

Edition 10
Sep & Oct 2021

The magazine for Gatwick Diamond Business members

gdb Welcomes the Return of In-Person Networking

Cybercrime is the
biggest threat to a
business, yet many are
unlikely to be protected

Gatwick launches
public consultation
over Northern Runway
expansion plans

From Cabin Crew
to Pest Control

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GDBA
2022

CELEBRATING BUSINESS EXCELLENCE

Join us as we recognise the passion and talent of our business community

The Gatwick Diamond Business Awards celebrate people and businesses who have shown innovation and inspiration in their work, and have demonstrated a real commitment to the region. The Awards have become one of the most prestigious business occasions – celebrating the best of the best across the Gatwick Diamond.

For more information and to download an entry form, visit:
WWW.GATWICKDIAMONDBUSINESSAWARDS.COM

 @gdbizawards

Jeff's Message

To Zoom or not to Zoom, that is the question!

As with many seemingly straightforward questions the answer has to begin with 'it depends'. Making and nurturing contacts is essential, but how we do it can be a trade-off between efficiency and effectiveness.

As the pendulum swings back towards 'traditional' meetings, businesses and individuals will look to strike the right balance. Online is certainly efficient but is it as effective as actually meeting someone? - networking is a contact sport!

At gdb, we could sit back and see how it goes, but offering the very best networking experience in splendid locations is so important to us that we feel we need to be pacesetters rather than followers.

We have tested the water with successful outdoor events and now feel the time is right to take things to the next level. So, your Members Meeting and AGM on 28th September will be 'in-person' at the Cottesmore Hotel & Country Club, sponsored by the Thakeham Group. This will be our first in-person Members Meeting since February 2020!

But you don't have to wait until then.

On 15th September you can enjoy a relaxing networking lunch at Malmison, Brighton Marina Village. Then, on 22nd September, we are pleased to launch, in partnership with Chichester College Group, a new programme of monthly business breakfasts at the Fifty Eight Café Bar and Restaurant, Crawley College.

These events will be part of a mix as we continue to run popular 'online' events, including 'Elevenes' and 'Ask the Expert'. On, 24th September we are bringing together Henry Smith MP and Stewart Wingate, CEO of Gatwick Airport Ltd, for a topical and forward-looking discussion.

We are very excited to be able to offer you this range of networking experiences again and look forward to seeing you outside of a little oblong box! For more information, turn to page 28 or visit our website.

There can be no more important time for businesses to be part of a strong business community, so we encourage you to refer your clients or other contacts to the benefits of gdb membership. To make this easy for you, we have produced a new Membership Brochure – please feel to pass it on.



My thanks as usual to Creative Pod for the design of Diamond, to Custodian for sponsoring this edition and to all of you who have shared your inspiring stories and advice.

Jeff Alexander, Chief Executive of
Gatwick Diamond Business

**Follow @gdbmembership for the
best networking in the diamond**

Commercial lease pandemic clauses – fair and reasonable?

The pandemic brought chaos to High Street trading conditions on the High Street and elsewhere. Many retailers lost the battle to survive, and others may follow.

The Landlord And Tenant Act 1954 (“the Act”) governs the process for renewing commercial business leases which have not excluded the relevant provisions of the Act. Many businesses will have leases that are ‘protected’ by the Act, and some will be considering whether or not to renew them – and how to protect themselves.

As a commercial tenant renewing a lease under the Act, where do you stand if the current terms do not include a pandemic clause?

If a landlord and tenant cannot reach agreement, the Court can be asked to determine the terms of the new lease, but save for the level of rent and the length of the new lease, the starting position is generally that the terms will be broadly similar to the current lease.

If one party asks the Court to allow



James Picknell

a new term that might soften the blow caused by a pandemic, the onus will be on them to justify the change and explain why it would be fair and reasonable: potentially an uphill struggle if the clause would impose new risks on the other party.

In a recent decision (Poundland v Yo-plain) the tenant renewing its lease pro-

posed new clauses designed to reduce the risks of a future pandemic, including a 50% reduction in rent should it be unable to trade due to lockdowns.

The Court refused the tenant’s request because it would not be fair and reasonable to impose a new risk on the landlord; the risk should be one which the tenant ought to bear.

This case will have been welcomed by many landlords, but in a market where retaining tenants is challenging, commercial realities could see more tenants successfully negotiating the inclusion of pandemic style clauses.

James Picknell is a Partner in the Real Estate Dispute Resolution team and can be contacted on 01483 467463 or by email at james.picknell@dmhstallard.com



What’s in it for dog?

Most dog owners are likely to have at least one thing they’d like to change when it comes to their dogs’ behaviours and habits. But either they don’t have the time or the knowledge to resolve this issue that is niggling them. One of the simplest things you can start with is sitting down with a cuppa and thinking to yourself...What’s in it for dog?

Dogs do things because they are rewarded for it. If you can find out what reward is encouraging the unwanted behaviour, then you can start to figure out a basic way to resolve it. For example, dogs don’t just like treats as rewards, simple things like eye contact and even saying “no” are a reward as they are getting attention from us.

Once you have found out where your dog is getting their reward you can

change this and redirect them to a more desirable behaviour. For example, if you have a dog that jumps up a lot then ignore the jumping up, but reward all sits so that your dog learns that they get your attention, toy or treat when their bum is on the floor.

Of course, if you’re struggling then it is time to contact an expert because things are not always as simple as they sound, and when it comes to placement of rewards it can make the difference between a successful change in behaviour to actually making the behaviour worse than to begin with. It is always worth knowing that if your dog’s behaviour changes suddenly, then a trip to the vet is required as no amount of training can resolve a medical issue. So when in doubt, contact your vet or an expert.



Jo Loft

Jo Loft Owner at Paws-itivity – Your local expert committed to you and your dog – jo@paws-itivity.co.uk www.paws-itivity.co.uk

Creative Pod Continues to Increase it's Talent Pool

Creative Pod, an award-winning marketing and design agency, continues to soar as they welcome Gordon Dowling as a Digital Designer into the team, just weeks after they introduced Dan Gardiner.

Gordon studied design at university, and after graduating, he worked in media research and did a six-year stint as an Account Manager in both print and digital agencies. He then side-stepped into a web design and development role, where his skills and expertise excelled.

Gordon said: "I love every minute of working in web design and development, as it pulls on such a varied skill set. It's been great working with the team at Creative Pod; I've felt super welcome from the get-go, and having embarked on several creative projects already, I'm off to a great start".

As the design team has grown this year, we've seen each team member bring their skillset to the table. Gordon is a real asset to the team as he brings

experience and knowledge from his previous position, working in an agency of 150 employees.

Matt Turner, the CEO, said: "It's refreshing to see someone transition from a large to a medium-sized agency, as this introduces a challenge, one that Gordon has stepped up to. The team was impressed with Gordon's work from the start, as he went to the extent of designing a website for his interview. Overall, it's great to see the design team working well together, designing and developing high-quality websites for our clients."

Over the coming weeks, Creative Pod are looking to expand yet again, as they continue to grow the marketing team. If you'd like to enquire about Creative Pod becoming your outsourced marketing and design department on a fixed monthly fee, please contact us at hello@creativepod.net.

www.creativepod.uk.com



Gordon Dowling

I've felt super welcome from the get-go, and have embarked on several creative projects already

Richard Place Dobson Were 'On Par' As They Raise £2,744 For St Catherine's Hospice In The Footgolf Championship

Richard Place Dobson (RPD), Crawley based Chartered Accountants and Business Advisors, hosted their second annual Footgolf event last month and raised an incredible £2,744 for St Catherine's Hospice - tripling the amount raised from their first year.

Established in 1983, St Catherine's Hospice is a local charity providing expert hospice and end-of-life care for

people in West Sussex and East Surrey. They help around 2,100 terminally ill people, family members, friends and carers each year in their homes, at their day Hospice, and on their wards.

Matthew Tyson, Managing Director at RPD, said: "St Catherine's touches the hearts of so many people. One of our footgolf entrants sadly lost a brother only a few weeks ago, and a few others have lost loved ones during the Covid crisis, many of whom benefitted from the existence of the hospice in their final days. As a firm, RPD selects a charity each year based on nominations from all its team members; a vote decides the winner".

RPD were overwhelmed with the number of teams that signed up for the event this year, so much so that they held two sessions to cater for the 29

teams, one at 16:00 and the second at 18:00. The world number 1 Foot Golfer, Ben Clarke, also joined and supported the event this year by 'donating himself' to two teams.

Congratulations to DMH Stallard and Homes Partnership for winning their respective sessions. DMH Stallard were overall champions! Lawrence Morley of DMH Stallard recorded the evening's longest drive, and Paul Calloway of Homes Partnership won the nearest pin competition.

Hopefully, RPD's next event will see a return for the annual quiz night in February, circumstances permitting. If you would like to get involved with fundraising activities, please get in touch with RPD.

www.placedobson.co.uk



How employer branding and recruitment marketing can drive growth

Today, candidates tend to act more like consumers and that has necessarily shifted the approach that many employers need to take when it comes to recruitment. Employer branding and recruitment marketing have a vital role to play in how well any organisation is able to communicate with those who could potentially be an asset to the business and the quality of talent that it attracts. Mastering employer branding provides the fuel for recruitment marketing that can help to drive growth.

Key ways that employer branding and recruitment marketing can impact your business and drive growth:

Making an acquisition strategy more effective.

The combination of a powerful branding message and the tools and channels to ensure that it reaches the people it is designed to reach can be incredibly

effective. The more streamlined this is the less time recruitment requires and the more resources can be dedicated to other business-critical functions.

Encouraging natural recruitment.

Where the employer brand is strong, employees naturally become brand advocates, attracting others to come and work within an organization. Referral activity also increases, which is one of the most cost-effective ways of increasing a workforce and also ensuring retention levels remain high.

Reducing the cost of attracting the brightest people.

Research has found that where employer reputation is high, the premium required to secure a successful candidate is almost half that necessary for a business with a weaker employer brand.

Attracting the right people and reducing unwanted attention.



A clear employer brand is a statement of intent, vision and values that acts like a beacon to those who will be a great fit for the business culture and practices. 88% of millennials believe that it's important to be part of the right company culture and this generation now makes up a big part of the candidate market. The more effective and clearer brand reputation is, the simpler it will be to connect with candidates who are looking for this kind of business and to deflect those who would be better off elsewhere.

Charlotte.gurney@volt.eu.com

Scaramanga shortlisted for green campaign award

Scaramanga has been working for over two years with fellow gdb member Control Energy Costs, a business energy and water consultant. In September 2020, we launched a green campaign to promote their renewable energy offering and net zero services.

The campaign has been very successful, so we jointly decided to enter it into the BusinessGreen Leaders Awards 2021, under the Communications Agency of the Year category.

We are thrilled to be shortlisted – especially as Scaramanga is the smallest agency in the shortlist!

Our campaign for Control Energy Costs has really worked for them and has driven some great engagement across multiple media. It is an ongoing campaign – for example, this week we have a strong programme of activity to promote Net Zero Week – and covers:

- The creation of a green hub on their website with many resources includ-



ing a “Guide to green” eBook and a net zero explainer video

- Content marketing and content partnerships with many different organisations, including the Made In Group, Edie, FactoryNOW and GDB Diamond and Rough Cut
- The launch of the Made In Group Energy Club for their members
- Social media for the business and via their partners, with 6-figure impressions and 5-figure profile visits since the campaign launched
- A green version of the branding to ac-

centuate green content

- The website is on 100% green servers and we have also added a carbon calculator throughout the site, which is on average 72% cleaner for carbon usage than other websites
- It's not just worked in terms of marketing metrics though, as 49% of all Control Energy Costs' client electricity supply contracts have been signed onto renewable energy since the campaign launched.

What a result for the environment!

scaramanga.agency

From Cabin Crew to Pest Control

Cleankill Pest Control's Samantha Virgo has been in the pest management industry for three years now, but her introduction to the sector came in a roundabout way. Here she talks about how her pest control career took off.

Takeoffs and landings

I started working as cabin crew at just 18 years-old – based out of Gatwick and Heathrow, I flew with TUI and Virgin Atlantic to over 20 destinations worldwide. From Economy to First Class, I served every type of customer you can imagine.

The training regime to be cabin crew isn't easy but, like most jobs, it still doesn't prepare you entirely for what's to come. It's like pest control in that way. Every single day you come to work, you learn, you adapt and you improve your skills. In fact, I'd been introduced to pest control during my time in the airline industry.

Sometimes foreign creepy crawlies are brought on board with luggage, so ensuring aircraft were pest-free was key. I watched one of the airplanes get fumigated once, on departure from Barbados. It's quite a sight when you're not familiar with that process, seeing someone dressed from head to toe in PPE spraying the aircraft.

I was always really interested in what the pest technicians were doing, asking questions and bugging them more than



the bugs. We were trained in using residual insecticide spray canisters. In certain areas around the world there are mosquitoes or insects that can carry diseases, so it was important to eliminate those before departure.

And even the pests I came across on layovers in foreign countries (which are 1,000 times scarier than any pests we deal with here in the UK) didn't put me off wanting to know more about them.

Onward and upwards

After seven years as a cabin attendant, I wanted a new challenge. Helping customers is what I do best, so I needed a role that gave me that same satisfaction. So, after leaving cabin crew, I entered the world of pest control.

I took my RSPH Level 2 Award in Pest Management through the British Pest Control Association and moved from Sussex to Bristol to start my surveyor role.

You might think these roles are worlds apart and in some ways they are. But there are many similarities too. Having pests is distressing for some customers and bringing my skills learnt while on board an aircraft 30,000ft up in the sky has helped me bring a supportive and caring element to my job.

But you also need to be resilient, hands on, positive and good at problem solving. And, most of all, you need to be cool, calm and collected in tricky situations. My surveyor role is very varied - one day I'll be dealing with a rat infestation, the next will be pigeons roosting under solar panels. As a cabin attendant, I was the face of TUI and Virgin. As a pest control surveyor, I'm the face of Cleankill. Being a brand ambassador for a company I believe in is something that has always made me proud.

So whether you need me down on the floor checking for rats or up on the roof checking out your pigeon issue, I'll do it with that famous friendly flight attendant smile.

To book a free survey go to www.cleankill.co.uk



I was always really interested in what the pest technicians were doing, asking questions and bugging them more than the bugs.

Saving water and preventing wastage

97.5% of the world's water is locked in seas and oceans, too salty for human use, and most of the remaining 2.5% is in the ice caps.

Because of this, we depend on only a small amount of the available fresh water, not just for drinking and washing, but also for everything we produce.

As water becomes an increasingly scarce resource, building new infrastructure to meet the growing demand

becomes exponentially expensive. By saving water instead, we can reduce the need for new infrastructure and offset the pressure on existing.

In commercial situations, closely monitoring your water usage through the use of AMRs (automatic meter readers) and installing more efficient devices are the two areas to consider. This serves the dual goal of reducing usage/wastage, as well as lowering costs.

When we set up clients with AMRs, we provide full access via our client portal to the reporting which will allow you to check your water-efficiency and we will alert

you to unusual patterns of consumption.

Water recycling schemes are worth considering and are often even more viable in business settings than domestic settings. Determine where your wasted water is going and if or how you can recycle it in other areas of your business.

Reducing water consumption will also support your environmental, social, and governance (ESG) strategy and legislation compliance, reduce your carbon footprint and assist your journey to net zero.

Engaging employees is an important part of any programme to save water (and energy) to change attitudes and behaviours, where necessary, to all work together towards a common goal.

<https://cec.uk.com/>



Access2Funding helps SMEs claim more than £44 million

Businesses of any size and sector can be eligible for R&D tax credits, including computer science, construction, engineering, food and drink, manufacturing and science.

If your business is seeking an advancement within your industry and has encountered scientific or technological uncertainties along the way, your business may well qualify for R&D tax credits. We have helped more than 1,100 UK businesses successfully claim a staggering £44 million in research and development (R&D) tax credits via HMRC's R&D tax relief scheme, which rewards businesses for investing in innovation.

Innovation doesn't just mean a spark of insight from a scientist or inventor to create. Innovation is the creation, development and implementation of a new product, process or service with the aim of improving efficiency, effectiveness or competitive advantage.

So what is eligible R&D activity?

- Designing products, services, processes or systems involving new technol-



ogy or sustainability, improving those already produced or installed

- Overcoming challenges on a construction site by researching and testing different materials to find the best solution
- Using, designing and creating custom-made products or materials
- Creating a brand-new solution or product for a client, specific to their needs
- Testing in search for, or evaluation of, product, service, or process alternatives.

The Access2Funding team consists of

employees and contractors who are technical industry specialists, qualified accountants, R&D experts and tax specialists, that can assist businesses with preparing and submitting their R&D claims.

To find out if your business is eligible for R&D tax relief, call 0333 990 0125 or email hello@access2funding.co.uk. Alternatively, for more information on R&D relief and to see examples of qualifying R&D in your sector, visit www.access2funding.co.uk.

Acumen Business Law celebrates rising Sussex based Tech companies

Following the success of the Top 50 Fastest-Growing Businesses in Sussex initiative earlier this year, Acumen Business Law has announced an extension to their Top 50 recognition. This time, the leading Brighton & Gatwick based law firm is delving into industry-specific awards and celebrating the successes of the leading technology companies across Sussex.

The successful technology firms on the prestigious list will receive a letter of congratulations and certificate of recognition from award-winning Acumen Business Law, along with an invite to an awards luncheon with Sussex's top influential businesses.

Penina Shepherd, Acumen Business Law said: 'In challenging times, we feel it's important to recognise and celebrate Sussex's leading technology companies that have risen to the forefront in terms of business excellence and their success over the past 12 months. Having previously recognised The Top 50 Fastest-Growing Businesses in Sussex, we have chosen to identify and congratulate leaders within the technology industry following a turbulent 18 months'.

The data will continue to be powered by mnAI (the world's first AI-powered deal-flow search engine for the private investment markets), targeting technology companies across the county that have



seen a substantial increase in growth and turnover over the last 12 months.

www.acumenlaw.co.uk

The far-reaching impact of successful networking – changing a life through a laptop



Max Cooper



The Sussex Charity for Children
Since 1890

Family Support Work (FSW), a charity gdn member, supports families in crisis throughout Sussex, many of whom have been disproportionately affected by the Covid pandemic. Digital poverty is a real issue for these families, most of whom are in severe financial hardship and don't have access to up-to-date technology which is essential for home learning and the ability to keep up with their peers.

FSW put out a call at a recent members' meeting to see if any other members could help one specific family, whose child is due to start secondary school in September and was in desperate need of his own laptop, something which was beyond his mother's capacity to buy. Max Cooper of Max Cloud Services (MCS-ITS) rose to the challenge and generously offered the family a reconditioned laptop with up-to-date software that will enable the young student to access all of his schoolwork as well as the additional support he requires due to his learning needs. The handover took place earlier in the month and the family was over the moon to receive this support.

Nikki Kerr, Director of Fundraising

and Marketing for FSW, said: "We are so grateful to Max for helping us out with this request. It might seem like a small thing for most of us, but this laptop is quite literally life-changing for this boy, who will now have equal access to the education and the support he needs in order to fulfil his potential."

Max Cooper of Max Cloud Services said: "We are always happy to help people in anyway possible! Whether this is fixing someone's broken laptop to donating refurbished hardware to people who need this. With most households only having 1 laptop per family, we realised that we could put some of our old devices to use".

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07474 919166

Max Cooper:
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07872 649094



Gatwick launches public consultation over Northern Runway expansion plans

Low-impact Gatwick growth will provide thousands of new jobs and boost regional economy

It's no secret that the aviation industry has been among the hardest hit from COVID-19. And the effects stretch far beyond the quiet runways and empty terminal buildings. Locally, Crawley and the Gatwick Diamond region continues to feel the devastating effects, with job losses among the highest in the country.

That's why it's so important that Gatwick looks to the future and how the airport can support its own recovery and secure its long-term growth, and also that of the region and beyond. In order to do that, Gatwick wants to bring its existing Northern Runway into regular use, enabling the airport to serve approximately 75 million passengers per year by 2038.

Gatwick's proposal

By the end of the next decade Gatwick will need more capacity to maintain efficient operations, improve resilience and meet passenger demand. That is why the airport would like to bring its existing Northern Runway into routine use, using a sustainable approach which maximises the use of its existing infrastructure.

The proposed plans would allow Gatwick's Northern Runway to operate not just as an emergency alternative to its Main Runway, as it is at present, but alongside the Main Runway for departing aircraft. This would require just a 12-metre repositioning of its existing centre-line.

By doing this, the project would be following the Government's policy to 'make best use of existing facilities', while meeting all international safety standards. In fact, similar operations are already in place at major global airports, such as LAX and San Francisco.

Using a sustainable approach which maximises the use of Gatwick's existing infrastructure, the plans would add resilience to the airport's operations (reducing de-



Gatwick will grow in a way that supports the Government in achieving its commitment to net zero emissions by 2050

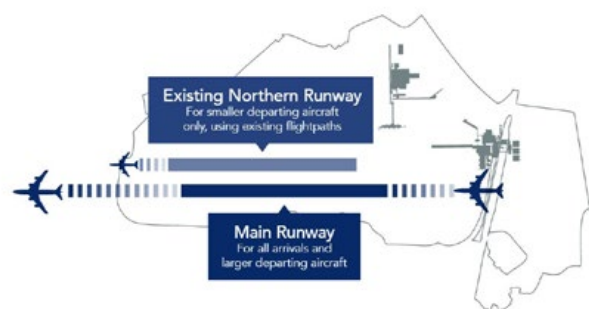
lays and congestion), maintain competition within the London market, open up new connections and support a Global Britain.

These plans would generate approximately 18,400 additional jobs by 2038 and an additional expected £1.5bn GVA to the region.

Other elements of the proposals include improved airport access, highway improvements, as well as additional landscape/ecological planting and environmental mitigation. You may already have been to or through Gatwick Airport railway station, where significant, multi-million-pound improvements are already well underway.

As the proposed Northern Runway plans are considered a

Bringing Gatwick's Northern Runway Into Routine Use



The airport would like to bring its existing Northern Runway into routine use, using a sustainable approach which maximises the use of its existing infrastructure

Nationally Significant Infrastructure Project, the airport plans to apply for a Development Consent Order (DCO) to build and operate the scheme.

Growing responsibly

Gatwick is fully conscious of the climate crisis and its responsibility as an airport to the future of the planet. The proposals are low-impact and Gatwick will grow in a way that supports the Government in achieving its commitment to net zero emissions by 2050.

Equally, Gatwick understands some of its neighbours will have concerns around noise, so has carefully considered mitigations to minimise impact.

Public Consultation

On Thursday 9 September, Gatwick launched its 12-week public consultation. The airport previously concluded a 12-week public consultation on its Master Plan in January 2019, where two thirds of those who responded said they supported

the proposals to bring the Northern Runway into routine use.

This current public consultation, which runs until 1 December 2021, will provide local residents, businesses and stakeholders the opportunity to read the full consultation materials – via www.gatwickairport.com/futureplans - where people will be able to visit a virtual exhibition, book a telephone surgery with project experts and request a virtual briefing for local stakeholder groups.

For those people who may find online access difficult, Gatwick will be operating a mobile project office which will visit key areas around West and East Sussex, Surrey and Kent and all consultation materials will also be available at various deposit points, including libraries in those areas.

Gatwick would like to hear views from local residents and anyone interested in the proposals and would encourage everyone to take time to review the plans and respond by 1 December 2021.

www.gatwickairport.com



How two pilots are flying high with their new business venture

The airline industry has been through a turbulent time recently with many employees facing redundancy and struggling to locate new jobs. Many operators have also experienced difficulties in recruiting the right staff.

Two men hoping to help both pilots and operators resolve the issue are Fraser Daun and Jonny Patterson, who in September 2020 founded SelectMyTalent Ltd, a company with a new approach to pilot assessment and recruitment.

“We want to improve the way recruitment is carried out within the industry. The current methods are out of date, and we want to ensure both pilots and operators are better satisfied by the selection process,” stated Fraser.

SelectMyTalent works on the basis that it ensures that all pilots have been fully assessed and interviewed prior to being put forward for roles. For operators, this comprehensive process means they can save time, money and resources by selecting from a pre-assessed pool of talent.

The founders contacted GetSet for



Jonny Patterson



Fraser Daun

Growth Coast to Capital for support, attending workshops to help them prepare an application for an Invest4 grant with 1:1 support from the team. “Their help was invaluable as we had identified we needed to invest in our technology and software to offer the quality and sophistication of service required to set ourselves above others,” stated Jonny.

Fraser continued, “The Invest4 grant process was pretty straightforward. The team helped us with tweaks to the cash flow forecasts and other financial doc-

uments which ultimately helped us to be awarded the funding.”

For more information about Invest4 Grants and how GetSet can help your business grow, visit www.getsetforgrowth.com/coast2capital. GetSet for Growth Coast to Capital is part of the Business Hothouse, a three-year business support programme part-funded by the European Regional Development Fund (ERDF).

Email marketing is now an ESSENTIAL part of your marketing plan

“Marketing is no longer about the stuff that you make, it’s about the stories you tell” Seth Godin

In my view the creating and nurturing of a direct relationship between you and your customers in a digital world is essential. I have seen too many examples of business who chase the next new customer whilst taking their current customers for granted.

It does not have to be a complicated process to start working on email marketing – but it does take energy, commitment, resource, focus, and measurement.

Here are some tips on how to create, build and nurture a customer database and email campaign.

- Get clear and up to date on the ‘legals’.
- This foundation will build trust and

being secure on customer information is critical.

- Segment your customers (try using average spend and frequency of spend).
 - o This will allow you to identify your VIP’s, your ‘Loyals’ and your promotional and infrequent buyers.
- With these segments you then need to think about the story (the content) you want to tell them about. Think about your VSQI (Value Service Quality Innovation) messages.
- Personalise the subject line.
- Make sure you have a strong clear Call to Action (CTA). This is key – always ask yourself, “So what? about every message you send. What do you want

the customer to do?”

- Write for mobile first.
- Do not bombard your customers with messages. Fewer, and higher quality is better. But have a rhythm and do not stop.
- Measure the results.

There are many ‘off the shelf’ packages which can help make this a simpler process.

Get in touch to learn how I have helped ambitious businesses ‘own’ their customer, create content and build long term loyal relationships.

Steve.Jebson@Businessdoctors.co.uk

Do you know who your ideal client is?

By Daniel Ryan, High Performance Business Coach and Owner, ActionCOACH Horsham

"Identifying your Ideal Client" may sound like just more marketing babble, but with your potential clients facing more and more sales "noise" from all angles, if you are able to speak directly to their needs and aspirations, your messaging will cut straight through the noise and immediately catch their attention.

It's well worth spending some time researching and brainstorming with your team to identify exactly what your Ideal Client looks like - their age, sex, occupation, income, interests, fears, aspirations, location, value of sale etc. Also take into consideration what kind of client you really enjoy working with, because there's nothing worse than working with people that make you miserable! There are many free online quizzes available that can help you identify your Ideal Client, just a Google search away.

Example A: You have identified that your product or service is attractive to women aged 18-25 that shop spontaneously just after payday, and are very

active on Instagram, so it is essential you include an easy online payment facility, with links to that from your social media channels, and focus your marketing efforts around this time period on Insta.

Example B: Your Ideal Client is someone that researches products or services extensively before buying, so ensure your website provides a depth of information that positions you as an expert, and include positive reviews and recommendations on your website or social media channels.

When you know who your Ideal Client is, and where to find them, it becomes much easier to craft sales and marketing messaging that hits the bullseye, saving you both time and money.

Daniel works with SME business owners to grow their profits, build winning teams, and gain a better work/life balance. You can book a free coaching session by emailing him on danielryan@actioncoach.co.uk



It's much easier to craft marketing messaging that hits the bullseye

Never Gonna Give You Up - Rick Rolling

Pop star Rick Astley has given us so many hits, "When I Fall In Love", "Together Forever", and of course, "Never Gonna Give You Up", the 1987 track that's now synonymous with the art of Rick Rolling.

If your employees can be Rick Rolled, they need security awareness (anti-phishing) training.

Hopefully, most of you know about Rick Rolling, but just in case.

What is a Rick Roll?

In short: It's an internet 'Bait and switch' prank, which has been doing the rounds since 2007.

To successfully Rick Roll somebody, you simply embed a link in your blog, WhatsApp message, or in an email, or in a tweet. The link must purport to be



about any subject (anything really – a family picture, work report, breaking news), but actually directs you to Rick Astley singing "Never Gonna Give You Up" (bonus points for the original music video).

How does this impact your business?

The fact that your employees can still fall for this classic 'bait and switch' is a serious warning for your network security.

For more insight - watch this "7 critical actions to stop ransomware hitting your business" video - <https://itgenie.com/webinar-ransomware/>

Hackers constantly look for methods of attack, often spoofing messages from trusted sources promising expected information. If your employees can be Rick-Rolled, they can just as easily be tricked into clicking other more malicious links.

Read more at: <https://itgenie.com/category/blog/>

Which accounting software is right for your business?

Are you thinking about changing your accounting software? Maybe because you've heard everyone talking about particular systems such as Xero and saying that you should? Or on the strength of a suggestion from your accountant perhaps?

Hold that thought because before you make any decisions you really need to understand what the key drivers are in determining which cloud accounting software platform is best for your business...

Take the time to carefully consider all the options

The functionality of all the leading cloud accounting software platforms is fundamentally the same. But their interfaces, interactions, ease of use for your staff and suitability for your business will differ. So you need to be able to discuss your options with someone who's had a good poke around under the bonnet – someone who is able to discern how different features will help or hinder the way you want



it to work for you and your team, which is where YRH Finance Team can help.

An appropriately configured cloud accounting software platform will help you look ahead. It will help you see which clients are the most profitable, help you know what margins you're making – and be the go-to place for your essential business metrics... Consider it as a fantastic opportunity – something that can help you grow your business faster.

Get the low-down...

To find out more about how a finance professional can help you make the move to cloud accounting software read our latest blog at yourrighthand.co.uk/blog

Or get in touch for a free initial chat – you can reach us on 01252 820002 or email us at hello@yourrighthand.co.uk. We'd love to help.

Should you run Google Ads targeting your own brand name?

Google Ads generally appear at the top of Google search results and are an effective way to leapfrog your competitors' "organic" (non-advert) listings.

Usually, Google Ads appear when you search for a product or service. Let's say you're a florist called "Austin Flowers". You'll probably advertise when someone searches for "flowers" or "florists" in your local area.

You might also set up Google Ads to display when someone searches

for your company or brand name, in other words when someone types in "Austin Flowers".

But why would you do this? Particularly if you already appear top of the organic search results when someone searches for your brand.

Here are 4 reasons why Google Ads targeting your own brand name could be a good idea:

1. Mitigate competitor tactics

Competitors can choose to display Google Ads when someone searches for YOUR brand name. By doing the same and also advertising for your own brand name, you'll almost certainly appear right at the top, above your competitor's advert.

2. It's cheap

Your competitor might be paying a

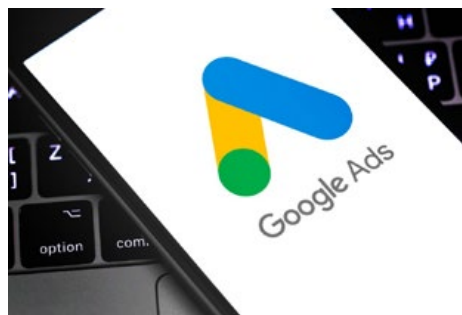
pound or two each time someone clicks on their advert for your brand name. However, you would only pay pennies, as Google will recognise the advert is for your own brand.

3. Improve conversion rates

You can control the content of Google Ads more easily than you can control what appears in your organic search results. This gives you flexibility to dictate what the searcher sees and maximise the chance that they'll convert.

Read our full article on the topic here: <https://www.tomango.co.uk/blog/google-ads-own-brand-name/>

We provide fully managed Google Ads campaigns, focused on maximising your ROI. To find out more, give us a call on 01273 841 019 or email hello@tomango.co.uk



Only men need apply

The first step to hiring a new recruit is nailing the requirements for success

But don't get carried away

Piling on 'must haves', will mean:

- hardly anyone will apply
- those that do, will all be men.

Few will meet all the criteria and only men are prepared to wing it.

'Women tend to apply for a job only when they meet 100% of the criteria, men usually apply when they meet 60%' Hewlett Packard

What does that mean for business owners and hiring managers?

A digital marketing manager was telling me recently that she'd hired a new recruit in a hurry who was 'Ok, not great, they'd do.'

Within a couple of weeks this person had upset people, ruined morale in the small team, and left.

One of the requirements stated on the job description for the Marketing Executive role was to be an expert gardener.

Was this really essential?

The new recruit had been a gardening enthusiast and extremely knowledgeable about perennial borders, but her abil-

ity to get up to speed quickly and work with colleagues had been very limited.

Back to basics

The hiring team decided that attitude was key - A positive, glass half full kind of personality, along with some key marketing skills.

They didn't need to be Alan Titchmarsh.

The revised job advert, stated: 'whether you are an expert or novice gardener, a flexible can-do attitude is key.'

If you were a marketing specialist, would you apply for this role?

This time, responses were higher calibre and more gender balanced. With a structured recruitment process in place, selecting the best candidate was easy.

Are you being realistic with your job requirements?

If you'd like fresh eyes on your recruitment marketing so you attract a diverse range of quality candidates, please get in touch.

ali@aliwatersassociates.co.uk

07971511731

www.aliwatersassociates.co.uk



Women tend to apply for a job only when they meet 100% of the criteria

Feeling the Pressure

Around one in three UK adults have high blood pressure, but around one in three of these don't know it. Because it often has no symptoms, many people don't know they have it until they have a heart attack or stroke. Over 6 million people in the UK have high blood pressure and don't know it.

Know Your Numbers Week runs from September 6th-12th and aims to raise awareness of the dangers of a high blood pressure, and what can be done to reduce or prevent high blood pressure.

When you have your blood pressure measured you will be given two numbers, which measure the highest and lowest pressures reached when your

heart contracts and relaxes.

As a general guide:

- 140/90mmHg or over

Most doctors use 140/90mmHg as the cut off for point for diagnosing high blood pressure (hypertension). This is the point where your risk of serious health problems goes up.

- 120/80mmHg up to 140/90mmHg

Also called high-normal blood pressure. This is not high blood pressure, but it is a little higher than it should be.

- 90/60mmHg up to 120/80mmHg

At this level you have a much lower risk of heart disease and stroke.

- 90/60mmHg or lower

Low blood pressure is usually fine, but can

sometimes make you feel faint or dizzy or could be a sign of another health problem.

There are some really simple ways to help keep your blood pressure where it needs to be:

- Keeping active (regular activity that gets you slightly out of breath)
- Reducing the amount of salt in your diet
- Eating well-balanced diet including your 5 a day
- Reducing your alcohol intake.

If you feel you may be at risk of high blood pressure, please contact your GP or contact Crawley Wellbeing for further advice at wellbeing@crawley.gov.uk or 01293 585317.

Pair your Professional Indemnity Insurance with Cyber Cover to ensure your business is protected, whatever happens

As a business in 2021, there are new hazards to prepare for. The world of work may have changed forever due to the pandemic.



The rise in remote working, in particular, has provided hackers with more opportunities to strike while employees are less protected working from home. This mix has meant that the statistics for cyber threats have unsurprisingly been on the rise over the last few years. In fact, 57% of businesses in the UK don't have cyber insurance policies in place. Many businesses don't realise they're not covered for all possibilities until it's too late. Problems can arise and as a business owner, it is a good feeling knowing you are well protected from a lot of these hazards.

Professional indemnity is our speciality and we build strong relationships with our clients to get to know them and their business in detail, in order to provide bespoke cover. Professional indemnity insurance covers mistakes. It covers expenses and compensation for the financial loss to clients due to allegations of inadequate service, designs or advice. This could include losing confidential documents, libel, infringements and an array of possible negligence claims.

Any business or individual that provides professional advice, designs or any other professional services to clients may need PI insurance to operate. There is an exhaustive list of professions and industries that require PI insurance.

57% of businesses in the UK don't have cyber insurance policies in place

Some of our more unusual clients include transporters of hazardous materials, wind turbine designers, security firms, PPE advisors to the NHS, commercial cleaners, sign makers and so forth. Custodian is different in that we have our own PI products coupled with an in-house underwriting service that allows us to be adaptable and make insurance easy for a diverse range of clients.

If you think your insurance is in need of a update, you can trust Custodian to adapt your PI insurance quickly and create customised plans to suit your business needs. We take time to get to know your business and any potential risks.

Ask yourself, when was the last time you checked your business insurance? And what about the new threat posed by hackers prowling the digital world trying to access business systems. Do you have this covered?

At Custodian, we suggest enhancing your coverage by opting for Cyber Insurance. In the past, there were some elements of cyber coverage that used to be provided by PI. Increasingly this is now being stripped out of PI covers leaving many businesses unprotected.

No company is immune from a cyber breach, although SMEs may feel like they are too small to be a target. The reality is that for this reason, hackers consider them to be low-hanging fruit for hacking.

Did you know?

- Almost half of businesses and a quarter of charities in the UK have reported cyberattacks in the past year.



The rise in remote working has provided hackers with more opportunities to strike while employees are less protected working from home

- Not only are attacks increasing in frequency but so are the costs, with an average reaching £11,000 to small/medium businesses in the UK.
- Only 43% of businesses in the UK currently have a continuity plan or policy in place for cyber security.

Cyber insurance covers the immediate costs resulting from a breach, including data recovery, reparations with customers, and any legal fees. Everyone who sends or stores electronic data could benefit from having cyber insurance. This doesn't rule out many businesses, which is why Cyber Insurance is such an essential policy. We provide thorough cyberattack cover to keep your business protected and we can implement this alongside your PI insurance.

Cyber cover is just one example of how your business insurance needs to adjust to current threats. As the world and

your business evolve, your cover must adapt with it. At Custodian, we'll tailor your plan to ensure your business is safe. Our expert individuals are on the end of the phone, to guide you through the process to shield your business for the future.

You can book in with us and get a free quote to put a tailored PI policy and cyber cover in place for your business. Contact us at 033 33 448 535 or directly at info@custodianinsurance.co.uk



custodian
insuring professionals

Being an MD during lockdown

Simon Groves, MD of PRG Marketing Communications, shares his insight into managing a full service marketing agency through multiple lockdowns.

It's safe to say that the past 18 months have been a huge struggle for everyone. Three lockdowns, being told to stay home, offices and high streets deserted, a tricky one for business owners to say the least.

As a marketing agency we faced our fair share of struggles with some clients asking to pause their retainer fees and others being forced to cancel altogether. Some sides of the business came to a complete halt, like events and on-site marketing.

But, on the flip side our digital and web development offerings saw an increase in demand! With face-to-face communication being banished, many businesses realised they needed an online presence, which saw our website and

social media services thrive.

As worried as I was about PRG and our clients, my biggest concern was the health and wellbeing of my staff. Being forced to work from home was a struggle for many of us – some with young children and elderly parents to care for, not to mention home schooling – but they all powered through admirably. I will always be grateful to my team for how they coped and how resilient they were.

As a family run business, we've always been a close team, so we ensured we always kept in touch with each other through lockdown, whether it was email, phone calls or zoom. I encouraged them to talk to each other as much as possible during the day, just to hear another person's voice and give them a boost!

As we all get back into the office and adapt to the new normal, I feel that these hard times have made us stronger as



Simon Groves

I will always be grateful to my team for how they coped and how resilient they were

a company. It's been a crazy journey for PRG, as it has for most businesses, but I think we have come out stronger than ever.

www.prgltd.co.uk

Reconnecting teams - finding the space and place to inspire.

With confidence returning, people and organisations are learning to live with the presence of Covid-19. Increasingly organisations are looking to reconnect teams to collaborate for a successful future.

Working patterns might be changing, reorganising along hybrid lines with a mix of office and home working, but the requirement to gather as teams will always be there. Meeting together needs to be productive: -

- Fulfilling the business objectives.



- Working to bring individuals and teams closer together to work effectively.
- Enable deep diving into key areas, solving problems and planning future goals.
- Building strong bonds and trust – ensuring teams can work, have fun and network to build a strong organisation culture.

This means managers are looking for venues that offer great facilities, lots of space, reliable technology, free-parking or easy transport links. Locations that can enhance the collaborative experience and help build strong working connections and culture in a hybrid working world are valued.

Many companies have thrown the challenge of what will working together look like back to their employees – letting them choose the direction for future working. Some have opted to work from home but with regular team meet-ups, breakfast meetings, monthly

“town hall” meetings, creativity think tanks or team building activity - followed by a social event.

In the new working world what remains true is it is the human bonds that creates organisational success, and finding the right venue to support your organisation contributes massively to your group success.

Roffey Park venue is a purpose-built training, events and conference venue set in 40 acres of Sussex countryside near to the M23, London Gatwick Airport & well-connected trains in nearby Horsham, Three Bridges and Gatwick Airport. With 60 bedrooms and 22 meeting rooms – we're here to help your events be memorable with great food, great space, team building and a warm friendly service.

Call for a chat: Tel 01293 851644

E-mail: venue@roffeypark.com

Take our virtual tour:

www.roffeyparkvenue.com

Gatwick station transformation continues



It's been a busy summer on site at the Gatwick Airport station with a great deal of fantastic progress:

- The station concourse transformation continues apace with the construction of the new Special Assistance Point now under way and enabling work for a new lift connecting platforms 3 & 4 to the station concourse.
- The widening of platforms 5 & 6 is starting to take shape, as the team began to install pre-cast concrete wall units onto platform 6.
- Foundations for the new lifts and esca-

lators on platforms 5, 6 and 7 have been laid and supporting wall structures were built with the help of the tower crane. The new lifts and escalators will eventually connect passengers to the new Airport concourse and terminals. By the time the station upgrade is complete in 2023 Gatwick station passengers and airport users will benefit from five huge new 40-person capacity lifts accommodating four times the number of passengers of the existing lifts.

The project recently also put a smile on the faces of local kids and care home

residents living in areas surrounding Gatwick, which have been badly hit by the Covid19 pandemic. Using leftover low-carbon concrete on site, which would normally end up as waste, the team created 38 planters, which were donated to very grateful local primary schools and care homes in Crawley and Horley. The team also used leftover wood on site to build mud kitchens and wooden benches, which were delivered to the primary schools.

www.networkrail.co.uk/gatwick

How does Extech Cloud support lawyers branching out alone?

Individuals and businesses need to adapt to the pandemic-related changes and for some ambitious entrepreneurs within the legal system, this means leaving their legal firms and branching out to begin solo ventures, which can be daunting. When it comes to Cloud-based legal IT Solutions for start-up legal firms, the message from the team at Sussex-based Microsoft Partner, Extech Cloud, is "You are not alone".

Despite the fact the legal industry is ahead in some areas, when it comes to IT systems and IT support, we have found it's often lagging behind. This could be due to consultants and previous IT companies opting for what's easier, instead of what's best for the law firm, or simply

a lack of the necessary IT knowledge and expertise.

Extech Cloud supports start-up businesses with IT solutions

We also understand what it's like to start up a business on your own. Not only do we provide Cloud IT solutions to many start-up businesses, but Managing Director of Extech Cloud, Andrew Hookway, initially ran a large corporate firm for 10 years, before deciding to go his own way and creating Extech Cloud.

How can Extech Cloud support your start-up legal firm's IT system?

Do you need to transfer all work to the cloud? Do you need to find new and innovative solutions for working remotely? We possess the IT knowledge and

expertise required to run a successful start-up legal business. Extech Cloud provides customers with all necessary services under one roof and can help new businesses get up and running in no time.

We don't just work with legal firms; we have helped companies in a range of industry sectors with Cloud IT solutions. If you're thinking about transitioning your business to the cloud and you need some support, talk to an Extech Cloud specialist and transform your business for the better. You can call 01444 443200, email info@extech.co.uk

UK to embrace the transformational power of AI

A recent UK government announcement of a national tech strategy to make the UK a “global centre for the development, commercialisation and adoption of responsible Artificial Intelligence” comes as the UK sees a boost in R&D investment through the government’s Research and Development Roadmap to reach 2.4 per cent of GDP by 2027.

It’s encouraging to welcome the government’s plan to accelerate the UK’s global strength in AI development through investment in innovation, skills and infrastructure. This great opportunity to kickstart socio-economic recovery following the global COVID pandemic couldn’t come at a better time.

With a world-leading AI ecosystem that is home to a third of Europe’s total AI companies, the UK has become

a central hub for transformative AI technologies, offering enormous potential to apply digital technologies for businesses and personal use. While many companies have a head-start in becoming AI-ready, the current up-take of AI varies significantly within sectors. The new AI deal is seen as key to unleash the power of AI to raise output in sectors that have struggled with efficiency.

The new AI strategy is also part of a broader effort to drive innovation and economic growth through seizing up the full potential of AI technologies along with expanding skills, talent and R&D. We already witnessed impressive leaps in AI progress. Tomorrow’s AI technologies will focus on achieving “full confidence in AI across society” by



ensuring safe, ethical and transparent development of AI ecosystem in coming decades.

We, at RandDTax, are following closely new recommendations and regulation on AI in that context, and very much look forward to playing our part in supporting everyone who is involved in unlocking the potential of AI strategy.

www.randdtax.co.uk

UK food producers eye export growth, but what’s the best strategy?

With a free trade agreement with Australia secured and the prospect of more unilateral trade agreements to come, UK-based manufacturers, including food and drink producers, are being urged to prepare for export-led growth. Business owners must now weigh up which trading model will best suit them.

Brexit has not only sparked changes around the UK food and drink trade, it has also added requirements for additional product certification. Covid restrictions and increased demand for goods have increased export costs, making SMEs trading with the EU more challenging.

To prepare for export-led growth, UK-based food and drink manufacturers should be safeguarding their supply chains and making sure relevant documentation is completed early. For SMEs shipping smaller quantities, containers will likely be shared with other suppliers. Consideration should be taken regarding potential shipment delays and weigh up the risk/reward of insurance and priority shipping.

Since Brexit, many UK-based manufacturers have established a presence in the EU, helping to avoid border delays, improve efficiency, and maximise growth.

New EU-wide rules took effect in July 2021, no longer requiring registration in

multiple member states to access the EU marketplace. Instead, UK exporters can opt to register in one EU Member State, and file a One Stop Shop VAT return, accounting for VAT on the sale of goods throughout the EU.

Others have chosen to update their websites to support e-commerce activity and focus on their UK presence. By reassessing products and their relevance in a new market, food and drink manufacturers can boost transactions and safeguard for the future.

Brexit and the challenges of the past 18 months have shown that there’s no one ideal solution for businesses. However, by planning ahead on robust cashflow forecasts, food and drink manufacturers can position their businesses to make the most of export growth opportunities in the future.

Caroline Milton, Menzies LLP – Manufacturing Partner

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



Caroline Milton

Networking Success Story

Samantha Norgate - Fundraising Coordinator - Kangaroos

In April I attended 'The Power of Community - Building your Business Connections' Zoom event.

Networking, whether virtual or face to face, enables meeting new people and can lead to unexpected results

In my virtual room I met Mark Smith, Associate Director at First Recruitment Services - Haywards Heath.

Time was limited, so I followed up and connected on LinkedIn.

Mark did the same and went a stage further by giving me a call later that afternoon. I mentioned that my daughter, Chloe, was looking for a career change and he suggested that I send him her CV.

Chloe was given a call the very next day, invited for an interview and soon after got a job working directly for First Recruitment Services, Horsham as an

Admin Assistant and she is absolutely loving it!

I have seen her confidence grow and she's learning new skills working within a friendly supportive team.

First Recruitment Services also recently gifted lots of stationery items to Kangaroos, which was much appreciated and have sponsored a hole at our Charity Golf Day on 11th Oct at Cottesmore Golf Club.

In return, we will be helping to raise their business profile.

The moral of this story is, never underestimate the power of networking and the importance of following up connections, as you will never know where they might lead.

Kangaroos is a local Sussex charity, providing fun clubs and trips out for



Mark Smith & Samantha Norgate

children and adults with learning disabilities and complex medical needs.

Take a look at the Business Support Guide at www.kangaroos.org.uk to see how you can get involved, First Recruitment Services is a highly respected, independent employment agency providing a complete spectrum of staff throughout Sussex, Surrey, Kent & London.
<https://firstrecruitment.co.uk/>

Making your printing practices more sustainable

Organisations are being forced to consider the environmental impact of all parts of their operations – from how they manufacture and package products, to how their lights are powered and what they might be producing as waste. Which raises the question, shouldn't we just use less?

Whilst 'using less' can appear to be an effective way to mitigate a technology's environmental impact, social and economic factors mean that implementing this is not always as straightforward. Organisations need to remain efficient and commercial operations must be competitive to survive and therefore need to avoid a situation where 'using less' results in a drop in productivity.

The environmental impact of any technology can be broken down into three broad areas:

1. Environmental cost

What was the environmental impact of manufacturing? Were any harmful



chemicals used or produced in the manufacturing process? How much energy was needed to manufacture and deliver? What is the carbon footprint at the point of installation?

2. Environmental impact

How long will this technology last? Are there any steps you can take to extend this technology's life? How much energy does this technology need when it is – or is not – being used? Does the technology require any consumables or spare parts

to reach its useful life and what is the environmental impact of these?

3. Waste generated

At the end of a technology's useful life, how will it be disposed of? Is it constructed of recyclable materials? Are its materials easily separated, or are they bonded together in a way which makes them difficult/impossible to recycle? Does the technology produce waste during its useful life? How is this waste dealt with?

We work in partnership with our clients to educate them on smarter printing practices to reduce print waste, lower power consumption and reduce their overall carbon footprint, whilst at the same time becoming more efficient in their business operations. If you want to find out more, contact the team on 0207 101 0096 contact@itdocumentsolutions.com www.itdocumentsolutions.com



**Creative
Pod.**



Gatwick Diamond Business Awards: Diamond Alumni

Inaugural Lunch at The Grand Hotel Brighton

DIAMOND ALUMNI is a prestigious new business club exclusive to Gatwick Diamond Business Awards' winners, sponsors and partners. It brings together a selection of the very best of Gatwick Diamond businesses as recognised by the region's premier business awards since their inception in 2009.

In partnership with Creative Pod, we are launching DIAMOND ALUMNI on 1st October 2021 with a lunch and networking event at The Grand, Brighton sponsored by the Thakeham Group, Richard Place Dobson, Custodian Insurance and EY Breakthrough Incentives.

The Alumni Lunch will be an annual event offering high-level networking opportunities and adding value for sponsors and winners of our Awards. But the lunch is just the start - we plan to develop DIAMOND ALUMNI to provide other exclusive opportunities for members.

The lunch will also 'cut the ribbon' for GDBA 2022 - planning is in full swing for our usual high-profile programme culminating with the Awards dinner and ceremony in March. Following the virtual Awards ceremony delivered in December 2020, we will also take the opportunity to further celebrate the success of last year's winners and acknowledge the support of sponsors and partners.

Members of DIAMOND ALUMNI can now book their places at the lunch for themselves, and guests (both gdb members and non-members). We are very pleased with the support DIAMOND ALUMNI is receiving from sponsors. If you are interested in being associated with this top-level event, please let us know. (See below for contact details).



For more information, please contact sally@gatwickdiamondbusiness.com

For opportunities to sponsor this new prestigious event contact james@creativepod.uk.com

Event programme

The event will start at mid-day with a VIP drinks reception supported by Custodian Insurance. The Thakeham Group, as lunch sponsor and Gatwick Diamond Business Champions, will then give the pre-lunch address.

The sumptuous three course lunch will be served in the Empress Suite. During lunch Alumni and guests will experience a short trip down memory lane, as we look back over past award ceremonies and then round things off with a look forward to GDBA 2022.

After lunch, Matthew Tyson, Director of Richard Place Dobson, will introduce our keynote speaker, Lara Morgan, British Entrepreneur, Investor & Inspirational Leader.

The formal proceedings will end at 14:30 but all will be welcome to remain in the splendid setting of the Grand to enjoy further informal networking or just to relax.

The event will be expertly and entertainingly hosted by Steve Bustin, broadcast journalist and professional speaker.



Keynote speaker - Lara Morgan

Lara founded her first business, Pacific Direct, in 1991 at the age of just 23. Having arrived in the UK from Hong Kong with little or no hotel experience, Lara quickly grew Pacific Direct into a specialist global supplier of luxury high end brands for five-star hotels. Seventeen years later, she sold Pacific Direct for £20 million.

A proud mother of three girls and a committed volunteer and philanthropist, Lara is a world class engaging speaker on subjects where she can bring direct experience and shared lessons. She has also commented live on current affairs and business issues with Sky and BBC News, and is a published author of the Amazon best-selling business book "More Balls Than Most".



Your host for the day Steve Bustin

Steve has worked in various facets of communication throughout his career including as a Broadcast Journalist for BBC Radio and TV News. He is also an award-winning print journalist.

As a professional speaker on engaging communications, he was named National Speaker of the Year 2015 by the Professional Speaking Association. He has spoken in world famous auditoria to audiences of all sizes and performed as a stand-up comic for some years, which taught him how to work pretty much any audience!

Spaces at this prestigious annual event are filling quickly, so we encourage you to book early.



For more information, please contact sally@gatwickdiamondbusiness.com

For opportunities to sponsor this new prestigious event contact james@creativepod.uk.com

A grand culture is key to hotel's success

The Grand Brighton, the city's iconic sea-front hotel, like so many other businesses has been impacted by the pandemic however this has only encouraged the hotel to put an even bigger focus on one of its most important assets – its people.

The independent hotel is a people-focused, socially responsible and environmentally-conscious hotel.

The hotel underpins its success on the exceptional people which work in every department within the business, with team wellbeing always the priority.

Throughout the pandemic, The Grand introduced a new chat platform for colleagues to communicate through, weekly business updates from the leadership team, optional weekly check-in calls and plenty of engaging, fun activities, many of which were virtual.

The hotel also ensured there was a regular calendar of self-development activities, free fitness sessions and even tailored counselling sessions.

These are just some of the many reasons why The Grand's retention rate (2020) sits at a record 88 per cent, a healthy increase of 23 per cent over the past four years.

Team development programmes have also played a key part in staff retention as



has the ever-popular annual Grand Hotel Awards, which recognises hard-working and well-deserving members of the team.

The pandemic didn't stop the awards going ahead as the celebrations took place online in 2020, which sparked the same enthusiasm and excitement.

Charlotte Alldis, Marketing Director said: "At The Grand we continue to strive to provide excellent service, however this would not be possible without our incredible people.

"Despite the pandemic and three forced hotel closures, our top priority was checking in on our team and we are proud of the initiatives and incentives we have been able to bring to life to support our colleagues throughout this time.

"First and foremost, we want to be sure that our exceptional people are part of an outstanding experience here at The Grand Brighton."

www.grandbrighton.co.uk

Rolls-Royce provide dream mentors for young people

LoveLocalJobs Foundation C.I.C are delighted to have partnered with Rolls-Royce Motor Cars on the Dare to Dream programme supporting year 9 students from schools in and around Chichester. The programme was supported by business volunteers across the Rolls Royce Business who participated in virtual mentoring sessions between May and July 2021 sharing their experiences and stories regarding their life and career journeys.

Mark Adams, Director of Human Resources, Rolls-Royce Motor Cars said:

"We've been privileged to work with these amazing and talented young people

through Dare to Dream. For them, it's been a unique opportunity to learn from people working in a large, diverse, globally famous company that's also very much part of their own world and community. And for our colleagues, it's been a chance to reflect on their personal experiences and share crucial lessons and insights from their work at Rolls-Royce. The response from the young people themselves, our partner institutions and the programme team has been fantastic; we very much hope to be involved again next year."

As the programme concluded, Chris Willshire, Careers Co-ordinator at the

Academy Selsey, said, "All our Year 9 students have benefitted from the Dare to Dream programme this year. The students chosen for one-to-one mentoring with Rolls-Royce staff have had individual conversations about their hopes and dreams, prompting students to think about their future selves. Having someone from outside school to chat to, who is not a family member, has a real positive impact on them. They are now thinking about their skills, interests and opportunities for the future."

foundation@lovelocaljobs.com

Why should your business use Multi-Factor Authenticator (MFA)?

Whether it's for business or pleasure, the main security of most accounts you use will typically only be protected by a password. The scary thing about this, is that passwords actually provide very little protection. Once a password has been stolen, hackers can use that to hack into your account.

How strong are your passwords?

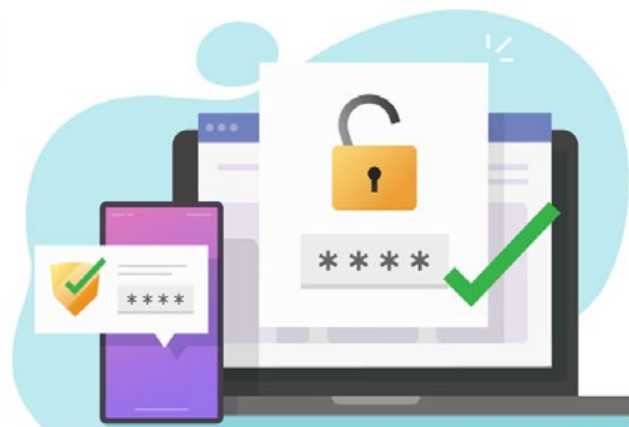
If you're the kind of person who is thinking 'I use my pet dogs name for all my passwords', you need to go through and change all your passwords right now. Using weak passwords, using the same password for multiple applications, and storing passwords in insecure places, makes it incredibly easy for hackers to access your accounts.

Cyber attacks are only getting more serious and devious. Recently, the world experienced the biggest ransomware attack we have ever seen.

You may have the mentality of 'this

Cyber attacks are getting more serious and devious

ingenio
TECHNOLOGIES



Why should your business use Multi-Factor Authenticator (MFA)?

won't happen to me', but you couldn't be any more wrong. Hackers hunt down businesses like yours, knowing that the majority of people won't have adequate measures in place. Around 44% of people have experienced a phishing attack in the workplace. Just because it hasn't happened yet, doesn't mean it won't in the future.

What is Multi-Factor Authentication?

This is when Multi-Factor Authentication, or MFA, comes into it. MFA is used to ensure

that the user trying to access data is who they say they are, by requiring that they provide at least two pieces of evidence in their identity. For example, you enter your password like normal, then a code will be sent to your phone which you will then have to put it in order to access that data.

We have a free guide containing the 5 reasons your business should have MFA, access it via the QR code.

hello@ingeniotech.co.uk

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

gdb has great strength and a vast array of experience in its membership and the Diamond Experts, Diamond Mentors & Diamond Training will support your business growth



gdb welcomes new members

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



www.ey.com

EY Breakthrough Incentives

EY Breakthrough Incentives works with innovative SMEs who are changing the way they do business. We do this by helping them to claim research and development (R&D) tax relief, resulting in either a cash or tax benefit.

We have over 1,500 successful claims to date, helping small business owners obtain millions of pounds to fund their

innovation projects.

If you are solving problems and working on new products, processes or routes to market, you could well be eligible for R&D tax relief.

For more information or a free assessment, contact Ed at ed.chinn@uk.ey.com or 07548 342689.



www.itgenie.com

IT Genie

IT Genie offer fixed fee 'all you can eat' managed IT support to businesses across the Gatwick Business Diamond. Available when you need us, with guaranteed response times, from our HQ on the Manor Royal in Crawley.

Our qualified team of IT service desk technicians are highly-trained to assist in answering all your technical queries,

with no 'geek-speak'.

With over 14 years' experience, our mission is to ensure your business achieves success through technology, assisting you with all IT Services such as projects, and virtual-CIO consultation.

Book your consultation to see how we can help support you?

**Need to Put Your Company In the Spotlight?
Contact us for excellent advertising rates!
diamondmag@gatwickdiamondbusiness.com**

**Tell your story, profile your people, share your expertise
and successes, or just offer your opinion in the
Nov/Dec edition of Diamond. Deadline 10th October.**

James Morris **James Morris Photography**

I believe pictures help us to communicate better and that photographs can help us to contextualise information quickly, as well as to evoke strong emotional reactions.

As a photographer I believe photography is the greatest thing in the world

and I love using my camera to explore spaces.

Therefore, as an architectural photographer I help companies to use photography in their own communications, which can increase their engagement with their target audience.

www.jamesmorris.uk



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Phoenix Systems have been providing solutions for workplace interiors since 1974!

We specialise in fit-out & refurbishments for office, industrial and retail settings, offering Mezzanine Floors, Suspended Ceilings, Partitioning and Storage Solutions.

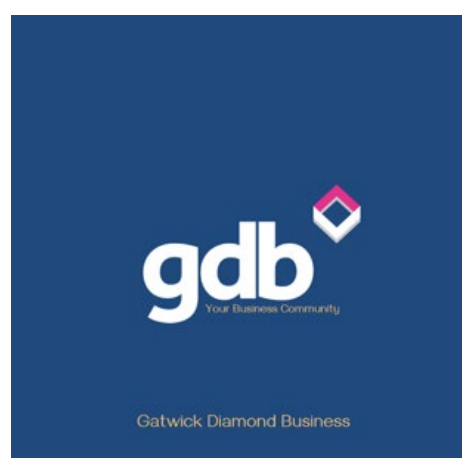
Our flexibility of design allows for tailor-made solutions to suit individual needs. Primarily working in the South

East, with regular clients in Sussex, Surrey, London, Hampshire, and Kent.

We also work with national firms to refurbish branches nationwide.

Our services include: Mezzanine floors, Partitions and glazed screens, Suspended ceilings, Racking & Shelving, Commercial flooring and carpeting, Raised access floors, Toilets and washrooms, Electrical and data installation, Lighting, and HVAC.

www.phoenixsystemsuk.com



We are thrilled to launch our new Membership Brochure. It guides you through our offer to help support businesses in the Gatwick Diamond to prosper and get connect. Take a look using the link below:

www.gatwickdiamondbusiness.com/membership/brochure

Upcoming Events

www.gatwickdiamondbusiness.com/events

Networking

Tuesday 7th Sep: 10.30 - 11.30

gdb Virtual Elevenses & Networking

- Stay connected with the gdb Team and your fellow Members
- Free of Charge – gdb Members Only

Wednesday 15th Sep: 12.00 - 14.30

Lunch & Networking at Malmaison Brighton

- Join us for a sociable lunchtime of Networking and a delicious three course lunch.
- £35 + VAT for gdb Members
- £45 + VAT for Non-Members

Wednesday 22nd Sep: 08.30 - 10.00

The gdb Business Breakfast

- Brought to you in partnership with Crawley College, this monthly breakfast will provide a friendly, relaxed, and informative environment for local businesses to network.
- £15 + VAT for gdb Members
- £17.50 + VAT for Non-Members

Friday 24th Sep: 08.30 - 09.30

Ask the Expert with Henry Smith MP for Crawley & Stewart Wingate Chief Executive, Gatwick Airport Ltd

- Free for gdb Members and non-members

Tuesday 28th Sep: 10.45 - 12.00

gdb AGM 2021 at Cottesmore Hotel Golf & Country Club with Thakeham Group

- Free for gdb Members Only

Tuesday 28th Sep: 12.00 - 14.30

gdb September Members Meeting at Cottesmore Hotel Golf & Country Club with Thakeham Group

- Stay connected with the gdb Team and your fellow Members
- Free for gdb Members
- £25 + VAT for Non-Members

Friday 1st Oct: 12.00 - 14.30

Diamond Alumni Inaugural Lunch at The Grand Brighton

- DIAMOND ALUMNI is a prestigious new business club exclusive to Gatwick Diamond Business Awards' winners, sponsors and partners

Tuesday 5th Oct: 10.30 - 11.30

gdb Virtual Elevenses & Networking

- Stay connected with the gdb Team and your fellow Members
- Free of Charge – gdb Members Only

Thursday 7th Oct: 12.30 - 13.30

Lean in a nutshell!

- Join Chichester College Expert, Kathie Damon on this one-hour virtual workshop.
- Free for gdb Members
- Non-Member Fee Applies

Thursday 21st Oct: 10.00 - 11.30

“Making networking work”

- Join us and Chichester Chamber of Commerce & Industry and hear Jeff Downs share his personal experience on how to make sure you maximise your ROI from your networking.
- Free of Charge: Members Only

Friday 22nd Oct: 14.00 - 15.00

The Gatwick Diamond Business Awards: How to Win Awards Seminar

- Join Donna O'Toole, CEO of August – The Awards Consultancy for an interactive session to understand: The point of entering, How to differentiate what you do, What the judges are looking for and What do Winners do?
- Free of Charge

Friday 29th Oct: 12.00 - 14.30

gdb October Members Meeting at Roffey Park with EMW Law LLP

- Stay connected with the gdb Team and your fellow Members
- Free for gdb Members
- £25 + VAT for Non-Members

Diamond Listing Directory

Welcome to your Diamond Listing Directory

The gdb member companies listed below have a Diamond Listing in the online gdb Members Directory.

For a full list of gdb members please go to www.gatwickdiamondbusiness.com/68-diamond-listing.html

And contact us to find out how to enhance your listing and raise your profile in **PINK!**

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



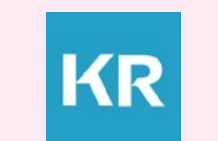
Carpenter Box

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



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



mnAI

<https://www.mnai.tech/>
sales@mnai.tech
 020 31516624



Servo Private Wealth

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



Your Right Hand Finance Team Limited

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

Airport / Airline Services



Gatwick Airport

<https://www.gatwickairport.com/>
richard.lennard@gatwickairport.com
 0844 335 1802



Virgin Atlantic Airways Ltd

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

Architectural / Construction / Maintenance



Bill Solutions Ltd

<http://bill-solutions.co.uk/>
enquiries@bill-solutions.co.uk
 01293 553221



Vulcan Ellis

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

Banking



HSBC

<https://www.hsbc.co.uk/>
sarah.k.milligan@hsbc.com
08455 854001



NatWest

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



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 UK Ltd

<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



The Grand

<https://www.grandbrighton.co.uk/info@grandbrighton.co.uk>
01273 224300



Millennium & Copthorne Hotels Plc

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

Insurance / Risk Services / Compliance



1st Central

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



Plan Insurance Brokers

<https://www.planinsurance.co.uk/marketing@planinsurance.co.uk>
0203 004 5572

IT Services / IT Support



E-mpower IT

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



Extech Cloud

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



Red River

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

Legal Services



DMH Stallard LLP

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



HCB Legal Limited

<https://www.hcbgroup.com/victoriahazell@hcbgroup.com>
01293 602892



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



Local Government / Public Sector

Crawley Borough Council

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

Logistics / Travel Services



Cubic Transportation Systems

<https://www.cubic.com/transportation>
krishna.desai@cubic.com
01737 782200



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



Pentagon Plastics Ltd

www.pentagonplastics.co.uk
sales@pentagonplastics.co.uk
01403 264397



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



Motoring / Vehicles

Bluelite Graphics Ltd

<https://bluelite.co.uk/>
info@bluelitegraphics.com
01444 232366



Office Services

Global 4 Communications

<https://www.global4.co.uk/>
sales@global4.co.uk
01403 272910



IT Document Solutions Ltd

<https://itdocumentsolutions.com/>
jermaine.weeden@itdocumentsolutions.com
0207 101 0096



Regency Grove Communications

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



Property / Planning Services

Thakeham Group

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



Recruitment / HR

Mekeda HR Limited

<https://www.mekeda.co.uk>
meryl@mekeda.co.uk
07710 998291



Volt

<https://www.volt.eu.com/>
Charlotte.Gurney@volt.eu.com
01737 774100

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



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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Go to the **Events Page**
on the gdb website
for full details on our
upcoming events



Research and Innovation

Unlock your innovation potential with RISE

Whether you're just getting started or already have an idea that you'd like to develop, RISE can support your innovation journey to help your business grow.

If you're keen to enhance your company's productivity and competitiveness, and are a small or medium-sized enterprise (SME) based in West Sussex, then RISE innovation could be for you.

RISE (Research, Innovation in Sussex Excellence) is a free innovation business support programme, with the Universities of Brighton and Sussex providing:

- + leading research expertise
- + cutting-edge technologies
- + a range of innovation workshops and webinars
- + events and networking opportunities.

Where will your innovation journey take you?
rise-innovation.uk

The RISE programme is receiving up to £603,514 of funding from the European Regional Development Fund as part of the European Structural and Investment Funds Growth Programme 2014-2020 in England. Grant Reference: 04R21P04430

West Sussex County Council and West Sussex Councils are also providing partnership funding to support the delivery of RISE, and through this, to provide help and support to SMEs in West Sussex.



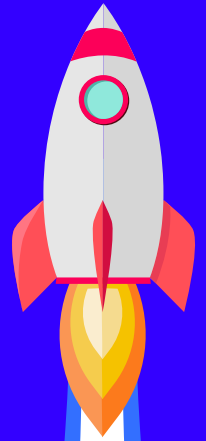
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Unlock a World of Business Opportunities by joining the Gatwick Diamond Business Community

Connected



with hundreds of other members, who are enthusiastic to engage

Promoted



through our publications and opportunities to showcase your business

Supported



and inspired to grow your business through extensive networking opportunities

Informed



and represented so that you influence issues important to your future

Boosted



by the peer support within our very special business community

and much more.....

For more information please email Mandi on Mandi@gatwickdiamondbusiness.com