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Insight

FEBRUARY 2023 | ISSUE THIRTY THREE

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LEVELLING UP THE BIG SOCIETY

Somewhere between the “Big Society” and “Levelling Up” sits the UK economy driven by the “Growth Engine” the many thousands of entrepreneurs and business people leading groups of employees and generating the funds necessary to support Government and their various spending plans.

The “Growth Engine” has little choice in the decisions that consume the taxes they pay and does not even have a vote, but it does require a voice and we at biz4Biz alongside other business groups act in this capacity to support and encourage their development and growth such that their vital economic role can be encouraged, maintained and improved.

As was mentioned by Sir James Dyson recently stating via the Daily Telegraph that the “short-sighted” and “stupid” economic approach of Rishi Sunak’s Government is keeping Britain in a state of “Covid inertia” and the entrepreneur and founder of the Dyson technology empire warns that “growth has become a dirty word” during Mr Sunak’s time in Downing Street. The 75-year-old criticises the burden of regulations and increased business taxes,

arguing that the Conservatives seem to think that “penalising the private sector is a free win at the ballot box”. He also suggests the Government’s failure to get workers back to the office after Covid has “badly damaged the country’s self-belief and work ethic”.

"The promised land is but a positive thought process away and we all have our part to play in this"

The broadside from one of the most prominent Brexiteer businessmen comes as the first signs of a battle on tax cuts emerges ahead of the Budget on March 15.

In the Times dated 23rd January, the CBI Director General Tony Danker suggests that unless Rishi Sunak drops his opposition to using the tax system to encourage growth the country will become less competitive and lose out on international investment and jobs.

Struggling against the impact of the failure of many government offices to simply perform their duties within a reasonable time frame, we have set a very poor example of the work ethic required to the rest of the workforce employed in the “Growth Engine” and the “Big Society is Levelling Down” as a result.

We need to focus our thoughts to develop the power of the “Growth Engine” and instead of ways to pillory them, we need a strong, bold, cross party strategy, to free them to deliver the goods and services they provide with a clear vision to develop in sectors and areas that the country needs in an uncertain world, to help the nation become strong, self sufficient and less reliant on the sporadic kindness of others.

The promised land is but a positive thought process away and we all have our part to play in this. ■

ADRIAN HAWKINS OBE

biz4Biz Chairman, Chairman of the Stevenage Development Board, Herts LEP Skills and Employment Board Chairman.



We are delighted to introduce our Rosettes, our awards for the stars of the business world that feature in our magazine, organisations which have products and services ready and waiting for your connection. These companies are waiting to support your business now and, in the future, and have special arrangements with biz4Biz to support our readers with special pricing or free services.

Simply click the Winning Rosette to leave your contact details and we will do the rest in arranging for the company chosen to contact you.



A Letter from our Editor

And so we are all back to work and 2023 has started to reveal itself. After a year where war and both political and economic turmoil had more than a major impact on the UK economy, one must hope that those who are prepared to make an impact in business really do decide to put their head above the parapet.

There can be little doubt that in tough times, it's the companies and the leaders who have the ambition and the will to innovate who will not only survive but also thrive.

"January is always a time to act, to be decisive and to plan and then execute that plan in the best possible way"



You can follow us @biz4biz for news, articles and updates on our current stories. Our articles get tweeted regularly to 2400 followers!

Our current edition shows just that with success stories from the region along with invaluable business updates and news. We are also delighted to help promote business as well and there are members of our 'Let's Work Together' marketing package featured here who are making sure they communicate with our readership which has now reached almost 500,000.

January is always a time to act, to be decisive and to plan and then execute that plan in the best possible way.

Speaking to your clients and your potential clients is one of the simplest steps you can take - it doesn't have to be in January but the start of the year provides the right framework and the inspiration to be clear about the marketing message for the year ahead.

So enjoy this current edition of Insight, we hope that you enjoy it and we look forward to seeing you featured in Insight 34 - the year is already flying by! 🇬🇧

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Insight Editor



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The biz4Biz Hertfordshire Business Awards 2023



Celebrating Hertfordshire's business success stories, the biz4Biz Hertfordshire Business Awards is now open for their fifth year. These awards are impartial, independent and open to Hertfordshire-based businesses.

The biz4Biz Awards is recognised as the best business awards programme in Hertfordshire as it brings together the highest number of nominees from across the county and provides physical judging. Winning a biz4Biz Award is coveted and award winners continue to expand their businesses and extend their economic contribution to the greater success of Hertfordshire.

There are many excellent award schemes but none have such a high level of support and engagement, or attract the volume of nominations from across the county and all business sectors.

Our 2022 Awards programme was a great success and set a record for the number of nominations, votes and engagement in the press and on social media. Entry and participation are completely free of charge and voting is currently open.

ENTER NOW

Awards process

Anyone can register one or more companies on the biz4Biz Awards website and nominate them in up to three award categories. The public can then vote for one company or more online – votes are accepted from employees, customers, suppliers or anyone who has received excellent service from a nominated company. The voting period will be from November 2022 through February 2023.

The biz4Biz Awards programme will culminate in a glittering black-tie gala at which the winners will be announced and will receive their awards. Sponsors and award winners will get access to photographs and videos of the event to use in their marketing.

New awards categories include:

- Best Accountancy Services Provider
- Best Financial Services Provider
- Best Legal Services Provider

SPONSORSHIP PACK

Sponsorship opportunities:

Sponsoring the biz4Biz Awards offers an opportunity to position your brand alongside a prestigious, well-established, high-profile and comprehensively marketed event. Many of the companies that sponsored our awards in 2022 have been with us since we started in 2017. They clearly see the marketing value in supporting our awards programme. As a sponsor, you will benefit from our awards marketing campaign with coverage in our highly successful Insight magazine, which is distributed to over 250,000 people, as well as in the press, on social media and at our gala evening, at which the headline sponsor and category sponsors will have an opportunity to present an award.

We hope you will join us and support the biz4Biz Awards in 2023.





REPORTS SHOW PRIVATE SECTOR ACTIVITY HAS FALLEN FOR FIVE QUARTERS BUT THERE WAS A SURPRISE RETAIL RISE

Two recently issued reports offer conflicting views of the future of the economy.

A growth indicator report has shown private sector activity has fallen for five consecutive rolling quarters, but this has been contrasted with an unexpected sales volumes growth in the year to December. Private sector activity continued to fall in the three months to December (balance of -13%), at a slightly faster pace than in the previous month (-7%) - according to the CBI's latest Growth Indicator. Private sector activity has now fallen for five consecutive rolling quarters.

The faster fall in December was largely due to an accelerated decline in consumer services volumes (-54% from -32% in November), and manufacturing output falling slightly (-9%) after a brief return to growth in November (+18%). Distribution sales saw a slower decline (-12% from -23% in November) and business and professional services remained stagnant (-1%) for the second successive survey.

Private sector activity is expected to fall at a faster pace in the next three months (-22%), due to quicker declines in business and professional services (-17%) and distribution (-30%).

A somewhat slower fall is expected in consumer services (-40%), though this would still mark a heavy decline in volumes. Manufacturing output is

expected to continue falling modestly (-10%).

But this was contrasted as retailers reported an unexpected rebound in sales volumes growth in the year to December, according to the CBI's latest monthly Distributive Trades Survey.

The key survey findings included:

- Retail sales grew at a moderate pace in the year to December (+11% from -19% in November), against expectations of a decline (-21% from November)
- But retailers do not expect the recovery to continue into the new year, anticipating that sales will decline again in the year to January (-17%)
- Sales volumes were seen as typical for the time of year in December (-3% from +3% in November) and are expected to remain broadly in line with seasonal norms next month (+2%)

Martin Sartorius, Principal Economist at the CBI, said: "It's encouraging to see retail sales surprise by growing this month, but any festive cheer is expected to be short-lived. Retailers are bracing themselves for the chill winds that will blow through the sector this winter, with consumer spending set to be hit hard by high inflation in 2023.

"The decision by the UK Government to freeze business rates from April provides some welcome relief to the retail sector.

However, retailers also need to see long-term sustainable growth measures from the Government to encourage investment and address ongoing labour shortages".

In addition, data showed:

- Online retail sales fell at a firm pace in the year to December (-22% from -5% in November), with an even steeper decline expected next month (-34%)
- Orders placed upon suppliers declined in the year to December, but at a slower pace than last month (-21% from -32% in November). Retailers expect orders to fall at a broadly similar rate next month (-23%).
- Retailers considered stocks in December to be "too high" relative to expected sales, but to a lesser extent than last month (+16% from +22%). Stock positions are expected to ease again next month (+8%).
- Wholesale sales volumes fell in the year to December, but at a marginally slower pace than last month (-14% from -18%).
- Motor trade sales volumes declined in the year to December, but at a more moderate rate compared to the previous month (-25% from -54%)
- Both wholesale (-33%) and motor trade volumes (-58%) are expected to fall at an accelerated pace next month.

This survey included 138 companies, including 50 retailers. 



MILLENNIALS WILLING TO FORGO INHERITANCE TO ENSURE PARENTS CAN COMFORTABLY RETIRE AMIDST RISING COSTS



New research has shown that the oldest of the millennial generation would prefer their parents to use their cash to fund their own, comfortable retirement, rather than receive it as an inheritance.

The UK-wide research of 4,000 40-year-old millennials and their parents reveals disparities when it comes to financial planning. Nearly all parents surveyed (99 per cent) intend on passing an inheritance onto their children or grandchildren, with almost two in five (37 per cent) anticipating gifting more money this year to help their children with the rising cost of living. However, a third (32 per cent) of adult children, according to the study from Barclays Wealth, would rather their parents kept it all to themselves, to support a comfortable retirement.

The desire from each generation to financially support the other comes against the backdrop of financial challenges on two fronts: continued market volatility impacting pension pots and property prices on the one hand; and rising living

costs on the other. This makes it harder to support bigger financial commitments – of those older generation parents that are worried about funding their whole retirement, over a third (36 per cent) are specifically concerned about funding the cost of care².

Juggling financial priorities makes communication and forward planning even more vital, but this does not always happen. Two in five (38 per cent) of parents admit to not speaking to their children about their inheritance plans, and one in four have not developed a plan to protect their child's inheritance should their child go through a difficult divorce.

With cash required to go further than ever before, almost a third (31 per cent) of the parents of millennials are worried about supporting their own immediate living costs, and one in five (19 per cent) are considering downsizing.

Clare Francis, Director of Savings and Investments at Barclays Wealth, said: “Many people want to do what they can to ensure they maximise the amount

they leave to their family and minimise inheritance tax, but working out how much you can afford to give away during your lifetime isn't easy. With finances being stretched in all directions, it can be incredibly stressful if you want to support your children in the short-term, while making sure you don't find yourself struggling further down the line.

“Even though most children would be very grateful if their parents are able to pass on some inheritance while they're still alive, they wouldn't want them to have money worries in the future as a result. This is why it's not only important to plan, but also to include your family in any conversations – it can make such a difference and help remove some of the pressure many parents feel when thinking about how and when they'll pass on their wealth.” ■

To find out more about Barclays Wealth Management and Investments:

[**CLICK HERE**](#)



Co-Space open third site in Milton Keynes

Design-led flexible workspace operator, Co-Space, has signed a profit share lease for its third site at Elder House in Milton Keynes.

Milton Keynes is regarded as one of the hot spots of office activity in the South East – it was recently dubbed “a great town for entrepreneurs”, ranking in the top 25 of British Towns (Bionic, 2022).

Co-Spaces have taken 19,000 sq.ft. of the 70,000 sqft building, which has a prominent position within 150m of the station entrance, on a new 15 year profit share lease, in addition to opening private office and co-working space, there will also be a new café/business lounge on the ground floor to re-position the image of the whole building which is undergoing substantial capital investment from the landlord.

Acting on behalf of Co-Space, Will Kinnear, founder of HEWN comments, “Milton

Keynes is booming, it has one of the highest rates of new businesses in the UK, with a colossal 42.7% survival rate. Co-Space’s other sites in Stevenage and Reading are both over 90% full, with a focus on supporting and enabling local businesses. Located next to the mainline station, it is a superb home for enterprise.” With talent attraction and retention being one of the biggest challenges for businesses, employers are having to create workspaces that inspire employees to not just get back into the office but create the buzz that means staff are missing out if not there. The best flexible workspace operators are supporting businesses to do this, enabling them to strengthen their workplace culture though outsourcing not just high levels of design and service. William Stokes, CEO and co-founder of Co-Space comments, “Our spaces in Stevenage and Reading are both almost at capacity, we’re excited to be growing into a new space and location. Milton Keynes’ economy is growing, particularly in the IT, tech and consultancy sector, we are geared to support these businesses via a strong hospitality offer and connectivity. We look forward to partnering with the Landlord to create high quality, design led workspace that will enable Elder House to attract occupiers looking for short or long term



deals, no matter their size.” Work has already begun at the site, and it is expected to be open and operational by Summer 2023.

There are further options available in the building from 930 sqft available directly from the landlord on conventional leases via the agents Avison Young and Louch Shacklock.

Angus Malcolmson of Avison Young acted on behalf of the Private Landlord, along with joint agents Louch Shacklock. ■

For more information visit: www.co-space.co.uk, email hello@co-space.co.uk or call 0208 066 1761





Content Marketing

(v) a type of marketing that requires sharing and creation of media contents for the customer

WHY CONTENT MARKETING IS IMPORTANT FOR YOUR BUSINESS

Standing out in a crowded market is a significant challenge, so the ability to differentiate your brand from those of your competitors is critical. Content marketing offers a cost-effective way to build brand awareness, grow trust and authority and engage with prospects and customers.

WHAT IS CONTENT MARKETING?

Content marketing is a proven marketing strategy based on creating and distributing engaging content that, over time, generates new business. Organic content, such as blog posts, e-guides, lead magnets, social media posts, email blasts and videos, can increase online visibility and brand awareness and impact a company's marketing by generating qualified leads.

Marketing a business service is not the same as marketing a tangible product. It is easier to sell a product through informative videos backed by customer testimonials. In contrast, business services can seem nebulous, vague and ill-defined. It can be challenging to understand what is on offer or to differentiate between one proposal and another. When you buy a service for the first time, you have to rely on your judgement about the person and the company delivering it.

"Talk to your existing clients and read online media focused on your key target markets for content creation ideas"

There is an adage about selling services: prospects do business with people they know, get on with and learn to trust. A successful marketing strategy, therefore, needs to engage with prospects in plain English, demonstrate value and ultimately build the trust that will turn prospects into clients.

For any company selling services, a content marketing strategy should be a crucial part of the marketing mix.

WHERE SHOULD YOU START?

Some key considerations should include:

- identifying your target audience
- creating your content strategy to fit your audience and choosing which topics you will cover

- deciding which formats you will use – for example, writing blog posts
- determining how you will distribute your content.

To get the attention of your target audience, you need to demonstrate that you understand their problems and concerns and that, through your expertise and experience, you can solve them. Consider your ideal client. Build a profile and identify the business issues and problems they face and how you can solve them, and then create some engaging content.

Remember: people buy results and outcomes, not processes, toolsets or service methodologies. To get the attention of prospective new clients, your content needs to focus on solving problems and positive results.

A straightforward content creation strategy is to ask questions to attract attention and create blogs to answer them, thereby providing valuable content for your prospects and customers. Talk to your existing clients and read online media focused on your key target markets for content creation ideas. You could also run a survey using an online tool such as SurveyMonkey.

Case studies are also powerful marketing tools as they promote a company's expertise in a real-world scenario. It may not be possible to create a case study because of client confidentiality, for example. You can, however, create content using a fictitious company, although you need to ensure this is clear so that readers understand that the content reflects dealing with your existing clients.

THE POWER OF BLOGS

Blogs are a great way to promote your brand and expertise. They also provide great content for your social posts and digital magazine articles. A blog embedded in your website generates traffic. According to a study by HubSpot, companies that regularly blog generate 55 per cent more website visitors, 97 per cent more inbound links and 67 per cent more leads than companies that do not blog.

Blogs can also be good for SEO (search engine optimisation), as high-quality content drives traffic back to the company website and can improve a website's ranking with the major search engines. Research keyword phrases that can drive traffic back to your website. Some keyword research tools include:

- Moz Keyword Explorer
- Google Keyword Planner
- Semrush.

PROMOTING A COMPANY'S GREATEST ASSET – ITS PEOPLE

When writing content, remember to promote what is probably your company's greatest asset – its people. Position them as experts in their field, engaging with prospects. Prospects want to know who they will deal with and who runs the company. Add profiles of the key staff to the website, with professional photographs and get them to write blogs and content for the website. Ensure that members of your team have professional LinkedIn profiles.

TONE OF VOICE

A formal tone can make a brand seem more authoritative and suit professional services companies in accountancy and law. However, it can come across as impersonal. A casual tone can be friendly and approachable but can seem unprofessional. Pick a tone of voice that suits the intended audience and your brand.



CONTENT VISIBILITY – HOW BIZ4BIZ CAN HELP

One of the challenges facing a company's marketing team is the visibility of the content. biz4Biz can help by distributing your content to a broad audience.

biz4Biz has created a digital marketing package called Let's Work Together (LWT), which has a reach of over 500K businesspeople in the east of England and beyond. LWT can promote your content through our three digital magazines, blog, newsletters, email blasts, Connexions networking group and webinars.

In addition, we can offer specialised website promotion through our focused expert pages. These would be suitable

for a wide range of professional services companies in accountancy, law, HR, financial services, property services, corporate finance, IT, marketing and insurance.

Our Let's Work Together package offers a route to market – we can promote a company to a wide audience to help build brand awareness, generate enquires and ultimately produce sales.

For more information:



TIM BAUGH
Director, biz4Biz Limited





A recent study has shown that 30% of UK adults are considering starting a business in 2023

New research found that the figure rises to almost half (48%) amongst young adults aged between 18 and 24 who said they are considering starting a business. That age group alone equates to more than two million individuals with entrepreneurial ambition.

Another 6% said 2023 was too soon, but hoped to start a business at some point in their career.

While recessions often do see more people starting a business because of job insecurity or unemployment, the research found that only 6% said it was because they had lost their job.

However, 33% did say they wanted to start their own business in order to supplement part time work or wages from a zero hours contract, with 43% saying they were worried about paying the bills.

Another third (29%) said they were starting a business to follow their dreams or make money out of a skill or hobby (27%).

The most popular sector to start a new venture in was food and drink, with one in 10 (12%) saying hospitality or food and drink production was their chosen field. Technology was the next most popular business sector (11%) with fashion the most likely business route for young people (13%).

The research found women were more likely than men to set up a side hustle alongside a current job or caring responsibilities (71%) compared to 45% of men.

Half of those living in Liverpool with entrepreneurial ambition said they were

motivated to start-up because they were worried about paying the bills (52%), followed by Bristol and Birmingham (both 49%).

Half of young people (52%) said they would launch as a side hustle, but interestingly that jumps to 60% amongst 45 to 54-year-olds who would start alongside jobs or caring responsibilities.

Access to funding was a worry for those looking to start-up next year and this anxiety was the highest in Cardiff where 38% said it might be more difficult in 2023 compared to an overall average of 29%.

The research was conducted by Enterprise Nation and Emma Jones CBE, founder, said: "There is clearly a huge appetite to [start a business](#) in the UK. While not everyone is an entrepreneur, many people now see starting up as an accessible way to supplement or take control of their income at a time of higher pressures on personal and family budgets. "Recessions are well known for motivating people to start-up, but while that's usually down to unemployment, this time many are planning to start a side-hustle while holding down a full or part-time job.

"We need a healthy pipeline of fresh new businesses to support economic growth, increase innovation and add diversity to the UK's small business community. We need to be ready to support them to develop the skills they need to thrive." ■

For help to be your own boss:



COUNTERFEIT GOODS

Hertfordshire County Council Trading Standards Officers, assisted by Hertfordshire Police and brand representatives from the Anti-Counterfeiting Group, seized counterfeit goods with a street value of over £1m in December 2022. The goods were seized from an open-air market that has recently been established at Shire Farm, near Chorleywood, following customer complaints and tip-offs that counterfeit goods were on sale.



The items seized included counterfeit clothing, trainers, perfume, leather goods and earphones.

Trading Standards officers are now investigating the individuals responsible and the source of the goods, with a view to bringing criminal prosecutions where possible.

Cllr Morris Bright MBE, Cabinet Member for Community Safety, said: "The sale of counterfeit goods harms unsuspecting consumers as well as legitimate traders. We want to keep people safe from harm and support the local economy, which is why we're determined to crack down on people who knowingly sell fake goods.

"We know people are always on the look out for bargains, but we want to remind people that while fake or counterfeit goods might be tempting, they are often a false economy.

Products are rarely manufactured in compliance with safety regulations and can pose a serious risk to health."

To report to Trading Standards:



biz4Biz ConneXions 2023



BY ADRIAN HAWKINS OBE
biz4Biz Chairman, Chairman of the
Stevenage Development Board, Herts LEP
Skills and Employment Board Chairman.

It was a pleasure to host our first biz4Biz connexions event of 2023 when we entertained more than 100 people at Knebworth Barns. It was fascinating to catch up with so many people, both old acquaintances and new businesspeople and to hear their views on where we are now - heading for recession or a period of growth?

biz4Biz formed 14 years ago to connect the authority of business and today has a range of services and strengths including ConneXions meetings, magazines, awards, coaching, the Biz directory, and angel investing.

- **ConneXions has now secured a new home at Knebworth House, and we look forward to a bright 2023 with them.**
- **Our magazine portfolio has increased and now we offer Insight, Sustainable Biz and Manufacturing Biz - several magazines which work well with our exciting Let's Work Together marketing package.**
- **Our awards started seven years ago with main sponsors Barclays Bank and with the University of Hertfordshire, Hertfordshire LEP, Airbus, North Herts College, Stevenage Borough Council, George Hay Accountants, Longmore's Solicitors and with Tollers Solicitors, Amazing Apprenticeships, Rothamsted Research joining us more recently. All of these fabulous partners have contributed to the cost of staging the event for Hertfordshire and to the entire process of judging which last year took just under 2,000 nominees to 18 Awards - we would of course welcome more sponsors**



and would be willing to talk to those interested in joining us.

- **We pride ourselves on our coaching, both peer to peer and Covid support while our business development directory is sector specific and causing waves**
- **Our planned Angel Investing syndicate will discover and support innovative early-stage companies in the Eastern Region and invest alongside an FCA-authorized co-fund.**

SO, HOW CAN WE ALL HELP EACH OTHER?

We bring together professional organisations to drive Business forward and offer FREE Consultations so you can get to know who can help you and with expert's pages on our website and the easily recognisable rosettes in our magazines

Become a member for as little as £150 annually and support biz4Biz, a not-for-

profit company to support you and your customers.

You can of course celebrate success in Hertfordshire and sponsor the Hertfordshire Business Awards programme and develop our business landscape with our coaching schemes, Angel Investment group and finally supercharge your own marketing with "Let's Work Together" package and promote our very existence to each other and grow! 📌

Our next biz4Biz ConneXions meeting is on February 23rd - sponsored by Barclays Bank with Sean Markowicz, a multi asset investment banker and popular Barclays Bank Economist, the BBB and CBI speakers.

To book your place:

[**> CLICK HERE**](#)





Life Sciences

GROWING A WORLD-CLASS CELL AND GENE CLUSTER IN HERTFORDSHIRE

Hertfordshire has a long-established life sciences sector with the world's third-largest Cell and Gene Therapy (CGT) cluster at its heart in Stevenage, developing ground-breaking, advanced medicines for human use based on genes, tissues and cells. Today, there are over 300 life sciences businesses in the county, employing close to 5,000 people, contributing significantly to the local and national economy.

The rapid growth of this cluster is not by chance, but thanks to a shared vision taken forward by local industry and public sector partners. Hertfordshire LEP has played a critical role in its success, recognising the sector's global significance in its blueprint for growth ([Perfectly Placed for Business, Strategic Economic Plan, 2017-2030](#)).

By 2020, private equity investment in R&D activities in Stevenage matched that of the life science clusters in Cambridgeshire and London. Stevenage was awarded Life Sciences Opportunity Zone status and the Department for International Trade (DIT) classified Stevenage as a High Potential Opportunity (HPO) zone to attract mobile foreign direct investment into the UK. In the last five years alone, the LEP has channelled more than £10m funding into projects by Stevenage Bioscience Catalyst and Cell and Gene Therapy Catapult to address potential constraints on the

"Today the pace of growth in Stevenage continues with plans to create one of Europe's largest life sciences hubs"

growth of the industry. As a consequence, the area has attracted several university spin outs from London and Cambridge. Three of these companies have since been listed on the Nasdaq Stock Exchange and one has been acquired by Pfizer, but still carries out its research in Stevenage. In 2021 in response to this growth, the LEP commissioned an independent [report](#) and subsequent [Sector Action Plan](#) which set out how it can sustain this momentum and how the county can be a catalyst for UK life sciences expansion. In 2022, the LEP convened a Life Sciences Industry Panel to drive forward the action plan to deliver sustained sector growth, improved health outcomes and a huge economic uplift for the county and across the UK. It is chaired by LEP Board Member Dianne Lee, founder and director of regulatory consultancy DLRC Ltd, with

representation from Eisai, Pharmaron, Cell and Gene Therapy Catapult Manufacturing Centre, Stevenage Bioscience Catalyst, GSK, Kadans, Autolus, One Nucleus, MedCity and VVW which runs the Pharmaceutical Industry Network Group



**Cell and Gene Therapy
Manufacturing Centre**

(PING) and PING Conference. Today the pace of growth in Stevenage continues with plans to create one of Europe's largest life sciences hubs. UBS Asset Management and Reef will bring forward development to deliver up to £900m of new investment on 33 acres of vacant land next to the Catalyst. Autolus Therapeutics, one of the area's most successful incubated university spin-outs, is moving rapidly to the commercialisation of advanced therapy medicinal products for the treatment of adult acute lymphoblastic leukaemia. Working with Reef developments, Autolus is establishing a manufacturing and HQ facility at Marshgate in Stevenage. The building is nearing completion and is scheduled to open this year. Kadans Science Partner, a Dutch owned science park developer and operator, has also invested over £25m to transform a 1980s storage facility into a flexible building with tailor-made offices and

laboratories for life sciences. The building houses the CGT Catapult's Skills Training Laboratories which were funded by the LEP through its successful bid to government for £3m from the Build Back Better Fund. Building a local skills pipeline and providing opportunities will be key. The LEP part-funded and supported the delivery of the Hertfordshire Science Partnerships programme at the University of Hertfordshire. Part of this allows graduate research scientists to undertake a four-year, PhD level research and development alliance between the University and a commercial organisation. This gives companies access to new, talented scientists while enabling graduate researchers to gain invaluable knowledge of applying science in the commercial and entrepreneurial world. The LEP also helps local people access jobs, apprenticeships and training programmes through its skills portal Hertfordshire Opportunities Portal,

www.hopinto.co.uk. This offers young people and educators a vast bank of free sector-specific information, including life sciences, as well as resources and webinars.

Find out more:

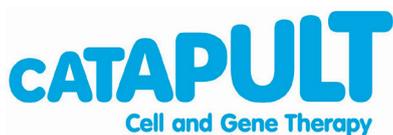
[CLICK HERE](#)



PAUL WITCOMBE
Life Sciences and Advanced Manufacturing Sector Lead, Hertfordshire LEP



The Stevenage life sciences cluster



Hertfordshire LEP's new Chair to inspire and ignite all areas of the local economy

Hertfordshire LEP has announced it has appointed Adrian Hawkins OBE as the incoming Chair taking over from Mark Bretton. Adrian brings a wealth of experience as a successful business leader and champion for skills development inspiring next generations and widening access for all. Following a rigorous selection process at the end of 2022, the LEP Board ratified the recruitment panel's decision to elect Adrian as the new Chair on the 8 December. As with previous appointments, a phased transition will now see Adrian assume roles and responsibilities ahead of the March LEP Board meeting at which the current Chair Mark Bretton will finally step down. Mark took over as Chair of the LEP Board in June 2016 becoming Chair of the LEP Network in September 2019.

Adrian was appointed independent Chairman of the Stevenage Development Board in March 2020. A lifelong advocate for Stevenage, Adrian led the Board on a funding bid from the Government's Towns Fund, securing £38.5m - the highest contribution received anywhere in the country.

Adrian was appointed to the Hertfordshire LEP Board in 2014 and served as Deputy Chair from 2017 - 2020, completing a full six-year term. Adrian chairs the LEP's Skills and Employment Board, has championed the delivery of the Hertfordshire Opportunities Portal (www.hopinto.co.uk) and, in collaboration with the University of Hertfordshire, introduced arrangements for the Degree Apprenticeship schemes and helped to deliver a voluntary network to provide support to businesses during the COVID pandemic.

Adrian is also the Chairman and Founder of biz4Biz, an organisation established to support business owners and leaders, as well as a patron of business clubs in the past, working alongside Hertfordshire MPs and Local Authorities and engaging with local business leaders.

In 1981, Adrian founded Weldability Sif, which he grew from supplying one branded product in the UK, to many thousands internationally today. In March 2019 Weldability-Sif was acquired by Indutrade AB, a NASDAQ-listed corporation. In recent years, Adrian has been a school and college Governor and Chairman of a multi-academy trust. In his tenure, Adrian established the Weldability-Sif Foundation, a charity that today supports more than 41 Welder-Training Studios across the UK, which have so far delivered 29,000+ welder qualifications. The foundation works alongside awarding bodies, incorporates the services of FE colleges and partners with businesses such as MakeUK and EDF, to address industrial skills pipelining for the UK workforce.

"I am honoured to have been given this opportunity to chair the Hertfordshire LEP. Many will know already that I passionately believe in our county, its people, businesses, and institutions and giving back to our local communities"

Congratulating Adrian on his appointment, Mark Bretton said: "Adrian is a big player in the local economy and will bring the drive, dynamism and determination required to lead the LEP over the next few years as it sets out a credible route to a brighter, fairer, and more sustainable future for our economy.

"It has been an absolute privilege to serve our county and indeed our country over the past eight years, and I wish Adrian every success as he takes over the helm. He inherits a fantastic team led by CEO Neil Hayes and a high-performing and highly

regarded Board whose members give up their time voluntarily to ensure the Herts economy fires on all cylinders." Adrian Hawkins said: "I am honoured to have been given this opportunity to chair the Hertfordshire LEP. Many will know already that I passionately believe in our county, its people, businesses, and institutions and giving back to our local communities.

"Inspire, ignite, innovate were the watchwords for the LEP's 2022 Annual Conference. In 2023, I want to put those words in motion by getting out and about across the county to speak with businesses, large and small, educators, local leaders, MPs, the police, health and social care sectors, charities, and entrepreneurs to build a future we can all be proud of."

Paying tribute Baroness Taylor OBE, the former Labour Leader, and Cllr Richard Henry, the new Labour Leader, Stevenage Borough Council leader in January, said: "We would like to offer our congratulations to Adrian Hawkins on his appointment as Chair of the Hertfordshire Local Enterprise Partnership. He has made an outstanding commitment to our community, and we are sure he will continue to do so in his new role, for Stevenage and Hertfordshire more broadly.

"Adrian is passionate about Stevenage, creating jobs and skills opportunities for local people, and has shown real ambition for the future of our town. In his role with the Stevenage Development Board, he played a vital role in securing the highest award of funding in the country through the



Government's Towns Fund, at £38.5m. Adrian has also, through his significant efforts working in conjunction with the Council and a range of partner organisations, done much to help us realise the aspiration for Stevenage to be a national leader in life sciences, engineering and advanced manufacturing."

Two other new LEP Board Members have also been appointed and will officially take up their positions in March. Emma Cameron, Corporate Partner at VWV specialising in mergers and acquisitions and corporate finance will take over from Nitin Dahad as SME Business Representative. Steve Woodcock, Chief Executive at **B3Living**, will take over

from Tina Barnard, CEO, Watford Community Housing, as the Not-for-Profit Business Representative.

Mark Bretton said: "The calibre of all the candidates is a real credit to the LEP and each will bring their individual strengths and qualities to the Board. I would like to take this opportunity to thank my fellow Board Members who are also stepping down - Tina Barnard, Nitin Dahad, Cllr Linda Haysey and Baroness Taylor OBE of Stevenage - for their dedicated service." Over the next few months, the LEP is undergoing a review as it seeks to have greater business representation on its boards drawing from a diverse talent pool. ▣

A woman with long dark hair, wearing glasses and teal scrubs, is focused on her work in a care facility. She is leaning over a table, possibly preparing a patient's bed or handling medical supplies. The background shows a typical care home setting with white linens and green curtains.

LEADING CHANGE IN THE CARE SECTOR THROUGH LEARNING

By Sherry House

For employers in the care sector, it is essential that staff are trained in the skills and knowledge that form good care practices. That's why, in September 2022, Hart Learning & Development launched a new Level 4 Lead Practitioner in Adult Care programme with a focus on evidence-based practice and individual research. The programme is targeted at those aiming to progress into middle management or more senior leadership roles and provides an established pathway into a Level 5 Management qualification. Find out more about why the Level 4 Lead Practitioner Programme is a strong choice for your organisation in the following article from Sherry House, Programme Manager for Hart Learning & Development. Hart Learning & Development's new Level 4 Lead Practitioner in Adult Care programme provides benefits to both individuals and employers. Individual learners gain a greater understanding of the expertise that's required of them in the role and the opportunity to lead specific areas of practice. The programme also enables employers to upskill their workforce and ensure they have highly skilled staff within their teams, supporting quick internal progression and reaffirming that staff

"This programme is close to my heart and I'm proud that Hart Learning & Development now offers this qualification."

possess the relevant understanding and qualifications.

The programme provides a focus on the academic side of Lead Practitioner roles, developing learners' abilities to incorporate evidence-based practice into their specialist care unit – an essential element of working in the care sector. Evidence-based practice involves using recognised models and theories to influence the practice an individual delivers.

At Hart Learning & Development, we encourage learners to understand how research can influence practice and why

this is important through the individual research project component, which we consider to be one of the most significant parts of the programme. Undertaken by all learners, the individual research project presents the opportunity for learners to focus their study on a specialist area which resonates with their own work in the sector. This could include a specific type of care and patient, such as supporting individuals in the community with learning difficulties or who are living with dementia, specific care and therapy practices such as music or reminiscence therapy, or strategies for care such as supporting patients' hydration and nutrition. Learners on the programme spend time researching and developing their knowledge of their choice of a subject before considering how they can apply this newfound information to their service and care within their own unit. Upon completion of the project, learners feel equipped with the confidence to make recommendations regarding further care development opportunities. This programme is close to my heart and I'm proud that Hart Learning & Development now offers this qualification. I believe we need to support the next level



of managers to be able to both understand the importance of evidence-based practice and how they can utilise this to lead high-quality care provisions, which is why I'm so pleased this qualification is now included in our training offer.

The learners that we've seen come through this programme so far are fantastic. They are a big cohort, but you can see that they are taking so much from the programme and are developing their practice as they learn. It is fantastic to see their enthusiasm and commitment to the programme. In addition, we have already received positive feedback from employers in the care sector regarding the new programme. Claire Ding, the Qualification Support Coordinator with Quantum Care, said: "This was a new qualification for us, so Hart L+D explained the units and criteria so we could ensure it was the right qualification for our needs. We then worked closely with Hart L+D as we wanted to personalise the programme to Quantum Care's values. This personal involvement has helped our learners to see the programme as being very relevant to

their own development.

"We like the relationship we have with Sherry and Hart L+D's team of assessors. We get to know each one [of the assessors] personally and we have a trusting two-way relationship as a result. This means that either side can raise questions and challenges and come to a joint agreement. We have regular meetings so that we have an up-to-date overview of learners' progress. It always feels like a real team effort... I sometimes forget that Sherry and the assessors don't actually work for Quantum as they are an integral part of our learning and development strategy. I see them as colleagues."

I am proud of the role Hart Learning & Development is playing in the professional development of care workers and look forward to seeing the positive changes they enact in the future. ▣

To find out more about the Level 4 Lead Practitioner in Adult Care provision:



Friday 10th February, 08.30 – 10.30 | The Hermitage, Hitchin

Are you looking for a business admin, HR or finance/accounting apprentice in the next six months?

Jointly hosted by North Hertfordshire College and Amazing Apprenticeships as part of National Apprenticeship Week 2023.

This event is designed to bring local employers who are seeking apprentices together with potential apprentices (current Year 13 students), giving them an opportunity to meet, network and discuss the vacancies available, with the hope that ultimately this could lead to an apprenticeship offer ready for the end of the summer term.

This is your opportunity to meet with engaged and motivated young people looking to take their first steps in their career when finishing school.

To find out more and to reserve your place at the event, please email hello@hartld.co.uk



UK REGAINS CONTROL OF BUSINESS SUBSIDY REGIME

A new system to regulate the award of subsidies to business has come into force, providing a boost to businesses across the country and empowering public authorities to deliver support to businesses in a quicker, fairer, and simpler way. Subsidies will be tailored to local needs, with public authorities and devolved administrations having added flexibility to ensure they can get support to where it's most needed as quickly as possible. The introduction of these new rules is the most significant change in subsidy administration in over 40 years and marks a landmark transition away from the aid scheme the UK was subject to as part of the EU, which would regularly

block elected devolved administrations and local authorities from delivering funds to businesses that most needed it in their communities.

Under the previous EU system, all subsidies except for a select few under a 'Block Exemption Regulation' would be required to undergo a process, subject to European laws and the European Commission.

Subsidies would require notification to and approval from the European Commission well in advance, therefore delaying vital funds reaching businesses in good and efficient time. The new regime is tailor-made for businesses and public authorities in the UK, with views gathered from stakeholders across the

country in an extensive consultation. The new regime will also give public authorities the ability to award subsidies through streamlined routes, schemes that are pre-assessed by the government, and provide public authorities with an even easier and quicker way to award subsidies to businesses. The government is currently developing 3 of these schemes, which will cover research, development and innovation, energy usage, and local growth.

The new regime also contributes to the UK meeting international commitments on subsidy control, including its international commitments at the World Trade Organisation (WTO) and in Free Trade Agreements. ■



The government unveils new “Energy Bills Discount Scheme” for businesses



ENERGY BILL DISCOUNT SCHEME SUMMARY

For eligible non-domestic customers who have a contract with a licensed energy supplier, the government is announcing the following support:

- From 1 April 2023 to 31 March 2024, all eligible non-domestic customers who have a contract with a licensed energy supplier will see a unit discount of up to £6.97/MWh automatically applied to their gas bill and a unit discount of up to £19.61/MWh applied to their electricity bill.
- This will be subject to a wholesale price threshold, set with reference to the support provided for domestic consumers, of £107/MWh for gas and £302/MWh for electricity. This means that businesses experiencing energy costs below this level will not receive support.
- Customers do not need to apply for their discount. As with the current scheme, suppliers will automatically apply reductions to the bills of all eligible non-domestic customers.

For eligible Energy and Trade Intensive Industries, the government is announcing:

- These businesses will receive a discount reflecting the difference between a price threshold and the relevant wholesale price.
- The price threshold for the scheme will be £99/MWh for gas and £185/MWh for electricity.
- This discount will only apply to 70% of energy volumes and will be subject to a ‘maximum discount’ of £40.0/MWh for gas and £89.1/MWh for electricity.

to international competition. Businesses in scope will receive a gas and electricity bill discount based on a supported price which will be capped by a maximum unit discount of £40.0/MWh for gas and £89.1/MWh for electricity. ■

A new energy scheme for businesses, charities, and the public sector has been confirmed, ahead of the current scheme ending in March. The new scheme will mean all eligible UK businesses and other non-domestic energy users will receive a discount on high energy bills until 31 March 2024.

This will help businesses locked into contracts signed before recent substantial falls in the wholesale price manage their costs and provide others with reassurance against the risk of prices rising again.

The government provided a package of support for non-domestic users through this winter, worth £18 billion per the figures certified by the OBR at the Autumn Statement. This is equivalent to the cost of an increase of around three pence on people’s income tax.

The government has been clear that such levels of this support, unprecedented in its nature and huge scale, were time-limited and intended as a bridge to allow businesses to adapt. The latest data shows wholesale gas prices have now fallen to levels just before Putin’s invasion of Ukraine and have almost halved since the current scheme was announced.

The new scheme is intended to strike a balance between supporting businesses over the next 12 months and limiting taxpayer’s exposure to volatile energy markets, with a cap set at £5.5 billion. The Chancellor of the Exchequer, Jeremy

Hunt, said: “My top priority is tackling the rising cost of living – something that both families and businesses are struggling with. That means taking difficult decisions to bring down inflation while giving as much support to families and business as we are able.

“Wholesale energy prices are falling and have now gone back to levels just before Putin’s invasion of Ukraine. But to provide reassurance against the risk of prices rising again we are launching the new Energy Bills Discount Scheme, giving businesses the certainty they need to plan ahead.

“Even though prices are falling, I am concerned this is not being passed on to businesses, so I’ve written to Ofgem asking for an update on whether further action is needed to make sure the market is working for businesses.

From 1 April 2023 to 31 March 2024, eligible non-domestic customers who have a contract with a licensed energy supplier will see a unit discount of up to £6.97/MWh automatically applied to their gas bill and a unit discount of up to £19.61/MWh applied to their electricity bill, except for those benefitting from lower energy prices.

A substantially higher level of support will be provided to businesses in sectors identified as being the most energy and trade intensive – predominately manufacturing industries. A long standing category associated with higher energy usage; these firms are often less able to pass through cost to their customers due





ElectrAssure
Intelligent EV charging solutions



EV-SPECIFIC TYRES CAN INCREASE RANGE BY AS MUCH AS 10%

Did you know that drivers of electric vehicles (EVs) can boost their battery range by up to 10% when using EV-specific tyres? As EV charging specialists for fleets, ElectrAssure believe that every little helps when extending the battery life of your electric vehicles.

Lloyd Davies, Service Development Director at ElectrAssure, outlines how Michelin's research can help you maximise your EV's range.

According to research conducted by Michelin, the tyre manufacturer, nearly three-quarters (72%) of drivers had not realised that EV-specific tyres are available.

John Howe, managing director for UK and Ireland at Michelin, advised that EV-specific tyres "can enhance battery range, allowing drivers to travel further per charge", and also "last longer on an electric car than a standard tyre". The findings showed that an increase to battery range is viewed by respondents as the main benefit of EV-specific tyres (35% of drivers).

"A great deal of innovation and research goes into producing a tyre that can increase the range of an electric car"

Howe added: "A great deal of innovation and research goes into producing a tyre that can increase the range of an electric car.

"It requires the incorporation of several new tyre technologies to lower rolling resistance, increase efficiency and optimise the handling characteristics of electric cars. "However, to truly get the most out of an EV, drivers should ensure they are making use of every opportunity available to them. To this end, we have provided our expert-recommended Top Tips for increasing EV battery range."

A reliable, scalable EV charging solution is critical to the successful electrification of your fleet. ElectrAssure designs, installs and operates electric vehicle charging systems tailored to meet the needs of every type of business. To find out more visit: electrassure.co.uk

MICHELIN'S TOP 6 TIPS FOR INCREASING YOUR EV RANGE

1 DRIVE SLOWER AND MORE SMOOTHLY

If you've ever been in or next to an electric car at a junction or traffic lights you may have noted that they can accelerate far faster than their petrol or diesel counterparts. However, it's prudent to limit full throttle accelerations for both safety and also to extend the range of your EV. Where circumstances allow, keep your speed below 60 mph. When speeds increase, your drag and rolling resistance also increases. If your car has an "Eco" mode, use it where possible.

2 USE EV-SPECIFIC TYRES

Whilst electric cars can operate with a suitable standard tyre – EV-specific tyres can provide you with the option of travelling further on a single charge. If you are looking to maximise range, reduce noise levels or experience the full performance of your car, EV-specific tyres can help you to do this. Whichever tyres you choose for your vehicle, they will perform better when inflated according to the manufacturer's guidance. Tyres inflated correctly have the additional benefits of improved safety and reduced wear and tear.



3 MAKE THE MOST OF REGENERATIVE BRAKING

Use your EV's regenerative braking function as your car comes to a halt to harness the energy generated as the car reduces speed. By lessening the use of your brake pedal and introducing regenerative braking, you can effectively extend your car's range.

4 ONLY USE THE HEATER WHEN NECESSARY

One drain on your EV car's battery is the

heating system – if you do not need it on, turn it off. Some EVs have the function to pre-heat the car while it's plugged in, which can consume energy before your journey has started, so be careful of utilising this option when aiming for the maximum range from your EV in winter.

5 TRAVEL LIGHT

The lighter a vehicle is, the more efficient it becomes. So, remove any unnecessary items from the back seats

or the boot, especially if they are heavy. In addition, where possible remove your roof rack as this can cause additional aerodynamic drag which will impair your EV's range, especially at higher speeds.

6 CHECK YOUR TYRES' LABELS

On new tyres, the EU Labelling can indicate the specific qualities that a tyre possesses. For example, choosing a tyre rated A or B for rolling resistance can help you to maximise your EV's range. ■



Have you got a grip on your EV charging infrastructure?

When you are operating critical services, you need a safe pair of hands.

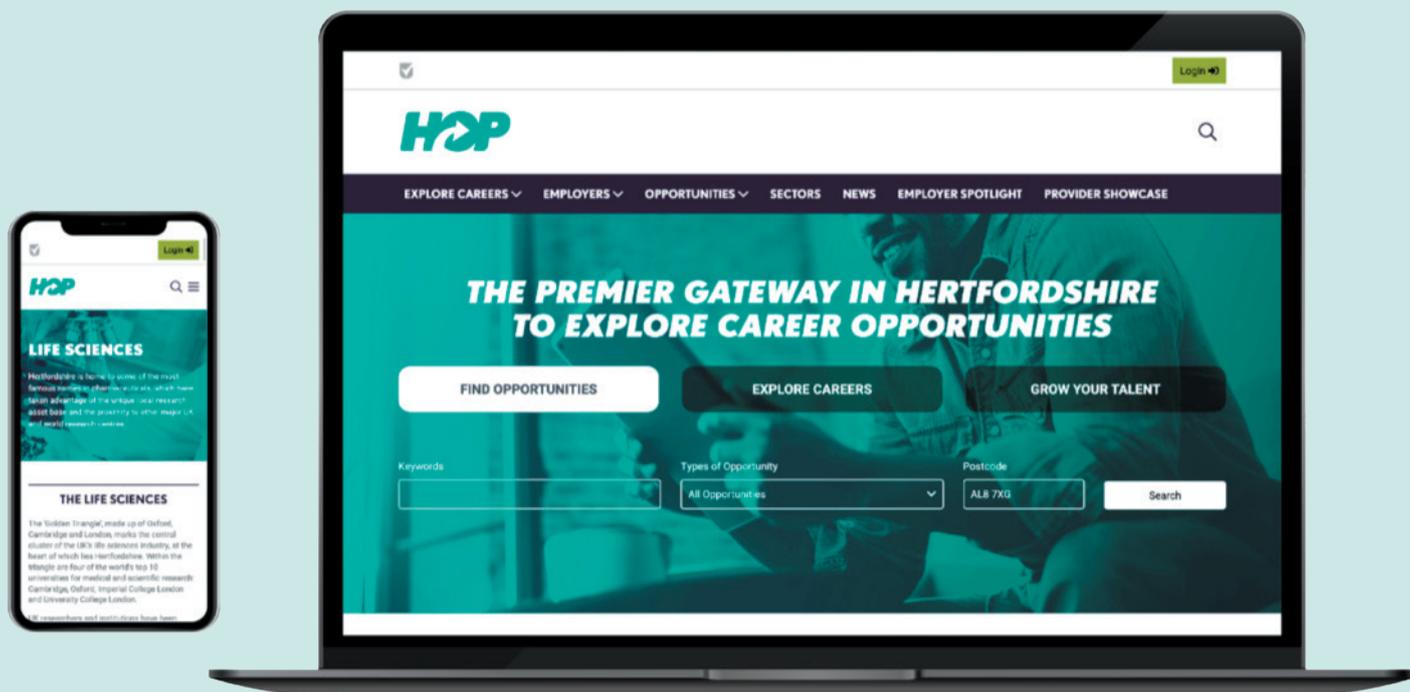
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HOP into National Apprenticeship Week

This National Apprenticeship Week, 6 - 12 February 2023, Hertfordshire Opportunities Portal (HOP) is packed with even more advice, guidance and resources to support people on their journey towards careers they love. Visit www.hopinto.co.uk.

HOP was launched by Hertfordshire Local Enterprise Partnership (LEP) in 2018 to provide a gateway for people of all ages to explore career pathways and employment and training opportunities, including apprenticeships, work experience programmes, skills development options and professional qualifications.

HOP celebrates the incredible opportunities that Hertfordshire has to offer, connecting residents with local employers and education providers and showcasing the sectors that are booming locally, from life sciences and engineering, to film and media, construction, healthcare and more.

"HOP, the Careers Hub and Hertfordshire Opportunities work hand-in-hand to connect Hertfordshire employers with the talent pipeline that exists within their local communities"

HOP complements the work of Hertfordshire LEP's Careers Hub, which is funded by the national Careers and Enterprise Company programme and delivered in partnership with Services for Young People. The Careers Hub supports local secondary schools and colleges to implement high quality careers guidance to help young people make informed decisions about their future.

It also supports the Hertfordshire Opportunities programme, part-funded by the European Social Fund, which

empowers employers to inspire and inform the next generation of talent. The LEP's skills experts work with employers to understand their strategic workforce development needs and implement solutions from a wide range of skills programmes including leadership and management, technical skills training, education outreach, diversity and inclusivity initiatives and technical education options including apprenticeships. Employers can learn more and sign up to the Hertfordshire Opportunities programme via HOP.

HOP, the Careers Hub and Hertfordshire Opportunities work hand-in-hand to connect Hertfordshire employers with the talent pipeline that exists within their local communities. Subscribe to HOP's newsletters to keep abreast of all the latest activity:

[Monthly employer newsletter](#)

[Weekly careers bulletin](#)

Throughout National Apprenticeship Week, HOP will be showcasing resources and exciting initiatives each day to inspire and inform employers and future apprentices of why apprenticeships are a brilliant and rewarding pathway to a great career in the county.

Monday, 6th February - Labour Market Information

Labour market information highlights the range of career opportunities available across each part of the county. It is an important tool for social mobility, helping to equip young people with an understanding of what is on offer in their region so they can make informed decisions about their future career choices. Explore labour market information by district and sector on HOP.

[CLICK HERE for more information](#)

Tuesday, 7th February - 'All About Apprenticeships' Hub

The Apprenticeships Hub is packed with resources and advice to support young people who are considering apprenticeships. Explore the different levels of apprenticeships, and get guidance on choosing between apprenticeships and university, and academic versus technical qualifications. Learn about the Fire it Up Service and Amazing Apprenticeships, and discover local training providers and employers that are offering great apprenticeship programmes.

[CLICK HERE for more information](#)

Wednesday, 8th February - How-To Guides

Preparation is key and HOP's how-to guides offer support at every stage of the process. Learn how to put together a CV, prepare for apprenticeship applications, interviews, and assessment centres, and get ready for the first day at work.

[CLICK HERE for more information](#)

Thursday, 9th February - Live Apprenticeship Opportunities

Search through all current apprenticeship opportunities from the government's Find an Apprenticeship service directly on HOP. The 'Making the most of HOP' page explains how to search for vacancies, save favourites and set alerts to be notified of future opportunities.

[CLICK HERE for more information](#)

Friday, 10th February - Employer Apprenticeship Hub

This hub for Hertfordshire employers explores how apprenticeships can help grow their business. Learn about the apprenticeship levy and read step-by-step guidance on how to access levy transfer, engage with education to find your future apprentices, become an Apprenticeship Ambassador and much more.

[CLICK HERE for more information](#)

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Local Enterprise
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Exceptional People. Exceptional Service. Exceptional Delivery.

Tollers Solicitors is an established regional firm who have been providing legal services to the communities we serve for over 146 years. Tollers is a 'Full Service' legal practice providing services both '**For Business**' and '**For You**' and as a firm we have a geographic footprint throughout Hertfordshire, Northamptonshire, Buckinghamshire, Bedfordshire, and Rutland. Our focus is to grow and develop our business in our chosen geographies and ensure we continue to provide the highest quality professional legal services which are tailored to our clients' needs.

"We endeavour to be an integral part of the communities in which we serve"

Tollers have had a presence in Hertfordshire since 2014, and over the last 9 years the Tollers brand has grown in prominence throughout the region. As a forward thinking practice we are always mindful of expansion opportunities that might arise and with this in mind, in 2019 we recruited a number of former Partners and staff from Hertfordshire practice BBW Law LLP when they ceased trading. Tollers expansion in Hertfordshire has been rapid and as a consequence the firm moved into state-of-the-art offices at Arlington Business Park in Stevenage in March 2020, emphasising our commitment to investing in and expanding our Hertfordshire base. We endeavour to be an integral part of the communities in which we serve, and wherever possible recruit local people to support the local economy. We have strong ties with local schools and are proud to offer a variety of apprenticeships. As a firm we are conscious that investing in legal services is an important decision for a business and for individuals, and we



strive to always consider the value we are adding with the services we provide. We are accredited by Lexcel and are dedicated to developing clients for life by offering a holistic approach to legal advice, and providing solutions that ensure our clients make the most of their opportunities.

Our '**For Business**' teams are experienced at providing practical and cost-effective advice to owner-managed businesses and corporate clients on a wide range of legal issues that may arise at any point, from the inception of a business all the way through to an eventual exit.

Toller's core 'For Business' services provide advice in the following disciplines:

- Corporate law;
- Commercial Law;
- Commercial Property;
- Employment Law;
- Dispute Resolution;
- Insolvency and Corporate Recovery.

Our '**For You**' teams provide personal legal services and seek to ensure the provision of straightforward solutions to legal issues, no matter how complex they may be.

Tollers 'For You' teams can assist with:

- Buying and selling properties;
- Family law;
- Wills, trusts and estate planning;
- Probate and the administration of estates;
- Contesting a will;
- Elderly and vulnerable client issues;
- Personal injury claims.

We are delighted to announce the start of our Let's Work Together partnership with biz4Biz from this month, and are excited by the ideas we have already formulated together to help facilitate our local business community coming together to support each other. As a member of biz4Biz for the last few years, we are impressed with the uniqueness of what they offer and would certainly encourage other local businesses to become members. **■**

For more information on Tollers and our services go to www.tollers.co.uk or Talk to Tollers on 01438 901095 and our teams will be happy to assist.

MEET THE TOLLERS TEAM



Nicholas Johnson is the Head of our Corporate Team and has over 25 years' experience of advising clients in relation to corporate and commercial law.



Rebecca List is the Head of our Employment Team and advises on both contentious and non-contentious issues. She can assist with all HR issues and conducts her own advocacy in employment tribunals.



Daniel Addrison is a Partner specialising in commercial property and can assist with sales and purchases of commercial premises, mortgages and other secured borrowing, option agreements and landlord and tenants' issues.



Sharon Brown is the Head of our Trusts and Estates South Team and can assist with all areas of wills, trusts and estate planning together with probate and administration of estates. She also assists with both personal and business lasting powers of attorney.



Kimberly Osborne is the Head of our Conveyancing South Team. She can assist with sales and purchases of residential properties, transfers and re-mortgages. She has a particular specialism in new-build developments.



Deborah Atkins is the Head of our Family South Team. She assists with all areas of divorce and separation, financial settlements and children disputes and has a particular specialism in complex cases.



THE IMPORTANCE OF EDUCATION AND SKILLS FOR EMPLOYERS

A skilled workforce is at the heart of every business. As a business leader you get enquiries to work with local schools, colleges and universities – and you’ll probably have some questions given the education and skills landscape can be complex to understand. There are many different ways to get involved – but which are the best fit for your business, and how will they help connect you to your future workforce, or boost productivity by upskilling your current team?

THE BENEFITS FOR BUSINESS

DISCOVER NEW TALENT

Being involved with schools, colleges and universities is an opportunity to identify potential employees who are a good fit with your organisation. This can reduce expensive and time-consuming recruitment activity and support your planning for the future.

FRESH PERSPECTIVES

Students on an industry placement will quickly acquire new knowledge and skills and make a real contribution to your team as they do so. They can also bring awareness of emerging trends and new ideas to your business.

DEVELOP YOUR CURRENT TEAM

Getting your employees involved in

education engagement activities can be rewarding and inspiring. It contributes to your team’s professional development, helping to build communication, leadership and management skills, and can strengthen their loyalty to your company. Linking up with a college or university can also open the door for technical training to upskill your existing staff.

BUILD NEW PARTNERSHIPS

Connecting with local schools, colleges and universities offers a strong value exchange. The institutions gain broader insight into your industry needs, and you can get involved in shaping the skills being taught in your local area, whilst benefitting from building your existing knowledge and expertise, for example, in developments in new technology.

This collaboration also demonstrates the wider contribution your business makes to the community.

CONNECT LOCALLY

Working with your local education institutions can contribute to your organisation’s social responsibility and reputation. Your real-world input brings the curriculum to life and gives learning a concrete focus.

It’s also a great opportunity to inspire, inform and help young people – which is good for them, the community, and you.

WAYS TO GET INVOLVED

SUPPORTING STUDENTS

Much of your future workforce is currently in education. Sharing your knowledge, experience and advice will inspire and inform their career choices and to be the right employee for you. Opportunities include giving a class careers talk or providing one-to-one mentoring for a student on a longer-term basis.

PROVIDING WORKPLACE EXPERIENCES

Nothing beats hands-on experience for gaining an insight into working life, and your business can also benefit in a number of ways. Opening your doors to young people is an opportunity to raise awareness and understanding of your organisation and industry, and help students transition into the workplace. Activities include hosting short workplace visits or longer industry placement opportunities for older students.

SUPPORTING HIGH-QUALITY TEACHING

Your input into classes will ensure that teachers can share up to date knowledge and gives you the opportunity to shape the skills being taught around your business needs. You could help design a course or support a student project, give teachers the opportunity to find out about current

industry practice by hosting a site visit, or even donate some equipment or workshop time for students.

WORK-BASED LEARNING

Helping an individual learn whilst they work in your business is a great way to develop a motivated, skilled, and qualified employee. For example, apprenticeships offer real job experience whilst a person studies for a formal qualification. You can adapt these training programmes to meet the needs of your organisation and fill gaps within your workforce skillset, and managing students offers professional development for existing employees.

PROVIDING EXPERT GUIDANCE

Nobody knows your business like you do. Sharing your knowledge and expertise with government, and with the education institutions around you, will help to influence what is taught so that it is relevant to your business.

You could work with a college to design a course relevant to your business or be a school or college governor. Or you might contribute to the expert employer panels that shape technical education nationally or locally.

WHAT IS CHANGING?

In England at age 16, young people have a range of options for the next step towards their career. The academic path, with GCSEs, A Levels and undergraduate courses, is well-understood. But not everyone is familiar with our technical education system, and this has not always met the needs of employers. Government has been working with employers to change technical education – to benefit industry, and help individuals gain good jobs.

WHAT IS KEY?

Employers are at the heart of our system for technical education. Groups of employers are setting the standards for different occupations. Each occupational standard describes what a person needs to know and be able to do for a particular role.

These standards are grouped into fifteen technical education routes – from agriculture, to catering, to health and science. The Institute for Apprenticeships

and Technical Education works with panels of employer experts to make sure that the standards stay up to date.

Apprentices are employed and learn through on and off-the-job training. An apprentice develops the knowledge, skills and behaviours set out in the employer designed standard for their occupation.

They are assessed against this standard so you can be sure an apprentice can really do the job. Most of the apprentice's training is on-the-job working with a mentor, and additional off-the-job training is provided by a training organisation.

Depending on the occupation an apprenticeship can take between one and six years to complete.

T Levels are new two-year courses that launched in September 2020.

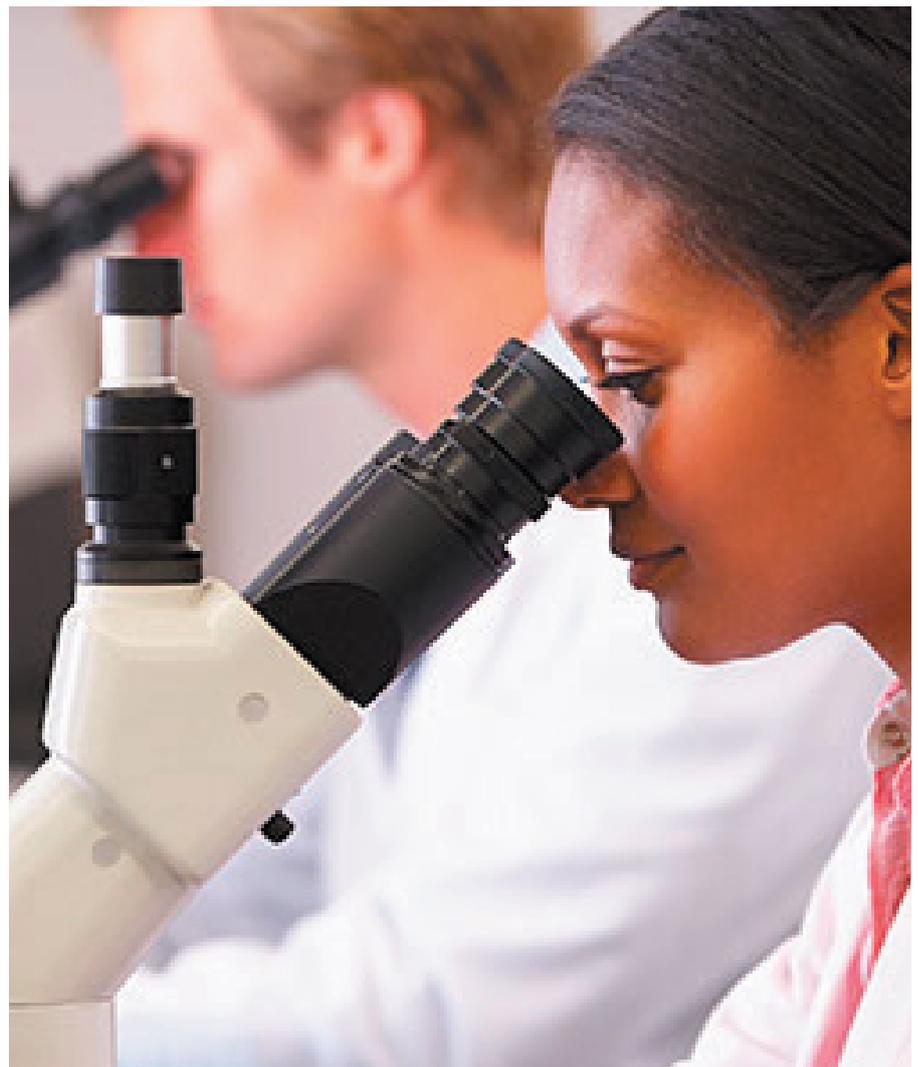
They will be the main college-based technical option for students at age 16, sitting alongside apprenticeships and A Levels. T Levels offer students a mixture of classroom learning and 'on-the-job'

experience during an industry placement of around 45 days.

The content of T Levels has been developed with employers, using the occupational standards as their reference. Alongside their technical knowledge, T Level students also build maths, English and digital skills.

You can be sure that these new qualifications meet the needs of industry and prepare students for work, further training or study. T Levels in 23 different subject areas are being introduced between September 2020 and September 2023.

Higher technical qualifications are specialised training for adults, at higher levels 4 and 5 (A Levels and T Levels are at level 3). Employer expert panels will decide which qualifications meet the employer designed occupational standards. Only level 4 and 5 qualifications that do this will be approved by the Institute as a Higher Technical Qualification. ■





Click here to take the LSIP survey now

WHAT IS LSIP?

biz4Biz has been chosen by the Department for Education to focus on the improvement on skills in Hertfordshire via the LSIP scheme. LSIP is a government-funded programme designed to bring together businesses and education providers to discuss the skills needed now and for the future. Organisations, particularly SMEs, will be given a much stronger voice in local skills planning with colleges, universities and other training providers.

The initiative will mean training provision is more responsive to emerging and changing skills needs and can be tailored to the challenges and opportunities most relevant to Hertfordshire. The aim is to strengthen links and increase collaboration between businesses and education and training providers.

WHO SHOULD GET INVOLVED?

A joined-up approach from all stakeholders has the potential to benefit all businesses and future employees throughout the county and will mean that young people leaving college or university will be equipped with the right skills needed to work within Hertfordshire and support the county's economy.

Businesses have been divided into ten sectors, and they are invited to participate in the survey and to attend the focus group.

The information they supply will help identify the skills needs for our county for the short, medium and long-term.

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Business networking with biz4Biz ConneXions

biz4Biz ConneXions is a networking club for businesses in the region who like to take advantage of no annual membership fees and no complex rules. Instead they prefer the chance to meet with like-minded professionals in an excellent location, enjoy good company and the chance to both learn something new and also network with a wider circle of contacts.

In our latest event held in January we saw in excess of 100 people at Knebworth Barns look ahead to 2023 and all the opportunities that it has to offer.

Led by Adrian Hawkins and the biz4Biz team, the event showcased a number of options offered by the organisation including the Let's Work Together marketing package, the suite of fifty magazines offered, angel investment and a new directory which was revealed on the day.



**Ian Michell
of Flamingo
Horticulture**

Attendees had the chance to network over a delicious two course meal and enjoy the superb surroundings. On one of our recent gatherings last year



**Introduction from
Adrian Hawkins**

biz4Biz ConneXions held a lunch event in Stevenage where the guest speaker was Ian Michell, Group Technical and Procurement Director at Stevenage-based Flamingo Group International (FGI).

In what was a fascinating talk with an interesting Q&A afterwards, Ian discussed the huge sustainability strides made by Flamingo and the model they are rolling out across their global business. With such a hot topic there was clearly plenty to learn and the packed room was keen to find out more about the progress and challenges of such an important issue. There have also been a number of events both pre and post pandemic, with a previous gathering seeing Bob Ferguson speaking about the power of storytelling in modern business.

biz4Biz Connexions is a business network for senior managers, directors and CEOs of Hertfordshire-based businesses. At each

meeting you will be able to:

- **Network** and make new business contacts
- **Discuss** issues of interest with like-minded business people
- **Listen** to informative speakers on topics of interest to Hertfordshire-based business leaders
- **Get** advice from a variety of experts to help you grow your business.

To join our mailing list, please complete the form below and we will add you to our ConneXions mailing list. We are always interested to hear from people willing to give a talk at one of our events. Get in touch link - biz4biz.org/connexions/

To book your place:



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23RD
FEB

biz4Biz CONNEXIONS

The economic landscape in the east of England

Thursday 23 February 2023 at Knebworth House Barns

Network with like-minded business leaders, enjoy a delicious two-course lunch and listen to our experts discussing the state of the economy in the east of England and the outlook for businesses in 2023.

The event starts at 11:30 with tea, coffee and networking with the main presentation at 12:00.

THE CURRENT STATE OF THE UK ECONOMY

According to KPMG the UK entered a recession in the third quarter of 2022, which could last until the end of 2023. Public sector borrowing surpassed £27bn in December 2022, reaching its highest level since records began in the early 1990s and the OBR has warned Chancellor Jeremy Hunt to expect a bleaker economic future with revised growth forecasts down by between 0.2 and 0.5 per cent. The

OBR figures suggest that the prospects for medium-term economic growth will actually be worse than they were in November 2022. In short, a longer recession and a weaker recovery.

WHAT DOES THIS MEAN FOR THOSE RUNNING BUSINESSES IN THE EAST OF ENGLAND?

Find out about the state of the economy in the east of England at our February 2023 biz4Biz ConneXions event. We have lined up three experts who will give their views on the state of the economy, business finance and the outlook for business in the east of England.

EVENT MENU

Main course Pan fried chicken supreme with fondant potato with broccoli and mushroom cream sauce.

Vegetarian Seasonal squash risotto with parmesan and chervil oil.

Dessert Sticky toffee pudding with salted caramel sauce.

The food at Knebworth Barns is prepared in an environment where nuts, gluten and other allergens could be present. If you or your guests have a food allergy or intolerance, please inform us at least 14 working days prior to the event. We can provide a full allergen breakdown for each dish upon request.

We expect demand for this event to be high. Register now to guarantee your place:

[CLICK HERE](#)

OUR SPEAKERS



Sean Markowicz CFA
Investment Strategist at Barclays Wealth
Sean is a Multi-Asset Investment Strategist at Barclays Wealth where

he generates and manages tactical asset allocation trades for client portfolios. He joined from Schrodgers where he spent 5 years as a strategist producing market insights and investment research for clients and portfolio managers. He started his career at Bloomberg, where he spent several years providing consulting services to investment firms on portfolio construction and risk attribution.



Mark Goldstone
Head of Regional Policy, CBI
Mark Goldstone is the CBI's Head of Regional Policy, leading a team of

advisers across all of the English regions. He has significant experience working on regional economic development, with a strong focus on skills, infrastructure, environment, and sustainability. The CBI speaks on behalf of 190,000 businesses of all sizes and sectors. Together they employ nearly 7 million people, about one third of the private sector employed workforce.



Paul Sullivan
Senior Manager UK Network, East England
Paul Sullivan is a Senior Manager in the UK Network for The

British Business Bank, the government-owned economic development bank dedicated to drive sustainable growth and prosperity across the UK. He covers the East of England and engages with business finance stakeholders to develop an understanding of small business finance markets so that, ultimately, the Bank can improve its support so these businesses, wherever they are, can grow and prosper.





LEFT TO RIGHT: Kate Holland-Hibbert (Hertfordshire Ambassador), Megan Wisbey (Addenbrooke's Charitable Trust), Sarah Free (Hertfordshire Ambassador)

New Year, New Challenge!

It has given me great pride this month to become a Regional Ambassador for the Cambridge Children's Hospital, tasked to help fundraise for a world-leading specialist children's hospital for the East of England - remarkably the only region in the country without a dedicated children's hospital. Uniquely integrating mental and physical healthcare under one roof for the 1.5 million children and young people of Hertfordshire, Bedfordshire, Cambridgeshire, Essex, Suffolk and Norfolk, and supported by an embedded University of Cambridge research facility, the brand-new hospital located on Cambridge's Biomedical Campus is going to revolutionise healthcare for children and young people across the East of England and around the world. Traditionally, mental and physical health have been treated separately, but here staff will treat

"If you, your business or organisation would like to be part of this extraordinary story, I hope you can be inspired to join us"

the whole child, providing psychological and physical care, and the research into prevention and treatment shared globally. The Government has already pledged £100 million and our fundraising campaign aims to match that by 2025, with £40 million already raised. If you, your business or organisation would like to be part of this

extraordinary story, I hope you can be inspired to join us in finally providing world-class care for Eastern Area children and their families in a place much closer to home. 📍

For more information:

CLICK HERE

or contact megan.wisbey@act4addenbrookes.org.uk



BY SARAH FREE
Herts Charity Champion

LONG COVID AND EMPLOYMENT LAW IMPLICATIONS



RICHARD GVERO

Joint Senior Partner and Head of Employment

www.longmores.law

enquiries@longmores.law

01992 30333

No, the employer must obtain appropriate medical input whether from occupational health or a specialist before making any decisions. The obtaining of such medical input also amounts to a “reasonable adjustment”.

QUESTION:

What are the consequences of discriminating against a disabled employee with Long Covid?

With discrimination claims, there is no compensation limit. The employee can claim for uncapped future losses, including loss of earnings. They can also claim for injury to feelings, which in extreme cases can be up to £49,300.

QUESTION:

An employee with Long Covid has been absent for six months. Can I just dismiss them?

Yes and no. Yes, if you have conducted a fair process within which you have obtained proper medical input. The prognosis would need to be that the employee will be unable to return to work in the foreseeable future and the impact on the business is such that the employer cannot reasonably sustain further absence. No, if you simply dismiss them.

If you have staff who have Long Covid or a disability and have any questions about your obligations as an employer, please get in touch for advice. 



Covid is still here, although under much better control. However, there are increasing numbers of us living with Long Covid with long-term symptoms and debilitating effects. How does this impact on an employer’s duties in the workplace? Richard Gvero, Joint Senior Partner and Head of Employment, explains.

QUESTION:

Does it not impact in the same way as any other medical condition and the need to manage absence?

Yes and no. Long Covid could amount to a disability for the purposes of the Equality Act 2010. “Disability” is one of the protected characteristics under the Act imposing added duties upon the employer.

QUESTION:

When would Long Covid amount to a “disability”?

The condition is not automatically a disability but if it amounts to a physical or mental impairment which has a substantial and long-term adverse effect on an employee’s ability to carry out day-to-day activities, it will come within the protection of the Act.

QUESTION:

What does “long-term adverse effect” mean?

The “adverse effect” needs to be more than minor or trivial and needs to affect one’s day-to-day functioning whether physically or mentally. “Long-term” means a condition that has, or is likely to last, 12 months or more.

QUESTION:

What additional duties does the Equality Act 2010 impose in respect of a disabled employee?

An employer is required to make reasonable adjustments to facilitate the continuing employment of the disabled employee. This may mean, for example, being prepared to adjust working times, allow rest breaks or working from home, if feasible. Also, an employer must not discriminate directly or indirectly against the disabled person. This is in addition to the usual fairness and reasonableness requirements in respect of an ill employee and their absence.

QUESTION:

Can an employer assess the employee’s ability to work and take appropriate action?





CYBER SECURITY IN THE SPOTLIGHT

Avoid becoming a victim of cyber crime with these top tips / are you cyber aware?

The world is under siege from invisible, destructive attackers: cyber attackers. Just open a newspaper and you will read an article about a company hit by some form of cyber attack. The Cyber Security Breaches 2022 survey, conducted by the UK Government, has identified that over the last 12 months, the most common attack vector is ‘phishing’ – staff receiving fraudulent emails or being directed to fraudulent websites. This is followed by the impersonation of organisations in emails or online and viruses or other malware. Phishing emails are increasingly more sophisticated and targeted, with 83% of businesses and 87% of charities having experienced such an attack. Cyber crime has been increasing significantly since 2019, and there seems to be no let-up on this rising trend. Cyber attacks will continue to evolve and diversify over the coming years, with losses averaging £4,200 per annum. If we consider only medium and large businesses; the figure rises to £19,400 per annum.

Why do these cyber security breaches happen?

The World Economic Forum says that 95% of cyber security breaches in organisations occur due to human errors. We also know

that 90% of organisations have not sent staff on cyber security training. These findings really highlight the importance of staff awareness and the critical role everyone plays in recognising this type of attack. Cyber security is not just the domain of the IT department, it is an issue involving everyone, from CEO all the way down to the junior admin staffer, to help keep business operations, customers, employees, and supply chains secure. With well-trained staff and education, the human can be the strongest defence to cyber threats!

We have also seen that cyber attacks do not respect national boundaries, and cyber troubles in one country can cause disruption in many others, as we have seen with the Russia-Ukraine conflict. Russia’s physical and cyber war on Ukraine has elevated cyber in the minds of not just security professionals, but also business leaders. At the start of the conflict the National Cyber Security Centre (NCSC) - part of GCHQ – issued a series of statements, with advice to help organisations, especially SMEs, to bolster their cyber defences. The number of cyber attacks tends to increase for SMEs, their security systems being often less elaborate due to a lack of budgets, resources, and measures to prevent cyber threats. In many cases, cyber attacks have the potential to destroy a business, which is why cyber

security is now a boardroom issue. It is time for the managers in businesses to lead the charge and the high stakes involved by adopting a pro-active and pragmatic solutions while potentially facing costly investments, and by training their staff. The NCSC published guidance on its website www.ncsc.gov.uk, setting out exactly what self-employed, sole traders, SMEs, and large organisations need to be doing with their cyber defences. Most of these steps can be self-delivered and can be implemented by any organisation right now, including ensuring systems are patched, back-ups checked, and effective incident response plans implemented. The free ‘Exercise in a Box’ tool can help organisations understand the business risk they are exposed to and practise their response in a safe environment. The NCSC website has also got a wide range of articles and guidance ranging from configuring video conferencing services, and secure home working on personal IT equipment, to using smart devices. We are also seeing ransomware being the preferred method of attack or instances where the cyber criminal has exploited weaknesses in the supply chain to target an organisation. An organisation may have strong cyber security in place, but they are potentially as vulnerable to an attack as their weakest supplier if they do not monitor their supply chain.

This is why having the [Cyber Essentials accreditation](#) is so valuable, as it certifies that an organisation has put measures in place to defend against the vast majority of common cyber attacks. Cyber Essentials is a government-backed, industry supported scheme to help organisations to stay ahead of the cyber threat. The NCSC has launched the new 'Funded Cyber Essentials Programme' which offers some small organisations in high-risk sectors practical support at no cost to help put baseline cyber security controls in place. The information held by these organisations can be extremely sensitive – for example, data about domestic abuse survivors could be exposed if not properly protected, leaving them vulnerable to their abusers – so strong cyber security is vital. The NCSC's focus is on supporting small organisations that have a low level of cyber maturity, who work with sensitive data, and who would be significantly impacted if disrupted. It is designed to encourage and support them to implement the minimum cyber security technical controls. To qualify for this scheme, the organisation must either be a micro or small business (1 to 49 employees) that offers legal-aid services or a micro or small charity that processes personal data, as defined under GDPR. The NCSC's initiative, funded by government and delivered by IASME, will see eligible organisations receive 20 hours of expert support to help implement the five

technical measures needed to gain Cyber Essentials certification – firewalls, secure settings, access controls, malware, and software updates. For more information on the 'Funded Cyber Essentials Programme', or to register your interest, please visit the IASME website.

So, what other cyber support can businesses and organisations access in Hertfordshire?

Locally, your Cyber Protect Officers at Hertfordshire Constabulary, can deliver appropriate 'Protect' products, materials, and practical training to empower Hertfordshire-based organisations and its employees to better protect themselves, their data and brand. We want organisations to take an active approach to improving their cyber resilience, taking simple steps such as improving password hygiene, using anti-virus, and having regular data backups, become second nature to an organisation's culture. The service is free of charge.

Although humans are often seen as the weakest link in cyber security, businesses and organisations can challenge that common cyber security perception through effective staff training and interventions. The way we behave with our own personal tech affects the way we behave at work. Better educated employees, frankly, look after their own personal tech vulnerabilities. Similarly, if

you are nudged 'to do the right thing' in your Gmail account or your bank account, then you will be a more responsible employee who is less likely to click on a suspicious link.

A training session by your local Cyber Protect Officers will typically last between 60- to 90 minutes and can be tailored to your organisational needs. We deliver training to employees, managers, and senior leaders in SMEs across all industries, at no cost. Our aim is:

- to increase awareness of the main types of cyber threats,
- to provide pragmatic advice and guidance relevant to both individuals and businesses, and
- to signpost you to the resources available, including free memberships to the Eastern Cyber Resiliency Centre, a police-led partnership with academia and businesses aimed at improving cyber resilience in businesses and Police CyberAlarm. The latter acts like a 'CCTV camera' to help your business or organisation monitor and report the suspicious cyber activity it faces. You can take advantage of these services right now; simply mention 'Herts Cyber Protect' at sign up.

You can contact your local Cyber Protect Officers at hertscyberprotect@herts.police.uk quoting Biz4Biz / Herts Cyber Protect Training.

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A Message from our Founder and Chairman, Adrian Hawkins OBE

Established in 2010 to provide “a voice for business”, biz4Biz ensures that the benefit of businesses to our society is both seen and heard.

Insight Magazine published bi-monthly holds a current circulation of 320,000 + named business professionals across the northern home counties with a 60% open rate on the first day of delivery. The Sustainable Biz magazine currently published quarterly holds a national circulation of 500,000 with a focus on technology to save money, carbon footprint assessment and the journey to Net Zero.

biz4Biz is also responsible for the very successful Hertfordshire Business Awards now in its 5th year, annual business conferences, our very popular ConneXions lunches, and breakfasts and the new biz4Biz Angel Investment group.

We are about to launch the biz4Biz business directory to support any business in placing themselves in the public domain, a free service for all basic entries, but with scope to

add video and photos at a small fee providing an ideal space to host these important assets.

We also offer a complete range of marketing awareness services and encourage our members to consider our “Let’s Work Together” (LWT) package providing the most complete marketing awareness service with reach available. Further details of the LWT package can be found overleaf. LWT is a unique package to promote a company, its skills, people, products, and services.

All our services carry a 30% discount for Members who also enjoy free editorial on joining biz4Biz. Don’t hesitate and join biz4Biz today online here <https://biz4biz.org/membership/>

We look forward to you joining biz4Biz and to assisting you in the future,

Best Wishes

Adrian Hawkins

Adrian Hawkins OBE



A Voice for Business

We launched our first Insight magazine back in August 2014 followed by our ConneXions business networking group and our phenomenally successful biz4Biz Awards programme. biz4Biz has become a well-established and highly respected brand that provides a voice for the local business community. As part of our continued growth, we have expanded our activities to cover Herts, Beds Bucks and Cambs.

We are now able to offer SMEs in the eastern region the ability to market their businesses via our Let's Work Together integrated digital marketing package which includes:

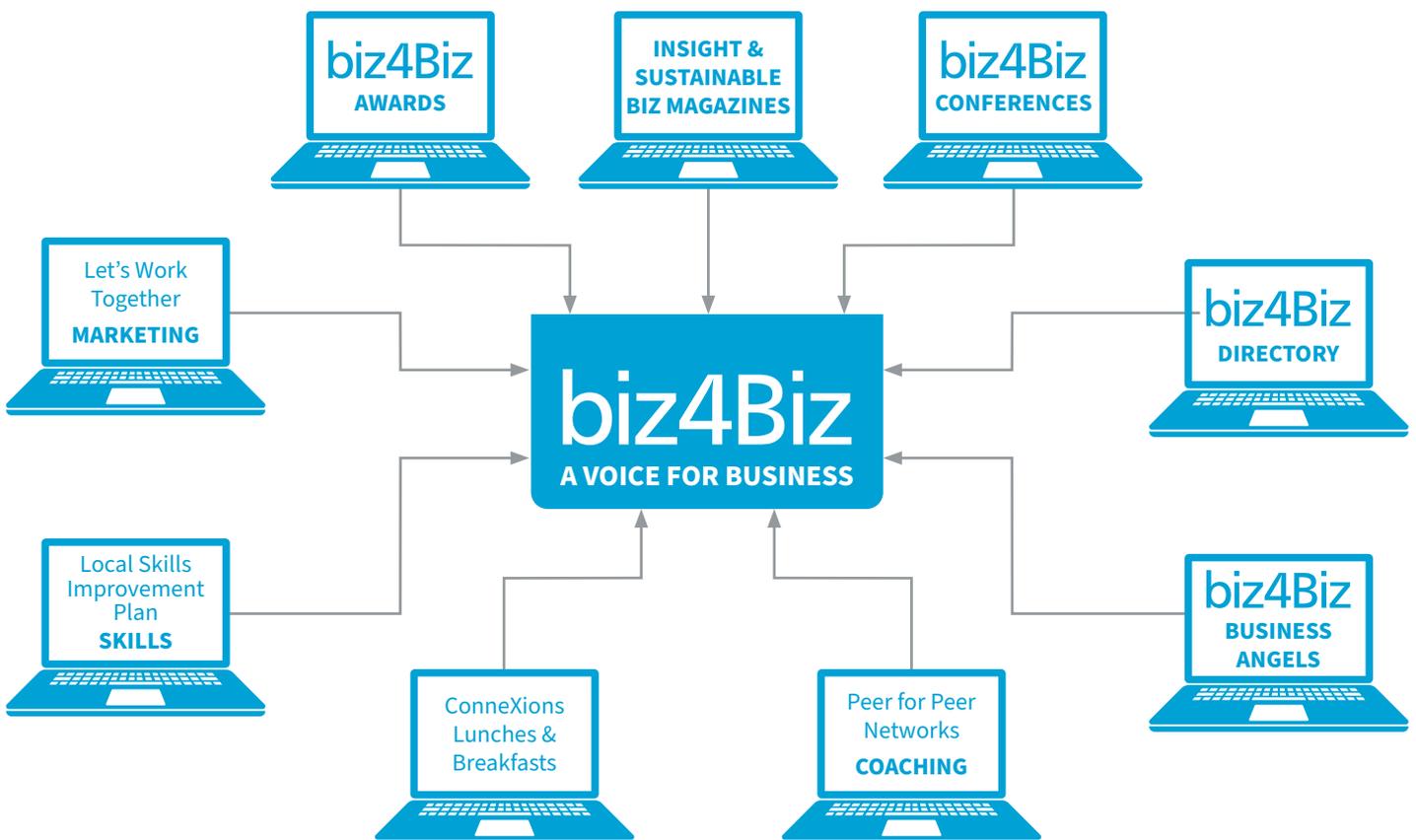
- Advertising and editorial in our Insight magazine
- Newsletters
- Blog posts
- ConneXions webinars
- Email
- Twitter
- LinkedIn promotion
- Video content in the magazine and on the website
- YouTube
- Website advertising



In addition, we can offer specialised website promotion via our focused expert pages.

These would be suitable for a wide range of professional services companies in accountancy, legal, HR, financial services, property services, corporate finance, IT, marketing, and insurance amongst others.

For more information contact our marketing team on **0330 9002 777**





Advertise here at competitive rates



www.biz4biz.org/insight-magazine



Recruitment

Social Media Assistant – Part Time 10am to 2pm – Working from Home

We currently seek a self-employed assistant to support our Social Media team as our business expands.

The hours are flexible and to suit the arrangements at home. We seek individuals with a good knowledge of Facebook, Instagram, LinkedIn, Google, TikTok and Twitter.

For further details contact secretariat@biz4biz.co.uk

biz4Biz

Advertising Sales Representative – Part Time 10am to 2pm – Working from Home

We currently seek a self-employed assistant to support our Advertising Sales team as our business expands.

The hours are flexible and to suit the arrangements at home. We seek confident individuals with a good knowledge of Advertising Sales.

For further details contact secretariat@biz4biz.co.uk

biz4Biz

Employer Engagement Executive x2

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Our governors play a vital role in the success of the Hart Learning Group (HLG), proving a wealth of experience from across different social and professional backgrounds to ensure the group is well-run and high-achieving. We're currently looking to build our Governance team – could you be part of the future of HLG?

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