

Business Support Service





What is the Business Support Service?

biz4Biz have knowledgeable members who are confidential and trustworthy individuals and are well known for their expertise in their particular field.

This service is available to all biz4Biz Members. For your first consultation, each Member will be given a voucher entitling them to a free 60 minute 1-2-1 consultation (by arrangement) with your chosen expert. Additional support over and above this may be subject to a cost to be agreed between yourself and the expert.*

To book an appointment with one of our experts, please contact Louise Case by email secretariat@biz4biz.org or by telephone 01462 478031.

Adrian Hawkins

Chairman and Co-founder, biz4Biz

**Liability for any advice rests with the advising member company*



ANITA WYNNE

Human Resources Adviser



Anita has nearly 30 years' experience in HR, having started her career with Marks & Spencer. She moved on to GEC Marconi Avionics and then into professional services and investment sectors, culminating in her role at JP Morgan Chase, where she was HR Vice President of Global Markets.

Anita's vision was to give SMEs access to the same high level of strategic and commercial HR expertise that is available to large businesses, without the need to hire an in-house HR Director, a vision that she has realised through Beststart Human Resources which she founded in 2007.

Aside from her consulting work, her innovative, commercial approach to HR has seen her appointed as Non-Executive Director to a number of organisations, with highlights being root to branch restructures of two High Street law firms.

Anita heads up a team of like-minded consultants with cross sector experience, delivering an extensive range of specialised HR services with a friendly, hands-on approach.

EMMA BRINDLE *Recruitment Specialist*



Emma is a recruitment specialist who is known for adding 'talent' to many local businesses across Hertfordshire. Emma benefits from having over 10 years' experience working within recruitment, having started her career working for an Executive Headhunters in Mayfair. Emma's experience within recruitment saw her relocate to Dubai for four years to help set up a Recruitment Division in the Middle East.

With Emma, you have a consultant who is truly passionate and dedicated to sourcing talent for your business.

Naturally entrepreneurial, Emma returned from Dubai to set up her own business and is the founder of TalentHQ Ltd whose headquarters are based in Stevenage, Hertfordshire.

You'll also be in 'award winning' hands with Emma as one of her major achievements saw TalentHQ win 'Best New Business in Hertfordshire' at the FSB Awards in 2014 and was a Finalist for 'Most Promising New Business' at the Inspiring Hertfordshire Awards 2015.

DAVID LUCAS

Supply Chain and Inventory Management Specialist



David has consulted for the last twenty years in supply chain and inventory planning and management. He places emphasis on the importance of process efficiency and on data and analytics, to provide visibility of performance and to target improvement opportunities.

His career began in marketing, moved to internal organisational development and then to planning and supply chain management. This has provided a sound knowledge of business management and development from demand planning to supply, resulting in a mature appreciation of performance cause and effect along the entire value chain.

He has worked across sectors and delivered projects and benefits in the UK, Europe and other parts of the world.

His approach is practical, focusing on achieving solid margin gains through improved efficiencies, margin targeting and cost reduction techniques.

STUART CHARTER

Transport Logistics Adviser



Stuart established Aztek Logistics Ltd in 2003, a local business based in Letchworth Garden City that has since been transformed into a highly successful nationwide logistics company. An accomplishment achieved through hard work, true determination and intelligent risk management and growth strategies. The success demonstrated by Aztek was recognized in 2013 when Stuart was awarded the Herts Business Awards' Business Person of the Year.

Aztek Logistics boasts an impressive facility with over 100,000 square foot of secure, bulk and racked warehousing. They have become an integral part of the growing needs of all their clients, providing a multitude of services including UK & Irish transport, overnight pallet delivery service, European transport, air and ocean distribution, freight forwarding and warehousing – including personal and business self-storage.

Aztek Logistics are real specialists in distribution with a firm understanding of the need for a reliable and rapid means of moving goods. Their extensive knowledge of the UK and European transport industry enables them to offer leading logistics at short notice and with complete confidence.

TIM BAUGH

Marketing Adviser



Tim has been a marketing professional for over 30 years. He was the Sales and Marketing Director at NASDAQ quoted K2 Systems Plc before taking an international sales and marketing role with Danish software company Maconomy (acquired by Deltek) which saw him travel extensively between UK, Europe, Scandinavia and the USA. In 2001 he co-founded marketing agency Howardsgate – the company provides a wide range of services to SMEs and public sector-based educational bodies.

Tim has built and run businesses at the sharp end and has a wealth of marketing experience from creating marketing plans to executing PR campaigns from branding and corporate design to copywriting, web design and using social media to build a strong brand image online. Tim can help SME business owners develop and implement effective marketing strategies that deliver results

JOHN WIBLIN

Business Law



John took an undergraduate degree in Ancient History before entering law school in Johannesburg, South Africa. He was called to the South African bar in 1998. After completing pupillage, he joined Group 725, Innes Chambers – a commercial barristers’ set located opposite Johannesburg’s High Court. He was admitted to the California bar in 2002 and as a Solicitor in this country in 2004. John holds a higher rights of audience, entitling him to the same rights of appearance in the English court system as any barrister. In addition to being an accredited mediator and Fellow of the Chartered Institute of Arbitrators, John has also received advanced negotiation skills training at Harvard Law School.

He regularly advises on and conducts litigation matters to commercial clients – these are chiefly contractual disputes between businesses, especially recruitment businesses. John has acquired significant experience of emergency remedies such as injunctions and search orders. After completing a Masters’ degree in the subject at King’s College, London in 2010, John is now also increasingly instructed in copyright-related disputes.

John became a Partner in Longmores in January 2012

BRUCE LENDRUM

Law



Bruce, a Partner in Brignalls, Balderston, Warren (BBW) specialises in:

- Commercial Property including negotiation of Leases
- Residential Conveyancing
- Sale and Purchase of Businesses
- Partnerships
- Company Sales and Purchases
- Charity Law

Bruce was admitted as a Barrister and Solicitor in Auckland, New Zealand in 1975 and requalified as a Solicitor in England in 1978. Bruce has extensive knowledge in his field of expertise and is pragmatic in his approach to matters. Bruce will work with you to complete your transactions, providing a high level of service along the way.

Bruce is the Business Development Partner and is on the Executive Board of BBW.

Bruce was Managing Partner of BBW for 25 years and has extensive experience in running a business on a day-to-day basis. In addition, BBW can provide a 'Dispute Resolution Service' for Business Disputes together with Employment Advice.

BBW also offers extensive services to clients on a personal basis including Probate, Residential Conveyancing, Wills, Tax and Financial Planning and Family work.

PAUL BEASLEY

Investment Adviser



Paul has 25 years' experience through his own company of advising business owners and executives on some of the often overlooked areas of business planning and security. Paul will be happy to give some guidance on the key areas applicable to your business.

For example:

- What happens if your co-shareholder/partner dies suddenly or falls seriously ill?
- Who will inherit and be your new business partner and what can you do about it?
- In the event of your death, how would you ensure your family obtain fair value/treatment for your shareholding?
- Pensions and remuneration strategy. How to minimise tax without compromising annual pension allowances.
- Using pension to invest in business property.
- Dovetailing corporate and personal planning to maximise security and value most cost effectively.
- Which employee benefits are appropriate for your sector to aid staff recruitment and retention.

These can be complex areas but a short consultation will enable Paul to highlight the important issues and, therefore, simplify your options and thought processes. Paul can also provide guidance on wider business development and structures.

ANDREW SYKES

Insurance Adviser



Andrew holds the Fellowship of The Chartered Insurance Institute (FCII), the highest examination award possible, is a Chartered Insurance Broker and holds a BA (Hons) in Insurance Administration, majoring on Business Continuity Planning.

Andrew has also owned and run brokerages for many years and is particularly strong with policy wordings and fine detail. He is Chairman of rhg Insurance in Stevenage. rhg is often called upon for problem solving issues and difficult-to-place covers so the firm can offer expert advice in looking at insurance portfolios within a business context.

The firm has wide experience in London-based markets and schemes as well as in handling a wide cross-section of commercial covers and professional liabilities.

Andrew was asked to represent brokers nationwide with the liquidators following the collapse of Independent Insurance Company and again to develop new Terms of Business wordings for the Insurance Intermediation Act in 2005.

KEITH MIDDLETON

Accountancy Adviser



Keith is a Partner at George Hay Chartered Accountants and has many years' experience within the profession.

Keith was instrumental in establishing the Letchworth office in 1982 and is still based there.

During his time at George Hay, Keith has built up a great reputation of providing sound advice on a personal basis to a wide variety of businesses, especially family owned companies and new start-ups.

SIMON GEORGE

Publishing Adviser



Simon is an entrepreneur, starting his first business whilst still at school. After a brief career training to be a chartered accountant, Simon quickly realised he was cut out for running his own business.

He has been involved in several industries, including Music, Recruitment and Publishing.

He is best known in Hertfordshire for publishing The Hertfordshire Business Independent Magazine and founding Business Buzz, the award winning networking group as well as The Hertfordshire Business Expo, Hertfordshire's leading Business event.

Simon is also the MD of one of the UK's longest established translation providers, Thames Translations, which he acquired 18 years ago.

Simon is passionate about business and entrepreneurship and has particular experience in business turnrounds and marketing

FRANCIS HOOKE

Business Consultant



Francis believes in the power of planning. Spending just a fraction more time thinking about where you're headed, and how you're going to get there will often bring dramatic results to your business.

As a business owner you may well struggle to find the time and peace to think about the important, longer-term aspects of running your business. Often this leads to underwhelming results.

Francis and his team bring you insight, energy, direction, clarity, focus, motivation, organisation, accountability and more. With a light, simple and user friendly plan in place, plus some hard work, improved bottom line results follow.

Francis launched Hooke & Co. Business Consulting in July 2013. He holds a range of relevant professional qualifications. Prior to this Francis led global multimillion pound technology programmes including remediation of The Royal Bank of Scotland's investment banking division following the taxpayer bailout under instruction from the Financial Conduct Authority.

Providing a coherent voice for businesses in Hertfordshire

The network for forward-thinking professionals

- Strong links to local MPs
- CEO Policy Forums with an emphasis on creating a business friendly policy
- Strong links to the Hertfordshire LEP via LEP Board Member and biz4Biz co-founder and Chairman Adrian Hawkins
- Regular lunch and breakfast meetings for networking and interaction with a topical guest speaker
- Educational/factual trips e.g. European Parliament, Houses of Parliament, Jaguar Tour, Gherkin
- Business Support and Mentoring Service with free 60 minute 1-2-1 consultation for new members
- biz4Biz magazine – Insight.
New members entitled to a FREE profile in the magazine and reduced rate advertising for biz4Biz members
- biz4Biz Blog

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www.biz4biz.org/join.html



biz4Biz provides a coherent voice for businesses in Hertfordshire. We aim to influence and shape policymaking and encourage investment by engaging with local/central government, relevant public sector bodies and local organisations to promote the county as a great place to live and do business.

biz4Biz has broadened its activities to represent the interests of businesses and people. Its networking, local government liaison and charitable involvement aims to benefit the residents, commuters, workers and business owners who contribute to Hertfordshire life.

biz4Biz is a not-for-profit company that is run by a board of directors who are all experienced business people.

biz4Biz

For more information contact
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www.biz4biz.org



WHO WE ARE

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CONTACT US

For more information on biz4Biz please contact

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