

Edition 17
Nov & Dec 2022

The magazine for Gatwick Diamond Business members



GDBA
2023

Forget the 'great resignation': quiet quitting is in vogue (and it's bad news for employers)

How Might Mentoring Benefit You?

How can you reduce 'hidden' IT costs for your business?

The Rivals - Google Workspace and Microsoft Office

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Welcome!



Sally Brown

Welcome to another great edition of Diamond, full to bursting with information and great news stories from across our business community. I can't quite believe it is the November/December edition already and that Christmas is just around the corner.

The front cover showcases the 'Tutti Frutti' branding for the Gatwick Diamond Business Awards 2023, launched recently at the Diamond Alumni VIP lunch at the Sofitel, London Gatwick Airport. Guests were treated to an inspirational presentation by Founder and Chairman of The Arora Group, Surinder Arora (pictured below), with the lunch marking the opening of the Awards entry period.

I would encourage you all to take a look at the 15 categories listed on page 4 and consider submitting at least one entry. There are some real business benefits to be gained from being involved and entry is completely free of charge.

This month our Member Spotlight focuses on one of our valued Charity Members, the wonderful Lynda Guy of Golden Lion Children's Trust. I have known Lynda for the past eleven years and know how tirelessly she works. Please take a look at the article and do get in touch with her if there is anything you can do to help the children and families supported by GLCT.

The team and I are exceptionally proud of the work we do in supporting you all to connect, engage, and promote your businesses, and together as a business community, promote the Gatwick Diamond as a thriving and successful place to do business. We would like to say a huge thank you to those of you who have taken the time to promote gdb to your contacts. Many of these referrals have gone on to join gdb, further enriching our business community for the benefit of everyone. If you have any

contacts who you feel could gain from being part of our membership, I am quite sure Mandi would be very pleased to hear from you!

And talking of Team, we are delighted to welcome two new members to the gdb Team; Keeley joins us as our Marketing & Events Co-ordinator and will be leading on the planning & delivery of our event programme, and Harriet will provide valuable admin support in her role as Administration Assistant. Both Keeley and Harriet look forward to meeting as many of you as possible in the coming weeks and supporting the gdb Team to ensure you all get the very best from your membership.

Our thanks to Glide Training for their sponsorship of this edition, and as always to Creative Pod for the design of Diamond and to all of you who have contributed your news, inspiring stories and advice. On behalf of the gdb Team, I wish you a successful end to 2022 and hoping it's not too early, wish you and yours a peaceful and enjoyable Christmas!

Sally Brown, General Manager

Diamond Alumni VIP Lunch 2022

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

In partnership with Creative Pod and sponsors; Thakeham Group, Richard Place Dobson and Avensys, the Diamond Alumni Lunch took place on Wednesday the 5th October. Also serving as the launch of the entry period for Gatwick Diamond Business Awards 2023, one guests said "It was a great lunch with such a buzz about the 2023 Awards" with another posting afterwards "Another great event by Gatwick Diamond

Business at another great venue. Left feeling inspired and excited about GDBA 2023 Awards!"

Thank you to everyone who supported this event, and we hope to receive your award entries over the next few weeks!

www.gatwickdiamondbusinessawards.com/year/2023-awards



GATWICK DIAMOND BUSINESS AWARDS 2023

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

We are delighted to announce that the plans for the Gatwick Diamond Business Awards 2023 are well underway, and will be delivered at The Grand, Brighton, on Thursday 23rd March 2023.

The official launch of the Awards programme for 2023 took place on 5th October at the Diamond Alumni VIP lunch, at the Sofitel London Gatwick Hotel. The awards are now 'Open for Entries' for all businesses (not just gdb Members) located or operating in the Gatwick Diamond, and we are keen to attract a wide-range of entries.

The Gatwick Diamond Business Awards first launched in 2009 and has grown in size ever since, becoming one of the South East's most prestigious business awards.

A well-established highlight of the business calendar, the Awards 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 a major driver of the regional and national economies.

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DATES FOR YOUR DIARY

18th November 2022

Closing Date for Entries

December – January 2023

Judging Period

10th February 2023

Finalists Announcement

23rd March 2023

The Gatwick Diamond Business Awards

PARTNERS

Creative Partner - Storm12

Set Design & AV Production Partner - Avensys Ltd

Event Organiser - Gatwick Diamond Business

Venue Partner - The Grand, Brighton

AWARD CATEGORIES & SPONSORS

Apprentice of the Year - Chichester College Group

Business of the Year over £1m - EMW Law LLP

Business of the Year up to £1m - University of Sussex

Business Person of the Year - Richard Place Dobson

Employee of the Year - The Arora Group

Employer of the Year - Reigate & Banstead Borough Council

Environmental Culture Award - Control Energy Costs Ltd

International Business of the Year - Sussex Chamber of Commerce

Manufacturing Business of the Year - Elekta

New Business of the Year - University of Sussex Business School

Professional Services Firm of the Year - Crawley Borough Council

The Award for Best Flexible Working Practice - Flexibility Matters

The Award for Community Contribution - Loch Associates Group

The Award for Customer Delight - Rosemary French OBE

The Award for The Place to Meet - Sub-Cool FM

Entry Period: 5th October - 18th November 2022


Awards Night: 23rd March 2023

Sponsors and Winners Celebration Breakfast: DATE TBC



For more information, visit:

WWW.GATWICKDIAMONDBUSINESSAWARDS.COM

 @gdbizawards

MEMBER SPOTLIGHT



Name: Lynda Guy

Business name: Golden Lion Children's Trust

Member since: April 2007

Description: An independent voluntary charity supporting children with special needs and disadvantaged families in Sussex. Founded in 1973 by people working at LGW we continue today with their belief i.e. local businesses and organisations can support the children in so many ways.

"In simple terms gdb membership works so well when you make the effort."

1. What appealed to you about joining gdb?

It is a way to communicate the work of the Golden Lion Children's Trust to the business sector in the area.

2. What was the thing that surprised you about gdb?

The number of businesses who will help in a variety of ways yet prefer to do so 'beneath the radar'. They don't want publicity but genuinely want to help where they can. Sometimes just once, sometimes over quite a while. Many are more interested in helping once they realise GLCT are not simply wanting financial support.

Some businesses support for a year (or maybe two) through their CSR (Corporate Social Responsibility) policy. Some employees then go on to help GLCT in their own time.

gdb members have always been interested to learn that in 2004 GLCT received The Queen's Golden Jubilee Award for Voluntary Services, equivalent to the MBE and currently the highest accolade a charity can receive in the UK.

3. What's the biggest single thing you've got from being a member of gdb?

Helpful contacts who offer their skills and expertise and are interested in learning how they can perhaps work with people with special needs in the future.

4. What difference has being a member of gdb made to your business?

Getting to know more people, sharing knowledge and information. Membership can 'open doors' when / if GLCT needs advice.

5. gdb puts on lots of different types of events - what's your favourite?

I only attend monthly networking events now although a few lunch meetings in the past have been a good way to explain to a captive audience the work of the GLCT. Sadly small charities seldom have an entertainment budget and certainly not since challenges of recovering from lockdown.

6. What's different about gdb compared to other networking you do?

gdb meetings do have a structure, and interesting speakers but always with the

freedom to leave if the timings interfere with the work schedule. Frequency of meetings works well, rather than a rigid once a week for example.

7. What's your top tip for getting the most out of networking?

Listen to other people; hear what they are telling you; be interested in them and what they are saying.

Communicate – perhaps a brief email after the meeting to say how you enjoyed hearing about their business. Don't expect immediate support – such things take time.

And always remember... you never know who you are talking to!

8. Besides the events, what else do you get out of your gdb membership?

The chance to visit interesting venues (preferably with adequate parking!); professional friendships; the ability to contact other members and cry 'Help' if necessary. With the gdb Charities group the exchange of information – there's always someone who "knows a man who can" when you are facing a problem (or several!).

glct.org.uk

Unlock a world of business opportunities with Gatwick Diamond Business

For more information email mandi@gatwickdiamondbusiness.com

Happy Birthday Employ Crawley!



Employ Crawley is celebrating five years of helping hundreds of local residents into employment.

Created by Crawley Borough Council, in partnership with West Sussex County Council, Employ Crawley was set up to support people moving into work or progressing into the next stages of their career or training.

The service started out as a one-year

pilot at Crawley Library in October 2017 and now also has a hub in the Town Hall with outreach in the community. The service provides an over 25s adviser based at Crawley Library, and a youth employment support officer, working in partnership with Jobcentre Plus, who works with economically inactive 18-24 year olds based at the Town Hall.

The free service helps residents access a range of local job opportunities alongside tailored information, advice and support on their employment journey.

The Employ Crawley Team also connects people with partnership organisations and businesses enabling them to support local skills and employability needs.

Job seekers over the age of 25 can arrange an appointment with Employ

Crawley via employcrawley@crawley.gov.uk or by calling Tracy on 01293 438554. The library hub is situated on the second floor of Crawley Library and is open for drop-ins and appointments between the hours of 10am and 3pm, Monday to Thursday.

Job seekers aged 18 to 24 can email employcrawley@crawley.gov.uk or call Joe on 01293 438555 to arrange a virtual or face-to-face appointment in the youth employment support hub. The hub in Crawley Town Hall is open for drop-ins Monday to Thursday between 10am and 3pm.

Employ Crawley has a dedicated Partnership and Operations Manager, AnaMaria Maddock. If you are a business or organisation that would like to be involved with the project, please contact Anamaria.maddock@crawley.gov.uk.

New employees at Control Energy Costs

Control Energy Costs are thrilled to welcome three new employees to the team.

Zoe Perera joined us in September as our new Business Development Manager. She has a wealth of experience in business development and account management which she is keen to bring to this role. Zoe will be a familiar face within the gdb network, attending future gdb events and nurturing opportunities for business growth and partnerships.

Michael Rogers joins us as a Data Services Analyst, with a strong background in data analytics within the civic & social organisation industry. His technical expertise means he will be able to confidently analyse market data and put together complex reports for clients who are supplied flexible energy procurement products.

We are also welcoming a new administrative assistant to the team,



Michael Rogers and Natalie Tandi

Natalie Tandi. A recent Philosophy, Politics and Economics Graduate, Natalie has the proficiency and enthusiasm to begin her career with us and advance the skillset she has already attained through previous employment.

It is great to see new faces onboard at CEC and we are enthusiastic about their potential.



Zoe Perera

We are hoping to expand our team further and are currently looking for Market Analyst, Administrative Assistant and Client Manager roles. If you are interested in joining our team, please check out our careers page at www.cec.uk.com for more information.

www.cec.uk.com

Winning and losing new business

Suppliers of goods and services can earn significant amounts of new business by improving the way they manage inbound contact enquirers.

WHAT CAN GO RIGHT?

First impressions for the caller are a welcoming and helpful supplier steered with clear communications to relevant information. Courteous questions qualify enquirer interests who are encouraged to progress matters without pressure. The enquirer ends with feeling informed, engaged and encouraged to warmly refer colleagues with similar interests.

WHAT ACTUALLY HAPPENS?

We called a sample of 50 organisations, large and small, public and private. We recorded each contact to assess their responses to our enquiry. We charted the processes and behaviours of each call using proven profiling techniques which assessed the effectiveness of the enquirer's experience.

WINNERS AND LOSERS

The top company achieved a rating of 85% effectiveness. They quickly built rapport with the enquirer, checked wants and needs with courteously structured questions, sought feedback, supplied advance signals for where they were taking the caller and obtained commitment with appropriate prompts. The enquirer subsequently told others of the positive and professional experience they encountered. The supplier was achieving annual sales of £113k per employee.

Others achieved less than 50% effectiveness. Issues included failure to build rapport, fully qualify needs, obtain feedback, test for willingness to progress matters or seek referrals. Website issues included poor signposting, inconsistent design and content. "Moments of Truth" MOT which last just a few minutes on-line can result in customers for life being won or lost forever.

WHAT CAN BE DONE?

Try a short independent "Mystery Shop



Clive Bonny

MOT" by a qualified researcher trained in neuro-linguistics and micro-expression analysis. On-line assessments and visit reports can be performed in less than an hour for immediate revenue boosts. Outcomes improve sales, reputation, referrals from new enquiries and can help your business win Awards. For more information contact Clive Bonny at Strategic Management Partners Phone 07973 799153.

consult-smp.com

Is your business ready for traditional phone lines to be switched off in 2025?

Communication is key for any relationship, especially within a business. If your communication line gets cut off, think about how much this will affect your business.

The big 2025 switch off will affect the way you communicate. Traditional telephone network lines (also known as PSTN) will be switched off gradually by providers over the next few years within different areas, at different times, resulting in all lines being switched off by December 2025.

If you are using a traditional phone line in Sussex or anywhere in the UK, it will stop working when your area's PSTN is switched off.

An alternative option for your business's phone system is VoIP (Voice

over Internet Protocol). Services are available from many providers and we recommend that you do your research to find one that meets the needs of your business.

As a busy growing business, this can be incredibly overwhelming to think about. 2025 is still a few years away, but we are getting closer, and it will be here before you know it. With this in mind, making

the transition sooner rather than later will save you a headache in the long run.

You need to think about upgrading your phone system asap! To learn more about what VoIP is and preparing your business for the 2025 switch off, scan the QR code below.

hello@ingeniotech.co.uk
www.ingeniotech.co.uk



Commercial Mortgage Costs Increasing?



David Farmer

The cost of borrowing is going up, but there may be some well hidden good news. There remains a Government backed commercial mortgage scheme that too few people even know exists.

It's annoying that something that could really help receives so little coverage. Let me put that right.

The scheme is for commercial property. It can be used to purchase, refinance or release capital. It is for businesses who occupy their own premises or who have property as an investment. Loan amounts from £250k to £2m.

Why is it a good scheme?

It allows for companies who have filed Covid impacted accounts, it offers more leniency with affordability and the Government gives the lender a guarantee in return for them discounting their interest cost. Happy days.

The caveat?

Applications need to be made by 30th November. That's applications, not getting everything completed, so no mass panic required.

For businesses with fixed rates expiring

in 2023 this may offer a way to mitigate rising borrowing costs by thinking ahead and acting before interest rates go higher.

Will interest rates go up?

Almost certainly. The speed and volume of those rises remains to be seen and I make no predictions; after all I have Lurpak in the fridge that has seen four chancellors, two monarchs and two PM's (at time of writing).

All I am saying is to consider this scheme whilst it is here and if it suits then get something agreed before rates climb higher.

Happy to help (with or without Lurpak),
Dave

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How can you reduce 'hidden' IT costs for your business?

Are you aware of all the potential costs incurred through your IT operation? In these tough economic times, we all need to be conscious of ways to reduce expenditure and protect our businesses. Here, Andrew Hookway, Managing Director of Extech Cloud, explains how to reduce 'hidden' IT costs, and remove some altogether.



Andrew Hookway

Eliminate server hardware and management costs

If your business has successfully implemented remote or hybrid working, this proves your team doesn't need to be in the same room as your server. So, why waste capital investment on an 'on-prem' server? They can be expensive, and usually require updating every few years. Moving your IT systems and file storage into the Cloud, eliminates the investment in on-prem servers completely, and removes the unavoidable management time and upfront costs - as well as any hidden surprises.

Break the IT CAPEX cycle

Capital expenditure (CAPEX) budgets are often cut first in difficult economic times, and Cloud computing provides an OPEX (operational expenditure) advantage. Unlike large CAPEX costs for server upgrades that can sneak up on you, a monthly IT service model typically offers tax and budgeting advantages, improving cashflow. IT becomes a manageable, operational, monthly cost - a utility much like your electricity or water.

Stop overspending on tech

When investing in devices for your staff, consider what

functionality they require to carry out their work effectively and efficiently. Not everybody requires the latest machine. Most people can perform their day-to-day tasks, and much more, using Office 365, therefore requiring only a basic, economical machine to work on. All functionality, and data storage, are taken care of in the Cloud.

Only pay for what you use

Many businesses go through periods of change during uncertain times. Some IT contracts tie organisations into paying a set fee for a year or longer. This can lead to over- (or under-) utilised IT assets. Migration to the Cloud (or, digital transformation), gives your business IT infrastructure the flexibility to easily accommodate changes, from month to month. Your monthly payments depend on the number of users, so if your workforce reduces, you won't pay over the odds, and you can scale as much as you like. Microsoft Azure has flexible pay-for-what-you-use pricing options.

Minimise the risk of human error

While Cloud storage and file sharing solutions make hybrid working easier to facilitate, employees working from home does add an element of risk. Simple errors such as sending an email to the wrong person, or falling for a convincing phishing attack, can severely impact your operation. Resulting cyberthreats could be very costly for your business, in terms of ransomware payments, downtime, or reputational damage. However, with training and awareness your employees can act as a line of defence against cyberthreats for your company.

Invest in a backup plan

Should your business fall victim to a cyberattack, or natural disaster, a disaster recovery plan and offsite backups are essential. Both can be facilitated by Cloud infrastructure. For businesses in regulated industry sectors, specific data prevention policies available in the Cloud can also help with data compliance and information security.

Whatever your industry, a comprehensive cybersecurity and cloud backup solution is a necessary and worthwhile business investment. Contact Burgess Hill based Extech Cloud to learn about optimising your IT operation in the Cloud and reducing your business costs.

www.extechcloud.com

How Might Mentoring Benefit You?



By Joe Cheal, gdb Diamond Mentoring programme lead.

The gdb Diamond Mentoring programme has been running for well over a year and some of the members have taken up the opportunity and benefitted enormously.

I have always considered gdb to be a storehouse of knowledge and wisdom.

I have always considered gdb to be a storehouse of knowledge and wisdom. Yes, we have conversations and network... and sometimes business springs from this endeavour. However, there are a lot of amazing people who know an amazing amount of stuff! Having set up mentoring schemes in a number of organisations, I was keen to continue offering my services in leading and facilitating the scheme.

This article is less about me though, and more about those that have benefitted. For the sake of confidentiality, I have kept the comments anonymous...

Sometimes mentoring can be helpful in developing confidence or exploring and working through your dilemmas...

"The sessions have been very useful in providing practical tips to improve my confidence with presenting, focussing in particular on how my mentor's suggestions and techniques could be applied during monthly internal presentations. For me, the gdb mentoring scheme has been a great opportunity to take advantage of another member's expertise to gain more confidence in an area I struggle with."

"I was at a real crossroads in my current role and having a mentor who was totally impartial made my decision making a lot sounder when making my career choice. Their nature and questioning enabled me to come to my own conclusions weighing up the pros and cons without any bias."

Or you may find mentoring can help you in understanding and developing your business...

"My mentor has continued to support me to grow my business. They challenge me in terms of marketing and networking and I always come away from meetings feeling highly motivated. The scheme has been invaluable and I'm so pleased to have them in my corner."

"I was interested in learning from a bigger company in a

similar space to my business and my mentor was able to help me understand some of the processes they use for planning and measuring growth and profitability. I was able to take away some great tools and processes that I can use in my own company."

They challenge me in terms of marketing and networking and I always come away from meetings feeling highly motivated. The scheme has been invaluable and I'm so pleased to have them in my corner.

"Although I have a complete passion for my business and what I do, I actually had no idea about running a business. I was matched to a mentor who was so unbelievably helpful. They helped me to work through some main areas that were causing me concern around my business expansion. The expansion seemed impossible to do for "just me to cope with" and they helped me to understand what was and wasn't possible at this time, what to focus on and that it could be done. I had help in every aspect of what was needed and now in a few months' time my business will be in a very different place and I cannot wait to see what happens over the next 12 months. I couldn't have taken this leap without the help of my mentor and highly recommend the service to everyone."

How might mentoring benefit you? Is there something you might gain from objective guidance and coaching... that could help you reflect, make decisions and take action towards your goals?



Gerry Lawrence

Freeman Clarke Limited
www.freemanclarke.co.uk

**The gdb
Mentoring Team**



Phil Ager

CEC
www.cec.uk.com



Anya Ledwith

Eshcon Ltd
www.eshcon.co.uk



Joe Cheal

Imaginarium Learning
& Development
www.imaginariumdev.com



Mark Vaesen

Tomango
www.tomango.co.uk



Matt Saunders

Storm12
www.storm12.co.uk



Claire Turner

Claire Turner – EFT
claireturnereft.com

If you would like to apply for mentoring, please contact: joe@imaginariumdev.com.
Alternatively, contact Joe if you would like be considered for the Mentoring team.

For more information see: www.gatwickdiamondbusiness.com/100-diamond-mentors.html

Creative Pod wins Rapid Riser at Sussex Chamber's Inaugural Awards

Award-winning Sussex-based marketing agency, Creative Pod, were pleased to win 'The Rapid Riser' award at the inaugural Sussex Chamber of Commerce Business Awards 2022 this month.

Members of the chamber met at Buxted Park Hotel on Tuesday 20th September to celebrate local businesses and their achievements, with categories focusing on equality, sustainable business models, and community engagement to name a few.

Creative Pod were over the moon to win 'Rapid Riser' at the ceremony, awarded for their exceptional levels of growth with a strong plan for sustainable financial performance. Having grown from nine employees in 2020 to now 25, the company has almost tripled in size, as well as promoting internally, taking

on acquisitions, and working with more businesses than ever.

This award is another brilliant achievement to add to their accolades after winning the 'Creative Design and Marketing' award in March at the Gatwick Diamond Business Awards, and becoming a Drum Recommended marketing agency this year too.

Matt Turner, CEO of Creative Pod, said: "We're delighted to have won the Rapid Riser award from the Sussex Chamber of Commerce. This achievement is a testament to our growth - in employees, in clients, in achievements, and financially too. It feels wonderful to be recognised by such a prestigious body and to be highlighted for the hard work the team puts in. A huge thanks to the chamber for this accolade!"



Other winners of the evening included LoveLocalJobs Foundation, Best of British Events, and Drallim Industries Ltd.

Creative Pod are a full-service marketing agency based in Crawley who are celebrating their 16th year in business this year - the team are ever-growing and taking the Sussex business world by storm. If you're interested in speaking to the team about your marketing or website needs, email matt@creativepod.uk.com for more information.

Can Digital Apprenticeships Offer a Long-Term Solution For Businesses?

Digital apprenticeships are an undervalued route into the workplace which bring a huge return on investment for all businesses. Upskilling an existing staff member through digital apprenticeship training can provide a great saving compared to the expected expense of recruiting a new team member to fill an internal digital skills

gap.

Additionally, using apprenticeships to provide internal development opportunities for employees can greatly improve staff morale. By investing in their skill development, employees feel valued and enjoy working for your company - something we're particularly passionate about here at Creative Process.

By deciding to implement a digital apprenticeship scheme, businesses place themselves in a competitive position - having a consistent flow of skilled employees entering the company, results in a more diverse, proficient and dynamic workforce.

Research carried out by Reed, found 85% of apprentices remain in full-time employment after finishing their apprenticeship programme, of which 64% stay with their current employer.

Apprenticeships are, therefore, a long-term solution to plugging the

digital skills gap and reviving the UK economy. Not only do apprenticeships provide new skills to a generation of people entering the workplace, but they can also be used to upskill the existing workforce.

At Creative Process, we are seeing smart thinking employers taking a serious look at their talent strategy and utilising digital apprentices to not only fill skills gaps, but transition into a new era of talent. Over a few months, our Digital apprenticeship provides candidates with the crucial digital skills driving better talent ROI.

Interested to find out more? Discover our digital programmes or join us for our next webinar.

Find out how you can sure up your business with a digital apprentice at our next Employers' Briefing Webinar, register here: www.creativeprocessdigital.com or contact troy@creativeprocessdigital.com



There May be Trouble Ahead: Sales Strategies for Difficult Times

There are indicators that the UK is moving towards a recession. Based on our previous experience at The Sales Managers' Academy of navigating businesses through challenging times, we recommend that businesses consider these seven strategies to take control of navigating the uncertain future, rather than waiting for a downturn to impact.

1. Check on your customers' new priorities. Make sure you really know what they're focusing on right now and what that could mean for your business.

2. Review your value proposition. Is it compelling enough for what your customers are focusing on right now?

3. Review your customer segmentation. In any economic cycle there are winners and losers. Re-evaluate and reprioritise which sectors you should be concentrating on. Which customers

should you be concerned about losing? Be very selective on priorities as your energy needs to be focused.

4. Make sure that your value proposition is even more targeted for each priority sector/customer. Find some form of measurement that customers are concerned about, which you can show that you can positively impact.

5. Refine your customer messaging so it is relevant for the here and now. Upgrade your promotional content, so it reflects this messaging. Make sure Case Studies focus on the things that concern customers and prospects right now.

6. Sharpen up your sales activities. Buying behaviours will change. Make sure you are checking how decisions are now being made and who is now involved.

7. Tap into your discretionary energy to make the changes required to your normal patterns. Focus on doing a few simple things really well. See what works, and repeat. If it doesn't work, quickly move on to the next thing.

If you'd like a 20-minute conversation about using any of these ideas in your business, please use the Calendly link calendly.com/davidmasontsma/20min

www.tσμα.team



Elekta goes over the top



Dee Mathieson

Elekta Ltd, the global healthcare company delivering precision radiation therapy solutions, celebrated its 50th birthday this year. Colleagues at the UK Head Office in Crawley decided they wanted to mark this occasion by giving back to their local community. A series of fundraising events were organized to

raise money and awareness for charity partner St Catherine's Hospice. The events, designed to engage employees, involved Pet's Factor competition, Elekta Bake Off, a Grand Prize raffle, an ice cream van on site with 25% of takings donated back, entries into the London Marathon and the flagship event of 50 brave colleagues who abseiled down the tallest structure outside of London – Portsmouth's iconic Emirates Spinnaker Tower. The office has raised £29,000 to date, with their Christmas charity raffle taking place in December. The aim is to smash their target of £30,000 across 2022.

St Catherine's has been in operation for 35 years, supporting people who live in Sussex and East Surrey, offering physical and emotional support to those living with a terminal illness and their families. More than 35% of their patients are suffering with cancer, which is why Elekta Ltd have chosen to partner with the charity. Elekta's mission is to provide the best possible

life outcomes for every patient, building hope for everyone dealing with cancer.

As well as raising funds and awareness, Elekta have found other ways of making a difference. They have implemented a robust recycling initiative, donating large quantities of IT hardware and furniture to local schools, colleges and social organisations. Alongside this, they have made an impact in STEM, working with Ifield Community College and Oasis Shirley Park Academy, hosting 20 students across a four-week period, teaching them about the valuable work of Elekta, what a career in STEM looks like, and providing opportunities to spend time in business areas such as Marketing, Engineering, R&D and Legal.

Community is at the heart of Elekta's corporate social responsibility and we will continue to find ways to make a positive impact in the future.

www.elekta.com
www.stch.org.uk

Some Tips for Dealing with 'Difficult' People!



Difficult people can throw us off balance (which is why we find them difficult).

When dealing with a difficult person, ask yourself a couple of questions:

- 1) Are they difficult or simply different (e.g. personality/culture)? If so, expand your knowledge and understanding of what makes them tick!
- 2) What if a difficult person is a person in difficulty? We can all be awkward

because something is preventing us from doing something or we feel badly/unfairly treated. At that moment, we are struggling... in difficulty. There are also folks out there who seem to make a habit of 'being difficult'... but, for me, these folks are even more in difficulty because they haven't learnt to communicate with others in a respectful and collaborative manner.

This is not to excuse negative behaviours, but by developing a modicum of empathy, it can help you to rebalance and deal with folks as if they have a problem to solve... not that they are the problem!

If someone is momentarily 'in difficulty' then establish the issue (e.g. "what's happened?"), then shift it to an outcome (e.g. "what do you need?") and then seek a solution (e.g. "what could we do?").

If you are dealing with someone who makes a habit of being awkward: Separate the person from their behaviour... so rather than 'difficult person' it becomes 'difficult behaviours'. Indeed, if you think they are 'being' something (rude, aggressive, disrespectful, lazy etc) then you are focussing on their attitude... which still won't help you! Focus instead on their observable behaviour: what are they doing which makes them seem difficult? By focussing on specific behaviours, we are better placed to come up with strategies for dealing with those behaviours... rather than the whole person... who may never change!

Joe Cheal, Culture & Leadership Specialist from Imaginarium Learning & Development.

joe@imaginariumdev.com

Always happy to chat about dealing with difficult people & situations!

The new phase of the Recovery Loan Scheme – Key changes for businesses

The Recovery Loan Scheme, introduced by the British Business Bank in 2021 was created to support businesses by providing access to finance as they recover and grow following the pandemic.

The scheme aims to help businesses across the UK, with a turnover of up to £45 million, to access finance up to £2 million (per business group) to aid their recovery, the COVID19 pandemic had on their growth.

The scheme can be used for legitimate business purposes from managing cashflow to investing in their growth through staffing, machinery and more.

Key features and changes

The new iteration of the scheme (August 2022), keeps the main themes of the previous schemes, but with some key differences.

- The maximum amount permitted to lend per business group has decreased from £6 million down to £2 million. The minimum facility starts at £25,001 for term loans and overdrafts.
- Term loans and asset finance facilities are still available from three months - six years, with overdraft and invoice finance available from three months - three years.
- Borrowers that took out a combination of CBILS, BBLS or RLS facility prior to 30 June 2022 are eligible to take out additional finance after 1 August 2022.
- Personal guarantees are accepted at any size facility
- No COVID19 impact test required

Accessing the scheme

The Recovery Loan scheme is only available through the British Business Bank's accredited lenders.



Let's Do Business
Finance

Lenders for the scheme can vary from high street and challenger banks to asset based and Community Development Finance Institution, like Let's Do Business Finance, who are accredited lenders under the new scheme and able to lend to eligible businesses under the scheme until March 2023.

If you think the new Recovery Loan Scheme might be right for your business, get in touch by visiting www.letsdobusinessfinance.co.uk

Two leading HR firms in Sussex announce Merger

Sustained growth has driven two neighbouring human resources businesses to join forces and form The HR Dept Sussex-by-the-Sea.

The HR Dept Eastbourne was launched by Serena May in 2013, followed by Sue Beeby launching The HR Dept Chichester in 2014.

Together the award-winning businesses have expanded into Brighton, Hove, Arun, Adur, Worthing and Horsham and now serve over 100 clients in many sectors.

Based out of offices in Falmer, the expansion will provide more SME businesses in Sussex with crucial HR support and services to help them through both common and complicated HR issues.

The creation of The HR Dept Sussex-by-the-Sea will initially see the recruitment of an HR & Business Support

Co-ordinator to complement the existing team.

Serena comments, "It's been an incredible 10 years so far and I'm so excited for the next stage of my business journey with Sue as my business partner. Sue and I have provided local businesses with quality HR and employment law support for some time. The expertise, experience, and solutions we provide are an essential part of how businesses operate in today's world, and more and more companies are demanding our services as a result."

Both Serena and Sue have won various awards over the years, the latest being the People Management Award in 2021 from County Business Clubs.

Sue comments, "It's onwards and upwards for us. I like to think we are playing a significant role in the communities we serve and the

businesses we support - especially during the last two years. Employers have needed us more than ever to navigate their way through pandemic-related HR issues, whether that's furlough, closing a business, starting a new business or advice with applying Government guidance."

www.hrdept.co.uk/sussex-by-the-sea/contact



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And Relax.....



Monday Blues are normal and it is common practice for most people to do the following: throw themselves out of bed, trudge to the shower to try and wake up, then hit the caffeine to face the day! But on Monday (26th September) the gdb team who are always the rays of sunshine had an extra spring in their step. Why? Well, we have always “tongue in cheek” asked our venues who have spas for a “test drive” to the “relaxation zone” in exchange for a write up in the Diamond magazine. We always considered it to be a fair exchange, but no one seemed to agree, until Tina Bricknall, Sales Manager, emailed to say, “let’s discuss your spa visit to Ashdown Park Hotel & Country Club”. Greatest Email EVER!!!

The Spa was delightful and as soon as we all stepped into our robes, we immediately felt lifted and calm.

Well, not only did the wonderful Tina offer us use of the Spa for an afternoon, but we were also treated to a two-course lunch at the new refurbished Forest Brasserie and a treatment each! WOW Monday turned into Funday!

The magnificent Ashdown Park Hotel & Country Club is surrounded by the Ashdown Forest. The mansion was built in the early 1800s and over the years has housed a Member of Parliament, been a hospital for Belgian Army Officers, a Nunnery and even a management training centre for Barclays Bank.

Even though the rain fell heavily that morning, the moment we arrived the sun shone through. We received a friendly greeting from the spa receptionist and, following a quick but thorough show round explaining everything we needed to know, we made our way to the Forest Brasserie Restaurant

and were shown to our table.

The restaurant had a calming, natural quality and offered a panoramic view across the wooded parkland making us feel we were dining in the trees immediately outside the windows. There was lots of choice on the menu, so it took us a few minutes to decide, but we eventually ordered and when the food arrived, it looked amazing and tasted delicious. Freshly cooked, nice and hot and in Aaliyah’s words “best burger ever!”



The Spa was delightful and as soon as we all stepped into our robes, we immediately felt lifted and calm. We had a dip in the pool, managed a couple of leisurely lengths and then retreated to the spa bath for a chat.

We had a choice of treatment from Facials, Turkish Body Scrub and more, and our thanks go to the therapists who unknotted our muscles and made our skins glow – what a feeling! The quiet room was the perfect place to rest after our treatments and we all laid there listening to the rain outside. And can you believe we all stayed quiet for at least 30 minutes!!!!

But as the saying goes all good things must come to an end; we felt super relaxed and refreshed and wished we could stay for another day! But the magic didn’t end there, as we walked back to the main hotel, we spotted two young deer grazing in the beautiful gardens.

So, if you are feeling the need of a slice of “me time”, you really can’t go far wrong with a few hours at the beautiful Ashdown Park Hotel & Country Club – go on! Treat yourself!

www.ashdownpark.com



‘Orbital South Colleges University Centre’ approved for Higher Education provision at East Surrey College

Orbital South Colleges, comprising East Surrey College, John Ruskin College and Reigate School of Art, is delighted to announce that the Department for Education (DfE) has approved the title of ‘Orbital South Colleges University Centre’ for its growing Higher Education provision.

The University Centre, based at East Surrey College in Redhill, offers a diverse range of higher level courses and qualifications at Level 4 and above that can be studied locally, full or part time. This includes Foundation and Full Degrees accredited by the University of Chichester, Higher National Certificates, Higher

National Diplomas (HNCs and HNDs), Higher and Degree Apprenticeships and Professional qualifications.

These courses are designed to provide the skills and knowledge required to develop a career pathway, allowing students the chance to study a subject they are interested in and boost their career prospects and earning potential.

Richard Pearce, Director of Higher Education at Orbital South Colleges University Centre comments: “Becoming recognised as a University Centre is an important milestone for our university-level provision, which continues to grow

and develop year-on-year. It sends a positive message to all our stakeholders that we offer degrees and other higher level courses locally at the College.”

Course subjects include Art, Design & Media, Business, Accounting & IT, Construction, Engineering, Healthcare & Counselling, Sport & Public Services, Teaching and Early Years. Click on the image to explore the newly launched 2023-24 course guide.

To find out more first hand, book now to attend an Open Event on 12 November / 22 February / 10 June at www.esc.ac.uk/events

New Addition (or two) for the Delta Security Team

Many of you have met Jane Axford from Delta Security Management at different Networking Events but the time has now come for her to take some time off to have her baby and Friday 30th September was her last day. Jane would like to say thank you to the gdb team for all their support and to the members for always making her feel very welcome at the many events she has attended... don't worry you have not seen the last of her as she will be back with the team sometime next year.

Before she leaves, she wanted to introduce the lovely Natalie Campbell who will be covering her Maternity Leave as Sales Manager. Natalie will not only be networking, but she will be out on the road making new connections and

helping to grow the already successful Delta Security Management. Please give her a big Gatwick Diamond Business welcome when you see her as I know she is looking forward to meeting as many of you as possible!

With Natalie's 20 years' experience in sales, she brings a wealth of knowledge to the team here at Delta. She is passionate about helping her local community which is what led her to get involved with saving the Mill in Bewbush. The team at Delta met Natalie when we stepped up to assist with this amazing cause, leading to us all setting up a Community Interest Company to run a community hub from the site more details of which are to follow! With those skills we had to have her on board

here at Delta to drive our business with the same passion!

If you have any questions please get in touch with Natalie and she will be happy to discuss all your security needs.

www.deltasm.co.uk



Natalie Campbell

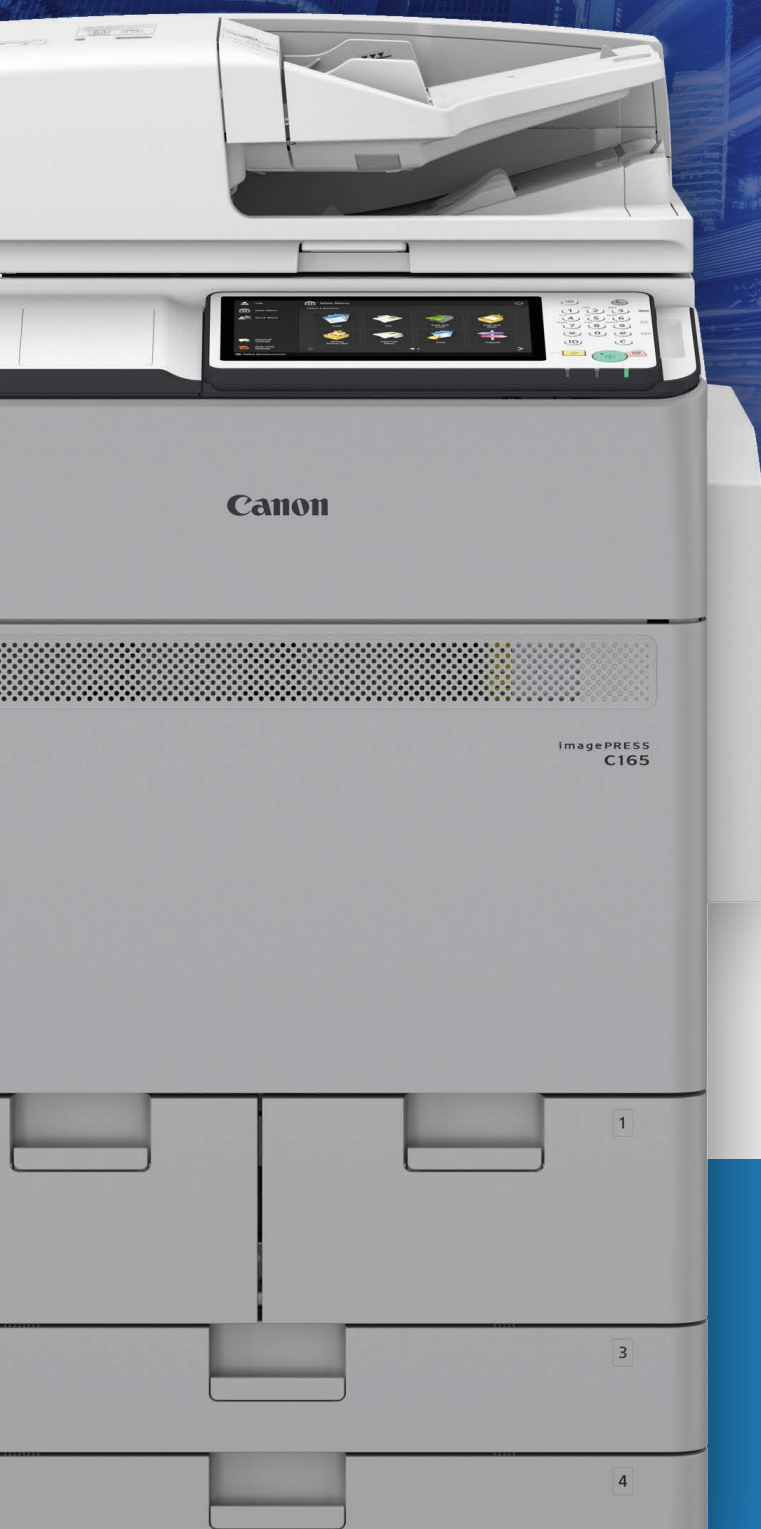


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Impact reporting is growing amongst purpose-led businesses



Think of how an annual report has all the financial details, an Impact report is there for all your stakeholders to find out what you are doing, and plan to do about your impact on the planet, society and how you are run. Essentially, this is your E.S.G (Environment, Social and Governance) strategy.

It demonstrates your goals and your achievements. It communicates your purpose, your vision and your

values with greater clarity. And this matters because not only is this highly respected among today's conscious-driven consumers, but these are the very things that investors are looking for. It also helps prospective employees to choose which company they work for. An impact report highlights the difference your business is making in the world.

To gain the competitive edge that your competitors won't have yet, a well-

produced and honest report allows you to form better relationships with your audience. It is powerful enough to show why anyone should choose your brand above anyone else's. Your own Impact Report can also be used to strengthen employee relationships and to foster a sense of pride as it promotes the goals and celebrates your company's track record.

Creating an Impact Report is easier than you think. If you are already taking steps as a business, to reduce your carbon footprint, or are promoting a fairer place to work, then you have something worth saying. Reach out to andy@harrisonbrands.com or visit harrisonbrands.com/contact to discuss any potential impact reporting requirements.

Trust Registration Service – What Now?

The Trust Registration Service (TRS) is a register of beneficial ownership of Trusts that was introduced in 2017. Whilst this initially required Trusts with relevant UK tax liabilities to register on this Service, further regulations were introduced that required certain non-taxable Trusts to register by 1 September 2022. If Trustees have not registered relevant Trusts by this deadline, action should be taken to rectify the position ASAP.

HMRC have indicated where failure to register is due to deliberate behaviour, a penalty of £5,000 may be charged per offence. However, HMRC have also stated that in practice, this means they will issue a warning letter to the trustee or agent in the first instance, to give them the opportunity to register the Trust by the deadline provided. If the deadline is not met, a penalty is likely to be applied.

Once a Trust has been registered, Trustees should also be aware of the ongoing TRS requirements. These are

listed below.

- Changes to the Trust must be updated on the TRS within 90 days of them occurring. These include changes to settlors, trustees and beneficiaries and applies to all registered Trusts.
- Trusts with relevant UK tax liabilities, there is an additional requirement to declare the details on the TRS are up to date. This must be done on an annual basis by 31 January, whether any changes have been made or not.
- For relevant new Trusts, these must be registered within 90 days of creation.
- Any Trusts that have been closed should be removed from TRS.
- Where Trusts have been registered as non-taxable trusts that later become taxable, the TRS should be updated for HMRC to provide a unique tax taxpayer reference.

Failure to comply with the above may lead to penalties being issued by HMRC.

Requirements under TRS are extensive, Menzies are able to assist Trustees as required.

trustregister@menzies.co.uk



Gurpreet Khatter

Forget the 'great resignation': quiet quitting is in vogue (and it's bad news for employers)

This time last year, employers were looking at ways to stem the tide of resignations in the wake of the 'great resignation'. Whilst that's not gone away, another new problem has emerged: quiet quitting. After going viral on TikTok, the issue has begun to be debated in the mainstream media and employers are beginning to take note.

What is quiet quitting?

Contrary to what the phrase suggests, quiet quitting is not actually about employees leaving their jobs. It describes employees who are simply doing the work required of them in the time they are contracted to work – but no more than that.

For some, quiet quitting means that they do the bare minimum they can get away with. Others will work hard, but within fixed boundaries such as starting and leaving on time, and taking their allocated breaks - even if they haven't finished everything, and they won't respond to emails or calls out of hours either.

It's been linked with Gen-Z's prioritisation of their mental health and private life over long working hours. Critics accuse quiet quitters of being lazy, but they argue that their approach to work is simply different. They want to work, but are not prepared to put in so many hours (often unpaid) that they burnout or are too tired to enjoy a life outside of work. In other words, work isn't the be all and end all of their lives and it doesn't define them. It also doesn't necessarily mean that they are uncommitted to the work they are doing (although some clearly are), or indicate that they are doing a poor job.

Critics warn that employees who adopt this approach are likely to find it difficult to progress their careers and, as a result, limit their longer term earning capacity. They also argue an employee who has no real interest in the work they are doing, is likely to become bored, frustrated or stressed which could adversely affect their mental health. But, of course, that depends on how fulfilling an employee finds their job and how much effort they put in when they are working. Plus, having a real work/life balance may enhance their job satisfaction as they are able to work productively without becoming overwhelmed.

Plus, having a real work/life balance may enhance their job satisfaction as they are able to work productively without becoming overwhelmed.

The stats

A recent YouGov survey discovered that, amongst 18-29 year old respondents, 67% thought people should do only the work they are paid for and nothing else. That's in contrast to 35% of those over 60 and 43% of those aged 50-59. And, according to TIME, 27% of millennials who recently quit did so because their job was not good for their mental health.

This data suggests that younger people are willing to take



Charlotte Sloan

action if they feel their employment is having a negative impact on their lives.

Amongst 18-29 year old respondents, 67% thought people should do only the work they are paid for and nothing else.

How widespread is it?

As the above statistics make clear, these attitudes about work are widespread among younger people. That doesn't mean, however, that young people have no interest in their work, or that this approach is limited to the younger generations.

According to YouGov, across all age groups only 4% say they are doing the bare minimum required to keep their job. 42% said that they are trying hard and putting in a decent effort and 34% said that they were putting in maximum effort, consistently going above and beyond what is required. For 18-29 year olds, 22% said they are putting in the maximum effort and 46% a decent effort. 5% claim to have mentally 'checked out'.

This suggests that quiet quitting isn't having a major impact on productivity. But that may change. The next couple of years are likely to be very turbulent. The UK is now in a recession; interest rates are at their highest levels in years and pay is not keeping pace with the rising cost of living. Employees across all age ranges may decide to 'work to rule' without taking on additional responsibilities or working extra hours if they believe they're being treated unfairly. Unlike the 1970's when 'working to rule' was an industrial strategy, your staff may not come out and tell you that's what they are doing. And, you may only notice once it starts impacting on your productivity or ability to meet targets.

www.irwinmitchell.com



Martha Kent

Need help?

Irwin Mitchell offer fixed-fee training modules on a variety of employment topics, including remote working and back to basics for line managers. We can also provide advice on how you can avoid these sorts of problems, or other employment law issues. If you would like more information on these or have any other employment queries please contact senior associate Charlotte Sloan at Charlotte.Sloan@IrwinMitchell.com.

The next couple of years are likely to be very turbulent. The UK is now in a recession; interest rates are at their highest levels in years and pay is not keeping pace with the rising cost of living.

Follow [@gdbmembership](https://twitter.com/gdbmembership) for the best networking in the diamond

Challenges of the modern office

With the workplace going through a myriad of changes and challenges in the present economic climate many businesses are looking to make cost savings and streamline their operations to ensure not just survival but being able to thrive going forwards.

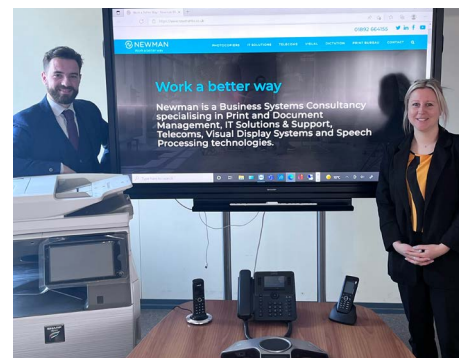
Working with local logistics company ILG, Newman Business Solutions solved their issues with implementing a managed print solution. Newman took the time to work with ILG to uncover their specific business requirements and supply them with the best solution.

Bridget Wells, IT Manager at ILG commented "Working with Newman has taken the pain out of our print solutions. We have gained time and operational efficiency with the managed print solution

by not having to support internally, downtime is negligible. The more efficient and programmable hardware has led to cost saving in stationery and supplies cost. We have also benefited in using the solutions proposed by Newman to actually reduce printing in some areas leading to cost saving and also helping us improve on our environmental policy".

Newman work with and support many businesses across a broad range of industries to stay ahead of the curve. Many of their customers have found the needs of the modern office being met by the latest range of workplace technology solutions that help reduce costs and streamline operations. These encompass Print, IT, Telecoms, Visual Solutions, and print services.

Crowborough-based Newman is a family business founded in February 1980 (almost 43yrs ago). If you are interested in finding out more about Newman, and how they might help your business give them a call on 01892 664155 or check out www.newmanbs.co.uk for more information.



PDT now ranked as a leading firm by the legal 500 in 10 practice areas!



The recently published 2023 edition of The Legal 500 has ranked PDT Solicitors as a **Leading UK Firm** in 10 practice areas: Banking & Finance, Commercial Real Estate, Corporate & Commercial, Debt Recovery, Insolvency & Corporate Recovery, Commercial Dispute Resolution, Property Litigation, Public Sector, Employment and Asset Based Lending.

For the third year running, **Noel Ruddy**, our Head of Corporate, had been singled out as a leading individual in both

corporate and commercial and asset based lending.

Rebecca Glazebrook was also highlighted as a leading individual and for the first time this year **Sian Webber** was listed as a rising star within the corporate and commercial sector.

James Clewlow, **Dawn Shadwell**, **William Angas**, **Noel Ruddy**, **Rebecca Glazebrook**, **Ian Lindley**, **Sian Webber**, **Jane Bowden**, **Craig Burton**, **Holly Goacher**, **Chehraz Fox**, **Oliver Parsons**, **Gail Morris**, **Ben Ashworth**, **Justin McConville**, **Laura McMaster**, **Gina Hope**, **Ruth Clinton** and **Aimee Hunter** have all been singled out as recommended and/or key lawyers in their fields.

Managing Partner, James Clewlow commented "As we head into what looks like a turbulent 2023 it is really good news to know we do so with yet another outstanding set of rankings in the prestigious Legal 500 directory. This is genuine confirmation as to the quality

of the legal services we provide and to the amazing, inclusive, collaborative and supportive culture that is so important to PDT."

The Legal 500 is an independent guide and firms and individuals are recommended purely on merit following interviews by the Legal 500 team with clients and professionals who work with practices. The Legal 500 Series is widely acknowledged as the world's largest legal referral guide.

These rankings reflect PDT Solicitors' strong commercial approach and its ability to deal with complex transactions, consistently attracting high quality, high value work.

You can view more details on the ranking and read the practice area recommendations in more detail on [the legal 500 website](http://thelegal500.com).

www.legal500.com/firms/3716-pdt-solicitors/7531-horsham-england

PRG forges partnership with expert building services consultant



Simon Groves and Andrew Bailey

PRG Marketing Communications is delighted to announce the appointment of Andrew Bailey as PR Consultant, which

further strengthens the company's 42 years' expertise in building services communications.

Andrew Bailey is an experienced writer and PR professional and brings a wealth of building services knowledge to PRG. Andrew was the editor of well-known RAC magazine for more than 17 years and for the last 15 years has been providing specialist PR support for companies in the HVACR and energy management sectors.

Under the new partnership PRG will now be managing PR communications in the UK and Ireland for Carrier HVAC, a world leader in high-technology heating, air-conditioning, and refrigeration solutions and CIAT, one of Europe's leading names in cooling, heating and indoor air quality.

Andrew said: "I have known PRG for a

long time, having worked closely with Ray Groves, now Chairman, in my editor days. It's wonderful to have this opportunity to work with PRG once again and I look forward to supporting them in building on the solid PR foundations we have laid for Carrier HVAC and CIAT."

Simon Groves, Managing Director of PRG said: "We are thrilled to welcome Andrew to the PRG family. Managing the PR for Carrier HVAC and CIAT in the UK and Ireland is an exciting opportunity for PRG and we hope the beginning of a long and fruitful partnership."

www.prgltd.co.uk

Simon Groves, MD of PRG (left) and Andrew Bailey (right).

'Leading With Less' in economic recession, what does it mean for the HR profession?

The UK seems poised on the brink of more economic upheaval, strapped into a financial rollercoaster. We have seen a huge spike in financial interest rates around the world, with repercussions for us all, including increased costs across the board.

What does this mean for our HR profession?

HR is sometimes viewed as being outside the core functions of an organisation and thus a target for cuts. The onus is then upon HR to ensure they are making significant contributions, be it with less resources.

How can we lead with less?

Leaders must fully understand the situation. This current period of austerity is different from any other in history in several unique ways:

1. High levels of inflation

2. High costs

3. Lowest UK unemployment rate for 50 years

4. Increased demand for specific skills and technology in the workplace

Organisations must decide on a plan of action. One common reaction in the past has been to freeze recruitment to cut costs. But in our current, unique situation many organisations have important vacancies to fill. A freeze on recruitment might mean that an organisation will have staff shortages, rendering them ineffective.

Therefore, there is a pretty solid case for these 2 strategies:

1. Retain workforce

2. Upskill workforce

HR leaders will need to manage these strategies, potentially putting them in a favourable position internally, with a clear sense of belonging and purpose. That being: to create a



Nick Thorp

skilled, agile workforce with a positive working environment in order to aid retention and motivation. To maintain or even increase skill levels and use of technology in order to augment productivity and competitiveness.

Read the full blog here on the Roffey Park Institute website: [CLICK HERE](#)

hello@roffeypark.ac.uk

The Rivals - Google Workspace and Microsoft Office

At Glide Training, around half of our customers use Microsoft Office and the other half use Google Workspace (with some using a mix of both).

Which is best, and which one should your organisation use? Well... from our experience each has its pros and cons and, actually, they can work well together.

We regularly help organisations to move from one to the other and have learnt lots along the way. What to do and what not to do varies - but there are best practices that apply to most. Here are some snippets of knowledge that we hope will be useful.

A few Google Workspace benefits

Excellent collaboration tools - you and your colleagues can work together in a document and it works really well!

Easy and clear version control - one of our favourite features is being able to revert to previous versions without having to make a copy.

Shared Drives for team work - create shared team drives with folder and file level permissions and add external stakeholders if required.

Use Spaces - a bit like Teams, you can share files, have group conversations and manage project work in a space.

A few Microsoft Office benefits

Integration with legacy systems - more legacy systems and older apps integrate with Microsoft Office.

Advanced document features - such as creating bibliographies, tables of figures, citations in Word.

PivotCharts - quickly create powerful, easy to read charts based on data in a list.

Project Management tools - In-depth Project Management using Microsoft Project.

Thinking of making the switch?

Here are some things to consider:

- Which is more important to you - easy and effective collaborative working, or in-depth technical features?
- Can you (or do you want to) move fully to Google from Microsoft? Many of our customers find that some users will still need Microsoft Office for certain work (and vice versa).
- Are there any legacy systems that don't work with Google or Microsoft?



- Are your teams ready to embrace the opportunities that the change will offer?
- How will you ensure that users fully engage and get up and running quickly with the new software (hint: we can help with that!)
- How's your change management going to work? We wrote an article on this that you can read on our blog - glidetraining.com/why-change-getting-people-on-side

Some handy shortcuts

Excel and Sheets - Click into a list and type CTRL A to select the whole list.

Word and Docs - Remove formatting from selected text with CTRL and the spacebar.

PowerPoint and Slides - In a slide show, type the slide number and press Enter to go straight to that slide.

About Us

Glide Training provides tailored online and on-site training in major business software platforms such as Microsoft Office, Google Workspace and Adobe Suite.

Rather than offering a set menu of fixed-content courses, we work with you to explore your requirements, then design and deliver a training programme that covers what your team actually needs to do in order to perform effectively.

We are currently offering a discount for new customers who read Diamond Magazine - see glidetraining.com/gdb-offer-2022

We are currently offering a discount for new customers who read Diamond Magazine

St Catherine's Hospice lottery hits £15M jackpot

St Catherine's Hospice in Crawley is celebrating a milestone moment as its fundraising lottery has now raised £15 Million for the charity since it first launched 24 years ago.

St Catherine's lottery offers its players a chance to win one of 41 cash prizes each week, whilst also helping the hospice to deliver its vital end-of-life care and support to terminally ill people and their families across Crawley, Horsham, East Surrey and Mid Sussex.

Paula McGoveney, Director of Income Generation and Marketing at St Catherine's says: "We are overwhelmed by the incredible support our local community has given St Catherine's lottery. Since it first launched back in 1998, the fundraising team have signed up 47,248 supporters and 228 players from our very first draw are still active members today. The lottery is a wonderful way for our supporters to

make a small donation to help local people receive the care and support they need when life comes full circle."

Lottery players each week have the chance to win either one prize of £1,000 or 40 chances to win £20. Over 70p of every £1 donated to the lottery goes directly to St Catherine's patient care and more than £18,000 is raised for the hospice every week thanks to its lottery players.

Christine Pearce from Haywards Health has been playing St Catherine's lottery since 2013 and recently won £20. She says: "I remember the hospice opening and the Queen Mother coming to lay the foundation stone. My friend was cared for at the hospice and I've always remembered that her dog was able to visit her. Playing the lottery is only a small amount to give but it's a guaranteed source of income to the hospice. Without St Catherine's the



Chief Executive Giles Tomsett with lottery fundraisers Zoe Dolding and Mandie Pastars

world would be a much sadder place."

If you would like to join St Catherine's Lottery you can sign up via its website www.stch.org.uk/lottery or contact the fundraising team on 01293 447373.

University of Sussex Business School launches innovation network



Derek Granger

September saw the first in a series of lunchtime innovation networking events co-hosted by the University of Sussex Business School and EY Breakthrough. This new hub offers innovation ideas and practical support to local and regional businesses, SME's and start-ups.

Derek Granger, EY Breakthrough Director, explained how they can advise

SMEs and start-ups on innovation grant applications and tax relief claims. Derek said:

"Innovation grants help businesses grow but obtaining them can be challenging. We help businesses identify those they may be eligible to apply for and help with the application process to make sure submissions are robust. We also assist firms with Research and Development Tax Credit relief claims, as this is the single biggest funding mechanism for small business investing in innovation."

Derek continued: "Businesses offering a specific product can consider if it is patentable. Patented products can help small businesses improve competitiveness and offer an advantage over multi-nationals. Patent Box Relief is another area where we advise business."

Dr Sebastian Weidt, CEO at Universal Quantum showed how innovation funding is growing their business.

Launched as a commercial spin-out of the University of Sussex to develop a commercially viable quantum computer, the company now has more than 30 employees and offices based at the University, Haywards Heath and in Germany. Sebastian said:

"Quantum computers have the potential to solve real-world problems that today's supercomputers cannot tackle - from drug discovery to climate change. The commercial applications are huge but only if we can scale quantum computers. Creating a large-scale quantum computer is our goal and providing cloud-based access will help democratise quantum computing and advance this technology."

To join the School's innovation network, contact Marcus Atkinson, Engagement Manager, exteng@sussex.ac.uk. The next event takes place on campus at Jubilee Building, 1 Dec 2022, 12 noon to 2pm.

RPD Foundation Dig Deeper into Corporate Social Responsibility (CSR)



The RPD Foundation, created by accountancy firm, Richard Place Dobson in West Sussex, advises charities and social enterprises with financial know-how, governance, and strategy. The Foundation is leading on an initiative to help connect charities and businesses to develop meaningful partnerships within the Corporate Social Responsibility (CSR) arena.

CSR has become increasingly important to the business and charity sectors, and many organisations understand that it's crucial to their operations, business strategy and bottom line. Many organisations actively

engage in charitable and community initiatives. However, there is still a striking gap between those who do and those that don't understand what meaningful CSR really is. Or perhaps they don't know how to incorporate it into their business and connect with the right charity partner.

Here are some examples of CSR benefits

1. Environmental awareness.
2. Community engagement.
3. Ethical sourcing.
4. Social responsibility.
5. Staff motivation – team building, volunteering, skills training, and fundraising.

Do you fall into one of these three categories?

1. Do you already know what CSR is and what your next steps are?
2. Would you like to "give back" but don't

know how?

3. Are you new to the CSR world and would like to know more information?

What are the barriers?

Some examples from our recent survey of local businesses in West Sussex to understand the gaps. Told us:

1. 60% of businesses said they've been involved with CSR before. However, 40% said they feel they know little about CSR.
2. 65% of businesses say that the environmental impact is one of the most significant benefits of CSR in their business.

What next?

We will continue to reach out to organisations to see how we can support them and help find the right charity partner for meaningful CSR. Please get in touch to speak to us:

www.rpdfoundation.co.uk

Turning our footsteps into forests

Last month, our client, Control Energy Costs, asked us to run a campaign which linked environmental action with employee wellbeing. We recommended the 30-day challenge using the Treetly app, enabling the whole team to turn their footsteps into forests.

The campaign was centred around two awareness days; FSC Forest Week, which increases awareness of responsible forest management and World Mental Health Day, which raises awareness of mental health issues.

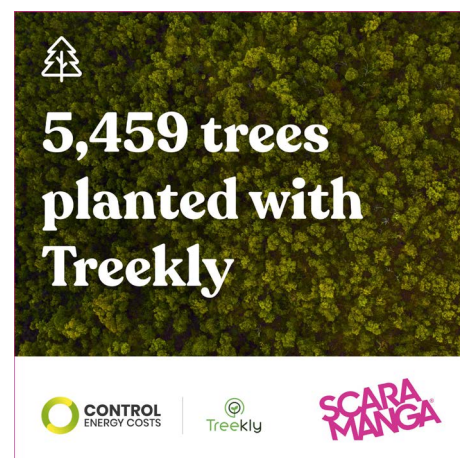
We managed the campaign on social media and Control Energy Costs invited us to take part. Our daily steps were recorded by the app, with the reward of one Madagascan tree planted on behalf of each participant that walked 5,000 steps a day. A weekly leaderboard fuelled

some friendly competition, motivating us to increase our step count ranking.

The campaign had a profound impact; 22.6 million steps and 5,459 mangrove trees were planted collectively. Mangrove trees are key players in tackling the climate crisis and our efforts will remove 272 tonnes of CO2 from the atmosphere between now and 2030.

Many participants were encouraged to make changes to their everyday habits. Our director, Claire Scaramanga, said "I found myself walking more each week, including making time for a walk at lunchtime, which is so good for clearing the head. It's been a great app; we've loved promoting the campaign for Control Energy Costs and thank the team for inviting Scaramanga to take part.

The campaign was successful in



highlighting the importance of protecting our planet and our health, and we would encourage other organisations to follow in our footsteps.

scaramanga.agency



Research and Innovation

RISE Horizons programme

A new series of inspiring thematic workshops and masterclasses, using the latest cutting-edge research and industry insights to address sector-specific challenges and their emerging opportunities.

- + Innovation in Tourism and Hospitality
- + Innovation in Manufacturing and Supply Chains
- + Innovation in Health and Adult Social Care

Explore the RISE Horizons programme

rise-innovation.uk/programmes

RISE membership and participation in this programme is free for eligible small to medium-sized businesses.



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

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

Start your journey towards an MBA with a Senior Leader Degree Apprenticeship.



Karen Jefford

"I'm halfway through, and already I've seen a change in the way I apply new knowledge, how I support individuals and I'm more focussed in my strategy for everyday operations - I can already see the transformation after only a year." Karen Jefford, Chief Operating Officer, Building Heroes (pictured).

This popular apprenticeship provides an opportunity for experienced

professionals and those aspiring to senior management to study for a Postgraduate Diploma in Leadership, awarded by the University of Brighton, and based on their long-running and highly successful MBA programme, alongside achieving the new Senior Leader Apprenticeship award.

By blending part-time university study with work-based learning this programme will enable talented managers in any sector or profession to take the next big step on their career path.

All course work is based on real projects for the apprentice's own organisation, and from day one, apprentices will gain an enhanced sense of perspective, through looking at their organisation and role, through the lens

of each subject area. They bring tangible solutions to existing issues using the skills and behaviours they study at university.

Much of the content is based on the university's well established MBA programme, and upon completion of the apprenticeship, you can choose a fee paying 'top up' to the full award.

Apprentices on this programme come from many sectors including Healthcare, Events, Charity, Civil Service and Local Government.

To find out more, visit our website (www.brighton.ac.uk/business-services/professional-development/apprenticeships/business-and-management/senior-leader-apprenticeship.aspx) or email us at apprenticeships@brighton.ac.uk.

How is blockchain changing the way businesses operate?

You will probably have heard of Bitcoin and cryptocurrencies but what about the technology that underpins it all? Blockchain is a revolutionary technology that has so much scope to change the way business operate. Blockchain will have an impact on all sectors of business, which in turn will affect the way we live.

Bitcoin uses blockchain, however there is so much more to this technology than that. This new technology will start to have an impact on your business, so grabbing an understanding of Blockchain is essential.

The main purpose of the Blockchain is to permit fast, secure and transparent peer-to-peer transactions. It is a trusted, decentralised network that allows for the transfer of digital values such as data, contracts and of course currency.

Key Features and Benefits

- A peer-to-peer network that removes the need for trusted third parties;

- Everything is processed quicker and cheaper than standard systems;
- It is a public database, all transactions are visible on the network;
- The database cannot be changed without more than half of the network agreeing;
- It is not controlled by one single entity and it has no single point of failure;
- Blockchain can be used in many different industries, not just digital currencies.
- It removes the cost of third parties;
- Payments and data are processed much quicker;

- Database management between businesses is much easier;
- Data protection/security is improved on a large scale.

Blockchain technology will change the way businesses operate. It will also change the lives of millions of people by giving them the ability to store and send digital currency to one another (as well as other data assets in the future!) All business sectors around the world are starting to embrace it.

www.yourcryptocoach.co.uk



Sleep Easy

We are YMCA DownsLink Group, the largest youth homeless charity in the South-East. Our mission is to transform the lives of vulnerable 16–24-year-olds who are homeless or at risk of homelessness.

Many of the 6,000+ young people we help each year have nowhere left to turn – until they find us. We offer safety, security, and support. We enable young people to move from crisis situations caused by family breakdown, abuse, neglect, parental loss, or mental health challenges and get them back on track.

We provide a home to 787 young people every night at our accommodation facilities. We also offer practical assistance with education, training and employment and deliver counselling, advice, and family mediation – within our accommodation as well as in schools and the community.

But our work is far from done.

How can you help? On Friday 10th March we're running our 'Sleep Easy' event at Brighton Rugby Club and Horsham Football Club. This fundraising challenge doesn't replicate the terrifying experience our young people face. But it does present an opportunity to give up your bed for a night, in support of all those who face homelessness every day of the year.

Your sponsorship will go directly towards our services that help young people overcome the barriers preventing them leading a more positive life. It is a fun event with a serious purpose, where you can help us raise awareness of the challenges homelessness can bring.

In return, we promise positive employee engagement with some great PR opportunities to share with your networks and customers.

Brighton or Horsham a bit far? You can also get our DIY kit and host your own

event at a more convenient location. At your office, or on the CEO's driveway - it's up to you!

To find out more contact james.gaydon@ymcadlg.org or 07741 324453



Google Ads – a cautionary tale



Many local businesses benefit from our Google Ads management services, receiving enquiries which may have otherwise been beyond their reach.

But there is a murkier side to Google Ads.

Whether through inexperience or unscrupulous intent, Google Ads campaigns can end up costing you a

lot of money for very little reward.

Here are 3 things you should ask when using an agency like us to manage your Google Ads.

1. Is there full disclosure?

There should be absolute transparency about what the agency is spending your money on and how this is benefiting you.

You should receive clear data on the locations and search terms your ads are appearing for and monthly reporting on key figures.

2. Are unconvertable clicks being weeded out?

If you're a furniture removals company in Tunbridge Wells you really don't want your ads to appear when someone searches for "mole removal tunbridge wells". (Real life example!)

Even though the description makes it clear you're not offering the service they need, there's still a chance they'll click on your ad and cost you money when they are never going to convert.

3. Are your ads in the best position?

If your adverts are always appearing at the bottom of page 1 or, worse still, on page 2, challenge your agency about why this is. The cost per click will be much lower in these positions, but so will your conversion rate.

Get the most from your Google Ads?

If you're not sure whether your Google Ads are optimised, or if you want to get a new ad campaign off on the right foot, then Tomango can help. Call us on 01273 814 019, email hello@tomango.co.uk or visit our website: www.tomango.co.uk

MIDPOINT

23

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Welcoming
environments
inside and outside



Tim Hardwicke
thardwicke@shw.co.uk
07989 420 989



Ken Boyle
kenboyle@kba-property.co.uk
07711 068 015



Tim Clement
tim.clement@eu.jll.com
07970 092 974

Or contact the landlord directly:

Mileway

Joe Unkles
joe.unkles@mileway.com
020 3991 3516

A23

Upcoming Events

www.gatwickdiamondbusiness.com/events

gdb Networking

Wednesday 16th Nov: 14.30 - 16.30

gdb Afternoon Tea at Hotel du Vin

- Join us for an afternoon of informal networking whilst enjoying a delicious afternoon tea at this stunning hotel!
- £25 + VAT for gdb Members
- £35 + VAT for Non-Members

Friday 25th Nov: 11.00 - 12.00

gdb November Educational Seminar at Reigate Manor

- Unlock Your Motivation: Beat the Stress - Even if you feel like you can't be bothered!
- This event is free for gdb Members and Non-Member Guests who have purchased a Members Meeting Guest Ticket.

Friday 25th Nov: 12.00 - 14.30

gdb November Members Meeting hosted by Reigate Manor

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

Tuesday 29th Nov: 8.30 - 10.30

CONNECTED CRAWLEY

- Manor Royal and Crawley Town Centre BIDs, Freedom Works and Gatwick Diamond Business are delighted to invite you to the Connected Crawley collaborative networking event at The Base.
- FREE for companies in the Manor Royal and Crawley Town Centre BIDs, and for members of Freedom Works and Gatwick Diamond Business.

Thursday 8th Dec: 8.30 - 10.00

The gdb Business Breakfast

- Brought to you in partnership with Crawley College and Crawley Town Centre BID, this monthly breakfast will provide a friendly, relaxed and informative environment for local businesses to network and improve their business profile. With a guest speaker and a delicious full English breakfast.
- £17.50 +VAT for gdb Members
- £20.00 +VAT for Non-Members

Thursday 15th Dec: 12.00 - 14.30

gdb Christmas Networking at Ease at Nutfield Priory Hotel & Spa

- Network and build a range of business contacts, whilst enjoying a delicious three course lunch at this impressive venue.
- £37.50 + VAT for gdb Members
- £47.50 + VAT for Non-Members

**Get Connected with
your Business Community
through the Events Programme**

gdb welcomes new members

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



emstar.biz

EMSTAR

Founded in 1999, Emergency Service Training and Resilience (EMSTAR) is a leading provider of corporate first-aid training. With over 22 years' experience in delivering clinical and emergency-response driver training, our unrivalled portfolio includes everything from basic one-day First Aid at Work courses through to comprehensive ambulance technician qualifications. We cover all

aspects of training required for small and medium business to ensure compliance with health and safety legislation. All our training can be provided at our bespoke training centre in Horley or can be provided on site by one of our dedicated trainers. Please get in touch for more details: info@emstartraining.com / 020 8522 1853.



www.hrdept.co.uk/sussex-by-the-sea/contact

HR Dept

The HR Dept Sussex by the Sea provides a comprehensive outsourced HR service for small to medium-sized businesses across Eastbourne, Brighton, Hove, Chichester, Arun, Worthing, Adur, Horsham and surrounding areas. We take time to understand you, your business, your people and work with you to identify your HR needs and provide a tailored, adaptive, and cost-effective service. We provide ongoing support and

ensure that you are legally compliant. Most importantly, The HR Dept Sussex by the Sea helps you to build a better business and boost your profits.



www.handpickedhotels.co.uk/nutfieldpriory

Nutfield Priory

Nutfield Priory offers the ideal setting for an intimate break at a luxury hotel, a romantic wedding venue and, with a wonderfully accessible location, an inspiring conference venue near Redhill, not far from London. Set alongside the country house hotel is the Nutfield Priory Health Club and Spa, a great place to workout, relax or unwind. Dogs are welcome too as we are now proud to be a dog friendly hotel.

Inspired by the Neo-Gothic splendour of the Palace of Westminster, this unique Victorian mansion house which dates back to 1872, delights with its unique artwork and many original features.



Peninsula

Peninsula are the UK's leading HR, Employment Law and Health & Safety outsource support for small to medium sized businesses. We have nearly 40 years of experience supporting our clients, so that they can grow and develop their businesses with confidence and integrity.

In today's uncertain world, it is really important that all employers maintain

the standards of their employment contracts, and policies and procedures, thus enabling them, with the right quality of advice, to handle staffing issues quickly and efficiently. Health & Safety compliance requires the appropriate risk assessments and policies, as well as information and training for staff.

Peninsula provide the answer.

www.peninsulagrouplimited.com



SOS Systems

Established in 1985, SOS Systems is one of the leading providers of print hardware, software, and services in the Southeast of England. ISO9001 2000 accredited, SOS is one of a select few Canon Platinum Partners in Europe. SOS also offers secure cloud printing, document management, eSignature, homeworking, and automated accounts payable solutions.

Our print infrastructure audit is popular with customers and prospects alike. A free service, it comprises an on-site evaluation of your current hardware, software, and workflows to identify opportunities to reduce costs, improve document security, streamline print processes, and enhance productivity whilst helping you meet your sustainability objectives.

www.sosystems.co.uk

Referrals

#goodpeopleknowgoodpeople

We would like to thank the following members for referring gdb to their business contacts:

- Lorraine Nugent from Wildwood PR for referring Strive AV Ltd
- Steve Jebson from Business Doctors for referring Lloyd HR Consultancy Ltd
- Peter Frake from Innovation Fire & Security for referring Your Crypto Coach Limited
- Jeff Downs from Quantum Sales for referring HR Dep, Sussex by the Sea

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

Diamond Listing Directory

Welcome to your Diamond Listing Directory

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

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

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

Accounting / Financial Services



Brewin Dolphin

www.brewin.co.uk/gatwick
paul.cannons@brewin.co.uk
01293 661323



Carpenter Box

www.carpenterbox.com
info@carpenterbox.com
01293 227670



KPMG

home.kpmg/uk/en/home.html
Timothy.Rush@KPMG.co.uk
01293 652000



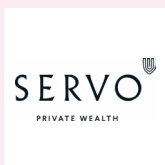
Kreston Reeves LLP

www.krestonreeves.com
tracy.morrison@krestonreeves.com
01293 776152



mnAI

www.mnai.tech
sales@mnai.tech
020 31516624



Servo Private Wealth

www.servoprivatewealth.com
info@servoprivatewealth.com
01444 715200



Airport / Airline Services

Gatwick Airport Ltd

www.gatwickairport.com
richard.lennard@gatwickairport.com
0844 335 1802



jetBlue

www.jetblue.com



Virgin Atlantic Airways Ltd

www.virginatlantic.com
01293 747747



Banking

HSBC UK

www.hsbc.co.uk
sarah.k.milligan@hsbc.com
07717 690813



NatWest

personal.natwest.com/personal.html
Andrew.Kettle@natwest.com
01293 643096



Environmental Services

Cleankill Pest Control

www.cleankill.co.uk
enquiries@cleankill.co.uk
0208 668 5477

Food & Drink

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www.lovwater.com
nick.swan@lovwater.com
0345 5200820

**Nestlé UK Ltd**

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conference@ashdownpark.com
01342 824988

**Millennium & Copthorne Hotels Plc**

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torsten.puck@millenniumhotels.com
01342 348800

**Strive AV Ltd**

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01342 778083

**The Arora Group**

gatwick.arorahotels.com
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arorainternational.com
01293 530000

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01273 224300

**Wilton Park**

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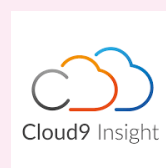
**First Central**

firstcentralgroup.com
jo.harrison@first-central.com
0333 043 2066

**Plan Insurance Brokers**

www.planinsurance.co.uk
marketing@planinsurance.co.uk
0203 004 5572

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**Cloud9 Insight Ltd**

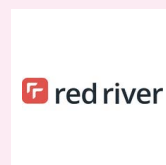
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accounts@cloud9insight.com
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**Extech Cloud**

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**Lucidity**

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**Red River Software Ltd**

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**Vazon Technology**

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07880 728209

Legal Services



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01293 602892



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0203 667 5400



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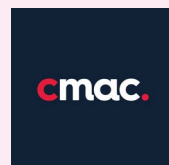
Local Government / Public Sector



Crawley Borough Council

crawley.gov.uk
01293 438000

Logistics / Travel Services



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0333 358 0156



Cubic Transportation Systems

www.cubic.com/transportation
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DNA

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ILG

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Marketing / Media / PR



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07843 259166



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020 3371 3295

Medical / Health / Wellbeing



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01293 654378



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Welland Medical
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Regency Grove Communications Ltd
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enquiries@rgcltd.co.uk
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Thakeham Group
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info@thakeham.com
01403 787300

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info@chichester.ac.uk
01243 786321



Control Energy Costs Ltd

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01737 556631



East Surrey College

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employerservices@esc.ac.uk
01737 788316



Southern Water

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01903 272776



Emergency Services Training and Resilience Ltd

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University of Brighton

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enterprise@brighton.ac.uk
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01273 606755



gdb Re-Energise 2023

BOOK NOW!

Thursday 19th January 2023

The wait is over, gdb Re-Energise is back for 2023!

We are returning to the beautiful Stanhill Court on the 19th January to bring guests together with thought-leaders to inspire, motivate and learn.

Re-Energise provides an opportunity for you to invite your team members and guests for a morning filled with infectious motivation and powerful positive messages from our guest speakers.

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