

Business FOCUS

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Working together, achieving more

Official Magazine of Bedfordshire Chamber of Commerce

Spring 2022

Moving from **RECOVERY** to **GROWTH**

Bedfordshire businesses
look to thrive in 2022

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Chamber of
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1997-2022



WELCOME TO SCUMRUN...

...the original banger rally event travelling across Ireland for five days of carnage, all in the name of charity.

Scumrun has been established for over ten years and is professionally managed by a team of dedicated and experienced event experts.

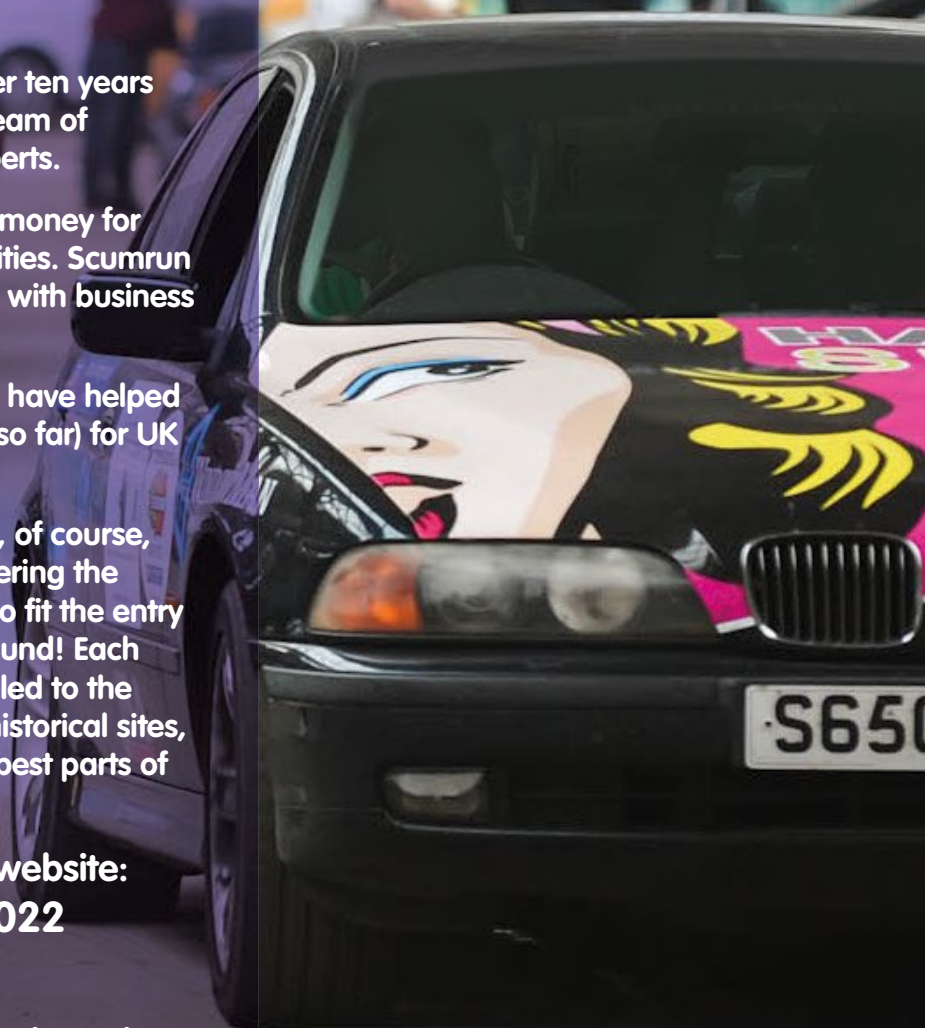
The event's prime objective is to raise money for much needed national children's charities. Scumrun is an internationally recognised brand with business partners around the world.

Over the years Scumrun's participants have helped to raise funds in excess of £800,000 (so far) for UK children's charities

Alongside the charity element there is, of course, a huge challenge associated with entering the event - finding and purchasing a car to fit the entry criteria and making sure it makes it round! Each morning the route for the day is revealed to the teams, suggested stops are given of historical sites, beauty spots etc so they also see the best parts of the country.

For further info visit the CHUMS website:
chumscharity.org/scumrun2022

To register:
www.scumrun.com/event-registration/





Business FOCUS

Official Magazine of Bedfordshire
Chamber of Commerce

Our Partners



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Welcome

... to the Spring 2022 edition of our Focus magazine, a year which we entered with a sense of optimism, tinged with some uncertainty in the wake of the Omicron variant and the ongoing challenges around economic recovery.

In the last 2 years we have celebrated the ingenuity of businesses who have turned around negative situations in a way that has allowed them to re-emerge in a much stronger position, utilising opportunities created by Covid to re-evaluate their own processes and implement positive change.

This innovation will continue to be a crucial element of business growth in the midst of a climate of labour shortages, supply chain issues, a mismatch of skills, the rising cost of trading and the ambitions for net zero, all of which will have a real and consequential impact on businesses.

We are currently in the midst of revamping our manifesto for the coming years with a key focus on how we can respond to the challenges mentioned above and how we as an organisation can help create and shape the best possible environment for our businesses to succeed in. With the Levelling Up paper released in February it's now down to all of us to ensure that Bedfordshire becomes the very best place to do business it can be.

To help businesses to navigate their way around these challenges, we are also working on new services to help deliver the solutions for a brighter future, the first of which will be extended support for companies looking to start their net zero and sustainability journey. Get in touch if you would like to activate your free to use carbon footprint calculator, Environmental Management Systems (EMS) implementation course and a range of online resources.

Like you we will continue to innovate and adapt in 2022 to provide the best possible support and services for members. We have an exciting journey ahead and we look forward to working with you.

#workingtogether

#achievingmore

Justin Richardson

Chief Executive
Bedfordshire Chamber of Commerce



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Richard Cooper

Chairman of Bedfordshire
Chamber of Commerce

The Chairman's **VIEW**

Without doubt, there were fresh challenges for businesses at the end of the year. However, the excitement of Christmas combined with extended opening hours, meant retailers enjoyed a much-needed boost. The new year also appears to be getting off to a reasonable start. While the International Monetary Fund slightly trimmed their predicted growth figures for 2022, the outlook remains positive for the year.

Many businesses we have spoken to over the last few months are optimistic about future growth, too. An increasing number of them report they are reviewing their strategies more frequently. This is enabling them to meet their sales targets, as well as manage labour shortages and delays with materials. This demonstrates the agility and flexibility of businesses in Bedfordshire.

An increasing number are also looking at export as an opportunity to boost sales and create new opportunities. This goes to show the level of ambition and tenacity we have among businesses in our county. If you are looking to go global, Bedfordshire Chamber of Commerce has a wealth of information and support available, including introductory workshops, documentation support, and translation services.

We have noticed that economists continue to focus on the word 'recovery'. However, it might be time to leave this rhetoric behind. Many businesses have made significant changes to their strategies and, as a result, they have already reached their previous levels of trade. This suggests that for many, 'recovery' has already happened.

Perhaps it is time to move focus from 'recovery' to 'growth'. Our businesses have continually shown they are responsive, agile, and progressive – qualities which heavily contribute to growth. While challenges remain, these are not of the level seen in previous years and with continued tenacity, we can be optimistic about what businesses can achieve in 2022.

“We have noticed that economists continue to focus on the word ‘recovery’. However, it might be time to leave this rhetoric behind. Perhaps it is time to move focus from ‘recovery’ to ‘growth’.”



Event Sponsorship Opportunities

Raise your brand visibility, reach new customers and get in front of the local business community by partnering with us.

Sponsorship opportunities through the Chamber are comprehensive, wide ranging and flexible. Our range of packages can be tailored to help you achieve your business goals, raise your profile and suit your budget.

At the Chamber we provide a unique and active events programme; from our popular Connect over Coffee networking events to Business Leaders Lunches, we have events and reach that can showcase your brand to the right audience.

Get in touch at events@chamber-business.com or on **01582 522448**



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Productivity Escalator is designed to help SMEs in the South East Midlands Local Enterprise Partnership (SEMLEP) area to be more active online or with digital technology.

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Improved bottom line



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Recovery from COVID-19 impact



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03

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04

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To find out more, please visit:

www.beds.ac.uk/productivity-escalator



This project is part-funded by the European Regional Development Fund

QES 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 2021 saw improvements across the board from the previous quarter and ahead of national indicators, nevertheless inflation and interest rate rises were a major concern for businesses.

- 69% of companies expect their prices to increase in the next 3 months and 66% of businesses cited inflation as a concern.
- Business confidence significantly improved with a record of 80% of companies surveyed expect their turnover to improve in the next 12 months however only 57% expect their profits to increase.
- Just over half of businesses (54%) reported increased domestic sales in Q4 compared to the national survey result of 45%.

The Bottom Line

Suren Thiru, Head of Economics at the British Chambers of Commerce (BCC), said:

"Our latest survey suggests that UK's economic recovery slowed in the final quarter of 2021 as mounting headwinds increasingly limited the key indicators of activity. The persistent weakness in cash flow is troubling because it leaves businesses more exposed to the economic impact of Omicron, rising inflation and potential further restrictions.

The record rise in price pressures suggests that a substantial inflationary surge is likely in the coming months. Rising raw material costs, higher energy prices and the reversal of the VAT reduction for hospitality are likely to push inflation above 6% by April. The UK economy is starting 2022 facing some key challenges. The renewed reluctance among consumers to spend and staff shortages triggered by the Omicron variant and Plan B may mean that UK GDP falls in the near term, particularly if more restrictions are needed."



Suren Thiru

Head of Economics at the British
Chambers of Commerce

Member NEWS



HYBRID WORKING

It can be good news for businesses as well as staff

An employer's view from Louisa Watson, Director of Marketing for Wyboston Lakes Resort.

I suppose the fact that 'hybrid working' is now in the dictionary means it's all now official and above board. Although it may be one of the recent 'words of the year', hybrid working was not created to help fight the pandemic, it's been around for decades. I was hybrid working successfully back in the late 90's. However, what the pandemic has done is to force nay sayers and sceptics into surrender, created a situation which forced them to recognise that many roles can be flexible and can actually be done successfully from anywhere, not just the office. What I'd like to share is what I believe employers need to do to make hybrid working successful and how it can produce tangible rewards not only for staff but for the business as well.

Hybrid working brings some wonderful benefits. It allows for great flexibility, not just in where we work from but also how we work. It can bring great comfort especially when work becomes stressful, taking 5 minutes to breath and sit on the sofa or listen to some music. It creates the freedom to just be as we wish. We can decide our start time and finish time, the lighting, the heating and where we are going to work today. We have some control. Working during the pandemic has shown that we don't need to commute every day. With the price of fuel rising and train fares high that's a great saving.

Having somewhere creative and inspiring, like a co-working space, can be a great break from a familiar environment. We've just introduced co-working space at Wyboston Lakes Resort under our Landing Pad brand and from personal experience I can say these spaces offer an inspiring place to work.

I liken it a little to going to the gym. It's a chance to spend time with likeminded people, in an environment built for or conducive to what you are doing. You feel accomplished, energised and successful. No longer do you need to park in a coffee shop and order endless flat whites, you can now get all the benefits of café culture, office space and private clubs rolled into one beautiful experience that doesn't cost the earth and is totally flexible. I must say, a co-working space is a fantastic place to spend the working day.

The key, the essential element, to making hybrid working successful for both employers and staff is trust. Employers need to trust their people to work as productively and effectively as they would when visible to them in the office. That may well mean senior managers becoming more flexible, changing attitudes and their ways of managing people to ensure that staff know exactly what is expected of them and by when, and ensure that support is readily available to them by phone or Zoom when required. Regular scheduled one-to-one updates are more important to replace the spontaneous 'how's it going?' chats in the office.

Being in the office also offers some great benefits too. The mentorship of those they respect is profoundly important to the development of younger individuals; they learn from seeing and hearing their leaders in action and picking up the nuances that working together daily brings. Chatting in the canteen or round the water fountain, a quick lunch together or just a cuppa builds camaraderie. When introducing hybrid working, organisations need to be mindful not to lose these or to be sure to replace them. Regular in-person team meetings and social events become more important when many of the staff don't see one another so often other than on Zoom.

www.wybostonlakes.co.uk/



Dunstable workwear specialists announce 'star signing' essential for growth in 2022

Bedfordshire-based, Essential Workwear has welcomed an experienced Head of Sales to their expanding team of workwear professionals.

Lee Saunders has joined Essential to lead business development after working at a senior level in the clothing and workwear industry for over ten years. He has extensive sales experience spanning almost 20 years, achieving impressive commercial objectives which will help Essential Workwear grow significantly over the coming year.

George Georgiou, Managing Director of Essential Workwear, said: "Lee is a great addition to our team as a formidable sales professional with an impressive track record. We are delighted to have Lee on board as he is the perfect 'star signing' for us to help us move the company forward, employ more local people and raise the profile of the business."

Lee had this to say on joining Essential, "I'm very excited to join Essential Workwear at this pivotal point in their growth. Having worked with them for years at my previous role they are known as one of the very best and most innovative garment decorators in the UK. I look forward to helping establish their fast-growing workwear division as one of the country's premier workwear suppliers."

Essential Workwear is a proud Bedfordshire Chamber of Commerce member, second generation, family-run business that manufactures around 11,000 pieces of safety wear every day, from its factory in Dunstable, Bedfordshire.

It is an established safety wear company with an in-house PPE expert and are a BSIF registered safety supplier.

www.essentialworkwear.com



Ivel Valley School and College

A THRIVING LEARNING COMMUNITY IN BIGGLESWADE



Ivel Valley School is a 'Flagship School' for inclusion; preparing our students for adulthood underpins our entire curriculum. Our links with local businesses form an integral part of our students' learning, particularly in our post-16 college where our talented young people engage in work experience, complete accreditations and learn life skills.

Ivel Valley itself employs a significant number of people in the Biggleswade area (and beyond) with over 210 staff and an annual budget in excess of £5.5 million.

Our students' are fully supported in work placements by my team, including our Supported Employment Practitioner, Work Related Learning Manager and Transitions Manager. We're also able to offer a wide range of vocational qualifications to support their transition into employment, in the past this has included basic food hygiene certificates, emergency first aid certificates and CSCS cards.

Our membership of the Bedfordshire Chamber of Commerce provides an important link between our post-16 college and local employers. We're keen to further develop our relationship with both the Chamber and its members, we particularly welcome visits to/from employers and attendance at our careers week.

Ivel Valley has an excellent track record of supporting students into employment. At a time when many employers are encountering significant 'recruitment headwinds' we are educating some outstanding candidates for employment in local businesses. We are currently looking for forward thinking employers who are willing to engage with us and our fantastic students.

Joe Creswick, Principal

If you would like to know more please feel free to contact Dean Hawkins, our Pastoral and Employment Support Practitioner by emailing dean.hawkins@ivelvalley.beds.sch.uk and he will be happy to supply you with further information.

Member NEWS

Three Star Luton Ltd A TRULY FAMILY BUSINESS

Double Award winning local coach hire company Three Star Luton Ltd are bouncing back from the pandemic with a packed calendar of events for 2022.

Colin and Isabelle, a husband and wife team along with their two sons and daughter have grown the business from 2 coaches and a minibus bought 20 years ago to a fleet of 15 vehicles now.

The business has been built on reputation, strong customer service and the repeat business that trust and reliability brings. Parents choose Three Star to run their children to and from school and they book the service directly safe in the knowledge that they are in good hands. Colin says that because he and the family are not money motivated or desperate to grow the business they can be selective with their drivers as they are the public facing representatives of the company. Colin is certain this is what helps deliver the high levels of trust and customer service Three Star has become known for. They have ridden out the pandemic and although it hit them hard, as it did the entire sector, they are bouncing back strongly and the future looks positive. The day trip programme is rapidly being booked up and private hire is looking good too.

Colin and Isabelle said they were "delighted to have won" their awards last year but now they are looking forward to building on that reputation and returning to some kind of normality in 2022.

For more information on Three Star's fabulous day trips, private hire and all of their other services visit their website at: <http://www.threestarcoaches.com/>



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Jaltek Joins Sharing In Growth's AWARD-WINNING BUSINESS TRANSFORMATION PROGRAMME

Luton-based electronics manufacturing company Jaltek has been accepted on to the UK's leading aerospace transformation programme, Sharing in Growth (SiG).

SiG was established in 2013, as a non-profit organisation to work with UK aerospace supply chain companies so that they can be better placed to win a share of the global aerospace market. Today their clients include all the key manufacturing growth sectors, including Aerospace, Off-Shore renewables, Defence and Off-site Construction.

Jaltek participated in a holistic business diagnostic process and will now work alongside Sharing in Growth's highly experienced team as they share their industry expertise in areas including Leadership & Culture, Business Strategy, Business Development, Operational Excellence and Productivity improvement.

Darren Cheetham SiG Business Transformation Manager said "We are delighted to welcome Jaltek on the programme and are looking forward to working together on a multiyear basis. The scheme will provide Jaltek with a comprehensive programme of training, coaching and development, tailored to their specific needs. With over 2,000 years' of cross sector industry expertise, our team applies global best practice intervention, enabling UK companies to create sustainable growth. We are motivated by the transfer of knowledge and capability to teams and individuals to enable ambitious supply chain companies to grow and compete globally. Our aim is to support the Jaltek vision towards world class competitiveness and productivity."

Jaltek's Managing Director, Steve Pittom, said, "We are truly honoured to have been selected by Sharing in Growth and to have their support and guidance. The scheme is the epitome of government and industry working together to drive improvements in operational competitiveness, leadership behaviours, and business strategy for UK companies such as ours."

Jaltek's Steve Blythe added, "Sharing In Growth has already started to change how we do things. Jaltek has grown in recent years but SIG will enable us to develop even further, along with the confidence and ambition of our people, this will continue to improve how we support our customers and in turn create more jobs in the future."

www.jaltek.com

Bedfordshire Businesswoman CELEBRATES 10-YEAR ANNIVERSARY

Jo Wareham, founder of The Little Branding Company, is celebrating ten years in business.

After years of working in promotional merchandise Jo set up on her own in 2012 after the company she was working for went into administration. Jo explains: "I'd always wanted to be my own boss. I knew I had the experience but starting my own business was daunting. My dad encouraged me to go for it and I've never looked back."

The Little Branding Company supplies companies with promotional merchandise, exhibition products, business stationery and corporate clothing and workwear.

"I love the variety," says Jo, who lives in Sherington. "I could be supplying branded pens to a small charity or sourcing a special gift as an employee reward incentive for a multi-national corporate client."

Her quirkiest order has been a garden gnome emblazoned with the face of John Still, who was then manager of Luton Town Football Club. As Jo says: "No order is too big, too small or too weird."

Since setting up The Little Branding Company a decade ago Jo's business has steadily grown, but she admits the pandemic was tough.



"My company was hit hard because nobody was buying promotional merchandise. I diversified by supplying companies with magicians, singers and comedians for their online parties and events."

Ten years on, Jo has no regrets about starting her own business. "There have been ups and downs but I absolutely love what I do. I'm as enthusiastic now as I was when I started – and I think that shows. I'm looking forward to reconnecting with clients following the pandemic and continuing to grow my business."

Jo will be celebrating her 10-year anniversary by raising a glass to her dad, who died two years ago. "He really motivated me to start up on my own and I know he'd be so proud of me today."

For further information contact Jo Wareham on 07852 951425 or visit thelittlebrandingcompany.prod-cat.com

Member NEWS

NEON Recruiting Bright Sparks

Attracting staff has never been so tough and when you come up against huge budgets, incentives that cost more than our annual dividends and rising wage costs, it can seem hiring for a SME can be a real issue.

I am aware that using a recruitment agency isn't at the top of everyone's list, I am more than aware that our service can be seen as a luxury and it's not something every SME or start up can afford. With the war on talent not looking like it's going anywhere soon, there are some things you can do to help bullet proof your talent acquisition plans and still attract the best in the market.

What makes you different as a company?

Basic but a great place to start, what is your mission statement and how does that transpire in your internal communications? How will you get your staff to buy into your vision and come along with you for the ride? How does that meet their expectations of the workplace and what can you help them achieve?

Job specifications and job adverts are two different things. An advert is exactly that, if you write a bland, dry shriveled up old list of demands guess what? You won't get anywhere, describe your culture, your vision and what makes you tick and it becomes a different story and you'll get better applicants. A job description is a list of pre-agreed requisites about the job THEY ARE NOT THE SAME DOCUMENT.

Give up on the job for life ethos

It doesn't happen anymore, you need a mutual understanding if someone is coming to work for you, what will they gain from the experience, bear in mind the average tenure in a role is now 5.36 years but this is the average it is far more common to see stints of 18 months before people move on, there is nothing wrong with attrition and in some cases it can be hugely beneficial although really frustrating at the time – embrace employee movement and always make sure the door is left open for the "boomerang effect" for employees that may wish to return.

Be flexible – where you can

Working hours, days, mums and dads that need to do the school run at lunch time, working from home on agreed days, the more you give, the more you get back in return, in fact being flexible will attract exactly the type of person you want. If working from home concerns you, it needn't, simply make sure you have set expectations up front and agreed KPI's and have systems in place to highlight any uncertainties. After the past two years there is little excuse to not let people work from home if they can – but I would never advise this for full time in a smaller business, as it can cause a loss of company culture, pre agree the days where possible.

It's not all about the money, money, money

Developing people's careers is a tax benefit and a legitimate business expense, so if you know your employee wants to undertake a qualification, why not pay for it instead of them paying excess tax on their salary and then paying it out

anyway? You save on employers NI and they save too! You can also then increase their salary when they hit additional metrics and start adding those learnings to the benefit of the business. This is a very useful employee retention tool too.

Duvet days/ wellness days and early finishes on a Friday

Finishing early on Friday, I think, is one of the best perks you can introduce at the end of a hard week. Also, to stop burnout and sickness I would strongly recommend duvet days or wellness days, we all suffer sometimes if you encourage an open working environment you will get more out of your staff. 3 days a year is what we have at Neon and Fridays my guys finish at 2/3pm unless something urgent is kicking off. Honestly the output on a Friday afternoon isn't always the pinnacle of anyone's week.

20 days holiday is pants

20 days is rubbish, it's not a perk, it's not acceptable and your just being tight in my opinion, I don't want knackered staff in my company, I want well rested and well rewarded people and you should too – 23 days is a minimum really, particularly if 3 of those have to be taken at Christmas, that only leaves someone 4 weeks a year, chuck in one two week holiday and some days needed for appointments/ family events etc. and you'll soon have a sickness nightmare! 25 is optimum remember if you shut down for Xmas that will be removed from that total.

Bullseye!

Set targets. Do it religiously, the smallest raise or bonus scheme can really help morale! Again, set objectives it can even be something like if we service X amount of orders this week, we will have pizza in the office, keep the morale high and the energy up, especially when the chips are down – you need your team to pull you through.

Encourage collaboration and an open working environment

Sweat shops are illegal for a reason, let your staff help you achieve your vision, be open, honest and upfront about as much as you possibly can, if you can't afford to pay out on huge salaries look at apprenticeship schemes or reach out to your local university for internships to help assist your growth, home grown talent is the very best you can ever invest in. Above all the age old – hire slow, fire fast – now I don't mean take three weeks to get back to people but trust your gut instinct and remember sometimes it doesn't work out and you'll have to swallow that, ideally that is why we would advise using an agency that really understands underneath the hood of your business. The correct agency should become a business partnership – not a contingency who gets there first approach.

If you would like hiring advice you can book a consultation with Samm, the owner of Neon Recruitment, by emailing s.larkin@neonrecruitment.co.uk



Get up to speed on the **NEW HIERARCHY OF ROAD USERS**

By now, you have likely heard about the recent controversial changes to the Highway Code. However, like many people you may be confused about what these changes mean for you as a driver, cyclist or pedestrian. With many of these changes being reported incorrectly in the media, we have provided an outline of these changes below.

The government have introduced what has become known as the "New hierarchy of road users". These changes aim to give those who can potentially cause the greatest amount of harm on our roads the greatest responsibility to take care and reduce the danger they pose to others. This principle applies most strongly to drivers of large goods and passenger vehicles, cars and motorcycles. Other more vulnerable road users (such as cyclists) have a responsibility to reduce danger to pedestrians. However, nothing changes in relation to the responsibility of all road users to have regard for their own and other road users' safety.

To support the above changes, the Highway Code has been updated. The latest highway code changes include the following:

Give people walking across and people cycling going straight ahead priority when turning in and out of junctions

Leave at least 1.5 metres of space when overtaking cyclists whilst travelling at speeds of up to 30mph, and give them even more space when travelling at higher speeds

When passing people riding a horse or driving a horse drawn vehicle, do so at a speed under 10mph and allow at least 2 metres of space

Allow at least 2 metres of space and keep to a low speed when passing a person who is walking in the road

Drivers are encouraged to open their doors with the hand furthest from the door to help them look over their shoulder behind them to see people cycling or walking nearby

People cycling may ride in the centre of the road or two abreast for their own safety, whilst allowing others to overtake when it is safe for them to do so

If your business requires any further guidance on this, or requires updated training for your drivers, Green Penny can help.

0330 111 7230 | info@greenpenny.co.uk | www.greenpenny.co.uk



Member NEWS

FIVE YEARS IN BUSINESS for Kate Cherry of Athena Network Bedfordshire

5 years ago, I was put in touch with a friend of a friend (the powers of networking) who was selling her franchise of The Athena Network, a business networking and development club for female business owners and professionals, it was the Bedfordshire territory. At the time, I was 3 years out of my corporate job in finance, running my own business as an Arbonne Independent Consultant, running a local networking group, Harpenden Connect Business Network, and it felt like everything I'd done and learned to date had given me the skills I needed to take this on, so it made sense to take a look.

It took about two weeks to complete the discussions and purchase, and a month later, thanks to the incredible guidance, procedures and mentoring within Athena, I was launching my brilliant Woburn Athena group, my first baby. Just like my other business, the 'cherry on the cake' was to discover the fabulous community I was joining, from Athena founder Jacqueline Rogers to the Magenta Tribe members and my Regional Director colleagues.

I have since purchased a second territory, the AL postcodes in Hertfordshire, and absolutely love nurturing my groups, welcoming new visitors and members, as well as those from other Athena regions, and helping them people grow not only their businesses but most importantly themselves.

Athena was named the #1 Referral Network for Women in Business, and it's such a fun and supportive way to grow your business.

So, I'm here for a little while longer! There are other territories for sale across the UK and beyond if you are intrigued, or if you'd just like to get your networking on, contact me. But in the meantime – Cheers!

Kate.cherry@theathenanetwork.com | 07909 675 333



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Estate manager and PR consultant team up to promote 5,000-home village

Two Bedfordshire Chamber members, who met at a Connect over Coffee networking event, are working together on a new 5,000 home village being built over the next 15 years near Houghton Regis.

Rural estate manager Rachel Pearce, who is working with the development's master planners, and Helen Lambell, director of boutique PR agency Splash PR, met at a Zoom event last year, just as the village launched its quest to find someone to help put its homes and retail units on the map.

The 650-acre village, Linmere, is the creation of the Linmere Consortium which consists of master planners Lands Improvement, Aviva Investors, and the Diocese of St Albans.

In fact, Linmere's new community hub, The Farmstead, which is soon to be home to a rather delicious café, is to be the venue of a forthcoming Chamber gathering! (So watch your inboxes for news from Paul Devine.)

Promoting the Farmstead, which also has a community hall for local activities, a nature-inspired play area, dog grooming parlour and plans for other outdoor-focused retail outlets, is one of the key aims of the PR campaign.

Helen, a former journalist who has been running the agency for the past 27 years, is promoting the development to potential home buyers and business owners via local media and on-line and with potential construction partners through the trade press.

Helen is working closely with Rachel and the development's marketing manager Sarah Turner on campaigns aimed at positioning the village as a community-focused, green and active place to live.



Around a third of the development will be sustainably managed, with a mixture of open green space to create and preserve wildlife habitats and public open space such as parks. No resident will be more than five minutes' walk away from green space.

Helen, Rachel and Sarah have been busy working together on a year-long campaign for 2022, entitled Love your Linmere Life, with each month focusing on an aspect which residents and nearby inhabitants will 'love.' January's theme, Love Garden Visitors, encouraged householders to take part in the RSPB's Big Garden Birdwatch.

Splash PR has been helping multi-million-pound-turnover companies in the property and construction sector raise their profile for nearly three decades. It specialises in working with property developers, master planners, construction materials manufacturers, estate agencies and property services specialists.

Rachel works with large scale mixed-use developments and traditional rural estates through her company Rachel Pearce Ltd. Her role covers all complex aspects of land and estate management such as negotiation, budgeting, asset management, and lease administration.

linmere.com | www.splash-pr.com



Award-winning Atlas Translations Celebrate 30 Years in Business

In 2021, Atlas Translations were delighted to be granted Company of the Year by both the Institute of Translation and Interpreting (ITI) and the Association of Translation Companies (ATC) – the ATC award for the second year running! The judges commented: "In its thirtieth year, Atlas Translations achieved an impressive 48% growth, adding new services such as remote interpreting and Covid Passport translation to their portfolio. The company is very strongly involved in pro-bono activity, and clearly care about a good work-life balance for their employees." Looking ahead to 2022, Atlas are looking forward to updating and launching their Work Placement Programme for University Graduates – keep your eyes peeled!

01727 812725 | www.atlas-translations.co.uk



@Comd/ADGp - LEAPP at the G7 World Summit 2021, Cornwall United Kingdom

Land Environment Air Picture Provision Extended

The UK sovereign Land Environment Air Picture Provision (LEAPP) capability, developed by Lockheed Martin UK for the British Army, has its in-service date extended to 2029.

The enhanced system will boost the army's existing command and control capability to ensure it can effectively communicate via Link 16 (the military's tactical data link network used by NATO), and seamlessly plug into the wider UK defence digital backbone.

The legacy capability currently provides early air defence warning through airspace management, surveillance and ground-based command and control (C2). Deployment of the upgraded system will provide operational advantage to users by enabling the sharing of real-time command and control data exchange between users and platforms in the multi-domain integration environment.

Historically LEAPP has been deployed across the world with the British Army, and more recently was utilised as a surveillance capability at two high-profile global events hosted by the UK: the G7 2021 Summit in Cornwall and the COP 26 Summit in Glasgow.

Col Graham Taylor CBE, Commander 7 Air Defence Group, said: "The British Army is committed to modernisation across a spectrum of capabilities including Ground Based Air Defence

(GBAD). 7 Air Defence Group, the Army's Counter-Air Warfare experts, will continue to employ LEAPP alongside other world leading GBAD capabilities that allow the British Army to participate with Joint and Multinational partners in integrated air and missile defence."

Lee Fellows, Vice President and Managing Director at Lockheed Martin UK, Amptill: "This is a strategic capability for the UK and the international market. Extending the Out of Service Date for LEAPP clearly demonstrates its importance to the British Army, and we're proud to support the UK with ongoing LEAPP deployment. Today's multi-domain integration environment requires digital ready systems that deliver advanced capabilities and the ability to share real-time battlespace management data between platforms and users. The upgraded LEAPP capability has been advanced with exactly this in mind."

The C2 system initially developed for the British Army has today advanced into SkyKeeper, an ITAR free product interoperable by nature that can be integrated with new and legacy sensors and is fully capable of supporting multi-domain operations.

*For additional information, visit our website:
www.lockheedmartin.com/en-gb/products/skykeeper.html*

Have no fear and **BE PROUD OF THE WORK YOU DO**

Smarta Healthcare Co Founder, Pharmacist Baljit Kaur, shares her advice to aspiring scientists this International Day of Women and Girls in Science (11th February)

Baljit Kaur, Co-Founder and Director of Pharmacy Services at Bedford-based Smarta Healthcare, began her career studying Pharmacy at the University of Nottingham. After working for Boots and Lloyds pharmacies, she set up Smarta Healthcare with husband Harjinder in 2015.

Smarta Healthcare began with the aim of providing pharmacy and health services for people isolated and unable to access local healthcare. It has grown to include a health clinic offering a range of services from travel vaccinations to corporate employee health and wellbeing services, and in June 2021 it became a Covid-19 vaccination centre.

To celebrate International Day of Women and Girls in Science (11th February), Baljit shares what inspired her to study pharmacy, and what advice she has for women and girls interested in a career in science.

What attracted you to a career in the pharmacy industry?

I always knew I wanted to pursue a career involving science. At school I loved learning about chemical reactions, molecular structure and bonding. The way the human body works astonished me and led me to become a pharmacist.

Throughout my career, I've learnt so much and been able to help people of all ages with different needs. The role has certainly changed over the years from when I first qualified, evolving into a more patient-centric, clinical role.

Meeting the health needs of the people we support is very rewarding work. It feels good to know that I've been able to make a positive impact on people's lives through my chosen career.

What's the best part of your job as a Pharmacist Superintendent?

As the Director of Pharmacy Services, I have a duty to ensure the safe and trusted supply of medications and services to patients. The needs of patients are always at the heart of all processes and decisions I make. From the choices around pharmacy premises layout, to the handing over of medication to the patient, each and every process has to be safe and minimise risk. This involves keeping up-to-date with, and implementing the latest and best standards of practice, as well as recognising and acting upon any limitations. When I set up new patient services, I need to make sure that they meet all the clinical compliance requirements, as well as creating the process and staff training that make it possible.

From the patient's perspective, I need to ensure that the medication they receive optimises their health and improves



their quality of life. What's more, the services that patients receive need to be handled with care and compassion. As a female pharmacist, I feel the qualities required to fulfil this role are, to a certain degree, instinctive.

Being able to help people get better on a daily basis is a great feeling. I'll never forget when my daughter was once ill, she said to me, 'Mummy, I'm so glad you're a pharmacist, because you know how to help me get better'. She's now in her third year studying pharmacy also.

Who inspires you?

I continue to be inspired by many women in my life. One that comes to mind is British physician, Elizabeth Blackwell. She became the first woman in the world to receive a medical degree in the United States, and the first woman on the Medical Register of the General Medical Council. She is one of the reasons I chose to study science and make a positive impact on people's lives.

She believed that the natural, caring instinct of a woman helps lessen the suffering of those who are ill. Her contributions to creating social reform and promoting education for women in medicine are truly inspirational.

What advice do you have to women and girls that would like to pursue a career in science?

Embrace challenges. By doing so, you push yourself to become a better version of yourself. Opportunities don't come to you - you have to decide for yourself what you want to accomplish, and then plan and work hard at achieving it. Learn from your setbacks, and persevere with your goals.

Build and nurture a support network - both professional and personal. When we were setting up Smarta Healthcare, my children were 10 and 13. I would have really struggled without the vital support from my family during such a busy time.

For further information visit www.smartahealthcare.co.uk

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Print can speak volumes. It can say a lot about you, your brand and your business. What does your printed material say about you? Does it exude quality, emphasise credibility and enhance your reputation?

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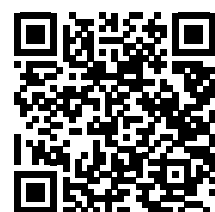
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2022 DAY TRIPS



(F) - Family Ticket (A) - Admission Included Adult Child Family

FEBRUARY

Tue 15th Luncheon Club £13 N/A N/A

MARCH

Sun 20th Thriplow Daffodils Country Fair (A) £27 £20 N/A

APRIL

Tue 5th Mystery Garden Centre £18 £10 N/A

Mon 11th Southend on Sea (F) £26 £16 £65

Mon 11th Mickie Driver Variety Show (A) £46 N/A N/A

Tue 12th Gulliver's Land £10 £5 N/A

Sun 17th London Guided City Walk and Borough Market (A) £38 N/A N/A

Mon 18th Alton Towers £20 £18 N/A

Tue 19th Luncheon Club £13 N/A N/A

MAY

Mon 30th Southend on Sea (F) £26 £16 £65

Tue 31st Paradise Wildlife (A) £30 £22 N/A

JUNE

Wed 1st Newbury Horse drawn Boat (A) £50 £40 N/A

JULY

Sat 23rd Great Yarmouth (F) £26 £16 £65

Sun 24th Bournemouth (F) £26 £16 £65

Mon 25th Superbloom / Tower of London (A) £39 £39 N/A

Tue 26th Black Country Museum (A) £41 £34 N/A

Tue 26th Dudley Zoo (A) £39 £34 N/A

Wed 27th Hastings (F) £26 £16 £65

Sat 30th Hever Castle (A) £41 £35 N/A

Sat 30th Great Yarmouth (F) £26 £16 £65

Sun 31st Bournemouth (F) £26 £16 £65

Sun 31st Poole Quay (F) £26 £16 £65

AUGUST

Tue 2nd Luncheon Club £13 N/A N/A

Wed 3rd London Cruise (A) £59 £59 N/A

Thu 4th Legoland £20 £10 N/A

Sat 6th Great Yarmouth (F) £26 £16 £65

Sat 6th Brighton (F) £26 £16 £65

Sun 7th Bournemouth (F) £26 £16 £65

AUGUST (continued)

Sun 7th Margate Carnival (F) £26 £16 £65

Mon 8th Southwold and Market Day (F) £26 £16 £65

Thu 11th Tottenham Stadium Tour (A) £45 £35 N/A

Sat 13th Great Yarmouth (F) £26 £16 £65

Sun 14th Southend on Sea (F) £26 £16 £65

Sat 20th Eastbourne Air Show (F) £26 £16 £65

Sun 21st Exbury Gardens & Steam railway (A) £39 £30 N/A

Thu 25th Clacton Air Show (F) £26 £16 £65

Sun 28th Whitstable Oyster Festival (F) £26 £16 £65

Tue 30th Camden Market £22 £10 N/A

Tue 30th London Zoo £22 £10 N/A

SEPTEMBER

Thur 1st Thorpe Park £15 £15 N/A

Sun 4th Bournemouth Air Show (F) £26 £16 £65

OCTOBER

Tue 18th Bluebell Railway (A) £57 N/A N/A

Tue 25th Luncheon Club £13 N/A N/A

Thu 27th Poppy Factory (A) £41 £38 N/A

Sat 29th Thorpe Park Fright Night £15 £15 N/A

NOVEMBER

Sun 20th Winchester Xmas Market (F) £26 £16 £65

Sun 27th Sheringham / Cromer (F) £26 £16 £65

Sun 27th Cromer Xmas Show (A) £50 £50 N/A

DECEMBER

Turkey Tinsels 2 Night Stay

Fri 2nd - Sun 4thfrom £199

Sun 4th Rochester Dickensian Festival (F) £26 £16 £65

Sat 10th Thursford Xmas Show (A) £80 £80 N/A

Sun 11th Stratford Xmas Market (F) £26 £16 £65

Sat 17th London Lights £40 £40 N/A

Wed 21st Carols at Royal Albert Hall (A) £79 £79 N/A

Sat 24th Xmas Eve Luncheon £15 N/A N/A

Wed 28th Winter Wonderland / Hyde Park £24 £10 N/A

Wed 28th Oxford Street Shopping £24 £10 N/A

Sat 31st New Years Eve Luncheon £15 N/A N/A

2nd Jan London Lights £40 £40 N/A



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