



COTTESMORE
GOLF & COUNTRY CLUB
GENERAL MANAGER

We are delighted to be reopening after what has been a long journey

Johnny Porter, General Manager,
Cottesmore Hotel, Golf & Country Club

Separation and
Divorce: Tax
Considerations for
Business Owners

Hotel & Venue
Special Feature

Gatwick Airport:
its plan for
recovery

Don't waste
money on
sales training!

Jeff's Message

At gdb we like to think we practice what we preach. We certainly preach the virtues of partnership but do we match words with action? Before Covid struck, we had developed a strong partnership approach to our events programme. Our plans had to be put on hold briefly but we quickly realised that the way forward was through partnership and drawing on the huge expertise of members.

Since the start of lockdown, we have run over 80 events, many in partnership with member organisations. Meanwhile, our 'Ask the Expert' sessions have become a mainstay. On the 11th of September, for example, we will be pleased to welcome back to the 'Expert Chair' Jonathan Sharrock, CEO of Coast to Capital.

We have now taken partnership to the next level with our collaboration with the Sussex Chamber of Commerce. We have two major joint events coming up this month. On 18th September, we are co-hosting Florence Hubert of the Bank of England, followed on 23rd September by Mark Berrisford Smith - Head of Economics, HSBC UK Commercial Banking.

Please also make sure that the gdb AGM and members' meeting, sponsored by the Thakeham Group, are both firmly in your diary for the 25th September. As Anya mentions, she will be stepping down as chairman of gdb at the AGM. She has made an enormous contribution both as an Executive Council member and during her extended time as Chairman. I have personally hugely valued the guidance and support she has

given me in my two years at gdb. I am sure you will want to be part of her send off. You will also be able to welcome the new members you have voted onto your Executive Council.

As usual, my thanks to the Creative Group for the design of Diamond and to all of you who have contributed your inspiring stories.



Jeff Alexander, Chief Executive of Gatwick Diamond Business

For boosting staff morale!

Chestnut Tree House is your local children's hospice. Whether it's payroll giving or dreaming up funky fundraising fun, becoming a corporate partner or taking on a challenge, we are sure you will find a fundraising opportunity that is perfect for your team.

Get in touch today!

📞 01903 871820

✉️ corporate@chestnut-tree-house.org.uk

🌐 www.chestnut-tree-house.org.uk

Registered charity number 256789



C 
**Chestnut
Tree House**
{ Children's
Hospice Care }

Chairman's Column

Welcome to my last Chairman's Column. I stayed on for an extra couple of months during the pandemic until the AGM, postponed until September. It's been a privilege to be Chair of gdb and I've thoroughly enjoyed myself, indeed the years have flown by.

I've seen a lot of change, with new staff coming on board, of course the pandemic, but also now our more formalised, strategic approach for the business.

We have developed new services, partnerships with key organisations, learning and development programmes, quality publications, structured membership options and attracted more diverse organisations, in terms of size, sector and location.

All these truly demonstrate the great value of gdb membership.

With lockdown easing, we now have a great opportunity to change the way we live, work and operate as a nation – to Build Back Better, with greater benefits for society, the environment and economy.

I am pleased that gdb is now supporting the UN's Sustainable Development Goals (the SDGs).

In 2015 countries across the world signed up to the SDGs – a set of 17 goals for improving people, planet and prosperity. These are now being delivered by governments, businesses and individuals alike.

How does this affect gdb? The over-arching goal most relevant to us is 'Goal 8 - Decent Work & Economic Growth', developing opportunities for our members and partners, to boost the economy of the Gatwick Diamond region. This is supported by other goals, including Skills, Well-Being, Climate Change & Equalities.

We are not campaigning, rather showing how our work, strategies and partnerships already do and can help support the SDGs.

This will be particularly important with Covid-19 and its impacts on our businesses and our families. With individuals



and companies (large and small) reflecting social and environmental issues in their purchasing decisions, gdb and its members can use this opportunity to thrive again.

So, I leave gdb with hope for the future.

I look forward to welcoming the new Chairman and handing over the reins. Of course, I'd like to say thank you to all

the staff, the Executive and members for your support and dedication to our fabulous organisation.

Anya Ledwith
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FLEXIBLE is the new working normal - is your business equipped? Asks Flexibility Matters' Emma Cleary

With a recent employee survey revealing that more than 9 in 10 working parents want their workplace to retain flexible working indefinitely* and another reporting that 28% of employers believe the increase in homeworking has increased productivity, COVID-19 has shifted the working pattern mindset to flexible.**

The enforced period of homeworking has shown how effective working from home can be as well as proving that flexibility can be possible in so many more jobs than previously thought. The advantages for employers have proven to be considerable! Organisations will be able to hire people from a much wider geographic area so as well as having access to more talent they will be able to recruit and retain a more diverse workforce.

Whilst employers are having to fully embrace telecommuting and reduced, or part time work, flexible workers are having to match this with an open and adaptive attitude to new technology, training and performance management.

Whether your recruitment has had to adapt or your whole business has changed shape significantly, flexible working is becoming the new normal and being properly equipped for it is more important than ever.



No one understands this more than us at Flexibility Matters who, since 2014, have been helping local businesses reap the rewards of a flexible workforce. Dedicated to flexible recruiting, best practice in flexible working, events and training - if you're looking for a flexible and experienced professional,

contact Emma and the team at Flexibility Matters on 0781 0541 599 or email: emma@flexmatters.co.uk. More info: www.flexibilitymatters.co.uk

* A survey of over 1,000 UK parents and carers of children aged 18 and under by Charity Working Families (Jun 2020). **A survey of 1,046 employers by cipd.co.uk/. (July 2020).

gdb Member becomes Trustee of a new Aviation focused charity

Christopher Meeking, CEO at Avtura Limited has become a Trustee of a new charity, Aviation Action (www.aviation-action.org).

Aviation Action, is a charity set up to support people in the industry, offers vital assistance to people who have worked in the aviation industry within the UK.

The Covid-19 pandemic has impacted the aviation industry in a way that we simply have not seen before. The number of people losing jobs continues to mount and with the majority of flights cancelled across the globe in a fight to curb the transmission of the virus the numbers are only set to rise.

Run by an amazing team of volunteers



Aviation Action aims to offer hundreds and thousands of aviation colleagues get back on their feet if they are facing difficult times both personally or professionally. The Aviation Action website is being filled it with useful content and articles every week. Briefing sessions

are being set up to cover key topics to help and support the industry as they need it.

Christopher has taken on the role of Vice-Chair of the Trustees and also responsibility for Corporate Strategy and Fundraising, and said: "Our industry has seen a massive loss of employment across the UK, and there are a lot of individuals looking for support, advice and help. Aviation Action has set out to help these people in several areas including Mental Health and Wellbeing, Career Advice and Peer-to-Peer support at a time when they most need it."

www.avtura.com
www.aviationaction.org

Flies damn flies...

gdb Member Cleankill tells all about flies.

“If you followed a fly for a day you wouldn’t eat for a week” is favourite saying of pest controllers.

There are more than 110,000 species of flies - some are more bothersome than others and carry more germs than others.

Cluster flies, or *Pollenia rudis*, lay eggs in the soil and the larvae burrow into earthworms where they pupate. As the weather becomes cooler, they seek out

warm point such as top floor offices or loft spaces. Curiously, a single house or one building in a row of similar buildings is often chosen year after year for this clustering phenomenon.

Cleankill Pest Control’s MD Paul Bates explains: “As cluster flies don’t breed indoors, controlling them outside is impractical. It’s often impossible to keep flies from entering premises, no matter how well sealed or modern the property is. The flies enter through air vents, breathing points in mortar, roof tiles and even through gaps in modern double glazing.”

Insecticidal spraying around window and door frames and other entry points can help. Once flies are inside, control can be achieved with a range of insecticides and electronic ultra-violet fly machines available from Cleankill.

With offices across the South East in Kent, Sussex, Surrey and in Bristol and Buckinghamshire, Cleankill Pest Control



Paul Bates

is an award-winning pest control company and was last year named Company of the Year in the British Pest Management Awards. Cleankill is the only pest control company in England to hold the Investors in People Gold accreditation.

To book a free survey or a no obligation appointment to compare Cleankill’s costs with your current provider go to www.cleankill.co.uk or call 0800 056 5477.

There are more than 110,000 species of flies - some are more bothersome than others

shelter in nooks and crannies in buildings to hibernate in large numbers.

Normally, several thousand flies will cluster together and infest the highest

Big News: Brand-new bonus scheme for businesses to hire digital apprentices



Creative Process Digital Apprenticeships will be given a huge boost after the Chancellor announced a “brand new bonus” for employers to hire apprentices. The Government will ‘pay businesses to hire young apprentices’ offering up to £3,000 for each apprentice with the aim to help protect, support and create jobs.

Young people will be among those hit hardest by the economic impact of the

pandemic, so it’s encouraging to know there is a plan in place that will give businesses the confidence to hire new digital savvy talent to help develop their digital capabilities.

Key Points for Employers

- The Scheme will begin in August 2020 running up until January 2021
- Accessible to any company that hires an apprentice
- Payment of £3000 to employers for each new apprentice under the age of 18, payment of £2,000 for each apprentice they hire under 25, and a £1,500 payment for each new apprentice they hire 25 and over
- In addition to the grant access up to £12k worth of digital skills funding per apprentice

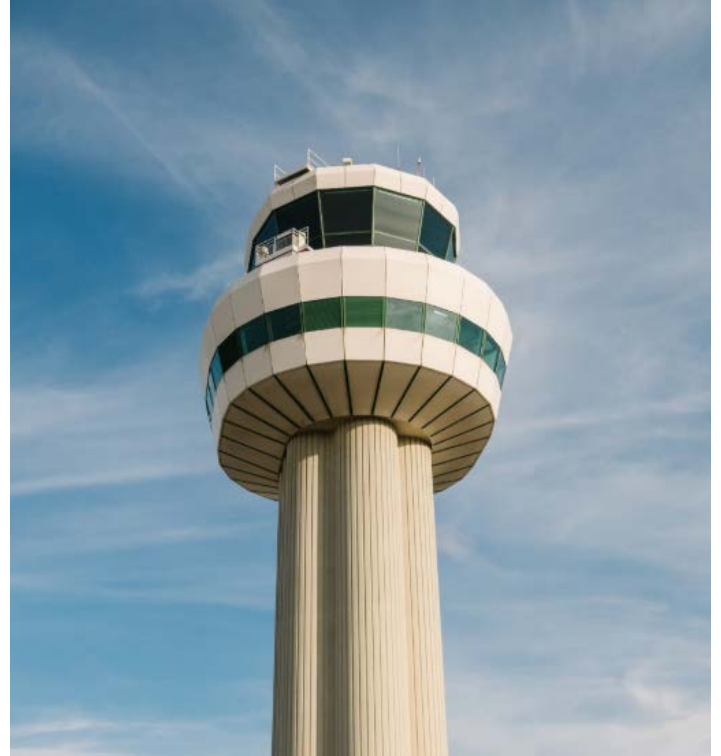
The announcement is a clear endorsement of the value of apprentices for everyone in society and as Chancellor Rishi Sunak said in his statement: ‘We know apprenticeships work, – 91% of apprentices stay in work or do further training afterwards.’ Hence apprenticeships will play a crucial role in supporting long-term employment outcomes.

We encourage any business considering taking on a young apprentice to make the most of this opportunity while it lasts!

Talk to us about how we can help you
Philip Perryman
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www.creativeprocessdigital.com
01273 232273

Gatwick Airport, its plan for recovery

As an industry, few have been hit harder by the COVID-19 crisis than the aviation industry. That includes Gatwick - the UK's second-largest airport, which plays a hugely important role in the local and regional economy.



Prior to the pandemic, the airport supported one in 12 jobs across the region and contributed £2.7bn to regional gross domestic product, while also investing in local projects through the Gatwick Foundation Fund and supporting charity partners, which now include SASH – the charity for East Surrey Hospital in Redhill, and all the services provided by Surrey and Sussex Healthcare NHS Trust.

In what is an incredibly tough time for all involved and connected to aviation, Gatwick already starting on its recovery plan for the future as it works to continue acting as the single biggest driver for the local economy.

Update from Gatwick Airport

As with many businesses across the country, Gatwick is having to grapple with a new way of life.

The airport's absolute priority is of course to protect the safety and wellbeing of all staff and passengers, while also ensuring that the business is in a position to recover as quickly as feasible from the COVID-19 crisis.

The most recent forecasts suggest that recovery to pre-COVID-19 passenger levels will take between three to four years and the airport is acutely aware of how important this is for the local economy and jobs.

Financial Resilience & Protecting Jobs

While the airport has remained open throughout the pandemic, passenger numbers have been at unprecedented low levels and it was against this backdrop that swift decisions were taken to protect the business as early as March this year.

Operations were limited to the South Terminal, flights were restricted to between 1400 and 2200, while 90% of eligible staff were placed on the UK Government's furlough scheme to help protect jobs, with all staff and the executive team also taking a pay reduction. In addition, a voluntary severance package was offered to staff and temporary contracts were terminated.

Our Operations

The North Terminal reopened on 15 June and operating hours were increased as easyJet and other airlines restarted flights, albeit in small numbers.

Since the mid-June restart, and in response to the recent easing of quarantine restrictions, Gatwick has seen 17 airlines resume operations, to the point where they can now fly to over 70% of the destinations Gatwick served before the COVID-19 crisis.



There have been small green shoots of recovery in recent weeks with more airlines restarting flights

Airlines including Norwegian, Ryanair, TUI and Turkish Airlines are flying from Gatwick to 98 destinations in 39 countries, including popular short-haul summer holiday destinations in Spain, Italy, France, Portugal, Croatia, Greece and Turkey. It is, however, likely the popularity of these destinations will continue to be influenced heavily by the infection rate and Government quarantine rules.

British Airways and Air Transat have also resumed long-haul routes to the Caribbean and Canada respectively, while Qatar Airways and Westjet also restarted in August.

At the airport itself, a wide range of new health measures have been introduced and Gatwick was the first airport in England to help establish a COVID-19 testing centre in its long-term car park.

Looking Ahead

There have been small green shoots of recovery in recent weeks with more airlines restarting flights and travellers to

many destinations with low COVID-19 infection rates are now exempted from quarantine when returning to the UK. However, the airport has a long road ahead of it and many challenges still to face. Gatwick will be a different sized and shaped business going forward, however the airport is focussed on doing what it can in this difficult environment to re-establish its role as a positive driver to the regional economy and local prosperity.

In time, Gatwick also hopes to resume many of its key infrastructure projects, including sustainable plans to bring the existing Northern Runway into routine use.

Throughout the COVID-19 pandemic, Govia Thameslink Railway (GTR) and Network Rail have continued work on a £150million upgrade of Gatwick Airport railway station. The upgrades will relieve crowding, improve accessibility and reduce delays for international passengers, commuters and leisure travellers across the south east.

Anyone wishing to ask a question on Gatwick and its plans for recovery can do so by contacting community@gatwick-airport.com.

www.gatwickairport.com

Sussex business guru wins Most Innovative Independent Business Consultant



Nasser Elaheebocus

Business consultant, Nasser Elaheebocus, made a splash at this year's Corporate Livewire Prestige Awards, which were announced this week.

The business growth expert, who runs Business Pulse Advisory & Investment Group to help companies maximise their potential, took home Most Innovative Independent Business Consultant. He will receive his gong at a socially distanced event later this year.

The judging panel said that Nass won the award thanks to strong client testimonials and a proven track record of

outstanding results.

"Every individual and business is different, and Nass has helped them be successful and achieve the goals set out," said Tom Avon of Corporate Live-Wire Prestige Awards. "People clearly work with him on an on-going basis, which is the biggest testimony to how effective his services are."

The judging panel said that Nass won the award thanks to strong client testimonials and a proven track record of outstanding results

The award also recognised Nasser's philanthropic endeavours as Business Ambassador for the Dame Vera Lynn Children's Charity. Over the past few years, he has helped the Charity with its fundraising endeavours.

The judges explained: "It's nice to witness, that despite how busy he must be, Nass still makes time to support the

Charity. He obviously has a great relationship with all those he has helped, and we're very pleased to recognise his hard work."

Business Pulse provides companies with the tools they need to achieve maximum growth. Since it was founded in 2014, it has helped diverse clients find funding, create business plans, set-up accounting systems, manage crises, and much more.

"Receiving this award is the icing on the cake," said Nass, who is currently helping businesses cope in the wake of the coronavirus crisis. "I love helping businesses achieve real results. Every business owner has an incredible talent but may not be a natural businessman or woman. That's where I come in as a catalyst for growth."

Find out more about Business Pulse at: businesspulse.org.uk

The Business Hothouse Offers a Helping Hand

If you have a business idea that you'd like to get off the ground or if your current business needs support to grow, then talk to The Business Hothouse. It's an £11 million government-funded business support programme for pre-start and established businesses in the coast-to-capital area.

Via free workshops and 1-2-1 mentoring, the programme aims to plug business knowledge gaps across:

- How to Start a Start-up
- How to take an innovative product or service to market
- Developing Leaders & Managers

- How to find Finance & Funding for your business or start-up
- How to grow your business and make it more productive
- How to apply for a Business Hothouse Grant

With workshops which take you through the grant application process to get your share of their £2.65million Invest4 Grant Fund – up to £5k for pre-start businesses and up to £170,000 for growing ones – The Business Hothouse will enable you to pursue your dream of running your own business or growing your current one.

To find out more, visit their website pages <https://www.chi.ac.uk/business-services/business-hothouse> or email hothouse@chi.ac.uk. You can also email their Invest4 Grant Fund Manager directly at invest4@brighton-hove.gov.uk and they are currently offering a remote workshop entitled How to Write and Effective Business Plan book your free place at www.eventbrite.co.uk/e/how-to-write-an-effective-business-plan-tickets-116728745821.

Creative Pod Introduces One Intern and Three New Team Members

The ever-growing marketing agency, Creative Pod, have expanded their team and introduced three new employees and one intern in the space of a month. The multi-award-winning company have added Marketing Executive, Niall Healy, to the marketing team, and Digital Designer, Ben Stratford, is the newest member of the digital and branding side of the company.

Niall Healy commented that "Working with Creative Pod has been brilliant so far; I came from an in-house marketing department, so to be at an agency with loads of different clients in different industries is really exciting."

The company has also been joined by Business Liaison, Chris Mansfield, who will expand and enhance the company's connections. As well as they're new employees, Creative Pod are supporting newly qualified graduates to find their feet, by welcoming intern Becca Torricelli.

This expansion comes after the acquisition of multiple new clients over the previous months despite the country's difficult financial situation. Many people have been concerned by the lack of job



Niall Healy, Ben Stratford, Chris Mansfield and Becca Torricelli

opportunities in the current climate, however the success of Creative Pod is promising for people in the marketing industry.

CEO, Matt Turner, said "Having an excellent team is at the very heart of Creative Pod, so I was happy to welcome our new members. It's great mixing up the group dynamic and having fresh ideas brought into the company. The guys have slotted right into the group, and it's great to see that these talented individuals are just as passionate about delivering quality marketing services to Sussex as we are. These are very exciting times for Creative Pod as it means we have the manpower to take on even more clients. Our expan-

Having an excellent team is at the very heart of Creative Pod

sion in these troubling economic times is a testament to the hard work, creativity, and commitment that my team put into the company."

To find out more about The Creative Group, please visit: www.thecreative.group

Start Streamlining with Simple Automations in your Accounting

How much could you be saving? By Your Right Hand.



We've recently been discussing the potential business benefits of streamlining your operations by implementing simple automations within your accounting systems. Now we have some useful tips for you that delve a little deeper into that this time.

Now, we fully appreciate that some business owners will be uncertain about how these simple automations might work for their business, and how to choose the right technologies to align with.

We can always help you with that, of course, you are able to book a free health check and we'll take it from there...

The one thing you can be sure about is that there are some simple wins which, when chosen carefully and implemented properly, will definitely deliver some great efficiencies and cost-savings.

Data entry is the easiest place to start, and there are lots of ways you can opt to get those little artificial intelligence

(AI) robots helping out with your book-keeping – by automatically integrating supplier invoices and expenses with your accounting package, for starters.

The key apps you should be looking at here are Receipt Bank, Hubdoc and AutoEntry – but did you know this functionality is already built-in within Xero?

FREE 1-hour call for gdb members!

We're happy to review how you can streamline your finance function in the most effective way for your business – providing immediate practical suggestions to help you get on track...

Email us: hello@yourrighthand.co.uk

Crawley College on track to open state-of-the-art STEM facility in February

A brand new, multi-million pound development is taking shape at Crawley College.

Building work is well underway on the facility, which will put the college – part of the Chichester College Group (CCG) – at the cutting edge of training delivery across a range of subjects.

The new building, which is situated next to the college's 58 Restaurant on College Road, will be home to a suite of innovative and interactive spaces, which will be used to deliver STEM (science, technology, engineering and maths) subjects to students at the college.

Shelagh Legrave OBE, Chief Executive of CCG, said: "Work-

This is part of our long-term commitment to Crawley College and investing in the modernisation of our facilities

ing with employers, the council and the community, we recognise how important it is to invest in STEM and this new facility will give the college a specialist building to train students in advanced technologies, in turn ensuring that local people are able to fill local jobs in these industries.

"This is part of our long-term commitment to Crawley College and investing in the modernisation of our facilities for the benefit of young people in the local area.

"This will also be a centre that will be accessible to local schools, employers and the wider community – it will be a STEM centre that is not just for Crawley College, but for Crawley."

The facility, which has received significant funding from



the Coast to Capital Local Enterprise Partnership, will house cutting-edge technology, including virtual and mixed reality technology.

West Sussex based contractors W.Stirland have been working hard to ensure Crawley College can open the building in the New Year, as planned.

Shaun Stirland, Managing Director at W.Stirland, said: "We are really pleased to be working with the Chichester College Group on this exciting new development."

Students, apprentices, local schools, employers and the wider community will be able to enjoy the benefits from February 2021, with the build set to be completed in January.

A key priority of this project is to drive up engagement between the college and businesses with a focus on matching the supply of and demand for STEM skills with the local economy. Businesses will be engaged from the project inception to support the design of the facilities, procurement of equipment and design of the curriculum.

To find out how your business can support the new STEM facility, please contact Crawley College at employers@ccg-training.ac.uk.
www.chichestercollegegroup.ac.uk

The Google Desire Engine

Bluebell Digital guides you through Google Ads.

People talk about a vicious circle or the opposite a virtuous circle to describe processes which reinforce each other in a negative or positive way.

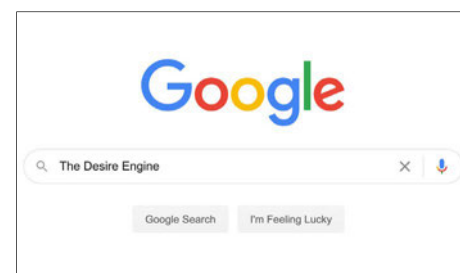
If you are considering starting to use Google Ads to drive sales and leads to your Website for conversion, then there is a virtuous journey to consider when you set up your ad campaigns.

Google Ads can be an incredibly successful tool to put your business there, when your customers are searching for a product or service you offer. Quite simply, you might describe Google as a “desire engine” where people write what they want. This is a very powerful signal that businesses can easily tap into

using Google Ads.

A place where people tell you what they want and then you show them the product or service that matches that desire is really a perfect way to sell. This simple truth is at the heart of the multi-billion dollar success of Google’s business and the stellar growth from text ads to self-driving cars and Internet-enabled hot air balloons.

Back to the virtuous journey – the best way to make a high-performing Google Ads campaign is to choose keywords that match what people search for, then write an ad which reflects that search in its message and then take your new customer to a landing page on your Website



that sells that product or service. Make it very easy for the customer to buy quickly and easily with a minimum of fuss or loss of privacy in terms of unnecessary information and you will succeed.

Add a speedy mobile website to this mix and you have the perfect formula for success with Google Ads. If you want to tap into Google’s “desire engine”, then come and speak to us at Bluebell Digital.

www.bluebelldigital.co.uk

Introducing Richard Place Dobson’s Exclusive Client Club - ‘Lunch & Learn’



Matthew Tyson

Richard Place Dobson (RPD) is proud to introduce ‘Lunch & Learn’, their exclusive client club. Each month they will be hosting a one-hour session with an expert speaker on topics of relevance across their client base. Whether business, charity or private client, all ‘Lunch & Learn’ sessions are free for RPD’s clients.

The aim of these sessions is for RPD’s clients to be able to take something of positive value away from each event, in these fast-changing times. They kicked off their first session in July, joined by special guest speaker Julie Nicholds from HR Advise Me, who discussed ‘The New Normal - what employers need to consider post-COVID-19’. Julie covered several topics, including the management of remote working staff, a return to the workplace and common furlough questions.

Matthew Tyson, Managing Director, said: “We were pleased with the first ‘Lunch & Learn’ session, and we are very grateful to our clients who took the time to join our webinar. Julie Nicholds from HR Advise Me did a fantastic job at

presenting and we look forward to our forthcoming sessions”.

RPD was joined by guest speaker Stuart Macnaghten from the Federation of Small Businesses for their second session in August, who discussed “How we can invest now ahead of COVID-19 exit and be ahead of customers and the competition”. Over the next few months, RPD will also welcome the RPD Foundation to speak, their outsourced marketing agency Creative Pod, and ExTech who will discuss topics around Cyber Security.

Matthew goes on to say: “We were thrilled to be joined by Stuart for the August session and we look forward to all future events, in the hope that our clients will also find the topics helpful.”

For more information, please visit:
www.placedobson.co.uk

It's Time to Fast-track Brexit planning by Menzies

With less than six months to go until the end of the transition period, and even though it has never been completely off the agenda, businesses have no time to waste in completing their Brexit preparations.

The UK left the EU on 31 January 2020 and during a transition period has remained in the EU single market and customs union so that cross-border trade has continued unaffected. During the significant changes that have had to be made as a response to the Covid-19 Pandemic, a key deadline came and went at the end of June 2020, meaning an extension to the transition period is no longer possible.

Businesses now need to make decisions on how best to approach EU trade in 2021, even if that is based on imperfect information. Completing a critical path analysis will enable businesses to stress test the existing business model. Some businesses may also wish to incorporate the forthcoming changes into a more comprehensive 2021 international strategy. This would seem worthwhile,

as with a variety of trade deals currently being negotiated, this could identify other global opportunities for the business.

Businesses that are currently trading in Europe should also bear in mind that from the end of the year, the UK will no longer fall within the remit of the EU tax directives. The Parent-Subsidiary Directive currently allows money to flow from EU subsidiaries to a UK-based parent company, without incurring a withholding tax liability. From the start of next year, reliance on tax treaties may result in local withholding tax of between 5 and 10 percent. Similarly, the removal of the EU Interest and Royalties Directive will affect cross-border interest and royalty payments made into a UK-based corporate entity. To mitigate the impact of these changes, some businesses may



Nick Farmer

wish to transfer cash and make cross-border payments before the end of the year.

Read the full article at <https://www.menzies.co.uk/fast-track-brexit-planning/>

Nick Farmer – International Tax Partner
nfarmer@menzies.co.uk



Up to £150k available for Sussex businesses affected by COVID-19

Through the Coronavirus Business Interruption Loan Scheme (CBILS)

“Let’s Do Business Finance has been an extremely valuable partner over the last few months, both in terms of providing support in acquiring finance to help drive our business growth; as well as providing advice and connections in the local business ecosystem including peers, partners and potential clients.”

- Dan Spicer, CEO, Ventura Digital

You could benefit from:

- Funding up to £150k
- No fees
- 12 months interest-free
- Professional financial advice
- Fast turnaround times

Get in touch with our expert team today:
letsdobusinessfinance.co.uk



Gatwick Airport station upgrade



Work has continued apace at Gatwick Airport station over the summer and the team have completed critical works to enable them to start building the new station concourse above platforms 5, 6 and 7.

On Thursday 30th July the team started 'piling' to lay the foundations for the new concourse.

In mid-August the team started to demolish the canopy over the London end of platforms 3 and 4, in preparation for constructing a new lift and stairway to

the existing concourse. Work will continue to ramp up during September with the erection of a tower crane, the re-opening of platform 7 on 1st November, followed by the removal of sections of the Network Rail overbridge and works at the end of the year.

The Gatwick Airport station upgrade project also seeks to use sustainable practices where possible. So far the project has eliminated 30.3 tonnes of wood waste and saved £1,750 in skips by donating felled trees to be used as biodi-

versity habitat at Gatwick Airport. Fence posts, which were removed to facilitate construction works behind platform 7 were also donated back to West Sussex Council Parks department and will be re-used at nearby Buchan Country Park.

By moving the logs a short distance this has also saved 1.1 tonnes of CO2 emissions and enhanced biodiversity. In addition, the project eliminated a safety risk by not using woodchipper on site.

www.gatwickexpress.com

Seven-figure funding package for Sussex businesses as part of a recovery plan for COVID-19

A seven-figure funding package from responsible finance provider Let's Do Business Finance (LDBF) in partnership with Unity Trust Bank has launched to support businesses that have been affected by COVID-19.

LDBF, the finance arm of the Let's Do Business Group, are accredited lenders of the Coronavirus Business Interruption Loan Scheme (CBILS).

With an extra £1.5m in the funding pot, up to 30 SMEs across Sussex will benefit from the scheme tailored to support the cash flow of many small businesses through the pandemic and beyond.

The loans are up to £150k, including a 12-month interest-free period, no set-up or early repayment costs and fully funded business support to help companies

get back on track.

Sean Dennis, Managing Director of Let's Do Business Finance, said: "We have been working very hard to support businesses during these difficult times.

"We had a Tsunami of enquiries in the first month, more than we would normally expect to receive in a year.

"This has enabled us to help more businesses than ever before; having lent twice as much as last year, in the last quarter alone.

"The coronavirus situation has had a huge impact on many businesses' cash flow.

"It has created massive uncertainty over the future, had an impact on staff morale, and many companies have had to pivot to keep going.



"This latest funding package will make a real difference to businesses at this difficult time."

With 35 staff and five offices across Sussex, Kent and Essex, LDBF also covers Surrey, Suffolk, Norfolk, Hampshire, Berkshire, Cambridgeshire and Hertfordshire.

Businesses are urged to take advantage of the CBILS loan scheme before it is set to finish on the 30 September 2020.

Visit <https://letsdobusinessgroup.co.uk/> for more information.

Separation and Divorce – Tax Considerations for Business Owners

Many clients who come to us for advice following the breakdown of their relationship are business owners. Further, it's not uncommon for spouses or civil partners to be involved in business together, whether both are in active roles or where one spouse or partner has a more passive role in the business, perhaps for tax reasons. Civil partners are treated the same as a married couple for tax purposes and therefore reference to a spouse or spouses in this article should also be taken to include civil partners and reference to a divorce to also cover a dissolution of a civil partnership.

Contrary to popular belief, there's no general tax exemption for a couple when they get divorced. However, the date that an asset is deemed to have been transferred can have an impact, so the timeline of divorce petition, financial order (and the drafting thereof) and Decree Absolute will be relevant.

How business interests are dealt with prior to, upon and following a separation can have a significant impact on the individuals' and a company's tax positions so it's very important that expert tax and family law advice are taken at the earliest opportunity, and certainly before any big decisions are made or reactive changes are implemented.

Business assets can potentially be used to fund a financial settlement upon divorce. Where both parties are directly linked to the business, whether as owners and/or as employees, it's often the case that following the breakdown of their relationship, there's a desire at least on the part of one of the pair for themselves or the other to be extricated from the business, leaving the remaining individual to move forward independently with the business.

Tax advice (and possibly employment law advice) should be taken prior to and alongside negotiations in respect of the financial settlement pursuant to the parties' separation so that those negotiations can be fully informed as to all the foreseeable consequences of settlement options. This is likely to include: looking to maximise the availability of reliefs such as Entrepreneurs' Relief; choosing what's to be liquidated; and when.

Options such as a director taking a loan from the company, or a shareholder taking a dividend, may be considered, where

those funds are to be applied to pay, for example, a lump sum to a spouse as part of a wider financial settlement. Yet the tax implications can be considerable. For example, corporation tax paid on an overdue director's loan repayment is 32.5% at present, so a director may choose to borrow a significant amount from the company in the short term but should be confident of being able to repay it quickly and within the terms of the loan.

Reviewing your nominations for your life insurance and pension is recommended both during and after divorce

If retained profit is to be used for funding a settlement then the favourability of how best to apply that retained profit should be considered. For example, if it's paid out as salary or dividend then it reduces the taxable profit of the business, but increases the income tax liability of the individual.

If sufficient cash is available to be paid over at completion of a share transfer, it may be worth considering extracting capital from a trading company (or holding company of a trading company) by way of a company purchase of own shares. As an alternative, extraction of funds in capital form by using a new company could be an option – i.e. the new company purchases both spouses' shares. The spouse who is to continue in the business gets shares in the new company



Tax advice should be taken prior to and alongside negotiations

in return and the exiting spouse gets cash/ loan notes. There are disadvantages to this option, which include stamp duty.

Where shares are to be sold or transferred, CGT liabilities should be considered. Whether the transferor was employed by the subject company, and the size of the transferor's shareholding, will be key to whether or not Entrepreneurs' Relief will be of use. Ensuring the criteria for Entrepreneurs' Relief remain in place at the relevant time should not be forgotten. For example, a disposing spouse shouldn't quit as an officer or employee of the company before the transfer takes place.

Perhaps of most pressing and significant concern in relation to CGT is the fact that current regulations provide for disposals between spouses that are made in the tax year of separation to be treated as made at neither a gain or a loss – therefore no CGT is due. This provides for a potential tax saving and therefore retention of what may be very much needed family capital that can be applied to the parties to help fund their respective new lives. The date of separation (and the evidence of this) is very important. The relevant assets would be transferred pregnant with the gain, but the aim would be to look at that as part of later settlement discussions.

Section 165 of the Taxation of Chargeable Gains Act 1992 means that a transfer of shares from one spouse to another, not in exchange for money, could be covered by gift (holdover) relief, as long as the gift is made pursuant to a court order. Once again, the transferor wouldn't be liable to any CGT on the transfer, but the transferee would receive the shares pregnant with any gain.

Where one party is less au fait with the operations and finances of the relevant business, help and advice should be taken to review and interpret the business' accounts. For example, reference to 'taxable profit' does not necessarily equate to profit that will be taxed.

Sometimes, 'family' assets, such as the family home, are owned by the family company. It's possible for assets, rather than just cash, to be transferred out of the company as a dividend. The tax consequences of such a transfer should also be considered.

If there are different businesses/ trades under one company's/ companies' umbrella, and each spouse wishes to continue with

their area, demerger may be an option. However, this can be complex from a tax perspective, and generally reorganisation requires a high level of co-operation between spouses.

Securing and protecting your wealth is important, not only in the present but also for your beneficiaries on death or incapacity. With the significant changes during and as a result of your divorce, this is a particularly significant time to make sure your documents fit your intentions as well as mitigate tax.

It is worth reviewing your Will and other testamentary documents whilst divorcing. These matters are often overlooked during what is an already demanding time, and the implications are obvious if one of the divorcing couple were to die or become incapacitated before the divorce is finalised. Aside from inheritance tax planning, there are various things to consider as your marital status starts to shift – securing the succession of your business and other assets to the right beneficiaries is, of course, essential.

However, other issues are also worth exploring with your advisor. It can be helpful to consider and if possible agree guardianship arrangements with your ex-partner for minor children in the event that you both died. It might also be appropriate to consider separating some of your assets for the sole benefit of your child to see them through their education, or to provide for a vulnerable child, rather than those funds be treated as marital assets in the financial separation.

Reviewing your nominations for your life insurance and pension is recommended both during and after divorce, to ensure that the right people benefit and that no unnecessary inheritance tax is paid.

It is also sensible to put in place new or temporary powers of attorney for the continued management of your business in the event of your incapacity, and in respect of your personal finances and health.

In summary, there's no all-encompassing tax exemption on divorce, but there are plenty of tax reliefs and ways to effectively plan, if you know where to look, so get advice before you act; don't make divorce any more taxing than it already is!

For more information, please visit our website:
www.irwinmitchell.com

Re-imagining women in leadership



Dr Zahira Jaser

Dr Zahira Jaser, former investment banker turned Assistant Professor at the University of Sussex Business School, discusses how her first career is helping her envision women in leadership roles today.

“I grew up in a family where challenging

stereotypes was the norm. My first job in investment banking at JP Morgan offered no role models. I remember my first experiences of being the only woman in a room full of men. It took great self-belief and courage to stand tall and be heard, to be taken seriously for your brain, and not for your look. I spent ten years on the trading floor. I also remember returning from maternity leave with fewer clients because some male colleagues had taken them. It was tough.

As a woman in that environment, you are pulled into two different directions. You are a mother at home, so you want to be nurturing, but then, in a very hard performance environment, you must put on a hard persona. You become an ‘insider outsider’. You have to go against prevalent stereotypes, which see women as nurturing and gentle, and men as assertive and tough.

I left in 2011 when it was clear that banks were not changing their culture fast enough. I took a Masters in Organ-

isational Behaviour, and then a PhD. In my book, ‘The Connecting Leader: Serving concurrently as a Leader and a Follower’, I examine leaders’ challenges in staying authentic, being empathetic, and in creating environments for people to express their voice.

I’m curious about how leaders use empathy in their messaging, especially during the coronavirus pandemic. New studies are linking empathetic leadership from women with the ability to convince people to accept enormous personal sacrifice and more extreme measures, with a result of a lower number of deaths. It is fascinating to look at leadership with this gender lens.”

Find out more about our MSc Occupational and Organizational Psychology <https://www.sussex.ac.uk/study/masters/courses/occupational-and-organizational-psychology-msc>

<https://www.sussex.ac.uk/>

Switching from physical to virtual events – White Label style!

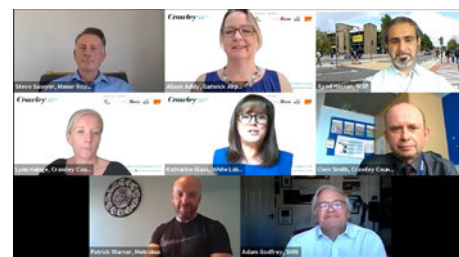
As COVID-19 lockdown literally shut down White Label Creative’s planned annual calendar of events, the company developed a new strategy – pivoting its delivery, but keeping its vision.

Determined to uphold its reputation for delivering engaging, interactive and professional events, White Label’s creative team worked quickly to adapt its offer and find the best solutions.

With the inaugural Invest Crawley Conference scheduled to take place in June, White Label worked closely with Crawley Borough Council to ensure an online briefing could take place in the interim, using Zoom. With speakers from Gatwick Airport, West Sussex County Council, Manor Royal BID and SHW, more than 100 delegates tuned in to the virtual event and heard how Crawley was working towards recovery and continuing to attract investment.

White Label has now run more than 100 events entirely online, including Real Estate Live UK - a week-long conference promoting the UK’s property and regeneration sectors, round tables, AGMs, investor tours, science festivals, business support seminars and advice clinics. With many events attracting a larger and more diverse audience than would have been expected at a physical event, these initiatives are now set to become permanent fixtures as the move to virtual gathers pace. The company has plans in place to continue delivering events online throughout autumn, including awards ceremonies and expos.

And it is not just the events programme that has adapted. The company’s communications and design teams have been working to improve clients’ social media profiles, website design and



content, and have even created a completely interactive online annual report.

The flexibility to harness the strengths of online content and learn quickly about the opportunities that virtual events provide has been key to the success of the company through a tough period – with digital events and online communications now a key part of White Label’s offer.

To find out more visit www.wlcreative.org.uk or email Julie Leggatt, Head of Events, jleggatt@wlcreative.org.uk

Navigating the Covid-19 storm

The route to growth and success in the post pandemic era.

This year, the ground has shifted around our feet while we have been told to stand still. As we now look towards the horizon, sizing up the prospect of the “new normal”, we can see an incoming storm in the shape of a global recession. It is not yet clear how big the storm will be or what damage it will cause, but we all know we need to take stock and be prepared.

Simon Groves, Managing Director of PRG Marketing Communications believes the route to success comes in the form of these three Ps...

Prepare

We can be sure that the near future will be volatile. The changes in consumer behaviour caused by the pandemic will be long lasting. But, it isn't all bad news, good has come from the pause for thought too. Many businesses have replaced hard-sell with helpfulness, cold calling with meaningful connec-

tions and learnt to truly value their clients and customers.

Now is the time to take stock, which parts of the business are delivering? Which have faltered? Perhaps Covid-19 has raised questions about diversification, either of the service offering, or of the target market.

Persevere

Times are tough and that won't change overnight. But now is the time for perseverance, protect your long term client relationships; build your business as an extension of their team. As the saying goes “people work with people”; offer your support and guidance through these rocky times and you'll have strong foundations to build upon.

Prosper

The “new normal”, we hear it spoken of all the time. But now is the time to de-



cide what that term means for your business. The world has changed dramatically this year; the business landscape is still in a state of flux, so it's essential to adapt your marketing strategy to reflect these changes.

For advice and insight from an experienced full-service marketing agency contact simon@prgltd.co.uk or visit www.prgltd.co.uk

Going the extra mile: Gatwick to ‘Kilimanjaro’

Throughout June, a dedicated team from the Crawley office of leading business and financial adviser Grant Thornton UK LLP took part in a virtual journey, covering the distance from the office in the heart of Crawley town, to Mount Kilimanjaro, to raise funds for their chosen local charity, St. Catherine's Hospice.

The 50 south-east based employees individually covered a certain distance every day by their preferred means – walking, running, cycling – and their distances then combined to one team total. The group covered 10,070 kilometres in 28 days and 13 hours. With the local leadership team also donating 7.5p per kilometre, the team raised an impressive £1,505 for the Sussex-headquartered charity.

Martin Verrall, tax director, Grant Thornton UK LLP, who organised the

fundraising challenge, commented: “The entire team put in tremendous effort (virtually). It is a great achievement and I am proud of everyone who took part and pushed themselves in the name of charity, wellbeing and having a little fun.”

The idea was a creative way for the team to remain active, connected and raise much needed funds for the Hospice. In total, Grant Thornton has reached its

The idea was a creative way for the team to remain active, connected and raise much needed funds for the Hospice

£10,000 fundraising target for St. Catherine's Hospice, a charity supporting people living with a terminal illness and their families across Sussex and East Surrey.

Suzanne Davis, corporate fundraiser at St Catherine's, said “As a local charity, we've seen a severe impact on our funding because of coronavirus, and it's only thanks to supporters like the team at Grant Thornton that we can continue to provide our expert care and support to local people. We are incredibly grateful for their efforts.”

If you have been inspired by Grant Thornton's challenge, and would like to support the trust, please get in touch with Suzanne at suzannedavis@stch.org.uk. <https://www.grantthornton.co.uk/> <https://www.stch.org.uk/>

Biggest is best – or is it?

Business Doctors helping your business become a Speedboat.

One of the traditional principles of business has been growth, scale, and size are key. Being bigger will mean more profit, more strength to survive shocks, more 'power' with suppliers and customers etc etc.

I believe that CV-19 is challenging this principle and that the future will be one where smaller business will succeed ahead of the larger entities.

CV-19 has brought a pace of change and a level of change which has been (sorry for using the word) unprecedented. Like a super tanker, which can only turn slowly, stop in long distances etc large organisations are now unable to adapt quickly enough or have a proposition which is flexible enough to meet changing customer needs. The advent of cheaper, widely used technologies is also breaking through what has been a traditional cornerstone of big businesses competitive advantage.

However, there are a few 'principles' which small businesses must adopt to ensure they are able to take advantage of the super tanker's issues.

- Have a clear vision. It is critical to 'start



with the end in mind'.

- Use technology to disrupt markets and access large customers bases.
- Own your customer. Be closer to, and understand your customers – what problem do you solve? Large businesses will certainly understand customer shopping habits etc, but this is a transactional position – build a relationship.
- Set goals, have some simple measures. Big business measure many things, most small businesses don't measure enough. Get a few key measures, use them and act upon them.

- Collaborate – by working together and sharing best practice small businesses can continue to develop their proposition.

So, in conclusion, be a speedboat not a super tanker.

I'd love to connect and offer a free 121 to discuss the opportunities in your business.

<https://www.businessdoctors.co.uk/>

Secs On The Beach

SECS ON THE *Beach*

Don't worry, that's not a proposition it's my Virtual Assistant, Secretary, Switchboard and Reception business!

I'm Becky, owner of Secs On The Beach and if you've got a minute, I'll guide you through why I set the company up and where the name came from...

Many start-up and growing businesses often find a tipping point where they need to scale or just ease some of the daily pressure of running a business, but they aren't sure whether they want to employ people full time.

Spotting this, I decided to set up Secs

On The Beach which is, predominantly, a back office function taking care of the day-to-day running of all things support related for both business and pleasure. I wanted to create a business that takes the pressure off business owners giving them far better work/life balance.

I have a real passion for business; how businesses function and the people behind the wheel. I hear it in so many conversations from people who are desperate to get an idea off the ground or if their business is flying and they just need a little extra support either ad-hoc or ongoing. That's where we come in - virtually.

So you've got this far and you're won-

dering where the story is about where the name came from, right? Sorry to disappoint you, it just seemed such a good name for a business, especially as we've always had a close affinity with Brighton!

It's certainly caused a few chuckles, but I feel it represents me well; a fun loving, people person with a professional approach.

Contact me at becky@secsonthebeach.co.uk to see how we can help your business grow.

Please visit - <https://secsonthebeach.co.uk/> for more information

Hotel & Venue Special Feature

Reigate Manor



After 5 months of being closed, we are delighted that Reigate Manor will be re-opening on Monday 10th August.

The past few months has been very challenging for the hotel, with many of the weddings, events and Cellar Rooms celebrations having to be rescheduled due to the ongoing restrictions from the coronavirus.

Over the past few weeks prior to opening the team have been implementing new Covid safety measures across the hotel to ensure the safety of our guest and staff is of the highest importance when re-open. While it is 'virtually impossible' to remove every risk, we have implemented a new policy and have reviewed our risk assessments throughout.

All of our team members have also been trained with a certified Covid training program. The staff members will also

have thermal temperature checks before starting shifts at the hotel.

Hygiene standards and physical distancing measures have been put in place throughout. Hand sanitising stations will be available throughout the hotel. Cleaning procedures in the hotel have been adapted and include a fogging machine which disinfects each area once it has been cleaned ready for our next customers use. Another one of our improvements in line with our new Covid policy is to remove serving food buffets and will be now serving all food to order.

Giles Thomas, Operations Director for the group said "I am delighted that we are ready to re-open Reigate Manor. It has been tough being shut for such a long period of time, but the team have been working hard behind the scenes ensuring everything is ready for

Monday 10th. I would like to take this opportunity to thank all of our guests, partners for the support during this difficult time and look forward to welcoming you all back at the hotel shortly."

The hotel is taking bookings for staycations, Sunday lunch, afternoon teas and dining in the restaurant. Please contact the hotel at functions@reigatemanor.co.uk or by calling 01737 240125

Reigate Manor has signed up to the 'Eat out to Help out' scheme which will be available to guests from the 10th August. Booking in advance is essential and can be made with one of the team in events or reception.

For further information on Reigate Manor or please see www.reigatemanor.co.uk

Hotel & Venue Special Feature

Cottesmore Hotel, Golf & Country Club



Cottesmore Hotel, Golf & Country Club, set in beautiful countryside in Pease Pottage, between Horsham and Crawley, is fully reopening from 1st August. With 26 hotel rooms, 3 large function and conference rooms, a health club, beauty salon and two golf courses the venue really is the complete package.

The General Manager, Johnny Porter, said 'We are delighted to be reopening after what has been a long journey over

the last two years. We have been hit not just by the pandemic, but also a major fire in 2018. Following two years of rebuilding, and more recent Covid related delays, we are emerging not just from one crisis but two! If there has been a silver lining from the fire it has been that we have been able to redesign the building and modernise throughout. The end result is truly stunning venue and a world apart from where we were

before. I am delighted that my employees stuck by the business throughout these challenges which enables us to now hit the ground running with a highly experienced team. We very much look forward to catering for the business and personal wellbeing needs of the Gatwick Diamond members once again.'

Please visit our website for more details - <https://www.cottesmoregolf.co.uk/>

Ashdown Park Hotel & Country Club

Our stunning country house hotel is nestled in the heart of the Ashdown Forest in East Sussex, which provides the perfect setting for short breaks and celebrations. With over 186 acres of estate, including secret gardens, lakes, parklands and streams, we encourage guests to explore all we have to offer.

Spend your afternoon's recuperating and recharging with indulgent afternoon tea in our lounges or on sunnier days enjoy a delicious picnic on our estate, where you can pick your perfect spot. Golfers can play one of the most scenic, challenging and enjoyable 18 hole golf courses in East Sussex.

For fine dining at its best, head to the 2 AA Rosette, award winning Anderida Restaurant which offers delicious delicacies served with the best views out across our lawns. Alternatively why not visit the newly opened Forest Brasserie which serves up a selection of locally sourced food & drink, all in a relaxed and welcoming atmosphere.

For the ultimate in rest and relaxation, pop across to the Country Club and enjoy our wellness facilities which include our recently refurbished indoor swimming pool and gym, along with outdoor tennis courts, croquet and jogging trails as well as our spa which offers an extensive range of treatments.



Each bedroom and suite has its own characteristic for guests to enjoy and our suites offer privacy, exclusivity and glorious views of the gardens, parklands and Ashdown Forest. The twelve air-conditioned Fairway Suites adjacent to the Country Club have been created with the golfer and spa seeker in mind.

www.ashdownpark.com

Hotel & Venue Special Feature

The Old Ship - Hotel Life in Lockdown



Brighton during lockdown was a peculiar place and while most places looked deserted, The Old Ship Hotel was teeming with life, at least behind closed doors.

General Manager, Jason Bramwell, and his team looked after an assortment of guests from pilots, construction workers, displaced tenants and even a couple who had disembarked from a cruise in Portsmouth with nowhere to go and stayed for a month. Jason says the core hotel team really bonded.

"These were challenging times so we made it as fun as possible. We were working 12 hour shifts" doing everything from washing, cleaning, heating guests dinners, putting together free 'grab and go' breakfasts and taking in hundreds of Deliveroo orders! Whatever was needed, we dived in and got it done!"

Revenue Manager, Yvonne Walker, picks up the story: "In the early days we were inundated with calls to cancel

reservations and events, the phones simply didn't stop. As most of the staff were furloughed, we all just became really good at each other's jobs and you couldn't predict what each day would bring! Towards the end, when things starting opening up again, we were bombarded by people who couldn't understand why we weren't open yet for coffee or lunch yet Brighton's hotels were still in lockdown to all but key workers."

A year unlike any other although Jason sums it up perfectly "The hotel has a history of coping in a crisis! The last big test was WWII when it looked after convalescing servicemen! I am so proud of the whole team for keeping the hotel and our guest's safe through this latest crisis and I am absolutely sure it will become a future chapter in the hotel's long and established history".

<https://www.oldshipbrighton.co.uk/>

South Lodge

The event sector is built on the business of networking, whether a business event or family celebration. We shake hands, shape ideas and share knowledge but we just need to do that slightly differently these days!

As more government advice becomes available, we are constantly updating our meetings and events offering. For the new world we live in we have created four important new benchmarks; sanitisation, physical distancing, well-being and touch-less. Highlights of these new benchmarks are;

A '10 High Touch' cleaning programme which is finished with a disinfectant fogging machine for optimum cleanliness.

All meeting capacities have been re-

viewed and where possible video conferencing will be available to feature in conference rooms to widen participation to delegates who are unable to attend the physical meeting.

Our food and beverage offering will focus on a greater use of immune boosting ingredients using our local suppliers to continue to champion small, local businesses.

One example of our touch-less initiatives is the investment in non-contact infrared thermometers so all our guests and team members can have temperature checks on their arrival to the property without any contact made.

We are proud to have been accredited AA Covid-19 Confident and when meet-



ings are back on the agenda we look forward to helping our guests continue to safely shake, shape and share in a new era for face-to-face.

www.exclusive.co.uk/south-lodge

Hotel & Venue Contact Details



Arora Hotel Gatwick/Crawley

gatwickreservations@arorainternational.com
01293 530000
<http://gatwick.arorahotels.com/default.aspx?pg=home>



Ashdown Park Hotel & Country Club

conference@ashdownpark.com
01342 824988
<https://www.ashdownpark.com/>



Bloc Hotels

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<https://www.blochotels.com/>



Bolney Wine Estate

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01444 881575
<https://bolneywineestate.com/>



Brighton & Hove Albion FC

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www.brightonandhovealbion.com/



Brighton Racecourse

01273 603580
<https://www.brighton-racecourse.co.uk/>



British Airways i360

info@britishairwaysi360.com
03337 720 360
<https://britishairwaysi360.com/>



Cottesmore Golf & Country Club

info@cottesmoregolf.co.uk
01293 528256
<https://www.cottesmoregolf.co.uk/>



Courtyard by Marriott Hotel - London Gatwick Airport

01293 566300
www.marriott.co.uk/hotels/travel/lgwcy-courtyard-london-gatwick-airport



Crawley Town Football Club

joecomper@crawleytownfc.com
01293 410001
<https://www.crawleytownfc.com/>



Crowne Plaza Felbridge Hotel

01342 337700
<https://cpfelbridgegatwick.co.uk/>



Crystal Palace Football Club

charlotte.carter@cpfc.co.uk
0208 634 5457
<https://www.cpfc.co.uk/>



Denbies Wine Estate

conferences@denbiesvineyard.co.uk
01306 876616
<https://www.denbies.co.uk/>



Epsom Downs Racecourse

01372 461260
<https://www.thejockeyclub.co.uk/epsom/>



The Hawth

01293 553636
<https://www.parkwoodtheatres.co.uk/The-Hawth>



Hilton Hotel London Gatwick

01293 518080
<https://www.hilton.com/en/hotels/united-kingdom/hilton-london-gatwick-airport-GATHITW/index.html>



Holiday Inn Express Gatwick Crawley

gm@hiexpresscrawley.co.uk
0871 942 9032
<https://www.hiexpresscrawley.co.uk/>



Holiday Inn London Gatwick Airport

Reservations-gatwick@ihg.com
01293 787671
<https://higatwickairporthotel.co.uk/>

Hotel & Venue Contact Details



Holiday Inn London Gatwick Worth

info@higatwickworth.co.uk

01293 884806

<https://higatwickworth.co.uk/>



K2 Crawley

01293 585300

<https://www.everyoneactive.com/centre/k2-crawley/>



Lingfield Park Resort

dchandler@lingfieldpark.co.uk

01342 834800

<https://www.lingfieldpark.co.uk/>



Malmaison Brighton

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Manor Collection

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The Maple Manor Hotel Limited

info@themaplemanorhotel.co.uk

01293 223939



Millennium & Copthorne Hotels Plc

01342 348800

<https://www.millenniumhotels.com/>



Ockenden Manor Hotel & Spa

01444 416111

www.hshotels.co.uk/ockenden-manor



The Old Ship Hotel

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Roffey Park

01293 854020

<https://www.roffeypark.com/>



Sandman Signature London Gatwick Hotel

01293 561186

<https://www.sandmansignature.co.uk/hotels/signature-gatwick-zlgw>



Sodexo Prestige

01273 878272

<https://www.prestigevenuesandevents.sodexo.com/>



South Lodge Hotel

enquiries@southlodgehotel.co.uk

01403 891711

<https://www.exclusive.co.uk/south-lodge/>



South of England Event Centre

Eventcentre@seas.org.uk

01444 892048

<https://southofenglandeventcentre.co.uk/>



Southcoast Conferences

southcoast@brighton.ac.uk

01273 641891

<https://southcoast.brighton.ac.uk/>



Stanhill Court Hotel

enquiries@stanhillcourthotel.co.uk

01293 862166

<https://www.stanhillcourthotel.co.uk/>

Hotel & Venue Special Feature

Holiday Inn Express

The evening of the 23 March saw the UK fall into uncertain times as businesses, including many hotels closed their doors to the public, and those who weren't classified as essential or key workers to reside at home.

Some hotels however, remained open to accommodate critical workers. Holiday Inn Express Gatwick – Crawley was one of them, working with a limited team to support those responding to the COVID-19 relief efforts in Sussex and the wider area.

The 138-room hotel which is one of 21 hotels within the Splendid Hospitality Group portfolio adapted swiftly to the changes, implementing necessary

safety measures to ensure the well-being of both critical workers and the team throughout the peak of the pandemic. With many guests staying week-in, week-out, the hotel team connected with the guests personally becoming familiar with their preferred rooms, leaving notes on trays with breakfast delivery to add a little cheer, and providing boxes of chocolates to those who they knew had particularly hard days – making their stay during this unprecedented time more homely.

On the 4 July, the hotel reopened to the public and is delighted to see life resuming as everyone adapts to their 'new normal'. The hotel is constantly evolving its

operations as the landscape changes, but safeguarding guest's well-being is paramount to the changes implemented. Such measures include heightened cleanliness protocols, optimised food offerings and minimising contact. The safety measures have been well received by guests with positive feedback, helping to regain confidence in travel once more.

Splendid Hospitality are currently offering up to 20% off best available rates across their portfolio, including at Holiday Inn Express Gatwick – Crawley. Visit www.splendidhospitality.co.uk/criticalworkers for more information.

WELCOME BACK

Hartsfield Manor reopened on Monday 13th July 2020,

The recent pandemic has led to some of the hardest times the hospitality industry has ever faced but finally, after more than three months of closure, we have been able to start welcoming back our guests as of Monday 13th July.



Throughout lockdown we have been working hard to develop a new COVID-19 health and safety policy to help keep our guests and employees safe. This has resulted in additional hand sanitiser stations, clearly marked social distancing and protective screens at reception and our public bar,

We understand the fears our guests may still have about venturing out again but we have been pleasantly surprised by their turnout. We have a number of great offers in place on both afternoon teas and overnight stays which have been a great success so far.

It feels as if the last time we were all at work we had only just recovered from a fantastic festive season but already are thoughts are beginning to turn to Christmas. Our latest offering is now available on our website and bookings are flooding in at a much better rate than we were expecting.

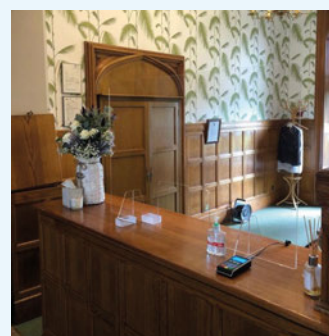
I think it's important to stress that we are by no means out of the woods yet. Our business is reliable on events such as weddings and business conferences which are still heavily restricted by the government. We have worked extremely hard with our wedding couples who I have to say a huge thank you to. Their understanding and flexibility has been immensely helpful in what is an extremely stressful time for them.

We are feeling positive about our future though. With a great deal of events planned for next year and with the help of our amazing team of employees we will continue to overcome this difficult period.

We look forward to welcoming you back soon.

Giles Thomas
Operations Director | Manor Collection

In order to book please visit our website hartsfieldmanor.co.uk or call us on **01737 845300**.



Hotel & Venue Special Feature

Stanhill Court

It is safe to say the last few months have been extremely different for all of us and we've certainly had to change the way we do things at Stanhill Court. After closing our doors to the public in March, we felt it was important to provide accommodation to key workers and vital industries who have been working extremely hard to keep this country going. With strict safety measures in place, we were able to keep the business open for our key workers during lockdown with many of them still choosing to stay with us today. Also, with many events and weddings on the books for this year, we have tried to do everything we can to make the rescheduling process as stress-free as possible.

These last few months have given us time to reflect on the past and plan for the future, concentrating on different areas of the business and introducing



measures and ways of working to ensure we keep our customers and our team safe. Exploring 'Staycations' at Stanhill Court has certainly been fun and different for the team! We have had great feedback from our guests who have enjoyed the hotel as well as the grounds and surrounding area.

Future plans at Stanhill Court include investigating how we can safely execute

Events and how we can adapt our ways of working in a post-covid world. We pride ourselves on having over 40 years of experience in Event planning and management and the delivery of safe events will be of the upmost importance when given the green light.

Please visit- <https://www.stanhillcourt-hotel.co.uk/> for more information.

The venue for outdoor & socially distanced events

The South of England Event Centre is a magnificent 150-acre estate.

Hard-standing roads crisscross the main showground and a wide variety of covered buildings cater for a variety of exhibitor needs. Across the site are tall oaks and beeches, and it is surrounded by open fields which are also part of the venue.

Charlie Burgoyne is Chairman of the South of England Agricultural Society, whose home this is, and who run the famous South of England Show.

"Like everyone in the events business, we've had a tough time," says Charlie. "We had no option other than cancel this year's summer show, and that really hurt. And we've had to furlough key members of staff."

But things at the Event Centre have started to pick up, with the need for space at outdoor venues to enable social distancing being key. The two-day International Antiques and Collectors Fair returned in July, Drive-in movies have also returned, and this year Drive-in Comedy has been added, all in accordance with Covid guidelines.

In partnership with Five Star Catering an outdoor pop up café has opened and a car boot sale now takes place weekly with both clients taking advantage of the space available.

"We know a lot of potential hirers have been hit hard and are under considerable strain," continues Charlie. "We're ready to be as flexible as we can on space we provide and rate we charge

on new bookings.

The South of England Event Centre is just 36 miles from London and 20 miles from Brighton, served by the M25 and M23 and with fast train routes into nearby Haywards Heath. Gatwick is close, too. Plus, there's onsite parking for up to 6,000 vehicles.

"All of us in this industry face some tough challenges ahead," he continues, "but demand is coming back. If we work together, help each other, then this dreadful past few months may soon be just a bad memory."

For more information, please visit - <https://southofenglandeventcentre.co.uk/>

Hotel & Venue Special Feature

Holiday Inn London Gatwick Worth

Holiday Inn London Gatwick Worth was born out of a love for True Hospitality. Throughout our most challenging time yet, this has never changed. We are thrilled to finally have our doors reopen after a long few months, and it's been lovely to welcome back our guests once again!

The safety and well-being of our guests and colleagues is our top priority, and we have implemented new hygiene procedures above and beyond our standard protocols, as well as social distancing measures in line with government and public health advice.

These additional measures build on our existing best-in-class approach to cleanliness to help all of our visitors feel safe. If you want to learn more about our IHG

Clean Promise to give you the reassurance you need, visit www.ihg.com/clean.

We have also implemented changes as to how we continue to offer a high standard of food and beverage service in the hotel, with pre-booking tables to limit the number of guests dining at one time, social distancing measures in place in our Brasserie as well as continuing to offer room service as always during this time. Our comfortable and spacious Lytton's Bar & Brasserie is fully open with a delicious menu available throughout the day and our staff are here to ensure that you still receive great service and hospitality while dining with us!

If you are a regular traveller, why not sign up to the IHG Rewards Club, where you can earn loyalty points through

overnight stays to redeem when you wish. Not only this, but our gold and platinum members can even enjoy a complimentary room upgrade (subject to availability).

And if you often stay in the Gatwick area on business, you may be interested in setting up a corporate rate to get a fantastic, competitive discount on your stays. If you are interested in setting up a corporate rate with us, please do not hesitate to contact me on the details below.

We hope to welcome you to our hotel very soon!

Louise Russell
Director of Sales & Marketing
louise@higatwickworth.co.uk

Welcome to the Sandman Signature London Gatwick Hotel

Situated within ten minutes of Gatwick International Airport by car and only 30 minutes from central London by the Gatwick Express Train, we provide the perfect hub for business travellers.

Each of our beautifully appointed 151 bedrooms has an en-suite bathroom, flat screen LCD TV featuring Freeview channels and complimentary Wi-Fi.

If you fancy a bite to eat, head down to our vibrant Shark Club Gastro Pub where guests can enjoy delicious daily specials, succulent steaks, tempting desserts and thirst-quenching drinks to name a few. If you'd like to stay in the comfort of your bedroom, each room comes equipped with a microwave as well as easy-to-order room service, just a phone call away! Those who like to hit the gym, head to our on-site fitness suite or start the day fresh with a swim in our fabulous pool, complete with steam room!

Get down to business with Sandman Signature London Gatwick's Business Centre, a dedicated meetings and events floor. Complete with six meeting rooms and three syndicate rooms, allowing for a capacity of 200 delegates alongside a dedicated bar, toilet facilities and a private on-site car park.

We invite you to enjoy your time with us, safe in the knowledge that team and guest health and safety remain our highest priority. With that, we are pleased to introduce our newly developed Sandman Signature PureClean Promise, a programme created to elevate our existing high standards of hygiene and cleanliness procedures.

Visit our website to learn more about the PureClean Programme – www.sandmansignature.co.uk

Make the most of our special Members



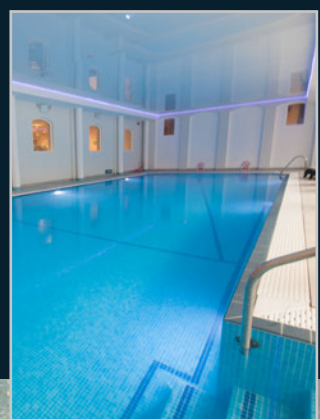
Only Rate, available to Diamond readers for a limited time.

Contact Jane Axford our Sales Manager to make your booking or for any queries you may have via sales_gatwick@sandmanhotels.co.uk or 01293 846726



COTTESMORE

HOTEL GOLF & COUNTRY CLUB



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Weddings & Functions • Restaurant & Bar • Beauty Salon

What's in a Name? Asks Joe Cheal from Imaginarium

How do you introduce yourself? Do you say your name with confidence? Are you having the impact you desire?

Firstly, the order of the words (particularly if you are giving your first and last name). Consider the following:

1. Hello, I'm James Bond.
2. My name's James Bond.
3. My name's James. James Bond.
4. The name's Bond. James Bond.

Most people, in my experience, go with the first option and it is probably the most obvious when introducing yourself to a group of peers. The second option is, perhaps, a little more formal and credible. However, if I am (for example) introducing myself at the start of a presentation, I tend to use the third option. It is functional, slightly different but gets my first name out there twice. It is important to pause a little, otherwise people

would think I was called Joe-Joe Cheal! The fourth option is, of course, useful if (and only if) you are James Bond...

Secondly, your intonation... where do you put the emphasis and where do you 'rise and fall' in your pitch? The advice around credibility is: go up at the start and down at end. If you go up at the end, it can sound like a question! Try it out for yourself now, make it subtle... and notice the difference.

Some people seem a little apologetic when saying their name, both in tonality and facial expressions. It is as if they are expecting a negative reaction. Be proud of your name (or choose to change it!)

How do you want people to feel about you when they hear your name? What associations do you want them to make? Take control of this... and get in the driving seat of your own name!



Find out more about Imaginarium Learning & Development here - <http://imaginariumdev.com/>

Huxley Digital sponsor Whitehawk FC's LGBTQ+ team Rainbow Rovers

Accessible website consultancy Huxley have teamed up with inclusivity champions Whitehawk FC as new shirt sponsors.



Having been inspired by the club's stance on inclusion, the Huxley team will work with the Hawk's media & marketing team on a number of exciting projects over the coming months.

The partnership includes back of shirt logo sponsorship of the clubs' LGBTQ+ team Rainbow Rovers, designed by International Turner Prize Artist David Shrigley, and includes a substantial sponsorship and advertising package with Whitehawk Football Club's first team.

Hawk's Head of Commercial and Marketing Kevin Miller said;

"This is a huge coup for the club to have a young, vibrant and hungry team like Huxley Digital joining us, and we have already started working on some amazing new projects, that were not possible even a year ago".

He added; "This is another example of how Whitehawk Football club are now able to attract a new generation of company to the club, and how our

message of 100% inclusion in football is spreading. I'd like to thank Dom Huxley and his team for being part of the Hawks' growing family - I am really excited by this partnership and cannot wait to get started!"

Tom Lavis, Communications Director at Huxley, added:

"Having lived in and around Brighton for most of our adult lives, our business naturally embodies the values and culture of that City. We strive to make the Internet more accessible, which goes hand in hand with the incredible work Whitehawk are doing to make the game of football more diverse and inclusive. As a partnership it makes perfect sense, and we will continue to support the club in any way we can. Being football fans - we can't wait for the season to start, and work together for a more Inclusive world!"

<https://huxleydigital.co.uk/>

Extech Cloud creates a modern workplace

Extech Cloud started working with Richard Place Dobson - Chartered Accountants and Business Advisors with offices based in Crawley, East Grinstead and on the Surrey/Sussex border - at the end of 2019.

At the time the company needed to upgrade its servers and infrastructure, and was looking to mitigate any hardware replacement costs. With almost 50 staff members across the Crawley and East Grinstead offices, the company was also facing significant IT licencing costs and wanted to change.

The team was looking at tens of thousands of pounds on licensing costs alone, so they decided that enough was enough, they had to break the cycle. Extech Cloud had the perfect solution.

"We approached Extech Cloud to provide us with a modernised, more efficient IT system. Extech Cloud has designed a hosted desktop solution that works with all the range of software that we use, and is a lot faster and easier to use than our old system," says Karen Corduff, Director, Richard Place Dobson.

Extech Cloud audited the whole IT infrastructure and assets, and then spent 6 months modernising everything including all the user PCs and laptops.

Staff stopped using the old on-premise system one day and the next day logged in on the new system and carried on working – with greatly improved performance. RPD now takes full advantage of the benefits offered by Microsoft 365 and Azure, with the very latest security and exceptional performance levels.

Amazingly, there are now 16 pieces of legacy software running on the cloud thanks to Extech's pioneering implementation of the latest Windows Virtual Desktop (WVD). These include IRIS Tax Expense, Share Register, Tax Expense, Star Payroll, IRIS Accountancy Suite, CCH Central, CCH Audit Automation, Sage Line 50 (24, 25, 26), Office and more.

Modern security mechanisms such as Multi-Factor Authentication (MFA) have been applied to legacy systems. In addition, usernames and passwords for PC's in the office and office applications in 365 are now unified which previously caused confusion, along with having different credentials for VPN. Application updates also don't need to be conducted on every single workstation and staff now have access to systems even in a web browser and tablet.

New processes have also developed. For example, Excel was previously used over the on-premise network with documents being updated by multiple staff which led to regular



file corruption. Now they collaborate on Excel files through MS Teams giving stability, and a more efficient workflow.

"Extech Cloud has the experience to put almost any application or software into a cloud environment. In 2020, we are pioneering the use of WVD and work with Microsoft as part of their own development programme," says Richard Phillips, CTO, Extech Cloud. "This is cutting-edge digital transformation meaning there are now no compelling reasons why companies need to have on-premise servers. Even workloads traditionally not suitable for cloud like CAD and video editing are possible in WVD."

In March 2020, the team were sent to work from home due to Covid-19 lockdown. This was prior to system changes and with RPD's old systems was difficult to achieve. The Extech Cloud team enabled temporary VPN services, which was slow and frustrating to use. When the work on the new system was completed in May, it revitalised the way people are working remotely.

"Throughout the project the people we have worked with have managed to complete a very complicated build, during a very stressful time (lockdown and working remotely presented its own challenges) and at all times communicated with a lot of people with little understanding of IT, in a way that we understood," says Karen. "In undertaking this project I anticipated a lot more problems but any problems that arose were dealt with by Extech Cloud and never became my problems."

Today, Extech Cloud provides operational management of the cloud infrastructure, users across multiple locations and endpoints, along with advice and guidance on emerging products to make RPD even more efficient. Extech Cloud also provides service desk support, IT equipment procurement and ensures continuous security compliance across the whole business.

If you need one-off IT support to get your team working remotely more effectively, or to take your whole business operation into the Cloud, Extech Cloud can help. For more information, call a friendly member of the Extech Cloud team on +44 (0) 1444 443200 or email info@extech.co.uk

Double appointment delivers new energy to CEC's £3m sales drive

Control Energy Costs, which secured the prestigious Investors in People (IIP) accreditation earlier this year, has recruited sector experts James Malin and Andrew Stoker to support a drive for new accounts and further growth across manufacturing, retail, and leisure.

They join from Npower and World Kinet Energy Services respectively and bring with them significant experience in account management within the energy sector.

Phil Ager, Managing Director commented: "Moving to a new office in 2018 was the first step in a three-year plan to increase sales by 50% and we are well on the way to achieving this, despite the current economic conditions we are facing".

"The appointments of James and Andrew give us real strength of knowledge in the Business Development team, and

having nationwide coverage means we are well placed to forge great client relationships".

He continued: "Our people are what really make us different to other energy consultants. We spend time understanding each individual business and how we can support them to operate more efficiently, be 'greener' and, importantly, achieve this whilst saving them money.

The Investors in People accreditation is so pleasing for us as a business. It demonstrates a culture that puts our people at the centre of our organisation".

CEC offer an initial 'no cost, no obligation' audit review of both current and historic energy arrangements, looking for opportunities to secure retrospective refunds and rebates, reduce non-commodity/third party charges and, where appropriate, advise on future energy contracts.



Other core activities include bespoke flexible purchasing and hedging strategies for larger clients, siteworks and project management, energy consumption, budget, and forecasting tools to help clients to reduce energy usage, alongside traditional bill validation and invoice resolution services.

For further information, please visit www.cec.uk.com or get in touch with Phi Ager phil@cec.uk.com

Moving on Up – Sarah Henderson & Paula Jones promoted to Associate Solicitors



Fiona Martin and Cate Searle are pleased to announce Sarah Henderson and Paula Jones' promotion to Associate Solicitors.

Paula joined Martin Searle Solicitors' Community Care Law department in February 2019. She spent many years working as an Adult Social Care Lawyer at a Local Authority and therefore has unique insight into Local Authority decision-making. Paula has particular expertise in Mental Capacity Law, Best Interest Decision-making and safeguarding adults at risk. She is an experienced litigator in the Court of Protection, and leads the Community Care Law team's Services for Professional Deputies.

Paula says, "I am passionate about

ensuring that all adults receive the care support that they require and that any decisions made for those that lack capacity are made correctly and in their best interest. I enjoy the diversity of Community Care Law and helping my clients achieve a positive outcome that really makes a difference."

Sarah, a member of Martin Searle Solicitors' Employment Law team, also joined the firm in October 2018, having worked at Trade Union firm Thompsons. She says, "Employment law is one of the most dynamic areas to practise in and I am proud to work for a firm which lives its values and is truly progressive. The Coronavirus Pandemic has created

a huge set of difficulties for both employers and employees and our job is to navigate our way through these difficult times in order to find workable solutions for our clients."

Fiona and Cate co-founded Martin Searle Solicitors in 2004 and now have six offices in Sussex and Croydon.

"Our success is due to the quality of our legal teams and their care and devotion in delivering expert, client centred legal services. We are happy to be able to share our good news. Challenging times lay ahead and we welcome Sarah and Paula's input to our Senior Leadership Team"

www.ms-solicitors.co.uk

Simple changes can improve business efficiency, The SIOP process by MMT Ltd

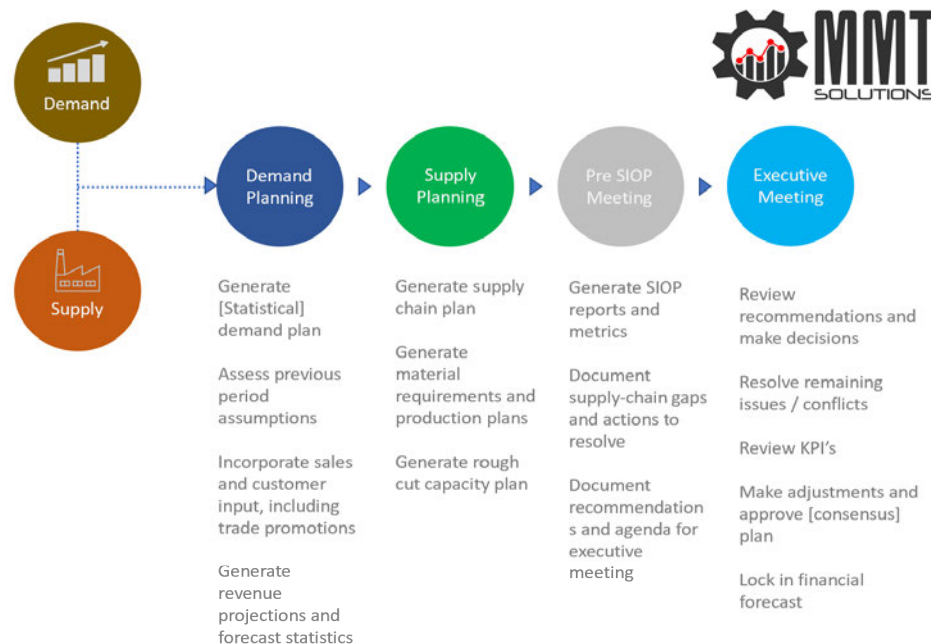
What is SIOP?

In a time when markets are volatile managing a business becomes even more difficult. Whilst orders that were not forecast are both welcomed and celebrated their impact on the business can be severe. Precious cash gets consumed, premiums are paid to pull in materials or services at short notice and overtime is paid to meet customer expectations.

Having SIOP or Sales Inventory Operations Planning processes in place builds discipline and collaboration between commercial and operational functions. By developing a process which holds sales teams to account for their forecast accuracy and challenges operations teams to maintain certainty on lead-times and manufacturing costs a SIOP system will drive an enterprise wide approach to business efficiency.

What is needed?

SIOP does not need to be expensive or involve complex software. The most important factor in successful deployment is buy-in from the sales and operations team and a willingness to work together to grow the business. If a company already runs a CRM then this is naturally the best tool for developing a forecast, likewise the ERP system for operations planning, but a



simple spreadsheet can work just as well.

What are the benefits?

The SIOP process will deliver several benefits to the business

1. Increased organizational alignment around a single set of operational objectives.
2. Improved financial understanding, decision making, and forecasting accuracy.
3. Improved responsiveness to shifts in market conditions.
4. Improved Cash management

5. Improved Inventory Management

A strong SIOP process is fundamental to smooth business operations, eliminating Sales, Finance and operational silos and reducing the risk of inefficiency, waste and potentially conflict. Developing a process can be implemented quickly in most businesses making it the most financially efficient change you can make this summer.

For more information, please visit - <https://mmtsolutions.com/>

Make business calls from anywhere in the world with Microsoft Phones System

Ingenio technologies, an IT support company based in Brighton, is launching a new sister brand, called Teams Talk.

Teams Talk is a UK based telephony company, enabling businesses to modernise their phone systems with a cloud-based phone service, all within Microsoft Teams via the Microsoft Teams Phone System.

A phone system within Teams makes it possible to work from anywhere and still be able to make calls, take meetings and messages, as if still in the office. Whether commuting, working from home, or in the office, contacting a colleague or



client on any device couldn't be easier.

The number of businesses using Microsoft Teams has sky-rocketed in the last year. In 2019, 13 million people used Microsoft Teams every day - by April 2020, this number had increased to 75 million. Moving away from outdated phone systems and keeping everything in one place

is a no-brainer for modern businesses.

Unlike some basic phone systems, you can set up automatic diverting, transcripts of missed calls, and so much more. Technology is dominating the modern business world, and business phone systems are no exception.

Communication is king, and the exploding popularity of Teams and cloud-based phone systems are a testament to that.

Teams Talk
hello@teams-talk.co.uk
 03330 151541
<https://www.ingeniotech.co.uk/>

Attention Managing Directors and Sales Directors. Save your cash, don't waste money on sales training, it does not work!

Every year millions of pounds, and much more in terms of downtime and opportunity cost, are spent on sales training in the b2b sales arena. Don't waste your money. Jeff Downs looks at why, in his opinion, it doesn't work.

Public programmes, webinars, e-learning and in-company structured events – in terms of improving sales productivity, what do they really achieve? In my experience, very little. Well-constructed sales training modules delivered by competent trainers develop tremendous enthusiasm but far too often (I'd estimate in 95% of cases) the training binder 'gathers

The sales methodologies being introduced must fit the business.

dust' and very little is implemented. The reality is that most programmes demonstrate 'how it should be done' and the better ones allow ample time for role play so that delegates' 'light bulbs' are well and truly turned on. At the most, this develops enough competence and confidence to 'give it a go' in the real world. Some people do, most don't. Even the ones who do, try it once, don't like it and then don't feel inclined to try again.

So why is sales training so popular? One reason is very clear: because it's dead easy to 'tick the box'; spend some cash and for sales management to be seen as investing in the team in the traditional way. Sales management naivety is often a

factor here too with a belief that sales training is the simplest and quickest route to improved sales productivity.

Beyond these issues, there are a number of inter-related factors that prevent return on investment from sales training:

1. For individuals to change the way they sell (and presumably we want them to!), they must clearly see the gap, i.e. the what and the why. Senior management and line management need to make a 'management demand' through clearly communicated sales policy—issues such as the required customer mix, product mix, routes to market, the role of the salesforce, pricing policy etc. At an individual level there must be buy-in to the required changes and the individual must be capable of closing the gap. To deal with the risk of change, the perceived opportunities for the individuals must be sufficient to drive them out of their comfort zones.
2. To facilitate the above, sales management needs to focus on sales activity management rather than on results which by definition are already history. They must understand the linkage between the targets they are setting and the required revised sales activity. In particular, the role of sales training needs to be seen in the light of improving key performance indicators such as conversion ratios, average order values and sales margins.
3. The sales methodologies being introduced must fit the busi-



Field coaching is important all the time but is essential after a training programme

ness. Assuming the sales team has to sell the added-value of their offering (if they do not, I'd question their existence!), then a value proposition-driven structure is required to ensure that the training has relevance and 'bite'. In my view, too many sales training programmes are steeped in 1980's style attitudes to selling with 'sharp-angled' tactics and with scant attention paid to really understanding the customers' needs and wants. Many 'professionally trained' sales people I meet refer to dated techniques such as 'General Benefit Statements', 'Features and Benefits' and 'Closing' techniques—most of which equate to techniques that I hoped had disappeared with Spandau Ballet and Haircut 100!

4. Too many sales trainers are seen as lacking any authority (and sometimes the credibility) to represent senior management in order to drive the required behavioural changes using the training programme as a platform and a catalyst. This allows 'take it or leave it' escape routes for the participants. Most, in my experience, choose the latter. Senior management need to demonstrate total commitment to the required changes in sales behaviour. Managers who kick-off sales training events with statements such as: "If you only take one or two things from this course then we've achieved our aims" or, worse: "treat these methodologies with a pinch of salt in the real world" really make me cringe.

5. Sales skills do not develop in the classroom, they develop in the field. Working with the best Golfing Pro in the world you can't become a good golfer if you just operate on the practice green. After attending a sales training programme, the individual has to deal with 're-entry into the real world'. They need good leadership and sales coaching in truck loads and they need it quick.

As a wise person once said: "to know and not to do is not to know"—after only two weeks they will have forgotten most of the learning points. Field coaching is important all the time but is essential after a training programme if your objective is implementation.

In my experience b2b sales managers do not have a good track record in this respect. It's not necessarily their fault, other demands of the business (internal meetings, number crunching, reports, CRM, forecasting etc), dictate that they 'fly the desk' instead of fulfilling what I regard to be their primary task. Another startling barrier to implementation here is that far too often, sales managers have not attended a similar sales training programme to their salespeople so they are not working to the same operating system or speaking the same language!! Add this to sales managers often not having sufficient personal development in coaching skills and you have a recipe for negative ROI.

Overall, a big challenge but one worth taking up if you're



serious about gaining competitive advantage through your salesforce.

So what does work?

For salespeople to change their behaviour, the two pre-requisites are:

1. Seeing the need to change.
2. Having the will to change.

Seeing the need to change

The key tool for this is sales activity management. A plan needs to be agreed in terms of the Quantity, Direction and Quality of sales effort required to achieve sales targets. Suitable sales activity KPIs need to be planned, monitored and analysed and, very importantly, there must be a steadfast 'management demand' for getting the plans get implemented.

Having the will to change

Motivation is the key to this and its management's job to provide a motivational environment. The components here are:

1. Understanding the individual's motivational drivers and how their current role fulfils them. They are different for everyone but they are things like: recognition; promotion; teamwork, responsibility, money, job content etc. Interestingly, money is rarely the most important factor.
2. The competence and the confidence to carry out the required tasks. This is where the role of a sales manager as a coach is absolutely critical. Yes, provide some workshop or online sales training if appropriate but it's the sales coaching in the real world that needs to do the heavy lifting. It's the blend of the two that will get the required results.

To support companies and individuals who are serious about

improving their sales effectiveness Quantum have launched a new blended service: Salespunch 101+. It's a 6-month programme driven by tailored individual sales coaching, an online programme: The Quantum Certificate in Professional Selling and online support tools.

So whether you are company owner or MD who wants to make an effective investment in their sales team or an individual sales person or entrepreneur who wants to be better at selling, this programme could be right for you. Pick up the phone or send an email to Jeff Downs for a confidential exploratory discussion.

Jeff Downs is the MD of Quantum and a leading Sales Effectiveness Expert and MD Peer Group Chairman.

He can be contacted via: jdowns@quantum-sales.com & 07715 749691

www.quantum-sales.com



Business, coming out the other side...



gdb Member Newman had hoped to be able to celebrate the milestone of 40 years in business this year, with several events, however the pandemic has had other plans for us all. Newman have however been able to continue to provide a good level of support throughout the lock down period for their customers across Sussex, Surrey and Kent, and this is set to continue in the 'new normal'.

Across the board there has been an uptake in organisations enabling their employees to work remotely, and with flexible phone solutions that enable people to plug and play from anywhere with a plug and an internet connection.

They have been able to make and transfer calls across their organisation and to any location with ease, making them as productive out of the office as they were in the office.

Newman clients range across multiple professions and industries across the South East. There has been a rise in organisations adopting dictation solutions to enable working on the move to speed up processes and enable a reduction in time lost to administrative tasks.

It is vital to ensure your business IT network is in tip top condition with updated security and software solutions to protect your business data when being

accessed in remote locations. Don't let your business be at the mercy of ransomware attacks like the recent one performed on worldwide brand Garmin who fell afoul of 'WastedLocker' ransomware from 'Evil Corp' and had to pay a reported 10 Million dollars to decrypt the data. It truly can happen to any business of any size and could pose a serious threat to your business and your customers privacy.

Find out more about how Newman have helped their clients streamline their business operations visit: www.newmanbs.co.uk

What makes a successful valuable company?

If you heard that a business

- Had won the Queens Award for export?
- Established sales to 66 countries
- Worked with the largest manufacturers around the world
- Or every morning an order landed in the inbox with no marketing expenditure
- Or If the business had become Amazon's leading vendor in your category

Would anyone of these indicate a successful valuable company?

Did you answer yes? None of these on their own or collectively is evidence of a successful valuable company.

What if

The company cannot tell its customers

what the delivery status is?

It relies on one man, or one key member of staff, within the organisation to agree the order, direct the administration and test the product?

If a company relies on one person, the founder, and you take that person out of the business you do not have a business. The business is that person. It has no value to anyone but that person.

A successful valuable company is one where the founder has designed themselves out. In place are process and resources that allow that company to function independently. A company is an operational group of men and women able to make decisions and assume responsibility. If they cannot you do not

have a company.

Designing yourself out is hard. Letting go and switching a new role as coach & investor in the team requires a plan.

What does it look like?

The first step is to map the roles you & your critical staff undertake.

The second is to map the processes. Where are the bottle necks?

The third is a gap analysis. Where are your staff or you covering limited resources?

Be brave design yourself out and create a valuable company.

Find your Missing Piece, mark@themissingpiececompany, 0044(0)7852268522

WS Planning & Architecture

WS Planning & Architecture are pleased to confirm that their Planning Director, Spencer Copping has been elected Chairman of the Reigate Business Guild.

While a challenging time to take up the reins from former Chair, Jes Chandler of Stanton Construction, it is essential to continue supporting local businesses and help them get back to business as safely as possible.

Spencer Copping joined WS Planning & Architecture in January 1999 and has seen the town transform over that time to provide a great mix of independent retailers, cafes, bars and restaurants alongside High Street regulars. It's imperative that our towns are attractive places to live, work and visit and as a Business Guild we are actively involved in improving the town. Spencer has provided Planning advice to Guild members

for a number of years and it made sense to get more involved.

As well as arranging regular Guild Members meetings, The Guild Directors, who are all volunteers, also organise several fundraising events. The town is decorated at Christmas with street lights and trees supplied and funded by the Reigate Business Guild and while the Christmas Fayre has been postponed this year we are still aiming to improve the Christmas lights and bring some festive cheer to the town.

The Business Guild provide business advice and updates on Planning issues affecting the town as well as providing a voice for the whole business community to get their views across when they matter most. During lockdown we have been amazed by the hard work and support our members have given to the local community. Long may it continue.

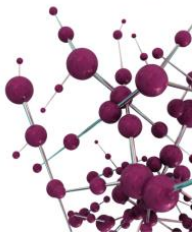


Spencer Copping & Jes Chandler

Please visit - <https://www.wspla.co.uk/> for more information on WS Planning & Architecture.

Schlich

UK & European Patent Attorneys
Registered Trade Mark Attorneys



For all businesses, whether small, medium or large, intellectual property (IP) has the potential to be their single most valuable asset. IP rights come in many forms, with the most recognisable being patents, trade marks, designs and copyright.

In a nutshell, patents will protect your technology, trade marks protect your brands and designs cover the aesthetics of your products.

Unfortunately, time and again, businesses miss out. The easiest and most common mistake to make is going public too early. Otherwise enforceable rights may be lost if you tell everyone prematurely.

We at Schlich can advise before you go public and before it is too

late. We will help identify what to protect, and how and when.

IP rights are there to be enforced; they will only work if competitors fear they will actually be used. Schlich will help with when to take action against others who are copying or infringing.

Learning from experience only comes from actually having that experience; our attorneys are doers not observers. We handle patents, trade marks and designs in the UK, Europe, the US and worldwide.

Staff and attorney turnover is low; our team like it here and find that our clients like the service enough to stay for the long term.

<https://www.schlich.co.uk/>

Upcoming Events

www.gatwickdiamondbusiness.com/events

gdb  **gdb Networking**

Monday 7th Sept: 12:00 - 13:00

What's the Point???

- Online Event
- Come along to this free event to meet the gdb Team and discover "What's the Point???"
- Free for new Members and Non-Members

Tuesday 8th Sept: 10:30 - 11:30

gdb Virtual Elevenses & Networking

- Online Event
- Stay connected with the gdb Team and your fellow Members
- Free of Charge – gdb Members only

Thursday 10th Sept: 10:00 - 11:00

gdb/Quantum Sales – Selling Against the Odds

- Online Event
- Jeff Downs, MD of Quantum Sales
- Non-Member fee applies

Friday 11th Sept: 11:00 - 12:00

Ask the Expert

- Online Event
- Chief Executive of Coast to Capital LEP, Jonathan Sharrock
- Free of Charge – gdb Members
- Non-Member fee applies

Tuesday 15th Sept: 10:30 - 11:30

gdb Virtual Elevenses & Networking

- Online Event
- Stay connected with the gdb Team and your fellow Members
- Free of Charge – gdb Members only

Friday 18th Sept: 09:30 - 10:30

Outlook for the Economy

- Online Event
- Join us for an update by Florence Hubert – Bank of England – Deputy Agent for Central Southern England
- gdb Members: £10+VAT
- Non-Members: £15+VAT

Monday 21st Sept: 11:00 - 12:00

Ask the Expert

- Online Event
- Shelagh Legrave & Julie Kapsalis – Chichester College Group
- Free of Charge – gdb Members
- Non-Member fee applies

Tuesday 22nd Sept: 10:30 - 11:30

gdb Virtual Elevenses & Networking

- Online Event
- Stay connected with the gdb Team and your fellow Members
- Free of Charge – gdb Members only

Wednesday 23rd Sept: 09:30 - 10:30

HSBC UK Economic Commentary

- Online Event
- Mark Berrisford Smith – Head of Economics, HSBC UK Commercial Banking
- gdb Members: £10+VAT
- Non-Members: £15+VAT

Friday 25th Sept: 10:30 - 11:00

gdb AGM 2020 with Thakeham Group



- Online Event
- Thakeham Group
- Free of Charge – gdb Members only

Friday 25th Sept: 11:30 - 12:45

gdb September 'Virtual Members Meeting'



- Brought to you by gdb Member Thakeham Group.
- Online Event. Stay connected with the gdb Team and your fellow Members
- Free of Charge – gdb Members only
- Non-member price is £15+VAT

Tuesday 29th Sept: 10:30 - 11:30

gdb Virtual Elevenses & Networking

- Online Event
- Stay connected with the gdb Team and your fellow Members
- Free of Charge – gdb Members only

gdb welcomes new members



Auditel (UK) Ltd

I help businesses liberate cash for future opportunities. Managing ongoing costs can be complex and time consuming especially made difficult if you do not have the time, expertise or resources to manage those costs.

Auditel is a long-standing cost management and procurement firm within which there is a network of industry leading specialists who have decades of experience across all industry sectors. Together we collaborate with business owners and directors to drive increased

efficiency, effectiveness and productivity. With Auditel's breadth and depth of solid supplier-based relationships we are in an excellent position to help companies define requirements more accurately and procure goods and services way beyond pure cost, adding real value to an organisation. As an example, we helped a large charity to manage their ongoing costs and saved them £500k which they could then put towards helping more children around the world.

www.auditel.co.uk



Business Pulse Advisory and Investment Group

Creating Business Wealth for Tomorrow, out of Today's Crisis. Creating and Transforming Business Strategy to positive effect. Small/Medium Size Businesses owners seeking positive help. We have a private circle of individuals who are ready to invest, and this is diverse group who are all High Net Worth Individuals (HNWI) and Ultra

High net Worth Individuals (UHNWI). Taking time out to create and action a strong, detailed strategy appears to be a key path to small business growth. For small business owners, good professional advice can offer the most effective way to devise - and maintain - such a strategy. The first step is recognising the importance of spending time working on - not in - your business.

www.businesspulse.org.uk

CloudSmith Consulting Limited

CloudSmith Consulting Limited

We offer an outsourced and ultimately cost effect HR service for a variety of SMEs to enable our clients to focus on what they do best, whilst saving them money due to the many underlying costs involved of employment at managerial level.

Between us, we have over 30 years of experience and are Fellow and Chartered Members of the CIPD as well as a Lexcel accreditation, indicating quality in relation to legal practice management standards.

We provide a personal service enabling us to get to know clients quickly, their priorities and people suggesting proactive business resilient solutions.

This includes recruitment and selection strategies, advice on disciplinary and redundancy matters, employee assistance schemes, learning and development, design of performance reviews, reward packages, exit strategies, employee relations techniques and advice on data bases including implementation as well as preparing contractual documents and policy writing.

We believe that a workplace that individuals enjoy will reward employers with loyalty, honesty and hard work resulting in few day-to-day problems and success for all. Our aim is to make things better, not complicated or difficult.

www.cloudsmithconsulting.co.uk

Membership of gdb will help you raise your organisation's profile within the Gatwick Diamond and build your business connections.



Complete Vehicle Management Ltd

I would like to take this opportunity to introduce Complete Vehicle Management Ltd.

CVM are a hugely knowledgeable, effective and friendly team with over 100 years combined motor and finance industry experience determined to bring our customers excellent deals and unforgettably great service. We offer complete vehicle management for absolutely everyone.

It means we cover everything you need to get on the road as an individual or as a business, from personal car finance all

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Our asset finance specialists will help your business purchase, lease or refinance. Whether looking to expand or free up the value of your existing assets, we have lenders looking to offer businesses additional finance on excellent terms. Talk through your needs with our team today to see what options are best for you.

www.cvmgroup.co.uk



MMT Ltd

MMT are a team of experienced Manufacturing and Business Management Professionals working together with our clients to solve their most pressing problems. Our team comprises of seasoned business managers who can analyse business issues, create growth strategies, design, and implement business processes to deliver profit growth.

At MMT we treat every business we

work in as if it were our own. We understand that running a business isn't easy and we aim to provide you with valuable, practical on-site sleeves up business help when you need it and for just the time that you need it.

So whether you are starting up a factory, looking for ways to scale, considering preparing your businesses for sale or looking for M&A advice we can help.

www.mmtsolution.com



Proactive by Design

We bring clarity to your strategic direction and choices in the face of complex change, across 5 bottom lines: your purpose and profit, and people, planet and personal outcomes.

We do this by:

- shifting your innovation and problem-solving skillsets through enjoyable, interactive creativity and foresight exercises and systems
- facilitating the re-engineering of your value to customers and stakeholders
- future-proofing your strategic decisions

This matters because our turbulent world can leave you at the mercy of shock

scenarios in business and personal life, blunting effectiveness, reducing productivity and threatening your survival.

Our team of experts come from leading organisations, care about your results and have:

- transferred upskilling to leaders and staff at all levels in many notable organisations
- facilitated Deep Dives and decision-support to businesses and Not-for-profits in complex, uncertain national and international situations
- Increased client ROI by up to 25% and £50m.

www.proactivebydesign.co.uk

Diamond Listing Directory

Welcome to your Diamond Listing Directory

Accounting / Financial Services



BDO

<http://www.bdo.uk.com/>
tania.fensom@bdo.co.uk
01293 591000



Brewin Dolphin

<https://www.brewin.co.uk/individuals/our-offices/gatwick>
paul.cannons@brewin.co.uk
01293 661323



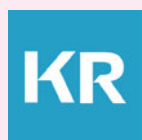
Calverton Finance

<https://www.calvertonfinance.co.uk/>
enquiries@calvertonfinance.co.uk
01293 804676



KPMG

<https://home.kpmg/xx/en/home.html>
Timothy.Rush@KPMG.co.uk
01293 652000



Kreston Reeves

<https://www.krestonreeves.com/>
tracy.morrison@krestonreeves.com
01293 776152



MHA Carpenter Box

<https://www.carpenterbox.com/>
info@carpenterbox.com
01293 227670



Servo Private Wealth

<https://www.servoprivatewealth.com/>
info@servoprivatewealth.com
01444 715200



Your Right Hand

<https://yourrighthand.co.uk/>
hello@yourrighthand.co.uk
01252 820002



Airport / Airline Services

Gatwick Airport

<https://www.gatwickairport.com/>
Paula.Aldridge@gatwickairport.com
0844 335 1802



Virgin Atlantic Airways Ltd

<https://www.virginatlantic.com/>
01293 747747

Architectural / Construction / Maintenance



Vulcan Ellis

<https://www.vulcanellis.co.uk/>
info@vulcanellis.co.uk
07903 911727

Banking



HSBC

<https://www.hsbc.co.uk/>
andrew.steer@hsbc.com
08455 854001



NatWest

<https://personal.natwest.com/personal.html>
Paul.Mcconalogue@natwest.com
01293 643096

Business Consultants



Hazel Gibson Learning & Development Consultant

<http://hazelgibson.co.uk/>
hazelgibson199@btinternet.com
07753 520735

Environmental Services



Cleankill Pest Control

<https://www.cleankill.co.uk/>
enquiries@cleankill.co.uk
0208 668 5477

Food & Drink



Love Water

<https://www.lovewater.com/>
nick.swan@lovewater.com
0345 5200820



Nestle

<https://www.nestle.co.uk/en-gb>
020 8686 3333

Hotels / Venues / Events



Ashdown Park Hotel

<https://www.ashdownpark.com/>
conference@ashdownpark.com
01342 824988



Millennium & Copthorne Hotels Plc

<https://www.millenniumhotels.com/>
torsten.puck@millenniumhotels.com
01342 348800



South Lodge Hotel

<http://www.exclusivehotels.co.uk/>
enquiries@southlodgehotel.co.uk
01403 891711

Insurance / Risk Services / Compliance Services



1st Central

<https://www.1stcentralinsurance.com/>
Jo.harrison@1stcentral.co.uk
0333 043 2066



E-mpower IT

<https://e-mpower.it/>
sales@empower.IT
01444 250404



Extech Cloud

<https://extechcloud.com/>
info@extech.co.uk
01444 443200



Freeman Clarke

<https://www.freemanclarke.co.uk/>
contact@freemanclarke.co.uk
0203 020 1864



Red River

<http://www.river.red/>
info@river.red
0844 8802357



Vazon Technology

<http://www.vazontech.co.uk/>
info@vazontech.co.uk
07880 728209

Legal Services



DMH Stallard LLP

<https://www.dmhstallard.com/>
enquiries@dmhstallard.com
01293 605000



Irwin Mitchell

<https://www.irwinmitchell.com/>
Lee.Harding@irwinmitchell.com
01293 742700



Mayo Wynne Baxter

<https://www.mayowynnebaxter.co.uk/>
info@mayowynnebaxter.co.uk
01273 477071



Schlich

<http://www.schlich.co.uk/>
sdh@schlich.co.uk
01903 717001

Leisure / Entertainment



Brighton & Hove Albion FC

www.brightonandhovealbion.com
ian.kinnear@brightonandhovealbion.com
01273 878278



K2 Crawley

<https://www.freedom-leisure.co.uk/freedom-leisure-in-crawley/>
laurenpullen@everyoneactive.com
01293 585300

Local Government / Public Sector



Crawley Borough Council

<https://crawley.gov.uk/>
01293 438000

Logistics / Travel Services



DNA

<https://www.dna2b.com/>
info@dna2b.com
0333 335 8585



Gatwick Express

<https://www.gatwickexpress.com/>
Angie.Doll@gtrailway.com
0345 850 1530



ILG

<https://www.ilguk.com/>
info@ilguk.com
0844 264 8000



Metrobus

<https://www.metrobus.co.uk/>
kevin.carey@metrobus.co.uk
01293 449191

Manufacturing / Engineering



Commтел

<https://commтел-uk.com/>
sales@telguard.co.uk
01306 710120



Marketing / Media / PR

Huxley Digital

<https://huxleydigital.co.uk/>
hello@huxleydigital.co.uk
01903 896624



Elekta

<https://www.elekta.com/>
Crawley.Accounts@elekta.com
01293 654378



Varian

<https://www.varian.com/>
steve.pullen@varian.com
01293 601200



Welland Medical

<https://wellandmedical.com/>
SamJackson@WellandMedical.com
01293 615455

Office Services



Regency Grove Communications

<http://www.rgcltd.co.uk/>
enquiries@rgcltd.co.uk
03300 022222

Property / Planning Services



Thakeham Homes

<https://thakeham.com/>
info@thakeham.com
01403 787300

Training / Education



Chichester College Group

<https://www.chichestercollegigroup.ac.uk/>
info@chichester.ac.uk
01243 786321

**East Surrey College**

<https://www.esc.ac.uk/>
 employerservices@esc.ac.uk
 01737 788316

**Proactive by Design**

<https://www.proactivebydesign.co.uk/>
 david.santineer@ntlworld.com
 07597 820678

**Rewards Training**

<https://www.rewardstraining.co.uk/>
 enquiries@rewardstraining.co.uk
 01293 562651

**Roffey Park**

<http://www.roffeypark.com/>
 enquiries@roffeypark.ac.uk
 01293 854020

**University of Brighton**

<https://www.brighton.ac.uk/business-services/index.aspx>
 enterprise@brighton.ac.uk
 01273 641039

**University of Sussex**

<https://www.sussex.ac.uk/>
 information@sussex.ac.uk
 01273 606755

Utilities**Control Energy Cost**

<https://cec.uk.com/>
 sales@cec.uk.com
 01737 556631

**Southern Water**

<https://www.southernwater.co.uk/>
 01903 272776

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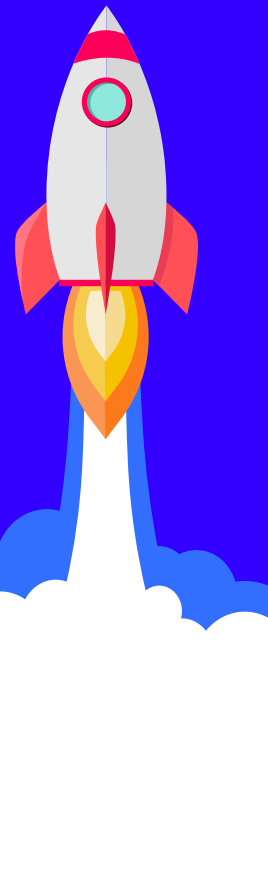
Join the **gdb LinkedIn**
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gdb Membership Benefits



Raise your profile in the bi-monthly Diamond Magazine



gdb Member Collaborative Events



Elevenes & Networking



Listing on the Members Directory



Post your business news on our website and social media channels



Referral Scheme



Feature in the bi-monthly Diamond Rough Cut

ALL of this for the price of 2 cups of coffee a week!*

*Based on Band A membership

For more information contact - info@gatwickdiamondbusiness.com
www.gatwickdiamondbusiness.com