

**biz4Biz**

# Insight

| SEPTEMBER 2016 | ISSUE EIGHT |

THE VOICE OF BUSINESS IN HERTFORDSHIRE

**DOES YOUR COMPANY HAVE  
WHAT IT TAKES TO BE A WINNER?**

**biz4Biz launch their first of their  
kind prestigious business awards**



**RT HON PETER LILLEY MP  
SHARES HIS VIEWS ON POST BREXIT**

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## LEAVING THE EU WHAT COMES NEXT?



Several weeks have passed since the UK's vote for Brexit and still we are yet to activate Article 50 to start the process to sever our ties with the EU. Recently the Government has confirmed that they will support the funding streams for research and development grants previously supported by the EU. It has only taken them six weeks to calculate that they had the funds to do so! They simply had no need to send them via Brussels and will probably save money along the way!

We are delighted to have the Rt Hon Peter Lilley MP share his views with us post Brexit in this issue. The progress with Brexit is slow, but hopefully measured.

### Adrian Hawkins

Co-Founder & Chairman biz4Biz

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

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# NEWS

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

## DOES YOUR COMPANY HAVE WHAT IT TAKES TO BE A WINNER AT THE ALL NEW biz4Biz AWARDS?

**B**iz4Biz are proud to announce the all new, first of their kind, biz4Biz Awards that are impartial, independent awards open to anyone involved in a business in Hertfordshire. The awards are a great way to raise your profile and give your staff a pat on the back.

The glittering award ceremony will be held on Friday 3rd March 2017 at Tewin Bury Farm Hotel, Welwyn, Hertfordshire and biz4Biz are pleased to confirm that the Rt Hon Michael Portillo will host the evening and present the Awards. The night is sure to provide a stunning showcase for those attending and it is a fantastic platform for all nominees, with award winners having full on-going publicity, following the ceremony and all those nominated given the opportunity to publicise on the biz4Biz Awards website.

We have 10 categories to choose from and to enter, a company must be nominated online at [www.bizawards.info](http://www.bizawards.info)

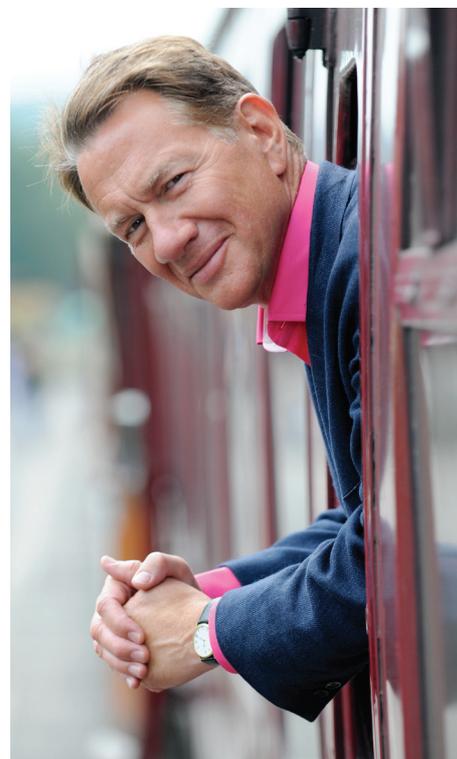
Companies are able to nominate themselves and all award nominees will

be required to confirm their application. Successful applicants, awarded with the most votes in each category, will then be invited to attend a judging day at a Hertfordshire hotel during January 2017.

Categories include Best Apprenticeship, Best Executive Venue, Best Family Business, Best Innovation, Best International Business, Best Professional Services, Best Retailer, Made in Herts, Herts Exporter and Business of the Year.

Anyone wishing to vote for an organisation will also be encouraged to submit a further entry for 'My Favourite' acknowledging other growing businesses within Hertfordshire. Categories here include favourite Restaurant/Café, Golf Course, Gym/Sports Club, Pub/Entertainment Venue, Car Dealer, Food Retailer, Hairdresser, Beautician, Independent Shop, Shopping Centre and Tradesperson.

The Awards provide exceptional marketing and profile raising opportunities for the finalists as well as providing a unique platform for business networking between



companies of all forms and sizes. If you are proud of your business achievements, then we urge you to enter. Similarly, if you recognise excellence in others, please nominate them.

For further information about the biz4Biz Awards, please visit our website at [www.bizawards.info](http://www.bizawards.info)



## WOULD YOU LIKE TO REACH OUT TO 63,000 COMPANIES IN HERTFORDSHIRE?

**T**he biz4Biz Awards celebrate the very best in business in Hertfordshire. By becoming a category sponsor your company name will become associated with the all new, first of their kind, prestigious awards publicity and to the event itself.

Your logos and links appear in all marketing material leading up to the event and at the event itself. Being a sponsor also offers amazing value by offering a host of branding and networking opportunities in print, online and in social media.

biz4Biz Awards provide an effective platform for targeting local businesses and an ideal opportunity to maximise your company's exposure.

We already have a number of businesses

on board as sponsors but still have limited opportunities available.

All sponsors will have their company's name and logo featured in all coverage before and after the event, in the awards programme, on the biz4Biz Awards website, screen advertising during the awards evening and on a display board in the reception area.

- Reach out to 63,000 companies registered in Hertfordshire.
- The prestige of being involved in the very first biz4Biz Awards.
- Extensive publicity on our biz4Biz website which will be accessed by businesses from all over Hertfordshire and beyond.
- Automated social media connection each time nominations and votes are

received for your sponsored award.

- FREE coverage of your sponsorship in the Insight Magazine.
- A complimentary table at the awards dinner and ceremony for 10 people.
- Extensive advertising for your company during the awards gala dinner.
- Free year's membership of biz4Biz.
- Continuing publicity after the event.

For further information about the biz4Biz Awards and sponsorship please visit our website at [www.bizawards.info](http://www.bizawards.info)



# NEWS



## Hertfordshire win Discover England Funding

Visit England have announced that Hertfordshire had won the Discover England Fund, along with four other UK destinations. The Gardens and Gourmet project, created by the team Visit Herts, was inspired by the produce grown in Hertfordshire and the people who are responsible.

Sandra Matthews-Marsh, chief executive of Visit Herts, said: "We are thrilled that our bid has been successful and that we have a chance to start celebrating our partner regions' outstanding gardens, outdoor spaces and local food and drink offers."

The destination teams in Hertfordshire worked with teams in Cheshire, Essex, Kent and the Peak District to create a package of each regions' gardens and gourmet offers as bookable products. This is to give international visitors a high-quality experience of rural England. Hertfordshire and its partner areas will develop a pilot cluster of gardens and food and drink experiences.

She said: "It has been a pleasure to work with and learn about such a diverse range of destinations. From the lavender fields of Hitchin to the award-winning afternoon tea at The Grove Hotel, we want more people to know about the beauty of places beyond London."

## Glaxo SmithKline to invest £74m in Ware site

A £74 million expansion has been announced to take place at Glaxo SmithKline's facility in Ware. It will increase manufacturing capacity at the site for their Ellipta respiratory inhaler. It currently employs 1,200 people but in addition to jobs associated with the construction of the new facilities, the development is expected to lead to the creation of hundreds of new employment opportunities.

The deputy mayor of Ware, Councillor Alexander Curtis, welcomed the news. He said: "It is brilliant news that GSK has chosen to invest in Ware. We have a strong established relationship with the company in our town, which is going from strength to strength"

## Hertfordshire is named the best place to raise children

Hertfordshire is the best place to raise a family in the UK and has topped the 2016 uSwitch Better Family Life Index. It is down to a combination of good pay, decent weather, top GCSE grades, fast broadband and GP surgeries. Hertfordshire recorded the third



highest employment levels in England, with 81 percent of residents ages 16-64 in work. Hertfordshire also benefits from plenty of sun with an average of 4 hours and 34 minutes each day and an average of 4 hours and 51 minutes per day of quality family time.

# FORTHCOMING EVENTS



YOUR PERSONAL  
**INVITATION**  
to the biz4Biz Awards  
Launch Event

## biz4Biz Awards launch event

You are invited to the launch event of the first ever biz4Biz Awards on Tuesday 27th September 2016 at Needham House Hotel.

To get the awards off to a flying start, you are invited to join us at our special launch event. You will be able to find out how you can get involved in our prestigious awards and how they can benefit your company by reaching out to 63,000 businesses in Hertfordshire. The event is FREE with drink and canapes and of course there will be lots of opportunities for networking as well.

To book your place at the biz4Biz Awards 2017 launch event at Needham House Hotel, Little Wymondley on Tuesday 27th September 2016 from 6pm - 8.30pm simply contact [secretariat@biz4biz.org](mailto:secretariat@biz4biz.org) or call 01462 478031.



## biz4Biz dinner

Join us as our guests for a three course meal on Thursday 20th October at Needham House Hotel, Little Wymondley. This is a biz4Biz members only dinner.

If you are interested in attending then please contact us for further information. [secretariat@biz4biz.org](mailto:secretariat@biz4biz.org) or call 01462 478031.

## DATES FOR THE DIARY

For more information and to register online visit [www.biz4biz.org/events.html](http://www.biz4biz.org/events.html)

### Thursday, 22nd September 2016

biz4Biz Connexions, Needham House Hotel, Little Wymondley 7am-9am

### Tuesday, 27th September 2016

**biz4Biz Awards 2017 Launch Event**, Needham House Hotel, Little Wymondley 6pm-8.30pm

### Friday, 3rd March 2017

biz4Biz Awards 2017 Gala Dinner, Tewin Bury Farm Hotel, Welwyn

For more details of these events, visit [www.biz4Biz.org](http://www.biz4Biz.org) or contact biz4Biz Secretariat on 01462 478031



# POST BREXIT



RT HON PETER LILLEY MP  
Member of Parliament for  
Hitchin and Harpenden

**A**s a supporter of the Brexit campaign where are we going next with the EU? So far the British economy has proved much more resilient since the Referendum than expected. This is remarkable given that fear of a downturn, which was the central feature of the Remain campaign, could have proved self fulfilling. As Roosevelt said “we have nothing to fear but fear itself”. So we need to start talking up our opportunities – and minimising unnecessary uncertainty.

That means proceeding with Brexit with all due despatch. Unfortunately, some widespread misconceptions could slow the process and so prolong uncertainty.

First, there is an assumption that we have to negotiate all aspects of our departure with the EU. There are many issues to resolve – but most of them are issues for decision not negotiation. A key decision will be to incorporate all EU laws and regulations into UK law. That might seem paradoxical given that the major reason for leaving the EU was resentment at the EU making our laws. But this step will reassure business that there will be no abrupt change in the laws under which they operate, and Parliament will then be able – when we choose - to amend, repeal or replace any unnecessarily burdensome regulations.

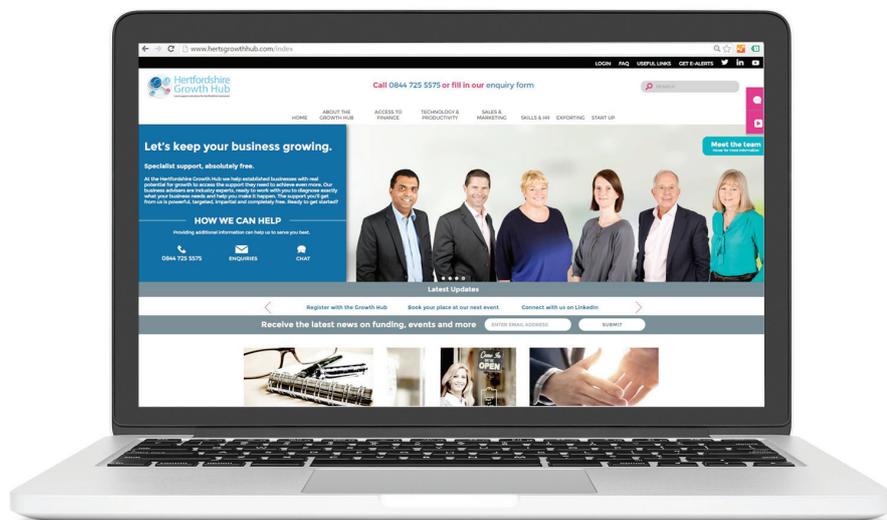
We must also reassure EU citizens already settled here that they can remain. We should not bargain their right to stay against the right of UK citizens on the continent to remain there. No EU country is threatening to expel them; if they did they would incur the odium of the world; and it would be wrong to sink to a similar level.

Second, is the assumption that we need to negotiate our right to control our borders

against “access to the single market”. Every country in the world has access to the EU market. Some face the EU tariff - but nearly fifty countries have tariff free access and only three of them agreed to free movement of labour. The UK is the biggest single market for EU exports – bigger even than the USA – so we are in a powerful position to negotiate continuing tariff free trade with the EU. That is not a complex negotiation. If they want to retain tariff free access to our market they simply have to retain the status quo. If they don’t, and insist on imposing their external tariff averaging 3.6%, the 12% fall in the Euro/£ exchange rate means our exporters will still be more competitive whereas theirs will face higher tariffs and an adverse exchange rate.



# NEW GROWTH HUB WEBSITE PROVIDES A VOICE FOR THE COUNTY'S BUSINESSES



**H**ertfordshire Growth Hub recently launched an updated and enhanced website, providing the county's businesses with direct access to advice and even more resources to help them grow.

Since the Growth Hub's launch early last year, the team has been busy working with local businesses to boost business growth in Hertfordshire. Its success has led the team to develop a more interactive website with a platform for businesses to easily share knowledge, access the latest resources and find out more about the support available to help them grow - whatever their business stage.

## Get top tips from the advisers

The website hosts a series of short videos from the team of specialist advisers where businesses can hear about key topics such as *How to*

*make cash from your ideas* and *How better marketing can give you better sales*. These are a really quick way for businesses to get ideas about how they can improve their day-to-day activities.

## Live chat with the team

Businesses can also talk to the advisers via a new live chat facility - including the Growth Hub's new sales and marketing specialist, David Zerny (pictured). If you've got a question for David, or want to talk to the other



specialist advisers, the live chat option is a quick and easy way to get in touch.

## How you can get involved

Featuring a central resource area, the website brings together useful links, 'how to' guides, FAQs and a directory of support organisations - all designed to make it easy for businesses that are looking to grow to access the information they need. Businesses are also encouraged to submit blogs, marketplace entries, events and resources, making it easier for companies to share insights, promote their services and discover networking opportunities within the county. Businesses listed on the Marketplace can now self-serve via the login area to update their information as their services develop.

Amanda Freeland, Growth Hub Manager says, "Businesses at our events always tell us how much they're learning from each other, and our new website will help everyone share this expertise more widely."

## Take the next step

Discover the Growth Hub's exciting new website and find out how the team can help you grow your business at [www.hertsgrowthhub.com](http://www.hertsgrowthhub.com).

Or get in touch on 0844 725 5575 or [enquiries@hertsgrowthhub.com](mailto:enquiries@hertsgrowthhub.com).



**Hertfordshire  
Growth Hub**  
Local support and advice for Hertfordshire businesses

# TAX FREE CHILDCARE



“ Tax-Free childcare scheme to be launched in early 2017 ”



**KEITH MIDDLETON**  
Director biz4Biz,  
Partner George Hay  
Chartered Accountants

It is government policy to help working parents with the cost of childcare and it is their intention to launch the Tax-Free Childcare scheme in early 2017. It is acknowledged that the increasing cost of childcare is a barrier to parents returning to work. The days of the mother staying at home until their children start school appear not to be an option as with mortgage costs and the general cost of living require many families to have two wages at the end of the month. The government anticipates that this

scheme will be available to around 2 million households to provide greater security for their families.

Parents will be able to open an online account which they pay into to cover the cost of childcare with a registered provider. This is done through the government website , GOV.UK. It is intended that the scheme will be rolled out gradually to families, with parents of the youngest children able to apply first. It will be possible to apply for all children at the same time,

when the youngest child becomes eligible. It is anticipated all eligible parents will be able to join the scheme by the end of 2017.

It is referred to as tax-free because for every £8 paid into the scheme the government will top up an extra £2 the equivalent of a basic tax rate of 20%. The government will top up the account with 20% of childcare costs up to a total of £10,000 – the equivalent of up to £2,000 support per child per year, for disabled children the sum increases to £4,000. The scheme will be flexible to allow not only parents to contribute, but also grandparents,

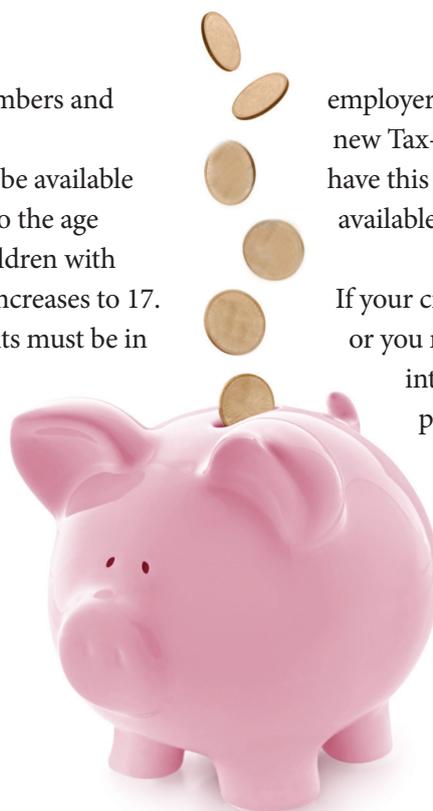
other family members and employers. The scheme will be available for children up to the age of 12 and for children with disabilities this increases to 17. To qualify, parents must be in work and each earning around £115 per week and not more than £100,000 each per year.

The current scheme needs

employers to be involved and the new Tax-Free Childcare does not have this restriction and will also be available to self-employed parents.

If your circumstances change or you no longer want to pay into the account it will be possible to withdraw the fund and the government will withdraw its corresponding contribution.

At George Hay we will keep clients advised as the scheme goes live.



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# CAN YOU SUPPORT YOUR LOCAL SCHOOL?

**T**he Careers & Enterprise Company is an exciting programme aimed at preparing young people to enter the workplace and helping to plug the skills gap of local employers.

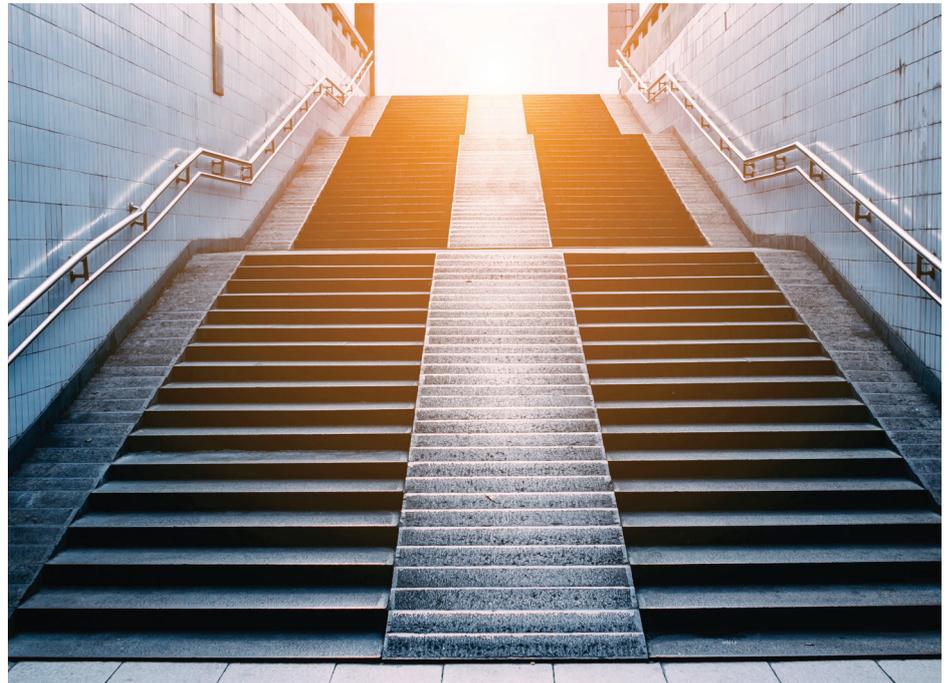
The Government-funded initiative was set up in response to an identified demand to broker more effective relationships between employers and schools/colleges to enable young people to make informed career choices and develop work-ready skills that meet employers' needs.

The programme is being rolled out nationally by a network of Local Enterprise Partnerships, and is being delivered here by Hertfordshire Local Enterprise Partnership (LEP) in partnership with Youth Connexions (Hertfordshire County Council).

At its heart are local employers, from large corporates to SMEs, who act as Enterprise Advisers to schools/colleges by working with senior leadership teams to:

- help connect the curriculum to future work opportunities;
- provide access to workplaces;
- act as relatable role models to young people.

In return businesses stand to benefit by forming lasting connections with schools with access to a diverse, entry-level recruitment pool as well as becoming part of a wider network committed to resolving skills issues. Hertfordshire LEP's Skills Strategy for 2015-2017 identified that nearly half of



surveyed employers in Hertfordshire had identified skills gaps in their existing workforce, and 45 per cent of local businesses considered skills gaps to be significantly detrimental to their competitiveness. Plugging these skills gaps could therefore not only enhance the opportunities available for young people, but strengthen businesses and bolster the local economy.

Just six months into operation a total of 65 schools have already signed up to the Hertfordshire programme, with more expressing an interest each week.

Thanks to its popularity The Careers & Enterprise Company is encouraging more employers to come forward across the county, with gaps particularly in these districts: Welwyn, Hatfield & Hertsmere. Several schools catering for children with a learning difficulty and/or disability (LDD) are also waiting to be matched to a local employer.

Typically Enterprise Advisers are senior leadership volunteers from the local business community, and can be employed or self-employed. They are matched to an appropriate school dependent on their skills and the needs of that school by an Enterprise Coordinator. Once matched the Enterprise Coordinator will introduce the Enterprise Adviser to the school, set up termly meetings with both sides and provide support throughout.

The Adviser will work with the school's senior leadership team to determine what programmes and activities will be most effective in motivating young people, empowering independent choice, and supporting positive outcomes for students looking to move on to their next steps. In this way, all schools can be confident in a tailor-made programme that factors in the particular needs of their students.

Adrian Hawkins, sits on the Hertfordshire LEP Board and chairs its Skills and Employment Board. He said: “We are proud to be part of this nationwide initiative to empower young people to succeed in their future careers and tailor skills provision to match enterprise activities in the county.”

Daniel Gendle, who is co-ordinating the programme for Hertfordshire, said: “We have been very pleased at the response so far from both schools and employers. The calibre of Enterprise Advisers taking part has been most impressive. It is their involvement that is key to its success and I would urge more employers to consider taking part.”

Find out more about how Hertfordshire LEP is delivering The Careers & Enterprise Company [here](#)  
Read out latest [Skills and Labour Market Update](#) to find out how Hertfordshire is performing.

For more information contact Senior Enterprise Co-ordinator Daniel Gendle.  
Email: [daniel.gendle@hertfordshirelep.co.uk](mailto:daniel.gendle@hertfordshirelep.co.uk). Mobile: 07464 678767.



## The Careers & Enterprise Company sponsors first biz4Biz awards

*We are delighted to announce that The Careers & Enterprise Company in Hertfordshire is sponsoring the Best Apprenticeship category in the inaugural biz4Biz Awards. This award, to be presented in March 2017, is for a successful apprenticeship scheme that provides excellent job training, ensuring the apprentice becomes a master of their trade. Success will be measured by the number of apprentices becoming valued employees.*

*Adrian Hawkins, co-founder and chairman, biz4Biz, said: “The biz4Biz Awards are the first of their kind and are impartial, independent awards.”*



Hertfordshire Local Enterprise Partnership is now delivering The Careers & Enterprise Company Programme in the county. Its ambition is to:

- **INSPIRE AND PREPARE YOUNG PEOPLE FOR THE FAST CHANGING WORLD OF WORK**
- **SHAPE THE FUTURE WORKFORCE TO MEET YOUR BUSINESS NEEDS**

## IN ORDER TO TURN THIS AMBITION INTO REALITY WE NEED YOUR HELP

We are now recruiting senior leadership volunteers from the local business community to act as Enterprise Advisers to engage with schools and colleges.

The key benefits for your business are:

- to belong to a local network committed to resolving skills issues
- to tailor the development of your current and future employees

### GET INVOLVED

Contact Senior Enterprise Co-ordinator Daniel Gendle  
Call: 07464 678767 Email: [daniel.gendle@hertfordshirelep.co.uk](mailto:daniel.gendle@hertfordshirelep.co.uk)

**Hertfordshire**  
Local Enterprise Partnership



# CONVERSION MASTERS PROGRAMME IN ENGINEERING

**T**his September will see the University of Hertfordshire launch a new Engineering Conversion Masters, the programme is aimed at non-engineering graduates.

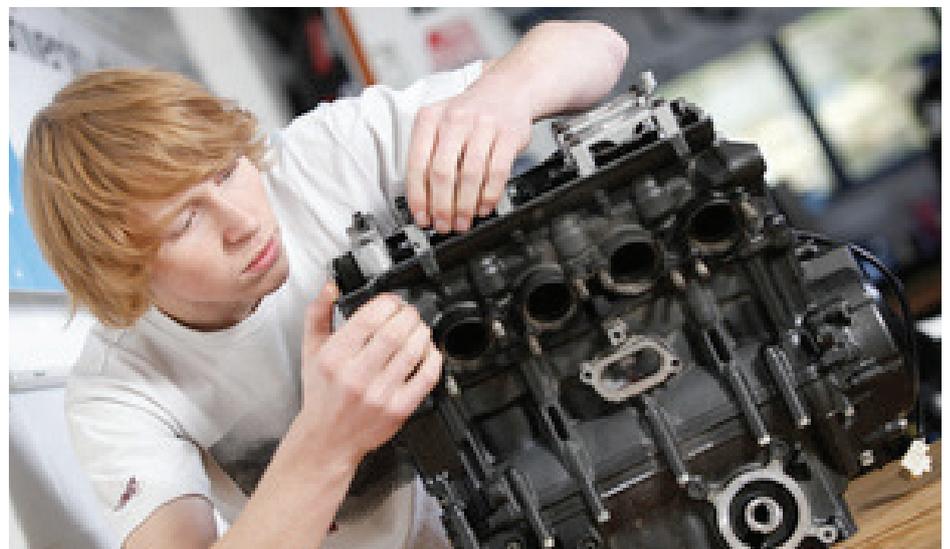
In 2015/16 £1.7 million was awarded to HEFCE to develop and pilot engineering Masters Conversion courses for non-engineering graduates. The UH bid to HEFCE was successful and the School of Engineering and Technology is developing this programme, which is designed to receive non-engineering graduates from a wider range of STEM subjects.

The aim of the programme is to equip non-engineering graduates with a STEM background to meet the stringent

demands of today's highly competitive industrial environment. On completion students acquire a broad understanding of Engineering with a focus on a speciality in Aerospace, Automotive, Manufacturing, Mechanical, Electrical

and Electronic Engineering. Full or part-time study is available.

For information contact Susan Murray, Programme Leader, [s.murray@herts.ac.uk](mailto:s.murray@herts.ac.uk) quoting CoC/UH.





**A**ztek Logistics Ltd have recently been awarded the BRC Global Standard for Storage and Distribution, enabling BRC manufacturers access to Aztek's extensive range of specialist services within the logistics industry.

The highly regarded standard was developed by industry experts, designed to ensure that best practice was upheld during the handling, storage and distribution of products. The Standard is based on hazard and risk analysis, supported by a documented quality management system and best practice principles.

In alignment with Aztek's continuous drive for improvement in their

operating practices, the new BRC Standard follows the recent Organic Food Federation accreditation, and sits alongside the company's FORS Gold certification.

Aztek Logistics Ltd successfully met all of the requirements set out by the rigorous BRC audit, reaffirming their ability to ensure the quality and safety of products during the storage and distribution process. As a result, Aztek now feature on the BRC directory - [brcdirectory.co.uk](http://brcdirectory.co.uk).

Duncan Pannell, Operations Manager for Aztek Logistics comments, "We are delighted that Aztek can now add this prestigious award to our list of industry accreditations and endorsements. The BRC Global

Standard once again demonstrates our commitment to continuously bettering our processes in order to provide the highest quality service to customers."

Aztek's Hertfordshire based head office has moved to a new purpose built facility which will be accompanied by an extensive on-site build, for a new 12-metre-high bay warehouse facility fitted out with VNA racking and man-up trucks. Aztek Logistics Ltd are also members of UKWA, RHA and Pallet-Track.



# CYBER RISKS & LIABILITIES

## Physical protection of cyber assets

When it comes to securing cyber assets, many people often think only of mitigating cyber risks like spam, phishing and malware. However, cyber assets can also be compromised physically. This article examines the physical exposures your cyber assets face and provides steps for mitigating these risks.

### Secure company facilities

The physical security of a facility depends on a number of security decisions that can be identified through a comprehensive risk-management process. It is easy to think about physically securing your company's facility as merely an exercise in maintaining control of access points and ensuring there is complete visibility in areas that are determined to be high-risk—either because of the threat of easy public access or because of the value of information located nearby. However, maintaining facility security also includes the physical environment of public spaces. For instance:

- Employees whose computers have access to sensitive information should not have their computer monitors oriented towards publicly accessible spaces such as reception areas, check-in desks and waiting rooms. Employees should be trained to not

write out logon information on small pieces of paper affixed to computer equipment viewable in public spaces.

- Easy-to-grab equipment that could contain sensitive or personal information, such as laptops, tablets and mobile phones, should be located away from public areas. If you have an environment where employees are working in a waiting room or reception area, train them to not leave these types of devices out on their desks unsecured.

- Consider using cable locks as an easy way to increase security for laptop computers. Most laptops feature a lock port for a cable which can be connected to the user's desk. Be sure to store the key to the cable lock in a secure location away from the desk the computer is locked to.

- If extremely sensitive information is stored on a laptop, consider installing tracking software. Most tracking software programs run unnoticed, and allow stolen computers to be located more easily. Many also allow administrators to wipe the hard drive remotely if necessary.

- Consider implementing a badge identification system for all

employees, and train employees to stop and question anyone in the operational business area without a badge or who appears to be an unescorted visitor.

### Minimise and safeguard printed materials with sensitive information.

The most effective way to minimise the risk of losing control of sensitive information from printed materials is to minimise the quantity of printed materials that contain sensitive information. Establish procedures that limit the number of copies of printed reports, memoranda and other material containing personal information.



Safeguard copies of material containing sensitive information by providing employees with locking file cabinets or safes. Make it a standard operating procedure to lock up important information. Train employees to understand that simply leaving the wrong printed material on a desk, in view of the general public, can result in consequences that impact the entire company and your customers.

### Ensure mail security.

Your organisation's post centre can introduce a wide range of potential threats to your business. Your centre's screening and handling processes must be able to identify threats and hoaxes and eliminate or mitigate the risk they pose to facilities, employees and daily operations. Your company should ensure that managers understand the range of screening procedures and evaluate them in terms of your specific operational requirements.



### Dispose of rubbish securely.

Too often, sensitive information, including customers' personal information, company financial data, and company system access information, is available for anyone to find in the rubbish. Invest in business-grade shredders and buy enough of them to make shredding convenient for employees. Alternatively, subscribe to a trusted shredding company that will provide locked containers for storage until documents are shredded. Develop standard procedures and employee training programmes to ensure that everyone in your company is aware of what types of information need to be shredded.

### Dispose of electronic equipment securely.

Be aware that emptying the recycle bin on your desktop or deleting documents from folders on your computer or other electronic device may not delete information forever. Those with advanced computer skills can still access your information even after you think you've destroyed it.

Disposing of electronic equipment requires skilled specialists in order to ensure the security of sensitive information contained within that equipment. If outside help, such as an experienced electronic equipment recycler and data security vendor, is not available or is too expensive, you should at a minimum remove computer hard drives and have them shredded. Also, be mindful of risks with other types of equipment

associated with computer equipment, including CDs and flash drives.

### Train your employees in facility security procedures.

A security breach of customer information or a breach of internal company information can result in a public loss of confidence in your company and can be as devastating for your business as a natural disaster. In order to address such risks, you must devote your time, attention and resources (including employee training time) to the potential vulnerabilities in your business environment and the procedures and practices that must be a standard part of each employee's working day.

And while formal training is important for maintaining security, the daily procedures you establish both in how you normally conduct business and in the way you model good security behaviours and practices are equally important. In short, security training should be stressed as critical and reinforced through daily procedures and leadership modelling.

Establishing procedures and training employees to physically protect your company's cyber assets will allow for a secure work environment. For additional information or sample workplace policies, contact your rhg Insurance Brokers representative.



# LETCHWORTH GARDEN CITY TOWN CENTRE ‘BUZZING WITH NEW SHOPS AND AN EXCITING NEW YEAR AHEAD’

Letchworth Garden City town centre is beginning to buzz following relocations and approval of a number of new units, demonstrating a vote of confidence in its future, according to the manager of Letchworth GC’s Business Improvement District (BID).

The positive message comes as new and relocating premises are being taken up in all quarters of the town, from Wildwood Restaurant on the corner of the Eastcheap, Crafty’s Beer Shop and the recently opened, Garden City Brewery in The Wynd.

And in a further vote of confidence, the building of the new 57-bedroom Premier Inn on Station Road, has lead independently owned shops such as Aspidistra Florist, a family-run business with more than 35 years’ experience, and Amron’s House of Fashion to relocate to new premises in the Arcade.

With a host of regular and major events planned throughout the year, including an ambitious Christmas Gala BID is keen to enlist the support of more businesses to help foster greater community spirit and increase footfall in the town centre.

Tom Hardy, the driving force behind



Letchworth GC BID since January, said: “Most of the new lettings are independent, smaller businesses. The strong message is to come and shop, eat and drink in Letchworth Garden City, to enjoy the quality of service locally and help continue to strengthen the town centre.

“As a lifelong resident, I am passionate about Letchworth Garden City town centre and all that it has to offer as a fantastic place to live and as a great base for business. We also have a unique feel in the town, with its friendly atmosphere, and mix of big brands and independent stores.

“There are around 150 retail premises in the town centre, and while the economic downturn and the rise of internet shopping has seen closures over the past couple of years, Letchworth Town Centre now appears to be fighting back.”

BIDS are formal partnership between local authorities and local businesses who come together to make and deliver plans to improve trade and footfall within their town centre. Through the BID, local businesses identify projects or services that will add value and agree how to fund and manage it. Letchworth GC BID and its projects complement the



Love Letchworth: Christmas gala and light switch on. And, left, some of the events that have taken place throughout 2016.

services statutorily provided by North Hertfordshire District Council and Letchworth Heritage Foundation.

The BID has set out a 2016/17 action plan to increase footfall and vibrancy into the town centre. As well as various schemes directed at helping town centre businesses the action plan has seen the introduction of a weekly Thursday market on Leys Avenue and a weekly Sunday car boot sale in the car park by the former Town Hall. It is also supporting a £250,000 town centre signage scheme which is due to be completed by October this year and aims to attract new visitors into the town.

Alongside regular street food and live music events, major events have also been planned throughout the year catering for different age groups

including: a Food and Drink Festival in May; Town Centre Take Over activity day in July, which included a giant 70m water slide and 30m inflatable assault course; Letchworth's first Beer and World Food Festival in October and the Christmas Light Switch on in November.



There are also ambitious plans to host a Christmas gala with a market, traditional funfair and light display in Broadway Gardens for around seven weeks over the festive period. BID is now keen to hear from businesses who may be interested in helping to sponsor this event.

For more information on how you can get involved visit the website [loveleitchworth.com](http://loveleitchworth.com) or contact [bid@loveleitchworth.com](mailto:bid@loveleitchworth.com)

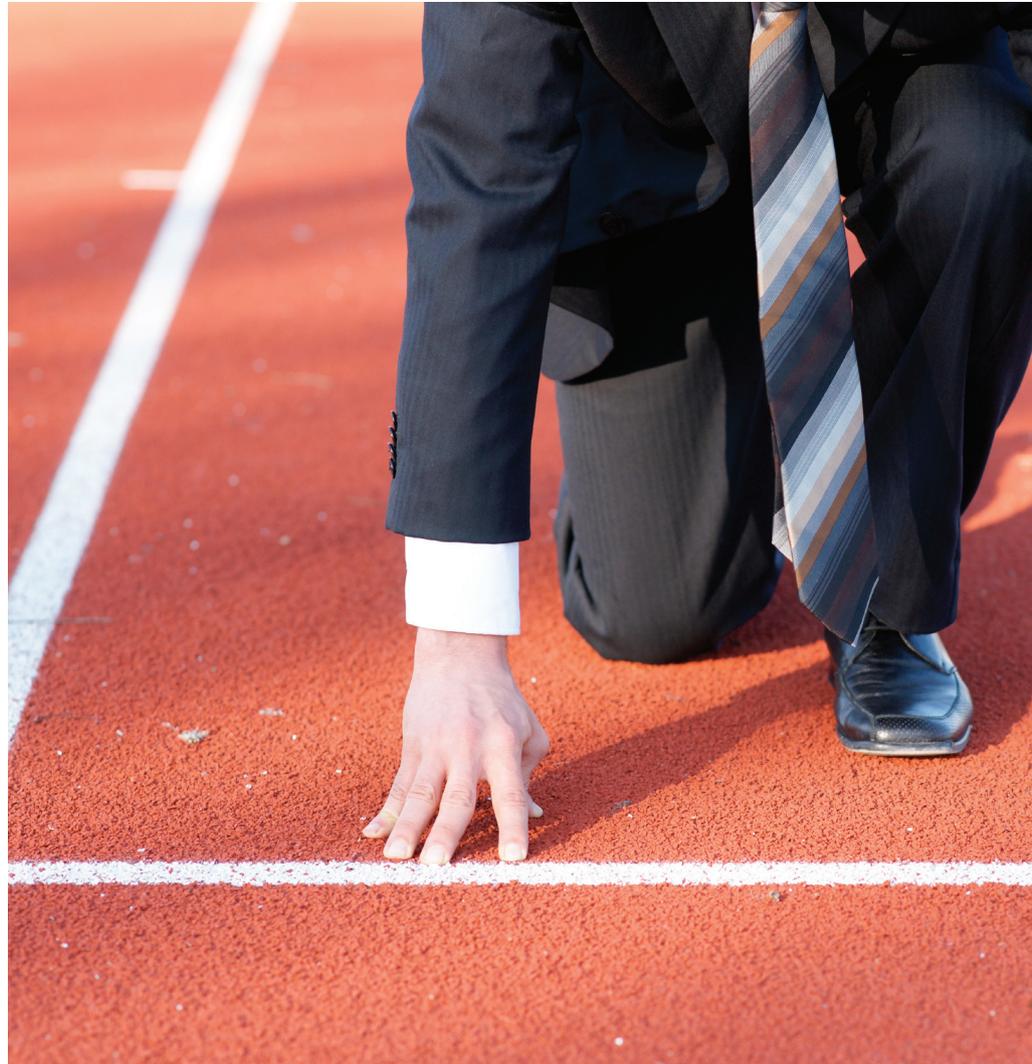
THE FIRST GARDEN CITY  
  
 LOVELEITCHWORTH.COM  
 SUPPORTED BY TOWN CENTRE BUSINESSES & ORGANISATIONS

# WHAT CAN THE GOVERNMENT AND BUSINESS LEARN FROM TEAM GB'S SUCCESS IN RIO?

At the Rio 2016 Olympics, Team GB exceeded all expectations, winning 67 medals – more than the London 2012 tally – and finishing second in the table. Rewind to 1996, where the UK finished in 36th position at the Atlanta games, with just one gold medal. The transition from game losers to world beaters was made possible by National Lottery Funding. But that is not the whole story.

UK Sport is the body that strategically invests National Lottery and Exchequer income in athletes who compete in the Olympic and Paralympic Games. You would normally expect a body like UK Sport to divide the cash equally among all the athletes and let them get on with it. The reality is very different and quite brutal. Investment decisions are made on a four-year cycle linked to an eight-year development plan. Success is measured by the medals won, the development of key athletes and the systems in place to support the various sports. Do well and you keep your funding; do badly and your funding is cut or removed completely.

This extends to ensuring only the best coaches, performance experts, technology and training methods are used. Team GB's cyclists rode £10,000 bikes coated in a top-secret aerodynamic paint designed to win Formula One races. It's the same



paint that coats Lewis Hamilton's Mercedes F1 car – no wonder there were sour grapes from the opposition claiming Team GB were cheating. And when the Team GB male rowing eight beat world champions Germany to win the Olympic gold medal, it will not have escaped the losers that Team GB's rowing coach is a highly respected German by the name of Jürgen Gröbler.

So what can the government and businesses learn from the success of UK Sport and Team GB? Obviously businesses need to invest in the skills of their employees and on innovation – developing new products and using new technology to reduce costs and improve efficiency.

However, the UK economy is performing like the 1996 GB Olympic

team. Lots of huff and puff but not much to show for it. Unemployment may be low and plenty of new jobs have been created, but the UK lags far behind the likes of the US or Germany when it comes to productivity. If the UK's productivity matched that of the US, our GDP would rise by 31 per cent.

So what can the government do? Obvious things include investment in infrastructure, such as road, rail, power and high-speed broadband, although I'm not convinced that HS2 or Hinkley Point will provide value for money, and keeping corporation tax and interests rates low to encourage investment. The problem is this has been tried before, with very little impact on productivity.

Perhaps the government should look at the UK Sport model – what is UK plc good at? How can we generate highly paid jobs? Which sectors should we be supporting? How can we develop the skills base to drive the economy forward?

When you start drilling down into different sectors you get an interesting picture. For example, the financial services sector continues to perform badly while the car manufacturing sector has enjoyed a 30 per cent improvement in productivity since 2008. Perhaps the financial services sector is hampered by a lack of competition.

Another major factor affecting productivity is access to skilled workers. Where are the shortages? What skills are we likely to need

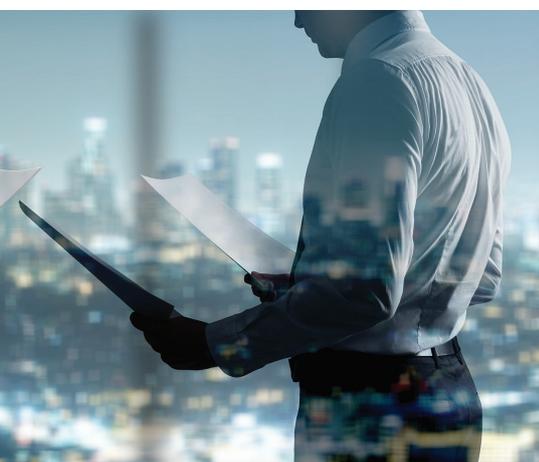
over the next 10 years? How well does our education system support the development of these skills? The apprentice system in Germany ensures that businesses have access to highly skilled employees. The UK government should see what can be learned from the German model.

UK businesses are very good at innovation. The government should look at how it can support companies working in new and emerging markets, especially in the tech sector. Innovate UK has a £15 million fund for innovation projects, which is inadequate. The UK has plenty of clever tech entrepreneurs but a lack of access to venture capital is holding most back from expanding.

What the UK really needs is a plan. Let us see what the newly formed Department for Business, Energy and Industrial Strategy comes up with. It has been tasked with developing an industrial strategy, fostering a relationship with business, protecting and developing the UK's world-class science base and delivering climate change and clean power. It should be busy.



**TIM BAUGH**  
Director biz4Biz,  
Partner at Howardsgate



# HERTFORD FOOD & DRINK FESTIVAL LAUNCH



The Food and Drink Festival Launch was held at the McMullen Brewery on Monday 5th September. The event attracted celebrity chefs including Theo Michaels and Joe Davies from Masterchef, along with event sponsors and other guests.

The exclusive event was held in the McMullen pop-up bar where welcome drinks were served followed by a welcome speech by Fergus McMullen and Cllr Jane Sartin.

The welcome speech showcased the extensive Food and Drink Festival

programme. The festival will run from 7th – 9th October and a few key highlights from the festival schedule were outlined including:

- The Hertford Street Food Market on Friday 7th October
- The return of the town centre cookery demonstrations on the Clover Kitchen stage
- McMullen's Brewery Open Day
- Introduction to Wine Tasting event and the Hertford Gin Club Festival
- The Hertford Castle Beer and World Food Festival
- Food science demonstrations
- Local deals during the festival



McMullen's offered guests a sample experience of the 'Night at the Brewery' event they will be running during the festival on Friday 7th October. This experience included a beer and food pairing session where visitors were educated on McMullen beer whilst being able to sample the beverages alongside accompanied food dishes. Tickets for the event are now on sale for £15+booking fee from [www.mcmullens.eventbrite.co.uk](http://www.mcmullens.eventbrite.co.uk)

The Food and Drink Festival programme is now available from the Town and Tourist Information Centre, and also available to view online at <http://goo.gl/Jj0Y8x>



Event sponsors for the Hertford Food and Drink Festival are SPJ Event Specialists, Clover Kitchens and McMullen Brewery. The Media Partner is Axis Magazine.

For further information on the event visit [www.gohertford.co.uk](http://www.gohertford.co.uk) and follow @FoodsFest on Twitter.



# GSK AND VERILY (GOOGLE) TO ESTABLISH GALVANI BIOELECTRONICS IN STEVENAGE

Leaders in healthcare and technology to harness electrical signals in the body to treat chronic disease

**G**SK (LSE/NYSE: GSK) have announced an agreement with Verily Life Sciences LLC (formerly Google Life Sciences), an Alphabet company, to form Galvani Bioelectronics to enable the research, development and commercialisation of bioelectronic medicines. GSK will hold a 55% equity interest in the new jointly owned company and Verily will hold 45%.

Galvani Bioelectronics will be headquartered in the UK, with the parent companies contributing existing intellectual property rights and an investment of up to £540 million over seven years, subject to successful completion of various discovery and development milestones.

Bioelectronic medicine is a relatively new scientific field that aims to tackle a wide range of chronic diseases using miniaturised, implantable devices that can modify electrical signals that pass along nerves in the body, including irregular or altered impulses that occur in many illnesses.

GSK has been active in this field since 2012 and believes certain chronic conditions such as arthritis, diabetes and asthma could potentially be treated using these devices.

The agreement to establish Galvani Bioelectronics represents an important next step in GSK's bioelectronics research. The new company will bring together GSK's world class drug discovery and development expertise and deep understanding of disease biology with Verily's world leading technical expertise in the miniaturisation of low power electronics, device development, data analytics and software development for clinical applications. Initial work will centre on establishing clinical proofs of principle in inflammatory, metabolic and endocrine disorders, including type 2 diabetes, where substantial evidence already exists in animal models; and developing associated miniaturised, precision devices.

Moncef Slaoui, GSK's Chairman of Global Vaccines, who was

instrumental in establishing GSK's investments in the field of bioelectronics, will chair the board of the new company. He said: "Many of the processes of the human body are controlled by electrical signals firing between the nervous system and the body's organs, which may become distorted in many chronic diseases. Bioelectronic medicine's vision is to employ the latest advances in biology and technology to interpret this electrical conversation and to correct the irregular patterns found in disease states, using miniaturised devices attached to individual nerves. If successful, this approach offers the potential for a new therapeutic modality alongside traditional medicines and vaccines.

"This agreement with Verily to establish Galvani Bioelectronics signals a crucial step forward in GSK's bioelectronics journey, bringing together health and tech to realise a shared vision of miniaturised, precision electrical therapies. Together, we can rapidly accelerate



the pace of progress in this exciting field, to develop innovative medicines that truly speak the electrical language of the body.”

Brian Otis, Verily’s Chief Technology Officer, said: “This is an ambitious collaboration allowing GSK and Verily to combine forces and have a huge impact on an emerging field. Bioelectronic medicine is a new area of therapeutic exploration, and we know that success will require the confluence of deep disease biology expertise and new highly miniaturised technologies.

“This partnership provides an opportunity to further Verily’s mission by deploying our focused expertise in low power, miniaturised therapeutics and our data analytics

engine to potentially address many disease areas with greater precision with the goal of improving outcomes.”

Galvani Bioelectronics will be headquartered within GSK’s global R&D centre at Stevenage in the UK, with a second research hub at Verily’s facilities in South San Francisco. It will initially employ around 30 expert scientists, engineers and clinicians, and will fund and integrate a broad range of collaborations with both parent companies, academia and other R&D companies. GSK and Verily believe this collaborative way of working will rapidly accelerate the development of bioelectronic medicines.

Kris Famm, GSK’s Vice President

of Bioelectronics R&D, has been appointed President of the new company. Famm has pioneered work in both large and small molecule drug discovery and worked for a decade developing and delivering R&D strategy with a recurring focus on emerging technologies. He has co-designed and led GSK’s exploration of bioelectronics. A seven-member board, chaired by Moncef Slaoui, will also be appointed and will include Andrew Conrad, CEO of Verily. The new company will be fully consolidated in GSK’s financial statements.

This agreement is subject to customary closing conditions (including requisite antitrust approvals) and is expected to close before the end of 2016.

# Providing a coherent voice for businesses in Hertfordshire

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- Regular lunch and breakfast meetings for networking and interaction with a topical guest speaker
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- 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

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## 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.

For more information contact  
biz4Biz Secretariat

01462 47803 | • [secretariat@biz4biz.org](mailto:secretariat@biz4biz.org)  
[www.biz4biz.org](http://www.biz4biz.org)

# NOW IS THE TIME FOR FIRM LEADERSHIP



**W**ith an outbreak of significant business investments and the largest recorded takeover bid for a UK company ARM, who said Armageddon was on the cards following the UK's vote for a Brexit?

As an independent businessman with nearly 40 years business experience, I have long doubted the relevance of belonging to the EU single market.

There is no doubt that our business was provided with the correct economic circumstances to start up, by a Thatcher government and like many others I believed that joining the EEC (European Economic Community) was indeed the right thing to do at that time.

However like so many good ideas, the concept has changed and the

motivations today to form a single European Union, really does not fit the natural ways of this Sceptred Isle.

We are an island economy, in reality our borders are separated by water from the rest of Europe and we have a real need to control our own destiny.

What is right for Germany and France is not always suitable for the UK.

We now need our new Prime Minister to set out her vision for the country. She has already said that "Brexit means Brexit" and it would be good to hear the Government's plan to resolve our gentle separation from the EU.

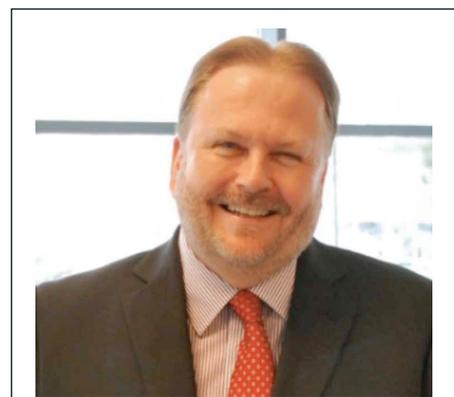
There are some key issues to overcome it appears. In the left corner we have the SNP demanding that Scotland Remains in the EU.

In the right corner we have Francois Hollande demanding that the subject of "open borders" is not for negotiation.

So have we moved forward in any particular way? It is interesting to note that business confidence dipped badly following the Brexit vote and the departure of David Cameron, the reality of which appears to relate solely to confidence.

Theresa May now needs to be resolute about the decision to leave the EU and demonstrate the leadership her predecessor failed to achieve.

We must be confident that the hardworking people of the UK will ultimately ensure this Country succeeds away from the EU and Government can once again, create the environment where entrepreneurs can thrive and reinvest in their local economies.



**ADRIAN HAWKINS**

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



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