and security issues, consider how you would get your business back on it's feet after a cyber attack. Some businesses assume that this is all in hand with their individual suppliers, but in reality

there may be significant gaps in how your IT is recovered.

A growing trend is to engage with a 'Fractional' part time senior resource. We see this in Finance, Sales, HR and IT. A Fractional IT Leader is a cost-effective way of acquiring IT Director and IT Project Management skills without the overheads of a full time resource.

Shovelstrode Consulting work with businesses like yours to help you get the most from your current IT suppliers and also to plan for the future. For further information visit [www.shovelstrodeconsulting.com](http://www.shovelstrodeconsulting.com) or contact Tim Felix on 07740 046181.

## Golden Rules for Turning Sales on It's Head



As a follow up to the recent gdb educational seminar covering sales and customer engagement, Mark Whybrow of Engage Technique outlines a few of the golden rules...

### 1. Think of the end first:

What are you trying to achieve? Is your objective to get the next meeting, agree to provide a full proposal, or to close the deal? From what I know of the client, where do I think there is potential for a sale? This will make sure you structure your meeting properly, and avoid a drifting "Tea and biscuits" conversation.

### 2. Ask GREAT questions:

Developing the right solution for your client means understanding how the world looks from their perspective. What are the things they are trying to achieve? What are their pressures, problems, opportunities? Real

consultative selling means understanding the big problems/opportunities, not just "selling my stuff". Great questions mean you can get real insights into the big themes in a customer situation. The bigger the theme/insight, the bigger the potential solution you can sell!

### 3. Sell Solutions, not products... benefits not features:

When you understand your customer's position, make sure you are selling to their needs, not to yours... A benefit is what it means for them, how it improves their situation in a way that your competitor cannot. It is not about how much you love your product... it is how much you can make your client love the solution you are offering.

### 4. Remember the other person:

Building influence is not rational... remember that the person on the other side of the table will be influenced by how you behave, how much they feel you are "like-them" as well as how much you show you "Like Them". Style, communication tone and rapport building are all aspects which build engagement and influence.

### 5. Do be rational...use the right process and measures:

For longer term tracking of how healthy is your business development funnel, take an are in process... how many proposals, how many closing meetings, using whatever the right "progress" measures you have for your business. That way, you can see whether the problem is "hunting" (effort & qualifying target customers), or "farming" (taking clients through the sales process

and closing the deal. Keeps you honest, and means you can track your sales team on the right things.

Working with clients on developing their Commercial Teams, Mark has found that these golden rules make the difference between sales as a "Black art" which people are just born with, versus the true high-potential sales people who are using conscious technique and process, whilst delivering it in their own style. If you add in a good dose of effective leadership to create the right motivating, stretching environment whilst measuring and rewarding the right things, then you have the makings of a great sales function.

[Mark@engage-technique.co.uk](mailto:Mark@engage-technique.co.uk)

Connect with  
us on LinkedIn:  
**Gatwick  
Diamond  
Business**



## Countdown to ISO 14001

Many businesses have put in an Environmental Management System (EMS) to manage impacts, reduce costs & increase efficiency. It can help win business too, as many customers expect their suppliers to have one in place.

If your EMS is certified to the international standard, you need to update it to the new ISO 14001:2015 standard by September 2018.

Here are my top tips for the countdown to the ISO 14001 deadline:

### 5 - Mind the Gap

Start with a Gap Analysis of your current EMS to find out where you need to focus your attention.

### 4 - Don't Do it Alone

You may be isolated, so engage with colleagues from across the organisation & senior management to get a leadership boost.

### 3 - Know your Risks & Opportunities

Use a PESTLE Analysis to help plan your strategy; it's important to know the risks & opportunities facing your business in the future.

### 2 - Write your Timetable

With only just over a year until the deadline, you need to plan your transition. There'll be huge demand for certifiers near the deadline, so don't miss out!

### 1 - Meet your Objectives

Always remember why you're doing it - what are your objectives? Make the system work for you.

### Lift Off

Afterwards celebrate your success (we often forget to do this!).

ISO 14001 has many commercial benefits though the initial transition can seem daunting. Drop me a line so I can help make the process smoother & more successful.



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

## There may be trouble ahead...

As I write this article, the general election is coming to a close. In a few short weeks, we have been through two fatal terrorist attacks and a widespread ransomware attack. No doubt by the time you read this, the agenda will have changed and, very likely, something completely unexpected will be occupying the headlines. It is very clear that we are living in very turbulent times and that business-disrupting events are now commonplace. In terms of risk management, it is not so much a case of if your business will be disrupted but when.

However, we have also seen a number of businesses donating their services to help

the response and recovery efforts. Taxi drivers providing free travel, cafes providing free meals and the like. This, of course, is all part of the British spirit: people naturally rally round and do what they can to help. Actually, such altruism is a good business decision. Helping the local community to recover more quickly reduces the overall impact of disruption. It is also good for reputation and for corporate social responsibility.

So, when you are looking at your business resilience plans, it is not all about what your country can do for you. Do consider also what you can do for your country. As well as

the resources you require to ensure you can keep trading through disruption, think about the resources you can spare and how you could deploy those to help your customers, your suppliers or the wider community.

If you do feel that you have something to offer, please call Tom Crellin, Consultant ( [www.tomcrellin.co.uk](http://www.tomcrellin.co.uk) ) on 01825 768980 to discuss how best to structure your plans and make a real difference.

## Notable Employment & HR Developments

Bhavna Patel of [pdt.solicitors](http://pdt.solicitors) provides a snapshot of some interesting areas of development.

### Claims cost £182,000 – Employee forced to retire

An Employment Tribunal has awarded an accountant £182,000. John Peters ("P") successfully argued that his former employer, Rock Oil, had unfairly dismissed and discriminated against him on the grounds of age in order to push him out of his job. P was aged 69 at the time.

The Employment Tribunal found that: (i) when P indicated that he did not intend to retire the

company's management team trumped up charges against him in a threatening manner; (ii) the company refused to provide P with the information he required to refute the allegations; and (iii) the company had singled out P in that the allegations would not have been brought against a hypothetical company accountant who had not reached retirement age.

### Right to be accompanied lead to a £2 award

The employer has no right to veto the employee's choice of companion if it is valid. However, in the recent case of *Gnahoua v Abellio London Ltd* nominal compensation was awarded even though the employer had

strong grounds for vetoing the employee's choice – his companions had previously tried to obtain substantial compensation from the company through dishonest and vexatious means. Although a non-binding decision, it may indicate the way other Tribunals may decide similar cases.

To discuss any HR or employment issue please feel free to contact Bhavna Patel on 01403 831265 or [bpatel@pdt.co.uk](mailto:bpatel@pdt.co.uk).



## Are you amongst the 13%

As a customer, have you ever had a really good experience when served by someone who's simply not interested? It's doubtful.

According to Gallup's State of the Global Workplace study only 13% of employees are engaged at work. 63% of employees are "not engaged". And 24% are actively disengaged, being liable to spread negativity.

This of course affects productivity, absenteeism and staff turnover. But imagine also what impact it has on customers.

What then can we do to minimise the risk of our team being one of the 87%?

Here are 10 simple ideas to get started:

1. Recognise the things which may seem insignificant to you, but mean a lot for others.
2. Treat your team with the same care, courtesy and respect you'd like them to show customers: a sunny smile, a cheerful "good morning".
3. Show you value their opinion: listen to feedback, ideas and suggestions.
4. Keep them informed, giving confidence and enabling them to make decisions.
5. Invest in their development: new challenges which stretch them. Not everyone wants to progress but a bored employee is unlikely to wow customers.
6. Create a culture where everyone takes responsibility: Cross-train so everyone's confident the job still gets covered even when they're on holiday or have a heavy workload.
7. Give the support, resources (including time and manpower) and guidance needed to do a good job.
8. Keep commitments; letting people down suggests a lack of respect.
9. Play to people's strengths: demonstrate trust by delegating some control and ownership, giving a sense of pride.
10. Recognise those who go beyond the call of duty, and give a heartfelt thank you at the end of a hectic day.

So are your team amongst the 87% disengaged or 13% of engaged employees?

Find out more at [www.naturallyloyal.com/em](http://www.naturallyloyal.com/em)

Caroline Cooper, Naturally Loyal

## Reduce your carbon impact in the office

It's estimated that a company spends anywhere between 1-3% of their turnover on office printing, so the costs can really mount up, but there are smarter ways to reduce this overhead by driving energy efficiencies.

Here are some ways your business could reduce their carbon footprint and save money:

1. Think before you print – Proof documents on screen.
2. Print double sided to reduce paper use.
3. Use print preview settings to avoid mistakes.
4. Install shared multi-functional devices rather than individual desktop devices, this uses less energy and costs far less.
5. Energy saving modes, such as sleep modes after periods of inactivity.
6. Use of draft print / toner save mode, uses less toner than standard or best quality printing.
7. Print less – Look at ways to automate processes electronically, which reduces the need for printing and manual filing. It vastly improves internal productivity as documents are more easily retrievable and helps with compliance and data security (in line with policy change for GDPR).
8. Mono printing creates less heat and emissions and reduces toner consumption.



9. Newer devices include secure hard drives and working memory encryption, protecting vital IP.
10. Newer machines are less mechanical and have fewer moving parts, which increases device uptime and user availability.

IT Document Solutions is committed to environmental sustainability and have developed a 'Trade-In' Programme, whereby users benefit from getting cashback toward a new device and benefit from the latest energy efficient technology. Plus, their old device is recycled in line with the WEEE directive, reducing environmental impact.

Making small changes can make a massive difference to your business. If you would like to learn more about the ITDS Trade-In Programme please contact us on 0207 101 0096 or email [info@itdocumentsolutions.com](mailto:info@itdocumentsolutions.com)

## It's all getting a bit crowded

Today, there are many different ways in which to promote your business. We are bombarded daily with a raft of ever increasing techniques to grab our attention. Did you know that every minute there are:

- 2 million Google searches
- 1.8 million Facebook likes
- 204 million emails sent
- 278,000 Tweets sent
- 571 new websites launched

Business is done differently today because of the internet. But having an online presence alone will not automatically attract visitors and enquiries to your business.

### How are you going to stand out?

So it goes without saying, you need to 'stand out from the crowd'. Now, more than ever. But how? Of course digital marketing can be an important part of the promotional mix, but with such a saturated online environment what can you do that's different?

Utilising tactile marketing like Print, creates a stronger bond with customers and prospects than digital outreach alone. That's maybe why the online component of a marketing

campaign pays back 62% more when a printed element is added to the mix\*.

### Your next campaign

As a starting point, when you're thinking about your next campaign, consider these questions:

- What do you want to happen?
- If that happens, how much is it worth?
- What message will make it happen?
- How will you measure the effectiveness of your effort and expense?

To help answer these questions Gatwick Diamond Business member printing.com have developed a marketing Return on Investment calculator available on their blog here - <http://www.printing.com/uk/blog/marketing-calculator/> - alternatively why not give them a call on 01737 766729 for more tips and advice.

\*Royal Mail MarketReach Mail & Digital Part II, Quadrangle, 2014



## Which mobile app development strategy is right for businesses?

As mobile apps grow in popularity, more and more businesses are looking to implement a mobile app into their marketing mix.

When it comes to mobile app development, there are two main avenues to explore, custom vs. feature driven solutions...

**CUSTOM APP SOLUTIONS** are created from the ground up and tailored exactly to the requirements of the organisation. A good example would be organisations that develop custom apps for internal use that help employees record and track information whilst out in the field.

However, one of the biggest negatives surrounding custom app development is the cost. As a result, this is often not economically feasible.

Another aspect to consider is the time investment necessary for developers to understand the clients business and even longer to then code the application and resolve any bugs.

**FEATURE DRIVEN APP SOLUTIONS** are a good choice for many businesses as they combine great features with manageable



costs. The app can benefit from features such as a mobile shopping cart, GPS locations, GEO fenced messaging and loyalty programs to engage customers and provide a streamlined user experience.

As well as lower costs, another big advantage is the speed in which a feature driven app can be launched. Since most of the features are pre-built, only information unique to the business is needed to populate the app. This immediately saves time and money.

### Conclusion

Having assessed both methodologies, which option is best for most businesses? In our opinion, the feature driven solution is ideal for the majority of businesses as it combines cutting edge features with minimal costs and quick deployment.

FactorEstudio is a licensed app developer for Eazi-Apps. Find out more and request a free demo app at [factorestudio.com](http://factorestudio.com), or call Barbara Pilgrim on 0333 9900 106.

## Creditors' Guide to the New Insolvency Rules



The Insolvency (England and Wales) Rules 2016 came into force in April and aim to consolidate existing law, increase creditor engagement by encouraging "21st Century" communication and remove administrative burdens. The rules look very different, both in terms of language, which has been modernised and made gender neutral and in terms of layout.

The question is, what are the key changes and what will they mean for creditors?

One of the fundamental changes is that the requirement to hold physical creditors' meetings has been abolished, except where a prescribed number or value of creditors request one be held. They have been replaced by a range of decision making procedures. These include deemed consent, correspondence, electronic voting, virtual meetings and any other procedure which enables creditors to participate.

Deemed consent does not require a positive response from creditors. It allows for notice of a decision to be given to creditors and, unless the prescribed value of creditors object, the decision is approved. This procedure cannot be used in certain circumstances, including any decisions relating to remuneration of the Insolvency Practitioner.

As part of the general modernisation of the insolvency legislation, formal provision has been made to enable e-mail communication with creditors and the use of websites to deliver information has also been extended.

When it comes to paying a dividend, creditors will no longer have to formally prove for a debt of £1,000 or less. These may now be deemed agreed without any documentation being required and will be based on the level of debt detailed in the records of the insolvent entity.

The new rules represent the biggest reform to insolvency legislation in nearly 30 years. Creditors need to be aware of the changes if they want to engage in the insolvency process. The use of the new deemed consent procedure is likely to become one of the most commonly used new tools for decision making so creditors should be alive to this and act promptly if they have any objections to the decisions being sought.

For more information on the new Insolvency Rules please contact Zoë Cherryman, Director, Restructuring Services, Mazars.

[zoe.cherryman@mazars.co.uk](mailto:zoe.cherryman@mazars.co.uk)



## Taking the high road: how to be a better leader



Neuroscience could be the secret to success for many entrepreneurs, according to local businessman and mentor David Mellor.

David, who has authored a series of books to guide entrepreneurs toward success, says that knowing more about the human brain can help business individuals unlock their mind's full potential.

"When it comes to decision-making, people have two options - the 'Low Road' or the 'High Road'" David said.

The 'Low Road' means favouring expedient actions to achieve satisfaction as rapidly and efficiently as possible. The 'High Road' manifests itself as what scientists call the 'Wise Advocate' - a voice within the mind which makes the case for fundamental solutions which have lasting and wider benefits. The Low Road is tactical, the High Road strategic.

According to neuroscience, the road we take has lasting consequences. In the words of leading Canadian scientist, Donald Hebb: "Neurons that fire together wire together." In short, parts of the brain that are continually activated together will physically associate in the future.

Consequently, the more often a pattern of mental activity occurs in the mind, the easier it is to follow the same associated neural pathway in future.

In a similar way, brain circuits are strengthened by decisions made about where and how to focus our attention. That's how difficulties such as addiction and obsessive-compulsive disorder can form but also, David argues, how neuroplasticity can be used as a force for good.

"It is possible to consciously use self-directed neuroplasticity to train your brain toward more constructive ends," he said. "The more you use your mind to shift activity to the High Road circuit, the more effective you will be as a leader."

"You may feel called upon to play a more visible leadership role within your organisation and with application of the above principles, you could provide the same guidance for an enterprise that the Wise Advocate provides for your own mind."

David Mellor - david@davidmellormentoring.com

## Top Tips on Recruiting the Best People

Effective recruitment is the key to having the people with the right skills, expertise and qualifications in the right jobs. Diversity and equality of opportunity should be central to the process. As well as getting the best person for the job, a fair and consistent process will help lower absenteeism, capability and disciplinary issues and lower staff turnover.

These are the necessary steps to ensure you get the recruitment process right during the interview

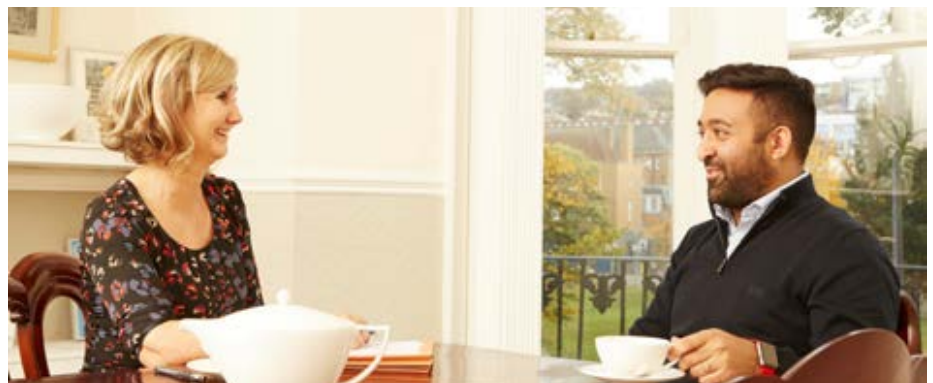
### Planning the interview

Interview panels should have at least two members, preferably who have been involved in shortlisting. The date and time should be arranged at the beginning of the recruitment process, but you will need to be flexible. Before the interview:

- Allow adequate time to assess each candidate against the criteria.
- Tell candidates in advance if they will be required to take any tests.

### The interview

Only ask questions that are relevant and necessary to the job and avoid making snap judgements based on intuition or



subjective personality assessments. So, for a final checklist:

- Treat all candidates the same.
- Focus on each person's skills based on the skill specification.
- Avoid reading into body language.
- Make candidates aware they have the right to request access to their interview notes.
- Ensure disabled candidates are not disadvantaged by the interview or application process.
- Have the same list of questions to ensure uniformity.

### The selection process

When all interviews have taken place, go through the interview notes and ensure that all

candidates meet the essential criteria. Then:

- Decide which of the desirable criteria is more important.
- Grade all candidates accordingly.
- Appoint the best person for the job (not the person with whom the interviewing panel have the most in common).
- It is only at the point that a person has been offered the job that you should ask whether there are any disability issues. This is to ensure there is enough information to identify reasonable adjustments.

If you need any further information on recruitment or providing contracts and policies, contact our specialist employment law team at Martin Searle Solicitors on 01273 609911 or email [info@ms-solicitors.co.uk](mailto:info@ms-solicitors.co.uk)

## Five steps to grow your business through sustainable thinking

You wouldn't hesitate to think about developing your marketing strategy, or your strategy for finding and keeping top talent. Building your strategy for sustainability and responsible business is a path to business growth.

The key is to start from where you are, don't be bemused by the greenest businesses out there, thinking it's impossible to make the leap. Behind the scenes they spent time planning and experimenting and every business has the opportunity to think differently.

We've created a process to help you do exactly that, working with what you already know and building from there. Here's five steps to get you started:

### 1. What are your vision and values?

You may have already set these for your business strategy, work with them, you don't have to suddenly decide you will be 'zero carbon' by 2020. By assessing what you have in place already you can review your next steps to align with your vision. Of course if you want to be radical, that's awesome, just be prepared for the long game and plan your route to success.

### 2. What strengths do you already have?

Developing your strategy does not mean giving up on what you are best at. Most often those strengths will lead you to new ideas, your team may already have ideas to build on. Listen to them. They will highlight areas that could be developed so you can

work out where you are already committed and where you could divert resource to develop your next big ideas.

### 3. Develop your aspirations!

Once you have developed your big ideas you can carry out deeper research. What is possible for your business? Could you look at new technologies – 3D printing, biomimicry, recycling used materials, creating new products from the ground up? What funding is available for your new ideas and who do you need to work with to develop your prototype or service? If you never ask you'll never know!

### 4. Identify your support and implementation frameworks

Consider what you already have in place to support your plans. This might include suggestion schemes, learning and development frameworks, research and development processes or simply finance structures that enable funding applications.

### 5. Engage and implement

The holy grail of all strategic change is the engagement process, getting your team alongside you on the journey, inspiring them to be partners in your business growth. Build this into your strategy so it is fully integrated into your plans and ensure your great people reach their full potential.

Enabling your strategic development Catalicity has developed a framework to support you through the process, helping



you to switch from risk management to grasp opportunity. We can help you:

- Develop your strategy
- Research and develop your ideas
- Narrow the focus to your needs
- Define the legacy you want your business to leave
- Coach your team to achieve your aspirations

Contact [sandra.norval@catalicity.com](mailto:sandra.norval@catalicity.com) or visit our website for more details at [www.catalicity.com](http://www.catalicity.com)

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- Clive Findlay from Career Consult UK Limited for Enrol Digital Limited
- Lucy Pitts from Strood Copy and Anya Ledwith from ESHCon Ltd for My Active Life Ltd
- Roger Bateman from Vazon Technology for Steve Richards HR
- Julia Johnson from Fine Marketing for Storganise Ltd
- Nasser Elaheebocus from Business Pulse for Brittain Limited

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## Seminars

28th July 2017

### Implementing Change: Don't get short changed with business change!

**Presenters:**  
**Nicky McCrudden of McCrudden Training Ltd**  
**Chris Simpson of Business Doctors (Surrey & Sussex)**

Are you planning to grow your business? Do you need to make some changes to the way your organisation works? Then join us for this interactive and lively workshop to discover ways to make the process easier!

You'll discover why staff resist changes and Nicky McCrudden will share with you one highly effective tool you can use to help overcome people's resistance. Then Chris will help you create a plan for business change and communicate that plan to get staff to buy-into it.

25th August 2017

### Business Resilience: How to plan for the unexpected

**Presenters:**  
**Martin Funnell MBE, Assistant Head, Resilience and Emergencies, West Sussex County Council**  
**Tom Crellin, Business resilience consultant**

As systems and infrastructure become ever more complex and the pace of change ever more rapid, the effects of disruption can be crippling. This seminar looks at how to plan for disruption and reduce the cost of such incidents. We will also look at how businesses can help each other and the wider community to deal with major incidents.

**To book on either or both seminars please email:**  
**events@gatwickdiamondbusiness.com**



## Forthcoming events

Wednesday 5th July 2017

### Elevenes & Networking

Kreston Reeves, Horsham  
10.30am – 12pm  
Free for members

Wednesday 12th July 2017

### Express Lunch Networking

Holiday Inn, Gatwick Worth  
12pm – 2pm  
£22 plus VAT for members  
£32 plus VAT for non-members

Tuesday 18th July 2017

### Afternoon Tea

South Lodge Hotel  
2.30pm – 4.30pm  
£25 plus VAT for members  
£35 plus VAT for non-members

Friday 28th July 2017

### July Members Meeting

Hosted by University of Sussex  
11.00am Educational Seminar: Don't get short changed with business change!  
12.00pm – 2.30pm Members Meeting  
Free for members  
£25 plus VAT for non-members

Wednesday 9th August 2017

### Elevenes & Networking

Hosted by TLP Technology at Robert Denholm House  
10.30am – 12pm  
Free for members

Friday 18th August 2017

### Networking at Ease

Sandman Signature Hotel  
12.00pm – 2.30pm  
£35 plus VAT for members  
£45 plus VAT for non-members

Friday 25th August 2017

### August Members Meeting

Hosted by Ardingly College  
11.00am Educational Seminar: How to plan for the unexpected  
12.00pm – 2.30pm Members Meeting  
Free for members  
£25 plus VAT for non-members

Thursday 31st August 2017

### Summer Buffet & Wine

Bolney Wine Estate  
12.00pm – 2.30pm  
£25+VAT for members  
£35+VAT for non-members

## Get in Touch

t: 01293 440088  
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Crawley RH11 7XX

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Editor: Jeremy Taylor

Basepoint, Crawley, RH11 7XX

## Previous Meetings & Events:

### May/June

The past two month's meetings were:

**Afternoon Tea-Break hosted by Porsche Centre Mid-Sussex**  
[www.porschemidsussex.co.uk](http://www.porschemidsussex.co.uk)

**Networking at Ease hosted by Ockenden Manor Hotel & Spa**  
[www.hshotels.co.uk/ockenden-manor/spa](http://www.hshotels.co.uk/ockenden-manor/spa)

**Big Breakfast hosted by Pilot's Hub, Redhill Aerodrome**  
[www.pilotshub.co.uk](http://www.pilotshub.co.uk)

**May Members Meeting hosted by Arora Hotel Crawley**  
[www.gatwick.arorahotels.com](http://www.gatwick.arorahotels.com)

**What's The Point??? hosted by Basepoint Business Centres**  
[www.basepoint.co.uk/locations/crawley](http://www.basepoint.co.uk/locations/crawley)

**Networking at Ease hosted by Ashdown Park Hotel & Country Club**  
[www.ashdownpark.com](http://www.ashdownpark.com)

**Elevenes & Networking hosted by Motor Nissan Crawley**  
[www.motorline.co.uk/nissan](http://www.motorline.co.uk/nissan)

**Fun Golf and Networking hosted by Farleigh Golf Club & Restaurant**  
[www.farleighfox.co.uk](http://www.farleighfox.co.uk)

**AGM and Members Meeting Co-hosted by Crowne Plaza Felbridge & Kreston Reeves**  
[www.cpfelbridgehotel.co.uk](http://www.cpfelbridgehotel.co.uk)  
[www.krestonreeves.com](http://www.krestonreeves.com)

All of these events were very well attended and presented great opportunities for members and others to gain new contacts.

### Booking information

Please email or telephone to book. (If you turn up without booking, we cannot guarantee that we will be able to cater for you). Where there is no price stated events are free for members to attend.

Send booking requests to:  
[events@gatwickdiamondbusiness.com](mailto:events@gatwickdiamondbusiness.com)

### 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.

### Remember!

To let us know if your plans change and you cannot attend so that we can offer your place to someone else. Thank you.

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Crawley, West Sussex, RH11 7XX.



# Venue Hire

Ardingly College is the ideal Venue, offering a range of meeting & event spaces, accommodation, and sporting facilities. Built in the 1800s, the College is steeped in history and set in 250 acres of beautiful West Sussex countryside perfect for wedding photos!

\*Please note that our facilities are only available to hire outside of term time



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