

# Surrey businesswomen in pole position

MORE THAN 150 people attended the relaunch of Surrey Chambers of Commerce's Business Women in Surrey Community on International Women's Day.

The event took place at Mercedes-Benz World at Brooklands and guests listened to inspirational stories from entrepreneurs, senior executives and international journalists.

Travel company Beachcomber generously offered a seven night holiday at the luxurious Paradis Hotel & Golf Club in Mauritius to be won in a draw taking place later in the year. For your chance to win this visit the website.

The aim of the community is to bring together like-minded local businesswomen to share ideas, knowledge and skills via workshops, mentoring programmes, seminars and our annual flagship event celebrating all that is great about businesswomen in Surrey.

Join us for our next Business Women in Surrey event on Wednesday, May 4, a networking breakfast at The Lightbox in Woking. The breakfast is taking place during the exhibition *Essential Accessories: Handbags and Heels* which delves into the history of these wardrobe items. Guest speaker for this event is BBC presenter Juliette Foster.



Chambers CEO Louise Punter (centre) with some of the businesswomen who attended the launch of Business Women in Surrey Community.

[WWW. businesswomeninsurrey.co.uk](http://www.businesswomeninsurrey.co.uk)

## Minister launches our new services

EMPLOYMENT MINISTER Chris Grayling helped Surrey Chambers of Commerce kick off its two latest services for local businesses with a launch breakfast at Epsom Golf Club. The new services are Chambers Business Clinics and an Ask the Experts business roadshow, which will visit several towns in the county in the coming year.

Speaking at the launch, Mr Grayling, the MP for Epsom and Ewell, also set out plans for a new national scheme to help unemployed people set up their own businesses. Under the proposal, entitled the New Enterprise Allowance, would-be business people will receive some of their benefit money for six months, as well as a start-up loan and experienced mentoring support. The scheme is due to be available nationwide during the course of the year, with potential entrepreneurs in Surrey able to benefit by the autumn.

"It's really important that we create the right opportunities for people who are unemployed not just to get a job but also, where they have the

potential to do so, to enable them to start building a business of their own," said Mr Grayling. "I hope this scheme will see the creation of some 40,000 businesses across the next two years."

Introducing the new Chambers services in the British Chambers 2011 Year for Growth, Surrey Chambers CEO Louise Punter said: "To have the chance to launch these two new services at such a high-profile event is great, and being able to have the ear of those in the corridors of power truly demonstrates the influence the Chambers has at this level.

"Surrey Chambers is proud to provide the business community with two brand-new services to support their growth and development. After the last couple of challenging years we are keen to be doing all we can to help businesses through the recovery."

● For more on Chambers Business Clinics and Ask The Experts and a photograph from the launch, see page 2.

## Newslink hits a century

April sees the 100<sup>th</sup> issue of *NewsLink*, Surrey Chambers of Commerce's e-newsletter which has showcased members' news and views and put topical business issues in the spotlight since 2003.

*NewsLink* is a valuable forum for members, many of whom regularly submit material, which we always welcome. The word count on submitted items should not exceed 300 and photos, which need to be at least 300 dpi, should be sent as separate files, not embedded. News items and photos should carry the same name.

# NewsLink

• NewsLink is written and published on behalf of the Surrey Chambers of Commerce and distributed to members free of charge.

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# New Chambers services will help boost business

TWO BRAND new Surrey Chambers of Commerce services underline our place at the heart of business growth and development in the county.

**Chambers Business Clinics** provide a face-to-face impartial overview of your business to help you map the best ways to achieve your objectives.

The framework of the review is based on the highly regarded Harvard Balanced Business Scorecard. These clinics are available at a time and location to suit you. Our knowledgeable and experienced business advisor will listen to your ideas and offer bespoke solutions and an individual business plan. The service is significantly subsidised for Chamber Members at £125; the non-member rate is £200.

**Ask the Experts** events provide businesses with access to confidential, professional one-to-one advice from a panel of eight experts in various fields, including ICT, marketing, sales, legal issues and finance.



From left: Surrey Chambers CEO Louise Punter, Jill Govier from the Department of Business Innovation & Skills and Employment Minister Chris Greyling at the launch of the new Chambers services.

The first Ask the Expert event will take place at Shepperton Studios on Thursday, May 5 and there will be further sessions at The Talbot Inn, Ripley on October 4 and the South Hatch Restaurant, Epsom on

November 22. Cost is £17.50 for members and £25 for non-members. All prices are subject to VAT.

For full details on Business Clinics and Ask the Experts see our website.

[WWW. surrey-chambers.co.uk](http://www.surrey-chambers.co.uk)

## Views sought on latest street parking plans

SURREY CHAMBERS of Commerce is seeking the views of businesses on the potential economic effects of proposed additional on-street parking in Surrey.

As the largest business support organisation in Surrey, Surrey Chambers of Commerce has been working to collect feedback on the potential impact that the introduction of more designated on-street parking will have on local businesses. "We are keen to hear specific examples of whether the plans will have a positive or a negative effect on economic activity," said Chambers CEO Louise Punter.

A series of meetings to discuss the issue is being planned throughout the county, ahead of a full council meeting in May, where representatives from Surrey County Council will answer questions.

Surrey Chambers has been sending out links to specific area consultations on the new parking spaces and believes it is vital that businesses familiarise themselves with the details. Feedback from Chambers members will be put forward at the meeting.

For more information about the meetings or to submit feedback, email [marketing@surrey-chambers.co.uk](mailto:marketing@surrey-chambers.co.uk)

## Meet the members...

### Healthy means wealthy

A healthy workforce can be three times as productive as an unhealthy one, says Mark Mathews, registered osteopath and founder of the Reve Pavilion Natural Health Clinic.

Workers today take less time off for sickness because of worries about job security. Absence rates are at their lowest for 20 years, and the cynical view is that business owners need to worry less about staff health and focus more on margins, turnover and survival. But success depends on your team being healthier than rivals, says Mark.

He believes the most successful organisations are those that embed health and wellbeing into their culture. "There are a number of core indicators you should monitor to understand the health profile of your employees and judge your wellbeing issues, using screening tools such as employee health risk appraisals and health assessments. This might mean simply being more proactive about people calling in sick or taking a more case management-led approach to rehabilitation, perhaps through the use of a specialist occupational health provider.

[WWW. surrey-health.co.uk](http://www.surrey-health.co.uk)

## Egham firm shortlisted for two awards in one week



**3sixteen's launch of Levi Roots' Chilled Caribbean Meal Range has put it in line for an award.**

EGHAM-BASED integrated marketing agency 3sixteen has been shortlisted for two high profile industry awards in one week: the Institute of Promotional Marketing (IPM) Awards and the British Sandwich Industry Awards (The SAMMIES Awards).

3sixteen's launch of the Levi Roots' Chilled Caribbean Meal Range, on behalf of Kerry Foods made it one of only seven finalists in the Brand Experience category for the IPM Awards, which recognise the most creative and effective promotional marketing campaigns of 2010.

The overall winners will be announced on Thursday, 16 June 2011 at a prestigious



**More tea, ma'am? The quintessentially British theme of 3sixteen's campaign for Breadbox included hiring a Queen Elizabeth II lookalike.**

awards ceremony at the London Hilton, Park Lane, London.

Meanwhile, the launch campaign 3sixteen undertook for SSP UK's new retail outlet BreadBox has been recognised by the SAMMIES Awards in its Sandwich Marketing of the Year category.

3sixteen developed a strong creative launch campaign for BreadBox (a tea-led brand, with no-nonsense British nosh). Launch activity was 'British' themed, to match the irreverent British tone of the brand; a mock living room was set up in Manchester Piccadilly station to reinforce the

'sit down and have a cuppa' message, with staff dressed in 1940s outfits and a Queen Elizabeth II look-a-like on hand to add a touch of class to the event.

Alex Butcher, Marketing Communications Manager at SSP UK, said: "We were really impressed by 3sixteen's creativity and execution of the BreadBox launch; it's testament to their fantastic work that the BreadBox launch has been shortlisted for this award."

The winner of the SAMMIES will be unveiled at a gala dinner at the Lancaster London Hotel, London on Thursday, 19 May.

## Businesses urged to attend Surrey's first Open Energy event

WITH ENERGY prices predicted to rise by 60% over the next decade Surrey's first Open Energy event for businesses will show how money can be saved, income generated and environmental credentials improved by introducing renewable energy measures.

Organised by Surrey County Council, the event will support Surrey's own ambition to combat climate change by bringing together sustainable businesses, promoting the responsible use of resources and encouraging a greener future.

The event includes a half-day conference on May 17 with guest speakers from the Carbon Trust, University of Surrey and social enterprise Bricks and Bread, with many more to be confirmed.

On May 18 and 19, organisations and businesses in Surrey that are already involved in energy saving and renewable energy technologies, are offering site tours to those interested in seeing the benefits renewable energy can bring, showcasing the many positive steps already being taken in workplaces across the county to combat climate change.

Dr Lynne Hack, Surrey County Council's Cabinet Member for the Environment, said: "The effective use of energy is becoming increasingly important and Open Energy Surrey will be a chance for businesses to find out about the Government incentives for renewable energy and learn how they can cut costs, generate income and green their business."

Mark Pearson, CEO of Surrey Economic Partnership, is chair of the conference. He said: "To ensure that Surrey remains a 'powerhouse economy', it's important that Surrey businesses embrace the many opportunities available to them. They can make a name for themselves through developing new low carbon products and services."

Booking is essential for both the conference and the site tours. To book a free place or for more details visit the website or contact Bronwen Fisher, Open Energy Surrey co-ordinator on 020 8541 8538 or email [bronwen.fisher@surreycc.gov.uk](mailto:bronwen.fisher@surreycc.gov.uk)

[www.surreycc.gov.uk/openenergy](http://www.surreycc.gov.uk/openenergy)

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## A Midsummer Night's dream ticket to the ball

SURREY CHAMBERS Midsummer Night's Charity Ball is taking place on Friday, June 10 at Silvermere Golf Club in Weybridge. Sponsored by Jelf and in support of Surrey Chambers Community Fund, the event will include live entertainment from Guildford Shakespeare Company.

Ticket prices are £575.00 plus VAT for a table of ten, with individual ticket prices at £62.50 plus VAT per person.

**Jelf**



## Surrey Chambers sponsors Guildford business exhibition



Scenes from last year's Grow Your Business exhibition, which has been replaced by Guildford Means Business this year.

GUILDFORD MEANS Business takes over where Grow Your Business left off on Wednesday, May 18 at Guildford Spectrum Leisure Centre from 9.30am.

Sponsored by Surrey Chambers of Commerce, Guildford Borough Council, *Surrey Advertiser*, Eagle Radio and The Best of Guildford the event is supported by the key bodies in Guildford and will focus on promoting business opportunities in and around the town.

The exhibition is part of a successful series of local business to business exhibitions organised by The Webster Partnership, bringing hundreds of local companies together to network, sell and grow.

The day starts with a free breakfast seminar at 8.30am. After a coffee and croissant, visitors will be welcomed by Cllr Tony Rooth, leader of Guildford Borough Council, followed by a motivational presentation from leading SME business growth specialist Ben Kench.

With around 80 exhibitors, a programme of free seminars throughout the day and free 1-2-1 clinics with The Chartered Institute of Marketing, Guildford Means Business offers something for everyone wishing to develop and grow their businesses.

Visit the website to book your stand or register to attend, or call Paul or James Webster from The Webster Partnership Ltd on 01118 973 1976.



**WWW. [guildfordmeansbusiness.co.uk](http://guildfordmeansbusiness.co.uk)**

## Trampoline Academy jumps right into Hersham Place

LONDON'S NUMBER one trampoline club has selected Hersham Place Technology Park (HPTP) as the location for its first ever office.

Due to the runaway success of its classes, the Kingston Trampoline Academy (KTA) has taken a small office at Hersham Place,

from where it will manage the administration side of the business.

With classes already firmly established in Kingston and Weybridge, the Surrey business park was a perfect location for the young business to develop and grow.

**WWW. [hershamplace.com](http://hershamplace.com)**

GUILDFORD college

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SUBJECT TO ELIGIBILITY

**LEADERSHIP INSPIRATIONS****Happiness at work  
– self confidence**

By Gordon Bromley,  
Chairman of Surrey based ACE

I turn this month to the first of the five key drivers (the “5 C’s”) of employee happiness at work, namely CONFIDENCE.

Henry Ford is famously attributed with saying “If you think you can you can.. or if you think you can’t you can’t ... either way you’re probably right” and never a truer word was said!

The key to self-confidence is undoubtedly self-belief and in a work context an employee’s self-belief is driven by:

- Belief in their own ability to do a good job and deliver good results – we all want to be successful and enjoy our own good performance.
- Belief in the company’s leadership and collective ability to achieve its goals and objectives and deliver good results – we all enjoy being part of a winning team.
- Belief that their job and their company can fulfil their own personal needs i.e. the reason why they go to work in the first place. Money will certainly be one of those needs but rarely the most important – enjoyment, promotion prospects, personal development, camaraderie and a host of other diverse needs specific to each individual to a varying degree will also be key.

As leaders, through our own behaviours and words, repeated every day, we must instil that self-belief by frequently demonstrating to staff, our own self-belief in

- Their ability to be successful.
- Our commitment and belief in the company’s goals and its ability to achieve them.
- Our commitment to understanding and fulfilling their personal needs.

To read the full article click on the link below. Gordon would like to hear from you on any aspect of leadership. For information about the work of the Academy for Chief Executives group in Surrey contact Gordon Bromley at [gordon.bromley@chiefexecutive.com](mailto:gordon.bromley@chiefexecutive.com) or call him on 07802 461431.



[www.surrey-chambers.co.uk/leadership\\_inspiration.php](http://www.surrey-chambers.co.uk/leadership_inspiration.php)

**EXPORTER CORNER****Sanctions against Libya**

The Department for Business, Export, Innovation and Skills has issued a notice detailing sanctions introduced in response to the situation in Libya

The European Union has imposed an arms embargo and issued a new associated Council Regulation which details additional restrictive measures. These European Union sanctions have been imposed following a unanimous decision at the United Nations Security Council. Details of the restrictive measures imposed by the UN are published in United Nations Resolution 1970 (2011).

The EU Council Decision imposes an arms embargo, a ban on internal repression equipment and restrictions on the admission and freezing of funds and economic resources of certain persons and entities involved in serious human rights abuses against persons in Libya. The EU Council Regulation provides further details about the scope of the sanctions imposed. These sanctions came into force as of 3 March 2011 and are directly applicable in UK law.

The sanctions have an impact on issuing of export licences to Libya. All export licences are considered on a case-by-case basis in relation to the Consolidated EU and National Arms Export Licensing Criteria, in light of EU and UN sanctions, the prevailing circumstances at the time of application and the proposed end-use. For details of the Criteria visit the website.

ECO has already revoked several export licences for a range of goods that could be used for internal repression where the proposed export is not consistent with the Consolidated Criteria. It is in the process of reviewing any Open General Export Licences where Libya is listed as a permitted destination. If you intend to export to Libya, you should keep yourself well informed of the current situation through the media and other information channels. The situation in Libya is constantly changing and these sanctions are correct at date of publication.

Further details of sanctions are published on the FCO website and on the Businesslink website.

[www.fco.gov.uk](http://www.fco.gov.uk)



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## PEOPLE & PLACES

### Cutting edge for Brooklands



High style won the day for Brooklands College when it took the highest place in the southern region of the prestigious International Hairdressing Championships at Blackpool Winter Gardens.

The glamorous annual event held by the National Hairdressing Federation showcases cutting edge techniques and attracts more than 600 participants and more than 6000 visitors.

Jade Pettengell, aged 20, from Addlestone, who is studying for a Level 3 BTEC Diploma in hairdressing, took third position in the Avant Garde Fantasy round.

Jade said: "I am very proud to have come so high out of so many competitors.

"It has really given me the confidence to know that I can achieve big things.

"I'm hoping to go on and enter more competitions."

Brooklands' Yu Ling Yang came fourth in the same category with a music inspired design.

Pictured left is Jade's creation on model Caitlin Wilson.



From left, Stuart Edwards, Deputy Director of the Further Education Directorate - Department for Business, Innovation and Skills, with College E-Learning Technologist Hugh Vaughan and Web Services Manager Brian Lake

### It's Hi5 to Guildford College

Guildford College has won a top award for its development of new technologies at a ceremony recognising and celebrating the best e-learning practice in the region

At the JISC RSC South East Hi5 Ceremony and Dinner, the college's Web Services Team won an Advanced Innovation Award for The iGuildford Project: Expanding Mobile Learning in Further/Higher Education Through Mobile App Development.

The award rewarded the college's initiative in developing the first iPhone Application of any college in the country. The iGuildford app provides a quick way for students, staff and visitors to contact the college, visit its websites, access college maps and get more information. It also showcases the college to hundreds of millions of users worldwide in the iTunes app store.

Judges said: "The app effectively uses Web 2 resources already available." "The future developments outlined are particularly impressive." "A good web 2 development. A worthy winner in this classification."

The evening was particularly successful for the college, as tutor Paul Collingridge was named runner up at beginner level for his video assessment technique on the Countryside Management National Diploma.

### CvWow takes 2011 Onrec Best Newcomer award



Fixed price recruitment specialist CvWow has won the 2011 Onrec Award for the Best Newcomer after only 10 months of trading.

Managing director Russell Crowe said: "I am extremely proud of my team for all the effort and determination that has been put into providing a premium quality service to all of the organisation's clients.

"I truly believe that we won this award based on our abilities to provide a service which is a cut above our competitors with a more personable approach.

"CvWow's unique selling point is that we have account managers from many different industries servicing each of our clients, we have amazing talent within the team and are growing from strength to strength based on our ability to provide our clients with a unique, more cost effective way of recruiting."

CvWow provides recruitment advertising to many FTSE 100 organisations.

# Crisis? What crisis?



Philippa Varey

## By Philippa Varey

LARGE ORGANISATIONS invest heavily to ensure that any communications crisis is handled professionally, while in SMEs crisis communications is usually overlooked. But negative publicity on a large scale can have a catastrophic effect on any business.

When a major supermarket has a food scare, their experienced crisis communications team swings into a well-rehearsed procedure and the crisis is contained. There is a financial cost, but it does not bring the company down.

Compare that with a small food producer. They would certainly attract publicity, could lose key retail accounts and damage their brand. The company could well go under.

The difference comes from their inexperience in managing the media and lack of preparation. Journalists do not go easy on small companies.

### Tips for dealing with a crisis

- Identify ten areas where your business is vulnerable. Which of

these give you nightmares?

- Write down the key messages you would need to get across.
- Select a company spokesman. Remember, you might be at the centre of the storm, so choose someone you trust.
- Make sure your staff members know what to do if the media contact them. Saying “no comment” is not helpful. Put them in touch with your media spokesman instead.
- Remember that a crisis can recur. Do not let your guard down.

But most importantly, give your spokesmen the opportunity to rehearse. They will be protecting your company’s reputation and livelihood, so give them the tools for the job.

Oriel Marketing and Rough House Media have teamed up to offer Crisis Communications preparation to smaller organisations. We use trained journalists to show you how to put your messages across to the media, in a real studio, under real pressure.

For further information, contact Oriel Marketing on 01252 727625 or email [philippa.varey@oriemarketing.com](mailto:philippa.varey@oriemarketing.com)

## PLAIN SPEAKING LEGAL ADVICE

# Business immigration advice from Herrington & Carmichael – the way forward

Since the new Government started in May 2010, it has promised to cut back and reduce the ways in which someone can enter the UK to work.

New changes and Immigration Rules being introduced on 6 April limit the ability of non-European citizens to work in the UK. While aimed at reducing UK unemployment – a laudable aim we all support – the new Immigration Regulations do curtail the ability of employers to recruit and hire international talent.

There are still five different entry levels, or Tiers, through which a non-European national can come to the UK to work under the Points Based

System (PBS).

Tier 1, which until recently attracted a number of high earning, high achievers into the UK, is now closed to anyone not already in the UK.

There is a new Tier 1 exceptional talent entry category. The exceptional talent is for those individuals who are recognised as being at the top of their sector pyramid, for example an internationally recognised research scientist or principal ballerina.

There are also more flexible rules for entrepreneurs wanting to check out funding for a business in the UK (the “prospective entrepreneur”) and also extended rights for entrepreneurs who

can create two jobs or more and one of those jobs can be their own position.

Tier 2 remains available as a way of securing skills which are in demand in the UK, but are in short supply. Employers need to obtain a licence to sponsor someone under Tier 2, but will no longer have the flexibility to issue a desired recruit with a Tier 2 work visa (called a Certificate of Sponsorship).

To read the rest of this article, please click on the link below. For more information contact Joy Hankins from Herrington and Carmichael on 01276 686222 or email [joy.hankins@herrington-carmichael.com](mailto:joy.hankins@herrington-carmichael.com)

# A smile and silver service



Dawn O'Leary

**By Dawn O'Leary,  
Davis Burton Sellek**

DELIVERING OUTSTANDING customer service is the key to long-term customer relationships and business survival.

Today's customers will no longer put up with a raw deal and they don't care who they tell. With the huge advances in Twitter and facebook unhappy customers can literally spread discontent around the globe in express time. Social media has empowered the individual and given them a far-reaching voice.

For many, customer service means nothing more than answering the phone or doing their job. What it should mean though is avoiding people saying anything negative about you and proactively finding those individuals who will say nice things about you and your brand both on and offline.

So it pays to have a dedicated person within your organisation tuning into social media sites and other media, listening to what is being said about you and your

products or services. This gives you the platform to respond to customers immediately dealing with negative remarks and encouraging positive customer feedback from your advocates.

In professional services such as accountancy it can be difficult to identify a true point of differentiation. Clients have specific criteria when looking for an accountant; price is important but equally we are finding that being local and offering personal attention and hands-on partners are top of their wish list too.

What we've tried to do at Davis Burton Sellek is to engage with clients by being friendly but professional, listen to their needs (from the type of coffee they like to drink to what they enjoy doing at the weekends) and to explain accountancy and taxation in plain English.

This has created a rather special client base who not only think of us as long-term partners but in many cases regard us as firm friends - something which I am extremely proud of.

Follow our tweets or visit our website.

**WWW.** [davisburtonsellek.com](http://davisburtonsellek.com)

## Coming up... The Chambers Events Diary

**CLICK HERE>>>**

**<<<FOR MORE DETAILS OR TO BOOK A PLACE**

**TUESDAY, 19 APRIL**

**East Surrey Business Breakfast Club.** The Red Lion, Betchworth. Members £11.67, non-members £18.33.

**TUESDAY, 19 APRIL**

**Chamber Business Clinics.** 14A Monument Way East, Woking. Members £125, non-members £200.

**WEDNESDAY, 20 APRIL**

**Open Golf Competition, followed by Dinner & Prizegiving.** Camberley Heath Golf Club, Camberley. Members £63.34, non-members £71.67.

**THURSDAY, 21 APRIL**

**Elmbridge Business Breakfast Club.** Hilton Hotel, Cobham. Members £11.67, non-members £18.33.

**WEDNESDAY, 27 APRIL**

**Goal Mapping Success Workshop \_ Your path to every success in 2011.** Surrey Sports Park, Guildford. Members £95, non-members £125.

**WE LOOK FORWARD TO SEEING YOU AT SOME OF THE CHAMBERS' EVENTS!**

**TUESDAY, 3 MAY**

**How To Get The Most Out Of Chamber Membership.** Loseley Hall, Guildford. Free to all.

**WEDNESDAY, 4 MAY**

**Business Women in Surrey Breakfast.** The Lightbox, Woking. Members £14.58, non-members £20.83.

**WEDNESDAY, 4 MAY**

**Understanding Documentary Letters of Credit, Drafts and Bills.** Venue TBA. Members £195.83, non-members £235.

**THURSDAY, 5 MAY**

**The Launch of Scene at Mercedes-Benz World.** Mercedes-Benz World, Weybridge. Members £54.17, non-members £66.67.

**THURSDAY, 5 MAY**

**Ask The Experts.** Shepperton Studios, Shepperton. members £17.50, non-members £25.

**TUESDAY, 10 MAY**

**Networking Purposefully For Profit.** The County Club, Guildford. Members £16.67, non-members £25.

**THURSDAY, 12 MAY**

**Speed Networking – The fast, fun way to develop your business and your networking contacts.** The Mandolay Hotel, Guildford. Members £20.84, non-members £29.17.

**FRIDAY, 13 MAY**

**HR Forum.** The County Club, Guildford. Members £16.67, non-members £25.

● All prices are excluding VAT. For further information on any of these events telephone 01483 735540.