



# THE MASTHEAD



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## Climate change threat to London SMEs



Credit: Jim Troedel / Flickr

The biggest potential disruption to London's economy as a result of severe weather and climate change is in the small and medium sized enterprise (SMEs) sector.

This is according to evidence presented to a recent investigation launched by the London Assembly's Economy Committee. Large companies like PwC and Lloyd's London have substantial strategies in place to deal with climate change risks. However, SMEs across the capital are generally unaware of the significant threats to their business posed by climate change and severe weather events both in London and to

their supply chains abroad. Threats include flooding, heat waves and disrupted supply chains.

London is one of the leading cities in research, engineering and risk management to adapt to potential severe weather events. But experts say that more needs to be done to map London businesses dependence on global supply chains and ensure SMEs have the resources to increase their resilience to climate change risks.

Jenny Jones AM, Chair of the Economy Committee said: "SMEs, which account for 90 per cent business in the capital,

do not have the resources to protect and adapt themselves to the impact of severe weather events. London must build up its resilience to climate change risks, not just strengthening its infrastructure but also future proofing throughout the economy."

The London Assembly will produce a report by October, examining the resilience of the UK's capital and it will put forward a series of recommendations to the Mayor of London Boris Johnson for a formal response.

### Save the Date!

South East London Chamber is celebrating its 125th birthday this year, and to mark the occasion we're throwing a bit of a do!

The event will take place in the evening of Thursday 16 October at the Royal Artillery Barracks. More details will be available soon.



By Royal Appointment, p3



Networking lunch, p8-9



World Cup winners, p16

## CHAMBER PRESIDENT'S LETTER

Attending the annual Queen's Garden Party at Buckingham Palace is one of the huge privileges of being the Chamber President, and this year was no exception.

Accompanied by some of my fellow Board Directors, we met Prince Philip – our Chamber Patron – and were able to update him on how business is booming in our neck of the woods.

I've said it before, but our construction networking group is proving to be a real success. Even my own business is starting to benefit from new leads, and opportunities to tender for contracts. Surely this is the best indicator of good business networking! Please let us know any suggestions you have for other sector networking groups we could run within the Chamber's remit.

Whilst all this networking has taken place, we've been busy working behind the scenes on our new website,



which looks set to launch this September. One of the main improvements is the usability of our membership directory - our major business to business procurement resource. Make sure your existing company profiles are up to date in readiness for our website switch over. Log on to the member area of our current site now to make the most of your profile!

Yours,



Peter Scott-Wilds

## Join the Chamber!

Why not join our growing network of businesses in SE London? Information about Chamber benefits, including details of our half price membership offer can be found [here](#).

Chris Pavey from Mayfair Construction is very happy with the value of a Chamber membership:

**"It's a no brainer really, it costs just £1.50\* per week or 22p per day."**  
Join today to see how your business can benefit.

\*depending on size of business

## CHAMBER EVENTS

### July 2014

**Tuesday 1 July**  
Business Support Clinics  
Greenwich  
Free to Chamber members

**Wednesday 9 July**  
Networking Lunch and free pre-lunch Workshop  
Charlton Athletic Football Club

Topic: How to Hire an Apprentice  
Presented by: Kingsley Otubushin,  
Royal Borough of Greenwich

Workshop: 11:30 – 12:30  
Networking: 12:30 – 2:30  
Buffet Lunch served at: 1:15pm

£18 Member  
£30 Non Members

**Thursday 17 July**  
Greenwich Networking Breakfast  
Blackheath Sports Club

Speaker: Nick Raynsford, Labour MP for Greenwich & Woolwich  
Topic: Opposition's Plans for SMEs, local developments and goings-on in Parliament

7:30am – 9:30 am  
£16 Members  
£18 Non Members

**Wednesday 23 July**  
Bexley Networking Breakfast  
Thames Innovation Centre

Speaker: Teresa Pearce, Labour MP for Erith & Thamesmead  
Topic: Opposition's Plans for SMEs, local developments and goings-on in Parliament

7:30am – 9:30 am  
£16 Members  
£18 Non Members

**Wednesday 30 July**  
Bromley Networking Breakfast  
Bromley Football Club

Speaker: Robert Neill, Conservative MP for Bromley & Chislehurst  
Topic: The Coalition's Plans for SMEs, local developments and goings-on in Parliament

7:30am – 9:30 am  
£16 Members  
£18 Non Members

**Thursday 16 October**  
125th Anniversary Celebration Dinner  
Woolwich Barracks Sergeant's Mess  
Put the date in your diary now – full details available soon

**Online bookings**  
[Click here](#) to book and pay for events online. If you have any difficulties please call the Chamber office on 020 8317 3365.

## By Royal Appointment



Chamber Board directors l-r: Peter Scott-Wilds, Jill Hogan, Linda Hyder, Terri Johnson and Steve Maynard

On 10 June Chamber Board directors attended the Queen's Garden Party at Buckingham Palace to represent the SE London business sector.

HRH Duke of Edinburgh is our Chamber Patron, and so we were privileged to be able to meet him and update him on recent Chamber activity.

## The Mighty Oak



l-r: Cllr Alan Smith, Deputy Mayor, London Borough of Lewisham, Steve Maynard, Cllr Denise Hyland, Leader, London Borough of Greenwich, Peter Scott-Wilds and Richard Upton, CEO Cathedral Group

Chamber President Peter Scott-Wilds and Vice-President Steve Maynard were invited to a recent oak tree planting ceremony and plaque unveiling to mark the 180th Anniversary of the appointment

of Vice Admiral Sir Thomas Masterman Hardy as Governor of Greenwich Hospital in 1834. The event was held in the grounds of Devonport House in Greenwich.

## Making it easier to start and grow a business



The Department for Business, Innovation and Skills has developed The Small Business, Enterprise and Employment Bill designed to reduce the barriers that can constrain the ability of small businesses to innovate, grow and compete.

The Bill paves the way for government to reduce bureaucracy and increase support for small business in the UK.

It covers a number of measures that include:

- cutting down red tape, using new technologies to speed up banking processes
- increase support from UK Export Finance to help small businesses gain export footholds
- improvements in helping small firms with public procurement contracts - a market worth £230 billion
- a Pubs Code and adjudicator will be introduced and steps to ensure employers pay a fair wage under the national minimum wage agreements
- enhance the reputation of the UK as a trusted and fair place to do business by increasing transparency around who owns and controls UK companies

- helping deter and sanction those who hide their interest in UK companies to facilitate illegal activities or who otherwise fall short of expected standards of behaviour

The Bill is designed to give small businesses the freedom to become the driving force of the economy. A number of measures will be introduced to open up opportunities for new public sector contracts, ground-breaking innovation, and job creation so that small business can be the locus for long term sustainable growth.

[For more information click here](#)



Fit for Legacy gives local businesses support with understanding the requirements of the procurement process and the tools, skills and confidence to bid for and win contracts.

### THE PROGRAMME OFFERS:

- Free face to face business support and 1-2-1 consultancy.
- Free Workshops, training, seminars and events including meet the buyer and networking opportunities.
- Profiling of tendering opportunities and access to contract opportunities.



Over the last 6 years the East London Business Place (ELBP) has helped local businesses secure in excess of £150m of business!

ELBP delivers the "Fit for Legacy" programme, which is part financed by the European Regional Development Fund.

Today the programme continues with it's ongoing commitment to offer small and medium -sized enterprises (SMEs) free support to compete for contracts from buyers and large suppliers.

For more information visit [www.fitforlegacy.org/](http://www.fitforlegacy.org/) or call the Fit for Legacy team on 020 75376480

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

Register your business today!  **Fit for Legacy**  
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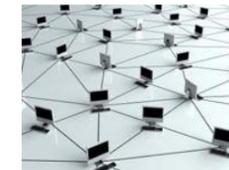
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## Bexley businesses win big at the London Business Awards

Five Bexley businesses have been recognised at the 2014 London Business Awards for their innovation and dedication, building on their success locally as finalists and winners in the Bexley Business Awards.

Rachel Hubbard, Director of Deaf Umbrella, won Entrepreneur of the Year in recognition of her extensive knowledge and enthusiasm. Deaf Umbrella provide professional support workers to help deaf people communicate in the hearing world. Rachel was selected from 20 shortlisted finalists, and gave the first part of her acceptance speech in sign language.

The SMaRT Garage in Crayford, managed by the First Step Trust (FST), won the award for Commitment to the Community. The judge praised their dynamic approach to securing employment for disadvantaged people.

Other awards were:

- Club 21 Hair Salon: Commended, Best Business for Apprenticeships & Employment for Young People



**Commitment to the Community winners, L-R: Joel O'Loughlin and Hayley MacDonald from the Vine Project with Bexley's Katie Ryan and Veli Mustafa from the First Step Trust**

- Indulgence Beauty Salon: Commended, Best Business for Training & Development
- Map Surveyors: Highly Commended, Best Business for Customer Service

The London Business Awards are organised by Prospects Business Support to reward and celebrate dynamic and innovative businesses in London. Finalists from the 2014 Bexley Business Awards supported

by Bexley for Business were put forward to the London Business Awards, alongside companies from Prospects' other regional awards schemes.

### Businesses can volunteer on community projects

The North West Kent Countryside Partnership (NWKCP) is offering businesses the opportunity to get involved in important and rewarding environmental projects.

NWKCP delivers a variety of conservation and enhancement projects throughout Bexley and the region, with the support of local residents and business volunteers.

Employee volunteering is an effective way for businesses to engage in their local communities, raise their profiles and boost staff morale. Activities can be linked to a company's own values and charitable aims, and organised to suit both small and large groups of up to 20 staff.

NWKCP and Bexley for Business will promote the activities of companies taking part in any local projects, to recognise their contribution to the community.

Contact [Isabel.Sturdy@kent.gov.uk](mailto:Isabel.Sturdy@kent.gov.uk) or 01322 294727 for more information.

## Women's networking group invites new members



Women's networking group, 1230 The Women's

Company (1230 TWC), is inviting local businesswomen to attend its next meeting on Tuesday 8 July.

1230 TWC provides opportunities for enterprising business and career women to network, share their expertise, and support each other's businesses.

Members meet at Ferrari's restaurant in Bexley Village on the second Tuesday of each month, starting at 12pm, and meetings often include workshops and guest speakers.



L-R Managing Director of 1230 TWC, Jackie Groundsell, and Laura Campbell of Dangerous Minds Creative attending a recent networking event

The network also runs its own Business School, providing cost effective, practical training in key business skills.

Visit [www.1230.co.uk](http://www.1230.co.uk) use booking code **TRYUS** for a special visitors' discount

## Friends Forum conference "Working Together for Parks"

The Friends Forum of Bromley Parks and Green Spaces, a volunteer umbrella organisation, held its inaugural conference on Tuesday.

The conference, entitled "Working Together", discussed the range of green spaces across the Borough, including both urban and rural parks and woodland as well as common land.

Today around half of all parks and green spaces across the Borough are jointly managed by a Friends Group and the council. It was confirmed that the council had worked with Friends Groups raising nearly £340,000 as a result of successful funding applications to help with improvement projects for green spaces.

Councillor Peter Fortune, Chairman, Health and Wellbeing Board said, "The financial challenges will not go away but we are managing these as best we can. I would like to pay tribute to both the Forum and the many Friends Groups who are helping manage parks right across the Borough. Our

parks are one of the greatest assets we have, with the green spaces contributing so much to our well-being and are one of the reasons that so many residents have chosen to live in our Borough."

In addition to the funding successes, it was also revealed that Friends members had contributed a minimum of 40,000 volunteering hours in parks and green spaces across the Borough. In addition, over 50 community events were also organised by individual Friends Groups for the benefit of local people and park visitors.

Tony Leach, Chief Executive of London Parks and Green Spaces Forum, said "London's parks are such a valuable resource to local communities and this is particularly true in Bromley. There are few better ways to ensure good park management than to support dedicated Friends of Parks groups that can collaborate with council staff to make sure your parks are kept in good shape and respond to changing needs and demands. In many ways,

Bromley is leading London with its well established network of Friends Groups which bodes well for future generations of park users."

Peter Woodward, Chairman of the Bromley Friends Forum said, "Individual Friends of Parks and Green Spaces are made up of local residents and they make a direct impact locally on communities and their environment. The Friends Forum is made up of member groups and operates as an independent body working in partnership with the council to support the Friends Groups. The Forum gives a platform to share experience and expertise in a strategic context so we can all learn from each other. If you are interested in joining a Friends group, please get in touch."

For more information on Friends of Parks Groups, including information about joining a Friends Group, go to [www.bromley.gov.uk/parks](http://www.bromley.gov.uk/parks). Further information about the Friends Forum is available at [www.bromleyfriendsforum.org](http://www.bromleyfriendsforum.org).

### Bromley brings together local entrepreneurs and business startups

Local businesses were in attendance on Wednesday at a busy one day business expo in Bromley.

The Bromley Means Business event, aimed at showcasing and supporting businesses with exhibitions, networking opportunities and seminars included talks, seminars and networking opportunities. The event was opened by the Mayor of Bromley and held in partnership with the Council, the Federation of Small Businesses and NatWest Bank.

"Bromley is already home to a fantastic range of businesses across the borough and we are always delighted to outline that our borough is open for business. We were pleased to see so many businesses in attendance including those from further afield, which reinforces our view that Bromley is a great place to do business. We have much to offer given our investment opportunities, proximity to Central London, transport links, a beautiful and safe

environment, great shopping centres and an educated workforce" said Councillor Peter Morgan, Executive Councillor for Renewal and Recreation.

"It was a fantastic day to bring together businesses from across Bromley and the South East, providing support and advice. Opportunities to network and meet new clients are always welcome" said Chandra Sharma, Chairman of the Federation of Small Business, South East London.

The day was packed full of activities, including free seminars covering subjects relevant to all businesses, a 1:1 Advice Clinic for personal advice from business experts and networking sessions to meet clients, suppliers or partners. There were also exhibitions showcasing support groups, service providers and Bromley Council departments to guide, advise and support businesses.

### Bromley North Village project progressing well

The £5.5m major improvement works in Bromley North Village are well un-derway and are progressing on schedule in the pedestrianised area of Market Square and in the High Street.

The project to improve and provide an economic boost to the historic area has been completed in East Street, White Hart Slip and Naval Walk with brand new granite paving, lamp columns and trees.

Thames water works to replace the water main are almost complete on the final section in Market Square. The scheme is due to be completed on 30 November 2014 in time for the important Christmas trading period.



The Clarendon

## June Networking Lunch

June's networking lunch took place at [The Clarendon Hotel](#), Blackheath. A fine Georgian Hotel overlooking Blackheath offering well equipped rooms for conferencing, meetings and seminars.

Photo credits:  
Warren King Photography  
[www.wkphotography.co.uk](http://www.wkphotography.co.uk)  
07779 337765



Ariana Torti and David Millett



Rajen Kandel



Rod Smith and David Stopp



Networking



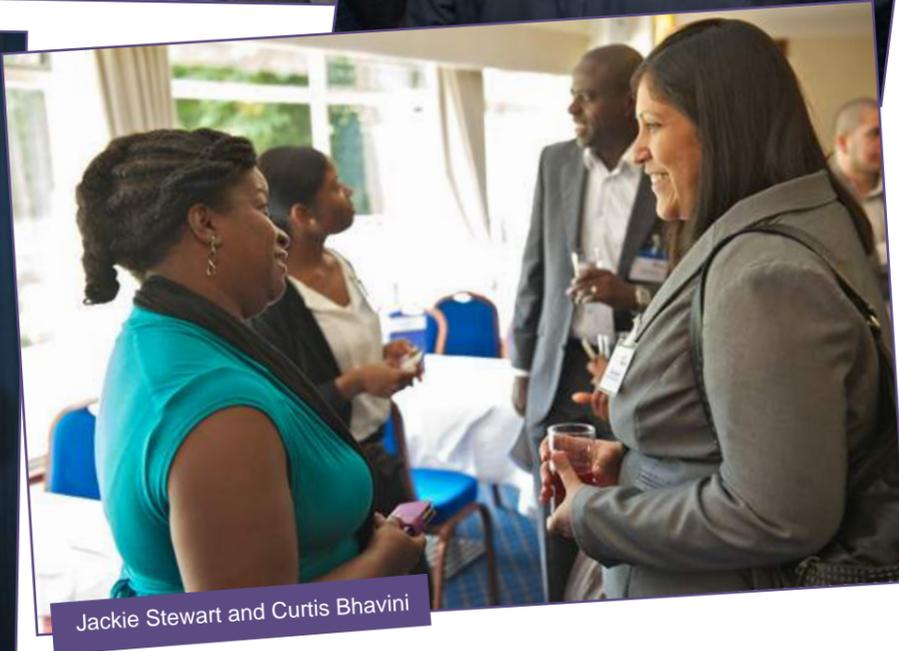
Stevie Aldis and Nick Wrathall



Tracey Edinboro-Wright



Denise Meade-Hill



Jackie Stewart and Curtis Bhavini



Reece Humphreys and Matthew Phauré

### Next Networking Lunch

July's networking lunch will take place on Wednesday 9 July at Charlton Athletic Football Club. [Book now!](#)



## Royal Borough of Greenwich elects new Leader, Mayor and Cabinet



The Royal Borough of Greenwich has elected Councillor Denise Hyland as the borough's first female Leader in its history at the council's Annual General Meeting.

Councillor Hyland takes over leadership of the Council at an exciting point in its history, as it builds on a significant period of change and growth. The Royal Borough of Greenwich has one of the most ambitious programmes of regeneration in Europe and is

seeing rapid transformation with a number of major developments underway and two new Crossrail stations under construction. Councillor Hyland begins her tenure at a time which is seeing the Royal Borough drive forward a number of innovative schemes, from its major anti-poverty work to pioneering new ways of integrating services between health and social care for adults.

Taking up the leadership, Councillor Hyland has outlined some of her initial priorities as being to fight for more genuinely affordable housing in the borough, providing first-class support for businesses and bringing more jobs and opportunities for residents.

Councillor Denise Hyland has lived in the borough since 1974 and has spent her career teaching in schools and working in the Youth Service and Adult Education in Greenwich.

Councillor Denise Hyland said: "I feel an enormous sense of responsibility for the 254,000 residents, the businesses and

public and private partners. But it is a huge privilege and I do feel I'm a custodian - the baton has been passed to me and it's so important to get it right.

"I hope to foster good working relations with our partners. I want communities to feel empowered - I do want to listen to what communities are telling us and we'll do this through many avenues whether it's through community groups such as the friends of parks, housing panels and residents associations or the Great Get Together. The agenda is so full but as a council we need to listen to our residents and businesses."

Councillor John Fahy has been appointed as Deputy Leader. A new Cabinet has also been appointed.

Councillor Mick Hayes has been elected as the Mayor of the Royal Borough of Greenwich, and will formally take up the role on 17 June. Councillor Norman Adams has been appointed as Deputy Mayor.

## Local businesses stomp ahead to fitness!

As outlined in last month's Masthead, it's a well-documented fact that businesses benefit from supporting employee health & well-being (Getting Better, Workplace Health as a Business Idea, CBI & Medicash, 2014). The Public Health team at the Royal Borough of Greenwich are highly aware of the wide-reaching benefits of prioritising Staff Health & Well-being, having had a Workplace Health Manager in post since 2008. The work that they carried out with Greenwich businesses who took part in the latest Fitbug Challenge focused on encouraging staff to become Physically Active.

The 8-week challenge, which included teams of participants from Greenwich businesses wearing Bugs (handy little gadgets that measure

every step you walk, jump or run), involved six businesses tracking their progress on a virtual walk from London to Rio de Janeiro. The businesses who took part in the March to May challenge included Greenwich Community College, Holiday Inn, Metro, Invicta Children's Centre, Rachel McMillan Children's Centre and Discovery Children's Centre.

Plans for a further Fitbug Challenge to begin in Autumn are starting to take shape. If your staff would like to take part in a Fitbug Challenge or if you have questions on any other aspect of Staff Health & Well-being, please contact Helen Deaton at [Helen.deaton@royalgreenwich.gov.uk](mailto:Helen.deaton@royalgreenwich.gov.uk) or on 020 8921 5396.

## Workplace Cycle Challenge

Transport for London operates a Workplace Cycle Challenge and this year it will take place from Monday 7 July – Friday 1 August.

Participants log their miles cycling to and from work on the Challenge's website. The website then displays information on the performance of both individual participants, their department and their overall workplace.



## New pop-up brunch club launches in Deptford



An exciting new pop-up brunch club will open its doors in the heart of Deptford town centre on Sunday 6 July.

The Deptford Brunch Club is the latest project by Lewisham Council to enhance the town centre's morning offer and will see some of London's best chefs and street food entrepreneurs showcasing their culinary brunch menus to hungry locals.

Every weekend until the end of October, a different chef will serve up their choice of brunch to diners in two sittings with the first running from 10am to 12noon and the second from 12noon to 2pm.

The start of The Deptford Brunch Club comes after the success of similar pop-ups eateries spearheaded by Lewisham Council - The Catford Canteen and the Catford Broadway Supper Club. The Council will once again team up with London-based food portal The Grub Club, which works to support chefs in providing exciting eating experiences in new venues.

The Deptford Brunch Club will be located in a marquee on Douglas Square next door to the Albany Theatre in Deptford.

## Migrant entrepreneurship

The Council is taking part in an international project to support migrant entrepreneurship with a grant awarded by the European Integration Fund.

Evidence from the Migration Policy Group shows that more and more migrants are creating businesses and jobs across Europe.

Helping immigrants to fulfil their business aspirations and to be part of the mainstream economy enhances social and cultural integration, strengthens their potential to contribute to democratic life as active citizens and provides inspiring role models to future generations.

The Diversity in the Economy and Local Integration (DELI) project will encourage more efficient local policies that support migrant-owned SMEs and migrant entrepreneurship.

The project is led by the Council of Europe which will collaborate closely

with the Migration Policy Group and nine other European cities to work towards practical improvements in the economic integration of migrants.

More specifically, the project aims to:

- support the development of local partnership platforms to engage local public and private actors in supporting migrant entrepreneurship
- facilitate access of migrant-owned SMEs to public and private procurement
- develop quality management standards and assessment tools to help local government support the design and implementation of economic policies consistent with the principles of equal treatment, integration and diversity management.

To find out more about the DELI project, contact Marta Perez on 020 7940 1552 or email [marta.p@gle.co.uk](mailto:marta.p@gle.co.uk)

## Lewisham business wins Sainsbury's contract

New Lewisham start-up business, Claudi & Fin has secured a 12 month contract to supply Sainsbury's stores with its frozen yoghurt lollies. And as part of the contract, the owners will also receive invaluable guidance on scaling up their business.

Claudi & Fin lollies were born out of the passion of two local Forest Hill parents for great tasting, good quality and nutritious food for children. Lucy Woodhouse and Meriel Kelhoe, owners and founders of Claudi & Fin, are big lolly fans, and wanted to share their love of frozen treats with their children, but they struggled to find any with natural, wholesome ingredients... So they set about making their own.

As part of the development of their business, Lucy attended

a Start-Up Seminar in 2012 run by Lewisham Council and Lewisham and Southwark Business Advisory Service especially for unemployed residents who are keen to start their own business. Here she gained invaluable advice on legal structures, financial opportunities and, importantly, how to write a business plan.

Armed with this new expertise, Lucy and Meriel secured funding and entered Start Up Britain and Sainsbury's PitchUp initiative designed to offer British food start-ups the opportunity to pitch their products to top food buyers. Winning the competition has meant their product is now available in over 300 Sainsbury's stores nationwide.

## Enact Investment Fund for SMEs

The Enact Investment Fund specifically targets small and medium-sized companies with 250 employees or less. Enact will leverage the combined expertise of its investor base, comprising successful UK entrepreneurs and professionals, with experience from industry

sectors such as retail, manufacturing, distribution and financial services.

Applicants must meet the qualifying criteria for Enterprise Investment Scheme (EIS) investments and be demonstrate they would benefit from a hands-on investment approach.

Individual equity investments ranging from £250,000 to £2 million are available from the £10 million investment pot. Typical Enact equity investments are three to five years in length.

[Find out how to apply for the Enact Investment Fund on the Enact website.](#)

## Entertainment on the Move - Innovation Contest



- define a solution that is creatively, technically or commercially innovative
- describe the kind of company they would propose to run their trial with
- define a solution that has wider market potential beyond the trial
- have a clear idea of the revenue-earning potential and target market of the proposed solution.

The application deadline is Tuesday 29 July 2014 at 12pm.

[More information on the Entertainment on the Move Innovation Contest \(Innovate UK website\)](#)

The technology strategy board IC Tomorrow is offering four businesses up to £25,000 each, to encourage digital innovation in the area of entertainment on the move in music, book and magazine publishing, games and interactive entertainment.

With the rapid growth of smart phones, tablets and increased

connectivity there is a whole new world of commercial opportunity for entertainment on the go.

To be eligible you must:

- be a small or medium sized enterprise (SME) in the UK or EU
- define a solution which responds to one of the challenges



This is a new multi-million pound loan fund to help small and medium-sized businesses cut

the cost of their energy through green and energy-saving measures.

The fund targets businesses that want to improve their energy efficiency or invest in renewables but have been unable to identify and

secure appropriate finance or independent advice.

Applications will be accepted at any time.

[Visit the ReEnergise Finance website](#)

## Connecting in Greenwich



### Helping Britain Prosper

As part of its commitment to Help Britain Prosper, Lloyds Banking Group is supporting Business in the Community, a charity that runs a pioneering programme called Business Connectors.

The role of a Business Connector is to broker partnerships between businesses, charities and local community groups for mutual benefit, here in the Royal Borough. By working with these local organisations, the charity looks to tackle issues around education, enterprise, employability and community cohesion. By encouraging organisations to partner, giving up time and sharing skills

and expertise, much can be achieved and both community groups and businesses get out of the new connections they make, and hence these changes become sustainable and long-lasting. The Business Connector for Greenwich is Monica Hossain.

### Inspiring young people

Currently one of Monica's major focuses is on NEETS (young people who are "not in education, employment or training"). She is looking to set up workshops, events and talks to inspire young people as well as help them with skills to improve their CVs and interview techniques, also

to open up avenues towards social enterprise if they have innovative ideas of building their own business.

Monica would like to find local businesses that are able to offer site visits, work placements or shadowing days to provide a flavour of what working life is like.

Whether you are a community group or business looking for some local support or with something to offer, please get in touch.

Call Monica Hossain on 07557499750 or email [Monica.Hossain@bitconnect.org](mailto:Monica.Hossain@bitconnect.org)



## The Chamber is going social!

Join our group on LinkedIn: [South East London Chamber of Commerce](#)

Follow us on Twitter: [@SELondonChamber](#)

Like us on Facebook: [SELondonChamber](#)

## Branding for small businesses - can you afford not to?



**Simon Wright, MD at Greenwich Design, talks about how investing time in getting your business image right can help increase profits in the long run**

Many small businesses are put off when we talk to them about branding, thinking that it's something that is way too big or expensive for them to think about right now - it's for the Coca-Cola's or McDonalds of this world, right?

So what does the word 'brand' mean to a small business and can you really afford to ignore it? A business's brand is more than just a name and an eye-catching logo. Branding encapsulates everything about your business, from customer support and sales, through to marketing materials and company perception by existing and potential clients.

A businesses brand is portrayed through every point of communication - its reputation, style, its team, website and vision – and is therefore as essential to the company as its products or services. Even how an email is written is important. The content may be right, but the tone wrong, and the business opportunity lost. The principle applies to every point of client contact, whether your logo or your order form!

Over the past 40 years we have worked with a diverse range of businesses in the area, from HSBC at Canary Wharf, Tavern Snacks the pub snacks supplier, Greenwich School of Management, the Greenwich Council and Andrew Sykes in Charlton. Whatever the project, all of these companies would all agree that getting the brand right was key to their business success.

Working with an agency doesn't have to be expensive, nor does a brand strategy have to mean a complete overhaul. It's sometimes subtle changes that create major impact. Talk to your agency about financial models or payment terms that are workable for you. Profit share arrangements mean you are working with a partner that has a vested interest in your business which is of upmost importance for all small companies.

Creating a strong, consistent brand doesn't happen overnight, but an investment in getting your brand right will ensure that your business stays in the minds of your current and future clientele for years to come.

[Visit Greenwich Design](#)



We are pleased to welcome the following new members to the Chamber.

**H2 Systems Ltd**  
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Croydon  
Surrey  
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Alan Harwood  
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Lifestyles Consultancy

**Travel Counsellors**  
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## So Many Methods – So Few Leads!



Last month's pre-lunch workshop was run by our business support partners Branduin and focused on lead generation.

Most small business owners are bombarded with offers from 'experts in lead generation' who claim website SEO, advertising, direct mail, email, PR, Telemarketing, leaflet drops, etc will provide the leads you need – dependent, of course, on what they are selling!

So how do you make an informed decision when there appears to be very little objective advice out there?

The following 5 steps will help:

1. Think of your existing customers and identify the type you would like more of rather than less of!

Develop a profile of your 'ideal' customer based on turnover, sector, geographic location etc – the answer will lie in your current customer base and your experience!

2. Build a list of potential 'ideal' customers using online and library research or through purchasing a list from a reputable broker.

Bear in mind however lists are at best 70% accurate and rarely contain the name of the person you need – but you will have a company name and telephone number so it is a good start!

3. Identify the individuals responsible for buying your product or service at each company – by calling and asking!

4. Identify the methods that buyers use to search for suppliers - again just ask!

This is better through a third party survey rather than as an obvious

part of the sales process but failing that you simply ask your existing customers.

5. Listen to what the buyers say! If 96% say they are unlikely to use a hard copy directory to search for a supplier then why spend any money on an entry in that directory?

On the other hand, if 96% say they use online keyword searches to search for a supplier then you probably need a discussion with that website SEO expert who contacted you last week!

Steve Forey is Managing Director of Branduin Business Support who, in partnership with South East London Chamber of Commerce, provide Chamber members and other businesses in the area with objective and impartial business advice and who can recommend tried and tested suppliers of Customers Surveys, Buyers Surveys, and Lead Generation Services.

Call 01332 470599 for further information.

## Prize Winners



If you have won awards, new business or have company news to share, please [send them to the Editor](#).

Last month's fizz winner was Francis Moore from System Alternatives, pictured here with Ken Milton from kind donors The Clarendon Hotel.



Reece Humphreys of Evodo Ltd won the Angelotherapy Voucher.



## Special World Cup 2014



Credit: Warren King

2014 marks the 10th anniversary of the South London Special League, which works to ensure young people with learning disabilities have the opportunity to play competitive sport. This year SLSL ran the Special World Cup 2014 at London Marathon Playing Fields, Shooters Hill Rd to coincide with that other global sporting event.

SLSL recruited local businesses to sponsor country teams. Chamber members Paul Russell Associates (pictured) sponsored team USA. Team Korea eventually won the coveted World Cup, sponsored by London Playing Fields Foundation.

For more information, please visit [www.sl-sl.co.uk](http://www.sl-sl.co.uk)



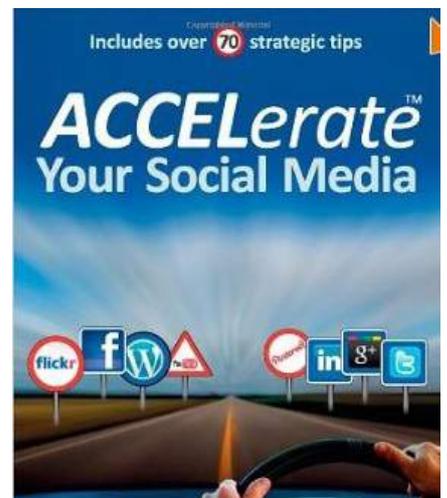
## ACCErate to the best seller list

Amazon 5 star rated book, ACCErate™ Your Social Media, recently became a top 3 bestselling book on Amazon, (Sales & Marketing – International category).

The book was written by Bromley-based Chamber

member John Coupland who runs @networkerplus Social Media.

John is offering discount to Chamber members who wish to buy his book, which you can access [here](#).



## And finally ...

To book your place on this month's Chamber events, [click here](#).

Tuesday 1 July  
 Wednesday 9 July  
 Thursday 17 July  
 Wednesday 23 July  
 Wednesday 30 July