

# sthe Source

July/Aug 2019 #GettingBusinessDone

gatwickdiamondbusiness.com



Design By



#### WHAT'S NEW?

### A message from your Chief Executive



As I write, we are looking forward to our AGM – my first – on 28th June. Anya will review what has been another successful year for gdb, and I will be anticipating an exciting year ahead. We will be saying goodbye to Nick Broom of PVL who has served on the gdb Executive Council for the maximum 5 years – he has made a huge contribution and I know will continue to do so as an active and influential member. The silver lining is that we will be inviting at least one new member onto the Executive Council.

In the last Source Edition, we wished Shelby and Bryony the best of luck as they move on to develop their careers. Now we can welcome Gabriella Tricarico who has joined us as Events Executive. On the 1st July, Katie Lines will be joining us as our new Apprentice, supporting Mandi on Membership.

In this edition, Mandi summarises feedback from our most recent membership survey. It is of course great to see how you value gdb membership. It is particularly pleasing to see that over 70% of respondents have collaborated with other members – the benefits of networking are not all about direct sales.

But we are not resting on our laurels - the support we provide must continue to

develop. In my discussions with individual members, confirmed by feedback from the Survey, one area we can grow is around the learning and "show-casing" opportunities we provide.

So, I am very pleased to announce a new programme in partnership with Roffey Park – The gdb / Roffey Park "Future of Work" Seminars. The inaugural seminar in the autumn will be led by Dr Robert Coles, Roffey Park's CEO. Later seminars (about 4 a year) will provide opportunities for other members to lead. In the prestigious setting of Roffey Park, the programme will provide both learning and show-casing opportunities for members.

More to follow!

### Chairman's Column

When I stood in front of the gdb AGM last year I was anticipating a rollercoaster year ahead. And yes, it really was - I am very pleased to share now some of the successes and highlights of the last year for Gatwick Diamond Business.

We delivered 75 events to help you network, learn and grow.

Monthly Members' Meetings, attended by over 1,000 members representatives, plus 11 educational seminars, ranging in subjects from Growing a Sustainable Business, Strategy Execution, The Secrets of Winning Awards, and You Can't Say That! We had 50 free events, such as pastries & networking, At Ease lunches and even tours of Shoreham Port, Amex Stadium and the i360.

We supported our charity members with fundraising and the flagship gdb Charity Challenge held at South of England Event Centre, great for team building.

We had another successful Gatwick Diamond Meet the Buyers, putting together buyers & suppliers from around the region. This has, so far, generated £10.5 million in orders. Our Re-Energise Conference in January presented insightful speakers who made us think about not only our business, but also our own lives & perspectives.

And of course the amazing Gatwick Diamond Business Awards. To quote Julie Kapsalis of the Chichester College Group: "It was a fabulous evening, so much fun and professionally run. It is The Must Attend Event of the region's business year. "

We have provided strategic influencing and lobbying on a range of regional economic issues such as skills & education, the airport's master plan, housing and commercial investments, and planning applications.

In terms of membership numbers, we finished the year on a healthy 421, with a target next year of 440.

In the annual membership survey, 73% of respondents said that they had helped, traded with or partnered with other members. This shows that gdb networking works!

It has been such a busy year - challenging yes, successful certainly.

I'd like to say a huge thank you to our fantastic gdb team for their dedication, professionalism & great achievements!



Anya Ledwith Eshcon Ltd

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### And the Results are in..... Here's what our Survey SAYS

Last month we ran our annual Members Survey to gage how we are doing as an organisation and what we could do better to assist you, the Membership. Thanks to all of you who took the time to respond. The Winner of our Prize Draw is (drum roll)...Jorg Bornhofft, from XN'K Consulting. Congratulations!

Nearly 70% of respondents joined gdb by recommendation, which proves our theory of 'Good People know Good People'. The primary reason for joining gdb, over 55%, is to network and build business connections.

As you could probably guess, networking was in the number one slot for 'What Membership Services Have You Used within the Past Twelve Months'. New in at number two was the gdb Website Events Page. Staying in the top three, we have reading of 'the source' magazine. Our new improved Members Directory (thanks to Storm12 for development) is in at five. The Members Meeting takes the lion's share in 'What Networking Event Do You Enjoy the Most'.

We pride ourselves in being a 'community of businesses' and the stats don't lie! Over 70% of respondents have collaborated/assisted/ partnered with fellow members - some great examples of how networking works.

We do love to hear what you value – here are the top 5:

- Enjoying the variety of networking opportunities on offer and at different times/locations to suit all.
- Size of membership base and the member-tomember support throughout the membership.
- The support and professionalism of the

gdb team.

- The friendliness of all involved.
- A professional and rewarding framework that encourages me to be proactive in building new relationships to help us develop our business.

And of course, there is always room to improve - here are some of your suggestions:

- More support for micro businesses within gdb and, on the flip side, the ability to network with the larger organisations.
- More Educational Seminars and learning opportunities with a better guide to them.
  Improve communication on parking at events.
- More events.

We also had several suggestions for more cake at events, seriously yes members want more cake!

For the first time, this year we asked how you would describe gdb to a potential member to inform how we market gdb – we've captured the main messages in this word cloud: Looking ahead, once again Staff is the key focus for nearly 60% - recruiting and development/ training. Not surprisingly, many of you expressed concerns about the uncertainty of the 'B' word and the onward effect that may have on staffing, legislations and economy.

The team at gdb are always looking to learn from the Members and develop our offering. Thank you all for your comments and suggestions about what you would like to see as part of your membership benefits. We will be working on these so watch this space...

Do let me know if you would like me to discuss membership with any of your business contacts – 83% of respondents say they are likely to refer contacts to us!

And one very last thing from me, if the survey has raised any queries about your membership and you would like to discuss further, please do get in touch with me.

mandi@gatwickdiamondbusiess.com 01293 440088

contacts active opportunity know events networking organisation large knowledge GDB Big networking group connections organisation environment area fun

members range community companies great networking opportunities networking new business support friendly way local business build local group

meet fantastic people way meet good mix welcoming diverse professional supporting local excellent inclusive supportive professional organisation team membership

### Welcome to Gabriella

I joined gdb in June 2019 and already I am really happy to be part of such a great team!

My role includes designing, marketing and delivering our membership events programme with guidance and support from the Operations Manager and Chief Executive. I also work closely with our Membership Executive to ensure a joined-up approach across our membership development and events operations.

I am looking forward to helping with further developing the Events Programme and meeting and working with gdb members.

gabriella@gatwickdiamondbusiness.com 07918 562248



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

Membership Works Talk to us on 01293 440088

#### **NETWORKING WORKS**

## Business Trends 2020: How companies are using purpose and culture

### as growth drivers

Throughout our business and personal lives, consciously and unconsciously, we make "selection" assessments. Today, businesses, customers and employees are all making decisions based on more than just finance. Those businesses that stay ahead of the competition, keep their customers happy, attract, recruit & retain the best talent, are those with a clear purpose and enriching culture.

On Tuesday 21st May, leaders from a range of sectors and businesses, gathered to hear some thought-provoking insights on how putting purpose and culture at the heart of business can ultimately drive growth and increase profit. Speakers included fellow GDB members Nici Jupp, Talent Gateway and Jan Rogers of ESETU, together with R. Michael Anderson, Technology Leadership Insider, Sarah Fraser, Head of the Willmott Dixon Foundation and Ben Carpenter, CEO of Social Value UK. The event was kindly sponsored by GDB member Andy Tillbrook, Managing Director of Robert Denholm House.

Key points included the importance of embedding purpose and culture throughout a business, working collaboratively to achieve this and the need for scrutiny to ensure accountability. The intrinsic relationship between



purpose and culture was highlighted and the requirement to clearly communicate this together with being proud of your purpose and achievements. If you are interested in learning more, contact nici@talentgateway.net or jan@ esetu.co.uk to hear about future events. www.linkedin.com/in/helloesetu

### Learning To Thrive



Enabling personal and commercial success through learning matters to Simon Bland and Dr Elaine Hickmott.

When we came together to create our educational seminar for gdb our aim was to help others re-think and re-energise their attitude and approach to learning. Why? Staying relevant and creating value in a dynamic business landscape means individuals and organisations must continually adapt and evolve. Learning is at the heart of achieving success and maintaining momentum in this everchanging environment.

As we discussed our varied experiences we found that, regardless of the setting or scenario, there were consistently four elements which, when combined, enabled people to thrive through learning.

How I / we roll: Learning is natural and we do it all the time. Recognising this encourages us to do more and inspire others to the same. Lifelong learning is the name of the game.

Whole human: We are all so much more than our job titles and areas of expertise. Taking a more holistic view of ourselves and others opens the door to untapped talent and capabilities.

Scaffolding: Accessible frameworks help support learning. Forget bureaucracy and keep it simple. Include milestones and

#### measures to monitor progress.

Accountability: Although self-motivation is a powerful thing, adding in external accountability brings a different dimension. Trusted confidants can give that extra ingredient for continued success.

It was great meeting everyone at the seminar. Thank you to everyone who joined us. We're off to get on with our nautical and art-themed learning objectives. How about you?

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Dr Elaine Hickmott | Independent Talent Development Specialist | elaine@ehenterprises.com

www.talentgateway.net

#### **ADVICE**

### Do you see the future?

It's very easy to read technology articles which focus on trends and start looking at how to implement them. It's not so easy to find the right solutions for the strategic direction you want to take.

Large consultancies churn out reports regularly to talk about the latest gadget or whizzy system and it can leave other businesses thinking they must jump on the bandwagon or perhaps even that it's all out of their reach.

The reality is that often simple things will make use of technology in ways that aren't so obvious. Our social media platforms use algorithms, and Al for data mining is a standard. If you use a chatbot, for example, you are using several technologies without realising it. If you are considering your next big strategic move and have ideas around using technology be clear on your vision for what you want to achieve. Here's 5 key tips to help you:

- Don't centre your vision around the technology
- Do focus on what you are solving for your customer
- Do focus on functionality internally who needs to work with it?
- Do embrace different perspectives by designing with different teams
- Do focus on people. They will be using it so how does it serve them?

Once you have your vision for what you intend to achieve you can start to develop your value proposition and strategy.

Need some help? Bluedotaug can support you in developing your vision, value proposition and strategy using a range of methods we have applied in organisations large and small.



Technology itself is not the future, but how you use it creates the future.

Visit our website at www.bluedotaug.com or email sandra.norval@bluedotaug.com to talk through your ideas and get started on your vision.

### Why is L&D so important?

55% of all employees will need substantial re- and up-skilling by 2022.

As the battle for talent intensifies, upskilling staff through training and development is becoming an essential requirement for businesses who want to bridge gaps related to employee engagement and retention.

Your workforce is an investment for your company. Whether they are a long-term employee or recently hired, offering opportunities for them to develop professionally is crucial to the success of your company.

Apprenticeships are a fantastic way to recruit new staff or train up existing staff. Its amazing to see the amount of forward thinking businesses across the Gatwick Diamond region who are already reaping the benefits of hiring a Creative Process apprentice and utilizing their Apprenticeship Levy. Breath HR, SVC labs and Pepler Lee Group are just a few of the many employers taking advantage of our apprenticeship program.

Jamie Hindaugh, COO, BT sport shares his thoughts on apprenticeships... 'BT Sport and the wider industry needs young creative and tech talent so we stay relevant, evolve with, and as a part of, our audience. Local, digital savvy young people and employers have an important role to play in ensuring that we are developing connected and inclusive communities and enabling local people to be a part of the success story, BT Sport is supporting this by employing Digital Apprentices and bringing new talent into our business.'

Whether you're an ambitious start-up, disruptive scale-up or a recognized industry leader, making new hires can be difficult. That's where Creative Process recruitment and digital training comes in.

Jack Hiett www.creativeprocessdigital.com 01273 232273

### What's in a name?

Naming – or renaming – your business is no small task. Having named several companies, here are our suggestions on how to approach it.

Before you look at a name, take the time to understand what is at the heart of it first – your purpose, your "why", your values and your messaging. Also think about who your target market is – now and in the future – so that you will be able to sense-check that your ideas will resonate.

Think about what products or services you plan to introduce over time and what markets you are thinking of getting into. Don't let your new name constrain your growth. Make your new company name human, easy to read, pronounce and remember. Give it a bit of soul!

It's best to avoid acronyms - getting to the brand recognition of IBM or the BBC takes a lot of time and resource.

If you're looking to market overseas, ensure that your name isn't rude, funny or offensive in any other languages spoken by your multicultural target market.

Once you have a shortlist, check for registered trademarks on the IPO website, limited companies on the Companies House website and domain availability. When you have your final one or two options, get your solicitor to run an in-depth search to check it is clear to use.



Finally, once you have your name – and new logo – I would strongly recommend trademarking it to protect it.

The brainstorming and generation of new names takes time and creativity and exploration of the brand and market. If Scaramanga can help with naming and branding, do get in touch. www.scaramanga.marketing

#### ADVICE

### Strategies for flexible success - Sussex companies lead the way

According to a recent roundtable discussion involving prominent senior representatives of 14 Sussex businesses, with the right implementation, the rewards of a flexible workforce can far outweigh any of the challenges in getting there.

Initiated by 'Work Links', made up of Emma Cleary, Flexibility Matters, Winnie Man, Propellernet and Cat Harris, Baby to Boardroom, all companies involved shared some common challenges and their strategies for success. Currently all offer flexible arrangements with part-time, working from home and flexible hours the most widely offered with core hours and job shares the least popular. Comparing this with national statistics sees a similar trend and, with 87% of UK employees either working flexibly already or wanting to, it's clear businesses increasingly need to consider recruiting flexibly to retain the best talent.

Discussions recognised the key implementation challenges facing all the companies were:

- Enabling the flexible working mindset to filter through multiple levels of management, especially difficult within larger more traditional organisations.
- Managing the large variety of work patterns and different needs of regional offices.



- Tackling tech, training and communication issues at a team level.

To realise the rewards of a flexible workforce, it was established that five key things are needed:

- A cultural core value shift that requires implementation from the very top, led by example and evident in CEOs and line managers working flexibly themselves.
- Promotion of success stories regarding retention, talent and productivity.
- A clear set of implementation steps and management strategies that act as a guideline.
- Flexible working options to feature within role advertising to attract the best talent.

- Fostering a results-based culture rather than focusing on time spent at work.

Flexibility Matters Director, Emma Cleary enthuses: "Following the success of gathering some influential heads in Brighton to discuss flexible working strategies for success, we're really excited to be now rolling this out across Croydon and Crawley with a view to formulating some best practice guidelines with all findings"

If you're looking for a flexible and experienced professional, contact Emma and the team at Flexibility Matters on 0781 0541 599 or 01273 842 288.

www.flexibilitymatters.co.uk

### Probate fee changes - what they will mean for you and when!



In the past year, there have been many mentions on probate fees increasing and how these will affect the bereaved. But with the rise due to have taken place back in April, and still not have been passed by Parliament, when can you expect to see the changes implemented?

Gatwick-based accountants, Richard Place Dobson, are here to share their advice.

For the fees to be changed, they need to be approved by Parliament. This means that the legislation will be read out in the House of Commons and if any MPs object to the amends, it may lead to the whole House voting on the legislation.

Although it's very rare for this type of legislation, the probate fee changes could be voted down and would therefore not become law. But if it were to be approved, an order would be made and the new fees would come into force 21 days later. There is currently no set time for this legislation to be read due to the enormity of Brexit.

Currently, there is no fee for an estate that is worth under £5,000, and a fee of £215 if the estate is worth over £5,000. Under the proposed changes, the flat rate fee would be replaced with a fee system based on the value of the estate.

So, with the fee changes looming, it could be worth applying sooner than later to benefit from the current fees, if the estate is large.

If the new legislation is passed, the following

fees, will apply in England and Wales based on the size of the estate left behind:

- Up to 50,000 = £0
- £50,001 £300,000 = £250
- £300,001 £500,000 = £750
- £500,001 £1,000,000 = £2,500
- £1,000,001 £1,600,000 = £4,000
- £1,600,001 £2,000,000 = £5,000
- £2,000,000 and over = £6,000

Many people have viewed the proposed rises as a 'stealth tax'. The Government has predicted that 80% of estates will pay less than £750, with 60% paying a similar fee to the current scheme.

Contact the Ricard Place Dobson team today for more information to find out how we can help or visit our probate page: www.placedobson.co.uk/our-services/ personal-services/probate

Matthew Tyson matthew@placedobson.co.uk 01293 521191

### How efficiently do you work with Microsoft Excel and Google Sheets?



As a trainer, I love sharing tips that help you organise and analyse data in a way that gives you a more efficient way of working.

Here are some ideas from real issues I encounter with clients daily.

#### Working with data in a list

Gain meaningful information from data, using the following:

• Have unique headings at the top of each column – without this you cannot effectively use data analysis tools such as PivotTables and Filters.

- Remove blank rows and columns within data gaps are risky as the data might not be recognised as one continuous list.
- Check formatting for example, make sure that date cells are formatted as dates. Date calculations and analysis won't work with cells that LOOK like dates but are actually formatted as text.

#### **Working with Formulas**

Formulas are valuable when it comes to data that will change - the result automatically updates to reflect changes in the data. Do you ever get an unexpected result from a formula? The problem might lie in how the formula is written. Try checking the following: • Did your formula need brackets to define

the order of calculation? (Brackets might be

#### needed if you have a mix of + - / \*)

- Are there any elements that are not needed? For example, you only ever need to include SUM if you are adding up a range of cells.
- Did you copy a formula to other rows or columns but it didn't return the right result? Was a \$ needed to specify an absolute reference?
- Have you got a really complicated nested formula? Consider breaking it down into steps with separate smaller formulas.

#### Free Online Excel Course

Try a free online course on working efficiently in Excel with autofill:

www.free-sample.glidetraining.com

### Is your business primed for the Good Work Plan?

In December 2018 the UK Government announced the 'Good Work Plan'; a dossier detailing proposed changes in employment legislation. The mission statement sets out a desire to "ensure workers can access fair and decent work, that both employers and workers have the clarity they need to understand their employment relationships, and that the enforcement system is fair and fit for purpose".

Although most of the proposals won't be implemented until at least 2020 (the Government has somewhat bigger fish to fry right now), it seems inevitable that the changes will have an impact, from the contracts you issue to employees to the penalties you will face in the event of an employment tribunal.

Darren Stevens, Head of Employment at GBD member Outset UK said "The ever changing legal landscape can be a minefield for businesses and whilst the Good Work Plan is somewhat under the radar currently, being prepared to comply with the forth-coming changes is essential."

To help business owners and HR teams maintain leading edge best practice, Outset UK has developed a fixed price service called 'Primed'. Primed offers unlimited access to expert HR advisors and lawyers, answering any employee relations concerns and ensuring that all policies and templates are up to date.

Darren Stevens advises, "Primed is a great way for businesses to get peace of mind. As it's a fixed fee, businesses don't need to worry about the clock running, and will benefit from commercially risk-managed advice as and when they need it. The legal costs for defending a tribunal claim are also covered, again giving businesses even greater security, especially at a time when tribunal claims are on the rise."

For more information about the changes proposed under the Good Work Plan and our Primed service, visit www.outsetuk.com

### Could an explainer video work for me?

Explainer videos can be instrumental in allowing potential customers to 'get' what you do and why they should consider using or buying from your company.

Explainer videos sort of straddle corporate and training videos to some degree - you are showing off your business and demonstrating credibility, at the same time educating on something specific. An explainer video needs to be more targeted than a corporate promo video, but less detailed and methodical than a training video.

Depending on what you are looking to explain would determine whether an animated production or a live action edit is the best option. Animated Explainer Videos are great for software products to avoid detailed screenshots and screen flicker, technology to show complex interactions and components, highlighting a process to educate clients, presenting a location if it can't be filmed, highlighting statistics or infographics or when trying to build empathy with different demographics using a character animation.

Explainer videos are a real benefit to the companies who use them effectively. They reach a deeper level than a standard 'sales pitch', focussing on the issues that the subject solves and the benefits it brings - while of course explaining how it does that - hence the name! If you find yourself spending five minutes trying to explain what your product or service does, use a long PowerPoint presentation or can't seem to convert potential customers into actual



customers, an explainer video may really help to engage the audience and encourage a positive conversion.

After all, Albert Einstein famously wrote "If you can't explain it to a six year old, you don't understand it yourself".

Jovan Marić Square Daisy - Web and Video squaredaisy.com 0203 411 6617

#### ADVICE

### Let the taxman help pay for your life insurance

Are you a company director? Do you have life insurance in place to protect your family?

If so, you could be paying an unnecessary tax penalty. If you pay for this cover from your own bank account you will be paying from post-tax income, and if you are paying from the business account you will most likely be taxed on the payment as if it were income.

Larger companies can avoid this by introducing 'group death in service cover'. This is a highly tax-efficient way of providing life insurance, but is not generally available for smaller companies.

However, recent changes in legislation have allowed smaller companies to benefit from arrangements known as 'relevant life plans'. These can be written on an individual basis so are available to all companies no matter how small.

Relevant life plans are particularly suitable for businesses that do not have enough eligible employees to warrant a group life scheme and for high earning employees and directors who have substantial pension funds and are concerned about Lifetime Allowance.

They can also be used by existing members of group life schemes who want to top-up their benefits.

The tax benefits are:

- Payments are made by the company with no benefit-in-kind charge back to you
- No National Insurance implications
   Possible tax relief as a business expense depending on your individual circumstances
- Tax-free benefits to your dependants
- Plan proceeds do not count towards Lifetime Allowance.

If you would like more information on how this valuable tax concession can be arranged then please contact Jayna Shah of JPS Wealth Management Ltd on: 01273 030770 / 07879013946 or email jayna.shah@sjpp.co.uk

www.jpswealthmanagement.co.uk



### Have you got a screen lock passcode on your mobile phone? What if you were to lose your phone?



Most smartphone users have a security passcode to unlock their device. If you don't, I strongly encourage that you do!

However, what if you lost your phone?

'Find My iPhone', or Samsung's 'Find My Mobile' are great, however the lost device needs an active data plan within network coverage or be connected to a Wi-Fi network. You'll also need another device to track it; not necessarily ideal!

I often suggest clients fill in their Medical ID information on their phones. If you've not

already completed it, now is the time to do it!

I'll come on to the purpose of adding this information for the scenario of losing your phone, but let's say you're unconscious, have allergies or existing medical conditions. First aiders can see this vital life-saving information and react instantly, even if you have a passcode set on your device.

Going back to the scenario of losing your phone...

With Apple devices you can add Emergency Contacts which is displayed within the Medical ID information.

If you lose your phone, the person that finds it can now call an Emergency Contact you added, a spouse or parent perhaps, without the need of the passcode!

If you find a device, you simply click Emergency on the lock screen, click Medical ID, and call one of their Emergency Contact numbers!

More information on how to set up your Medical ID and Emergency Contacts can be found on my website http://www. phonemike.co.uk/want-to-get-yourphone-back-if-you-lose-it/ or check Apple/ Samsung/Huawei etc support forums.

The more people that know about this function the better, so please share with your friends, family and colleagues.

Have children? Make sure they too have it set up!

Phone Mike - Smart Repairs for Smart Devices 0330 22 33 998 www.phonemike.co.uk

## **Networking Works** Talk to us on 01293 440088

### The Wilky Group say collaboration is key for Gatwick Diamond success

### WILKY

#### GROUP

Property company, The Wilky Group, based at Fetcham Park, Leatherhead, is co-sponsoring and participating in the Gatwick Diamond Economic Summit in Crawley on 20th June 2019 where it will outline the opportunity to align regional spatial strategies through a collaborative approach that will positively influence the development of the area and increase economic prosperity.

John Atkins, consultant to the Wilky Group on the company's strategic landholding adjacent to Gatwick Airport, will make the first presentation at the event. John gave the keynote speech at the 2015 summit, when he introduced the principles of Airport Cities and the Aerotropolis concept and how co-located airport development can drive regional competitiveness and employment opportunities. This year, John will be looking at how, by working with The Wilky Group and key stakeholders, these principles can be applied to the Gatwick area, where there is the opportunity to align emerging regional spatial strategies to enable infrastructure to lead planned growth for the region. This approach will bring together Local Authorities, the LEP (Coast to Capital) and Transport for the South East and Business - collectively, responding to the Government's productivity challenge by developing a blueprint to meet this aspiration and need to rebalance the local economy.

Mr Atkins will also refer to the Wilky Group's property market, demand-based study which shows a potential demand for 6-9 million square feet of accommodation at Gatwick for office, industrial, warehouse and hotel uses, and a range of educational facilities to meet the identified medium-long term needs of the region, all of which validates the need for a strategic employment site to be co-located at the Airport. Sally Fish, property director at the Wilky Group says: "The Economic Summit is an exciting opportunity for us to present our demand-based findings and to explore how our research might positively influence the development of the Gatwick Diamond area.

Correspondingly, we are keen to engage with representatives of the Gatwick Diamond communities; to explore the opportunity for a strategic employment site for the longterm future of the region's planned policy objectives. This could drive significant value towards infrastructure and housing delivery, together with a long-term annual income to the public purse and enhancing local prosperity through an exemplary, sustainable environment for diversified employment and training – creating a win-win proposition."

#### To find out more visit:

www.gatwickdiamondsummit.com and www.wilky.co.uk

### Top tips for making the most out of your meeting or event



#### **Plan ahead**

The best venues often get booked far in advance so do your research early and secure your perfect venue with plenty of time to avoid any last minute panics.

#### **Communication is key**

Make sure you know what you want to get out of the day and that the venue knows it too. Sit down and have a meeting with the Event Manager to ensure the day runs smoothly.

#### Think about the tech!

We all know there is nothing worse than the projector not working at the last minute, so make sure you have left time before the start of your event to test all the AV and make sure it is working. It may be worth booking an AV technician to be on hand just to take the stress out of the day.

#### **Food glorious food**

Like it or not it can make or break your event, it is certainly going to be one of the most talked about parts of the day so firstly make sure you have enough, and also have a nice balance of food, too much heavy food will not lead to a productive afternoon!

#### All work and no play...

Allowing an element of fun where delegates can learn or have another experience will help the day to be more memorable and refresh everyone between sessions. Look at places where there is outdoor space or opportunities for a tour or perhaps just some networking drinks once the day is finished!

At Wakehurst we have a variety of different meeting spaces. We are set in 500 acres of gardens allowing for team building, and house the ground-breaking Millennium Seed Bank at the cutting edge of science. Contact us to discuss how we can help bring your meeting or event to life!

Jo Chellingworth 01444 894024 wakehursthire@graysonsvenues.com

#### **BUSINESS NEWS**

### The Millennium Hotels Welcomes a new Area General Manager

Copthorne Hotel London Gatwick and Copthorne Hotel Effingham Gatwick have recently, seen the appointment of Torsten Puck as Area General Manager. Torsten's journey with the group started in 2005 at Copthorne Hotel Hanover and continued as Operations Manager at the world's only 'Beatles inspired' hotel, Hard Days Night Hotel in Liverpool. Offering a wealth of experience throughout the industry, Torsten is excited to oversee the operations of what he calls 'two unique and charming countryside hotels in the proximity of London, appealing to both business and leisure travellers.

Copthorne Hotel London Gatwick and Copthorne Hotel Effingham Gatwick are two four-star historic properties, part of Millennium Hotels and Resorts, providing a perfect place to relax either before or after a trip.

Once a charming 16th-century farmhouse, Copthorne Hotel London Gatwick maintains its charm in a country house setting,



with more than 100 acres of gardens and woodland; just a 10-minute drive from Gatwick Airport.

Situated in a tranquil parkland estate dating back to 1841, the Copthorne Hotel Effingham Gatwick has a distinct character that sets it apart from many other local hotels. The hotel also has one of the largest conference facilities outside of London and is ideal for hosting various events, while providing professional and dedicated services on site.

www.millenniumhotels.com

# Cleankill continues expansion with acquisition of Pest Control Bucks and Bird Control Sussex

Following the purchase of Bristol-based Good Riddance Pest Control at the end of 2018, Cleankill has now completed the acquisition of Pest Control Bucks and Bird Control Sussex.

Operating from Hove, Bird Control Sussex has been providing specialist bird control services in Kent, Sussex, Surrey, Hampshire and Dorset for over 30 years. The company offers a wide range of bird control solutions, including netting, spiking, chimney caging, post and wire systems, bioacoustics, egg oiling and electric bird deterrents. In addition, they operate safe bird debris cleaning services, including guano clearance.

Pest Control Bucks is another longestablished pest control business. It provides high-quality pest control solutions throughout the Buckinghamshire area, offering efficient, cost-effective services to both domestic and commercial customers. They are also one of very few companies to hold a licence for the control of Glis glis.

Glis glis, or the edible dormouse, are a major problem in this area. The problem began in 1902 when Lord Rothschild allowed a small number of Glis glis to escape on his estate at Tring, Hertfordshire. It is now estimated the population has grown to over 100,000, covering an area of roughly 520 km<sup>2</sup>. They



tend to live in attics, which can account for their relative anonymity, but they are highly destructive and should always be dealt with if there is a suspicion they have entered a property. They are, however, protected under The Wildlife and Countryside Act and Pest Control Bucks is one of the few companies licensed to deal with them.

Commenting of the expansion, Cleankill's Managing Director Paul Bates said: "These

purchases are great additions to the Cleankill family. Both companies have exemplary reputations with strong customer bases and, like Cleankill, they understand the importance of professionalism and excellent customer service."

www.cleankill.co.uk

# Introducing: Gatwick Hotels Association - Meeting, Conferences & Accommodation



"Never say no when a customer asks for something, even if it is the moon. You can always try, and there is plenty of time afterwards to explain that it was not possible". This quote from the famous hotelier Cesar Ritz is of course still relevant.

Now, put this against the quote from Paola Amoruso (Head of Google Channel Sales, Spain & Portugal), who suggested that the current consumer can be defined as "super curious, very demanding and impatient". You get it? Does this mean that the moon is requested on check-in and a space craft on check-out to get to the moon quickly? Well, trust me occasionally it is ... and we try ... and we explain why it wasn't possible!

Whilst customer centred management is still the key driver for hotels, the over 20-member hotels organised in the 'Gatwick Hotels Association' (GHA) must take a wider view and more varied tasks into account these days.

Over 3,000 employees work directly or on behalf of our members; and look after more than two million guests each year. My own calculations suggest that we change around 3.5-million pillowcases per annum and the amount of toilet rolls used is considerable (... I'll let you do the math!). Without belittling the great job our brilliant teams do daily, these are the 'fun facts'. The world has changed, and security, sustainability, retention and work-life balance for our employees are key topics discussed by the General Managers of our member hotels at our bi-monthly meetings. In 2018, the GHA and Sussex Police sanctioned a 'Gatwick Hotel Watch Toolkit'. Safety is still paramount. The GHA network, together with the local police, ensure that issues are communicated swiftly, provide training to our staff and help for our guests when most needed.

Your first choice for your next meeting, conference, dinner or accommodation is hopefully a 'Gatwick Hotels Association' member hotel. And, if you ask for the moon on check-in ... well, we certainly won't say no ... but we may have some explaining to do if the space craft is not ready on check-out!

#### By Peter Zielke

Chairman Gatwick Hotels Association and General Manager Courtyard Marriott London Gatwick

### Boost your international sales with the Department for International Trade

The Department for International Trade South East have assembled a comprehensive support package for Sussex businesses looking to grow their international sales in 2019 part-funded by the European Regional Development Fund.

The package is free to businesses like yours\* and is delivered via Department for International Trade's team of International Trade Advisers in your area, supported by their teams based in British Embassies around the world. The custom-build programme will provide you with expertise and resources to identify new sales opportunities and enhance your company's sales tools and customer service proposition.

These experienced export professionals will guide you through this accelerated export programme and advise you how to achieve export success. They can also offer your business access to:

- Financial support and subsidies to access new overseas markets
- Free masterclasses to build capacity and skills
- Free market selection consultancy service
- Free international digital audit service
- \*Eligibility criteria apply

#### Case Study: Gamification+

Brighton-based Gamification+ uses gamification, the process of making



activities more game-like, to make processes more engaging, staff more motivated and business more effective. They work with organisations on every continent and are one of the DIT's 2019 Southern England Export Champions. Since its first export in 2015, overseas sales now make over a third of turnover. Pete Jenkins, Gamification+ Founder and Managing Director, said: "Three years ago we realised that we had been importing most of our products for 15 years and decided it was time to do the opposite. Exporting became our new aim and we designed new services to be sold abroad. Then, with the aid of the Department for International Trade, we gained confidence to go out there and grab those overseas opportunities"

To find out more about the support offered by the Department for International Trade, please call 0330 3000 002 or email enquiries@tradesoutheast.com.

To see the list of forthcoming events, visit https://go.newable.co.uk/events

#### **BUSINESS NEWS**

### Channel First MPS and Document Solutions

Moving office is big decision, however, after 5 years of constant growth its sometimes a decision that's simply made for you. IT Document Solutions Ltd was incorporated in March 2014 the company's strategy was to work in partnership with established IT Service providers in order to generate an additional shared revenue stream through Managed print services and Document Solutions.

One of our hardest challenge was credibility, the industry over the years has had a bad reputation, so proving we are trust worthy and serious about Alliance Partnership's has been the key.

Since our inception we have had ITDS staff working from Alliance Partners offices with

duel branded marketing collateral, we have done calling campaigns and vendor days. And more recently incentive and relationship building days at Twickenham, Ascot, Goodwood and concerts at the o2.

As we move forward in to this next chapter for ITDS our focus is on accelerated growth through acquisition. Our "Better Together" moto is our real success story, we do some business independently, but together with our Alliance Partners we can find and win the game changing business which is making us famous.

ITDS is a people business, our staff care and are driven to help our clients, for this we will be forever grateful. And the technology we

### T DOCUMENT SOLUTIONS

provide help the people within our client's businesses be more efficient and productive. MPS and Document Solutions is about reducing cost of ownership and delivering better results.

IT Document Solutions is an AWARD winning trusted provider of managed print and document solutions to businesses across the UK and Europe. The company provides a structured and transparent approach to the printing and management of documents to reduce costs, reduce waste and improve efficiency.

### Sussex solicitors go from strength to strength

Award-winning solicitors, Mayo Wynne Baxter, will further strengthen their position as the leading law firm in Sussex on Tuesday (May 7th) when they complete their merger with established Crawley solicitors, Russell & Co.

This merger is the fourth that the law firm will have completed in recent years having previously added offices in East Grinstead, Storrington and Pulborough.

The completion of this deal means that Mayo Wynne Baxter will have eight offices in Sussex including those long-established bases in Eastbourne, Seaford, Lewes and Brighton.

Mayo Wynne Baxter's Chief Executive, Chris Randall, said: "We are delighted to announce the merger with Russell & Co. This is a great move for both firms and means that clients in Crawley will have access to a much broader range of legal services.

"This central Crawley office in Queens Square extends our reach into West Sussex and is



a further step towards Mayo Wynne Baxter being the dominant law firm in the county."

Mayo Wynne Baxter has had a long-standing association with Crawley and has been a main sponsor at Crawley Town FC since 2013 and operated an office at The Beehive in Gatwick. They are Diamond listed by the Gatwick Diamond Business Association and are previous winners of the Gatwick Diamond Business Award for Corporate Responsibility.

www.mayowynnebaxter.co.uk

### Huntress Recruitment - Salary Benchmark Report 2019

Huntress has launched the latest edition of our Salary Benchmark Report 2019.

In this report, we cover London as well as regional salary bandings within our core specialisms: office support, accounting and finance, IT and data analytics.

The UK job market in 2018 was robust, with median full-time salaries increasing by 3.5%. The indications are that employers are still on the hunt for top talent and that they're willing

to compete to attract the right people to their business. This has affected salaries as skilled candidates find themselves with more bargaining power than before. Whether this will continue in the post-Brexit era remains to be seen.

The Salary Benchmark Report 2019 covers: • An overview of the year ahead

- Recruitment trends across each of our specialisms
- Salary bandings for our core roles covering

London and the rest of England

If you would like to request a copy of our latest Salary Benchmark Report or to talk to one of our consultants about how we can help with your recruitment needs, please get in touch via the details below.

Tel - 01293 584400 Email – office.crawley@huntress.co.uk

### Business rates in the spotlight



The ever increasing burden of business rates is a major issue for many when it comes to growth; unsurprisingly, the call for a comprehensive review of the UK's business rates system was overwhelming at a recent CBI Business Rates Conference.

Business rates raise over £25 billion per year in the UK. It is the highest property tax of any country. Speaking at the conference, Mel Stride MP, Financial Secretary to the Treasury, described it as a solid and reliable tax for the Government; he maintained that changes to business rates will not buck the tide of a declining high street faced with the onslaught of online shopping. Nonetheless, he did say that the Government wants to help the shops that bind communities together - recognising the social value in a vibrant high street.

#### **Good tax policy?**

The Treasury Select Committee launched an inquiry into the effect of business rates in February this year; its remit includes determining whether or not business rates satisfy the "good tax policy test" of fairness, support, growth, certainty, and coherence. It will also ask are there any real alternatives.

Unfortunately the wheels of government tend to turn slowly and it could be some time before actual recommendations for change are under consideration; but is change needed more urgently? Margins for many high street retailers are falling fast, and the growth of e-commerce is set to continue. The Government has brought in some measures and is looking at the digitalisation of business rates to simplify the system, but many retailers consider these as no more than sticking plasters.

It was clear from the conference that there is a consensus that the current level and remit of business rates needs fundamental review; it is not fit for today's radically more digital economy. Let's hope that the Government soon has the time to, at the very least, listen to the views of its ratepayers.

Emily Wood, Head of Real Estate Dispute Resolution

www.dmhstallard.com

### Business innovation thriving in Brighton at Let's Do Business Exhibition

On Thursday June 13th, Falmer's Amex Stadium was a hive of business activity as the Let's Do Business Brighton exhibition was in full swing. The focus of the 2019 exhibition was innovation, and the innovation zone certainly didn't disappoint! Offering visitors the chance to see and find out about some of the South East's most innovative products and technologies.

Exhibitors and visitors from across Sussex, Gatwick and Kent were wowed by demonstrations of the latest in cutting edge technology in the buzzing innovation zone. These included leading VR and augmented reality, an interactive rickshaw, the computer that could change our lives and technology you can touch and smell but not see. There were interactive experiences for guests to experience, plus new for 2019 were the innovation themed panel discussions. The panel discussions certainly showcased the passion for the area felt by headline sponsors Quantuma and Clean Growth UK as they engaged the audience. The sessions, entitled 'Funding Innovation' and 'Access to innovation support' were introduced alongside popular seminars on virtual reality and adopting a cleaner, greener business innovation.

To find out more about the Let's Do Business Group and the 2020 exhibition,



please visit letsdobusinessgroup.co.uk or email info@ldbgroup.co.uk

www.letsdobusinessgroup.co.uk

### Return of the Jack

Jack the Lad, famous for his award-winning breakfast radio show, has joined the award-winning team at the Love Local Jobs Foundation CIC.

Best known for waking up Sussex and Surrey on the radio, Jack is a well-loved character across the region. Outside of radio, Jack is a passionate philanthropist and public speaker and together with the Love Local Jobs team he is looking forward to inspiring and motivating young people to dream big and strive for happiness.

Jack said "I was already huge fan of the Love Local Jobs Foundation and I'm absolutely over the moon to be joining the team. "I can't wait to share my stories with as many schools and colleges as possible and to better understand the challenges our local young people are facing so we can find new ways in which the team and I can help them succeed."

Gary Peters, founder of the Love Local Jobs Foundation said "We're delighted that Jack has joined the team. Together with some of our amazing local employers we will continue to do our absolute best to ensure our local young people can thrive, irrespective of any barriers that may be in their way at this time."

The LoveLocalJobs Foundation CIC receives no government funding and relies solely on

sponsors and donors to help make these projects a reality. The investment of local philanthropy, resources and invaluable experience



has helped set over 2,000 local young people onto stronger and more positive pathways, helping them to realise their full potential.

If you are a school or business who would like to find out more or get involved with The Love Local Jobs Foundation and the projects it delivers, please email foundation lovelocaljobs.com or call 01273 65 11 00.

### An exciting new chapter for the Victorian Country Manor House Hotel, Stanhill Court



Stanhill Court in Charlwood, Horley, has seen some exciting new changes over the last 12 months. The new owner's enthusiasm and passion for this historic building has led to a completely refreshed venue with a modern, contemporary feel, respecting and retaining the character of the existing country manor house.

The current phase of the refurbishment will introduce 26 brand new bedrooms to the property, totaling at 59 with a variety of Classic Double or Twin, Family and Signature Rooms. Every bedroom has been completely updated, exuding opulence and style, with modern décor and fittings throughout. Original features have been lovingly restored to their former glory with some bedrooms boasting unique fireplaces and luxury four poster beds.

The building has never been short of conference facilities. With the new refurbishment, all meeting rooms have been updated and brought into the 21st century with the installment of ultrahigh-speed WIFI, new décor and furniture. Corporate meetings and events can be paired with a group activity in the grounds with the abundance of space surrounding the property. One of the main features within the grounds is the existing Amphitheatre which is being sympathetically restored this Summer. The structure will become a perfect spot for outside wedding ceremonies and events with electricity and plenty of seating.

'The Orangery' has been given a new lease of life and leads to the terrace, complimented by beautiful views. As well as being used for weddings and events, the space is also used as the hotel's restaurant. Open to non-residents, 'The Orangery Restaurant' provides the perfect spot for a drink, Sunday lunch, afternoon tea, dinner and celebrations.

Providing show arounds daily, contact us for more information:

www.stanhillcourthotel.co.uk enquiries@stanhillcourthotel.co.uk 01293 862 166

### Kingston Smith joins the Moore Stephens International network



LLP, the awardwinning top 20 UK accounting and business advisory firm with an office in Redhill, has joined Moore Stephens International, one of the world's leading

**Kingston Smith** 

global accounting and advisory networks, effective from 1 May 2019.

With 62 partners and 550 staff, Kingston Smith has built an enviable reputation across multiple sectors for providing trusted advice, commercial expertise and effective client relationships.

With six offices in and around London, including the City, West End of London and Redhill, Kingston Smith becomes the main London-based firm of the Moore Stephens International network. The firm joins a strong Moore Stephens UK organisation and a global professional network of more than 260 firms in 112 countries.

Maureen Penfold, Managing Partner, Kingston Smith, said: "Joining the Moore Stephens International network is a natural next step for us in supporting our clients to reach their potential for international expansion. Being a part of this powerful global network will bring considerable benefits to our clients, enabling us to offer a fully integrated service to support their growth consistently across the world. We are equally excited about the new opportunities it will bring to our people, as we will be able to offer enhanced global mobility and greater collaborative knowledge sharing on an international scale."

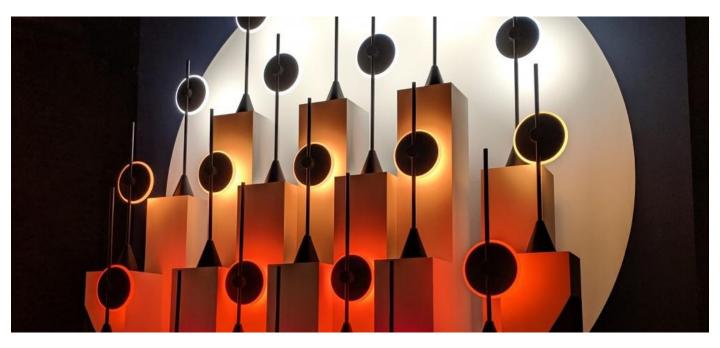
Welcoming Kingston Smith as a member firm, Anton Colella, Global CEO of Moore

Stephens International, said:

"I am delighted to welcome Kingston Smith to our network. They are a firm with a justifiably strong reputation not only in London - one of the world's main capital markets - but also internationally. Their demonstrable strength in sectors such as financial services and media, will complement our network's existing capabilities. Beyond the firm's expertise, they share the same outlook and purpose as the existing Moore Stephens professional community: the belief that serving clients is much more than simply a job, but a human relationship where advice and judgement should endure through good times and times of challenge. I look forward to their contribution to our global network's continued growth."

www.kingstonsmith.co.uk

### Storm12 goes to Clerkenwell



Like the old saying goes, the sun always shines on Clerkenwell Design Week. And as a creative agency with a penchant for design, of course we had to attend the May event. Like every year, it was a good one (slight understatement). So, still buzzing, we had to share with you what we saw.

Now in its tenth year and with more showrooms, exhibits, talks and installations than you can shake a cheque book at, we were once again chasing inspiration and new gear for our homes with price tags acceptable to our S/Os.

Like moths to eye-wateringly expensive lighting-based flames, we began our annual pilgrimage to London's design hub at Fabric. Quick shout out to all those who are more used to Fabric being full of ravers than lighting installations.

From a seriously long list, we've managed to narrow highlights down to this top three: • Wiro Diamond 4.0 by Wever and Ducre

- Bangle LED by Luum
- Dawn To Dusk by Haberdashery

Look them up - you won't regret it.

It wouldn't be Clerkenwell Design Week if we didn't leave with grand plans to redecorate the office and fill it with new desks, chairs and meeting pods. Enter: Design Fields. This year was - obviously - no exception. Taking the "We've got to have one of those" crowns this year: • TOOtheLOUNGE Booth by Agilita

- TOOaPICNIC Chill by Agilita
- Morph Stool by Junction Fifteen
- IDO bench by Aubrilam

With inspiration carrying us to the nearest newsagent in search of the lottery win to stock up on our favourite finds, the pink curtain fell on another CDW.

If you haven't been, go next year. Trust us.

And while you're here, why don't you give us a call at 01444 401275, or email at hello@storm12.co.uk for any of your design, web or video needs.

### Sustainability in Business

As we reflect on our own ambitions, we strive to go beyond being mere service providers and pursue and inspire change, for a more sustainable world where the responsibility is shared among everyone. Our Brighter Thinking approach constantly challenges us to re-evaluate, reassess and reconsider, so that we are prepared to master the growing demand of our stakeholders. A demand for more action; to help tackle pressing societal and environmental issues.

We have therefore set ourselves some aspirational targets. As a firm, we wish to avoid further harm and actively reduce our impact on our environment, whilst encouraging others to recognise the value of nature, people and our planet. Sustainability can seem a daunting task, especially to businesses that choose to contribute more than the ordinary and instead seek to integrate a fresh approach into how business is conducted.

So where best to start, and how?

The environment, our staff, and our local communities are all affected by our everyday decisions. Seemingly small actions, such as recycling and banning plastic bottles from our offices, are vital, but they are just the beginning. We believe that establishing and maintaining a firmwide, coherent strategy to business sustainability requires focus. And so, we have appointed our own Corporate Sustainability Officer to help us identify our impact and establish long-term partnerships in support of local and broader causes. We are excited for others to join us on this route to greater consciousness and look forward to sharing our progress and success.

So yes, we recognise the need for more involvement from businesses of all sizes. At the same time, we want to exceed expectations. Strengthening our surroundings will not only benefit us, but it is also the right thing to do. Simple. We believe that commitment and a transparent approach are the ways forward.

www.menzies.co.uk

### Creative Pod raises over £950 for Chestnut Tree House at second annual rounders tournament

Local children's hospice, Chestnut Tree House, will benefit from £952.40 thanks to Crawley-based full service marketing and design agency, Creative Pod's, second annual rounders tournament.

The tournament, which took place on Thursday 6th June, brought together local businesses for an afternoon of fun in the sun, followed by food and a raffle which was full of brilliant prizes that were generously donated by businesses in the area.

Reigning champions Clearwater People Solutions entered their team in a bid to retain their title, but they faced competition from B&CE, Richard Place Dobson, and a team from Chestnut Tree House. All four teams played well but when the final whistle blew, there was only one team that had won all of their games and were the new champions – Richard Place Dobson! Matt Turner, CEO of Creative Pod and Chestnut Tree House Patron, crowned the winners and presented them with their trophy back at Basepoint Business Centre, who kindly hosted the food and raffle and supported the event.

Matt said: "We are thrilled to have raised so much to support Chestnut Tree House. As a Patron, I'm always keen to fundraise for them and the rounders event is a fun way to raise funds and get local businesses together.

"The event was such a success last year that it was a no-brainer for the Creative Pod team to host it again this year. We're over the moon we smashed last year's total of £750! The money goes to a fantastic charity that provides care to life-limited children and their families in Sussex and Hampshire. We'll be back bigger and better next year for the next tournament!"

#### www.thecreative.group

# Creative Pod.



### £880 raised, thousands of calories burned and a fantastic day for all

The team at Harris Lord Recruitment undertook a cycle of 301 miles in one day; the equivalent of Horsham to Paris. Funds raised went to the Heart to Heart campaign being organised by gdbn members, St Catherine's Hospice.

Without actually leaving the new Piries Place development in Horsham, by using two bikes and turbo trainers supplied by Evans Cycles, also gdbn members, 15 hearty and healthy Harris Lord colleagues spun out the distance in just 5 hours! An average speed of 30mph.

£880 was raised. A sizable amount came from a raffle which had over 20 prizes, generously donated by a range of local businesses. Some of the prizes included a holiday with Haven, an Audi Driving Experience, tea for two at South Lodge and a tour of the Silent Pool Gin distillery.

Harris Lord has been helping companies prosper in and around the South East for nearly 25 years. Raising money for good causes has always been part of what they do.

In July 2019 St Catherine's Hospice will be introducing HeART to Heart: a brand new art trail coming to West Sussex and East Surrey. This exciting new event will give our local community the chance to follow a trail of hearts across the Hospice's catchment area, with each heart individually and uniquely designed by a local artist.



Hearts for Horsham is the name that has been given to a local campaign to raise money to bring a number of hearts to Horsham and District. One of the hearts has been sponsored by Harris Lord. For further information about Harris Lord visit their website www.harrislord.com or find them on Facebook.

### Peter James supports St Catherine's Hospice HeART to Heart trail



Local author, Peter James, has shown his support for St Catherine's Hospice HeART to Heart art trail. The trail will see a collection of beautifully designed, giant fibreglass hearts spread across Sussex and Surrey, the area where St Catherine's provides people with end of life care, for 10 weeks this summer. Peter James, a UK No. 1 bestselling author, has commissioned his own heart for the trail along with Sussex Entrepreneur, Steve Barrey, of The Liquorice Dragon. First Sight, named after Peter's latest novel, celebrates life and friendship and draws inspiration from the novel's front cover.

Following the launch of his latest book, Dead at First Sight, Peter hosted an evening at The Capitol Theatre in Horsham. During the evening, Peter met with hospice staff to admire Love Grows, a heart that has been sponsored by headline sponsor Thakeham and designed by artist Lindsay Seahorse Wright.

Peter James said: "I am delighted to be sponsoring a heart on St Catherine's Hospice HeART to Heart trail. Supporting a local charity is something I believe in strongly, and the work of a hospice is a cause incredibly close to my heart. Aptly, my latest book also focuses on the concept of love at first sight, so I am very excited to be supporting this wonderful community art trail, which conceptualises the sentiments behind the hospice's love and care. I hope you will all join me in supporting St Catherine's this summer, and be sure to keep your eyes open for a clue about the location of my heart soon!"

Steve Barrey went on to explain: "In 2018 I survived against all odds. The love of my family pulled me through and showed me that having hope and love around you can make all the difference when facing huge personal battles. Never underestimate the power of the heart."

For further information, visit: www.stch.org.uk/hearttoheart

# Kingston Smith Gatwick Lunch Club to partner with Rockinghorse Children's Charity

Kingston Smith is delighted to announce that Rockinghorse is joining their Gatwick Lunch Club as a partner. The partnership will not only enable the Club to expand to a wider audience but also raise the charity's profile in Gatwick and the wider area.

David Montgomery, partner at Kingston Smith, said: "We are excited to be partnering with Rockinghorse and look forward to both working with them to help the charity achieve its aims and to the future growth of the Club that this partnership will bring."

Ryan Heal, CEO of Rockinghorse Children's Charity, said: "We're thrilled to partner with Kingston Smith in their Lunch Club. Having attended over the years, I appreciate the quality of guests and speakers the Club attracts. I hope that Rockinghorse can provide added value to it by opening it up to our own regional corporate network. I look forward to working with the Kingston Smith team to take the Lunch Club to the next level for the B2B networking enjoyment of all our guests."

#### About Kingston Smith's Gatwick Lunch Club

The Club has been running for nine years, with members from businesses based in Crawley, Gatwick and the surrounding area. The lunch takes place on the second Friday of the month at the Gatwick Hilton Hotel and includes a guest speaker. Membership open to businesses with turnover above £1 million or with five or more employees. For further



information about membership, please contact Meg Milton on 01737 781559 or mmilton@kingstonsmith.co.uk.

#### **About Rockinghorse**

Rockinghorse is a Brighton-based charity that has been supporting children for over 50 years. It was set up in 1967 by Dr Trevor Mann, who recognised there was a real need for additional resources to improve healthcare services for sick children and babies. Rockinghorse aim is to improve the lives of sick children throughout Sussex.

#### SUCCESS

### Later life expertise recognised at MHA Carpenter Box Wealth Management



Gill Lynes, Senior Financial Planning Manager at Sussex-based MHA Carpenter Box Wealth Management, has recently been accredited with full membership of the Society of Later Life Advisers (SOLLA). To become a full member of SOLLA, applicants have to pass a rigorous accreditation process, which includes obtaining a professional qualification through examination. MHA Carpenter Box Wealth Management also had to show that it has a robust policy in place for helping elderly and vulnerable clients, including ongoing training and support. In addition, wheel chair accessibility has to be available and when required, advisers must be willing to visit clients' homes to discuss their needs.

SOLLA was established in 2008 as a notfor-profit organisation dedicated to raising standards and improving accessibility to regulated financial advice for older people and their families. Gill has over 30 years' experience in the financial services sector. She joined MHA Carpenter Box Wealth Management three years ago as a Financial Planning Manager after performing a similar role for NatWest and prior to that, HSBC Bank.

Once accredited, full members can advise on a wide range of subjects such as retirement planning (including pensions and annuities), funding for Care Home fees or for care at home, Inheritance Tax planning and other tax matters. They can also provide guidance on estate and wealth planning issues, including Lasting Powers of Attorney and Deputy Orders.

www.carpenterbox.com

### DMH Stallard advises on sale of independent insurance company

DMH Stallard has advised on the sale of independent family firm Highworth Insurance Limited to the Aston Lark Group.

Based in Poole, Highworth Insurance is a specialist high value and non-standard insurer, providing a range of covers from high value homes and non-standard properties, to jewellery and private collections.

Advising the selling shareholders, DMH Stallard's corporate partner, Abigail Owen, led the team that included corporate partner, Justine Tocher and corporate associate Kay Miles.

Aston Lark is one of the top five independent Chartered Insurance Brokers in the country.

Abigail said: "We were delighted to work with the team at Highworth Insurance and help them navigate through the complex process of selling the company as smoothly as possible and to meet their preferred deadline. It is always great to see a successful outcome for everyone and I'm sure there will be exciting times ahead for the business."

"Joining the Aston Lark group provides the support we need to drive further growth and

reinforces our ambitions for the business," said Peter Leppington, Finance Director . "The DMHS team were invaluable in guiding us throughout the transaction; the calm, clear approach that Abigail, Justine and Kay took kept us on track and instilled confidence through a process that we weren't familiar with."

Other advisers acting for the sellers included, lead advisory provided by IMAS Corporate Finance.

www.dmhstallard.com

### Success. What does it mean?

The Oxford Dictionary definition is "The accomplishment of an aim or purpose". To some companies that translates as Increased Turnover/ Profit/New Market Penetration/Share Price.

At Mid Sussex Wood Recycling, the traditional Success measure of increased turnover is achieved through working with Construction and Manufacturing industries such as Thakeham Homes, Varian and Nestle within the Gatwick Diamond Business area. As a Social Enterprise, our Success is also measured by impacts both Environmental and Social.

From an Environmental perspective we have kept over 1500 tonnes of waste timber out of landfill in the last 12 months. Of that, we have made over 200 tonnes of timber available for re-use. This is perfectly usable timber that will go on to become the new shed/shelving/ table within the local community.

This leads to a direct reduction in demand for virgin timber to be cut down and processed.



We have also saved 740 tonnes of carbon from entering the atmosphere (when comparing our vehicles to traditional skip hire lorries). The Social impact we have could simply be measured by the 5 jobs we have created and the 12 volunteers that attend regularly, except it is so much more than this.

Our volunteers are disadvantaged adults that are cared for by Pericles www.pericles.org. uk, who provide pioneering training and work opportunities. They process our timber and make it presentable for the public to buy. They make commissioned products out of recycled timber. They grow vegetables and salad and strawberries to take home and eat (the strawberries often don't make it home). They are engaging and sociable and bring a different dynamic to our project and our customers.

If you would like to find out more about our award-winning Social Enterprise and the work that we do, please contact David Treadwell contact@ midsussexwoodrecycling.com 07974933940

www.midsussexwoodrecycling.com

#### SUCCESS

### Convention Celebrations

The ACUMEN BUSINESS CONVENTION 2019 held its special tenth edition on May 8th with hundreds of decision makers from across the region. This year was absolutely packed with fantastic speakers, entertainment and excitement where delegates were greeted by tribal zebra people, and that's not just the Acumen team!

Zebra dancers brought the wow factor and got everyone energised for the afternoon. The big build up was worth it as Special Guest Speaker, Tony Bloom owner and chair of Brighton & Hove Albion FC shared his fascinating business journey with the captivated audience.

To top it off Keynote Speaker Simon Woodroffe OBE, the Founder of YO! Sushi, gave a most inspirational performance with Guest speakers including Graham Moore, the co-founder of Humanutopia, sharing how his own experiences inspired him to empower young adults from all walks of life. Also Jules White, the entrepreneur's sales coach and author of Live it Love it Sell it, gave motivational and practical advice showing that everyone can get great results when they sell the human way.

As well as the thought provoking speakers the day featured Link & Learn sessions (with essential legal tips) and masses of quality networking opportunities throughout the day with lots of surprises too!

The excitement didn't stop there, the celebratory after-party rounded off the day perfectly with a fantastic chance to catch up, chat, relax and have fun!



Penina Shepherd, Founder of ACUMEN BUSINSS LAW said, "It's really great to see so many business professionals together... It's been an amazing celebration of our 10th convention and we look forward to many more to come!"

To find out how to get involved next year and for more information please contact creative@acumenbusinesslaw.co.uk

www.acumenbusinesslaw.co.uk

### West Sussex Mediation Service (WSMS)

West Sussex Mediation Service (WSMS) may never have achieved the dizzy heights of being a Gatwick Diamond Business Award winner, but they feel hugely honoured to be bestowed the Queen's Award for Voluntary Service (2019) which was officially announced in a special edition of the London Gazette on 2nd June.

The Queen's Award for Voluntary Service is the highest award given to local volunteer groups across the UK to recognise outstanding work done in their own communities. It was created in 2002 to celebrate the anniversary of The Queen's coronation. It is the MBE for volunteer groups.

WSMS were nominated by a leading member of the Horsham community and supported by two testimonial letters from supporters of the charity.

Nick Handley the Service Co-ordinator said, "We had been notified some weeks ahead of the official announcement, so we were itching to tell the world about it. The prestigious award recognises exceptional work done by volunteer groups. I can say that we have some exceptional people volunteering with us who give up countless hours of their own time for the good of the community of West Sussex."

A signed certificate from Her Majesty The Queen is presented locally by the Lord Lieutenant for West Sussex together with a crystal award with the logo insignia. It also affords permission to use the official QAVS Logo on the recipient's publications and website.

WSMS is a Horsham based registered charity which has been in existence since 2000. They provide a full range of mediation services using fully trained volunteer mediators. www.wsms.org.uk

### Brighton Harbour Hotel Launch their New Diner!



Thursday 23rd May marked the official launch of Harby's Bar & Diner, the new dining concept now live at Brighton Harbour Hotel. The diner vibe was in full swing, with entertainment from The Candy Girls and a Pulp Fiction duo!

Introducing an exciting new concept to Brighton's seafront, the bar and diner feature bright interiors, relaxed banquette seating, retro neon lighting and kitsch seaside artwork throughout, in keeping wit Brighton's unique style and vibrancy.

The exteriors have been specially commissioned, with illustrative style artwork creating an intriguing and fun seafront statement.

Harby's is casual dining at its very best. The menu has been developed by Chef Director, John Pollard and is inspired by the seaside. Imagine sensational ice cream parlour desserts, posh fish and chips (monkfish with prosecco batter) burgers and pizzas, plus a whole host of vegan and veggie dishes and small plates, great for sharing.

The Harby's diner even features its own Harby's Whip ice cream machine; complete with a dedicated ice cream parlour attendant - for those simply popping in for a sweet treat. Families can expect fun kids activity packs, take home milkshake cups for free refills on future visits and a free Harby's 99 for anyone under the age of 12, when dining on Saturdays.

The Harby's Bar is set to become a lively hotspot. Serving up cocktails, craft beers, a wide selection of wines, fizz and spirits, all prepared by a team of expert mixologists and bar tenders.

Featuring an unmissable live events programme and the best cocktails in town; be sure to check out the regular weekly events schedule – coming soon. That's your weekend sorted!

To book, call 01273 916916 or email harbys@harbourhotels.co.uk or visit www. harbourhotels.co.uk/hotels/brighton/dining/ harbys-bar-diner/

#### SUCCESS

### Gatwick Tech Business wins prestigious eco award

In May, Gatwick based business 4D Data Centres, won an award for its eco-friendly data centre in the Manor Royal estate. The family-owned business was up against some of the largest tech companies in the country at the Data Centre Solutions (DCS) awards held in London.

Data centres are at the heart of nearly all internet-based technologies including Facebook, Google, WhatsApp and Amazon. Keeping all this technology online takes a lot of power, not only to run the computers themselves but also to keep them cool, otherwise they'd quickly overheat.

The full title of the award was 'Energy Efficiency Project of the Year' and was in relation to a 'water tower' system that uses evaporative cooling to lower the temperature of the computers in the data centre. Evaporative cooling used in this way is very innovative in the UK but at its heart it's the same process that we as humans use to cool ourselves down. When we get hot, we sweat and it's this process of water evaporating off the skin which cools us down.

4D won the award along with its engineering consultancy Aqua Cooling Group who was commissioned to design and build the water tower. The DCS Awards are to the data centre industry what the BAFTAs are to TV and films, which makes it all the more remarkable that a relatively small local business was able to beat other short-listed companies including Iron Mountain, DigiPlex and 6 Degrees Group. Co-founder and MD of 4D, Jack Bedell-Pearce said of the win, "it was a genuine surprise to be recognised for this project."

www.4d-dc.com/data-centre/gatwick



### Celebrating 15 Years in Business



Martin Searle Solicitors celebrate 15 years in business in June 2019. Directors, Fiona Martin and Cate Searle combine running their business with ensuring access to justice. Their boutique law firm specialises in Employment, Community Care and Education law and includes an all-encompassing Corporate Social Responsibility (CSR) strategy.

This year they provided over £100,000 of free legal training and advice through not-for-profit organisations and charities.

In 2016, Martin Searle Solicitors won the Law Society Excellence Award in Business Development for their new Services for Professional Deputies and Attorneys. This year their services were extended to cover education law.

Having grown from 3 to 22 people with offices throughout Sussex and in Croydon, their aim is to remain independent and to continue providing specialist services that make a real difference to their clients and our communities.

Secrets of their success include:

- 1. Leading by example
- 2. Putting their clients first
- 3. Recruiting skilled people who share their values
- 4. Training, supporting and delegating
- 5. Ensuring good cash flow
- 6. Campaigning and educating to eradicate discrimination and protect the vulnerable

Martin Searle Solicitors believe it is important to stamp out pregnancy and maternity discrimination and ensure people can access the care that they and their family are entitled to.

Fiona Martin, Head of Employment, says "Our team at Martin Searle Solicitors take great pride in 'making a difference' to our clients. We are pleased to be part of the Sussex business community and will continue to provide specialist legal services in Employment, Education and Community Care law for many years to come. Thank you for all your support."

www.ms-solicitors.co.uk.

### Pentagon Plastics Group received prestigious Investment in Young People award

It is with great pride that Pentagon Plastics announces the attainment of the nationally recognised Investment in Young People award in association with the Sussex Chamber of Commerce.

This award comes as an accolade to the sustained and continued efforts of the business in supporting young people and those in education. Pentagon has shown on-going dedication to working with young people on many levels through a wide range of engagement channels.

Fully recognising its responsibilities as a medium size employer within the manufacturing and engineering sector the group provides regular opportunities for student site visits and work

experience placements. Delivering insight in to both business and process for those considering and studying for future careers within our industry sector.

Taking in to account the changes with the education system and the limited accessibility for students to access careers advise, the team engage with local Sussex schools and take part in careers assemblies and associated events. Focusing on highlighting the potential of multi-level career opportunities available within engineering and manufacturing.

The group gives time through STEM to work along side the work force of tomorrow and help build upon employability skills that could benefit young people as they move

### PENTAGON PLASTICS GROUP

forward in their careers while highlighting the excitement and diversity of the polymer processing and engineering industry.

Supporting the outstanding work of the British Plastics Federation (BPF) and their Polymer Zone the group shares information on recycling and sustainability with local schools and colleges. As well as highlighting the educational aids and career prospects with in polymer processing.

By building strong relationships with local Schools, Colleges and Universities Pentagon is working hard to help bridge the skills gap within industry and mould our workforce of the future.

www.pentagonplastics.co.uk

### Sally Gunnel OBE announced as brand ambassador for SJA Health Insurance



SJA Health Insurance Independent Advisors, based in Pulborough, is delighted to announce its new brand ambassador, Olympic gold medallist Sally Gunnell.

SJA is a boutique health insurance brokerage specialising in health insurance and related

products for small and large companies and personal clients, both in the UK and internationally. The team has over 100 years of collective experience in the insurance industry and has established relationships within the market, such as with Allianz, Bupa, Zurich, Vitality, and Aviva, to ensure it achieves results for clients in even the most challenging of circumstances.

As part of the partnership, SJA has also become Sally's broker. SJA customers will benefit from 'Sally's top tips' delivered by exclusive monthly emails, as well as being entered into a prize draw to win a personal training session with Sally herself. As the only British female to hold the Olympic, Commonwealth, European, and World Championships concurrently. Andrew Leach, Managing Director of SJA Health Insurance Independent Advisors, said: "We are thrilled to be working with Sally Gunnell OBE and the team enjoyed meeting her when she came into our office. We've worked with Sally and her family to deliver the most suitable health insurance tailored to their requirements. We are pleased to be able to offer these exciting opportunities to our customers thanks to working with Sally."

Sally Gunnell OBE said: "The team at SJA are fantastic and went above and beyond to provide the best plan for me. I am looking forward to delivering training sessions to their clients and learning what their fitness goals are and how I can inspire and motivate them."

www.sjahealthinsurance.com

### Kingston Smith recognised for its staff-centric approach

Kingston Smith is delighted to be named Employer of the Year at the Reigate & Banstead Business Awards. Following the firm's recent win at the Gatwick Diamond Business Awards also for Employer of the Year, it is a great accolade for the top 20 accountancy firm to be twice considered best employer by the local business community.

Kingston Smith is becoming recognised for its employee focus, including such aspects as its award-winning innovation, above-average exam pass rates, staff wellbeing initiatives, charity fundraising and agile working practices.

Paul Samrah, partner at Kingston Smith's

the Source - July/Aug 2019

Redhill office, said: "We're honoured to have won Employer of the Year at Reigate & Banstead Business Awards, and so soon after the Gatwick Diamond Business Awards. It's important to us that Kingston Smith is a great place to work. Our people work hard for our clients and we want to acknowledge that."

Judges from the Surrey Chamber of Commerce said: "Kingston Smith has managed to re-create itself as a modern employer with clear values. They allow everyone to be the very best they can, and the commitment is clear from the top of the company, their flexibility examples show they are serious about keeping their employees and listening to them." Kingston Smith were also recently awarded Bronze in Mind's Workplace Wellbeing Index 2018-2019. The index is a benchmark of best policy and practice.



A Bronze award means Kingston Smith is achieving change when it comes to addressing mental health within KS. The firm has started working towards better mental health at work by developing and implementing initiatives which promote positive mental health for its staff. www.kingstonsmith.co.uk



ActionCOACH Brighton http://www.actioncoach.co.uk/brighton 01273 3286700 Business Support

Aspire Sussex https://www.aspiresussex.org.uk/ 0345 6010161 Training / Education

Business Doctors Ltd https://www.businessdoctors.co.uk 0203 5092409 Business Support

Control Energy Costs Ltd http://www.cec.uk.com/ 01737 556631 Utilities

Crossword Consulting http://www.crosswordscybersecurity.com/ 020 3953 8460 IT Services / IT Support

Dualta Dohrty & Partners http://www.dualtadoherty.com/ 07719 380053 Recruitment / HR

**Epsom Downs Racecourse** http://www.thejockeyclub.co.uk/epsom 01372 461260 Hotels / Venues / Events

Freedom Works Ltd http://www.freedomworks.space/ 01293 368100 Office Services

**Global Media and Entertainment** https://www.global.com/ 01293 636014 Leisure / Entertainment

Harris Lord Recruitment https://www.harrislord.com/ 01403 577970 Recruitment / HR

#### HESIS Ltd

http://www.hesis.co.uk/ 08445 200 2542 Facilities Management

Holbrook Tree and Land Management www.holbrooktrees.co.uk 01342 833034 Environmental Services

Mike Oliver Associates http://moaifa.co.uk/ 07973 847973 Accounting / Financial Services

Parmar Staffing Ltd http://www.parmarstaffing.co.uk/ 01903 245027 Recruitment / HR

**Pirtek Crawley** http://www.pirtek.co.uk/ 01293 571707 Manufacturing / Engineering

Posture People https://www.posturepeople.co.uk/ 0330 332 0880 Medical / Health / Wellbeing

PRIMOtax Limited http://www.primotax.co.uk/ 01293 301989 Accounting / Financial Services

Stanhill Court Hotel http://www.stanhillcourthotel.co.uk/ 01293 862166 Hotels / Venues / Events

SJA Health Insurance http://www.sjahealthinsurance.com/ 01798 300800 Insurance / Risk Services / Compliance Services

Wakefields Jewellers Ltd http://www.wakefieldsjewellers.co.uk/ 01403 264001 Business Support

### **Referral thanks**

- Josh Sayers from Ingenio Technologies for ActionCOACH Brighton
- Grant Baker from Coast to Capital for Dualta Doherty & Partners
- Susan Fleet from Lea Graham for Mike Oliver Associates
- The Creative Group for SJA Health Insurance
- Nick Broom from PVL for Wakefields Jewellers Ltd

### Previous Meetings & Events:

The past two month's meetings were:

gdb Cream Tea and Networking at Ockenden Manor https://www.hshotels.co.uk/ockendenmanor/spa

gdb Elevenses & Networking at EMW Law LLP https://www.emwlip.com/

gdb Networking at Ease at the Hilton Hotel Gatwick Airport https://www.hilton.com/en/

gdb May Members Meeting at Denbies Wine Estate https://www.denbies.co.uk/

gdb Express Lunch at Borde Hill Gardens https://www.bordehill.co.uk/

gdb Pastries & Networking at Reigate & Banstead Borough Council http://www.reigate-banstead.gov.uk/

gdb Networking at Ease at Ashdown Park Hotel & Country Club https://www.ashdownpark.com/

gdb AGM & June Members Meeting at Canon with Reigate & Banstead Borough Council https://www.canon.co.uk/ http://www.reigate-banstead.gov.uk/

### **Forthcoming events**

#### 5th July 2019

#### **Charity Challenge**

Bowles Learning & Development Teams of 8 at £680 + VAT

#### 11th July 2019

#### **Elevenses & Networking**

Chestnut Tree House Children's Hospice Free for members only

#### 19th July 2019

#### Summer BBQ & Networking

Crowne Plaza Felbridge Hotel £25+VAT for gdb members £35+VAT for non-members

#### 26th July 2019 July's Members Meeting

University Of Sussex 11am Educational Seminar R&D Tax - An Alternative Funding Route 12pm Registration & coffee 12.30pm Members Meeting 1pm Lunch and networking 2.30pm Close Free for members only £25 plus VAT guest fee

#### 7th August 2019

#### **Express Lunch**

Holiday Inn London Gatwick Airport £22 +VAT for members £32 +VAT for non-members

#### 15th August 2019 Afternoon Tea Break

Porsche Centre Mid Sussex Free for members only

#### **Get in Touch**

t: 01293 440088 www.gatwickdiamondbusiness.com Gatwick Diamond Business 14 Basepoint, Metcalf Way Crawley RH11 7XX

Stay up to date on the Chief Exec follow him on Twitter twitter.com/gdbizjeff1

To learn more about gdb membership follow us on Twitter twitter.com/gdbmembership

#### 20th August 2019

#### **Networking at Ease**

The Brighton Harbour Hotel £35+VAT for gdb members £45+VAT for non-members

#### 30th August 2019

#### **August Members Meeting**

The Arora Gatwick Hotel 11am Educational Seminar How Purpose and Culture Set You Apart from the Competition when Recruiting Talent 12pm Registration & coffee 12.30pm Members Meeting 1pm Lunch and networking 2.30pm Close Free for members only £25 plus VAT guest fee

#### **Booking Information**

We now use www.eventbrite.com to manage our bookings and all event payments. This should speed up the booking process for you and allow you to book events online; something requested in our most recent Survey.

Wea will still be publishing the Events programme online and sending reminders, but Eventbrite is an efficient and effective way to manage event bookings

#### **Bringing Guests**

If you know of someone who would like to attend a members meeting, please do check with the office first. Guests are welcome to attend one meeting to see how membership can work for them, but places are limited and we do have to turn some away. The fee for a guest is £25+VAT.

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### **Seminars**

#### 26th July 2019

#### R&D Tax - An Alternative Funding Route

#### Presenters:

Tim Walsh, Regional Director, RandDTax Suzanne Heaven, Marketing Director, Gemini Print

Join Tim for a whistle-stop tour of the wonderful world of Research and Development (tax relief).

You will leave with...

- A deeper understanding of a complex area of tax
- Fresh perspectives on what can qualify for this generous tax relief

TO ACHIEVE their focus on award-winning customer delight, Gemini Print's investment in leading-edge technology and process development has been critical. However, this hunger for innovation and growth is a huge challenge in a manufacturing and creative industry that is labour intensive with very low margins and returns.

Suzanne will provide some insight into how their programme of research and development has played a role in consistently expanding the ways the Gemini Print team strive to help develop clients business results and ROI.

#### 30th August 2019

#### How purpose and culture set you apart from the competition when recruiting talent

**Presenters:** 

Dave Thomas – Creative Director and owner of Redbeard Nici Jupp – Founder and MD of Talent Gateway

We all know it's tough to compete with the draw of London when competing for talent but what can we do?

#### In this session we will:

- Show you where to start!
- Identify the link between employee engagement and purpose
- Explain why it matters
- Share a framework for communicating your purpose and culture
- Provide real examples of how purpose and culture can help you recruit talent
- Uncover the importance of finding YOUR voice
- Show how a strong brand reduces recruitment costs and improves employee retention

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