

# BUSINESS focus

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together.**

**Working together,  
achieving more.**

Official Magazine of Bedfordshire Chamber of Commerce

Spring 2020

## Better Together

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big energy saving and new partnership

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## BUSINESS focus

**Official Magazine of Bedfordshire  
Chamber of Commerce**

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## 8 Welcome

The final month of 2019 saw Britain's first December election since 1923 and resulted in a landslide victory for the Conservative party in the form of a new majority Government. Although the end of the Brexit deadlock in Westminster and the commencement of the transition period has provided some welcome relief, the business community is acutely aware that this is the first step down a long road. Getting the next stage of Brexit right requires a real partnership with business and we urge Ministers across Whitehall to consult business throughout the UK to get the details right on issues like customs, regulation and immigration. With businesses likely to face significant changes in the way they trade I wanted to assure you that we will be providing timely guidance and supporting companies to adapt and make the most of new opportunities as Britain sets its own trading policies.

Pushing Brexit to one side(!), I also wanted to take this opportunity to outline our focus for 2020.

### People & Skills

Skills and developing people have always been high on the agenda for Bedfordshire businesses and yet it remains difficult for companies to find the people they need to grow and succeed. Alongside developing our own local skills roundtable, we will be supporting the British Chambers of Commerce call for urgent reform of the Apprenticeship Levy to enable employers to draw down levy funding for all forms of accredited training.

### Supporting the Net-Zero Agenda

Chamber business communities support the need for the UK to transition to net-zero greenhouse gas emissions by 2050. Businesses across the UK has a central role to play – not only in improving its own environmental performance, but also in developing the technologies and creating the new markets needed to achieve the net-zero emissions target. But if we want firms to thrive and take on the risks, they need the right conditions to be put in place with a clear UK energy strategy adopted that also maintains the security of energy supply and stable prices for businesses and consumers.

### Reforming Business Rates

The business rates system, in its current form, is broken. The current system penalises ratepayers who make environmental improvements or invest in plant and machinery and allows no time for the ratepayer to recoup any capital investments they have made before their higher rates bill applies. The manifesto pledge to launch a fundamental review of business rates was welcomed and now it must be confirmed. Any reforms must lower the overall impact on business, be more responsive to local economic conditions and remove disincentives to invest.

If you are interested in becoming involved in any local or national forums supporting these activities, please do not hesitate to get in touch.

Finally, I would like to wish everyone a successful 2020.

#workingtogether #achievingmore #businesstogetherness

**Justin Richardson**

Chief Executive



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**Rod J Calvert OBE DL**  
President of Bedfordshire Chamber  
of Commerce

“Change always represents opportunities and I confidently expect Bedfordshire businesses to grasp them in whatever form as the political climate shifts gear.”

## The President's View

After three years of wrangling and the most poisonous, divisive political climate and debate anyone can remember, we are out of the EU and into trade negotiations.

All we want as businesses is clarity and consistency regarding future trade relationships and border conditions, but we also need – now freed – following the election formerly moribund government to focus on domestic issues such as skills, business rates and infrastructure etc. The signs are that, with a big majority in the House, the newly elected government has decided to grasp the opportunities to move the economy forwards at a pace. As a chamber movement representing you, we are taking stands with government and regulators to focus them on your business priorities. In order best to do this please make sure your voice is heard by attending our various meetings and taking an active part in surveys, particularly the quarterly economic survey. Believe me your views count and through the Chamber you are closer to high level government ministers and officials than via any other route. The British Chamber of Commerce (BCC) Director General, Adam Marshall, is in Whitehall at least once a week and contributes with his direct staff to numerous government and select committees. Bedfordshire Chamber of Commerce Chief Executive, Justin Richardson, consults with Adam on a regular basis and any Bedfordshire Chamber of Commerce member can speak to Justin at any time. That makes you two or three steps from the prime minister. If you think this is fanciful, call Justin and test it out! This is why your voice is a key element in us fulfilling our representation and lobbying role and thus shaping the future business environment of our country.

Change always represents opportunities and I confidently expect Bedfordshire businesses to grasp them in whatever form as the political climate shifts gear.

The environment, climate change and waste reduction have finally got the public eye and become fashionable as well as critical. Many businesses have already embraced the vital principles of sustainability, but many have not, yet! Again, what opportunities for business this crucial cultural revolution represents and in so many directions too. Clearly there is unlimited scope for innovation, new products, services and processes associated with recycling, energy conservation and climate change mitigation. There is also the less well recognised chance to inspire and motivate employees and customers by one's 'green' credentials. No business or organisation is exempt from these opportunities, most of which whilst benefitting the environment directly can contribute to the bottom line. So, what are you waiting for do something however small or large today!

As always pledging Chamber support for our members

## 7 tips to help your company thrive in 2020

If you haven't already got a winning business strategy in place for the year ahead, chances are you're not alone. 90% of businesses fail to execute a successful business strategy. To help you amplify your business growth in 2020, we've compiled seven highly effective tips that will set you up for success.

### 1. Remember your why

Author and leadership coach Simon Sinek says, "People don't buy what you do; they buy why you do it." But sometimes, when you're so focused on the day-to-day runnings of the business, it's easy for the 'why' to be suppressed. But the most important step in any business strategy planning is thinking about the reason your company exists in the first place. Not only will remembering your purpose give you a renewed passion and excitement for your business, but it will also help you to create an effective business strategy. Your 'why' is what engages others with your business and helps them form an affinity with you.

### 2. Reflect on the last 12 months

When planning for the year ahead, it always makes sense to first look back. What were your goals? Did you meet them? Is there still work to do? Are those goals still relevant? Thinking about what went and what didn't go so well over the last year can also inspire your strategy going forward. How many new customers did you bring in? Did you meet your financial targets? Did you lose customers along the way? By analysing your successes and failures over the last year you can give more considered thought to what you need to do to achieve success going forward.

### 3. Set new goals

Taking the time to sit down and plan the next chapter of your business helps you gain focus and set achievable milestones. When setting your goals, list the key steps you'll take to achieve each of them. Breaking your goals down into shorter-term steps will help you to gather momentum. It may be difficult to decide which goals to focus on first. The trick is to adopt a top-down/bottom-up approach. A top-down approach looks at what's most important, while a bottom-up approach considers what can realistically be achieved. There may be a gap in the middle there, and it's important to recognise that so you don't end up over-stretching yourself. Perhaps there are some goals you can mark to come back to assess later in the year.

### 4. Identify risks and opportunities

When setting your goals, be sure to consider any internal or external factors that could present a risk or opportunity



for your business. Internally, perhaps there is a skills gap you need to fill, or maybe you know someone is leaving and it's going to put the rest of your team under increased pressure. Externally, you need to be cognisant of industry trends and what your competitors are doing when planning your business strategy too. And what impact will Brexit have on your business, both good and bad? It's happened now. You can stop wondering whether it will or it won't and start thinking ahead to life outside of the EU.

### 5. Document your plans

Reflecting on your business and setting goals for the future is great, but if you want to really follow through on it, you need to document it all. Create a twelve-month plan detailing your goals and the strategic priorities you need to focus on to achieve those goals. Record your current budgets, deliverables and other important measures so that you have all your key information in one place. Then break this plan into smaller, more digestible plans, and commit to regularly reviewing them. Don't forget to think about your success metrics too.

### 6. Involve your team

As a business owner, it can sometimes be difficult to let go of parts of running the business and lean on others for help. But you can't deliver the strategy and grow your business on your own. You need a team of people around you who can take responsibility and accountability

for different priorities. Make sure these people are involved in the strategic planning and that you communicate what their individual responsibilities are. The sooner you get other members of your team involved, the more motivated they will be to live and breathe the strategy.

### 7. Grow your external network

As your business grows, there may be times when you feel out of your depth. When you grow to a size where it becomes apparent that you need to bring in HR, for example, but you don't have any real knowledge or understanding of good HR practice. It's always good to have people who've been in your shoes that you can reach out to for support. Connecting with like-minded leaders in your area will give you a source for insights and advice that can help you take your business to the next level. So why not make growing your external network part of your strategic plan for this year? Networking events can be a great way to start making those first connections. Finding the time to plan and execute a business strategy can be the solution to your business growth ambitions. But be sure to remember who you are, reflect on how far you've come, do your research and set yourself goals and steps to help you meet those goals, and document it all so that you maintain accountability. Finally, look to the people around you, both within your business and outside of it, for support. You don't have to run your business on your own.



# Chamber Events

You'll find plenty of opportunities to connect with other Bedfordshire Chamber of Commerce members and local businesses at any of our upcoming events in 2020. Events are being added to our calendar all the time, please visit [www.chamber-business.com](http://www.chamber-business.com) to see what is new.



## Meet the Neighbours

**Tuesday 17th March** Venue **Cranfield**, Cranfield  
12noon - 2pm | **MEMBERS ONLY: £17.00 + vat**

Business doesn't recognise borders, which is why you should join us for a great event where you can promote your businesses to like-minded business people from neighbouring areas Milton Keynes and Northamptonshire. This is your opportunity to meet with up to 90 different business people in an informal atmosphere with speed-type networking and a light lunch. Make sure you bring plenty of business cards and be prepared for a fun and fast approach to networking. Maximum of 2 people per company.



## Connect Over Coffee

9.15am to 11am | **Free of Charge**

The Chamber invites you to our informal Coffee Mornings.

These events will give you the chance to explore the various services available to your business through your membership and to network with other new and existing members.

Your membership can benefit your whole business—why not bring colleagues with you?



**Thursday 30th April**  
**South Beds Golf Club**  
Luton



**Thursday 14th May**  
**West Park Enterprise**  
Silsoe



**Thursday 11th June**  
**Mercure Bedford Centre Hotel**  
Bedford



## Business Breakfast

**Thursday 2nd April** **HMP Bedford**  
8.30am to 10.30am | **Free of Charge**

## Network with your Neighbours

**Tuesday 19th May** **Wyboston Lakes**  
4pm to 6pm | **£12.00 + VAT** | **Non-Members: £17.00 + VAT**

We have linked up with Cambridgeshire Chamber to give you the chance to extend your networking horizons over county boundaries. We know your time is precious, so this snappy and dynamic event is aimed at giving you maximum impact with minimum time out of your business. An effective way of generating new business leads, raising your company profile and promoting your services or products.

- ✓ Develop Business Contacts
- ✓ Promote your Business
- ✓ Ideal Forum for Gaining Knowledge
- ✓ Exchange Ideas and Information
- ✓ Do Business!



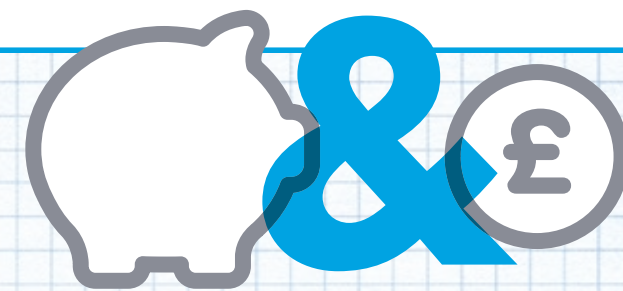
## Connect with Businesses and Raise Your Profile with Event Sponsorship

For further information on sponsorship packages available or any of our events email [events@chamber-business.com](mailto:events@chamber-business.com) or call Paula on 01582 522316



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## Quarterly Economic Survey Report

Bedfordshire Chamber of Commerce Quarterly Economic Survey (QES) forms part of the British Chamber of Commerce's national survey and is the principal business survey in the UK. Its results are closely watched by both the Bank of England's Monetary Policy Committee and the Treasury. The data reveals a timely and accurate snapshot for the economic climate for businesses in Bedfordshire and beyond.

Our latest results have been published and the outcome for Q4 2019 saw a bounce back in business confidence with 51% of respondents expecting turnover to improve over the next 12 months with 43% expecting profits to rise.

- Domestic demand for Bedfordshire businesses improved again in the period with sales seeing an overall net gain of 3 percentage points.
- Investment intentions in plant & machinery also improved in Q4, bucking the national trend, with 29% of respondents expecting plans for investment in this area to increase.
- Exporters had a mixed quarter with 39% of respondents seeing sales increase, 43% remained constant and 18% saw a decline in sales compared to 25%, 59% and 16%

## The Bottom Line

To see the report in full please visit [www.chamber-business.com](http://www.chamber-business.com)

## UK economy in stagnation as service sector slows

Responding to the results, Suren Thiru, head of Economics at the British Chambers of Commerce, said:

*"The UK economy limped through the final quarter of 2019. The fourth quarter was characterised by a broad-based slowdown in the dominant services sector with all key indicators weakening in the quarter, amid sluggish household expenditure and crippling cost pressures."*

*"Despite some improvements, indicators in the manufacturing sector remain very weak by historic standards, and with indicators for domestic and export orders continuing to contract, the near-term outlook for the sector remains challenging."*

*"A faltering service sector together with listless manufacturing activity points to a downbeat outturn for UK GDP growth in the fourth quarter of 2019".*



**Suren Thiru, Head of Economics at  
the British Chambers of Commerce**



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# SMILE AND DIAL

Why closing the deal can once again be as simple as picking up the phone...



Commercial progress works in funny ways – at times we become so obsessed with moving forward that we, perhaps, overshoot the mark somewhat.

Indeed, in an age of mind-boggling business technology, the systems we have been employing to make the sales process as easy as possible are perhaps the very things holding us back from making money.

Take our use of the telephone as a choice example. When businesspeople didn't have the time to meet face-to-face, it was the perfect vehicle for getting the job done... a commercial conduit, if you like.

This is the way it was for almost the entirety of the 20th century, where people across the world could cut deals through the simple process of dialing a number and conversing. But that all changed when the internet age came along. Specifically, in the form of emails – and the various attachments and web links and we could add to them – a whole new system of sales, product and market information suddenly became viewing, sharable and interchangeable, at the click of a mouse.

And for years we have lapped up the ease and convenience of the finest global communication tool ever invented, where a magazine cover, PowerPoint presentation or Excel spreadsheet created a minute ago in China can be viewed on a mobile phone in the UK.

This wave of technological brilliance has doubtless accelerated the way we do business, but it has also changed the way we interact, and not necessarily for the better. The perversity of cutting a business deal worth tens of thousands of pounds with someone we've not even spoken to, let alone met, is extreme. And in the eyes of some, the failure to connect in a most basic human fashion when arranging and

negotiating business, ultimately makes us frivolous, blithe and more cutthroat than ever before in the course of retaining those relationships.

Of course, there are many and varied ways of adding cement to business interactions in order to ensure and preserve their longevity – meetings, client functions, social events and even gifts through the post are effective – but even those don't offer the versatility of the telephone.

Long gone are the days when an hour on the phone to the United States would strip off a significant part of the profit from a deal

In the first instance, picking up the phone delivers that instant sensation of trust. From the most basic expression of this – namely that you are speaking to your business contact (and not just someone answering a colleague's emails) – to those rather more subconscious assurances and reassurances you can only pick up in someone's voice during the course of a conversation.

A phone call also provides an immediacy that email simply cannot offer. Where time is money, to be able to discuss, sort and confirm parameters over the phone – all while countering objections or perhaps brainstorming new ideas – is surely best business practice.

The phone can also protect an employee from the nervousness of a face-to-face meeting. While it doesn't offer the opportunity to shake hands across a table, there is nothing to suggest an equal level of rapport cannot be built up on a call. Indeed, some people feel more at ease without making eye contact, and can outline, present or just catch up on a call in familiar office surroundings that reinforce a feeling of being relaxed.

The phone also offers a level of honesty that no other tool can provide. If you are quizzing a supplier, a potential employee or anyone else related to the functioning of your business, the phone requires quick responses. Compare these to carefully crafted answers over email that can be edited and revised over the course of several minutes. We are in an age of people 'hiding behind their keyboards', yet try bluffing quite so effectively when your own mechanism is your voice...

And of course, as a straight-up sales tool, the phone remains surely the best we have. Not only are you in a potential customer's ear, you most likely have their full and undivided attention, and that captive market is all yours until parties agree to hang up the line... hopefully with a deal struck. There is none of that desperate clicking 'send/receive' in the hope of an emailed response.

What's perhaps best about the phone is that with the advance of global telecommunication, calls can be made locally, nationally and internationally for a fraction of the price of old. Long gone are the days when an hour on the phone to the United States would strip off a significant part of the profit from a deal; and as far as uncomfortable time delays go, these are also largely a thing of the past.

From traditional wired calls to those made through apps, our fanaticism for the phone won't go away, and nor should it. While business encourages us to move forward adopting and embracing any technology that falls on our laps, remember it doesn't hurt to sometimes step back and appreciate the perfect simplicity of the humble telephone. *JE*





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## WHAT'S IN A NAME?

Why, in the business world, the names we give can be so easily outlived...

It's fair to speculate that the importance we attach to a business name really only counts in the realm of first impressions. Very quickly, what we find ourselves hanging on to, as consumers, are not monikers; more the quality, reliability and professionalism of the product or service we've invested in.

That said, from the other side of the counter, choosing a name that reflects and respects your business is important; and when brands feel they are no longer connecting with their audience they'll go to great, and very often expensive, lengths to stem the flow. From Cif (formerly Jif) to Snickers (Marathon) and even Oil of Olay (Oil of Ulay), the subtlest, seemingly most insignificant change can revive a brand in much the same way as launching from scratch grabs attention and courts column inches.

Of course, some brands are so settled in their name they've gone well beyond the point of changing it. When Carphone Warehouse launched back in the 1980s, its business was specifically focused on the yuppie market and those fortunate enough to be able to run a mobile phone wired into their car. The technology was very quickly replaced by fully mobile phones, but the name stuck. These days, we accept the brand name Carphone Warehouse for no other reason than it is familiar, and with that longevity comes a level of trust and security that commercial brands of all persuasions yearn for... even if none of us have car phones, and the business doesn't operate out of a warehouse. (It's also worth mentioning the fact operating a phone whilst driving became illegal in this country in 2003!).

Consider as well Pizza Express, which to all intents and purposes sounds like a fast food Italian-themed takeaway, yet in reality it invites diners to come in and take their time over a gently cooked meal, as they soak up a largely mid-market restaurant experience. And there are countless other examples.

Of course, the idea of playing with a name in order to advance oneself is not exclusive to the business world. From Marion Michael Morrison (John Wayne) to Harry Webb (Cliff Richard) and Stefani Joanne Angelina Germanotta (Lady Gaga), the drive to reinvent in order to re-present extends far outside commercial circles.

A good number of businesses pontificating over names – be it those looking for a new title entirely or perhaps for just a new-launch segment – find themselves in the dilemma

of whether to plump for the obvious or consider the more obscure.

In Poundland, The Body Shop and even Netflix, we have brands perfectly placed to offer a product or service that leaves the potential customer in little doubt as to what they might expect.

Yet often the challenge of 'doing what it says on the tin' is that other companies have got there first, particularly if there is a need to ensure availability of key social media pages with that name.

So at the other end of the spectrum, a popular solution is to follow the lead of Google, Amazon and Starbucks in rallying behind a name that grabs the attention not for what it tells you about the brand, but for what it doesn't tell you. In these instances, the mystery over the company and the memorability of its name can guide an enterprise up to a level of exposure it would never have otherwise expected.

Of course, the pinnacle for any brand is when its name becomes so synonymous with the product to the point that a customer base fails to differentiate between the two. In Sellotape, Hoover, Velcro and many others, names have crossed over into our language as verbs. Add in Google, Photoshop, Speedo and Post-It notes, and even the more obscure names have elevated themselves so rapidly and so strongly that we've embedded those seemingly randomly-named products into the way we describe daily actions.

And yet, to return to the start, if you're in the process of looking for a killer title for a new part of your business, or a new business name entirely, remember the point about the title only going so far. Ice cream brand Haagen-Dazs, as a name, was made up by its founders to give an aura of tradition and craftsmanship, yet means nothing. Kodak came out of owner George Eastman's desire to have a name that was easy to spell and say (and he liked the letter K). Even Ikea was totally meaningless apart from the first two letters echoing founder Ingvar Kamprad's initials.

What ultimately counts is what those businesses have gone on to do in fulfilling the needs of their customers.

We celebrate the enterprises not because of the names they have, but because of the reputations they have worked hard to build up and protect. **JE**



# Better Together

Chamber members collaborate to net big energy saving and new partnership

## Dunore Energy helps Hitachi Zosen Inova save £22,000 on energy costs

Local energy consultancy Dunore Energy helps Hitachi Zosen Inova save £22,959 on energy costs for the new Rookery South Energy Recovery Facility construction site, thanks to an introduction by the Bedfordshire Chamber of Commerce. Dunore Energy coordinated a competitive bidding process, identifying a supplier who could provide 100% renewable energy and install the supply within project timelines.

In 2019, Hitachi Zosen Inova (HZI) were appointed as Principal Contractor on a new Energy from Waste (EfW) plant in Bedfordshire at Rookery South. Once operational new facility will process over 545,000 tonnes of solid municipal and commercial waste a year to generate more than 60 MW of electricity for the national grid, and play vital part in reducing the UK's greenhouse gas emissions. Therefore, when searching for an energy supplier, renewable energy was a primary consideration.

Darren Byrne, Project Facilities Manager at HZI states: "In keeping with HZI's primary focus, we were looking to build a long-lasting relationship with a renewable energy supplier for the Rookery South construction project and others schemes across the UK. I attended a Chamber-led 'Connect Over a Coffee' meeting where I had the good fortune to meet Jon Newsham from Dunore Energy. That simple introduction helped us achieve significant savings on our energy costs, without delays or hassle, and has laid the groundwork for a longer-term partnership."

Dunore Energy took time to understand HZI's objectives and requirements, and suggested a competitive tender could result in savings. They reached out to a number of suppliers, with the final contract awarded to Hudson Energy. They also arranged for a Half-Hourly Meter Operator Contract with IMSERV.

Jon Newsham, owner of Dunore Energy states: "We ensured a less than two-week turnaround from contract sign to meter install, despite challenges with the availability of high voltage engineers for the installation. Because of our relationships with IMSERV, we were able to go above and beyond to get the issues quickly resolved. We're pleased to have helped HZI achieve their sustainability objectives and timelines whilst saving them money."

Bedfordshire Chamber of Commerce adds: "Facilitating member collaboration sits at the heart of what we do. The newfound partnership between Hitachi Zosen Inova and Dunore Energy is a great example of the benefits chamber membership can provide."

Moving forward, Dunore Energy will monitor the site's half-hourly usage data each month. This ongoing consultancy ensures accuracy of building and keeps a close eye on site efficiency, allowing the HZI team to focus on their day-to-day activities.

### About Dunore Energy

Dunore Energy, a Wollaston-based energy consultancy firm, assists businesses with their electricity, gas and water needs. With over 20 years of industry experience, the team takes time to understand the business requirements and then negotiates on their behalf, recommending the right products and contracts for the business and saving them time, stress and unnecessary costs. Dunore Energy provides end-to-end support, from initial contract negotiation to ongoing monitoring to support with achieving sustainability objectives, and identifying and helping reduce energy and water inefficiencies. Dunore Energy's customers include Zoedale, KH Coachworks, and Bedfordshire Rural Communities charity. **To learn more, please visit [www.dunore-energy.com](http://www.dunore-energy.com).**

### About Hitachi Zosen Inova

Zurich-based Hitachi Zosen Inova (HZI) is a global leader in energy from waste (EfW), operating as part of the Hitachi Zosen Corporation Group. HZI acts as an engineering, procurement and construction (EPC) contractor and project developer delivering complete turnkey plants and system solutions for thermal and biological EfW recovery. Its solutions are based on efficient and environmentally sound technology, are thoroughly tested, and can be flexibly adapted to user requirements. HZI's Service Group combines absolute commitment to research and development with extensive manufacturing and assembly capabilities and looks after your plant throughout its entire life cycle. The company's customers range from experienced waste management companies to up-and-coming partners in new markets worldwide. HZI's innovative and reliable waste and flue gas treatment as well as bio-gas upgrading and power-to-gas solutions have been part of over 600 reference projects delivered since 1933. **To find out more about HZI, please visit [www.hz-inova.com](http://www.hz-inova.com).**



Darren Byre (HZI) giving Jon Newsham (Dunore Energy) an update on the build



Some of the Hitachi Zosen Inova team onsite



Drone View of the site under construction



# Member News



## Former Monarch Airlines HQ Flying High Again

The former headquarters of collapsed airline Monarch is flying high again after being completely refurbished following its acquisition by an investment company. Hampton Brook has invested £10 million in transforming the 36,000 sq ft three-storey office building, bringing it up to Grade A specification.

The company's confidence in the Percival House office building has paid off, with the approximately 12,155 sq ft second floor being let to London Luton Airport Operations Ltd (LLAOL) on a 20-year lease. Kirkby Diamond is talking to expressions of interest for the remaining two floors, ranging from 3,388 sq ft up to 24,367 sq ft. The building boasts excellent energy efficient features and car parking ratios.

Hampton Brook also has planning consent for an 11,000 sq ft self-contained building and several potential occupiers have expressed an interest. Kirkby Diamond has also been appointed to market and manage the office space.

Eamon Kennedy, head of commercial agency (group) at Kirkby Diamond, said Percival House represented an excellent investment for Hampton Brook, with the airport undergoing a £110 million redevelopment to increase capacity and improve passenger experience. "There was considerable interest in the former Monarch Airlines HQ and I'm delighted that Hampton Brook was successful in acquiring the property. While the collapse of Monarch was a substantial blow to the local economy, we are delighted that we have been able to lease 12,000 sq ft to London Luton Airport Operations Ltd. We also have significant interest in the remaining two floors, which demonstrates the demand for office space at the airport."

Ian Jackson, director of Hampton Brook, said: "To have secured such a high profile occupier as our first pre-let is an excellent result that endorses our strategy; to deliver high quality office accommodation at the airport that focuses on the changing occupational needs of forward-thinking organisations such as LLAOL. We undertook this comprehensive refurbishment because we were confident of strong demand for Grade A office space in this location. The airport's decision to relocate here illustrates our approach was the right one."

Strong interest in the building continues to be shown from other high calibre occupiers keen to take advantage of both the sustainable features the building has to offer and the wider transport improvements taking place at the Airport. Further information on the leasehold opportunities is available through Kirkby Diamond.

[www.kirkbydiamond.co.uk](http://www.kirkbydiamond.co.uk) | Telephone 01582 738866

## ELITE Class Gift Card

Give the gift of stress-free travel - bypass the main terminal at Gatwick or Luton with the ELITE Class gift card. The ELITE Class gift card offers commercial passengers the ultimate travel experience. For long or short haul flights, special occasions or everyday business travel, ELITE Class offers an alternative airport experience that is luxurious, private and seamless, avoiding the queues and stress of the main terminal with dedicated security, customs and immigration, baggage check-in, and discrete, effortless car transfers to and from the aircraft.

The ELITE Class gift card is valid for an arrival or departure for 2 people at London Gatwick (all airlines) or London Luton (easyJet flights). Additional passengers may be added to the gift card on request. For further information please email [giftcard@signatureeliteclass.com](mailto:giftcard@signatureeliteclass.com).

### About ELITE Class

**Departures** On arrival at the Signature Private Terminal, you are given a warm welcome from ELITE Class staff and shown to a private lounge. Whilst you relax with a glass of champagne and enjoy light refreshments, the team will complete the airline check-in process, including any luggage check-in. When the flight is ready to board, you will be escorted through dedicated security and customs screening and transferred in a luxury vehicle directly to the aircraft, bypassing all the queues at the main terminal.

**Arrivals** When the flight lands, an ELITE Class staff member will greet you at the aircraft with a name board and you will be escorted in a chauffeur-driven vehicle directly to a private lounge, where dedicated immigration personnel will facilitate the entry process. You can take a few moments to relax whilst the ELITE Class team collect any checked-in luggage directly from the aircraft and bring it direct to the lounge, ready for you to start your onward journey.

**Locations** ELITE Class is available at key airports in the United Kingdom and the Caribbean, providing luxury lounges and frictionless passenger transfers to and from commercial flights via private aviation facilities, bypassing the main commercial airline terminal.

To book email [giftcard@signatureeliteclass.com](mailto:giftcard@signatureeliteclass.com) or [ELITEclass@signatureflight.com](mailto:ELITEclass@signatureflight.com)



## Manage Your Language

How to Get Ahead in Health and Social Care

My name is Carolyn and I am a logophile, I just love words. I started collecting phrases when I 'jumped over the fence' from social care after 30 years to work in the NHS. I thought I had landed in a different world and needed a translator! Many health and social care staff complain about the language used in the sector. My new book 'Manage Your Language - How to Get Ahead in Health and Social Care' is the first in a new series to demystify common words and key phrases. It's full of gems from real-life conversations. The next book in the series, 'Absolutely, I am the right person for you!', to help when in interviews and with your manager, will be published in April 2020.

Find my books on Amazon [amazon.com/author/carolynmholmes](https://amazon.com/author/carolynmholmes)



## 5 Killer Marketing Tips to Take 2020 by Storm!

Want to make 2020 the year to be more successful? Then you need my 5 killer marketing ideas to take you into 2020!



### 1. Get to know your customers and be relevant

Getting to know your customers is a MUST! Imagine your best customer, think of all their characteristics (including age, what media they consume, demographics) and the need you fulfil. Make yourself a customer avatar - then when it comes to marketing consider 'would this be suitable for my customer avatar?'

### 2. ALWAYS plan your marketing

And I don't mean just activity, plan your time and be realistic. If you don't have time to complete your marketing wish list, then look at outsourcing or cut your list down into priorities.

### 3. Choose one platform and do it well

There is nothing worse than visiting out of date social platforms so, kill off any old pages/accounts and focus on doing fewer platforms well (80% of people will check your business out online)

### 4. You can advertise without an account

You can run social ads on many social platforms without a page. These ads can collect people's data or direct people to your website.

### 5. Don't dismiss direct mail

I am a huge fan of creating stand out mailers to attract attention and get you past a gatekeeper! Be creative and personal with your mailers and get the results you want - think outside the box and remember even Google use direct mail.

**If you are looking at your marketing in 2020 - why not take advantage of our member offer for a FREE consultation? Call the multi-award-winning team at Your Marketing Needs now on 01582 292016 and book yours today.**

[www.yourmarketingneeds.co.uk](http://www.yourmarketingneeds.co.uk)



## Support for Keech from South Beds Golf Club

Banita Mistry, Regional Fundraiser for Keech Hospice Care, visited South Beds Golf Club, to receive a cheque for £1,275 from the Veterans Charity of the Year adoption, presented by Captain Gary Hooper. In thanking the club, Banita emphasised the reliance that the charity places in fundraising and she highlighted that the donation brings the total sum raised by South Beds Golf Club since their support in 1990 to a staggering £256,120.25.

She explained that Keech does not only provide care in their hospice in Luton, but also in hospitals, in schools, in care situations or the family home, where the network of community nurses can also provide invaluable support.

To put this into perspective, the total donation from South Beds Gold Club has covered the cost of providing 6 entries years from a Keech Community Nurse.

As a charity Keech provide free, specialist care for adults and children with life-limiting and terminal illnesses as well as vital support for their family and friends. Our emotional and physical support aims to help patients be independent, stay at home and live well for as long as possible"

[www.southbedsgolfclub.co.uk](http://www.southbedsgolfclub.co.uk) | [www.keech.org.uk](http://www.keech.org.uk)



# Member News



## Something Delicious, Unusual, to Delight and Surprise!

At The Gifted Food Co., we want to bring people the kinds of gifts they really want to open. Something delicious. Something unusual. Something to delight and surprise!

We spent most of 2019 considering the things we'd like to receive in our own ultimate foodie gifts: some sweet treats, a tippie or two, nice glassware to enjoy our drink in. Our favourite part of the process was working alongside artisan food and drink makers, sampling Joe and Seph's popcorn, Lyme Bay gin and spiced rum, World of Zing's premium bottled cocktails, Coco Chocolatier's artisan bars, and more.

But with our roots in creative product design, we wanted to go further than traditional hamper gifts, and find a truly special home for our delectable goodies. With this in mind, our team created our signature reusable gift boxes for a contemporary twist, with a beautiful ribbon for the perfect, luxurious finish.

Our gift boxes have been designed with your corporate gifting needs in mind, with quality and convenience at the heart of our offering. Free next working day delivery to UK mainland addresses is included as standard on all of our orders, so that you can rest assured that an unforgettable client or colleague gift is only a click away, even when ordering last-minute.

Moving forwards, our focus is on seasonal gifting occasions such as Mother's Day, Father's Day, gifts for teachers, and Christmas 2020: bringing you the latest innovations in gifting, personalisation, food and drink, while continuing to provide superlative customer service. We look forward to what the rest of the year brings.

### Member2Member Offer

Buy 1 gift box, get 1 half price when you purchase through the website <https://www.thegiftedfoodco.co.uk/retail> - quote CHAMBER1HP to receive your discount  
[www.thegiftedfoodco.co.uk](http://www.thegiftedfoodco.co.uk)



## Peli BioThermal's Festive Charitable Donations

Peli BioThermal, the global name in temperature controlled packaging, pledged its support for a community charity helping the homeless this Christmas. The Leighton Buzzard based business presented food, clothing and personal care products, donated by staff at Peli BioThermal, to the Leighton Linslade Homeless Service.

The charity, which helps provide safe shelter for people needing emergency night time accommodation and additional support in the community, also received a Christmas cash boost of £100 donated by the company.

Donations were delivered to the Black Horse Night Shelter which is the hub of the charity offering accommodation for up to 12 homeless people and is a base for the Leighton Linslade Community Food Bank. The donations were presented in five 28L CoolGuardTM boxes, part of Peli BioThermal's portfolio of products.

Fiona Adams, Peli BioThermal Director of Worldwide Finance, said: "Peli BioThermal is delighted to support this worthy charity and help provide some much needed support for disadvantaged people over the festive period."

Rosie George, Volunteer and Education Coordinator from the Leighton Linslade Homeless Service, added: "We have an open door policy to help anyone who may not be without a place to sleep but unfortunately, that place is not their own. Such insecurity, sofa surfing, or living in temporary accommodation causes considerable stress and we aim to offer appropriate and supportive help. The demand for food parcels is increasing. The donation made by Peli BioThermal came as an enormous surprise and one that will help us to ensure families are provided with bigger food parcels than usual. We will be busy during the next few days making food parcels and plan to provide extra food to help over the Christmas period. We are a small organisation with big hopes to help all who come to our door. The generosity of people frequently overwhelms us but the surprise of the huge boxes and the envelope of cash was extraordinary. I would like to say on behalf of all who will benefit from the donation, a very big thank you."

Visit [www.pelibiothermal.com](http://www.pelibiothermal.com) to learn more about the wide range of Peli BioThermal products and offerings. For more information about the Leighton Linslade Homeless Service go to [www.lilhsblackhorse.org.uk](http://www.lilhsblackhorse.org.uk)

## Tips for Becoming More Energy Efficient in 2020

Robert Franklin, Head of Architecture & Building Surveying at Robinson & Hall gives his advice on how to become more energy efficient in 2020.

As we start a new year and a new decade, it's important we all review our habits and energy consumption. Whatever your view on climate change is, the general attitude of the public and media is changing. People appear more willing to make changes in their lives and generally becoming more eco-friendly in their approach. Given how much time we spend in buildings, here are a few things to consider and relatively easy measures we can all take in the buildings we occupy at home and work.

### 1. Insulation

Many people occupy older properties which are not very energy efficient.

One of the easiest and most economical things you can do is to top up your roof insulation. The key is to ensure you do not compress the insulation as this reduces its effectiveness. Also, please ensure you do not hinder the natural ventilation in the roof space as this may cause condensation and more problems further down the line.

If you have the opportunity to do so, consider incorporating cavity and external wall insulation. These can offer great benefits and dramatically increase the thermal efficiency of your property.

### 2. Draught proofing

Draughts are a huge culprit for lost warmth in our buildings, especially in older properties. Areas around ill-fitting windows and doors, letterboxes and chimneys can all leak an awful lot of heat.

Remember you have paid for the heat, so it's in your interest to keep as much of it in the property as you can. Cutting out draughts will also improve comfort levels whilst also saving you money on your energy bills.

If you have the opportunity to do so, consider more efficient replacement windows. When you consider the combined area of all that glass, you need them to perform efficiently and retain as much heat as possible.

### 3. Heating system

Winter is the time of year when you need your heating system working at its very best. An inefficient system will use more energy to create the same level of warmth and will end up costing you more in energy bills.

Ask yourself: When was the last time your boiler was serviced by a qualified plumber? How often do you check that all your radiators are working as efficiently as possible?

If you have the opportunity to do so, consider upgrading your boiler to a modern and more efficient model. It's generally accepted that any boiler over 15 years old will not be particularly efficient, therefore replacing this together with installing better heating controls will make a huge benefit to your property.



### 4. Save water

Using less water will save you costs of providing hot water to kitchen appliances, basins and sinks.

How often do you check your water bills? Ask yourself would you notice or spot an anomaly in a bill which may alert you to a leak or possible issue with your water usage?

If you have the opportunity to do so, consider replacing sanitaryware with modern low flush WCs and showers and taps with reduced flow rates. Also always keep an eye out for appliances with water saving labels.

### 5. Energy saving lightbulbs

If you haven't already, changing your lightbulbs to modern LED equivalents is one of the easiest changes you can make to save electricity. There is so much more choice on the market now and making the change is extremely easy and will save you money in the long term.

Each of the above tips will make a small difference. However, if you are thinking about extending or redeveloping a property, you have the chance to make a larger impact as this will provide the perfect opportunity to incorporate many of the items on a grander scale. It will also allow you to consider renewable energy including solar panels and heat pump technology which will all help to reduce your energy bills, your carbon footprint and keep you in comfort.

If you occupy an older property, there may be restrictions on what you can do. However, there will still be opportunities to improve energy efficiency.

**As we start a new decade, think more ambitiously and decide what you are going to do to reduce your energy consumption and help the environment.**

**For more information or to find out how Robinson & Hall's Architecture & Building Surveying department can help you please call Robert Franklin on 01234 362917 or email [rjf@robinsonandhall.co.uk](mailto:rjf@robinsonandhall.co.uk)**



# Member News

## Mental Health at work: Edu-c8 Mental Health & Wellbeing

Edu-c8 Mental Health & Wellbeing are passionate about raising mental health awareness. Their mission is to empower individuals to look after their own wellbeing and promote mental health in the workplace and the community as a whole. One way of achieving this is by providing Mental Health First Aid courses to managers and staff to help them spot the signs of poor mental health to provide support and guidance.

Anne Miller Donkin, Director of Edu-c8, shared with us how Mental Health First Aid (MHFA) works and why it's important. She also shares some advice on how to better manage our own mental health at work.

### What is Mental Health First Aid and how does it work?

Mental Health First Aid (MHFA) is the mental health equivalent of physical first aid training. The legal requirement is for organisations to treat mental health the same as physical health. So if we have physical first aiders in our workplaces, why don't we have mental health first aiders? Our MHFAiders are trained with the skills and confidence to recognise signs and symptoms of common mental health issues and guide an individual to get the help that they need. A physical first aider wouldn't mend a broken leg, but they would support you and get you the help you need. It's the same idea. The end concept is the same – you could save someone's life.

### Can you tell me about the courses and where you run them?

Mental Health First Aid (MHFA) is an internationally recognised training course, developed by MHFA England. Almost half a million people in Britain have been through a Mental Health First Aid programme.

We run a two-day MHFA course to qualify as a Mental Health First aider, that anyone in the business can do. We then have a one-day MHFA Champion course which is ideal for line managers and those with people management responsibilities. Plus, we also have a short half-day course for anyone interested to become mental health aware. Every course is delivered by MHFA instructors who are registered by MHFA England to deliver the accredited courses.

We run regular open courses in Bedfordshire as well as Hertfordshire and Peterborough. We also go into companies and run the courses on-site. We'll work with any business who wants to raise mental health awareness and support the employees in their company and encourage organisations to develop a wellbeing strategy that promotes a mentally healthy workplace.

### Who attends the Mental Health First Aid courses?

A wide range of people attend our courses from all sectors. Typically it's people in HR, managers, as well as people who are genuinely interested in understanding mental health. We recommend that employers should try to have as many first aiders for mental health as first aiders for physical health. One of the great things about having Mental Health First Aiders is that often people don't want to talk to their boss about it. It gives them someone else they can talk to in confidence.

85% of managers appreciate that the health of the people they manage is their responsibility, but only 30% have had any training in mental health. So, they understand it's their responsibility, but they don't know what they're meant to do about it. This is a big problem and the Champion course can help.

### So what is the role of a Mental Health First Aider?

A Mental Health First Aider gives people someone to reach out to at work when they're feeling stressed or unable to cope. If it's a work problem, the MHFAider can offer to speak to HR or try to help them resolve the issue in another way. If it's a personal problem, they can talk to the individual about how the company might be able to support them, including Employee assistance programmes. The MHFAider can also direct people to their GP or helpful resources like Mind. Just having someone to talk to about how they're feeling can be really helpful for people.

Part of the MHFAider's job is also to spot the signs that someone may be struggling. If someone's behaviour suddenly changes, for instance their performance dips or they start coming in late all the time, MHFAiders can look to understand the reasons behind them.

We also believe in supporting our MHFAiders in supporting others. So last year we introduced our new Mental Health First Aid -Support and Resources Members Hub for all MHFA delegates trained by Edu-c8. This gives them access to email support, resources and materials.

### If there was one tool you would encourage people to use to help them manage their mental health, what would it be?

A very popular concept is the Stress Container. It's a useful tool to understand not only your own stress, but the stress that others might be going through. We are all prone to stress at work throughout the day, and we handle it in different ways. What people need is a little release so it doesn't overflow. Maybe that's a short walk, doing something active on your lunch break, or dedicating your evening to self-care. By addressing your own stress container and developing your own coping strategies, you can improve your mental health both at work and outside of work.

The fact that there are companies out there, like Edu-c8, who are offering Mental Health First Aid training to employees, shows just how far the conversation has come since the times when it was considered taboo to talk about mental health.

More organisations are encouraging people to talk openly about their experiences with mental health, especially around stress, anxiety and depression, and training your staff on mental health first aid is a great way to get the conversation started in your company.

To learn more about the courses offered by Edu-c8 or to view their upcoming courses in the local area, visit [edu-c8.co.uk](http://edu-c8.co.uk)



## New Premises and Logo for Accountants Foxley Kingham

It has been a momentous start to the decade for Luton-based accountants Foxley Kingham, as they moved to their contemporary new offices at Butterfield Business Park and have also launched a new logo to reflect their modern approach and growing business.

Stephen Mason, Director said: "Our industry is modernising and evolving and we are working hard to ensure that Foxley Kingham is leading the way with new digital innovations and adopting best practise to ensure we give the best service to our clients, while retaining our long-established values of community, trust and value for money."

Foxley Kingham has been a successful local employer in the Luton and Bedfordshire area for over 50 years, with almost 50 staff and over 1000 clients. The new offices allow room for future expansion, as well as providing a more effective work environment and an easily accessible place to welcome clients.

Tara Aldwin, Director at Foxley Kingham said: "We are proud to be beginning the next phase of Foxley Kingham's journey in this incredible new space. Months of planning and development have been devoted to the move and we really feel this will be beneficial for both our staff and clients. We are looking forward to welcoming our clients and friends to the new office over the coming months. We remain committed to serving businesses in the local area in 2020 and beyond."

The interiors of the new offices have been refitted by award-winning interior architectural firm align, who, led by Director Nigel Tresise, have created an environmentally-conscious workplace with lots of natural light. The office has a larger footprint than the Rothesay Road building and is more flexible for the business with meeting spaces and additional client and staff parking.

Butterfield Business Park is renowned for its great transport links, being 5 miles from Junction 10 of the M1 and Luton Airport Parkway, so accessible for clients throughout the region.

[www.fkca.co.uk](http://www.fkca.co.uk)

Working together, achieving more.



## Children Are Our Future

We all remember the 3R's at school. One school in Bedfordshire is putting a new spin on this, teaching the 3R's of resilience, relevance and relationships in order to prepare pupils for work. The skills gap is a commonly discussed topic and we are seeing this gap widen as businesses evolve in an ever-changing world, looking for candidates with skills over and above reading, writing and arithmetic.

The Chamber has a manifesto aiming to bridge this gap between education and business with the help of a skills forum. Working alongside Central Beds and in line with the 2050 vision, schools are being encouraged to work hand in hand with businesses to ensure children leave school ready for working life with the skills businesses desperately need.

Weatherfield Academy Special School in Dunstable has more than 150 pupils with special needs and learning disabilities. It is a leading school for SEN within the region and teaches a curriculum designed to develop children for the real world; enabling them to leave school being 'the best person they can be' and as independent as possible.

Boasting a fully functioning farm on site, the school teaches children additional skills not generally linked to a traditional curriculum. From risk assessments and health & safety protocol, through to recognising danger signs – pupils are encouraged to be self-sufficient and to take responsibility. This novel approach has been recognised by Gatsby; an organisation committed to working with education to develop skills such as precision, accurate measurement, mastery of equipment, as well as transferable skills such as team-work, resilience and analysis. Weatherfield is one of the only schools in the area to have received this prestigious award.

Headteacher, Joe Selmes, explains: "Schools need to create a curriculum to help pupils get jobs with local businesses. Leaders in education need to listen to the business community and understand the skills pupils can build during education to prepare them for working life after school. I would urge all schools to become members of the Chamber of Commerce and link with the local business community to help secure a future for our young learners in the work force".





# New Members



We would like to extend a very warm welcome to all **New Members** of the Bedfordshire Chamber of Commerce. Members who have joined in the past three months are listed below. You can learn more about becoming a member and all of the associated benefits by calling us now on 01582 522448 or by emailing your enquiry to [info@chamber-business.com](mailto:info@chamber-business.com)

## Across-the-Board Recruitment Ltd DUNSTABLE

Recruitment Agency and Business supplying permanent, temporary, contract and interim recruitment services

## British School of Aviation LUTON

Aviation training

## Burman Group Ltd STOTFOLD

we provide themed children's photography experiences. Photoshoot experiences include the likes of superheros, unicorns, fairies, Harry Potter, The Greatest Showman, football, etc.

## Combat Medical Ltd WHEATHAMPSTEAD

Medical Device Start-up

## Copybox Document Systems Ltd BEDFORD

Sales and service support of photocopiers and printers, fully managed print services.

## David Bird Cognitive Hypnotherapy & Coaching LEIGHTON BUZZARD

Coaching, training and therapy for individuals, professionals, teams and businesses. Helping people get clearer on the true causes of what gets in their way and holds them back. And helping them turn their ambition into achievement, and be happier, calmer, and more in control of their mind and responses.

## Empower Fitness BIGGLESWADE

Personal Trainer

## Gray Russ Limited DUNSTABLE

We deliver leaflets and magazines to residences in Dunstable, Houghton Regis and in due course Luton

## Greystone Solicitors LUTON

Greystone Solicitors is a fast-growing law firm situated in Luton Bedfordshire. We offer a vast range of services including; corporate and commercial, civil litigation immigration, personal injury, employment, housing and family law. Our professional and experienced solicitors are here to help you!

## letshub LUTON

Luton Employment Training Skills Hub

## MAR Chartered Certified Accountants BEDFORD

A friendly firm of Chartered Certified Accountants with over 15 years' experience in providing accounting, taxation and business advisory services. Choose one of our complete accounting solution packages (Essential, Full or Advanced) designed to meet different business needs. Client satisfaction is our priority and so we never compromise on the quality of the services provided.

## Milton Keynes Council MILTON KEYNES

Public health team, working across Bedford Borough, Central Bedfordshire and Milton Keynes

## Move More Limited BEDFORD

Franchise gym

## Neil Morgan Solicitor - Commercial Lawyer

## Osborne Morris & Morgan LEIGHTON BUZZARD

Law firm specialising in Medical Negligence, Personal Injury, Personal Injury Trusts, Court of Protection, Conveyancing, Probate, Wills, Statutory Wills, LP's & Trusts

## Prominate LUTON

Promotional Materials

## Quilter Financial Advisors BEDFORD

Financial services/mortgages

## Rapid Business Finance LUTON

Commercial Finance Broker

## Safety Rocks Limited ST. IVES

Bespoke in-company health, safety, environment and management training

## SHPT Strength and Performance BEDFORD

Offering the highest quality 1:1, small and large group training and nutritional coaching. Our clients come first and their goals are as important to us as they are to them. Our programming is based around long term progression in strength, structural balance and conditioning to help everyone live a longer, fuller and healthier life.

## Splash PR Ltd BEDFORD

Property PR Consultancy

## The Gifted Food Co BEDFORD

Luxury food and drink gift boxes

## The Media Snug HITCHIN

Marketing, social media, website design and build, SEO, design and graphic design

## Toilets+ WYMONDHAM

Toilets+ are a leading provider of portable toilets across the south of England. Well positioned to take care of businesses and individuals in Bedfordshire, Toilets+ are able to deliver and service toilets at building sites and events.

## Tracy Hazelgrave (IHC Ltd) LEIGHTON BUZZARD

IHC is a leader in employee wellbeing - IHC specialise in medical and group risk insurance broking.

## Transitions UK BREACHWOOD GREEN

Charity working to provide support and care to disadvantaged young people

## Tustone Technical Services Limited LUTON

IT Support Services

## Visioning Our Futures SHEFFORD

Education and health and social care training, team building, designing, developing and delivering workshops

## Your New You BEDFORD

Integrated Corporate 1-2-1 Therapy, Mental Health Wellness Workshops & Training Programs using a unique blend of therapy work to bridge the mental health gap. Working directly with HR and managers to help supervise day to day mental health and wellbeing with teams and individuals.

# Member Profiles

**Member Profiles** are provided as part of membership to the Bedfordshire Chamber of Commerce. You can learn more about becoming a member, so you too can enjoy this and a host of other benefits, simply by calling us now on 01582 522448 or by emailing [info@chamber-business.com](mailto:info@chamber-business.com)

## Across The Board Mahmood Malik

[www.atbrec.co.uk](http://www.atbrec.co.uk) | [mahmood@atbrec.co.uk](mailto:mahmood@atbrec.co.uk)

We are company listening to the need of both our clients and candidate. Our ethos is "to do the best we can and ensure satisfaction". Its all about people, not CVs.



## DBWD

Danny Barker

[www.dannybarker.co.uk](http://www.dannybarker.co.uk) | [info@dannybarker.co.uk](mailto:info@dannybarker.co.uk)

DBWD fuses creativity with strategic insight to help our clients generate more enquiries and orders from the internet. Accredited as a Google Partner, our friendly and knowledgeable team provide complete project management covering web design, SEO, social media, reporting, analytics and graphic design, covering all your online promotion needs.



## David Bird Cognitive Hypnotherapy & Coaching

David Bird

07763 849 185

[www.dbch.co.uk](http://www.dbch.co.uk) | [david@dbch.co.uk](mailto:david@dbch.co.uk)

Coaching, training, and therapy for individuals, professionals, teams, and businesses. Helping people get clearer on the true causes of what gets in their way and holds them back. Helping them turn their ambition into achievement, and be happier, calmer, and more in control of their minds and responses.



## Energie Fitness Bedford

Lee Toon

[www.energiefitness.com/bedford](http://www.energiefitness.com/bedford)

[Lee.toon@energiefitness.com](mailto:Lee.toon@energiefitness.com)

Boutique style fitness club located in the centre of Bedford. We deliver great customer service at great prices and have created an enjoyable place to visit where members are not just numbers. We are proud of our unique group training offering and our state-of-the-art equipment.



## MAR- Chartered Certified Accountants, Tax & Business Advisers

Muhammed Raqib

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Safety Rocks Limited delivers bespoke in-company health, safety, environmental and management training which improves safety culture, reduces accidents and incidents, increases employee engagement and ultimately saves organisations time and money.



## Transitions UK

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Transitions UK is a charity working to support disadvantaged young people aged 15-25 years, helping them to achieve a positive transition to a happier, more inclusive and more productive life as adults. We provide mentoring, befriending and support to young people with learning disabilities, young people leaving care and young people at the risk of exploitation.



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**James Selway**  
Founder, *FusionHub Recruitment*

#### Why did you decide to start FusionHub?

Having served 13 years in the Police Force I decided it was time for a change of career. I applied for dozens of jobs and found the recruitment experience very frustrating. I had come from a career where personal interaction was really important along with attention to detail, a need to see a job through to its conclusion and an ability to see beyond the obvious.

It occurred to me that these skills were sadly lacking in recruitment and that if the recruitment process was approached with the skills that I had learned it would be a much better experience for both clients and candidates.

#### The recruitment sector is highly competitive what do you do differently?

I decided that I should offer a more personal service, working as though I am an employee of the client, I realised that working on a lower volume but higher quality process would result in placing really well matched candidates within my clients roles. I see the whole process as an investigation, something my Police training and experience has made me good at. I get to know the client, their business and everything about the role they need to fill. I get to know everything about the candidates needs and desires in a new role, candidates will tell a recruiter a lot more than they will tell a hiring manager in an interview. I will not offer poor fit candidates just to put a person in front of the hiring manger, it just wastes everyone's time.

I'm an advocate of inbound marketing, pulling rather than pushing. I create a lot of relevant and helpful hiring content for clients and candidates. I do this to show my values, recruitment philosophy, industry knowledge and to help people through the whole recruitment process.

#### There is a lot of AI and technology used in recruitment, what are your thoughts on the use of tech?

Some of it necessary, it's important to have systems that are fully GDPR compliant in this industry. Keeping track of conversations I have with people is important too, as you can imagine I am used to documenting interactions with people, you can't keep poor records in the Police.

However, I think that some of the word-match technology has removed the human side of recruitment, algorithms and AI can easily miss a great candidate that hasn't included a certain word enough times in their CV! Again, this is where my investigation into the real person works so well.

#### There has been a lot of press about the shortage of candidates for jobs here in the UK, with all recruiters searching the same talent pools what do you do to source great candidates?

The shortage of candidates is very real, that's why I don't put all my eggs in one basket by trying to find candidates through job boards. I use multiple ways to find candidates, I am building a pool of "passive" candidates, those that are in work but have asked me to discretely find them their next career move, these

candidates are not actively looking for a job but do want to move to a new one. Furthermore, I can't see any kind of tech or AI being able to go out, hunt, reach out and have a conversation to entice passive candidates to consider a company's opportunity!

#### Why should a business use you to find them the right candidate for their role?

I want to remain small, personable, efficient, diligent and have a handful of regular clients that are delighted with my service. Quality over Quantity! Long Term Relationships! I want my clients to use me like an internal recruiter, but without the overhead of an employee. That way my client and I can always wow candidates together because we would know each other inside out and back to front!

#### Recruiters have more than their fair share of negative publicity, what are your thoughts on this?

I look at this negative press as an opportunity to understand what people truly want from a recruitment service. This includes both candidates and clients! It's actually like feedback 'Gold.' The way I see it is that, yes, recruitment has a reputation of being arrogant, pushy and synonymous with the high-pressure sales approach! But that's the complete opposite of who I am anyway, as luck would have it!

My ethos and way of building relationships restores people's faith in people, I like to think that makes me very different to your average recruiter.

I get involved in conversations, I Blog, I create and post original, engaging, helpful and relevant recruitment and hiring content to help people. I also have a monthly Hiring and Recruitment Newsletter Specifically for Businesses who can opt-in to receive hints, tips and advice around hiring and recruitment. I see it as a great way for people to get to know me and my brand. If you never use FusionHub so be it, as long as it helps you.

I want you to reach out to me, because you believe and trust in my values and knowledge from engaging with me personally or through my content!

#### And finally, most CV's finish with hobbies/interests, it gives recruiters and hiring managers a peek into the person behind the profession, what's your hobby?

This is going to sound rather odd, but I collect Football Shirts! I've been doing this for the last 10 years, and I have amassed a collection of well over a thousand! I have retail quality clothing rails, meticulously ordered and arranged stock, spreadsheets, stock codes and stock tags on all items!

Needless to say, the room my collection takes up is a constant source of angst between my wife and I, especially as we are expecting our first baby. I think I am probably going to have to find a new hobby..... collectable football shirt anyone?

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