

Edition 6

Jan & Feb 2021

The magazine for Gatwick Diamond Business members

Gatwick Diamond Business Awards 2020

The winners
are announced



The Award for Outstanding Contribution
to the Gatwick Diamond

Sponsored by
Southern & Gatwick
Express Railways

Storm12 turns 21

Exciting move for
Kreston Reeves

RPD Foundation
Covid-19 Recovery Initiative

Extech Cloud: Don't get
locked-in to a hybrid
cloud environment



Jeff's Message

Welcome to the first 2021 edition of Diamond.

We launched Diamond in March last year with the first edition going to press just before COVID struck. Looking back at the 2020 editions, we can see the roller-coaster ride we have been on together. And now, just when we thought we were on the way up, we have dipped again. The difference this time is that businesses have learnt to adapt, as best they can, to survive and we have an end in sight as the vaccines are rolled out.

Even in more normal times we all need a boost around this time of year. But as we enter 2021 our annual Re-Energise conference on 21 January is more important than ever. I hope you will be able to join us and the inspiring speakers we have lined up. To find out more and to book your place, please visit the events section of our website.

My thanks to our Re-Energise 2021 Headline Sponsor, Thakeham Group, and our event sponsors Reigate & Banstead Borough Council and Southern Railway & Gatwick Express. A special thanks too to our AV Technology Spon-

sor, Avensys, who will be showcasing a new conference platform developed specifically for this event. This innovation will enable us to build on the success of the Gatwick Diamond Business Awards 2020.

On behalf of the gdb team and your Executive Council, I would like to say how much we appreciate the support you have given us over this challenging period. Mutual support and sharing of opportunity is what the gdb community is all about.

My thanks as usual to Creative Pod for the design of Diamond and to all of you who have continued to contribute inspiring stories and advice through this roller-coaster ride.



Jeff Alexander, Chief Executive of
Gatwick Diamond Business



Wide And Narrow Smokehouse expand to delivery

Have you ever asked where can you get flavoursome smokey authentic Texas BBQ? If so, the answer is closer to home than you may think.

A new and unique venture seeks to bring you this age-old American tradition of cooking meats using hot smoke rather than flaming coals, and to be honest it's a hard craft.

Colin Marshall, Jermaine Weeden and Graham McDonnell are three friends trying to stay true to the tradition of this style of cooking, it is a meat feast, of pork, chicken, beef, and sausage with the deep south accompaniments of corn, coleslaw and mac n cheese.

This banquet style food is a real treat and comes with a smokey style bbq gravy (hot or cold) or sauce which binds every element of the dish packing a punch and creating that unique experience.

The story behind the business is interesting, however the idea of starting a business during an economic downturn is daunting.

"We have had to rely heavily on our friends and family for tastings and to try and refine the menu. We have had to create COVID-19 friendly environments in order to feed people and prepare the food," Jermaine comments.

They have recently started deliveries

from Thursday – Saturday between the hours of 5pm and 9.30pm.

Jermaine says: "We want more people to be able to sample this great food and tell their friends about Wide and Narrow. The trailer has started to venture further afield to spread the word, and we have been seeking further investment for another smoke truck."

The Wide and Narrow crew has grown from the three founding members to providing jobs for another 10 people in and around the local area whose livelihood has been affected by Covid-19.

www.wideandnarrow.co.uk

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- 1 Teamwork** - We work in close partnership with our customers to understand their demands and goals to ensure that the solution we recommend will help them reach their targets.
- 2 Friendships that create lasting relationships** - Our clients are not just a number. We genuinely care, our ethos is built on creating long term partnerships with our customers.
- 3 A balanced team to get the best results** - We have a team of experts, the best in the industry that can advise and guide you on IT best practice.
- 4 Attention to detail** - It's the finer detail that can make all the difference. Our team take a strategic approach that will improve efficiencies and your bottom line.
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- Ongoing maintenance** - Applying all critical patches, fixes, and updates to your computer systems automatically.
- Preventative maintenance** - Applied to your devices and networks to ensure they're protected.
- Remote support** - The majority of work is done remotely, providing greater flexibility.
- Tracking** - All work is tracked to ensure a proactive support service.

Contact us today to
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your business.

ITDS
managed

Sussex-based Airport Parking and Hotels (APH) is once again voted 'Best Airport Parking Provider' for 11th consecutive year at British Travel Awards 2020

Airport Parking and Hotels (APH), the award-winning airport parking operator and retailer, has once again been confirmed the winner of the 'Best Airport Parking Provider' category at the British Travel Awards, held on 14th December. APH has now won this award for an impressive eleven consecutive years.

The prestigious British Travel Awards, renowned as the 'Oscars' of the travel industry awards, is the largest independent awards scheme in the UK and the only purely consumer-voted awards programme for the travel industry, ensuring the winning brands are those considered the best in the business by their customers.

This year the British Travel Awards took place as a virtual awards presentation ceremony for the first time in its 12-year history, with BBC's The One Show presenter Alex Jones virtually presenting Nick Caunter, Managing Director of APH, the award from Boisdale Restaurant in Canary Wharf.

Nick Caunter, Managing Director of

Airport Parking and Hotels said: "This year has been extremely challenging for everyone. However, it's been particularly tough for the travel industry, which has unfortunately been one of the industries most affected by the pandemic. To win the British Travel Award for Best Airport Parking Provider during such a difficult time is truly an honour and is testament to the hard work and high level of service the APH team continues to provide to our customers. We would like to pass on our gratitude and appreciation to all our loyal customers who voted for us."

Lorraine Burton, CEO of the British Travel Awards said, "APH is clearly a travel ancillary product that people use time and again as it's a product useful and relevant regardless of what type of holiday people are taking. The APH parking product is something they will regularly use – and the sheer number of votes APH receive each year just shows how satisfied their customers are. The BTAs give consumers a voice, and APH customers clearly want



to vote for their favourite airport parking provider. This year, the BTAs as a whole received fewer votes than in usual years however, we still managed to gather over 240,000 votes from consumers, which is still the largest number of consumer voters for any travel industry award – and specifically for APH they received well over 10,000 individual verified votes."

For further information on Airport Parking and Hotels (APH) visit www.aph.com



Richard Pollins

The Times right for recognition at DMH Stallard

Law firm DMH Stallard has been included in The Times Top 200 law firms in the UK.

The leading south east law firm has six offices across Sussex, Surrey and London and employs over 250 people.

The Times 2021 list includes 'the best lawyers for business, public and private-client law' in England and Wales.

Richard Pollins, Managing Partner at DMH Stallard, said:

"It's quite an honour to be included by The Times in its list of top law firms and this is all thanks to my incredible colleagues. At a time when the country remains in the grip of a horrendous pandemic they continue to do a first class job for all their clients.

"The response of the firm since the first lockdown in March fills me with

great pride."

DMH Stallard was also recently recognised by Chambers, another leading authority for ranking the most outstanding law firms and lawyers throughout the world.

Richard added:

"There is no doubt the uncertainty we're living with will continue for some time, despite the great news this week about the vaccine trials.

"However long it takes to fully emerge from the pandemic, we will continue to follow the guidance, keep people safe and provide the exemplary service our clients expect."

www.dmhstallard.com



Joe Cheal

Getting Productive During Lockdown!

Joe Cheal, from Imaginarium Learning & Development, has a new book published... 'Driving Your Destiny: Taking Control of Your Career and Living Goals'.

He started writing his seventh book, 'Driving Your Destiny', on 22nd March 2020, not fully appreciating how relevant it would become. It is based on 30 plus years of his own evolving tools, tips, models, concepts, techniques, processes, questions, thoughts, reflections, philosophies, mindsets... inspired by the strategies of the most successful, motivated and happy people he has encountered in his lifetime.

In the book, there are 125 practical, easy-read 'pieces' exploring such topics

as resilience, motivation, confidence, purpose, progression, success, happiness, achieving goals, networking, influence, success at interviews, finding work-life balance and handling difficult situations.

It has been described as "a book of inspiration" and another reviewer saying: "it felt like a warm reassuring hug and at other times pushed me to the edge of my comfort zone. The format is brilliant too."

Joe said: "As you can imagine, I'm delighted that the book has been so well received. Now it's time to get started on the next book!"

<http://imaginariumdev.com/>

Whitstable business opens during COVID-19 with support from a Start Up Loan

Let's Do Business helped with process of the Start-Up Loan

From a start up to National Award Winners, indulgent pizza eatery, Nomad Pizza is not only surviving the COVID-19 economic crisis but is thriving as they remain on track to exceed their first year of trading.

Husband and wife team, Vicki and Jon Crwys-Williams launched Nomad Pizza in the colourful seaside town of Whitstable, Kent with the support of a Start Up Loan. The loan enabled the couple to purchase vital equipment for the kitchen.

Jon said, "We would not have been able to start our business without a Start Up Loan - that injection of funds was vital. Our business is now thriving - despite opening in the middle of a pandemic! And we have just won a national award for our pizzas - Best Independent Pizza Delivery at the Pizza & Pasta Industry Awards 2020!

Business Manager at Let's Do Business Group, Lisa Young was very patient and thorough, examining our plan and financial projections - but what made it easier was that she met us several times personally over a coffee so we could discuss our vision. We greatly



appreciate the faith that Lisa had in the viability of our business during turbulent economic times."

As they head towards the future, the business is significantly ahead of schedule in pizza sales and revenue. Whilst establishing themselves in Whitstable, Jon and Vicki aspire to open more locations across Kent in the future.

As a Delivery Partner of The Start Up

Loan Company, Let's Do Business Group, have Start Up Loans available from as little as £500 to £25k together with expert business advice.

If you are looking to start a business in the South East or East of England and require funding.

Contact: info@ldbgroup.co.uk
www.letsdobusinessfinance.co.uk

Wellbeing at work



The Crawley Wellbeing Team offers a free and confidential health and wellbeing service to individuals and workplaces in the town.

The service, funded by Public Health West Sussex, can support your workplace and employees to make positive changes that will improve overall mental and physical health. We have already supported many members of Gatwick Diamond Business including Crawley Borough Council, Irwin Mitchell, Sofitel and Aurora Hotels, Eezehaul, Virgin Atlantic and Varian.

Workplace wellbeing has become widely recognised as an important priority of any business, especially as mental and physical health can have

a direct impact on absence from work, performance and productivity.

It is estimated that 141.4 million days are lost per year due to staff absences, with the most common reasons including musco-skeletal problems, long-term health conditions and mental health illnesses.

With a recent survey estimating that two-thirds of all businesses will put a greater emphasis on workplace wellbeing post COVID-19, now is a great opportunity to make it a priority.

The Crawley Wellbeing Team offers a tailored wellbeing package, including support with nutrition, weight management, physical activity, sleep improvement, alcohol reduction, smoking cessation, emotional support and stress management.

- One-to-one appointments via Micro-soft Teams, on the phone and by email
- Talks and presentations covering a wide range of health and wellbeing topics
- Information stands – with visual and interactive props, leaflets and advice from a Wellbeing advisor
- Regular and continued support for staff members.

- Confidential reports for employers covering trends and issues in the workplace.

- Body Composition Analyser used in face to face appointments which measure not only weight and BMI but also body fat, muscle mass, hydration levels, visceral fat, bone density and gives an indication of metabolic age. (Will resume when safe to do so)

- NHS Health Check (heart health check including cholesterol and blood pressure) for staff who meet the criteria. (Again will resume when safe to do so)

Councillor Chris Mullins, Cabinet member for Wellbeing said: “This is a great opportunity for employers to improve the health and Wellbeing of their workplace. Keeping staff healthy and happy is an important component of any successful workplace.”

If you are interested in improving the wellbeing of your employees, or want to find out more about our services, call 01293 585317, email: wellbeing@crawley.gov.uk or visit crawley.westsussexwellbeing.org.uk

Control Energy Costs announces the Net Zero Club

The Net Zero Club is for small to medium sized businesses who want to take leadership on reducing their impact on the planet.

By joining the club, you become a net zero carbon business and remove your contribution to climate change. Once in the club, in conjunction with our service partners Energise, we will work with you to reduce your impact on the planet, offsetting your emissions on the way.

Our solution has evolved from over a decade of developing an understanding on what makes rising to the climate challenge easier for businesses. Most businesses don't have a member of staff who can work on this, so you need a simple go-to solution. We have put together a simple 3 stage process:

1. Register and subscribe

Sign up for the Club and receive your Net Zero Club welcome pack. Congratulations you are on the Pathway to Net Zero Carbon!

2. Calculate and offset

Working together, we calculate your Carbon Emissions and Offset them, you are now Net Zero. You have neutralised your impact on Climate Change!

3. Membership - visit the Net Zero Hub

On the Net Zero Hub you can access your membership benefits, check on your



emissions and reduce your footprint, so that the offset cost is lower next year.

If you would like to learn more, please get in touch. We would love to help you start your journey to net zero.

Visit <https://cec.uk.com/services/green-hub/net-zero-club> or contact phil.ager@cec.uk.com

Kindness is doing what you can, where you are, with what you have

None of us could have imagined the year we've just had.

Like many charities, at St Catherine's Hospice we're going into 2021 facing a significant drop in income of around £1.5 million.

However, our ambition to reach more people facing death and bereavement is still as strong as ever. Helping people in our community who are facing the very worst of times is everything to us.

But our care is only possible because of the support of people like you.

For many families we're caring for, Christmas just gone was the final chance for them to make precious memories together - To share a home cooked meal, laugh at a cracker joke, or admire the twinkly lights on a Christmas tree.

If you supported St Catherine's last year, you helped make Christmas special for our patients and their loved ones – That was a priceless gift.

The people I work alongside at St Catherine's are professional, dedicated, and, invariably, brilliant. But our supporters are also all of these things.



Suzanne Davis

You are passionate, dedicated and brilliant.

Last year, you helped us through one of the most challenging years our hospice has ever faced, and as we continue to live alongside COVID-19, we need your support now, more than ever.

We hope you will continue to support people living with terminal illness in

your community this year.

To find out how you can support us please visit: www.stch.org.uk or please contact me on suzannedavis@stch.org.uk - I'd love to hear from you!

Thank you for being alongside us, and thank you for showing us how much you care.

Our Impact Journey: Transforming lives in digital

Since the start of the Covid-19 pandemic Creative Process has welcomed more than 100 new young people onto our digital programmes, delivered over 50 apprenticeship training sessions and provided monthly employer briefing webinars and recruitment sessions.

In addition, we have been delighted to work with increasing numbers of larger employers such as the likes of BT sport, Thales UK, Sussex University and Gatwick Diamond. As well as providing them with tech savvy apprentices we also advise them on the training design and delivery. This is helping them maximise the use of their apprenticeship levy to recruit, upskill and meet their workforce goals.

Our trainers have been incredibly

innovative and flexible throughout the pandemic, delivering high quality training online and exceptional levels of group and individual coaching and mentoring. The 1-2-1 mentoring and support makes the difference for each individual learner on one of our programmes.

We are also working closely with apprentices who have been made redundant, or have had their working hours reduced, to help them continue their learning and complete their apprenticeship.

Looking to the future our delivery of high-quality digital apprenticeships and our accelerator programmes will be vital to new job creation for young people and adults as the UK economy begins

to recover.

We'd like to thank all of the learners, employers and partner organisations who choose Creative Process Digital as well as our amazing staff whatever their role who make the difference and add value every day. Together we are achieving more and are stronger for the economic recovery to come.

Join us for our next Digital Apprenticeship Briefing Event and find out how Creative Process Digital can be your strategic training partner to help you flourish in this age of digital transformation.

Philip Perryman
philip@creativeprocessdigital.com
www.creativeprocessdigital.com
 01273 232273

Scaramanga Agency partners with The Delegate Wranglers

The Delegate Wranglers is the event industry's most engaged community with over 20,000 members worldwide. The community is made up of events organisers, planners, venues, hotels, and industry suppliers.

The Delegate Wranglers approached us to create two animated videos for new community members to highlight the dos and don'ts.

Neil and Di who own The Delegate Wranglers are a delight to work with and the people who work in the events industry have shown themselves to be resilient, kind and full of ideas so, when they suggested that we become their creative partner we jumped at the opportunity!

The events industry has been hard hit by the pandemic, and the community has gone out of its way to be supportive and caring during these difficult



times. We hope to be able to support the group going forward.

Neil Thompson, founder of Delegate Wranglers commented "Scaramanga Agency are a real pleasure to work with. They understood our brief and delivered big time, in a really friendly and

timely manner - brilliant!"

You can watch the videos we have created on our website. Just go to <https://scaramanga.agency/articles> and open the second article on the listing page.



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Employee Assistance Programmes – helping to make your workforce happier and more productive by Verlingue Limited

In these unprecedented times of crisis, people need support more than ever before. Many of us are grappling with uncertainty about the future, potential redundancies, precarious financial situations, homeworking and juggling family responsibilities, or even divorce or the loss of a loved one. These worries can all have a devastating impact on our mental wellbeing, general happiness and performance at work.

Employers are exploring ways in which they can support their employees' mental health and wellbeing to help them through the pandemic, making them happier and more productive both at work and home.

One of the ways they are doing this is by introducing Employee Assistance Programmes.

What is an Employee Assistance Programme (EAP)?

An EAP is an employer funded benefit which provides employees with online and telephone support and information on a range of work and personal issues including:

- family and employment law
- financial management
- debt
- telephone or face-to-face counselling

Why should an employer invest in an EAP?

EAPs are a low cost yet effective way for employers to support their employees.

Happy employees are productive employees. EAPs are recognised as a way of reducing sickness absence and staff turnover, and so there are benefits to both employee and employer.



How to set up an EAP in your business?

Firstly, it's important to understand the benefits that you currently have in place. We speak to many businesses who already have access to EAPs which they are unaware of.

To learn more about EAPs and how they could benefit your business, please contact Employee Benefits Consultant Pete Roberts on 07484 093 251.

Gatwick based Data company mnAI collects more award wins!



UK Data Provider mnAI entered the market early in January 2020 with immediate high praise for its rich data set, proprietary algorithms and its platform that holds 7.5bn data points on over 7million companies allowing for rapid identification of target UK companies.

Over the course of the last 12 months the company has not only seen success

with growing its customer base but also from peer nominated awards.

mnAI has now won 5 awards over the course of 2020 including: Computing AI & Machine Learning Awards for Outstanding Data Analytics Solution, SME News Awards for Best Company Intelligence Platform, Corporate Visions Awards for Best Investor Intelligence Platform and two award wins

in the internationally recognised Golden Bridge Awards for Start-up of the Year categories.

With a successful first year, mnAI is excited for where the team is going in 2021 and beyond.

www.mnai.tech

Heron still flying high: Success in the face of Adversity

Early in the first lockdown I read this quote ‘They say what defines a business is not what happens day to day but how it reacts in adversity’, I realised that we would need to adapt and embrace change.

With our core business from Airport contracts on hold for the foreseeable future we re-engaged with independent developers and took on local domestic jobs which we normally would not have been able to accommodate. The work was varied and interesting including refurbishing the façade of several large warehouses, intumescent painting for a boutique development company, the external painting of a small new housing development and the internal decorations of several private residences.

We also had the opportunity to enhance our portfolio of accreditations becoming part of the Government-backed Cyber Essentials Scheme and joining Sedex, a global collaborative ethical data platform.

As for the larger scale contracts, we submitted several tenders including one to



a well-known, international consultancy and construction company who are renovating a UK shopping centre and are pleased to say that we were successful in winning the painting and decorating contract for these works.

It's my opinion that the COVID-19 crisis has changed the definition of success. In these times success is not about profit

or exponential growth but about whether you can adapt and keep going when things get tough. This is what we have succeeded in doing and we are very fortunate to be able to continue working with many of our existing

E: yolanda@heroncontractors.co.uk
www.heroncontractors.co.uk

Irwin Mitchell: The new Use Class E: threat or opportunity?



Sejal Patel

Recent changes to the Use Classes Order could have serious ramifications for high streets, employment areas and business parks as we start to rebuild the economy.

The Use Classes Order 1987 groups uses of land and buildings into “classes”. The system, until recently, operated with the following main classes:

- A: retail, food and drink, financial & professional services
- B: offices, industry and places of work
- C: homes and residents

D: leisure, assembly and institutions

A new Class E came into effect from 1 September 2020. It encompasses retail, restaurants, financial & professional services and business, and also includes indoor sport and fitness, medical or health services, nurseries, day centres, offices and light industry. Changing from one use within Class E to another will not require planning permission as the change would not constitute development; although permission may be required for external changes.

This deregulation intended to enable the repurposing of buildings on high streets and town centres. The steady decline of the high street, accelerated by the impact of the COVID-19 pandemic, has highlighted the importance of town centres having flexibility to diversify at speed. Class E allows quicker reaction to changing demands and will be welcome

by landlords with empty units. What remains to be seen is whether these same landlords will provide a diversity of uses or be driven by the highest rent generating use.

Of particular concern is the shift in power from local authorities to landlords to control the nature and occupiers of units outside town centres. Uses which were ordinarily controlled by planning and sequential tests can now be allowed; a business park could, for example, be converted to a retail park; or an office building in a primarily residential area could become a restaurant.

The opportunities of Class E are undoubtedly huge. Only time will tell how huge the implications will be.

Sejal Patel, Associate
Irwin Mitchell LLP
<https://www.irwinmitchell.com/>

STEP·UP

Partnered by / University of Brighton / University of Sussex

Co-funded by / the European Social Fund

STEP-UP is an exciting and innovative internship and training programme for local SMEs which will allow you to identify the skills you need, and access talented graduates to help you grow your business through **fully funded six-week internships.**

The STEP-UP offer:

- Expert-led masterclasses on topics most in demand by SMEs looking to recruit graduates
- Chance to build lasting relationships with your local universities and access talented graduates
- Access to solution-focused peer-to-peer learning sessions
- Opportunity to network and learn from other businesses

Step-Up is continually working to update our programme, in order to be as flexible and accessible for businesses as possible at this challenging time. So if you are interested in our training programme and/or getting a fully-funded graduate intern, please contact us and we will be happy to discuss your needs and the options available.

The project is co-funded by the European Social Fund (ESF) as part of the 2014-2020 European Structural and Investment Funds Growth Programme in England. Grant Reference: 04S18P02524

To find out more visit www.brighton.ac.uk/step-up



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RPD Foundation “Sussex Angels” Covid-19 Recovery Initiative



Richard Place Dobson (RPD), Crawley-based Chartered Accountants and Business Advisors are pleased to introduce the RPD Foundation, a Charity created by RPD.

The RPD Foundation, an extension of RPD's long-standing work in the community, aims to advise and support charities and not for profit organisations with financial know-how, strategy, governance, and controls. The Foundation also helps with choosing suitable operating models for business development and fundraising.

With a focus on promoting Corporate Social Responsibility, the Foundation advises individuals and organisations on charitable giving and support and helps encourage employees to participate in skills-based voluntary work.

As the real impact of Covid-19 starts to hit home, not least as business support schemes come to an end and with the knock-on effects to individuals and communities, various organisations are trying to pick up the pieces and there are those

wanting to help. The Foundation has been working with several partners, including Gatwick Diamond Business, developing a coordinated, supportive, and collaborative response to the impact of Covid-19 on employment across the region.

Matthew Tyson, Managing Director, RPD said: "A lasting impact of Covid has been the number of people that want or need help, and so many organisations are prepared to give it. The problem is making sure they can find each other with all the "noise" about. This project will be so valuable to so many."

Daran Bennett, CEO, RPD Foundation said: "We are pleased to have engaged so many key partners from a number of sectors who recognise the gaps we are looking to bridge from the not-for-profit, commercial and voluntary sectors, which begins in earnest with the C-19 recovery initiative to help individuals to open new doors for the future".

Supported by The Bolinti Trust and The Ernest Kleinwort Charitable Trust, The "Sussex Angels" project, driven by The Foundation, has developed a website that brings solutions and opportunities together, working with partners and signposting those that need support and are looking for opportunities to organisations that can

We are pleased to have engaged so many key partners from a number of sectors



The RPD Foundation advises individuals and organisations on charitable giving and support

provide them. Partnerships established will maximise exposure and profile to help as many people as possible.

Tony Bolton, Chair of The Boltini Trust said: "A huge challenge facing Sussex will be the large number of people who have or will lose their jobs as a result of the pandemic. We hope the RPD Foundation will be able to help a number of these find new outlets for their skills and The Boltini Trust is delighted to help them achieve this."

A growing army of volunteer mentors, our "Angels", will support individuals on re-imaging their future, be that employment, enterprise, charity work, or entrepreneurship, and how to apply existing skills and or retraining for a brighter future.

Steve Sawyer, Executive Director at Manor Royal BID said: "Crawley is expected to be badly affected by COVID than most. This is absolutely the best time for different sections of the community to come together and find ways to help one another by pooling the combined talent, skills, expertise, and energy available on our doorstep."

The initiative is constantly looking for more partners, opportunities, and volunteers to support those in need, be that

organisations and businesses as part of their own CSR aims or individuals wishing to find a way of helping.

Jeff Alexander, Chief Executive GDB said: "We are very pleased to be supporting the RPD Foundation and the contribution it is making to our charities' sector at a time when it is needed more than ever before. At GDB, we are proud to have RPD as a long-standing member and active supporter of the Gatwick Diamond business community. The Foundation is an excellent extension of the contribution the company already makes including through its leadership of the GDB Charities Group."

Darren Harding, Chair, RPD Foundation said: "The Foundation has only recently been formed but what better way for it to get to work on achieving its objects by housing a project that brings together the key organisations in the area to provide the best possible opportunity to help those in need during these challenging times. The effects of Covid-19 on all of us will not go away in a hurry so this project is here to stay to help all those that need it."

For more information and to get involved:
www.rpdfoundation.co.uk

Getting the Exporters Edge

How the UK Government can support exporters in Surrey and Sussex.

The challenges that businesses face in raising finance to support export activities are many and varied. You may have won a new, larger than normal contract, or have received an influx of orders and need more finance to fulfil them all. You may have negotiated an advance payment for which your buyer requires an advance payment guarantee or performance guarantee.

When exporting, the trade cycle is often lengthened, and this payment delay can put a strain on working capital. These challenges coupled with the effect of the COVID pandemic are placing a considerable strain on UK businesses looking to maximise their export potential.

Before going further, we need to acknowledge that articles about finance tend to have a limited audience. Ones about export credit finance especially so. However, supporting businesses with the finance they need to continue operating is top of the government's agenda, and exporters are among the most productive of UK businesses it needs to help.

That's why it's important to highlight the government's solution for this: its award-winning export credit agency UK

Export Finance (UKEF). Working hand-in-glove with the Department for International Trade, its mission is to ensure that no viable UK export fails for lack of finance or insurance – providing a much-needed boost for UK PLC's international sales.

UKEF recently worked with Brighton based Peopleforce Recruitment which provides specialist contract workers to organisations in the aviation and health-care sectors.

Peopleforce contacted UKEF for assistance after its credit insurer withdrew cover for a £2 million contract with an aircraft maintenance company in Estonia after the outbreak of COVID-19.

The company needed to ensure they had financial protection in place to cover advance payments to 50 contractors in Turkey and 100 contractors in Estonia worth hundreds of thousands of pounds. A bespoke EXIP policy from UKEF helped bridge the gap, ensuring Peopleforce could continue to support their client and safeguard a significant revenue stream for the company.

UKEF has 26 regionally based export finance managers who work with busi-



UK Export Finance

nesses of all sizes across the country. Your local contacts are Richard Armstrong (Surrey) and Lisa Maddison-Brown (Sussex) who work with exporters and businesses with export potential and can provide information on:

- payment methods and risks
- the types of finance available
- trade finance (pre and post-export)
- credit insurance

Speaking to an export finance manager can help businesses get a better understanding of their export finance requirements and, where possible, identify an appropriate solution to support export transactions.

Please contact us on richard.armstrong@ukexportfinance.gov.uk or lisa.maddison-brown@ukexportfinance.gov.uk to get the conversation started

Westways Vending invests in training despite the pandemic

Between late 2019 and early 2020, in response to business growth, Westways Vending employed several new vending operators. They began their induction and job specific training, and were making great progress until March, when COVID turned everything upside down and interrupted their progress.

As a provider of managed vending services, the Company continued to operate throughout the pandemic. Field-based staff worked on rotation, with some long periods of furlough between working weeks. This was particularly difficult for short-serving team members who had only just begun their new roles.

The Company recognised that it would need to invest in these people with a return to work program that revisited earlier training and included emotional and physical support.

Westways Vending is accredited by the Automatic Vending Association. As part of their Quality System, which is equivalent to ISO 9001, vending operators are required to complete modules in food hygiene, health and safety, manual handling and driving for work, in addition to achieving the Company standards in vending machine management.

Fortunately for the Company, a proportion of their clients remained open

and all team members were able to return to their roles by the autumn.

Westways Vending places great importance on training and standards. As a family-owned business, company standards and service are at the heart of their business and underpin the relationships they have built with their clients. Despite the challenges posed by working throughout a pandemic, all new team members completed their training and passed with flying colours!

To find out more about Westways Vending please visit <https://www.westwaysvending.co.uk>

Plenty more phish: Why employees fall for scams & what companies can do about it

Preventive countermeasures to phishing emails may actually increase the likelihood of employees falling for such scams, a new study organised by the University of Sussex Business School reveals.

Protective controls, such as email proxy, anti-malware and anti-phishing technologies, can give employees a false sense of security, causing them to drop their vigilance because they incorrectly assume such measures intercept all phishing emails before they reach their inbox.

Employees' sense of shame and fear of work colleagues' disapproval were more effective deterrents from accessing phishing scams. To protect themselves from costly phishing scams, companies should put all staff through continuous security training and educational programmes, experts at the University of Sussex Business School and the University of Auckland recommend.

Phishing scams are responsible for almost one in three data breaches and the cost of ransomware to businesses is estimated at over \$8 billion globally.

Dr Mona Rashidirad, Lecturer in Strategy



and Marketing at the University of Sussex Business School, said: "Security safeguards alone will not protect a company from phishing scams. Organizations and individuals substantially invest in security to protect the integrity, availability, and confidentiality of their information assets. However, our study supports other recent findings that these safeguards are not adequate to provide full protection for sensitive and confidential information.

To prevent phishing attacks, a well-designed continuous security training and

educational programme, incorporating phishing simulation exercises and embedded training for vulnerable employees, needs to be established and enforced in organizations."

Effective staff training should inform employees what security measures their employer already has in place but also what security risks remain that could be exploited by malicious attackers, the academics conclude.

www.sussex.ac.uk

Kick off 2021 with a business plan in place to recover from lockdowns



According to the UK's SME Recovery Tracker, a joint initiative of the Corporate Finance Tracker and the Association of Chartered Certified Accountants, 65% of small and medium-sized enterprises in the UK don't have a business plan or financial forecasts in place as they head into the New Year.

Considering the kind of year 2020 has been, and the uncertainty that still lies ahead, it is vital that SME business owners strategize and plan for a resilient future. One of the cornerstones of the

ActionCOACH approach to successful SME businesses, is that business owners and their teams must set aside time each quarter to review the preceding quarter and create a business plan for the following 90 day period.

Your quarterly review will give your team a chance to discuss what is working for your business and what isn't, closely examine your financial statement, and set goals and action items, together with an agreed date for completing these items, for each member of your team.

Remember to include staff development in your planning. Does a member of staff need training to make use of new technology that could streamline processes in your business? Any time or money spent on developing your staff

will pay dividends to your business in the long run.

Compared to larger enterprises, who routinely make time for planning sessions, small and medium sized businesses have been hardest hit by the fallout of Covid19. SME business owners will need to spend time working ON their business, not just IN their business, to ensure they can recover quickly. Creating a business plan that documents your vision and exactly how you are going to achieve it is the best way to make that vision a reality.

Visit www.horsham.actioncoach.co.uk to book your free coaching session and receive practical growth strategies that you can implement immediately to improve your business.

COVID-19 has made working flexibly business critical

Five experts reveal reasons why the smart working revolution must remain, with a blueprint of how to embed it.

At Flexibility Matters November 13th 'Action learning Group', Emma Cleary, founder of recruitment agency Flexibility Matters, host, David Blackburn, Chief People Officer for the FSCS and four key flexible working influencers, revealed how their businesses have adapted and evolved in response to COVID 19 regulations to propel remote and flexible working to the point where it is now a business driver, embedded in their business culture and clearly here to stay.

Here are the group's four very actionable take-aways:



Smart Teams

- Empower teams to think creatively about how to achieve what's required of them via a collaboratively born team charter or pact.
- Nurture the smart working reneades, keeping them central, to influence and continue to drive the cultural change.

Smart Management

- Recruit, retain, and train for management with a flexible mindset, providing them with the emotional intelligence needed to facilitate smart working from a position of 'YES'.

- Track results and outcomes, not hours, as the way to measure productivity & performance.
- Engage with employee's 'wholeselves', allowing space to ask, and mean – "Are you OK?"

Smart Technology

- Optimise tech capabilities to become a digital business in every way: E-rostering, plug and play facilities, cloud-based technology, boosted Wi Fi, smart working learning portals on intranets, online meetings as default – good for the budget and environment.

Smart Workspace

- Re-define office spaces to be where business collaboration takes place and social connection happens, ensuring the remote environment is optimised for productivity.

At Flexibility Matters, flexible working is at our core. Contact Emma on: emma@flexmatters.co.uk.

Are you locked-in to a hybrid cloud environment?

If so, you have a problem, says Extech Cloud.

Sussex based Microsoft Partner Extech Cloud has stated that it can move any server-based business-critical application into the public cloud. This is a significant step in the IT world, and one that will help the South's professional services gain competitive advantage through reduced costs, efficiency and improved remote working.

Extech Cloud is pioneering the use

of the latest Windows Virtual Desktop (WVD) and is working with Microsoft as part of its development programme.

The digital transformation that Extech Cloud delivers is cutting-edge and removes the need for combined server and cloud solutions. The company reports that there are now no compelling reasons why businesses should use on-premise servers. Even workloads



traditionally held on servers, like CAD and video editing, are possible in WVD.

For more information, call a friendly member of the Extech Cloud team on +44 (0) 1444 443200 or email info@extech.co.uk

PVL recognised as UK Business Hero 2020

The Chamber network launched the 'UK Business Heroes' campaign in October to recognise the incredible work that UK businesses are doing, in the most challenging of years.

PVL were delighted to be recognised as a UK Business Hero for the contribution they made during the pandemic in respect of the shortage of PPE. Earlier this year we went into full-scale production and delivered over 20,000 visors within a couple of weeks, providing the material and labour totally free of charge.

The completed visors were donated to NHS hospitals; Royal Surrey, East Surrey, Great Ormond Street, St George's and Royal London to name a few. The first batch went to Sussex hospitals.

"This is a great recognition by the Chambers of our team's initiative to support the NHS; it certainly helped us focus and show how our strong core values brought us all together" Nick Broom, CEO.

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



Here are 10 things you can do right now to Improve your Digital Marketing for 2021



Planning ahead is key to get the most out of your digital marketing in the New Year. Follow our tips to supercharge your marketing efforts and reach more of your customers online.

1. Create an editorial calendar for your social media.
2. Brainstorm your core SEO keywords and review your Website content against the list.
3. Create content based on the gaps from point 2.
4. Head to Google Trends to see what is happening in your market.
5. Review the marketing tactics of your top 5 competitors.
6. Follow your clients, partners, customers and competitors across your

social media platforms.

7. Assess your best social media posts for 2020 by reach and engagement and iterate on them for 2021.
8. Find the top 50 complaints, problems, questions or pain points for your customers and solve or address them using content.
9. Survey your customers and ask them what they want from you next year and what you are doing right and wrong this year.
10. Think about which actionable metrics are important to your business and create dashboards for them in analytics and on your ad platforms.

www.BluebellDigital.co.uk

DMH Stallard: Selling your business - will higher capital gains tax in 2021 impact you?

In July 2020, the Chancellor requested The Office of Tax Simplification (OTS) to consider how capital gains tax (CGT) distorts behaviour or fails to meet policy intent.

The OTS published "Capital Gains Tax review – first report: Simplifying by design" in November 2020.

The report made 11 recommendations including considering more closely aligning CGT rates with Income Tax rates

and addressing boundary issues as between CGT and Income Tax.

Given the Government finances have been so strongly impacted by Covid-19 with the budget deficit expected to balloon to £400bn, it is likely that taxes will need to go up in the budget in March 2021, and the OTS report might provide clues on what is going to be in the budget.

If you are looking to sell your business

and you are wanting the certainty and benefit of the current Capital Gains Tax regime then you will need to sell before the budget in March 2021.

If you want more information about buying and selling your business please contact Chris.Simmons@DMHStallard.com. Our corporate department comprises 29 lawyers located in London, Gatwick and Guildford.

Exciting move for Kreston Reeves in Brighton



We wanted to find something a bit different to the traditional office that reflects our culture and values

The team at Kreston Reeves will be moving from the Jubilee Street offices where they have been based for the last 15 years, into a new collaborative and innovative office space at the Plus X Innovation Hub, Brighton from January 2021. The move will help them take a step closer to being a carbon neutral business by the end of 2021, and to continue to support the UN Sustainable Development Goals that the firm are actively working towards.

gdb Member, Plus X offers sophisticated meeting spaces, state of the art media suites and product prototyping facilities and a business innovation programme called BRITE. There is a welcoming community and strong focus on wellbeing which aligns with the Kreston Reeves purpose, culture and values. The new office space also offers team members the opportunity to be part of an innovative, entrepreneurial community in a more collaborative setting.

Alison Jones, Partner at Kreston Reeves, comments: “We are proud to continue to be at the heart of this amazing community! Brighton has always been a great place to work and live, and we can only see it getting better with a variety of exciting developments and initiatives across the city. Brighton is full of amazing minds and inclusive views and is brimming with innovation.

“Our team will continue to focus on guiding our clients to a brighter future. We help businesses, individuals and not for profit organisations with more than just accounting, business and financial advice, we help them achieve their

goals. Businesses based in and around Brighton tend to be very progressive, the way our clients are working has changed and we are here to support them as they develop and grow.”

Jake Standing, Partner at Kreston Reeves, adds: “We are really excited to be moving to the new Plus X innovation hub in Brighton. We’ve been lucky enough to call Brighton ‘home’ for a number of years already but with the rapid changes and developments in technology and with agile and flexible working becoming the norm, we wanted to find something a bit different to the traditional office, that reflects our culture and values, and Plus X is perfect for us!

“Although some businesses are moving to working from home full time, it’s incredibly important to us to have a space where we can maintain human, face to face interaction with our clients, colleagues and communities. We’re looking forward to further enhancing our ‘in person’ relationships with this move.”

Alexandra Young, Location Manager at Plus X, said; “Welcoming collaborative members who will enhance our growing community is key to the Plus X formula. Kreston Reeves are a forward-thinking businesses who place great importance on adding value to their clients and we know that approach will be very much valued by our members here in the Plus X Innovation Hub.”

www.krestonreeves.com
www.plusx.space

Managing your Team Remotely by Volt

There are significant benefits to managing teams remotely, from being able to work with people all over the world to having more flexibility. There are some simple ways to make this effective.

Track productivity – By tracking attendance, hours worked or whatever measure of productivity works best for your business, will provide you with clarity on whether contractual requirements are being fulfilled. You'll also be able to identify areas that need improvement, allowing a more tailored and effective approach to training.

Balance consistency with being flexible – Under the current circumstances, a degree of flexibility is essential. However, this has to be balanced with consistent performance and ensuring people are in

the right (digital) place at the right time for collaboration to happen.

Create a standardised way of working – If you leave people to their own devices when it comes to the way they work you could end up with multiple processes that don't integrate well together. Standardized your way of working that you roll out for remote workers.

Avoid overload – Digital overload can easily happen to remote teams if you're using email, chat and other forms of messaging. Choose your communication channels and stick to them so that people don't start feeling overwhelmed.

Utilise tech tools – From screen sharing to collaborative editing and project management software, there are lots of tools out there that will make it easier



Managing teams remotely

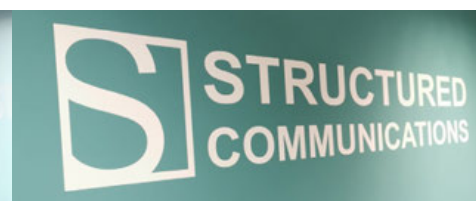


for people to connect remotely and for responsibilities to continue to be shared.

Don't give up on the business culture – If your staff are not working in an office every day, regularly share your vision for the business, keep your staff up to date about how the business is doing. Ask for input and feedback and schedule regular projects and events that anyone can get involved in remotely.

www.voltinternational.com

Structured Communications and FASTSIGNS – a match made in heaven



With the crazy year that 2020 has been, it has been great to work with our friends at FASTSIGNS Crawley to help spruce up our office environment here at Structured Communications.

Having met Mel through Young Startup Talent around 6 years ago, where we supported young entrepreneurs in the area, we have always looked to work closely together, and share business leads where appropriate.

This has worked especially well with both companies being members of Gatwick Diamond, as well as being main sponsors for local Football league team, Crawley Town FC.

With us here at Structured Communications & Ghost Gamer Broadband moving into a new office just over 18 months ago, it was key to get across our key values for team members, as well as

any guests to the building.

Mel came to the office and gave some great insight and vision, to ensure the desired effect came across visually, and we are delighted with the results.

Terry Smith, Sales & Marketing Director of Structured Communications, commented "I joined the Structured team back in June, and it was evident early on, how proud the team were to work for the company, but equally, the customer and excellent effective service is what sets us apart from our larger competitors, so I contacted Mel, and we got the ball rolling to get the office looking the part. Mel and Alan were a pleasure to work with, and I look forward to us continuing to work together for many more years".

Mel Martinez, Owner of FASTSIGNS Crawley, commented "Having worked with Structured Communications for

many years now as suppliers and clients of theirs we have really enjoyed bringing the vision they had for their new offices to life. It's been great getting to know Terry on this latest project, he is a perfect fit to the Structured team and his enthusiasm and vision for what he wants to do in his new role is infectious.

At FASTSIGNS we have always valued the importance of working together and supporting fellow local businesses, especially in this strange time. We hold the relationships we have built over the years with companies like Structured Communications and through networking regularly at gdb events in extremely high regard".

www.structuredcommunications.co.uk
www.ghostgb.co.uk
www.fastsigns.co.uk/854-crawley

Your Legacy

When you leave a room, how do you want to be remembered?

After an interaction with someone, how do you want them to think and feel about you?

What would you like to be known for within a specific department, organisation, association, group or environment?

If people talk about you to others, what do you want them to say about you?

The answer to the above questions may be different depending on the context; or it may be the same throughout.

Here is an exercise for you: Write down three qualities or characteristics that you would like to be known for.

Consider your three answers. For

each one:

- What would that look like?
- What behaviours would reflect those qualities?
- What might you need to do to be perceived that way?
- What might you need to stop doing?

These questions are not designed to make you self-conscious and 'act' a particular way. You still need to be you... but expanding on your repertoire of behaviours.

These questions are designed to help you take control of your brand and your legacy (i.e. what you leave behind). You cannot make others see you a particular way because they will be looking at you through their own filters. You might want



to be perceived as humorous; but others might perceive you as a joker who does not take things seriously! However, you can 'invite' them to see you how you would like to be seen. And you do this by behaving consistently and congruently to your desired legacy.

On the simplest level, I like the idea that when someone meets me a second time, rather than a sinking feeling and the thought: "Oh God, it's Joe," they instead have a positive feeling inside and they think: "Oh good, it's Joe!"

<http://imaginariumdev.com/>

Ingenio Technologies advise you on how to make video calls better in 2021



Video calling has been around for years. Not only has its use increased dramatically recently, but inevitably it's going to keep growing. Video calling is set to become the most essential communication tool in 2021.

Video conferencing software make it possible to have meetings remotely, and to carry on working as normal while working from home.

It also provides incredible collaboration features such as screen share, so

you can share a spreadsheet and discuss with your team with just a few clicks.

As easy as video calling is, I'm sure you've run into some issues along the way. How many times have you heard "You're on mute" and you didn't even realise? I know I have, plenty of times.

That's why we've created a video for you to guide you through a few tips in how to improve your video calling experience.

The tips include the following:

- Lighting
- Upgrade your webcam
- Sound quality
- Call quality

To discover more about these tips and how you can implement them yourself view our blog, which contains more information and includes the video - <https://bit.ly/how-to-make-calls-better-in-2021>

www.ingeniotech.co.uk

Capital Gains Tax is set to increase, can you afford not to plan ahead?

In November 2020 the Financial Times headline read: 'Overhaul of UK Capital Gains Tax (CGT) urged in review' following the release of the Office for Tax Simplification's report into CGT – if adopted, the wide-ranging proposal would impact businesses owners. The report recommends 'greater alignment' between Income Tax and CGT, highlighting the billions of pounds it could raise for the Treasury.

Tax increases in the future are becoming increasingly likely, with the Chancellor announcing the extension of the Coronavirus Job Retention Scheme (furlough scheme) until the end of March 2021, which will further increase the burden of the economic support for taxpayers to shoulder.

Don't Miss Out On Low CGT Rates

Against the background of the scale of Covid-19 related public spending and the potential impact of Brexit on the economic change now appears almost inevi-



table at some stage in the future. Whilst the impact of coronavirus may prevent an increase in a March 2021 budget, the window of opportunity for entrepreneurs and business owners to benefit from lower CGT rates appears to be closing.

What Can I Do?

Entrepreneurs and investors should review their assets and their associated longer-term plans and should consider whether it is appropriate to crystallise gains now

to manage the risk of a future increase in CGT rates. There are a number of ways to achieve this and with Inheritance Tax also under review there could be a dual benefit for those that take action.

Business owners should review their succession and exit plans to determine whether potential changes on the horizon could impact on their net financial return and therefore whether exit plans should be accelerated.

An appropriate strategy needs to balance tax and commercial considerations weighing the potential short-term impact (if any) that covid-19 has on asset valuation against the potential tax saving.

For further information, or to discuss your specific circumstances, please contact us and we can help you to evaluate your options and provide Brighter Thinking advice and a tailored strategy.

Andrew England, Tax Partner
AEngland@menzies.co.uk
<https://www.menzies.co.uk>

Last chance to join Fab Academy prototyping course at Plus X Brighton

Five experts reveal reasons why the smart working revolution must remain, with a blueprint of how to embed it.

Plus X Brighton has a few places left to sign up for the Fab Academy, the only place in the UK where you can join the rapid prototyping course, led by Professor Neil Gershenfeld, Director of MIT's Center for Bits and Atoms, starting in January 2021.

Designers, engineers, software programmers, architects, or anyone who wants to get to grips with taking products into three dimensions using the latest technology, can join the six-month course taught simultaneously around the world, from Bangalore to Yucatán and from Barcelona to Vancouver.

Andrew Sleight, Workshop Manager at Plus X Brighton, said, "Having done the Fab Academy course myself, I know how inspiring and informative it is and we're excited to be the only UK node within the

global network of Fab Labs taking part."

Students learn how to envision, prototype and document their ideas through many hours of hands-on experience with digital fabrication tools. It's a fast-paced learning experience where students plan and execute a new project each week, finishing the course with a personal portfolio of technical accomplishments.

The Fab Academy programme is based on MIT's popular rapid-prototyping course 'How To Make (Almost) Anything and both courses are taught by Prof. Neil Gershenfeld.

Students connect weekly for Global Lectures and get hands-on training in their local lab, learning how to model products in CAD software, and then produce them with a variety of digital tools, from 3D printers to desktop milling

machines. They design and fabricate electronic circuits and then program them to prototype interactive devices, working collaboratively to make their own machines, robots, tools, art and even musical instruments.

The Fab Academy Diploma is awarded by the Fab Academy community with the support of the Fab Lab Network and Fab Foundation, with Graduation taking place in August during the annual Fab Lab Conference. The FAB16 Conference will be held in August 2021 in Canada.

For more details and to register for the course, go to: <https://plusx.space/plus-x-brighton-launches-fab-academy-for-makers/>
www.plusx.space



GDBA
2020

GATWICK DIAMOND BUSINESS AWARDS 2020

THE WINNERS ARE ANNOUNCED

HEADLINE SPONSORS



The 2020 winners of the prestigious Gatwick Diamond Business Awards were announced on 3rd December at a ground-breaking 'Putting on the BIZ' event compered by Gyles Brandreth well-known TV personality and author.

The Awards are strongly supported by the Gatwick Diamond business community including the headline sponsors - Gatwick Airport, NatWest, Thakeham Group and Extech Cloud.

With 17 award categories, highlights included Business Person of the Year - Richard Pollins of DMH Stallard (Crawley); Business of the Year (smaller businesses)

- Posture People (Brighton & Hove); and Business of the Year (larger businesses) - Assurity Consulting (Horsham).

For the first time, the very special category of Award for Outstanding Contribution to the Gatwick Diamond was introduced. Announcing the joint winners on behalf of the Award sponsor, Southern Railway and Gatwick Express, Angie Doll (Managing Director) said:

"We are delighted to sponsor this new prestigious award recognising outstanding personal contribution to making the Gatwick Diamond a great place to do business. It celebrates personal commitment and

leadership that goes way beyond professional and business interests. It is no exaggeration to say that without the efforts of our joint winners, John Peel and David Butcher, we would not be here this evening celebrating the success of Gatwick Diamond."

Now in their 12th year, the Awards are a well-established highlight of the business calendar. They celebrate the achievements of individual businesses and business people across a wide range of categories. Importantly, they also showcase the success of the Gatwick Diamond economic area as major driver of the regional and national economies.

The Award for Outstanding Contribution to the Gatwick Diamond

SPONSORED BY



David Butcher



John Peel

Business Person of the Year

SPONSORED BY



WINNER

RICHARD POLLINS



Growth Business of the Year

SPONSORED BY



WINNER



Business of the Year (Over £1M)

SPONSORED BY



WINNER



Business of the Year (Up to £1M)

SPONSORED BY



WINNER



New Business of the Year

SPONSORED BY



WINNER



Manufacturing Business of the Year

SPONSORED BY



WINNER



Professional Services Firm of the Year

SPONSORED BY



WINNER



The Award for Brighter Thinking

SPONSORED BY



WINNER



Apprentice of the Year

SPONSORED BY



WINNER

MAX RAYNER



The Award for Innovation & Technology

SPONSORED BY



WINNER



Employer of the Year

SPONSORED BY



WINNER



The Award for Developing People

SPONSORED BY



WINNER



International Business of the Year

SPONSORED BY



WINNER



Community Investment Business of the Year

SPONSORED BY



WINNER



The Award for the Place to Meet

SPONSORED BY



WINNER



Green Business of the Year

SPONSORED BY



WINNER



Feedback from GDBA 2020 Winners

Ashdown Park Hotel & Country Club

Winning Employer of Year 2020 was a wonderful boost after such a turbulent year for hospitality. To be recognised by the local business community for our outstanding employment practices, and to gain such positive

feedback from the judges, is testament to the whole team here and their hard work in delivering truly distinctive experiences to all who pass through our doors. The win has created a buzz around the whole hotel and

we're all extremely proud to be recognised by the GDBA in this way.

www.ashdownpark.com

Cleankill

"We won the GDBA Green award in 2017 as well. To win it again shows that we are moving forward in what we do and not resting on past glories!

"The Gatwick Diamond covers a huge area with thousands of businesses so to get short-

listed is fantastic, but winning is absolutely brilliant. It's also wonderful to end 2020 by winning this award.

"This latest award is a real credit to every member of the team, from our office staff to our surveyors and technicians, who are constantly

looking for ways that we can reduce our carbon footprint and help our customers reduce theirs by using green solutions on their premises." - Paul Bates, Managing Director, Cleankill

www.cleankill.co.uk

Vail Williams

"We believe it is a real privilege to be part of Gatwick Diamond Business, with such a diverse and professional community and all the benefits we receive from our membership. We are absolutely delighted to have won Professional Services Firm of the Year, particularly against such well-respected competition.

"The award itself not only underpins our core values, but it also comes at a time that fully recognises the efforts of our team, who

throughout 2020 have continued to provide vital support to clients during such unprecedented times.

"Vail Williams looks forward to continuing to work with you, our fellow members and the wider community and remain committed in supporting you in any way we can.

"From all of us, thank you."

www.vailwilliams.com



Assurity Consulting

"We are really proud to receive the award for Business of the Year (over £1M turnover). Our employees collaborate brilliantly to achieve success together, and we are delighted to get recognition for that from the GDBA judges.

We want our employees to feel they are making a difference while carrying out their roles and we also want them to enjoy their work as well. This award recognises our efforts and provides confirmation that we are

the best business in the Gatwick Diamond region in 2020!" - Ian Woodland, Director of Business Services, Assurity Consulting.

www.assurityconsulting.co.uk

Richard Pollins, DMH Stallard LLP

I am very honoured and humbled to have received the Business Person of the Year 2020 award in a year which has obviously been so difficult for everyone. The personal recognition I have received is very much down to the support I have had over the

years from my outstanding colleagues across our offices in Sussex, Surrey and London. I am lucky to work with such a fabulous group of people. The Gatwick Diamond Business Awards have become a well-established fixture on the regional

business calendar. In addition to showcasing the achievements of individual business people and businesses across a range of categories, they also highlight the importance of the Gatwick Diamond economic area.

Storm12 Ltd

Having judged the Award for Customer Delight for several years in the past, we know how well-run and significant the Gatwick Diamond Business Awards are, so it's a real honour to win, especially up against such strong competition. A big thank you to Menzies LLP for their structured judging.

gdb membership encompasses such a broad range of businesses that this award attracts a diverse group of entries. We tried to present our entry with a clear,

evidence-based approach that hopefully allowed the judges to see that we'd really thought through how best to present our customer service processes.

In the process of preparing our entry we learned more about ourselves and were able to improve how we did things even further, and so entering the award actually benefited us. We'd encourage all businesses to enter awards - we've met some great people and learnt a huge amount along the way.



www.storm12.co.uk

The IPG

The IPG is the largest and fastest growing membership group for plumbing, heating, and bathroom specialists. Founded in 2013 on the belief that independents should have a better voice in today's competitive market, in this short time it has established a network of over 200 carefully selected member locations nationwide and works with many suppliers' brands

throughout the sector.

We are proud of the key partnerships we have built with both our members and suppliers, and collectively we enjoy a support network like none other. It is only due to these strong reciprocal relationships that we have achieved Growth Business of the Year at the Gatwick Diamond Business Awards 2020. The IPG is always looking

forwards and we are determined to bring independent businesses together giving our members customers the opportunity to buy the best brands locally at great prices, we are stronger together.

www.the-ipg.co.uk

Elekta Ltd

On behalf of Dee Mathieson, Managing Director Elekta Ltd:

Elekta would like to thank the organisers of the Gatwick Diamond Business Awards and congratulate them for hosting such a fantastic awards evening. We would also like to congratulate all the other winners and nominees; it is wonderful to see what great company we are in within the Gatwick Diamond.

Elekta are proud of our 60-year manufac-

turing heritage producing cancer treatment machines for patients all over the world at our Crawley site. The process improvements the Manufacturing team have made to further improve efficiency are a testament to their dedication to continuous improvement and pushing the boundaries to achieve best practice.

On behalf of Dave Remmer, Manufacturing Director:

Winning this award is great recognition of Elekta's ability to implement manufacturing improvements that have allowed us to operate and manufacture efficiently despite a very challenging year. The manufacturing team are incredibly proud of this achievement.

www.elekta.com



PVL UK LTD

After such a tumultuous year in 2020, it was absolutely wonderful to find out that PVL had won the award for Community Investment Business of the Year 2020, sponsored by Gatwick Airport. This is such fantastic recognition of TeamPVL, and their ongoing efforts supporting charities and local initiatives with their own time, skills and abilities. We've helped with great projects such as the St Robert Southwell School in Horsham's sensory room (wrapping a de-

commissioned and converted bus), Crawley Open House fundraising and Collyer's Employability groups. Thank you Gatwick Airport for your initiative and recognition with the award. It also adds another trophy to our continued run of different category wins at the annual Gatwick Diamond Business Awards!

www.pvluk.com

Max Rayner, WS Planning & Architecture

"I am extremely pleased to have won the Award for Apprentice of the Year at the 2020 Gatwick Diamond Business Awards and thoroughly enjoyed the whole experience from the initial submission, interview with the judges and Awards evening itself. I am very grateful to Gatwick Diamond Business

for showcasing Apprentices and to the Award Sponsor Reigate & Banstead Borough Council for their confidence in me. I would also like to thank the London South Bank University and WS Planning & Architecture for providing me with the opportunity to undertake my studies while obtaining practical experience.

The Apprenticeship route has enabled me to further my knowledge and provide a sound platform for my Architectural career. The GDBA Award will take pride of place at home and is also surprisingly heavy. I look forward to sharing my positive experience with others and promoting the benefits of Apprenticeships."

TeachAllAboutIt Ltd

We'd like to thank Gatwick Diamond and the Sussex University Business School for selecting us as New Business of The Year. Whilst the awards evening wasn't as they had planned, the online awards was certainly as close to being in the room with other people as possible - This was no mean feat of technology! It was wonderful to see

so many people being recognised for their efforts during this particularly difficult year.

We certainly couldn't have won this award without the dedication of our staff and also the support of our fabulous students and their parents. Since the selection process, we have gone on to open our Tuition Centre in Worthing and expanded to support private

tutors across the UK through co-founding the Tutors Learning Network and look forward to meeting with the Gatwick Diamond community in person and celebrating further successes within Sussex with them in 2021.

www.teachallaboutit.uk

LifeBox Health Ltd

We are delighted to have won this award which recognises the valuable contributions to companies in the region. As a digital health company, we have strived hard to implement change in both the NHS and Private sector that allows preparation for surgery to be patient-centric and delivered in a consistent and quality assured way. COVID has caused many patients

to be increasingly worried about spending time in hospitals on top of already feeling apprehensive about surgery and being in pain.

Our LifeBox software solution has meant that these patients can now complete many of their hospital appointments in the comfort of their own home and with their close family to support. Hospitals can remotely

assess them and help to optimise them ahead of surgery.

The Gatwick Diamond Business Award not only offers recognition of the value of the solution for our local hospitals but also of the team effort from the LifeBox.

www.lifeboxhealth.com

Gatwick Recruitment and Training Ltd

"When the application opened for this award, we were instantly filled with passion and a desire that was derived from the heart of the business to enter. I recall being interviewed as a finalist at BFA Franchisee of the year in 2015 at HSBC headquarters in London, and I was asked what is your biggest motivator. Without hesitation I said, seeing my team develop, grow and exceeding expectations. I want them to be able to lay their own path and not accept or follow a path laid for them, it is my moral obligation and what burns a

massive fire deep within that will never fade.

To be recognised for such an award it is truly special, and really identifies us as an organisation. To hear the lovely words of the judge, personally made me feel very proud, humbled and justified.

Thank you to everyone at gdb for overcoming an unprecedented time and still delivering a fantastic evening, that was truly the best it could have been under the circumstances. To have the opportunity to celebrate evenings like this during the times we are facing and



have faced, with the whole team was a very bright light and a lasting memory, so we are all very grateful.

Thank you and everyone at Gatwick Diamond Community!"

www.driverhire.co.uk/office/gatwick

Aspen Pumps Group

Adrian Thompson CEO; "We are delighted to win the International Business of the Year. The Gatwick Diamond Business Awards are critical in raising the profile of the area and celebrating people and businesses which

benefit the local economy. Our focus has always been on continually striving to deliver exceptional products and customer service, whilst supporting our local community. This achievement has been a total team effort, in

what has been a truly extraordinary year and I am excited to see what the future holds."

www.aspenpumps.com

MHA Carpenter Box expands despite the COVID-19 pandemic



From left to right: Peter Reading, Kevin Blake, and John Christopher

Sussex-based chartered accountants MHA Carpenter Box continues to expand across the region, despite the challenges of the wider business environment.

The firm has opened a new office in central Chichester, which is being led by Partners Peter Reading and Kevin Blake. It is a full-service operation offering business and personal advisory services, including taxation, audit and financial services.

Peter commented: "There's no doubt

the economic climate makes for a challenging trading environment for many businesses. However, we already have a number of clients in the Chichester area and have taken a decision to invest further to provide first-class support and advice to all local businesses and individuals, with a particular focus on property and agriculture.

"We will, of course, be respecting current rules around social distancing, but this is a long-term commitment which

will deliver expert support to businesses both large and small in the area, and also to provide independent financial advice."

The new office reflects the rapid growth of the firm in recent years, with Chichester now added to offices in Worthing, Gatwick and Brighton. The business has 16 partners and employs 170 staff.

www.carpenterbox.com

Is Now an OK Time to Sell My Business or Should I Wait? By Transworld Business Advisors London South West

Many people who would normally be considering selling their business are wondering if now is a good time?

- Many are worried that they won't get good valuations.
- Many have had their sales and profits drop during the April to June 2020 and will impact valuation.
- Many people think this is a buyers' market.

The good news is that, in our experience, most of the above does not reflect the current reality for several reasons:

- Hyper Liquidity - There is just too much investment money in the system with very few places to go. For example,

there is over \$1.5T (that's trillion \$\$!) of undeployed Private Equity (PE) capital in the world today.

- Sellers Market for Profitable Businesses - The current consensus in our M&A practice is that we have 10 buyers for every 1 good business that we list (at least). Demand drives up prices and terms so now is definitely a good time to sell if you have a profitable business.
- Buyers Long Term View - Business buyers generally have a long-term mindset (5 years+). A buyer will normally have strategic purpose for wanting to buy a particular business.
- A Frantic Search for the Winners - With

all economic downturns there are winners and losers. The losers cannot survive the downturn and run out of cash or become unviable. The winners survive and get the trade that the losers left behind.

Our view is that now is a great time to sell your business if it is profitable. There are many buyers and lots of investment funds available. If you are retiring, it is important to consider that you never get your retirement years back and waiting is not necessary if now is the time for you.

<https://www.tworldba.co.uk/locations/London-South-West/>

Riding the rollercoaster: Insights from SMEs

In a year like no other, 'unprecedented' has been the mot du jour for most of 2020. Business owners have been facing some of the most challenging conditions they've ever experienced, with uncertainty all around.

YRH Finance Team has pledged to support the #leavenobusinessbehind campaign – an industry-wide accounting and business initiative focused on ensuring every SME has the support they need. As part of this commitment, in November we spoke to SME business owners from across the UK, to find out how they were doing; from the impact of the pandemic; to how they're preparing for the future.

The themes that emerged re-iterate that SMEs have been particularly hard hit by the shockwaves – both in terms of unexpected trading conditions but also the personal impact on business owners and the pressures they're under.

Whilst over half (54.4%) of SME owners feel confident about their position for the months ahead, could the relief of the Government support that 52.5% of owners have accessed, be providing rose-tinted glasses and temporarily masking the situation? The fact that



more than two-thirds (62.3%) of business owners have failed to re-forecast as part of new measures when tackling Covid-19 trading conditions suggests this may be the case.

Whilst for some it's a 'wait and see' situation, for others it's a time to be pro-active and they've embraced new measures including scenario planning and investing in the professional expertise of both business advisors and finance professionals to help steer their business to safety.

Don't miss your opportunity to find out what your peers think, what's work-

ing for them, whether they share your concerns and what actions you should be taking right now.

The full report 'Riding the rollercoaster: Insights from SMEs' - <https://bit.ly/2lb2rzU>

If you're looking for some support to get your finances on track for the new year call us on 01252 820002 or email us at hello@yourrighthand.co.uk to arrange a free, confidential chat with one of our experts.

www.yourrighthand.co.uk

Complementary... ITDS Managed Services hits the ground running!

It's exciting times at IT Document Solutions Ltd with the launch of a new Managed Services Division, providing a flexible and scalable approach to managing IT systems and infrastructure to SME businesses across the UK and beyond.

Managing Director Travers Beaton is heading up ITDS Managed Services Ltd, helping businesses streamline their IT operations. Travers has a wealth of experience within the IT sector, advising and helping businesses to optimise the performance of their IT infrastructure.

Jermaine Weeden, Founder of IT Document Solutions commented "We are extremely pleased to have Travers on board.

Within the last twelve months working practices have changed dramatically, staff need the ability to work, anytime, anyplace and their IT infrastructure needs to support this way of working, that's where ITDS Managed comes in."

Travers continued: "I am relishing the opportunity with ITDS Managed. I have been extremely impressed by the level of service that IT Document Solutions provides to its customers, and am committed to maintaining the high standards that the company has built its reputation on, whilst working towards the company's aggressive growth plan."

This new division is a critical aspect of

the growth plan for IT Document Solutions, providing a one-stop shop for all Technology Solutions and consultancy, together with the traditional document and print management that our foundations have been built upon. By sourcing these essential services through one central provider, clients benefit from affordable and scalable solutions that can grow alongside their core business.

Bring in the new year with a fresh approach to managing your IT infrastructure, reach out to the team on 0207 101 0096 or email contact@itdsmanaged.com visit www.itdsmanaged.com

A bigger and brighter Gatwick Airport Station



The £150 million Gatwick station upgrade reached an important milestone before the end of 2020 with the start of stage 2 of the project. Crawley's MP, Henry Smith helped celebrate the re-opening of platform 7, as platforms 5 and 6 were closed to be demolished

and rebuilt to give passengers more room. They will reopen in their newer, brighter, wider and more accessible state in May 2022.

Enabling work continued throughout December and the project team was busy during the Christmas period and made fantastic progress including:

- Laying the foundations for a new lift and staircase on platforms 3 and 4. This will be one of the five new lifts, four new stairways and eight new escalators to be installed around the station to improve accessibility.
- The installation of a new worksite footbridge to span platforms 3 to 7, which will allow work to continue above platforms 5, 6 and 7 while

trains pass through the station in 2021. A new, additional railway concourse at Gatwick Airport Station will see passengers and air travellers enjoy a much bigger and brighter station with much improved accessibility by the time the project completes in 2023.

- Enabling work for a new Back of House building for Gatwick Airport staff, which is due to open in 2022.

To read more about the project visit www.networkrail.co.uk/gatwick or contact the project's Communications manager, Veronika Karailieva.

Protect Your Business – Update Your Contracts and Policies

Martin Searle Solicitors Employment Law team are launching their Contracts and Handbook campaign throughout January 2021 to help employers introduce or update their contracts and policies. The Coronavirus Pandemic has meant that most businesses have faced challenging times and may have had to change their worker's terms or conditions to ensure their viability. This is an opportunity for employers to ensure that all of their contracts and policies reflect their current working practices as well as protecting their business.

This includes offering an audit service to employers to ensure that freelancers haven't inadvertently become employees.

The Employment Law team will also advise on whether post-termination restrictions are required to protect the business after an employee or freelancer leaves.

Free up-to-date grievance, disciplinary and capability policies will be provided when contracts are purchased.

Fiona Martin, Head of Employment Law, says: "Many businesses fail to issue written contracts to their employees or contractors. This is not a problem



when relationships are harmonious and an implied contract will arise based on custom and practice. But ambiguity can lead to disputes."

Throughout January 2021, their Employment Law team will provide a free half hour telephone advice service for employers, hirers, employees and workers on workplace contractual rights and policies and procedures. This will include following the Acas Code to ensure grievances and disciplinary procedures are fair.

Fiona continues: "We often come across badly drafted contracts which are onerous for the employer. For example, contracts which contain disciplinary and

grievance procedures mean that employers must follow these 'to the letter' to avoid breach of contract claims. This is the case even where the individual has been employed for less than two years. We ensure these are set out in a separate policy."

To support the campaign, Martin Searle Solicitors have produced a series of Factsheets, Case Studies, Top Tips and FAQs covering contractual obligations for employers.

To find out more, call 01273 609911, email info@ms-solicitors.co.uk or visit www.ms-solicitors.co.uk.

Storm12 turns 21

Matt Saunders explains the journey over the years.

I had always dreamt of starting my own business and at the age of 24, I realised there was a gap in the market for a results-focused creative agency that actually put the client at the heart of the business.

So, after much business planning, meetings with banks and estate agents, sourcing equipment (including an Apple Mac Quadra 800!), I finally took the plunge and moved into an old barn with a modem, a computer and the all-important telephone. The barn was cheap, freezing in the winter and a sauna in the summer, but it was a quirky place to meet clients.

I had no clients but knew by getting on the phone and focusing on delivering value, we could attract clients. I had 6 months to find enough revenue to break even, so the pressure was on.

I had managed to learn how to build interactive presentations that loaded onto small CD-ROM cards (remember them?!). - this turned out to be a great asset in the creative space back in 1999. So, my first job was to build an interactive college prospectus for Surrey University - cue lots of late nights and painful programming lingo.

The hardest part of building the business was getting on the phone and taking the knock-backs but getting back up time after time. Not many businesses wanted to risk using such a young company with a limited track record. However, once the first few projects converted, the ball started rolling.

In the late 90s, there was a new buzzword doing the rounds - websites. With my knowledge of the interactive programming language, I managed to build our first paid website for a client called Bakers Timber Buildings and I am proud to say they are still a client today. After that the rest is history: we started to win website projects from SONY and larger creative projects from a wider range of clients.

After a few years, we bought the old doctors' surgery in Handcross - with more space, no landlord and it looked good on the balance sheet. 6 awards, more staff, a recession and a new brand later, we still live in The Old Surgery with a well-established client base including Gatwick Airport, Thakeham Homes, Eurovia and many more.

It can be simple really - business is about making the right decisions. As long as you make a lot of the right ones, your business should grow and prosper. With that ethos in mind, we have always been sensible with retaining profit over the years to help not only with our own sense of wellbeing but



I feel immensely proud of what we have achieved as a wider team. We have an amazing senior management team with a bunch of hugely talented creative and technical individuals.

meaning we can invest in growth when the time is right. This has seen us in good stead through the Covid-19 outbreak.

What a time for Storm12 to turn 21! I feel immensely proud of what we have achieved as a wider team. We have an amazing senior management team with a bunch of hugely talented creative and technical individuals. So, please raise a glass of bubbly with me and the team for turning 21! A hard but rewarding journey to date, with an exciting business plan for the next 5 years where we will further develop our digital offering and insight-led approach. Cheers!

www.storm12.co.uk

Ensure your business doesn't get locked-in to a hybrid cloud environment, says Extech Cloud

Sussex based Microsoft Partner Extech Cloud has stated that it can move any server-based business-critical application into the public cloud. This is a significant step in the IT world, and one that will help many of the South's professional services gain competitive advantage through reduced costs and improved remote working.



"When we talk about the cloud, we mean all IT in the Microsoft Cloud environment and all business-critical applications too," explains Andrew Hookway, Managing Director of Burgess Hill firm Extech Cloud.

Extech Cloud has been pioneering the use of the latest Windows Virtual Desktop (WVD) and is working with Microsoft as part of its development programme. The digital transformation that Extech Cloud delivers is cutting-edge for 2020 and the company reports that there are now no compelling reasons why companies need on-premise servers. Even workloads traditionally not suitable for cloud, like CAD and video editing, are possible in WVD.

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like CAD and video editing, are possible in WVD.

"We can publish any business-critical application in Windows Virtual Desktop, as opposed to hosted remote desktop sessions, which means each user experiences improved performance and seamless integration with other software applications" he confirms. "Where it may have

taken about 40 seconds to open a business application in the office, users can now load a business application in less than 5 seconds from home."

For example, Extech Cloud recently carried out a cloud transformation for Hunters Law LLP - a multi-disciplinary law firm with practice areas for property, business, charity, family, and private clients. At the start of 2020, the team were brought in to assist with a new strategic IT direction.

Previously told by their IT company and software owners that it wasn't possible to put their old apps on the cloud, Hunters Law was being pushed in to a "hybrid environment" where they were to be locked-in to a Data Centre. Although the company didn't want to be tied down to one supplier, they thought they had no way out.

"We embarked on a complete review of our IT infrastructure with the focus on a modern workplace where our staff could work from anywhere. We chose Extech Cloud as they were able to demonstrate they could pull all of our technologies together properly to make us more efficient, while saving us significant capital expenditure and licensing costs," says Arif Kamal, Chief Finance & Operations Officer, Hunters Law LLP.

Hunters Law wanted an IT system and infrastructure that worked exactly how they wanted it to. With lots of applications, their whole system was increasingly slow, and they didn't want to spend significant money on upgrades and licences for marginal improvements. Many of their PCs and laptops were also on Windows 7 which reached the end of its life in early 2020.

Extech Cloud began by auditing the whole IT infrastructure and assets, set an IT strategy, and started modernising everything, including more than 100 user PCs and laptops. It deployed Windows Autopilot, making it easy for everyone to receive their new machines and get working straight away.

The full transition to the cloud was staged in tandem with their Citrix virtualisation software. At first, some of their older applications were not fully integrated into the cloud, but were accessed as before.

Now, Hunters Law takes full advantage of the benefits offered by Microsoft 365 and Azure, with the very latest security and exceptional performance levels. Four pieces of legacy software, including Tikit Partner 4 Windows, CCH Central, CCH Trust Accounts and BigHand now run on the cloud thanks to Extech Cloud's pioneering implementation of Windows Virtual Desktop (WVD). Plus, WVD allowed Hunters to replace their Citrix platform, saving significant licensing and server costs.

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

The importance of the right equipment for working remotely by Principal Ltd

With the UK emerging from its second lockdown the majority of the workforce continue to work from home. However, there still remains numerous challenges with this switch to remote working.

What is this doing to employees' health, especially physical health? Do staff have access to the equipment that will enable them to work productively while businesses battle with the challenges the coronavirus has brought?

At the end of the first two weeks of lockdown, more than half of the 500 people who responded to an Institute of Employment Studies homeworking wellbeing survey reported experiencing new aches and pains: 58% complained of neck pain, 56% experienced shoulder pain and 55% had experienced back pain.

"People have had to cobble together a workspace from what they've already

got. They're probably sitting on chairs that don't adjust or don't have back and neck support." – Lee Chambers, workplace wellbeing consultant.

It's really important where you're having large-scale shifts to homeworking that the IT department really make sure that people have the tools they need to do the job. Can they print at home, for example?" – Rachel Suff, CIPD

With the number of daily coronavirus deaths in the UK still in their hundreds, it is likely that the way we work in the future will be home based. Employers still have the opportunity to put simple controls and guidance in place to help support workers' physical health, and to assess whether they can provide more equipment, to make home working comfortable and effective.

4th Platform have designed an 'Office in a Box' solution which encompasses



everything a remote worker might need. From Ergonomic furniture to professional business security to protect data, and of course printers

To find out more contact: Bhunt@principal.co.uk 07813 781546

MMT Ltd discuss how to innovate your way to a cash injection

In difficult times, it is only natural to focus on present threats ahead of future opportunity, and British business has faced few bigger crises than the Covid-19 pandemic.

But with crisis comes opportunity, and studies have shown that even in normal times those who plan, research and develop new products and processes can expect strong growth in their businesses. Of the hundreds of businesses questioned for an HM Revenue & Customs Research Report into R&D last year, about two-thirds said they expected to increase their market share by more than 6% as a result of the R&D they were conducting.

And almost three in five of them said they expected a rise in market share above 10%.

What makes the prospect of R&D even more attractive is that much of the risk it involves has been removed by the government R&D Tax Credits Scheme. Under the Scheme, up to 33p



in every pound spent on qualifying R&D can be recovered, often repayable in cash.

Any Corporation Tax-registered UK company can apply, with SMEs and

large companies receiving billions of pounds every year.

The key to a successful claim is taking the time to identify properly and to communicate clearly how R&D projects qualify for government support. That is why many businesses find the support of a specialist R&D advisory firm helpful. MMT have partnered with R&D Advisors to deliver these claims to our clients in the UK.

Kevin Auchoybur, the Managing Director of R&D Advisors, said: "Lots of businesses find a one-to-one, consultancy approach to submitting their R&D claims is more efficient and effective than going it alone. By teaming up with specialist manufacturing consultants like MMT we can deliver the very best result for the client".

www.mmtsolution.com

These 5 leadership skills will take your business to the next level



Are you hitting the ceiling? Either you are, you have, or you will; hitting the ceiling is inevitable. This happens personally, departmentally and at company level. It is that feeling of being stuck and frustrated, feeling as though there is not enough time in the day.

Fortunately, there is hope. Some of the first things we teach in the EOS process is the way to break through the ceiling by mastering the following five leadership abilities:

1. your ability to SIMPLIFY– eliminating

complexity and reducing everything to the essential.

2. your ability to DELEGATE– freeing and elevating yourself to do what you do best and doing the same for every person in your organization.
3. your ability to PREDICT– choosing the right path, long-term and short-term.
4. your ability to SYSTEMISE– documenting and getting everyone to follow the essential procedural steps in your company's core processes.
5. your ability to STRUCTURE– defining

and organizing the “seats” or positions in your organization to reduce complexity and increase clarity, communication and accountability.

Much has been written about leadership tips, leadership competencies and leadership effectiveness, these five skills or abilities will remain as being most necessary. Focus on these and I assure you, you will break through the ceiling and see your company advance to the next level.

www.elevate-business.co.uk

Worthing & Beyond is back!

Over the summer, Worthing-based digital agency Huxley launched Worthing & Beyond, a free online database for creatives and businesses that support creativity in or around Worthing. After a brief hiatus, they are happy to be back up and running, with plans to expand the network and introduce free member-led workshops and events in 2021.

The creatives on the site range from artists, illustrators, photographers and graphic designers, to musicians, poets and street dance companies - plus many more. Most are based in the region from Southwick to Bognor Regis. The

requirements for the site are open-ended; ‘creativity’ has a broad definition on Worthing & Beyond. “Anyone who makes a product can be listed on our site as a creative,” says Tom Lavis, who came up with the idea. “We write their profile, then share it on our social media.” Worthing & Beyond is free to join and use.

New to Worthing & Beyond is a database of local businesses that support creativity in any way. “They could be a café who displays local art on the wall, or an organisation that donates their unused space for someone to promote an exhibition in. These sorts of relationships between



corporate and creative communities are always really beneficial to a town, and I think that's why the council have shown an active interest in the project.”

If you are a creative, or a local business that supports creativity, and you want to get involved with Worthing & Beyond, send Huxley's team an email at chelsey@huxleydigital.co.uk.

Planning for change: how to tackle your 2021 marketing strategy by PRG Marketing Communications

Creating a marketing strategy is important, perhaps never more so than following a worldwide shock such as Covid-19. Nobody could have predicted at this time last year that 2020 would deliver such an unprecedented period of upheaval and we believe that budgets, spending and strategic priorities will all continue to evolve heading into 2021.

An imperative part of planning for business after Covid-19 is to understand the environment and to build plans aligned to the new economic, social and business realities. These realities are still in a state of flux and we predict they will continue to emerge – and settle – over the next 12 to 24 months.

Here, Simon Groves, MD at PRG Marketing Communications shares his recommendations for planning your marketing strategy this year.

Be flexible and adaptable

Building a marketing plan that is flexible and adaptive is crucial. Volatility will persist in the year ahead, it is vital to have the right tools, processes and insight to evolve strategies and spending priorities to suit the changing environment.

Focus is key

Where possible, focus plans for growth in 2021 on the most profitable areas of the business; prioritise marketing investments to support those areas which deliver the biggest reward as they will need to provide stable foundations upon which to build future activities.

ROO or ROI?

Place emphasis on both return on objectives and return on investment, it has never been more important to

outline your marketing objectives and to understand how you will measure success. For many businesses 2021 will be a period of make or break, the result of each business decision will have substantial ramifications.

Trust and credibility

Focus on building trust and credibility. Ensure you are delivering informative experiences and messages, centred on relevance and compassion. The marketplace is apprehensive and projecting a trustworthy, credible brand image is essential.

For further advice on how to tackle your 2021 marketing strategy, please contact Simon at simon@prgltd.co.uk

Its time to get back into schools!

Angmering School in West Sussex, understand the importance and impact the Dare to Dream programme has on young people and their students. That is why they are one of the first schools to welcome back Jack since the start of the Coronavirus pandemic!

Jack visited the school this December 2020, as a kick start before the new year where we have a number of programme deliveries scheduled in. We already have commitment from four local organisations that are doing their part in helping the next generation, as they see it as part of their duty of care to local young people in our Region.

Included in Jack's inspirational and motivational sessions, he talks about his personal journey from council estate to becoming the third longest-serving radio host, dropping useful life anecdotes throughout. Jack will share stories from his childhood poverty and experiences from schools, to show the students that



they can “dare to dream” and anything is possible if they set their minds to it. Jack will cover the importance of humility, empathy, communication skills and grasping every opportunity possible with employability at the forefront for all his advice.

Feedback from Angmering school:

“The students loved Jack's presentation. We had a full turn out of students (80 Year 9s) and Jack had them in the

palm of his hands.

Jack always manages to pitch his presentations perfectly and engages the students with such enthusiasm. The students were able to relate to him and enjoyed listening to his journey growing up.”

Click here to find out more about Dare to Dream and the LoveLocalJobs.com Foundation C.I.C - <https://www.lovelocaljobsfoundation.com/jack-needs-you>

Creative Pod Win Sussex Business Award!

Creative Pod.

Creative Pod won the 'Team of the Year 2020' award at the virtual Sussex Business Awards on 17th December after having been nominated for four honours. The inaugural event, supported by County Business Clubs run by Network my Club, is an award ceremony which recognises achievements in businesses from all across Sussex. This year proceedings will be donated to local children's charity, Rockinghorse. Local companies 'gathered' to celebrate the success stories

of 2020, and the end to one of the toughest years in business history.

The event had six awards up for grabs: Sussex Success Story, Pivot Award, Business Resilience, New Business of the Year, Community Award, and Team of the Year. All nominations and votes came from the local community, and Creative Pod are delighted to have been nominated for four of the awards and receive the recognition of 'Team of the Year 2020'.

Despite the challenging economic climate this year, Creative Pod have ex-

panded their team and taken on four new employees!

CEO and founder of Creative Pod, Matt Turner, said "What a fantastic way to round off 2020 with an award that recognises the whole team's enormous efforts! All of the team have really gone the extra mile during this challenging year, and being recognised for it is an excellent representation of the work they have put in. Hard work definitely pays off! Thank you to everyone who voted for us!"

www.creativepod.uk.com

New Charity Partnership: Thakeham to Place Community Trusts at the Heart of New Communities

South East community creator, Thakeham Group, has commissioned the Plunkett Foundation to establish new community trusts at the very heart of their developments.

The partnership will pioneer a new methodology that will model how to best establish a community trust to create vibrant, resilient and sustainable places to live and work.

Community trusts businesses currently have a 95% long-term survival rate. This proven resilience secures vital local services that bring communities together.

In addition to developing and safeguarding valuable assets and services, community trusts address a range of issues including isolation, loneliness, wellbeing, work and training.

The new collaboration builds on the innovative community trust vision Thakeham is currently delivering at Woodgate in Pease Pottage. Woodgate features plans for a community hub, including Thakeham gifting a shop to a community trust and a café to local hospice St Catherine's Trust.

For Thakeham, Rob Boughton, Chief Executive Officer said:

"Thakeham understands what it takes to build a thriving new community. Our approach blends investment in commu-

nity amenities with inspiration for the people who use them.

"It's a proven formula that echoes the mission of The Plunkett Foundation. That's why it was so important for us to become members. We believe that we can collaborate to shape a better future for cohesive communities.

"The community trust model will be used to create truly sustainable and vibrant community hubs including the perfect mix of retail, café, meeting rooms, co-working facilities, allotments and accessible green spaces."

The Plunkett Foundation is a national charity supporting community trust businesses. To date, the charity has supported over 600 community trust businesses from inception to reaching trading status.

The Plunkett Foundation defines community trust businesses as enterprises that are owned and run democratically by members of the community, on behalf of the community. They come in many forms, including shops, pubs, woodlands and anything that lends itself to community ownership.

James Alcock, Plunkett Foundation Chief Executive, said: "Creating opportunities for people to meet and socialise is at the heart of creating a thriving com-

munity. Community businesses do just this whilst providing vital services and facilities for local residents, such as shops and meeting spaces.

"Plunkett are proud to be working alongside Thakeham Group to embed community trust businesses into the centre of their developments making them vibrant and sustainable places to live and work.

"By bringing community members together, whether that is through volunteering, or simply as a regular customer and enjoying a coffee and chat, community trust businesses improve health and wellbeing whilst putting local people in control of the assets and services that matter the most."

The partnership will also see Thakeham become headline sponsor of the Plunkett Foundation's 'Lockdown Stories' campaign. The sponsorship agreement will see Thakeham play an active filmed role in the campaign. They will also help judge the foundation's 'Community Contribution' award.

<https://thakeham.com/>



THAKEHAM

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.horsham.actioncoach.co.uk

ActionCOACH

ActionCOACH Horsham, Crawley & Dorking works with SME business owners to turbo-charge their business growth and achieve their goals, utilising

proven and guaranteed coaching programmes developed over more than 2 decades, and delivered in more than 70 countries around the globe.



www.annegraceassociates.co.uk

Anne Grace Associates

Anne Grace Associates provides support to businesses with stand-alone projects or longer-term functions, reducing the need for permanent staff to be redirected from their primary function. We work across a broad range of sectors and business processes and enjoy finding creative solutions to business challenges.

Example projects:

- Quality management system introduction, improving working practi-

es and streamlining processes.

- Acquisition integration Aligning business processes and procedures. Mentoring and supporting teams through transition period.
- Pre-Qualification approved supplier application and initial tender. Updating and developing documentation to streamline future tender applications.
- Development and nationwide roll out of CRM system.

Follow @gdbmembership for the best networking in the diamond

Upcoming Events

www.gatwickdiamondbusiness.com/events

gdb gdb Networking

Friday 8th Jan: 10:00 - 11:30

Engaging Flexibility 2021

- Dynamic session will help business leaders, managers and HR practitioners to forge practical solutions and plans.
- Free for gdb Members
- Non-Member Fee Applies

Wednesday 13th Jan: 11:00 - 12:00

"Ask the Expert" update from Chief Executive of Coast to Capital LEP, Jonathan Sharrock

- Free for gdb Members
- Non-Member Fee Applies

Friday 15th Jan: 10:00 - 11:00

How to adopt an innovative approach to business in a changing world

- Free for gdb Members
- Non-Member Fee Applies

Tuesday 19th Jan: 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 21st Jan

gdb Re-Energise Conference

Wednesday 27th Jan: 13:00 - 14:00

Survive & Thrive: Greentech

- Hear from presenter Marcus Wright, Senior Economist at RBS
- Free of Charge for Members and Non-Members

Friday 29th Jan: 11:30 - 12:45

gdb January 2021 Members Meeting with Reigate & Banstead Borough Council

- Stay connected with the gdb Team and your fellow Members
- Free of Charge for gdb Members
- Non-Member Fee Applies

Thursday 4th Feb: 10:30 - 11:30

'Don't let your business get left behind'

- Hear from Matt Dexter, Head of Client Partnerships, Openreach and Terry Smith, Sales & Marketing Director
- Free for gdb Members
- Non-Member Fee Applies

Tuesday 9th Feb: 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 18th Feb: 11:00 - 12:00

"Ask the Expert" with Southern Water: 'Water and the Environment'

- Hear from Ian McAulay, Chief Executive of Southern Water
- Free for gdb Members
- Non-Member Fee Applies

Friday 26th Feb: 11:30 - 12:45

gdb February 2021 Members Meeting

- Stay connected with the gdb Team and your fellow Members
- Free of Charge for gdb Members
- Non-Member Fee Applies

Head on over to the gdb Events Page for more details and to book



gdb Re-Energise 2021

BOOK NOW!

Thursday 21st January 2021

Come and join fellow business owners, directors, managers & team members for this prestigious gdb Re-Energise Conference and a morning filled with infectious motivation.

Be captivated by the inspiration and insight of our outstanding speakers.

Take away the positive & powerful messages from the event, to inspire you, your team and your business.

Sponsored by:



THAKEHAM



**Reigate & Banstead
BOROUGH COUNCIL**
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Tickets

First gdb Member Ticket - FREE (one per gdb Member Company)

gdb Member ticket - £25 plus Vat

Non-Member Ticket - £35 plus Vat

More information will be available soon at:

www.gatwickdiamondbusiness.com/gdbreenergiseconference

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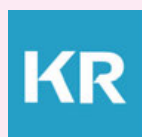
Brewin Dolphin

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



KPMG

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01293 652000



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07903 911727



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HSBC

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08455 854001



NatWest

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



Business Consultants

Hazel Gibson Learning & Development Consultant

<http://hazeligibson.co.uk/>
hazeligibson199@btinternet.com
07753 520735

Environmental Services



Cleankill Pest Control

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

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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@southlodgetel.co.uk
01403 891711

Insurance / Risk Services / Compliance Services



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<https://www.1stcentralinsurance.com/>
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0333 043 2066



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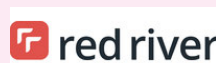
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<https://www.freemanclarke.co.uk/>
contact@freemanclarke.co.uk
0203 020 1864



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

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info@mayowynnebaxter.co.uk
01273 477071



Schlich

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

Leisure / Entertainment



K2 Crawley

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

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Crawley Borough Council

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

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DNA

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



Gatwick Express

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

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sales@telguard.co.uk
01306 710120

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

Medical / Health / Wellbeing



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<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



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0800 368 7799



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enquiries@rgcltd.co.uk
03300 022222

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01403 787300

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01737 774100

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info@chichester.ac.uk
01243 786321



East Surrey College

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

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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

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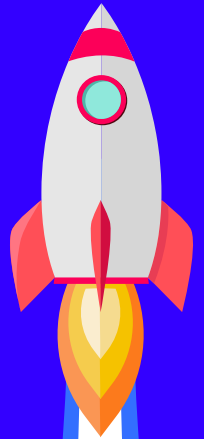
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