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The October/November 2016 issue of *inbusiness* will include features on: Construction & Redevelopment, Corporate Christmas and Green Business

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ABOUT THIS MAGAZINE: *inbusiness* is a bi-monthly publication and digital magazine distributed to 6,000 Chamber members and key businesses in Northamptonshire. The publication focuses on news and information about local companies and the initiatives and advice available to increase the prosperity of county firms. Northamptonshire Chamber welcomes newsworthy articles of business interest, giving preference to Chamber members. As editorial space is limited, inclusion cannot be guaranteed and the editor may amend or reject articles submitted.



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You can also follow our International Trade Team on Twitter: @NhtChambExport

For further information on Northamptonshire Chamber call 01604 490490 or visit www.northants-chamber.co.uk

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VIEWPOINT

HELP US TO HELP YOU
SUCCEED IN BUSINESS

One of the Chamber's core functions is to ensure that its members' views are heard and that they are given representation to key decision makers and influencers at every level.

During the course of the past 12 months there have been numerous examples of the how the Chamber continues to work on your behalf, so you can get on with running your business, safe in the knowledge that we're representing your best interests.

Locally, we've endeavoured to help members with issues such as suitable parking, broadband and digital connectivity, and planning applications. Regionally, through our connections across Northamptonshire, and more broadly the East Midlands, we can lobby on the behalf of our members, to maximise their ability to grow and generate jobs in order to help the region prosper - especially as we are represented on key boards within the Northamptonshire Enterprise Partnership and the South East Midlands Enterprise Partnership, which focuses on business and innovation, logistics, and infrastructure and connectivity.

Nationally, through our accredited body the British Chambers of Commerce, we have the ear of key decision makers and influencers within Government. This helps us influence policy and decision making especially during major announcements such as the Budget at a national level.

Recently we've helped facilitate focus groups on the EU and Business Regulation, as well as hosting our inaugural International Trade Sector forum. In light of the EU Referendum that has recently taken place we also organised an EU Referendum debate with representatives from both official campaign groups, which featured two former MPs. Furthermore, the Chamber will be hosting a visit from the HM Treasury with senior policy advisors taking views of business on issues from business taxation to skills and infrastructure.

The Chamber will also be launching a business council later in the year which will present businesses with the opportunity to air their thoughts and views on a vast array of topics, which will help shape the future direction of our lobbying, as well as feeding into what will become the Chamber's manifesto.

Therefore I urge members to engage with us, your Chamber, so that we're better equipped to represent your business, as well as helping shape the debate and the Chamber's policy priorities.

Please get in touch on 01604 490490 or email our dedicated policy email address at policy@northants-chamber.co.uk - we'd love to hear from you!



'WE CAN LOBBY ON THE BEHALF OF OUR MEMBERS, TO MAXIMISE THEIR ABILITY TO GROW AND GENERATE JOBS IN ORDER TO HELP THE REGION PROSPER'

PAUL GRIFFITHS
Chief Executive, Northamptonshire Chamber
paul.griffiths@northants-chamber.co.uk

BUSINESS ALLIANCE GROUP PARTNERS 2016/17



BUSINESS REPORT

NORTHAMPTONSHIRE CHAMBER keeps its members up to date with all the latest business news. Whether it's through the pages of this magazine, via our website or by regular email updates, we will always endeavour to keep you in the picture and informed

LOCAL BUSINESSES DEBATE EU

Local businesses attended a debate organised by Northamptonshire Chamber to hear the case for staying and leaving the European Union (EU), in the run-up to the EU Referendum on 23 June.

The EU Referendum Debate, held jointly with Milton Keynes Chamber, heard Sally Keeble from the Britain Stronger in Europe lobby group discuss the benefits of Britain remaining in the EU with Anthony Coombs speaking for Vote Leave.

Both speakers gave presentations on the potential advantages and drawbacks of continued EU membership at the morning event held at Nene Whitewater Centre, in Northampton.

Among the issues raised was the potential impact on Britain's ability to address the skills gap, migration and trade agreements.

Paul Griffiths, chief executive of Northamptonshire and Milton Keynes Chambers, said: "This was an opportunity for voters to put their questions to representatives of both the official campaign groups.

"Both Anthony Coombs of Vote Leave and Sally Keeble of Britain Stronger in Europe produced compelling cases.

"Both Chambers took a neutral position on the issue, however we wanted to ensure voters had the information to make an informed decision on 23 June."



Photo Courtesy of Jane Russell Photography

L-R: Sally Keeble, representing Britain Stronger in Europe, Paul Griffiths, chief executive of Northamptonshire and Milton Keynes Chambers, and Anthony Coombs representing Vote Leave.



CHAMBER NOW RANKED AS THE TENTH BIGGEST

Northamptonshire Chamber incorporating Milton Keynes Chamber has been ranked the 10th largest chamber in terms of membership size in the network of 52 Accredited Chambers of Commerce.

The benchmarking has also revealed strong performances by Northamptonshire Chamber in all areas of the organisation, from its training provision to attendance at events, social media following, circulation of inbusiness and the processing of export documentation.

Northamptonshire Chamber is the current titleholder of Chamber of the Year and also won The Excellence in Membership Services Award in the Chamber Awards 2015, organised by the British Chambers of Commerce.

It won Excellence in Membership Services in 2014, being the only Chamber in the history of awards to retain the title in 2015.

Paul Griffiths, chief executive of both Northamptonshire and Milton Keynes Chambers, said: "To be the 10th largest Chamber in the Accredited Chambers of Commerce is wonderful news.

"A key factor in our ranking is the diverse and high quality service we provide.

"As a dynamic Chamber, we listen to our members and evolve our products and services to meet the changing needs of organisations of all sizes and in different sectors.

"Northamptonshire Chamber is committed to supporting businesses and helping them to grow and flourish."

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LOCAL FIRMS GET THEIR CHANCE IN THE SPOTLIGHT



Guy Schanschieff of Bambino Mio (right) is interviewed by Kamal Ahmed, the BBC's economics editor for an item on the BBC News

Two Northamptonshire Chamber members appeared on national TV on the 6pm and 10pm BBC News.

Guy Schanschieff, managing director at the Brixworth-based Bambino Mio, one of the UK's leading manufacturers of reusable nappies, gave his opinion on the impact of Britain's membership of the EU.

The same report also featured Teresa Auciello, sales director at Marlec Engineering, a Corby-based company which specialises in renewable energy, who added her views.

The report focused on the arguments for and against continued membership ahead of the EU Referendum on 23 June. The news bulletin was aired on Tuesday 10 May.

Speaking about the national media opportunity, Guy said: "We had a number of general enquiries from various suppliers. However, the greatest impact was the positive exposure of the brand to all stakeholders which may lead to other opportunities."

Teresa said: "We were able to show our turbines being produced and we saw a doubling of visitors to our website that evening as well as a flurry of activity on our Twitter and Facebook sites. We also had number of phone calls the following day."

She added: "The Chamber has been great at facilitating this important discussion and ensuring that the views of business are represented."

Both companies were put forward by the Chamber after being contacted direct by the BBC News team.

As part of the profile aspect of Chamber membership, members have access to media exposure opportunities.

**'THE GREATEST
IMPACT WAS THE
POSITIVE
EXPOSURE OF
THE BRAND
TO ALL
STAKEHOLDERS'**



Annual Buy-Local Campaign has started!

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SOLICITORS SIGN UP TO OUR BAG PARTNERSHIP

Northamptonshire Chamber of Commerce is delighted to announce that Wilson Browne Solicitors has become a Business Alliance Group (BAG) partner.

Wilson Browne Solicitors was recently named Northamptonshire Law Society Large Law Firm Of The Year 2015 and can trace its history back nearly 200 years.

The firm covers all areas of private client and commercial law and has offices in Northampton, Kettering, Corby, Higham Ferrers and Wellingborough as well as a strong presence in Leicester.

Chairman of the board of management and partner Kevin Rogers (pictured) said: "The firm has seen incredible growth in the last few years, and continues to invest in growth and training, and build upon its long standing network of clients and contacts in the county.

"These were just some of the reasons we won the Northamptonshire Law Society Large Law Firm of the Year Award 2015. Taking up the opportunity to become a Business Alliance Partner simply made sense.

"We look forward to working even closer with the Chamber, and fellow Business Alliance Partners for



the mutual benefit of the firm, our clients and Chamber members."

The Chamber's BAG group brings together some of the largest and most influential businesses in the Chamber's membership to help shape the future of business in Northamptonshire.

Paul Griffiths, Northamptonshire Chamber's chief executive, said: "We are pleased to welcome Wilson Browne Solicitors to our BAG partnership.

"Their expertise will complement the skills and knowledge of our existing Alliance Partners in driving forward initiatives which benefit businesses and support the local economy."

NAASH is working to support homeless people in Northampton



The Northampton Association for Accommodation of Single Homeless (NAASH) is committed to helping homeless people. The registered charity opened as a night shelter in Acorn House, Oak Street, Northampton, 26 years ago.

NAASH moved to Oasis House in Campbell Street, Northampton in May 2012 after being part of a successful bid for Places of Change money to build the revolutionary homeless centre.

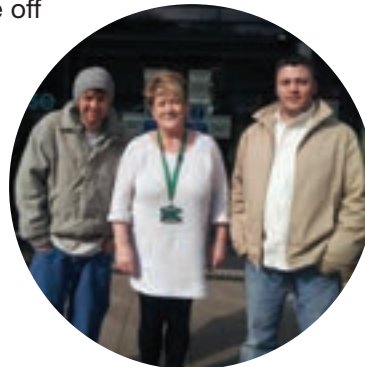
NAASH provides accommodation for more than 50 homeless people at its base in Oasis House. NAASH manages 4 houses in Spring Boroughs as part of the scheme, which was initially funded by government money distributed by Homeless Link. This funding ceased 2 years ago and NAASH have managed to continue to offer a much needed service.

The charity also runs a scheme, in partnership with Northampton Borough Council, known as the Severe Weather Emergency Provision (SWEP), to get people off the streets during the harsh winter months.

NAASH has worked in partnership with a landlord and now leases 14 properties providing 44 units of accommodation in the private rented sector for the same customer group.

Each client of NAASH is paired with a key worker from the charity, who helps them with issues regarding addictions, mental health, finances and any other issue the customer may have.

NAASH provides bedding and toiletries to clients when they arrive at Oasis House and funds food parcels when they are needed.



NAASH manager Theresa Kelly (centre) with two of our clients, Chay Wild (left) and Graham Waite (right)

"We provide the initial support services for people coming into Oasis House off the streets and we give them a place to stay. NAASH then works with them to support them to move into their own accommodation. Those clients are then able to find work and look forward to a reasonable standard of life. Their self-esteem and confidence takes a huge boost from having a home."

NAASH is reliant on donations from the local community to achieve its work, including money, blankets, food and toiletries.

For more details about NAASH visit naash.co.uk or follow @NAASHNhampton on Twitter

Contact: Theresa Kelly on 0845 206 8646 or email theresa@naash.co.uk



Opportunity to get involved with the work of NAASH as a member of the board of trustees

The board of trustees are a friendly, open-minded and supportive group of people from a range of professional and personal backgrounds but share a common interest to support the work of NAASH.

The board are currently looking for new members to enhance and complement their skill base. We are particularly looking for those with experience and skills in management, finance, healthcare, PR and publicity.

Commitment involves attendance at board meetings which are held approximately every 6 weeks and last up to 90 minutes. Board meetings currently take place during work-day hours, but this can be reviewed as necessary.

Other commitment includes participating in trustee visits, run on a rota basis whereby each trustee visits NAASH sites 2/3 times a year and completes a short report.

Additional input according to role held is expected and may require up to 2 hours/month in your own time.

For further enquiries please contact Board secretary Jenny Devers via NAASH.

NEW NAME FOR THE FUTURE

Daventry & District Housing (DDH) which manages more than 3,000 quality, affordable homes has changed its name to Futures Housing Group after its parent company.

The move is part of a wider plan to re-brand the group's other social housing business in Derbyshire and bring the organisation closer together to help it improve the services it offers.

Lindsey Williams, chief executive of Futures Housing Group, said: "Having a single brand means we can operate more efficiently which will help us create more effective services and more effortless experiences for our customers in future."

"While we have a single name and a single board driving our ambitions, it is important to remember that all of our work continues to be shaped by local people and tenants through our local Insight Committee and our Tenant Scrutiny Panel in Daventry."

Power 2 Progress is now working with MetoKote thanks to Northamptonshire Chamber



MEMBERSHIP EVENT POWERS PARTNERSHIP

Two member companies are working together after meeting at Northamptonshire Chamber's Maximise Your Membership event.

Power 2 Progress has developed a bespoke six-month management development programme for MetoKote, an industry leader in protective coating applications. Phase one ran from January to June this year, while phase two will continue in January 2017.

The aim of the programme is to develop the managers' capabilities to lead, take ownership of their areas, manage people and work cohesively as a team (reducing silo working) to improve plant efficiencies and quality. A video case study has also been produced showing the

collaboration between the two companies.

Anjana Rajani, Power 2 Progress' founder, said: "We met representatives from MetoKote at a Maximise Your Membership event and then arranged a meeting and the rest is history. Membership of the Chamber gave us a common trusted platform to work from – the trust was almost built there and then because of the Chamber."

Pete Kite, plant manager from MetoKote, said: "It became clear very quickly Anjana would be able to fill a gap in our business. The results have been outstanding with a much more cohesive engaged and empowered management team."

"A big thank you to the Chamber for the introduction."

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GOING GLOBAL

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HYGIENE FIRM IN INDIA DEAL

Northampton-based manufacturing firm Bioguard Hygiene Solution Ltd has recently secured £100,000 of new export business into India.

The privately-owned company has spent the last 12-18 months implementing a plan in conjunction with UK Trade & Investment to significantly grow its export sales into the Middle East, Africa and Asian markets.

Managing director Stuart Hay explains: "A few years ago we recognised that in order to achieve significant and sustainable growth for our business we needed to increase our export sales. We identified that a number of infection outbreaks had occurred in the healthcare sector in these regions as a direct result of locally manufactured and imported products not providing users with adequate levels of hygiene protection.

"As Bioguard products have an independently proven superior disinfection capability against high risk organisms, while still being user-friendly and non-hazardous, they were the ideal solution for users in this region who required effective products that are proven and trusted.

"We started working last year with a number of leading product distributors in these regions to establish and promote the benefits of our products and as a result we are now starting to secure export orders."

The company has now appointed a director to head its Indian operations to increase the firm's sales and marketing activity and to establish a local office in the near future.

Bioguard is a family-run business which has been manufacturing its hygiene, cleaning and infection control products in Northampton for over 20 years.

**'TO ACHIEVE
SIGNIFICANT AND
SUSTAINABLE
GROWTH FOR OUR
BUSINESS WE
NEEDED TO
INCREASE OUR
EXPORT SALES'**



Bioguard Hygiene at a recent healthcare trade show in India

TOOL FIRM GEARS UP FOR BREU

A Swiss tool manufacturer with a production site in two continents has appointed Master Abrasives as its official UK representative.

After many years of working together informally in the UK, Breu Diamond Tools have strengthened its partnership with Master Abrasives by choosing the Daventry-based firm to oversee its UK distribution.

Managing director Paul Batson said: "We will provide Breu electroplated diamond and CBN products essential for production of complex, precise workpieces, whether manufactured completely or just re-coated.

"Specialising in the design, production and coating of electroplated diamond and CBN tools, Breu's application engineers work together with ours to provide customers with a wide range of particularly high-quality precision products that possess a highly concentrated diamond and Cubic Boron Nitride (CBN) coating.

"With the specialised software that Breu has developed, the firm can design and manufacture tools for the gear generating market."

Master Abrasives has been established in Northamptonshire for over 40 years. It is a manufacturer and supplier of abrasive and finishing products and tool services for industry.



Master Abrasives
now distributes
Breu products

FORUM LOOKS AT GLOBAL ISSUES

Northamptonshire Chamber hosted its inaugural International Trade Forum with Chamber members to discuss global trade issues.

The event, held at the Chamber offices, encouraged the sharing of best practice, shared knowledge and purposeful discussion for the benefit of exporters and to boost exports throughout the area.

Sponsored by Business Alliance Group partner Knights of Old, the forum saw members discuss their experiences of trading with Saudi Arabia as a case study.

International trade manager Brigid Hodgkinson said: "The aim of this forum was to invite members to discuss international trade issues affecting them and through discussion and by direct representation, bring any issues before UK Government through our lobbying process. The first event was well received and we hope to make this a regular occurrence."

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BUSINESS ALLIANCE

The Chamber's **BUSINESS ALLIANCE GROUP** is an exclusive group of influential companies. It brings together large and well-established businesses from within the county who receive exclusive benefits via their group membership

KNIGHTS OF OLD

KNIGHTS OF OLD AGREES MERGER

After years of successfully working together The Knights of Old Group and Nelson Distribution have announced they have merged, propelling the group to a turnover approaching £65million. The move makes them one of the largest privately owned logistics companies in the UK.

Both companies continue to be known as the Knights of Old Group and Nelson Distribution respectively, and have the combined statistics of 300 trucks, 350 trailers, 700 staff and 450,000 sq ft of warehousing.

The merger of the two successful companies is seen as a natural move of like-minded organisations which share core values focusing on quality and strong customer service.

The combination of Knights of Old and Nelson Distribution will create a stronger and more sustainable organization which in turn will provide a more stable future and greater opportunities for all involved.

Ian Beattie, managing director of Knights of Old, said: "The complementary nature of The Knights of Old Group and the Nelson Distribution businesses – with regard to expertise, geographic networks and customer portfolios – will create value for all, customers, partners, suppliers and employees.

"Consolidating facilities, service offerings and proprietary know-how and technology, will help the group penetrate new markets while remaining focused on core logistics activities."

Simon Nelson, managing director at Nelson Distribution, said: "The Nelson Distribution team is excited to merge with the Knights of Old Group. Our great people and flexible organisation will enable us to scale quickly to take full geographical advantage of the merger.

"As a larger company we have a greater resource to call upon, but we will still maintain all the benefits that a local logistics supplier provides."

Simon Nelson is now on the Executive Board of Knights of Old Group and is continuing his role as managing director of Nelson Distribution. There are no plans to make any structural or staff changes as a result of the merger.

Both the Knights of Old Group and Nelson Distribution are known among their customer base for the reliability of their services and the quality of their commercial relationships. Operating across various business sectors, the merger will strengthen the group's geographical supply chain solutions and enhance conditions for further ambitious growth."

In other news, the Knights of Old group has successfully maintained the Fleet Operator Recognition Scheme (FORS) bronze standard requirement at its Kettering headquarters following a recent audit. Maintaining the standard is testament to the group's ongoing commitment to safety, training, and emissions reduction.

Visit: www.knightsofoldgroup.com



MOORE STEPHENS



Moore Stephens raised over £1,000 for The Alzheimer's Society

ACCOUNTANTS ADD TO CHARITY FUNDS

Choosing a Charity of the Year was no easy task for the chartered accountants and business and taxation advisor, Moore Stephens Corby.

Moore Stephen's Amanda Etty, Lorna Bloor and Jen Arber head up the fundraising team and ran a survey giving the staff the opportunity to choose one of four charities to support for 2015/2016.

The Alzheimer's Society was chosen as the disease affects so many and some of the team had direct experience of friends or family members who have been affected by Alzheimer's or other dementias. Over £1,000 was raised by the team during the year.

It is challenging to think of fundraising ideas. There were the regular raffles, bake sales and monthly dress down days. The charity team spent a lot of time brainstorming for different ideas.

Events included a bowling night and bingo evening. At Easter the charity team purchased a selection of chocolates for a "Guess the Chocolate" game. October saw a Halloween themed pumpkin carving competition. A treasure hunt was organised in July with teams driving to various locations to answer clues, then finishing in a local pub.

Amanda Etty, from Moore Stephen's charity team, said: "Last year was a really successful year for our charity. Although it could be a challenge coming up with activities to do, everyone was really supportive and helped raise a fantastic amount.

"Following the success for the Alzheimer's Society we will continue our fund raising for a new charity over the next 12 months, which after a staff vote is the local air ambulance. Events are already under way and we are charging towards our target of £1,700 which will pay for one mission carried out by the emergency service."

The charity is look forward to another 12-month fund-raising extravaganza and has already planned a number of activities.

Amanda said: "In May, Moore Stephens sponsored the Corby Comedy Night run by the air ambulance. Audit and accounts team member Dan Little is doing his bit to raise money by walking across the Pennine Way in August."

Moore Stephens East Midlands has offices in Corby and Peterborough and is a member firm of Moore Stephens UK the country's ninth largest accounting and consulting network.

Their success stems from industry focus, which enables them to provide an innovative and personal service.

Call 01536 461900 or visit www.moorestephens.co.uk/eastmidlands

ISSUE SPOTLIGHT

Monitoring the financial aspects of a business is critical, making **ACCOUNTANCY SERVICES** a vital area that needs to be handled prudently as well as professionally

AN ACCOUNTING REVOLUTION

Accountancy firm MHA MacIntyre Hudson recently became platinum partners of the UK's number one cloud accounting software Xero.

The partnership enables the firm to offer a bespoke service for each individual client, whilst also being cost effective.

The key benefits of cloud accounting, amongst many are:

- Ability to access your information anywhere, on any device
 - Time saving and efficiency through automation
 - Ability to tailor your package to meet your needs
- But what is cloud accounting and is it right for you?

Michael Meakin-Blackwell, business services manager (pictured), said: "The premise of cloud accounting is to move your financials from your desktop machine and into the cloud. This means that your information is

available for you to access 24/7 from anywhere in the world that has an internet connection, whilst using the same level of security measures as high street banks.

"The specialised Cloud Accounting Team at MHA MacIntyre Hudson has the knowledge and resources to guide clients through the adoption of cloud accounting and ensure they have the right combination of services to fit the specific requirements for their business. As Platinum partners with Xero, we have certified advisors around the country who can give clients the tailored assistance that their business needs."

Michael added: "A key driver at MHA MacIntyre Hudson is to provide service excellence through innovation. That's why we have gone one step further to ensure our clients get the expert advice they need."

Call: 01604 624011
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Visit: www.macintyrehudson.co.uk



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The Ellacotts team at their new Kettering office



NEW OFFICE FOR ELLACOTTS

Ellacotts LLP Chartered Accountants and Business Advisors has relocated to Kettering Venture Park.

The team, previously based in Wellingborough, has moved to larger premises in Vantage House, near junction 9 of the A14. The firm has also been strengthened by key staff from the Banbury office as well as additional new people including Andrew Slack and Louise Russell.

The firm which already has nine partners and employs over 80 staff continue to recruit in the Kettering office as growth continues.

David Stevens, partner at Ellacotts, said: "The Wellingborough office had served our clients very well for several years, but the expansion into the larger Kettering office allows us to meet increasing demand to provide solutions and services to our clients.

"We provide a full range of accounting, audit, taxation and advisory services for both businesses and individuals and we hope our new location

will also attract new clients looking for easily accessible, expert advice.

"We are always looking to improve and expand our services to clients and look forward to helping existing and new clients across the region."

Ellacotts has offices in Banbury, Kettering and London and is one of the fastest growing independent accounting and business advisory firms in the UK and is listed as a Top 100 Accountancy Firm in the Accountancy Age 2015 survey.

The firm provides audit, accounting, taxation and business advice across diverse sector areas including academy schools, agriculture, distribution and transport, manufacturing, not for profit, property and development, professional services, and technology.

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ISSUE SPOTLIGHT

The challenges **GROWING YOUR BUSINESS** are many and varied, but there is help available to Northampton businesses, from funding to business advice

CORPORATE EVENTS CAN BE A RAIL ART

It always pays to think outside the box when it comes to hosting corporate events, says Emma Kendrick, director of Broken Pipe Productions entertainment company.

One of the main reasons businesses decide to engage in the practice of entertaining clients is to attract new clients and encourage continuing business with existing ones.

Emma says that to be truly effective and memorable, businesses should try a hands-on approach where existing and potential clients can try something new or take part in an activity in an informal setting, i.e. outdoors.

Broken Pipe Productions, in Northamptonshire, which she runs with co-director James Hamer-Morton, is already generating a number of repeat business since setting up in February 2015.

Emma said: "No business should underestimate the importance of corporate entertainment in bringing customers to venues.

"Our professional interactive murder mystery evenings, which can be held for public, private or corporate events, have been very successful having secured repeat bookings with local businesses.

"We've also worked with Ecclesbourne Valley Railway in the Derbyshire Peak District on themed events."

The Broken Pipe team



Emma added: "It is also important that a company is remembered for the right reasons. Consequently we write and deliver all material ourselves which can be tailored to suit any requirement."

Both Emma and James have been actors, film and theatre directors and appeared in films. Broken Pipe also offer theatre in education shows to support the National Curriculum and children's entertainment.

Visit: www.brokenpipeproductions.com
Call: 07846 147845

CONNECT BY TELLING A STORY

Anybody can create a strong brand and fill a website with features, benefits and gimmicks – but to achieve true engagement with visitors, they have to be a good story teller, explains Jules White (pictured), founder of The Last Hurdle.

She says the use of a story can help businesses to connect with existing and potential customer on a deeper level.

Good storytelling can:

- Engage a customer straight away.
- Motivate them to act more quickly.
- Help to build a level of trust that mere facts and promises can't do.
- Turn dull data, features and benefits into more memorable pieces of information for consumers.

Jules says: "Case studies are a good example of how businesses can include storytelling into their sales provision, showing how customer X had a problem, what the business did to solve it and how they went

that extra mile to make sure the customer got everything they needed.

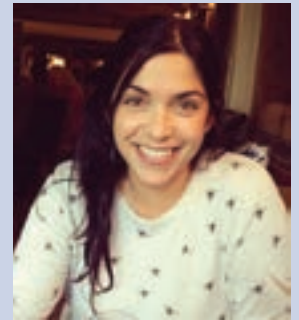
"Blog posts are another place where a business can tell a good story and give visitors the opportunity to become immersed in the organisations' vision."

Jules adds: "A great story not only depends what is said but also how it is said. It must have passion and mean something to the person telling it if it is going to have resonance for the customer.

"If businesses can encourage potential customers to feel and react, they create something a hundred times more memorable."

The Last Hurdle is a Northampton-based company specialising in business development.

Call: 01604 654545
Visit: www.thelasthurdle.co.uk



MENTAL HEALTH IN SPOTLIGHT

Nearly 10 million days are lost to UK businesses each year due to stress, anxiety and depression with over £27.4 billion lost in the economy as a result, according to the Health and Safety Executive (HSE).

The findings from the government organisation also reveal that one in four adults suffer with a mental health issue at some point in the working lives.

With this in mind, Blue Lobster Therapy, which delivers mental health awareness and resilience training courses to businesses, has expanded into mental health first aid training.

Blue Lobster's founder Alana Warburton-Whitehead, (pictured) said: "Conditions such as stress and anxiety amongst staff is more prevalent than employers realise and it can be difficult for them to know what action to take.

"Our mental health first aid course is designed to enable line managers to identify the early warning signs, understand and support an employee who may be developing a mental health issue.

"The two-day workshop will give a deeper understanding of the issues that impact on and relate to people's mental health and teach practical skills that can be used every day."

Call: 07519 655921
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SETTING A GOOD STANDARD

Since 1991, Investors in People (IIP) has set the standard for people management.

With over 14,000 organisations across 75 countries successfully accredited, achieving the Standard is the sign of a great employer and a commitment to sustained success.

In September 2015, IIP launched the latest version of their framework – the Sixth Generation Standard – evolved to keep up with modern practices.

Designed by world-leading academics, practitioners and industry experts, the new framework reflects the latest workplace trends and leading practices. The Sixth Generation Standard sets out nine key indicators, falling under three clear headings: Leading, Supporting and Improving.

The introduction of a new Platinum award level (the highest available after Standard, Silver and Gold) reflects the significant raising of standards in people practice across business.

IIP organisations are more profitable, sustainable and future-focused, with 60% of IIP organisations predicting business growth, compared to the UK establishment average of 47%.*

Achieving IIP accreditation shows the world that an organisation is committed to excellence and improvement, consistently moving towards better performance.

What are the benefits of becoming accredited?

- Celebrate your success by achieving accreditation
- Understand your performance by measuring yourself against the management standard
- Gain new insights by comparing yourself to others
- Manage change sustainably by using a clear framework for improvement
- Create brand advocates by listening to employee views

Chamber members can now benefit from a 10% discount on the costs of IIP accreditation, and charges related to future reviews and assessments* (terms and conditions apply).



For more details call the members line on 01604 490414 or visit: www.northants-chamber.co.uk/investorsinpeople

*UKCES Employer Perspectives Survey 2012.





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BUSINESSES NEED TO STAY HEALTHY TO GROW

If you are thinking of taking your business to the next level, you shouldn't underestimate the value of a business development health check.

Business development expert Simon White (*pictured*) explains that investing in an independent audit can provide companies with a greater focus on where they are in order to plan for future growth.

Simon says: "Business development health checks enable companies to focus their business development strategy and maximise sales performance exactly where it is required.

"A business health check can typically include:

- Interviews with team members
- Meetings with key stakeholders
- Accompanied new business meetings
- Evaluation of CRM software and prospect data
- Review of sales materials and proposals

"The health check can provide firms with an in-depth assessment of the business development function within a company, including current best practice and recommendations for improvement.

"If the lack of sales wins, high customer churn rate or underperforming sales staff keep you awake at night, then your company could benefit from an independent business development health check."

Simon has a career spanning 20 years in sales and marketing, including seven years as business development director for a leading promotional marketing agency.

He set up his company Simon White Business Development in 2014 providing business development consultancy, sales coaching and mentoring and sales support services. He offers bespoke business development health checks.

Call: 01933 311980

Visit: www.swbusinessdevelopment.co.uk



Four key locations for growing your business in Daventry

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ADVERTISEMENT FEATURE

NEW VISION FOR RETAIL AND LEISURE DEVELOPMENT

Exciting plans for a retail and leisure development that would expand Daventry town centre to the north-west are set to move forward this year.

The revised plans proposed by Daventry District Council's (DDC) development partner Henry Boot developments Ltd (HBDL) for Daventry's Town Centre Vision (TCV) Site 5 include two food stores alongside a range of retail units, a 60-bedroom hotel, a family restaurant and a fast food outlet, 430 parking spaces and a retirement housing complex aimed at increasing consumer choice and were approved by DDC last December.

A planning application for the revised plans is expected to be submitted in summer this year.

THE CHANGING FACE OF DAVENTRY

Building on the circa £35 million of new investment that has taken place in in Daventry town over the past 9 years including Abbey Retail Park, the iCon innovation centre and the University Technical College, In Business takes a look at recent progress on some of the other Daventry TCV projects:

Site 1 – retail and leisure development

In June 2014 planning permission was granted for a new retail development, cinema and library on land north of High Street – also known as TCV Site 1. In the light of the revised Site 5 proposals described above and the financial balance between the two schemes, HBDL and DDC are committed to reworking Site 1 to improve its commercial viability, but retaining a leisure and retail offer.

Site 6 – a new learning quarter for Daventry

Daventry Hill School, a new academy for pupils aged 4 to 19 with special educational needs, is being developed on land off Ashby Road and is due to open its doors towards the end of 2016.

Site 3 – the Daventry WaterSpace

Work is taking place to revise the masterplan for Site 3 off Eastern Way, also known as the Daventry WaterSpace. The site will offer a vibrant extension of the town centre, including a marina with proposals to blend leisure, residential, office and community use.

The Daventry Canal Arm and boatlift

Work is on-going to provide supplementary information to support the current planning application. If the canal project receives planning permission, the Council will commence work on a planning application for a boat lift. It is hoped the scheme will help regenerate Daventry, increase tourism and attract fresh investment into the District.

To find out more about the Town Centre Vision proposals, visit:
www.daventrydc.gov.uk/regeneration

Daventry's TCV projects are featured in the "Midlands Engine" pitch book which is produced by UKTI and will be used to attract overseas investment. It is being championed by Sajid Javid (Secretary of State for Business, Innovation & Skills) and was launched at this year's MIPIM property show in Cannes in March.

It can be viewed by visiting:

www.gov.uk/government/publications/midlands-engine-regeneration-opportunities-pitchbook

OTHER PROJECTS IN DAVENTRY TOWN & THE DISTRICT

Major housing projects are progressing well at Crest Nicholson's Monksmoor site in Daventry and planning permissions have been granted for Mickelwell Park and Overstone Leys (north of Northampton).

On commercial sites, enabling works are in Progress for DIRFT III, the extension to Hambleside Danelaw being built by DDC is nearing completion and the Council's other commercial units are currently 90% occupied. There is a high demand for suitable commercial units at present.

Work is underway on the new £13 million campus for Northampton College in Daventry which will provide a new modern building to be open at the end of the year.

Start on site for the £35 million Daventry Development Link Road to the north of Weedon and Flore is imminent which will provide sufficient road capacity on the A45 for the future development of Daventry.

IS PR PART OF YOUR PLANS?

A new PR company has been unveiled in Corby.

Headed up by Emma Speirs, a previous *inbusiness* editor and PR executive for Northamptonshire Chamber, Ballyhoo PR launched in June and specialises in helping small to medium-sized businesses raise their profile through a mixture of traditional PR practices and more modern digital methods.

Emma said: "I am delighted to have launched Ballyhoo PR and would love to work with fellow Chamber members to shine a spotlight on their company, brand and products/services, which will in turn grow their business."

"Public relations is one of the most cost-effective ways that businesses can raise awareness yet many do not include it in their growth strategy, opting to pay for advertising instead."

"Whilst there are some obvious benefits to advertising in key places to reach a target audience, the value of a supporting PR campaign should not be overlooked."

Ballyhoo PR has outlined the top four reasons why businesses should



Emma Speirs has launched Ballyhoo PR

'PUBLIC RELATIONS IS ONE OF THE MOST COST-EFFECTIVE WAYS THAT BUSINESSES CAN RAISE AWARENESS'

consider PR as part of their growth strategy:

- Having a regular presence in the media results in a 'drip feed' effect on your potential customers. They recognise your brand and are likely to be more receptive to other

marketing activity.

- In most cases, public relations delivers a larger return on investment (ROI) than advertising. PR coverage can even be free depending on the strength of your story, product or service.

- When a reputable newspaper or blogger mentions your company, it gives an air of credibility, often resulting in you being viewed as a

leader or expert in your field.

- Increasingly newspapers are moving online and publishing links to news articles on social media, which means any press coverage you receive will also support your SEO (Search Engine Optimisation) activity.

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Visit: www.ballyhoo-pr.co.uk

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ISSUE SPOTLIGHT

The **SCIENCE & TECHNOLOGY** sector is booming, providing cutting-edge solutions to a range of modern challenges

BROADBAND BOOST ON WAY

More Northamptonshire business parks are set to benefit from faster broadband thanks to high-speed connectivity supplier WarwickNet.

Having already supplied superfast connections to several sites across Corby, Kettering, and Northampton, WarwickNet is now live on an additional four sites, which were identified by a group of local businesses as being some of the most poorly connected in the county.

Areas benefiting from the high-speed services are Brackmills Industrial Estate, Grange Park, Moulton Park and Park Farm, with Corby's Earlstrees Industrial Estate also set to go live in the coming months.

Ben King, chief executive officer at WarwickNet, said: "Northamptonshire is quickly becoming one of our most connected counties and providing superfast broadband to these additional sites means that even more businesses can benefit from our services."

"We'll be offering a range of business-grade broadband and high-capacity leased lines, along with voice and online backup capabilities and can provide tailored packages to suit every organisation."

WarwickNet implements a mixture of technologies including Fibre-to-the-Premises (FTTP) and Physical Infrastructure Access (PIA), providing struggling organisations on remote business parks with business-grade broadband up to 100 Mbit/s and dedicated leased lines up to 1 Gbit/s.

For more information or to check if your business is covered, visit www.warwicknet.com or contact WarwickNet on 024 7699 7222.

**'PROVIDING
SUPERFAST
BROADBAND
MEANS THAT
EVEN MORE
BUSINESSES CAN
BENEFIT FROM
OUR SERVICES'**

**A faster broadband
service will be available
to more local firms**



MEDIA THAT THINKS OUTSIDE THE BOX

Italian mobile marketing solutions company Box Mobile Media has entered the UK & Ireland marketplace.

The firm, which has five offices around the world, has decided to bring its successful mobile marketing platform called Digital Box to the UK by launching it in Northamptonshire.

Director Justin Bond, who is responsible for the UK operation, said: "Smartphones and tablets are rapidly changing the way all businesses and consumers come into contact and relate. New opportunities and ways of interacting grow, day by day."

"It is becoming increasingly important to have mobile marketing campaigns which enable businesses to build their mobile customer base."

"Digital Box is a mobile marketing platform which creates, distributes and measures interactive 'mobile friendly' campaigns via



The Box Mobile Media website

SMS, email and social media. We are first to market with this system in the UK."

Applications include using the system for consumer messaging, sending digital brochures which comes complete with

analytics, measuring customer satisfaction, implementing loyalty and reward schemes and promoting launches.

The firm is already offering the system as an internal function for many large organisations. Customers comprise of Spanish low-cost airline Vueling and restaurant chain Burger King.

Justin said: "Our main aim is to establish a local reseller network across the UK as a business opportunity to service their local area and for this model to be reciprocated throughout the UK."

"As a company, we offer the market innovative solutions, capable of helping businesses to communicate more effectively and to achieve better

results from their investments in mobile marketing campaigns."

**Call: 0844 8849936
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VIDEO FIRM TURNS THIRTY

A family-run audio visual service provider in Northamptonshire is celebrating its 30th year in business.

Video Inn Production, which provides audio visual equipment hire, installations and film production, was founded by Roger Bentley in 1985, after deciding to turn his hobby of film making into a career.

The Northampton based company began filming corporate and information videos and expanded into equipment hire for events when Roger's son Andrew, then 19, joined the business in 1992.

Over the years, the company has built a wide client base supporting industries including government agencies, sports, leisure, blue chip and globally recognised companies.

Video Inn Production is run by directors and second generation family members Andrew Bentley and his sister Kate Anderson with a team of 19 behind them.

Kate said: "Our audio visual hire and event staging services have been a real strength in the company. We support many local and national events and assist management companies with staging, backdrops, lighting and filming at conferences and events as well professional film production.

"For us, the growth at Video Inn Production has been organic and the company has evolved and reacted to client demand for its services.

"We're really proud of our team and long-serving staff who have enabled this company to excel. We have one team member who has given us 15 years of service, two completed 10 years and another two following closely behind. Our achievements would not be possible without their dedication and skills."

Call: 01604 864868

Visit: www.videoinn.co.uk

PROTECTING LONE WORKERS

Global GPS and telemetry specialist Oysta Technology has teamed with Irish firm Mercury Security Management to offer a lone workers' protection service for Ireland and beyond.

The new 'Mercury KeepSafe' solution utilises GPS, GPRS and NFC technology to monitor the location, welfare and status of lone workers in real time, via Mercury's NSI Gold-approved Command and Control Monitoring Centre.

Using their smartphone or a range of Lone Worker devices, workers can log their whereabouts and have their movements tracked.

The device also provides a covert panic button.

Visit: www.oysta-technology.com

INVESTING FOR FUTURE

Specialist engineering firm JPW (NDT) Ltd, based in Northampton, has invested in a new £10,000 flaw detector.

Company director Dennis Johnson said: "The new flaw detector will greatly enhance our ability to carry out weld testing, ultrasonic scanning and vessels and corrosion testing.

"We felt it was time to diversify our portfolio. The company is focusing more on non-destructive testing but still offers specialist welding services."

Call: 07808 808084

Visit: www.jpwndtltd.co.uk

COUNTING FIRM ADDS UP MILESTONE ANNIVERSARY

Irisys, a supplier of people counting detectors and grocery queue intelligent systems, is marking its 20th anniversary this year.

Founded in 1996, the Northampton-based firm has shipped more than 350,000 people counting sensors, introduced state-of-the-science products and developed a worldwide network of high-tech innovators that utilize Irisys technology to develop timely, empowering solutions.

With more than 145 partners, Irisys' extensive network spans more than 100 countries and is the industry's largest, most sophisticated consortium of retail-technology providers.

Irisys' infrared thermal imaging

solutions are used by some of the world's leading retailers to boost customer service, operational efficiency and profitability, including Kroger, Tesco, Adidas, Samsung and more.

"Our technology has proven to deliver significant, measurable impact on business efficiency and contribute to quality-of-life improvements for customers since our inception," said Chris Precious, president, Irisys Americas. "It is a true testament to our leadership, our business plan and our commitment to growing scalable solutions that we have flourished despite fluctuating economies and other barriers across the globe."

Visit: www.irisys.net



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VIRIDIAN TAKES A HEALTHY STANCE

Over the last 10 years sales in the world's vitamin and supplements market have seen an unprecedented spike. **CHERYL THALLON**, managing director of Daventry-based food supplements firm Viridian Nutrition, explains why the company is on quest to transform the health of the world's population.

With people living longer and lifestyles getting busier, consumers wishing to improve their well-being and vitality are driving the demand in the food supplements market.

But supplements are not just being used to boost the immune system, people are turning to them to seek relief for allergies, joint pain, skin issues and weight control and many other health issues.

Northamptonshire-based Viridian Nutrition, has undergone an exceptionally healthy rise in sales of its ethically formulated vitamins. Set up in 1999 by Cheryl Thallon with only five staff, the Daventry food supplements firm began supplying 24 products to 100 health food stores. None of the store managers saw the products beforehand – trusting Cheryl's reputation and industry knowledge.

Today Viridian develops and supplies more than 200 sustainably-sourced nutritional supplements to 750 specialist health food stores nationwide and employs a workforce of 30 and it's still growing. The firm exports to a number of different countries in the EU and further afield ranging from Lithuania, Canary Islands, Russia and Finland. Over the past two years Viridian has experienced 50% growth in international orders and 20% rise in the UK and Ireland.

Cheryl explains: "The food supplements market is highly sophisticated and well-established now in the UK. Every supermarket, chemist and garage sells supplements these days, not to mention the internet, but quality is a real problem, with many mass-market products being low potency or using poorly absorbed forms. Viridian products are formulated by gathering research data and monitoring human trials and then sourcing the most active and moral ingredients."

Cheryl explains that Viridian has strict procurement principles – non GM, no-irradiated, non-animal tested, almost all vegan/vegetarian, organic where available describing itself as vitamin company with an organic heart.

Over the past five years there has been huge investment in new product development.

It took the company 15 years of research before it was ready to launch its first fish oil product– 100% organic Scandinavian Rainbow Trout Oil – which won Best New Organic Product at this year's Natural and Organic Awards Europe 2016.

"We have undertaken to source more than 300 individual ingredients such as maca, saffron, black seed, magnesium, pine bark, small, hibiscus and ashwaghandha from farmers, seed oil pressers, labs and extraction houses, ensuring the best provenance and ethical background.

"We're pleased to state that 40% of the Viridian range is certified by the Soil Association and 95% is vegan."



FACTFILE: VIRIDIAN NUTRITION

BACKGROUND:

"I left home at 16 and did more than a dozen jobs including running a market stall, working in factories, pubs hotels and various offices and was editor of *Natural Food Trader* magazine. It wasn't until I 'discovered' the natural health movement that I found my vocation."

COMPANY DESCRIPTION:

"Viridian Nutrition develops and supplies a range of more than 200 high quality, ethically-formulated and sustainably-sourced nutritional supplements to specialist food stores."

JOINING NORTHAMPTONSHIRE CHAMBER:

"The Chamber provided a shoulder to cry on and some very serious business advice in year three when we nearly went bankrupt. As we have grown into a substantial company, the Chamber has provided training for many of our teams in IT, export documentation, customer service on the telephone, as well as legal advice (in particular, employment law) and, perhaps most helpfully assistance in developing our export market."

Call: 01327 878050

Visit: www.viridian-nutrition.com

TALKING BUSINESS

PHOTOS BY AR MEDIA PRODUCTIONS

Cheryl explains the Viridian philosophy goes beyond sales of its products. There is also a genuine mission: a duty to improve people's physical and mental well-being so they can make a stronger contribution to society. The company also cares about the sustainability and ethical nature of its supply chain and the impact of its business on the environment.

"Education is our strong suit. Our sales team of eight provide a full service – sales, marketing and technical support and then our technical services department goes on tour round the UK and Ireland three-times-a-year and educates staff at more than 1,000 health food store each time on how Viridian's products can provide relief to health issues. This year we're focussing on women's health, pain and inflammation and digestion.

"We also host two international training events each year at our HQ in Daventry."

So how has Northamptonshire Chamber played an active role in supporting Viridian's growth?

Since the firm became a member organisation in 2005, Viridian has used the Chamber's international trade team's expertise and knowledge to help them expand its global market. The Chamber has also supported Viridian's staff

development programme - employees regularly attend the Chamber's training courses.

The firm has even taken advantage of MPs' visits organised by the Chamber to discuss representation issues in the industry and benefitted from media exposure opportunities through the Chamber.

In March 2014 Cheryl appeared on the 6pm and 10pm BBC News after stepping forward as a case study to express her views on the Government's Budget. (Access to media opportunities is one of many benefits as a Chamber member.)

Continuing the story, she said: "We signed up to numerous government programmes including Coaching for High Growth, Growth Accelerator, Passport to Export and Gateway to Global Growth – all of which have been exceptionally helpful in our strategic planning over the years.

"We now supply to more than 20 countries in the EU and beyond. The first steps were quite daunting but the Chamber held our hand along the way."

When asked about challenges, Cheryl describes year three of the business as the firm's "annus horribilis."

"We had massive sales, but cash flow was diabolical and we very nearly went bust. Kind suppliers who had faith in the company's potential agreed to covert the debt into a loans, and although it took a number of years to clear the debt, we survived.

"Our on-going threat is legislation and regulation. The EU has brought some giant headaches with over-regulation and ill-considered directives.

"It was only by standing our ground, and working closely with our trade associations that we have managed to influence and challenge some of the more impractical laws."

She points out that Daventry is "brilliantly connected logistically for shipping all over the UK – and around the world."

So what's in store for the future?

Cheryl reveals that Viridian has just connected with a design agency in Northamptonshire for a planned uplift to its design collateral along the philosophies of the Arts & Crafts movement.

It is also working on a specific project revolving on the implications of a high sugar diet due to be unveiled this autumn.

Cheryl, and her husband Shaun, are particularly pleased to announce the opening of their own health food store in Sheaf Street, Daventry town centre, this summer. She is also planning to stand for election to the National Association of Health Stores committee in the next few months too.

Cheryl concludes: "When you target your business into a specific market, it is crucial to direct your energies into safeguarding and furthering that industry."

'40% OF THE VIRIDIAN RANGE IS CERTIFIED BY THE SOIL ASSOCIATION AND 95% IS VEGAN'

Founder and MD Cheryl Thallon (second from the right) with members of the Viridian team

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Cost: Members: £115 + VAT

Non Members: £139 + VAT

To help an organisation keep their staff safe at all times and know exactly what to do in the event of a fire. To teach the roles and responsibilities to an individual to act as the onsite Fire Marshall/Warden. Understand the regulatory reform (Fire Safety) order 2005 and how to conduct an onsite fire evacuation drill. To have staff confident to know the procedures are their work place in the event of a fire and have a bank of trained staff as Fire Warden/Marshalls to cover every working hour. Working in liaison with the local authorities to maintain the organisations safety records.

NEW

HEALTH AND SAFETY FOR THE SMALL BUSINESS

Date: 12 September

Time: 09:15 – 17:00

Cost: Members: £199 + VAT

Non Members: £249 + VAT

To provide delegates with the knowledge and understanding of general Health and Safety legislation including specific legislation relating to their business. They will be provided with a toolkit of information to take away and apply to their own business. This is a general health and safety awareness course for owners, directors and managers for any small business who have specific responsibilities with regards to managing and coordinating health and safety. No prior knowledge or understanding is required.

NEW

ABSENCE MANAGEMENT

Date: 29 September

Time: 09:15 – 12:30

Cost: Members: £115 + VAT

Non Members: £139 + VAT

A half-day workshop on understanding and minimising

costly absence in the workplace. The content will provide enough background for organisations to formulate a sound absence policy which can be applied. Delegates will be given guidance on an effective zero tolerance policy and have the opportunity to practice effective back to work interviews.

SALES & MARKETING SOCIAL MEDIA MARKETING

Date: 6 September

Time: 09:15 – 17:00

Cost: Members: £199 + VAT

Non Members: £249 + VAT

This practical session will show how social media can be utilised to its full potential as an essential marketing tool to strengthen a brand and customer relationships and meet a company's business and communications objectives.

SELLING EFFECTIVELY ON THE TELEPHONE

Date: 13 September

Time: 09:15 – 17:00

Cost: Members: £199 + VAT

Non Members: £249 + VAT

The art of 'selling' is not the gift of the gab. There is a solid structure which underpins successful 'selling'. Attend this course to learn the structure of sales, self-assess your own ability, learn new skills and make more sales.

NEW

GOOGLE ANALYTICS BASICS

Date: 20 September

Time: 09:00 – 13:00

Cost: Members: £125 + VAT

Non Members: £150 + VAT

Our hands-on training course will help you get the most from Google Analytics. Throughout the course you will be logged into your own company's Google Analytics to facilitate your learning in a real environment. The course only runs with a maximum of 12 people so that our trainer can spend some time advising you on your own personal requirements, allowing you to put them into practice on the day. We teach you the essentials for monitoring your online marketing and improving your website, along with skills and analytics tips that you will put into practise on a daily basis.



CHAMBER TRAINING COURSES AND EVENTS ARE A GREAT WAY TO BOOST YOUR BUSINESS

The venue for all courses, unless specified, is the Northamptonshire Chamber offices at Waterside House, 8 Waterside Way, Northampton, NN4 7XD. Courses can also be run in-house at your own company through our Tailor Made Training service.

See www.northants-chamber.co.uk/training for more details.

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PER DAY FOR ALL EMPLOYEES OF CHAMBER MEMBERS ATTENDING THESE TRAINING COURSES



NEW

WINNING EMAIL MARKETING STRATEGIES

Date: 28 September
Time: 09:00 – 13:00
Cost: Members: £125 + VAT
Non Members: £150 + VAT

Learn to use email marketing to establish rapport, build relationships with customers and generate new business. Harness the effectiveness of email marketing, it is quick and easy to do! It is a vital part of the marketing mix to help you stretch your budget further. You are taken step by step through the crucial aspects of email marketing, forming strategies, and setting targets, choosing the right tools to designing engaging content and improving your Return on Investment (ROI).

MANAGEMENT & PERSONAL DEVELOPMENT

NEW

PERSONAL DEVELOPMENT

Date: 14 September
Time: 09:30 – 17:00
Cost: Members: £199 + VAT
Non Members: £249 + VAT

This one-day workshop is designed to help individuals understand their own working style and how it impacts on others. By developing their interpersonal skills it can improve team development by creating a more positive and productive environment. This workshop helps business leaders maximise their personal impact so that they lead with passion, with vision and with integrity. They'll also understand their strengths, their weaknesses and how their style impacts their colleagues. If your business needs high-performing teams at the top of their game, you need transformational leaders to help them get there.

NEW

HOW TO HOLD DIFFICULT CONVERSATIONS

Date: 15 September
Time: 09:30 – 17:00
Cost: Members: £199 + VAT
Non Members: £249 + VAT

Sometimes we put off having difficult conversations; we either ignore them or push them under the carpet. This course helps individuals to confront those difficult conversations that need to be had whether to improve performance, attendance or any important issues. It is imperative that staff and management are skilled in having the conversations that we don't want to have. These conversations tend to be pivotal to the success of the individual, team and overall organisation.

MANAGING YOUR WORKLOAD

Date: 19 September
Time: 09:15 – 17:00
Cost: Members: £199 + VAT
Non Members: £249 + VAT

Take a day to reassess the purpose of your role and learn how to achieve key tasks and manage the less productive ones more effectively.

NEW

PROJECT MANAGEMENT

Date: 21 & 22 September
Time: 09:30 – 17:00
Cost: Members: £398 + VAT
Non Members: £498 + VAT

Provides a valuable introduction to effective project management from developing the original project idea to writing the final project report and will include a range of practical tools and guidance to the "jargon". This will give staff the skills to strategise a project, plan all aspects of the delivery in a controlled sequence using proven tools and techniques. This is aimed at new and aspiring project managers and any personnel tasked with managing projects within their role. This will be beneficial no matter how big or small the projects!

ESSENTIAL FINANCIAL KNOWLEDGE FOR MANAGERS

Date: 27 September
Time: 09:30 – 17:00
Cost: Members: £199 + VAT
Non Members: £249 + VAT

This half-day workshop aims to improve the understanding of costing, pricing, estimating, quotations and the difference between profit and loss.

INTERNATIONAL TRADE ALL BCC ACCREDITED COURSES

EXPORT: PROCEDURE & DOCUMENTATION

Date: 1 September
Time: 09:30 – 17:00
Cost: Members: £265 + VAT
Non Members: £315 + VAT

The course will deliver a comprehensive insight into the documentation used at every stage of the export process. By completing the right forms, at the right time, in the right place, using the right Incoterm, you will benefit from smooth customs clearance and ensure success in international trade.

EXPORT LICENCE AND INCOTERMS

Date: 29 September
Time: 09:30 – 17:00
Cost: Members: £265 + VAT
Non Members: £315 + VAT

This course gives those that attend an opportunity to understand the costings and risks associated with transporting goods. The Incoterms (International Commercial Terms) 2010 rules will be examined in detail, looking at the four terms that have recently been removed and the two new additional terms. Delegates will leave understanding the comprehensive aspects of the Incoterms and how to avoid disputes with customers. Export licence rules will also be explored to ensure awareness and compliance.

INFORMATION TECHNOLOGY

The Chamber offers a range of IT courses which are available upon request, call us on 01604 490470 to book.

OUT NOW

Our new 2016/17 training calendar with course dates and prices is now available to download. There are 13 new scheduled courses to help businesses upskill their staff and remain competitive.

Visit: www.northants-chamber.co.uk/training

CHAMBER EVENTS

One of the reasons members join the Chamber is the opportunity to **NETWORK**. By attending one of our many events, your business can meet potential suppliers, build on existing relationships and share knowledge

 Follow #ChamberEvents for the latest updates

FORTHCOMING EVENTS

BUSINESS AFTER HOURS

Date: 27 July
Time: 17:30 – 19:30
Venue: Kettering Park Hotel & Spa, Kettering
Cost: Members: £10 + VAT
Non Members: £15 + VAT
Network with other local firms – members and non members – after work in an informal environment over drinks and buffet.

MAXIMISE YOUR MEMBERSHIP

Date: 10 August
Time: 8:30 – 11:00
Venue: Nene Whitewater Centre
Cost: Members: Free
Start networking with new members and find out more about what Northamptonshire Chamber has to offer for your business at Maximise Your Membership.

NETWORKING LUNCH

Date: 16 September
Time: 11:45 – 14:30
Venue: Rockingham Motor Speedway, Corby
Cost: Members: £25 + VAT
Non Members: £30 + VAT
Meet with potential new business contacts and build on existing relationships with fellow Chamber members over a three-course lunch.

BUSINESS AFTER HOURS

Date: 28 September
Time: 17:30 – 19:30
Venue: Northampton High School, Northampton
Cost: Members: £10 + VAT
Non Members: £15 + VAT
Network with other local firms – members and non members – after work in an informal environment over drinks and buffet.

NETWORKING BREAKFAST

Date: 20 October
Time: 07:45 – 09:45
Venue: TBC
Cost: Members: £16.50 + VAT
(Chamber members only)
Start the day by meeting with potential new business contacts and build on existing ones with fellow Chamber members over a two-course breakfast.

Display a banner stand at this event for an extra £20 + VAT.

EVENT IN FOCUS BUSINESS EXPO WILL ROCK

Northamptonshire Chamber's next business-to-business exhibition will be held at Rockingham Motor Speedway in September.

The event takes place at the Northamptonshire circuit on Friday 16 September and will give local businesses – members and non-members of Northamptonshire Chamber – the chance to showcase their business, products and services.

There will be around 30 exhibitors. Any business can book an exhibition stand space, although members of Northamptonshire Chamber will be given preferential rates. The stand spaces will be sold on a first-come, first-served basis.

Held at the circuit in Mitchell Road, Corby, the exhibition is free to visit. During the day there will be:

- A networking lunch event
- A free seminar on selling skills
- A free seminar on SEO

In addition to this, there will be the chance to win a year's Chamber membership in a prize draw.

Doors open at 9.30am and close at 3.30pm. The networking lunch will run from 11.45am to 2.30pm. Those that book on the lunch will be able to dine with up to 50 of the county's business people. They will also be encouraged to take a look around the exhibition prior to or after the three-course meal.

Tracey Branson, head of operations at Northamptonshire Chamber, said: "As the UK's best Chamber and winner of Excellence in Membership Services, we put business support at the heart of what we do and strive to ensure businesses reach their full potential through a range of services and events.

"Our business exhibitions are a fantastic platform for local firms to raise their profile, network and grow their contacts as well as increase their knowledge on essential business topics.

"The exhibition is free to attend and I would encourage the whole business community to take advantage of the activities on offer – I believe everyone will gain something from the event. Please come along on 16 September and support your local businesses."

For more information or to book a stand space, place on the lunch or on the seminars, contact the Chamber Events Team on 01604 490470 or events@northants-chamber.co.uk or visit www.northants-chamber.co.uk/events

Exhibition stand spaces with power cost £115 + VAT for Chamber members and £170 + VAT for non-members. Places on the networking lunch need to be booked in advance of the day. Places cost £25 + VAT to Chamber members and £30 + VAT to non-members. Seminars are free to attend, but booking is advised.

For updates on the Business Exhibition use the #NChamberExpo hashtag on Twitter.



MEMBER ZONE

Latest news from **NORTHAMPTONSHIRE CHAMBER MEMBERS** including award wins, relocations, appointments, new contracts, member profiles, mergers, company expansion plans, sponsorship deals and business success stories

ECO PRIZE FOR LANDFILL SITE

Leading recycling and renewable energy company Viridor has successfully attained the Wildlife Trusts' Biodiversity Benchmark at the Wootton landfill site in Northamptonshire.

The award symbolises Viridor's commitment to restoring and enhancing the natural environment once operations cease at its nationwide portfolio of landfill sites.

The Biodiversity Benchmark is a national standard that recognises continual biodiversity improvement to restore and manage existing wildlife, to recreate new habitats once alternative land use has ceased and work towards developing a network of habitats in the local area.

Ian Morrish, director of landfill energy for Viridor, said: "We are delighted to have secured the Wildlife Trust's Biodiversity Benchmark on eight of our closed landfills and Wootton becomes the latest in our strategy to increase this number."

"The site has offered a sustainable and safe disposal option for Northamptonshire's waste over the previous decades and now we are able to recognise a valuable habitat. Once we finish delivering waste into our sites the focus switches to restoring the site by ensuring the landform is sustainable and the habitats are reinstated."

Viridor is creating a haven for wildlife in Northamptonshire



Anthony and Joanne Rogers of Fanzpix

PRINTING FIRM SCORES WITH ITS NEW SERVICES

Family-run design and print business Fanzpix is branching out its services to mainstream businesses after seven years of establishing itself within the football arena.

Set up in 2009, Fanzpix initially supplied personalised calendars but has grown and produces a range of retail merchandise to over 50 football clubs, including Northampton Town FC – its first client – and West Bromwich Albion in the Premier League.

The Weedon based firm, which is run by Anthony Rogers and his wife Joanne, are also official suppliers for several of its football clubs calendars to the national retailer, Calendar Club.

Anthony said: "We have just invested in new printing equipment and a new website, www.fanzpix.com, and as such are now looking to offer a more general design and print service to businesses and individuals locally and nationally.

"As well as calendars and greeting cards, we're also able to supply anything from business cards to shop signage, and everything in between. Providing a complete design and print solution is something we've been looking at for some time, and now we're able to do exactly that."

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Kalminder Kaur is now a partner
at Lamb & Holmes Solicitors



NEW PARTNER ANNOUNCEMENT

Northamptonshire based law firm Lamb & Holmes Solicitors has announced that Kalminder Kaur, head of their family law department, has become a partner.

Kalminder has over 10 years' experience as a family solicitor. She advises individuals on all aspects of divorce, separation and issues relating to children.

She is also a member of the Law Society's Family Panel of Specialist Practitioners and is a member of Resolution, which is the national organisation of family solicitors committed to a method of

resolving family disputes without involving the court.

After three years of heading up and developing the family law department at Lamb & Holmes Solicitors, Kalminder brings a fresh modern approach to the team of four existing partners.

Glenn Robinson, a managing partner, said: "Our congratulations go to Kalminder. She deserves recognition for her role as head of our family law department, overseeing both our Kettering and Corby offices.

"We were delighted she will be joining the partnership."

CLUB IS PITCH PERFECT

Northampton Town Football Club have agreed a three-year partnership agreement with Moulton College from the start of the 2016/17 season.

This fresh agreement brings together a closer working arrangement with the club to inject additional infrastructure to further improve the existing sports facilities.

It also offers both organisations the ability to further enhance the opportunities for Moulton students and the club's players.

Additional drainage will be installed into the sport pitches as well as an investment in the college's existing third generation artificial pitch. The 3G pitch was the first to be installed in the county and is now ready for a new playing surface to be installed.

Works are planned to take place during August in time for the start of the students return to college in September.



Football training at Moulton College

Jayne Barnett
(right) with
actress Sally
Phillips



PRAISE FOR CONTRIBUTION

Wren Spinney School's Jayne Barnett has been highly commended at the Townergate Care Awards.

Jayne was highlighted for her outstanding contribution to the education sector, in particular, her work at the school's sweet shop and the school itself, based in Kettering.

The prestigious ceremony marked the launch of Townergate's awards to celebrate individuals who have demonstrated outstanding excellence in care. It was held in London Berkley Hotel and hosted by actress Sally Phillips.

Ann Brown, from Wren Spinney, said: "Over the years, I have watched and admired Jayne's passion and commitment towards some of the most vulnerable young people in our society. She is an advocate for anyone who is vulnerable and is fearless when she needs to speak out and act on their behalf. Students blossom under her care."

Townergate Insurance has offices in Northampton and Kettering. For more information please contact Melody Tipton on 01536 486700.

A POSITIVE EXAMPLE

An international delegation of Danish city planners, developers and business leaders flew into the UK to visit Northampton's Brackmills Business Improvement District (BID) to learn about the benefits of a BID.

Current legislation in Denmark does not allow for BIDs, but Realdania, a private association in the country which supports philanthropic architecture and planning projects, is working with Local Government Denmark (LGDK) and pressing the government to amend the legislation necessary for BIDs to be piloted.

Sara Homer, executive chair of Brackmills BID, said: "Many businesses would have left Brackmills if we hadn't become a Business Improvement District back in 2009 and transformed this previously crime ridden estate into the thriving community it now is. The Danish delegation was fascinated to see our transformation."

Danish delegation
visits Brackmills



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Provided by Westfield Health, Chamber Primary Health Plan can give members cover from just £5.30 per employee, per month. Employees will have access to 14 different healthcare benefits and services.



For full details of all the benefits available to chamber members, visit: www.northants-chamber.co.uk

PRODUCT SPOTLIGHT

AA ROADSIDE ASSISTANCE



As a Northamptonshire Chamber member you can take advantage of AA Roadside Assistance preferential rates to support all your business vehicles.

The Chamber Fleet Assist scheme is available to all member companies and you can cover as many cars as you like. The scheme also offers discounts for members requiring cover for trucks and other vehicles travelling in Europe. Chamber Fleet Advantage is also available to complement the Fleet Assist scheme. It offers a service that helps take the hassle out of fleet management and allows you to concentrate on running your business.

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NEW MEMBERS

Northamptonshire Chamber of Commerce would like to welcome its **NEW MEMBERS**. Membership offers your business a whole host of support services and ways to connect and network with other companies. **Contact the Chamber membership team on 01604 490490**

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TLS aims to be the undisputed leader and first call as a major supply chain partner within the Traffic Management Industry. We stand by our clear vision and core values that drive and build our aim to achieve excellence in every aspect of our core business. We will provide outstanding products and services succeeding in its continued development.

First Aid	Conflict Management	Safe Moving & Handling	Lone Worker Safety
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Please contact the TLS Training Centre for more information on 01777 719808 or email: adam@tlsltd.org



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After successfully achieving Runners-Up at the Doncaster Chamber Awards in the: Large Business of the Year and Success through Innovation and Diversification categories 2015, TLS LTD are proud to announce we have won Company of the Year 2016 at the North Nottinghamshire Business Awards.

TLS A
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