

**biz4Biz**

# Insight

WINTER 2018 | ISSUE SIXTEEN |  
THE VOICE OF BUSINESS IN HERTFORDSHIRE



## **A HIDDEN GEM**

Discover fine food and  
beautiful gardens at Hunton Park

## **HERTFORDSHIRE'S RISING STAR**

Meet Stevenage FC's latest talent

## **RAY WINSTONE**

**Volunteering with  
Essex and Herts  
Air Ambulance**



The thing about insurance is that it doesn't really matter until it **REALLY** matters

Make sure you're properly covered.



For the cover you actually need...



T: 01438 350222  
E: info@rhgib.co.uk

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

At BBW whether you're a private individual, running your own business, working for a charity or representing a large corporation, we're ready to *listen, consider and advise.*



**Areas of Expertise:**

Company & Commercial | Commercial Property | Commercial Litigation | Residential Conveyancing | Employment | Disputes | Family & Children | Wills, Tax & Financial Planning | Probate

Our three offices are conveniently located in the heart of the local community along the A1 corridor



**Letchworth Office**

Broadway Chambers  
Letchworth Garden City  
Hertfordshire, SG6 3AD  
01462 482248



**Stevenage Office**

Forum Chambers  
The Forum, Stevenage  
Hertfordshire, SG1 1EL  
01438 359311



**Biggleswade Office**

2 London Road  
Biggleswade  
Bedfordshire, SG18 8EP  
01767 313813



Or visit us online at [www.bbwlaw.biz](http://www.bbwlaw.biz)

Brignalls Balderston Warren – Solicitors Letchworth | Stevenage | Biggleswade

# biz4Biz

[www.biz4biz.org](http://www.biz4biz.org)

## PUBLISHING

**Publisher** Adrian Hawkins

## EDITORIAL AND PRODUCTION

**Editor/design** Jane Males

**Editorial assistant** Rachael Anderson  
[magazine@biz4biz.org](mailto:magazine@biz4biz.org)

## ADVERTISING

**Sales/distribution**

[hello@jabbercoms](mailto:hello@jabbercoms)

0330 9001 777



## CONTRIBUTORS

[biz4Biz.org](http://biz4Biz.org)

[bizawards.info](http://bizawards.info)

[cariadmarketing.com](http://cariadmarketing.com)

[ehaat.org](http://ehaat.org)

[georgehay.co.uk](http://georgehay.co.uk)

[hertfordshirelep.co.uk](http://hertfordshirelep.co.uk)

[huntonparkhotel.com](http://huntonparkhotel.com)

[jabbercoms.com](http://jabbercoms.com)

[jaydrackford.co.uk](http://jaydrackford.co.uk)

[longmores-solicitors.co.uk](http://longmores-solicitors.co.uk)

[manufacturinggrowthprogramme.co.uk](http://manufacturinggrowthprogramme.co.uk)

[moorestephens.co.uk](http://moorestephens.co.uk)

[nhc.ac.uk](http://nhc.ac.uk)

[richmondhousesecs.co.uk](http://richmondhousesecs.co.uk)

[stevenagecommunitytrust.org](http://stevenagecommunitytrust.org)

[stevenagefc.com](http://stevenagefc.com)

[vutiebeets.co.uk](http://vutiebeets.co.uk)



You can follow us @biz4biz for news, articles and updates on our current stories. Our articles get tweeted regularly to 2000 followers!

## HELPING HERTS HEROES



It is truly wonderful to see stars of the screen and stage play an active part in raising funds for charity and there is none more deserving a charity than the Essex and Herts Air Ambulance service which we feature extensively inside this magazine.

We are also very proud to feature a fabulous interview with Ray Winstone star of film and a great supporter of this very worthy charitable cause. It is truly amazing to have a helicopter service on hand in Herts and Essex to provide an airlift to hospital for those requiring urgent medical attention and many a life has been saved with this service on Herts and Essex congested roads. It is however very sad that this service receives no public funding. We salute Ray Winstone for his time and effort spent in this honourable pursuit.



Please send any contributions to [magazine@biz4Biz.org](mailto:magazine@biz4Biz.org)

### Adrian Hawkins

Co-Founder & Chairman biz4Biz

Chairman Weldability Sif established 1925, Director and Trustee of the Weldability Sif Foundation, Deputy Chair Herts LEP Main Board, Skills and Employment Board - Chair.

**HOW WOULD YOU LIKE TO TARGET  
63,000 BUSINESSES IN HERTFORDSHIRE?**  
 biz4Biz has a potential online reach of 35,000,000

To advertise in the next edition of biz4Biz Insight magazine contact the team on 0330 9001 777  
[magazine@biz4biz.org](mailto:magazine@biz4biz.org)

# biz4Biz

## Building Better Businesses in Hertfordshire



For many Hertfordshire business owners, finding time to plan and to reflect on what's working and what isn't can be extremely difficult.

Our Business Planning Workshops will inspire and help you build a step-by-step, practical, dynamic business plan for the next twelve months, Quarter by Quarter. Our Business Planning Workshops make creating tactical plans for your business both educational and fun. You will learn strategies that are aimed at driving more profit into your business, will help you master your time, be clear on your priorities and equip you with the right mindset and tools to achieve your goals.



During these high energy days, you will:

1. Build a detailed business plan to achieve more success over the next twelve months.
  2. Develop new skills & tools to enable you to take control of your time and achieve more
  3. Learn proven strategies to increase sales & profit
- Our Business Planning Workshops make creating tactical plans for your business both educational and fun. You will learn strategies that will help you master your time, be clear on your priorities and equip you with the right mindset and tools to achieve your goals faster.

**When:** Thursday 10 January 2019

Thursday 11 April 2019, Thursday 11 July 2019

**Timings:** 9am Registration & 4pm Finish

**Investment:** £275 + VAT per delegate, per Workshop: includes workbooks & planners plus lunch & refreshments

**Venue:** Needham House Hotel, Little Wymondley, Hitchin, SG4 7JJ

**Who should attend?** Business decision makers from ALL sizes of business should attend this day. In fact the variety makes it more interesting, and great for extending your range of business contacts within the biz4Biz community. Many of our attendees find commonality and are soon helping one another!

**So what are you waiting for?** To reserve your place at our next Business Planning Workshop, register online at [biz4biz.org/building-better-businesses](http://biz4biz.org/building-better-businesses)

**We look forward to seeing you there!**

# CONTENTS

## 6 NEWS

## 8 NETWORKING

biz4Biz ConneXions

## 9 FIONA BRUCE

Fiona Bruce to host biz4Biz Awards 2019

## 11 JAY DRACKFORD

Tells Insight all about his charity work and new radio show.

## 12 LEARN SOMETHING NEW

Resolve to invest in yourself with North Hertfordshire College for 2019

## 13 INHERITANCE TAX PLANNING

How much will you pay to pass on your estate to your loved ones?

## 14 ONLINE COMMUNITIES

And why it should be part of your marketing strategy to build one

## 16 COVER STORY

Find out why Ray Winstone supports Essex and Herts Air Ambulance



## 23 ONLINE LEAD GENERATION

Cariad Marketing share their 5 most effective strategies

## 25 HELP SHAPE OUR FUTURE

Hertfordshire LEP and the Local Industrial Strategy for Hertfordshire.

## 27 GOOD GOVERNANCE

Is your company's trajectory propelling you forward or weighing you down?

## 29 WELLNESS AT WORK

The importance of wellness and engagement at work

## 30 WINTER WARMER RECIPE

Learn to make Vutie Beets' shepherdless pie

## 31 FOOD FOR THOUGHT

Vutie Beets tell us about their foodie thoughts

## 32 HERTS COSY CORNERS

Five places to visit this winter

## 34 A HIDDEN GEM

Hunton Park offers up its delicious new menu to Insight

## 37 ARE YOU BREXIT READY?

Discover how to prepare your business for Brexit

## 38 CHRISTMAS BONUS WISHLIST

Editor's picks: Don't forget to shop for yourself this holiday season

## 39 HERTS RISING STARS

Arthur Iontton tells Insight about success with Stevenage FC

## 40 PEOPLE IN BUSINESS

Amanda Freeland takes a turn in the hot seat

## 42 THE LAST WORD

Adrian Hawkins comments on rising commercial property prices

# NEWS



## Most inspiring business woman

Smart10 consists of talented, committed and loyal consultants who daily support a wide range of both clients and candidates across the Hertfordshire and surrounding area; we have received outstanding feedback from both our clients and candidates over the years, for which many have continued our journey with us along the way.

Last year, Smart10 Recruitment decided to take a year away from entering any business awards to focus on taking the company to the next level as well as, concentrating on our core team. Smart10 has seen great success since they launched our business in 2012, having won numerous prestigious awards within the Hertfordshire region; however, in 2018 they decided to take the brave step of entering a National Award!

The bravery paid off when Business Director, Claire Brindle, won 'Most Inspiring Business Women' at the 'Best Business Women Awards' on Thursday 11th October!

## Strengthened Hertfordshire Growth Hub to become 'go-to place' for expert business advice

Hertfordshire Growth Hub is to become the 'go-to' place for business support advice in the county following the awarding of a contract to a consortium of public and private partners.

Following an open and transparent procurement process, Hertfordshire Local Enterprise Partnership (LEP) has awarded the two year contract to a consortium led by business support services provider Exemplar together with the University of Hertfordshire and Hertfordshire Chamber of Commerce, strengthening its offer to local businesses.

Better Business will also support the consortium for all (BBfA), a local authority led initiative aimed at providing improved regulatory support to the county's SME community.

Hertfordshire Growth Hub is the county's free and impartial business support service funded by the LEP and

Government. Since its launch in 2014, it has provided expert advice to over 1,700 local SMEs to help accelerate their growth.

This contract will enable the Growth Hub to extend its reach by coordinating business support providers so that SMEs can be connected to targeted support. Creating the right environment for businesses to thrive is a cornerstone of the LEP's Strategic Economic Plan and a key driver to reverse Hertfordshire's recent slide in productivity.

Growth Hubs play a vital part in the Government's ambitions to make Britain the best place to start and grow a business. In its Industrial Strategy White Paper, the Government said it would provide continued funding to Growth Hubs to further support high potential businesses to scale up by bringing private and public sector partners together.





## Hunton Park's secret garden party

The Mercure London North Watford Hunton Park Hotel hosted a Secret Garden Party on 13th September, to celebrate the launch of their new Garden Marquee, one of the largest event spaces within 20 miles of Central London.

Guests were invited to attend the event to view the marquee, which was decorated for the event into different themes, including Christmas, Meetings, Weddings and Team building. Guests enjoyed canapés provided by recommended caterer, Premier Banqueting and themed food bites by Hunton Park's own team of chefs. In the Christmas area guests indulged in traditional Christmas dinner bites with brussel leaf and cranberries, and mini fish and chips, sushi, crab, avocado & gazpacho and scallops with black pudding in the other themed areas.

Guests also enjoyed themed cocktails including Rose in the Clouds, Aviator, Baby Bellini and Elderflower Fizz.

Tours were provided of the Hazelwood Suite event space, which is being refurbished and the exciting latest addition to their bedroom collection – a family suite with a famous wizard theme – Hunton Park is located just 5 minutes from Warner Bros. Harry Potter Studios.

A real highlight of the event was the entertainment, which really embraced the secret garden party theme. There was a unicorn on arrival, woodland creatures including two flower fairies, a tree stilt walker and a faun, as well as the Hedgemen who were a huge hit with guests. Guests were also kept entertained by magicians Lee Smith and

Luke Clough, and by young, modern musical duet, Acoustik.

Mercure London North Watford Hunton Park Hotel is part of the Accor Hotels Mercure brand portfolio and is managed by Countrywide Hotels. The hotel is in Kings Langley, near Watford. It has 61 bedrooms, a restaurant, bar, indoor swimming pool, 18-hole pitch and putt course, croquet lawn and 22 events spaces including the beautiful Orangery, Terrace Marquee and new Garden Marquee. The grand Garden Marquee has a spacious entrance hall and a unique curved structure, one of only five of its kind in Europe. It is beautifully decorated with a suspended hardwood floor, elegant pleated ivory lining on the walls, an ivory LED star cloth ceiling canopy and 14 twinkling chandeliers.

## biz4Biz NOW HAVE THEIR OWN BOND GIRL



Alexis Hawkins, Commercial Director and Events Manager at Weldability Sif has worked for the Company for the past 15 years. Alexis will be known to many as the lady behind the arrangements for the biz4Biz Awards. biz4Biz is pleased to advise that Miss Hawkins became Mrs Bond on the 16th June 2018 at Highcliffe Castle near Christchurch, Dorset marrying Tristan Bond and now can claim to being a *Bond Girl*. They have recently honeymooned in Singapore and Borneo.



# biz4Biz ConneXions

On 18th October **Cariad Marketing** came to explain about Supercharged lead generation — the digital way

**A**t this valuable talk, leading digital marketers Justine and Colette showed you how to effectively target high value clients and supercharge your online lead generation.

The great thing about digital marketing is that everything can be measured. This is great from a budgeting perspective but also means

if some digital marketing services are working better for your business than others then it is easy to switch the focus to the more successful ones.

Cariad Marketing is a Hertford-based, award-winning digital marketing agency offering a full range of services including SEO, PPC, social media, content marketing and creative WordPress web-design.

**biz4Biz**  
**CONNEXIONS**

Sponsored by  
**BARCLAYS**



# FIONA BRUCE ANNOUNCED AS HOST FOR THE BIZ4BIZ AWARDS 2019

The awards returns for its third year and is open to all those involved in a business based in Hertfordshire.

Returning by popular demand, for a third year, the biz4Biz Awards go from strength to strength as they announce Fiona Bruce as Host for the 2019 Awards Gala Evening.

English television journalist, newsreader and presenter, Fiona Bruce, is the latest celebrity to take to the glittering stage to host and present the biz4Biz Awards: The annual, impartial and independent business awards of Hertfordshire. Fiona began her reporting career in 1992 on Breakfast News before moving to BBC South East. She was the first female presenter to be a part of the BBC's general election studio team and has won Newscaster of the Year three times, therefore seemed the perfect choice to be the first female host of our own awards.

Fiona Bruce has a long-standing connection to some amazing charities such as Vision Aid Overseas, Women's Aid, the NSPCC and Childline. Each year, biz4Biz choose an amazing charity with local ties to support, with the 2018 Awards raising over £5,000 for The Willow Foundation. Though the dedicated charity for next year is yet to be announced, Fiona Bruce is sure to bring the dignity and gravitas needed to promote any deserving cause.

If you're a regular Insight reader, or have made it to the previous gala evenings, you'll know that the awards team at biz4Biz go all out to produce an unforgettable night and



tickets sell very quickly. Anyone is welcome, whether finalists, supporters or those just looking for a wonderful night and great networking opportunity. Businesses all over Hertfordshire come together to recognise and celebrate the fantastic standards upheld across the county, while rubbing shoulders with celebrities, enjoying show stopping entertainment and enjoying a delicious three course meal.

If you think that this would appeal to a business you know, please nominate them, as the awards provide amazing marketing

opportunities as well as a fantastic platform for networking between companies of all forms and sizes.

The ceremony itself, which sold out in 2018, will take place on Friday 17th May, slightly later in the year than before. You can book tickets for the biz4Biz Awards 2019 at [www.bizawards.info](http://www.bizawards.info)

For further information about The biz4Biz Awards 2019, please contact [secretariat@biz4biz.org](mailto:secretariat@biz4biz.org). If you are interested in becoming a member of biz4Biz, or for more information, please visit [www.biz4biz.org](http://www.biz4biz.org)

## Providing a coherent voice for businesses in Hertfordshire

### The network for forward-thinking professionals

- CEO Policy Forums with an emphasis on creating a business friendly policy
- Strong links to the Hertfordshire LEP
- 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
- biz4Biz Blog

**JOIN US NOW**  
<http://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  
**biz4Biz Secretariat**  
 01462 47803 | [secretariat@biz4biz.org](mailto:secretariat@biz4biz.org)  
[www.biz4biz.org](http://www.biz4biz.org)

*Tell us a little about your various roles around North Herts.*

By day I work for Marriotts and Lonsdale Schools. My main role is to look after the facilities including the Sports Centre and anything that the community can be involved in on our amazing site. I teach fitness classes as well and am a qualified personal trainer.

I am the stadium announcer at Stevenage FC and have done this for around five seasons now. I love going to The Lamex Stadium and have been a fan from a very young age. I get to meet fans, players and officials from other clubs and the odd celeb or two.

I also compere at events such as award ceremonies and one off events. I really enjoy engaging with a crowd and I'm very light hearted with everything I do.

*We know you're a huge Stevenage FC fan, but how did you get into commentating for them?*

It was really by chance. The new CEO (Alex Tunbridge) of the club spoke to me whilst on a charity trip to Africa and said he thought I would be good at it. I went to a game to see what was involved and the rest was history. I'm in my 5th season and love every aspect of the role.

Stevenage FC are a forward thinking family club and I feel very privileged to be in a role where I get to meet every different type of person that comes to the games on and off the pitch. We are one big family at Stevenage.

*You do a lot of work raising money for charity; can you tell us a bit about Marriott's Gambia Project?*

I started going to The Gambia when I was seven with family. I have been in love with this special little country ever since. Since 2015 I've run a yearly project to The Gambia with students from Marriotts' School and any members of the community can volunteer too.

We have a school out there in Kassa Kunda that we support. Over the



# JAY DRACKFORD

Jay tells *Insight* about his dreams, giving back to the community and his new adventure into radio.

past few years we have built new classrooms, fed the children, supplied shoes, a library and lots, lots more.

In total we have had over 80 people go out and enjoy everything I love about the country.

*Tell us about your new radio show on SG1*

I'm currently on two shows that are on SG1 Radio. The first is a weekly sports show that highlights all the great sport teams, news and more in and around the SG1 area. I had a random idea to get this up and running and the owner of the station loved it. I managed to get two friends involved who are awesome. Steve Watkins and Dean Thompson can be heard regularly commentating on the BBC for most if not all of the Stevenage FC games.

We are in our third month of running the show and have lots of engagement from the local sports scene. We have weekly guests in the studio with us and

also have sports men and women call in to tell us what they been up to or do.

It's been very well received and we get a good amount of listeners considering it's a local show for local people. It just goes to show you how important sport is within our community.

The second is a monthly magazine style show dedicated to Stevenage FC. We launched this just a couple of weeks ago and get fans and players - new and old - on the show and much more.

Both shows are available to listen to again and also go out as a live video on the stations Facebook page. It's been amazing to be a part of these shows and been a great experience for me.



# INVESTING TIME IN YOU

Kick-start the New Year with our selection of inspirational part-time courses

## Award in Bookkeeping

Gain a solid understanding of basic bookkeeping, preparation of simple trading and profit and loss accounts, stock accounts and balance sheets. This course is designed to give learners an introduction to bookkeeping practices and, the opportunity to progress onto further study through the Association of Accounting Technicians (AAT). There are no formal requirements for starting this course.



Hitchin Campus  
Start Date – 29/11/18

**£300**

## Event Planning

Whether you are contemplating a career change or are responsible for running conferences, trade shows or other corporate events, this course is the perfect starting point to give you the knowledge and skills required to plan and execute a successful event. Over 36 weeks study the key concepts of event planning in a relaxed environment taught in a fun and friendly manner. At the end of the course you'll receive a nationally recognised qualification awarded by Northern Advisory Council for Further Education (NCFE).



Hitchin Campus  
Start Date – 29/11/18

**£870**

## Sports Massage Therapy

Get hands-on training to treat common injuries, accelerate recovery and improve performance. Study the principles of health and fitness, gaining an understanding of the professional practice of sports massage, and sports massage treatments. Gain an industry-recognised qualification that can allow you to progress within the health and fitness sectors. Increase your business reach by adding massage to your services.



Hitchin Campus  
Start Date – 03/01/19

**£993**

## Digital Photography for Beginners

Take your photos to the next level and learn the basic technical skills of digital photography, including camera controls, artist inspiration and photo composition. Learn how to be creative and experimental with your images, using the manual settings of a digital camera. This course is ideal for those who have bought, or are thinking of buying, a digital camera and would like to learn the basics.



Hitchin Campus  
Start Date – 26/02/19

**£150**



NORTH  
HERTFORDSHIRE  
COLLEGE

For adult learners over the age of 19 new rule changes mean that more adults than ever before will not have to pay a penny for their course. For more information on our part time courses visit:  
[www.nhc.ac.uk](http://www.nhc.ac.uk) or call us on 01462 424242 and quote *biz4Biz*

Once considered a tax only for the rich, many more estates are now finding themselves caught within the inheritance tax net on death. As property prices continue to rise faster than the nil rate band, not to mention the tax set at a high 40%, many are now becoming increasingly concerned with making their estates as tax efficient as possible.

Currently every individual in the UK has a Nil Rate Band threshold of £325,000; this means if your estate is below this amount there will be no Inheritance Tax to pay. Spouses also have the benefit of passing everything to each other on death without incurring an Inheritance Tax charge. Further, any unused Nil Rate Bands are transferable between spouses.

From 6th April 2017 an additional Residence Nil Rate Band was introduced for those who pass their homes to their children or grandchildren. The RNRB is rising annually until it reaches £175,000 by 2020/21. As with the Nil Rate Band this can be transferred between spouses, meaning a married couple has the potential to leave an estate of £1 million tax free. However caution needs to be taken as this additional allowance is tapered down on estates in excess of £2 million.

**Here are our FIVE top tips for effective estate planning:**

#### **Make a Will**

A Will not only ensures your loved ones are properly provided for, but it can also be the most effective way of estate planning as you can make full use of inheritance tax exemptions and reliefs.

#### **Gift money to loved ones**

You can gift your money or assets to family members, and as long as you survive 7 years after making the gift, the value will no longer be included in your estate for inheritance tax purposes. There are also a number of small gift allowances such as the ability to give



# INHERITANCE TAX PLANNING

## How much are you willing to pay?

away £3,000 worth of gifts each tax year, and making individual gifts of no more than £250 per person to as many people as you like.

Another helpful exemption but one that is often overlooked is the ability to make regular gifts out of surplus income so long as it is seen as part of your normal expenditure.

#### **Give to charity**

All gifts to charity are exempt from Inheritance Tax. If you give 10% or more of your estate to charity in your Will you are also entitled to the reduced rate of inheritance tax at 36%.

#### **Investments that qualify for Business Property Relief**

Business Property Relief can be a very effective relief to remove assets from an estate. AIM shares are shares held on the junior market of the London Stock Exchange, and they are considered to be BPR Qualifying Investments. Once the investment has been held for

2 years they qualify for BPR and are not considered part of your estate for Inheritance Tax purposes.

#### **Trusts**

The use of trusts can be seen as a daunting prospect however they can offer inheritance tax advantages. As with gifts, the 7 year survivorship rule also applies to trusts. However a trust gives you more control than simply giving your assets away. Trusts are particularly helpful if you have young beneficiaries or are concerned as to how a beneficiary may spend the trust property.

Should you wish to receive any further information on estate planning, or any of our other private client services such as probate and will writing, we are more than happy to offer a free no obligation meeting with you.

Contact our dedicated private client solicitor Jessica Ellis on 020 8366 4331 or by email at [jessica.ellis@moorestephens.com](mailto:jessica.ellis@moorestephens.com)

# WHAT'S AN ONLINE COMMUNITY?

## (AND WHY SHOULD I BOTHER BUILDING ONE?)

**Y**ou only need to consider the wave of new moth memes emerging lately (and the fact that nobody says “Can I has cheeze burger?” anymore) to realise that online trends come and go pretty quickly. I mean, when was the last time anyone invited you out for a cheeky Nandos; 2015, right? But don't for one second pass off the idea of online communities as one of these fleeting fads. In fact, it could easily be thought of as the heart of marketing your business in the 21st century.

Once upon a time creating an online presence meant you had a website and an email address so that customers could find out when you were open. That's no longer enough. The online marketplace is saturated. You're probably familiar with the concept of trying to reach your customers and potential customers through social media but to truly build the community that surrounds your business you need to connect with anyone and everyone who is passionate about your industry, experts, enthusiasts, participants and –

that's right – even competitors.

I don't want to alarm you, but traditional marketing might be dead. Millennials, and the new wave of Gen Z/iGen/Centennials just about beginning to enter the consumer market, are becoming blind to traditional adverts and sales pitches. Their (our?) brains are beginning to filter out all of our desperate attempts at getting them to part with their cash. So am I promoting using social media to sell your products instead of putting up billboards? Well let's not get too crazy. Billboards are fantastic. And I'm definitely not suggesting you take to twitter and post “buy my new range of \_\_\_\_\_” 50 times a day. That's where the idea of a community comes in. I know you want to post about your products to get people to buy them, I know. That's what we all want to do, but it doesn't work. Nobody is going to 'like' 'follow' 'connect with' a long list of product or service details. So what should you post?

What works, really works, is getting people excited about your industry. If

you run adult learning courses you've got to post content that is interesting to people who might take an adult learning course. How about articles on starting your career back up after your maternity leave; or steps to giving your lagging career a boost? Not every post will have a direct sell, but that's okay, what you're doing is growing your follower base, proving you're the authority on this topic and introducing your brand to a wider audience (not driving them away with a harsh sales pitch).

Now lets talk a little more about communities. You've got people following you who might be interested in what you've got to offer, that's great! So why would you want to connect with other people offering courses or other businesses in your industry? Won't they just steal your customers? Newsflash, your competitors are already checking out your social media accounts to see what you're doing and what they could be doing better. If you're not doing the same, you're

missing a trick there. Say your adult learning business makes contact with a local networking group, you have a look at what they're doing and dig their energy or whatever, so you share a few of their posts with your own following. This gets some great reaction and their business is slowly introduced to a group of highly targeted potential members,

without ever having to make a hard sell. They, in turn, do the same for you. This creates a virtual circle of ever rotating promotion, feeding off itself. Lo and behold! You have reached a community, or a market, that you may never have had access to beforehand.

*hello@jabbercoms.com*



**1**. Use the 20/80 rule for content. 20% of your posts can promote your posts and services, the other 80 has to be sharing stuff other people have produced/things that will benefit your customers.

**2**. Engage. Comment on others' posts and for the love of all that's good, chat to the people commenting on your posts.

**3**. Seek out the people you want to network with, comment on their posts and don't give up until you've built a relationship!

**4**. Don't give up! No one can expect 5,000 likes in the first week. The same goes for engaging with key figures; don't get discouraged if you're ignored a few times.

**5**. Get your whole team involved if you have to, regular contributions from a range of people will keep you from burning out.

**6**. A great tip if you're going to exist anywhere in the online realm is to start your day with a bit of reading, keep up to date with the news so that you don't accidentally make a very insensitive comment (Adidas' Boston Marathon survivors post anyone?) You can also scan your favourite blogs for something good to share!



# Ray Winstone

With his latest film, *King of Thieves*, currently gracing the silver screen, Ray kindly took a quick breather to tell *Insight* what it's like to be an actor, his favourite places to eat and the fantastic work he does supporting Essex and Herts Air Ambulance.

*What did you want to be when you grew up; did you ever consider something other than acting?*  
I'm a bit of a frustrated singer; I would have loved to be a solo artist. I also used to dream about playing for West Ham and scoring the winning goal in the F.A.Cup final, that's about it really.

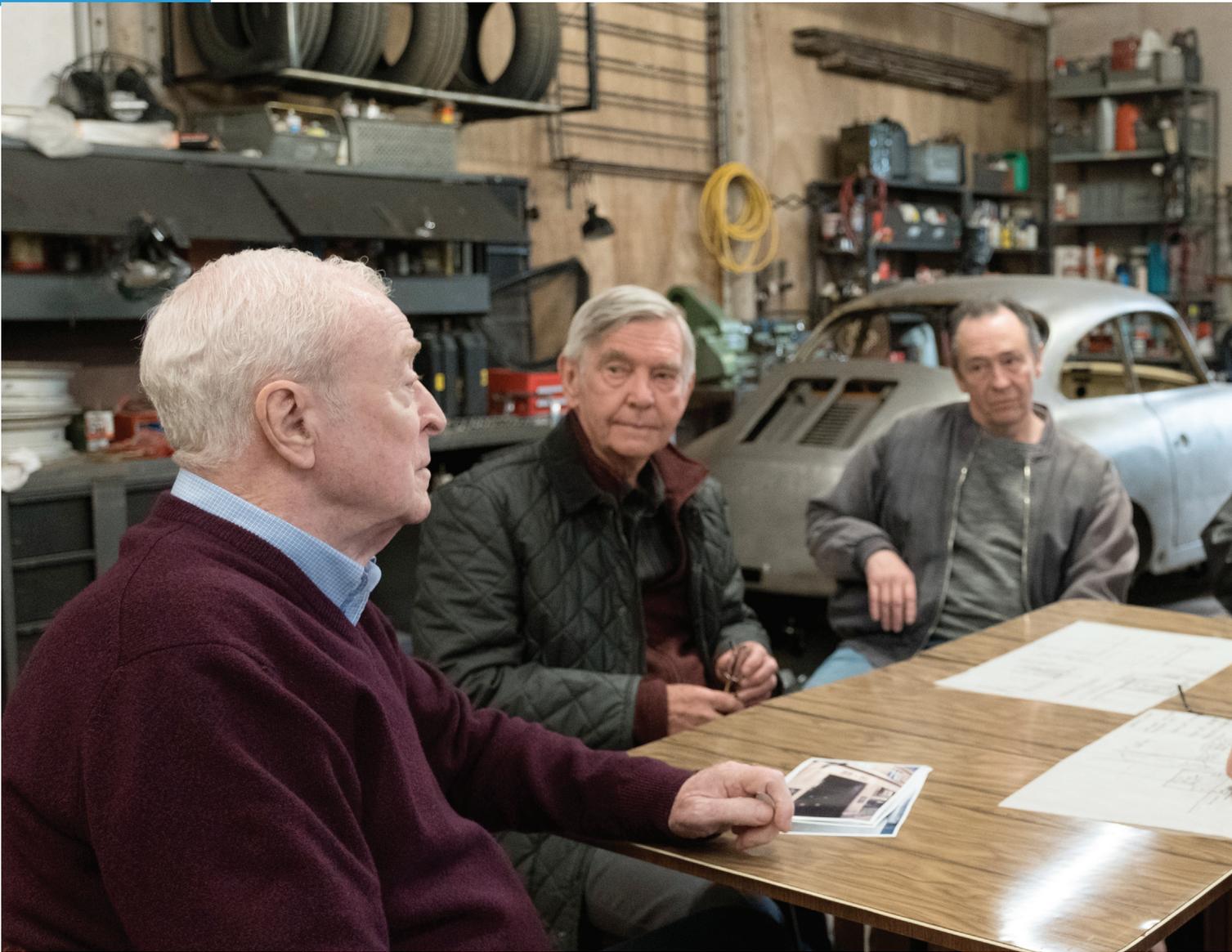
*What was your first acting role?*

My first acting role, professional wise, was playing Carlin in the BBC's "Scum" written by Roy Minton

and directed by Alan Clarke, along side Martin Phillips (Davis) and Davidson Knight (Angel). It was about three delinquents who end up in a youth detention centre where my character becomes the wing ruler.

*How do you prepare for a new role; how much research goes into it?*

Each role is so different so it's hard to say; the preparation can be totally different.



*Did you enjoy your recent role as Danny Jones in The King of Thieves?*

I enjoyed playing Danny very much. Purely because of the cast I had around me, Michael Cane, Jim Broadbent, Paul Whitehouse and Tom Courtenay - they were all great fun and people I consider friends.

*What advice could you give someone looking to get into acting?*

Just go for it and always follow your instincts

*What do you like doing in your spare time?*

Believe it or not, I don't get much

“My best days at work are when you have a great script and are working with happy people”

spare time, but when I do its family time. I've only even been to watch West Ham play a couple of times over the past two years!

I support Haven House which is a hospice supporting children and young people up to 19 years old who have life threatening illnesses and of course I also support Essex and Herts Air Ambulance.

*What are your best and worst days at work?*

My best days at work are when you have a great script and are working with happy people and then the worst days are when the script is rank and everybody knows it, the writing



makes all the difference, especially to the atmosphere on set.

*Do you have a favourite place in Hertfordshire to eat?*

Well technically I live in Essex so I have to say, Smiths in Ongar and Garden of India in Harlow, Essex. But I do absolutely love Vince's Pizzeria in Cheshunt.

*What made you want to move from London into the Home Counties?*

I guess the real reason I moved out was because I had kids. We were keen on getting fresher air and probably a better education for them. Also



although I'm a city boy, I do love the countryside.

*What encouraged you to get involved with the Essex and Herts Air Ambulance?*

A fascination for anything that flies! But to be honest it's the volunteers who work for the cause, they're really great people. There's a huge amount of business people and workers in the area and really all over our country that support this charity, it's amazing to me the difference all these people make.

*What does your volunteer work with Essex and Herts Air Ambulance consist of?*

Really, I do the easy bit! There are a lot of people who work really hard to support the charity. I get to turn up at the opening for the charity shops where people have kindly donated their wares and give the charity



some publicity. I also do their radio commercials that help to make the public aware of what's going on. And sometimes when my busy schedule allows it, I'll manage to make it to one of their fund raising events.

*Have you been lucky enough to meet anyone Essex and Herts Air Ambulance has helped?*

Yes I have...And that's when you really get to understand how important the Essex and Herts Air Ambulance Service is, and why we should support it.



Essex & Herts Air Ambulance (EHAAT) works side by side with publically-funded 'blue light' services such as the police, fire and ambulance services. Yet unlike them EHAAT, is a Charity which receives no direct funding from central government.

Put simply, without the support of the people of Essex and Hertfordshire EHAAT could not continue with its vital work. Work that last year saw more than 1,500 patients being treated.

Although the helicopter can reach anywhere in Essex or Hertfordshire in around 15 minutes, it's not just about speed.

The highly-skilled Pre-hospital Care Doctor and Critical Care Paramedics are able to carry out life-saving



## Essex & Herts Air Ambulance

Your local life-saving charity

procedures which would otherwise need to wait until a patient reached hospital. Thanks to their specialist training and equipment their aim is to 'bring the hospital to the patient'.

The helicopters and RRVs are dispatched to patients with serious illness or injury.

EHAAT works in partnership with the East of England Ambulance

Service NHS Trust who, according to clinical need, dispatch the EHAAT team. The helicopter or rapid response vehicle (RRV) leaves within minutes of the emergency call being received at the Airbase. Once a patient is stabilised the Helicopter Emergency Service (HEMS) Team will triage patients to the most appropriate hospital if they require specialist care. This may save vital minutes between onset

of illness or time of accident to the patient receiving specialist medical care in hospital.

Such advanced care doesn't ever come cheap.

Each year the Charity needs over £500,000 each month to cover all costs. It's money that is raised through its popular Flight for Life Lottery, community fundraising events, donations, legacies, as well as raffles and events organised by EHAAT.

Natasha Robertson, Hertfordshire Fundraising Manager for EHAAT said: "We work closely with businesses large and small across Hertfordshire but as a Charity, we always welcome the opportunity to establish new corporate relationships.

"We can help companies to enhance their Corporate Social Responsibility profile in association with a life-saving brand. Some organisations host collection tins for us or encourage staff to help us at fundraising events and initiatives. Others support us through Payroll Giving, sponsorships, or by choosing us as their Charity of the Year."

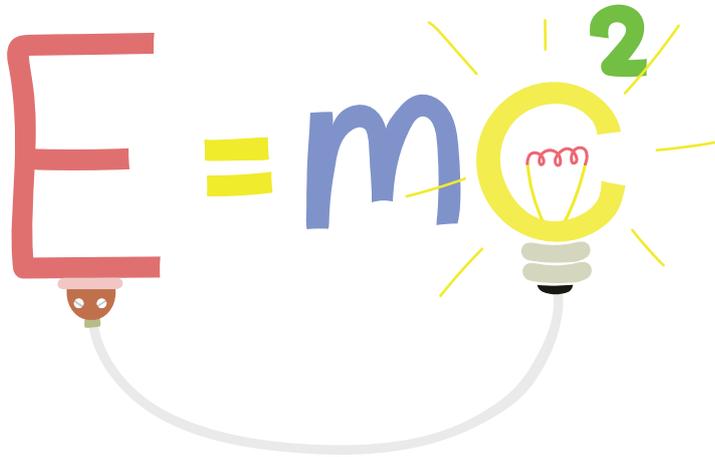
**For more information** on the work of the Charity and how businesses can support it, please visit [ehaat.org/fundraise/in-the-workplace/](http://ehaat.org/fundraise/in-the-workplace/) Alternatively, contact Hertfordshire Fundraising Manager Natasha Robertson on 0345 504 0055 or [Natasha.robertson@ehaat.org](mailto:Natasha.robertson@ehaat.org)



“

**The definition of insanity is doing the same thing over and over again and expecting different results.**

*– Albert Einstein*



Of course, once you've got a winning formula, it would be insanity not to use it. But the winning formula that is right for you now, may not be in the future. As the Einsteins of digital marketing, we will create a digital strategy for you that boosts brand awareness, increases quality leads, and enable you to do better business. Genius!

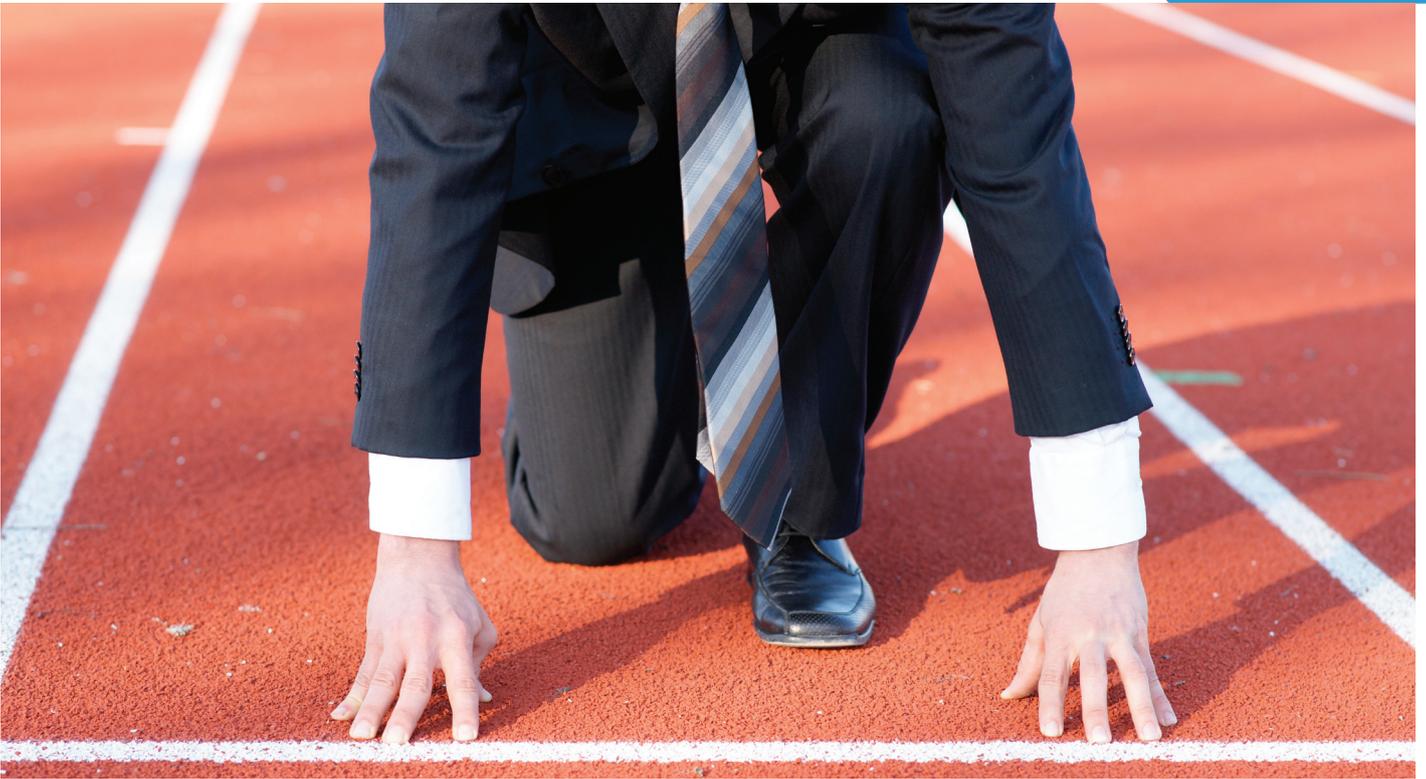
**Get in touch today to discuss your requirements.**



cariadmarketing.com | 01992 582 824

Best Marketing and  
Promotional Services





# 5 EFFECTIVE ONLINE LEAD GENERATION STRATEGIES

**A**t Carriad we know how important it is to have an effective marketing strategy whether you're looking to grow your brand or increase your sales. Here are our 5 proven online strategies that will help you generate and quantify new leads.

## Special offers

Everyone loves a special offer, and whether you're offering money off your products or services, BOGOFF deals or free gifts, you're bound to get leads. Shout about your special offers on social media and also invest in boosting your social media posts, as well as using Pay Per Click advertising

## Competitions

By offering a free prize draw or a competition that involves a task or answering questions, you'll get more brand awareness. The more impressive the prize, the more likely it is that you

will get more engagement on social media, including shares. And whilst the majority of the people entering the competition will only have their eye on the prize, you are making more people aware of your brand, and will get lead generation as a result.

There are loads of online strategies that you can do to generate and quantify new leads.

## Downloads

Many B2B companies offer free information in the form of reports, but in return ask you for your details. The advantages are that you can keep this on your website for as long as you want, meaning it'll be ticking away in the background at all times, and because it will only appeal to people genuinely interested in the information, so the leads are more likely to be fruitful ones.

## Webinars

One way of getting new leads is to host a webinar. It's particularly useful as you will reach a much wider audience than would normally be able to attend events physically held at your premises, or going to see you do a presentation at networking events (many of which are members-only).

## eNewsletter

Another way of engaging potential clients and customers with a view to generating leads is by encouraging people to sign up for your regular newsletter. If you make your newsletters interesting and engaging enough, your potential clients are more likely to read them, and therefore will be more likely to take up offers.

If you would like help with online lead generation or any aspect of digital marketing, contact us for more information.



**Stevenage**   
Community Trust

# Business supporting local people in need

Stevenage Community Trust awards grants to organisations and individuals across Stevenage and the surrounding villages to fund projects and equipment to ensure charities, voluntary groups and sports clubs can provide invaluable support to local residents from all walks of life.

“Thanks to local companies and individuals, we have given over £1m in grants since 1990.”



To find out more call 01438 525390  
or visit [www.stevenagecommunitytrust.org](http://www.stevenagecommunitytrust.org)

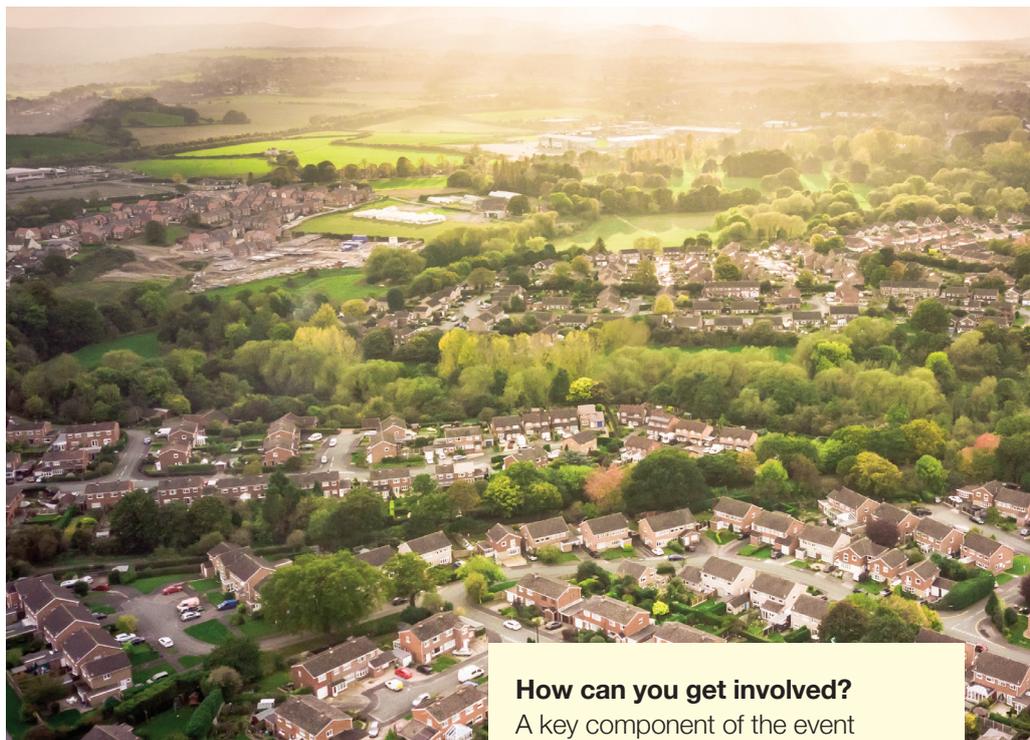
# HELP SHAPE OUR FUTURE TOWARDS A LOCAL INDUSTRIAL STRATEGY

**H**ertfordshire Local Enterprise is embarking on a widespread consultation process to support the development of a Local Industrial Strategy for Hertfordshire.

Local Enterprise Partnerships have been tasked with developing Local Industrial Strategies to help create more prosperous communities and tackle the vast regional and local disparities that exist across the UK. Local Industrial Strategies (LIS) bring together a strong, well-informed evidence base about an area's economy and outline a long-term set of priorities that capitalise on existing opportunities in the economy, address weaknesses and resolve an area's needs.

Here in Hertfordshire, a lot of the groundwork has already been done thanks to Hertfordshire LEP's Strategic Economic Plan which sets out its long term priorities for the county. At its State of the Economy event this Autumn, at the University of Hertfordshire's Fielder Centre, Hatfield, it outlined its progress so far as it:

- Set out the evidence. Hertfordshire LEP has harnessed the expertise of research institutions, independent economic analysts and other key stakeholders to develop a detailed understanding of the local economy which draws out our relative strengths and weaknesses, with an emphasis on increasing productivity.
- Planned for the future Paul Clarke, CTO, Ocado, presented a vision of



the future and how the way we work, live, play will be affected by major technological advances. Professor Damian Ward, Dean of Hertfordshire Business School and Professor of Business Economics at the University of Hertfordshire, then set out how the major drivers in the global economy could shape Hertfordshire's future.

- Focused on what next. Building on the opportunities identified in its Strategic Economic Plan, Hertfordshire LEP mapped out where the county can potentially make the most significant contribution to the UK economy linked to the Industrial Strategy's Five Foundations of Productivity. These are Ideas, People, Infrastructure, Business Environment and Places.

## How can you get involved?

A key component of the event was to launch a comprehensive business survey and kick start a widespread consultation period which will run up to March 2019. The results of the survey will be shared at an event at the end of this consultation process. The next stage will be the development of a Local Industrial Strategy co-designed with Government. This will set out a strategic course underpinned by a series of actions to take it forward from 2020 onwards.

Keep up to date with our progress:  
@HertsLEP #HertsEconomy  
For more information on how you can get involved, contact Hertfordshire LEP:  
Call: 01707 358662;  
Email: [info@hertfordshirelep.co.uk](mailto:info@hertfordshirelep.co.uk)

# Perfectly placed for business

We secure the investment to help our people, places and businesses flourish by:

- Delivering the infrastructure for growth
- Creating a skilled workforce for the future
- Growing jobs and supporting key sectors
- Helping our small businesses achieve their potential

Find out how we are working hard with our partners to transform the local economy.

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

**Hertfordshire**  
Local Enterprise Partnership

## George Hay provide audit, accountancy, taxation, VAT and business advisory services to a wide range of clients

*gh*  
**George Hay**  
Chartered Accountants

George Hay have been leading the accountancy field for **over 75 years**. We offer a personalised, friendly service backed up by a wealth of professional expertise and we work with a range of industry sectors. Our services include:

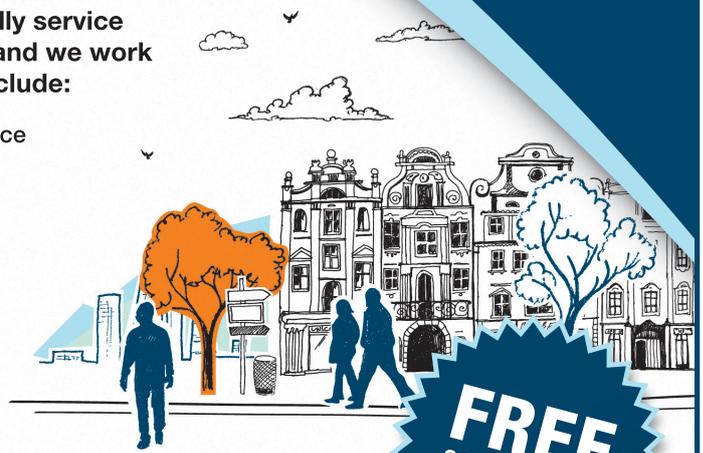
- taxation
- VAT advice
- audit
- bookkeeping
- online accounting
- payroll
- new business start-up advice
- management accounts
- financial planning
- year end accounts
- probate
- business advice

**Letchworth office: ☎ 01462 708810**

We also have offices in Biggleswade and Huntingdon

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

George Hay is the trading style of George Hay Partnership LLP. Registered in England and Wales number OC373025. Registered Office: Brigham House, High Street, Biggleswade, Bedfordshire, SG18 0LD. Registered to carry on audit work in the UK & Ireland, regulated for a range of investment business activities by the Institute of Chartered Accountants in England & Wales. Our Probate services are provided through GH Probate Limited. Registered in England and Wales number 9630102. Registered Office: St George's House, George Street, Huntingdon, Cambridgeshire PE29 3GH. Authorised to carry out the reserved legal activity of non-contentious probate in England and Wales by the Institute of Chartered Accountants in England & Wales.



# ARE YOUR PROCESSES PROPELLING YOU TOWARD SUCCESS?



In today's business landscape, stories of business failure and company collapse are not altogether unfamiliar and, what's more, is that it's not just smaller enterprises that are experiencing this, but well-known names too; think Carillion and Toys R Us.

How successful a business is can be influenced by any number of things, but the bearing that good governance can have on a company's trajectory is often underestimated.

Talk of corporate governance normally conjures up images of large boardrooms of multi-national companies, high up in the city, but it is also equally important for SMEs to consider.

SMEs, however, can often lack the understanding, time and resources required to implement effective processes and practices.

## What is corporate governance?

In broad terms, it refers to how a business is managed and the systems and processes that are implemented to support that.

Good corporate governance, in many respects, is essential for the maintenance of a stable economy; allowing businesses to be flexible, resilient, responsive and, therefore, sustainable.

## The benefits of good governance

Whilst corporate governance is often geared towards big business, this isn't to say that SMEs cannot benefit from adopting a similar arrangement tailored to their needs. It is often true of well-run SME businesses that certain functions are outsourced to assist with good governance; for example, the Finance Director role.

Effective governance should serve to protect and future-proof your business and can unlock your growth potential.

If done properly, your strategy should enable you to visualise where you are headed, break your goals down into achievable objectives, align your processes accordingly, monitor your progress and adapt to achieve better results for you and your team.

Over the years, many businesses have met their demise by failing to innovate and keep pace with a changing market, so having the right tools to facilitate change is always important.

Robust internal processes and controls can also help small businesses to:

- Secure external funding;
- Innovate, to remain competitive;

- Make better decisions;
- Ensure all stakeholders are working towards a common goal; and
- Manage risk.

## How can we help?

For most owner-managed businesses there is so much time spent on the day-to-day running of the business that the bigger picture is often overlooked.

Not being able to take a step back and look at the direction of the business can be dangerous, and the failure of a business can be a devastating event that leaves financial difficulties and a whole host of worries in its wake.

As accountants and business advisers we can help in many ways; whether it's taking over some of the compliance aspects of your business, such as bookkeeping and payroll, to enable you to focus more on the direction and future strategy of the business, or by becoming part of the management team to advise on the business itself.

Whether you're a start-up, or an established company, we understand your challenges and we can work with you to consider your next move, formulate your strategy and develop your business.

If you'd like to find out more about how we can help you, visit our website [www.georgehay.co.uk](http://www.georgehay.co.uk)



**MARTIN WILLIAMS**  
Partner,  
George Hay  
Chartered  
Accountants

**RICHMOND HOUSE**  
CORPORATE SERVICES

**JUST LAUNCHED**  
**Richmond House**  
**Employee Benefits**

# IS YOUR BUSINESS GOOD TO WORK FOR?

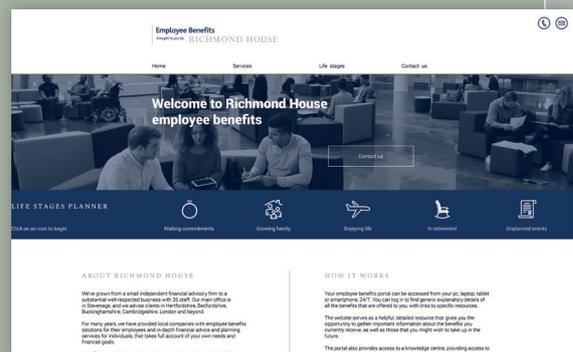
A strong, relevant and well-communicated employee benefits package not only helps you recruit the best and most able staff, it can also play a major role in retaining happy, engaged and productive workers

## AN INNOVATIVE APPROACH TO ATTRACT, REWARD AND RETAIN EMPLOYEES

Our new employee benefits portal, offers a wide range of valuable benefits and services, many of which are discounted for your employees, including:

- Will-writing and legal services
- Mortgage services
- Foreign exchange
- Tax returns and accounting
- Financial planning
- Discounted gym membership
- Cycle to work
- Childcare costs

Plus, an invaluable financial knowledge centre



*If you need some advice on your current benefits package,  
or you would like to discuss introducing one, call Ian Jenkins,  
Director on 0333 241 3350 or email [ijenkins@richmondhousecs.co.uk](mailto:ijenkins@richmondhousecs.co.uk).  
Or visit us at [www.richmondhousecs.co.uk](http://www.richmondhousecs.co.uk)*

# THE IMPORTANCE OF WELLNESS AND ENGAGEMENT AT WORK

Recent months have seen a significant increase in the awareness of mental health issues in general as well as a trend towards an acceptance that wellness programs in the workplace are of increasing importance. This has been highlighted by an increased budget for the provision of mental health services in Philip Hammond's latest Budget statement.

An estimated 137.3 million working days were lost to sickness or injury in the UK in 2016. This equates to an average of 4.3 days per worker. There are many different reasons why someone may be absent due to ill health but the increasing pressure of the modern workplace has meant that a whopping 12.5 million days were lost due to stress, depression or anxiety. This is obviously a very concerning number. Various studies have shown that happy, engaged employees take fewer days off sick. Therefore, ensuring the wellness of individuals has an obvious advantage for both employer and employee.

In a recent survey by Health Shield, 50% of people said that if their employer proactively supported their mental well-being, it would help them

to feel more loyal, be more productive and take less time off of work.

Many employers are introducing various wellness programs. As well as physical and mental wellness programs, there is an increasing trend towards the provision of education to ensure the financial wellness of employees. This education may take many forms but as employee benefits specialists, we are seeing an increasing demand for presentations and workshops to provide financial expertise on a range of subjects to staff whilst they are at work. Obviously, this is one of the areas in which an employee benefit specialist can add the most value. After all, many employers spend a lot of money in providing a range of benefits for their staff. But how do they ensure that they get value for the money they are spending? Put simply, if an employee does not understand the benefits provided to them, how can they appreciate them? Therefore, is the employer effectively wasting the money that they are spending on employee benefits? As advisers, we are spending an increasing amount of time working with employers to ensure that this is money

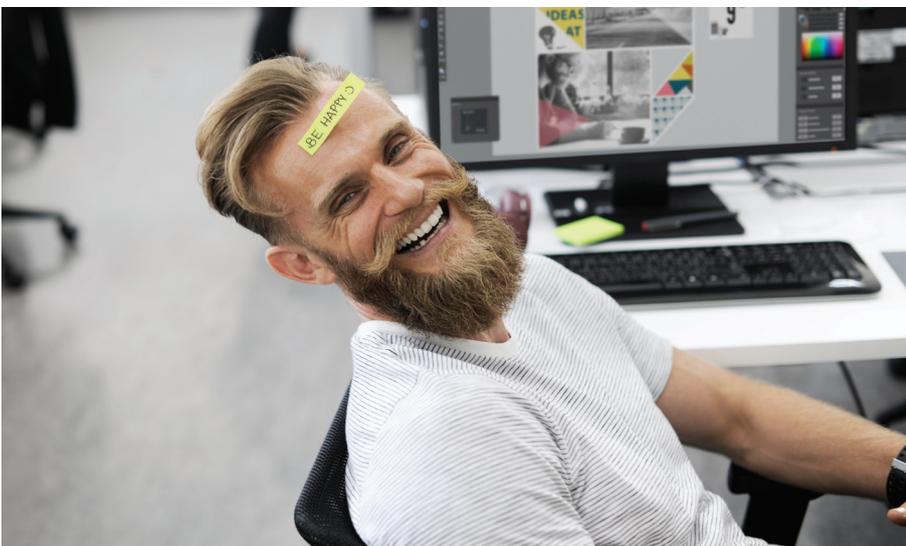
well spent and that their staff engage with their benefits available to them.

## So why else is employee engagement so important?

There are many differing opinions about the importance of employee engagement. But how do we measure this? Exit interviews can be a useful gauge but arguably by that point, the horse has already bolted. A much better way of measuring employee engagement, is to conduct staff surveys. More and more companies are doing this and staff generally like the feeling of empowerment that they actually have a voice. It's therefore essential that any employer who conduct staff surveys, is seen to act upon the feedback given to them by their Key assets (their staff) Not to do so, would actually have a negative effect.

A recent survey by Thomsons Online Benefits revealed that 80% of employees who said they have a good variety of benefits to choose from, also said they identified strongly with their organisation's vision and values. Additionally 77% of employees who understand their benefits, said they saw themselves staying at their organisation for the foreseeable future. Surely this is an indication of the importance of the employees understanding what you're providing for them!

If you want to ensure that you get the best value for the money you are spending on employee benefits and achieve the best engagement from your employees, please contact Ian Jenkins at Richmond House Corporate Services on 01438 345756 ([ijenkins@richmondhousecs.co.uk](mailto:ijenkins@richmondhousecs.co.uk)) for an initial discussion to establish how we might help.



# Meat free winter warmer

As the nights start to draw in, people everywhere begin to cook hearty, filling meals to warm them up after a long day. Vutie Beets share their recipe for the ultimate shepherdless pie.

## Ingredients

8-10 medium potatoes (maris pipers and/or sweet potatoes)

Olive Oil

2 stalks celery, chopped

2 carrots, chopped

2 red onions, diced

3 cloves garlic, minced

1 tbsp coriander seeds

3 sprigs fresh thyme

400g mushrooms (chestnut or white)

10 sun-dried tomatoes, chopped fine

2 tbsp balsamic vinegar

Splash vegan red wine

200ml veg stock

400g tin green lentils (cooked)

400g tin flangeolet beans

Small handful fresh flat leaf parsley, finely chopped

3 sprigs fresh rosemary

Lemon

Gluten-free breadcrumbs

## Method

1. Put potatoes on a baking tray with a bit of olive oil, salt and black pepper and bake at 200 degrees C for 40 minutes.
2. Heat olive oil in a large pan, and add in the celery, and carrots to sweat down for about 10 minutes.
3. Add in the red onions and 2 cloves of the garlic. Grind the coriander seeds in a pestle and mortar and add to the pan along with the parsley. Let sweat until softened. Then add in the mushrooms, sun-dried tomatoes and balsamic vinegar. Let the mushrooms cook and then add the red wine. Leave to cook for 10 minutes.
4. Add in lentils, flangeolet beans, stock and leave to thicken. Stir in the parsley and season. Transfer to a dish.
5. Mash potatoes and add in a sprig of rosemary, lemon zest and 1 clove of garlic. Mix in and layer on top of the base. Top with breadcrumbs and put under the grill for 5-10 mins until breadcrumbs are golden brown.

# FOOD FOR THOUGHT

## PROFILE

**Name:** Brad & John Vooght

**Job title:** Owners

**Company:** Vutie Beets

**What town in Hertfordshire are you based in?** Letchworth



### What is your idea of food heaven?

*John:* A fruit platter. Mangoes, papaya, berries, grapes. Cooooorrr! A gift from nature. Fruit is the most under appreciated food, and when you make a meal out of it, there is nothing better.

### What is one thing that always must be in your fridge?

*John:* Grapes. Full of flavour, water, minerals, vitamins, fibre, antioxidants, phytonutrients; they prevent illness, slow down aging, kill off pathogens, and heal and hydrate us on a cellular level. Is there a better food than that?

### Who is your favourite chef?

*John:* Lenny Phong (Vantra)  
*Brad:* Henry Firth & Ian Theasby (BOSH!)

### Where is your favourite place to eat in Hertfordshire for a business date, and what is your favourite dish from there?

*Brad:* Chia in Hitchin, probably the pancakes!

**Where in Hertfordshire would you recommend for a family meal, and what dish would you order from there?** *Brad:* The Green Kitchen in St. Albans, Heather there does an amazing fry up!

### What is your favourite recipe to cook at home?

*Brad:* Shepherdless Pie, with chickpeas, green lentils and gravy!

### Where is the best restaurant to let your hair down after a hard week's work?

*John:* Vantra, Soho. They've got human food down to a tee.  
*Brad:* MOTHER in Hackney. They get really creative with their dishes.

### What is an ideal snack?

*John & Brad:* Fruit! Blueberries are great on the go.

### Is there anything that you haven't tried but would like to?

*John:* Durian. It's a fruit that not many have tried, and apparently it's got a very unique texture and flavour.

### What is your favourite tippie?

*John:* Freshly pressed apple and turmeric juice. Tastes amazing, and makes you feel great too.



# The bite size break down of the **5** PLACES TO BE THIS WINTER

With the prospect of winter on its way and the nights drawing in. Why not check out these great places to eat and take off that winter chill.

## *Hanbury Manor Marriott Hotel & Country Club*

The perfect choice for special occasions and celebrations this winter. Experience the quintessential English tradition of Afternoon Tea served in four individual charming rooms, each featuring a unique sense of regal elegance with towering wood-panels, inviting open fireplaces and unique furnishings. Live musical entertainment is available on Sundays. Alternatively, guests can enjoy fresh, simple flavours at the Cast Iron Grill restaurant which offers tried-and-true classics including the Cast Iron burger. Traditional carvery with all the trimmings is served on Sundays. The hotel's newly renovated function rooms are perfect for glamorous receptions, delicious banquets or intimate gatherings for close friends and family this Christmas.

**Hanburymanor.events@marriotthotels.co.uk**  
**www.marriott.com**



## *Aubrey Park*

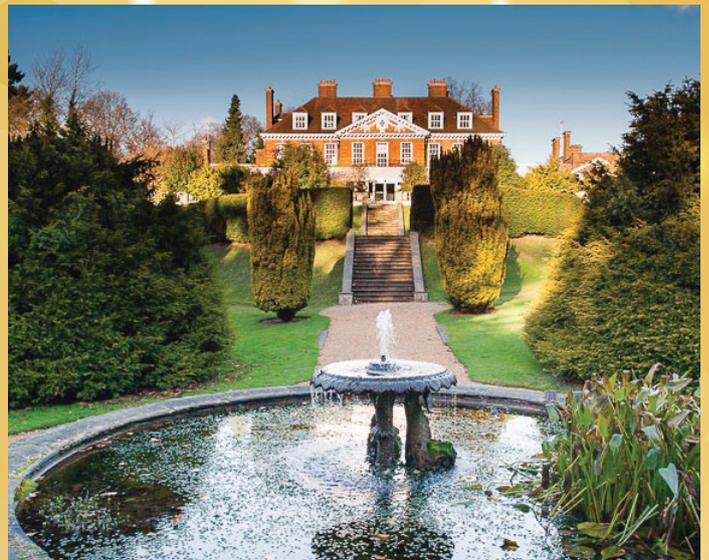
Looking for a location to host your Christmas work or family gathering? Look no further than Aubrey Park, who have an exciting selection of festive dining launching this December. Their ambient and relaxing Brasserie will be transformed for their festive lunches and dinners, available throughout all of December from 12:00-9:00pm. These can be served as 2 or 3 courses, and come with a glass of bubbly and complimentary tea or coffee and a mince pie. Also on offer is everyone's favourite traditional Afternoon Tea with a Christmas twist – enjoy a fabulous selection of mouth-watering treats served with a Poinsettia Cocktail.

**dining@aubreypark.co.uk**  
**www.aubreypark.co.uk**

## Hunton Park

Spend an enchanted winter in magical surroundings... Further to a recent refurbishment, encompassing all of the bedrooms, event spaces and Huntsman gin bar, the essence has truly been captured along with the history of this mansion house, whilst introducing a new and glamorous feel to one of Hertfordshire's most well-known residences. With special packages, celebrations and events throughout the festive season, Hunton Park is the ideal location for a relaxed country escape. Eat, drink and be merry with fabulous food, entertainment and cosy festive breaks this winter.

**HB048@accor.com**  
**www.huntonparkhotel.com**



## Stylus Lounge

A new style of café in the Hertfordshire town of Baldock. Revel in this local social hangout where its eclectic mix of retro furniture and music helps create its character. This dog and child friendly venue is open seven days a week with a vibe that is funky yet relaxed and welcoming. Regulars enjoy locally brewed coffee, healthy lunch plates, fresh fruit smoothies, great cakes and homemade luxury ice cream. Stylus is a fully licenced bar for those wanting more than a hot beverage. The venue also regularly hosts live music events and is available for private hire.

**35a High Street, Baldock, Herts SG7 6BG**  
**www.facebook.com/styluslounge**



## Vince's Kitchen & Pizzeria

If you're looking for a place where you're treated like family, this holiday season, look no further than the award winning Vince's Kitchen and Pizzeria in Cheshunt. Serving authentic Italian pizza and a variety of delicious alternatives including wheat and gluten free, everyone is welcome at Vince's. With quick service, wonderfully friendly staff and huge portions, if you can't make it to the Mediterranean this winter this little slice of Italy won't disappoint. Looking to cosy up at home instead? Enjoy the delicious taste of Vince's pizza at home with their new takeaway service!

**01992 789899**  
**www.vinceskitchen.co.uk**



# A HIDDEN GEM

Rachael Anderson from Insight spends an autumn afternoon at Hunton Park enjoying fine food and beautiful gardens.



We are lucky to have experienced an autumn filled with beautiful golden days this year. It's on one such day that editor, Jane, and I first glimpsed the beautiful house through the trees as we rolled up the driveway at Hunton Park. The house itself has been recently refurbished to an amazing, contemporary standard while retaining the building's traditional features. The new reception area, directly through the main – and rather grand – entrance is particularly breath taking with modern white marble floors and soft lighting reflected from the beautiful crystal chandelier.

After a short walk through the hotel and past a bright and rustic bar/lounge area called The Huntsman Pantry, we were warmly welcomed into the restaurant by friendly and attentive staff. We began with deliciously warm and fresh bread with olive oil and balsamic vinegar for dipping and chilli battered halloumi served on a bed of courgette. The saltiness of the cheese was perfectly balanced with the sweet and spicy chilli jam and the crisp batter was delicate and light.

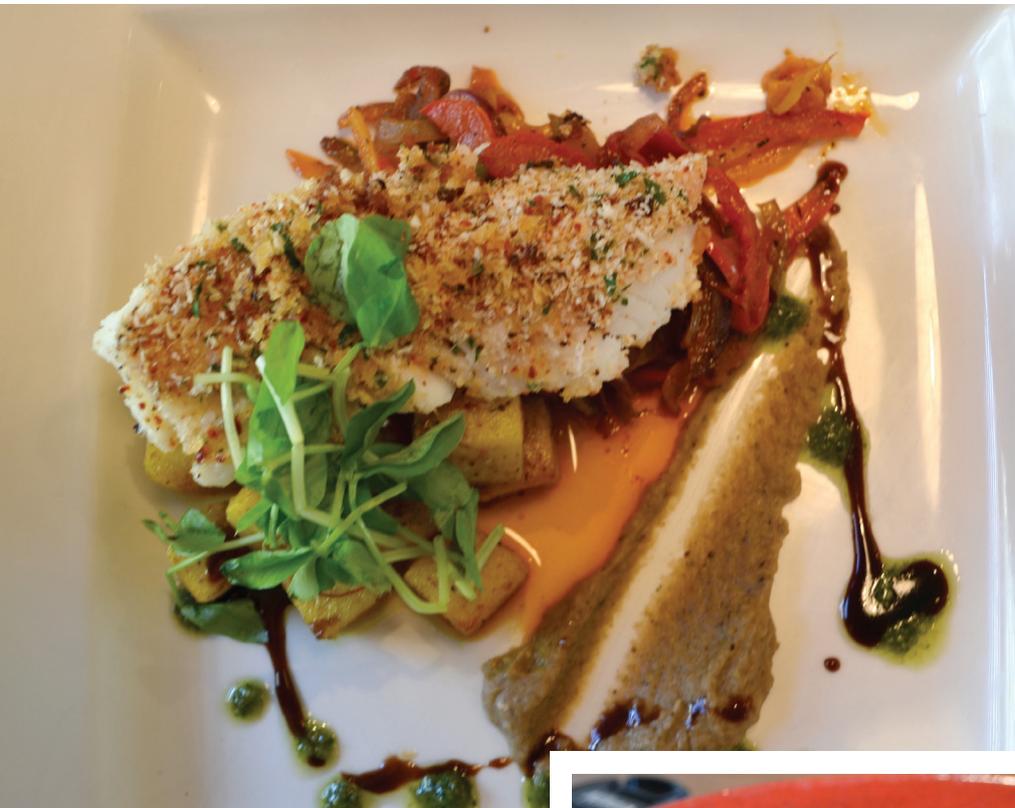
I was pleasantly surprised to see two burger options on the new menu as this is my usual go-to choice and it can be very hard to beat a really good burger. Despite this, I opted for king

prawns, chorizo and chilli linguini served with a creamy chive sauce. The prawns were pink and cooked to perfection and the incredible blend of flavours made this a really warming and hearty meal. My companion also settled on a fishy meal (it was Friday!) and chose the North Atlantic chorizo crusted cod with saffron potatoes, which looked so fantastic I couldn't help but try a little bit! The fish was tender, flaky and beautifully soft in comparison to the chorizo crust, which provided the perfect salty crunch. The potatoes were fluffy inside with a hint of that mouth-wateringly indescribable saffron taste.

The portions were large and filling and were it not for the tantalising options beckoning to us from the dessert menu, we may have declined afters. That being said, there was no way to say no to dark chocolate fondant with a melting chocolate core, pistachio ice cream and a chocolate sphere. I am such a lover of melting dark chocolate and pistachio is my favourite flavour of ice cream so I could be considered a little bit biased but this was by far the best dessert I've had in a long time and as with everything else we had ordered, it was wonderfully presented. We also ordered the cheese board and enjoyed it very much; it consisted of soft Brie,

tangy cheddar and pungent Stilton with a selection of crackers. We were also delighted to find grapes, celery and wonderful plum chutney that provided a refreshing, sweet, equilibrium.

The gardens at Hunton Park are really beautiful from the sun-drenched patio right through to the acres of woodland and boast a special feature for any Harry Potter fan – the fountain where the photo of Lily and James Potter was taken. Additionally, not that you would know it from the peaceful grounds, but Hunton Park is ideally situated for a visit to the Warner Brother Studios as they're next door neighbours!



**LONGMORES**  
*Solicitors*



## Is your business ready for Brexit?

Our solicitors can talk you through the risks and action points for businesses to consider regarding cross-border trade, employment and immigration, intellectual property rights, data protection, corporate structures and EU funding.

**For advice about future-proofing your business get in touch with Rina Sond, Partner and Head of Company and Commercial law.**

**[rks@longmores-solicitors.co.uk](mailto:rks@longmores-solicitors.co.uk)**

**01992 300333**

24 Castle Street, Hertford, SG14 1HP

[longmores-solicitors.co.uk](http://longmores-solicitors.co.uk)



"Longmores" and "Longmores Solicitors" are trading names of Longmores Solicitors LLP, a limited liability partnership registered in England and Wales with registered number OC387765 whose registered office is at 24 Castle Street, Hertford, Hertfordshire SG14 1HP. A list of members is available for inspection at our registered office. Longmores Solicitors LLP is authorised and regulated by the Solicitors Regulation Authority (number 606996).

# IS YOUR BUSINESS READY FOR BREXIT?



**RINA SOND**

Partner in the Company  
Commercial team

**T**rade remains the biggest challenge to achieving a successful Brexit. Whilst the headlines have focussed on the political debacle, there has not been much reported about what businesses can actually be doing to prepare for a hard Brexit or no deal scenario. This article outlines some of the steps that organisations can be taking.

## Trade

Where any goods and services are bought or sold by businesses within the EU, there will invariably be an impact on cost, increased tariffs and border controls. To minimise this, businesses should assess their operations and understand the likely changes. They should be engaging with their important customers and suppliers to ensure that all parties can continue their trading relationship smoothly post-Brexit. This could include negotiating commercial terms, such as price revisions and allowing contingency time for deliveries.

They can also be considering what a change in tariffs and volatile sterling exchange rates could do to the price

of any goods, by identifying now the custom classifications and checking what the default WTO tariff would be for UK import/exports.

In order to mitigate the price sensitivities and likely border delays, organisations that import goods or component parts from the EU may want to consider stockpiling and the costs of doing so.

## Employment and Immigration

One of the key issues relates to migration and the free movement of people. It is likely that it will become more difficult to recruit, retain and move employees, which could give rise to skills gaps, an inability to service customers in relevant EU countries and a loss of talent. At this stage, businesses are advised to review their existing workforces and their recruitment and retention strategies.

## Intellectual Property Rights

The UK Government has indicated that all existing EU trademarks and designs will be protected in the UK when it leaves and the Government

will automatically duplicate EU rights into the UK free of charge. However, at this stage, no guarantees have been given, so businesses may wish to file EU marks and separate UK national trade mark applications now.

## Data Protection

After Brexit, the UK will need to obtain an adequacy decision from the EU, recognising that the UK's data protection law provides the same level of protection as GDPR. Businesses should identify the legal basis for any data transfers with their EU partners now, including putting in place the standard contractual clauses that have been approved by the European Commission.

## Conclusion

Brexit remains subject to a number of possible outcomes, which makes it difficult to predict what will happen with any certainty. Nevertheless, change is coming and so businesses should begin considering their position and the likely risks involved, bearing in mind that there are also likely to be opportunities available.



*Please note the contents of this article are given for information only and must not be relied upon. Legal advice should always be sought in relation to specific circumstances.*



1



2

# Your Christmas bonus Wishlist



3



5



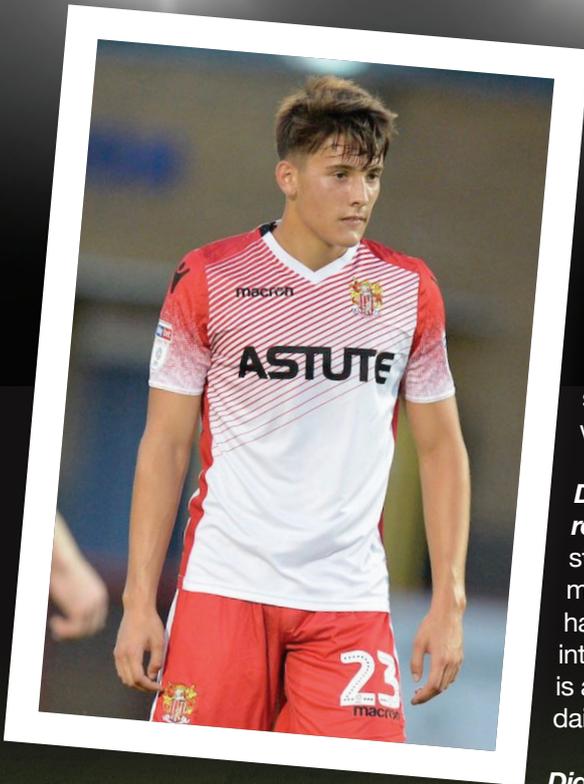
7



6

1. Millionaire's train set in briefcase, The Present Finder, £1,299 2. Garden igloo 360 dome with weatherproof cover, Cuckooland.com, £849  
 3. Hypro 4 in 1 games table, Argos, £89.99 4. Globe light in arctic white & brass, Cuckooland.com, £69.95 5. Jolly Brown crews with embroidered logo, Jolly Brown, Hitchin, £28 6. Faux sheepskin rug, Next, £30 7. Beacon Fell Waterproof Breathable Jacket, Barbour, £199

# HERTS RISING STARS



Arthur Iontton joined the Academy at the age of ten and has progressed through the Stevenage ranks to sign his first professional contract in July 2018.

someone I've admired when watching the game.

**Do you stick to a strict fitness routine?** Absolutely! Without staying fit and being on top of my game at all times I would have no chance of progressing into the first team. Therefore, it is a very important part of my daily regime.

**Did you ever have a plan B?**

**What was it?** Education has always been important to me, so when I was at school I made sure I worked hard to get the best grades I could. Sports journalism was my plan B and is something I could still look to pursue in the future after hopefully a successful football career. But right now there is only plan A which is to be the best player I can be and a role model for other young players. You only get one chance and I intend on grabbing it with both hands!

**What's your favourite thing about the game?** I've always received a buzz from playing football as I'm a very competitive person and always want to win. Challenging myself by coming up against different opponents in a game and testing my ability to beat them, gives me that drive to be better and work harder. There's nothing better than a winning feeling!

**What sacrifices have you had to make for your career?** From a young age I've always tried to make a conscious effort in looking after my

diet and lifestyle. In 2011 I made a New Years resolution to give up crisps and fizzy drinks and I've stuck to it ever since. I would also miss out on a lot of my friends parties and nights out in order to have an early night before a game, to make sure I played to the best of my ability. When I look back I don't see these as sacrifices as I've always given myself the best opportunity to succeed and have no regrets.

**What does a typical day for you entail?** I always start my day with a big breakfast around 7:30 before getting to football for 9:30. Training would then start at 10:30 where we will work on tactical, technical and physical aspects of our game. I'll then have lunch at 12:30, ready for a gym session after, either focusing on upper body or legs depending on the day. Usually I'll get home for half four where I like to chill out and relax by either playing Fifa, meeting up with mates or watching a Netflix series.

**On or off the pitch, what would you say your biggest weakness is?** I can't reveal my weaknesses on the pitch as opposition teams might read this haha! Off the pitch I've got a weakness for Nando's. I'm in there on a regular basis so my Nando's card is always full with chillis!

**What are your plans for the future?** Take one day at a time and work hard every day and see where it takes me. Football is a tough business and things can change quickly- good and bad- so I'm only really thinking about the next game!

**What age were you when you started playing football and how did you get into it?**

I began training sessions at 6 years old before playing for a local Sunday league side called Southgate Adelaide at the age of 8. From there my dad introduced me to the coaching staff at the ISS academy who helped me get a trial at Stevenage when I was 10 years old. I managed to progress through the age groups and got offered a pre-scholar at 14, and with help from the coaching staff and the club, I signed a professional contract at the beginning of this season. Stevenage Football Club have a reputation for progressing young players through their academy into the first team and this was something I wanted to push hard for.

**What position do you play and why?**

Holding midfield has always been a position I've enjoyed playing as it suits my game. I like to break up play and protect the defence, whilst in possession getting on the ball as much as possible to find other players with passes. Sergio Busquets is a fantastic role model for this position, and has always been

# PEOPLE IN BUSINESS



## FACT FILE

**Name:**

Amanda Freeland

**Job Title:**

Manufacturing Growth Manager

**Interests:**

Jazz music, stand-up comedy (neither of these as a participant!), cookery, reading, and gardening.

**What do you do in your current job?**

I have a brilliant job; I work for the Manufacturing Growth Programme which provides grants for small and medium-size manufacturers to bring in external expertise to help their business. I really enjoy meeting businesses and enabling them to access some funding for growth and development projects. Hertfordshire hasn't had a lot of grant funding over the years, and I'm very keen to help as many firms as I can to benefit from it.

**What is your favourite thing about working in the industry?**

I get a lot of satisfaction from being able to provide some support and maybe make a difference to a small firm. Running your own business can be extremely hard, and I've been in the public-funded business support arena for over 20 years so I know it well. I've always felt that it's a privilege to be able to sit down with the owner and get to understand

what the problems and opportunities may be for the business. Being able to help even in a small way, whether directly with some grant funding or by knowing where they can get other types of business support, is a great job for me and I love it.

**What is your ideal working environment?**

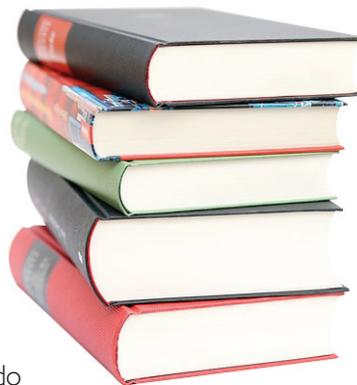
Currently I work from home; it's the first time I've been home-based in my working life and I really like it. Because I get out and about to visit clients and for networking all around the county, I have the best of both worlds; I get peace and quiet to do my back-office work of writing up grant applications, and then get out for lots of face-to-face interaction with businesses. For me it's the ideal combination.

**What advice would you give to the 18-year-old you?** By the time I turned 18, I'd just finished my first term at university. It was a wonderful experience and I met friends with whom I'm still close after 40 years. I'd definitely say, do what you enjoy, be a good friend, and try to help people along the way. Helping others is incredibly good for you! It gives you a perspective on what other people are going through, and it makes your own small troubles seem a lot less important. Life is too short to spend much of it worrying and feeling stressed.

**What book are you currently reading?** I usually have at least two books on the go. I'm a real sucker for ordering any books I fancy, and if I'm going on holiday the bottom layer in

the suitcase is always books. Currently I'm re-reading "Rumpole and the Angel of Death" and trying to get beyond the first chapter of "The Great Gatsby", which I've had on the bookshelves for months. I loathe being stuck without something to read, I'd go mad on the mythical Desert

Island Discs where you get the Bible, Shakespeare and just one other book, so I would have to pick something very long!



**List 5 words that describe your character. This is like putting a profile on one of those dating websites!** I needed someone else to corroborate this; I started out with my own - hard-working, reliable, bright, enthusiastic, humorous... then I asked a few people and they said, passionate, warm, intelligent, determined, committed... Then I edited out a few others (pedantic, persistent, gin-drinker, Merc/BMW driver, DIY-fanatic); and, I noticed, no-one had said gorgeous, hilarious, role-model, great cook, style icon! As Robbie Burns said, "Oh would some Pow'r the giftie gie us, to see oursels as others see us".

**Where do you see yourself in 10 years?** The plan is to be retired and living in the Dordogne. My degree subject was French and I spent a year in Nantes during my university course. So the language is not a problem – but I'd like to be further south, somewhere warmer than Brittany. I spend a lot of my free time on French property websites...

**What are your interests/ hobbies?** I've always liked cooking for friends, I enjoy entertaining. I love reading, and my shelves are full of books I've read but will want to read again. I go to quite a few jazz festivals and comedy gigs. I like gardening and have been to the Chelsea Flower Show almost every year for the last two decades. I love spending time with friends, and being out and about with my daughter. And curling up in front of the fire, watching TV when the nights get so long and dark.

**If you could be anywhere in the world right now, where would you be and why?** Tenerife – the weather is fabulous and I love to go on the boat trips for whale and dolphin-watching.

Contact: [Amanda.freeland@egs.live](mailto:Amanda.freeland@egs.live)  
07973 946529

## WINTER READS



Curl up in front of the fire with one of these great books this winter.

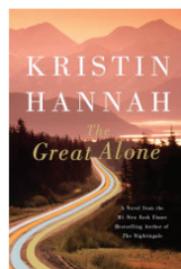
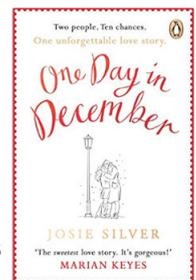


### **Elmet** by Fiona Mozley

If you're a fan of *Cabin in the Woods* this is the winter read for you. A single father lives in the woods of Great Britain with his two children. They don't need much from the outside world. They kill and gather their own food and built their own home from scratch. The outside world, however, isn't content with letting them be and soon things take a violent turn for the worst. This gripping story will stay with you long after you turn the last page.

### **One Day in December** by Josie Silver

"The most heart-warming debut of Autumn 2018" One snowy December day, Laurie, disenchanted with love, locks eyes with a boy through the misted up bus window. Later, at the Christmas party she runs into him again - introduced as the love of her best friend's life. The story follows the three of them through 10 years of love, heartbreak and friendship. An uplifting and immensely moving love story.



### **The Great Alone** by Kristin Hannah

Ernt Allbright, a prisoner of war in Vietnam, returns home and relocated his family to Alaska, but he is not the same man who left. Find yourself immersed in the wild Alaskan landscape as well as the lives of the Allbright family and the terror of PTSD.

# RISING COMMERCIAL PROPERTY PRICES

Following the collapse of the Financial services sector in 2007 a number of office blocks across the land became empty as businesses closed and simultaneously the demand for homes became a major agenda item for the Conservative Party. Changes to Permitted Development Rights (PDR) were considered necessary to deal with unused office space and assist with providing residential opportunities instead and this magazine has carried various reports about this issue from commercial letting agents in previous editions of *Insight Magazine* (see *Issue 12, p32 and p34*).

It has been possible since May 2013 to convert a building from being an office into residential use without needing planning permission. This policy of deregulation was primarily intended to boost the supply of housing but also to help regeneration through reuse of vacant office space. The impact assessment for this policy change predicted that:

- There would be no financial costs from this change
- There could be administrative cost savings to local planning authorities

- That the applications for change of use under this policy would be small in number
- That this was unlikely to lead to housing in unsustainable locations. Today we are finding that this issue has gone too far. Commercial property prices in Hertfordshire are rising quickly and by as much as 40% to 50% in some cases. As a further consequence rents for commercial property are also rising as availability of space becomes restricted.

We are also seeing the unintended consequences of this change. Today we are witnessing the termination of office rental leases as landlords are requesting their commercial customers to leave their buildings in favour of a conversion to residential use where the return is greater and the opportunities for rental are more plentiful.

The long term impact of these policies if not checked soon will lead to,

- Uncompetitive office costs
- Insufficient choice of space available within the county
- Less businesses starting life in Hertfordshire

- Less jobs available to support the new homes settlers in Hertfordshire
- It is time to take a serious look at this issue. The original announcement was that these PDR changes would remain in place until May 2019, giving time for local planning authorities to make Article 4 directions to remove these rights and implement a requirement for proper planning procedures for any future change of use.

Let's hope they have!



**ADRIAN HAWKINS**

Co-Founder & Chairman biz4Biz  
Chairman, Weldability Sif, established 1925. Director and Trustee of the Weldability Sif Foundation,  
Deputy Chair Herts LEP Main Board,  
Skills and Employment Board - Chair.

# CLASSIFIED



## Celebrate 2018 with Fosters Legal LLP!

The Hertfordshire multi award winning community focus law firm is providing a range of employment law services to both employers and employees

**FREE!**

Get your first initial assessment with a specialist employment legal advisor!

Call **01438 318 452**  
to book now in confidence!



## What Happened to Hub 365?

*Hub 365* is a suite of apps that DVANA have created for Small and Medium Sized Enterprises (SMEs) to automate common tasks.

With the advent of GDPR, DVANA have re-written the core functionality and the new system is Business *Hub 365*.

More information is available now at [BusinessHub365.com](http://BusinessHub365.com), with details of the Document Management System.

Call DVANA on 0333 006 3800



## Presenter/comperere

Fun, engaging presenter/  
comperere for hire!

Find me on SG1 radio.

[@drackers](http://www.jaydrackford.co.uk)  
[www.facebook.com/jaydrackfordpresenter](http://www.facebook.com/jaydrackfordpresenter)



With over 20 years experience, our team can provide all the services you need to enhance your business.

Offering Promotional Items and Branded Clothing as well as Graphic Design for Print & Digital.

Promotional Items



Graphic Design



Digital Marketing



Web Design



Our Marketing team are waiting for your call  
T: 0203 7277279 M: 07908 448102 E: [Sales@Red3DLtd.co.uk](mailto:Sales@Red3DLtd.co.uk)

[www.Red3DLtd.co.uk](http://www.Red3DLtd.co.uk)

To advertise in this feature  
email [magazine@biz4biz.org](mailto:magazine@biz4biz.org)  
for more details.



LEARN to  
**WELD**  
WHAT DOES  
YOUR  
FUTURE  
HOLD?

**EAL Level 1 Award in  
Introductory MIG  
welding skills**

Learn:  
Underpinning Theory L1  
Technique Development  
Hands-On Skills Building

[training@weldability-sif.com](mailto:training@weldability-sif.com)  
0845 130 7757

**actionCOACH**<sup>®</sup>  
business coaching

My goal is to help business owners spend less time working **IN** their business and more time working **ON** their business. They will be spending less time working and will be making more money. I'd also like to help put the **FUN** back in their business and life.

If you are ready to move your business to the next level, contact me today for a **FREE, NO OBLIGATION** consultation. Find out how you can change the way you do business to achieve the results you deserve!

07949 335002 • [stevesaunders@actioncoach.com](mailto:stevesaunders@actioncoach.com)

**FOR ALL YOUR ELECTRICAL AND BUILDING SOLUTIONS**



- Re-wiring • Building and maintenance
- Refurbishments • Installations
- Alarm systems, heating, emergency lighting and fire detection systems

**JB & SONS**  
ELECTRICAL & BUILDING SOLUTIONS

FOR FURTHER INFORMATION CONTACT JOHN ON  
07989 707377 • [jbsebs@hotmail.co.uk](mailto:jbsebs@hotmail.co.uk)

A comic book panel featuring a woman with blonde hair, looking thoughtful with her hand to her chin. The background is blue with a white dot pattern.

I know branding, marketing and maintaining an online presence are important.. but I just don't have the time or skill my business deserves!

A comic book panel featuring a woman with dark hair, looking surprised with her hands raised. The background is yellow with a black dot pattern.

Jabbercoms can help your business with anything from a single advert to a full blown marketing campaign!



No one can afford to rest on their laurels and now is the time to ask yourself, **is my business keeping pace with my competitors?**

hello@jabbercoms.com | 0330 9001 777 | @jabbercoms



**Jabbercoms**  
Communication Design Agency