

ISSUE 8: DECEMBER 2019



Connections

FOR MEMBERS OF THE CLIFTON MOOR BUSINESS ASSOCIATION



RED are flying high

Internal communication experts RED welcome another national client to their growing roster. Page 5



Meet our new Chairperson

Hello all,

I would like to take this opportunity to introduce myself as Elizabeth Lebeter, your new Chairperson of the CMBA. In the coming year, we have lots of breakfast meetings, presentations and social events lined up, which we hope will engage our members, both new and existing. I'd also like to introduce my fellow Directors on the Board:

- **Carin Burchell** from BRANDED!
- **Andy Douse** from RED - internal communication agency
- **Adrian McClaren** from Acorn Finance

In addition, we have support from Sarah Cantrill, Will Procter and Amy Lighton.

Emails

We also have a new emailing system. Hopefully, you all received the test email from the info@cmbayork.com email account earlier in the year, inviting you to the November breakfast meeting. This new mail-out system allows us to provide everyone with up-to-date info and send out important messages about the association. Please note that any future invitations and information regarding the CMBA will be sent to members through this account only.

Website

In the coming months, the CMBA website (www.cmbayork.com) will be getting a fresh new update. In particular, our Members page will be updated to include key details

about all of our current members and their respective organisations. If you are a member and would like your organisation to be showcased on the website, please send us the following information:

- name of organisation
- organisation logo
- website
- email address
- phone number
- address
- brief description about your organisation (who you are, what services you offer)

to the CMBA email account: info@cmbayork.com

New Members

We are also keen to generate new members to the association and are already looking at all possible means to attract people. If you are able to assist, either by suggesting possible contacts or alternately bringing them to an event to meet us all, it would be very much appreciated.

Finally, if you would like a particular speaker, topic or concern to be addressed at a breakfast meeting, please email your suggestions to me at info@cmbayork.com so the Board can discuss them further.

I look forward to seeing you all at our future events.

Kind regards,
Elizabeth Lebeter, Chairperson

Christmas Social

This year's CMBA Christmas social was a great success with members turning up to join in the festivities with one another. Every year we challenge attendees to get their thinking caps on and get creative. The challenge this year was for members to bake and decorate their own Christmas biscuits, and with lots of tasty treats being entered, there was some serious competition.

Don't worry if you missed this social, there will be plenty more opportunities to get involved in the CMBA in the New Year. Keep your eyes peeled for future announcements via the website at www.cmbayork.com and the official CMBA email account.



ON OUR COVER:
RED are flying high
Internal communication experts RED welcome another national client to their growing roster.

This newsletter is designed by RED, 01904 479500.

HOW DO I PROTECT MY BUSINESS FROM EMPLOYEES WHO RESIGN?

When key employees who work directly with clients and who have access to confidential information leave they can potentially pose a serious risk to your business. It's crucial that you do what you can to protect your interests.

The best, and enforceable, way to protect your business is to include a restrictive covenant in an employee's employment contract before they start. If this isn't in place, you can ask them to sign a Settlement Agreement (formerly known as compromise agreements) containing such a clause when they leave.

Well drafted restrictive covenants can be used to prevent former employees from dealing with your customers/suppliers and from trying to entice business away from you. They can also

stop former employees encouraging other key workers to leave or from disclosing your trade secrets.

For a covenant to be enforceable, it must be reasonable and must protect a legitimate business interest. It must go no further than is necessary to protect your business. If a covenant is viewed as unreasonable then it will be deemed void and unenforceable. They must also be limited to a set period of time and, if possible, be limited to a specific geographical area.

One of the main benefits of reasonable restrictive covenants is that they are a deterrent. But if they are breached by a former employee, there are a few remedies open to you. The quickest and most effective is an injunction which prevents the former employee



breaching the covenants. Another option is to seek damages which would look to put you in the position you would have been in prior to the breach.

FOR ADVICE ON RESTRICTIVE COVENANTS, CONTACT THE HARROWELLS' SPECIALIST EMPLOYMENT TEAM ON 01904 690111 OR VIA OUR WEBSITE WWW.HARROWELLS.CO.UK

BIG EXPOSURE FOR MAXIMISE

Maximise Co-Founder and Director Andy Hudson was a recent guest in the Inside Track business feature on the new BBC TV programme 'WorkLife'.

Broadcast simultaneously on both the BBC News Channel and BBC Worldwide, the programme has a global audience of over 200 million people.

Andy was interviewed about how he started Maximise and how they are now one of the leading suppliers of Tester Blotters for testing aromas and scents.

Andy says: "It was great to tell my story of how I, in my late 40s, started the business and that we now export out Tester Blotters to over 55 countries worldwide. I hope it may inspire others to do the same."



Andy live on air at Television Centre London studios.

Well done to Maximise who were a finalist in The Press Business Awards in the Exporter of the Year category recently held at York Racecourse.

TO SEE THE INTERVIEW, SCAN THE QR CODE OR VISIT [HTTPS://BIT.LY/2M6QJFX](https://bit.ly/2M6QJFX)

JDL'S EXPANDING

It's been another exciting year here at JDL between celebrating our 12th birthday, moving offices and expanding the company both in terms of staff and new business.

Lots of new people have joined the team this year. We've welcomed a new accounts assistant, Jordan Ward, a mechanical contracts manager, Tom Lee, and two new gas engineers, Connor Warren and Steve Cowan. We're also thrilled to welcome five new apprentices. Well done to Josh Towse, Guy Briggs Bateman, Adam Jackson, Joseph Day and Nathan Latimer who all successfully graduated from JDL's very first apprentice day which tested their ability to perform practical and written tasks in a controlled environment.

Another big change for us was our move from Elvington Industrial Estate earlier in the year to Lindum Business Park just down the road. This has allowed us to grow the team and given us the chance to partner with Lindum Group on some of their upcoming large projects. Our projects team has also been extremely busy over the last few months, completing work on 82 bungalows in Hull and the premier lounge at York Racecourse. They're now about to start work on another

large project to refurbish the Genesis 3 building at the University of York. Meanwhile our minor works department is busier than ever since taking over from the Colin Bell business almost two years ago. Taking on two new gas engineers has enabled JDL to meet the increased demand and provide the best customer service possible – that's paramount to us and something we all pride ourselves on. Our projects team has also been extremely busy over the last few months, completing work on 82 bungalows in Hull, the premier lounge at York Racecourse and we are very close to completing works at the York Community Stadium in Huntington.

The new stadium, once complete, has a capacity of 8,000 and will be the home to York City F.C and York City Knights R.L.F.C. Along with the new stadium there will be a new cinema, a gym, swimming pools, sports hall, retail park and more! To see how we're getting on at the stadium visit our JDL Facebook page to watch the video in full. We are also very excited to start work on another large project which will see a full mechanical and electrical refurbishment of the Genesis 3 building at the University of York. Keep an eye out on JDL's Facebook page for further updates.



You're hired! Welcome to our successful apprentices.



Jordan Ward



Tom Lee



Our latest project - York Community Stadium in Huntington.

FOR ANY ELECTRICAL, PLUMBING OR HEATING ENQUIRIES CONTACT JDL AT ENQUIRIES@JDL.CO.UK OR PHONE US ON 01904 608350.

BRANDED! on the run

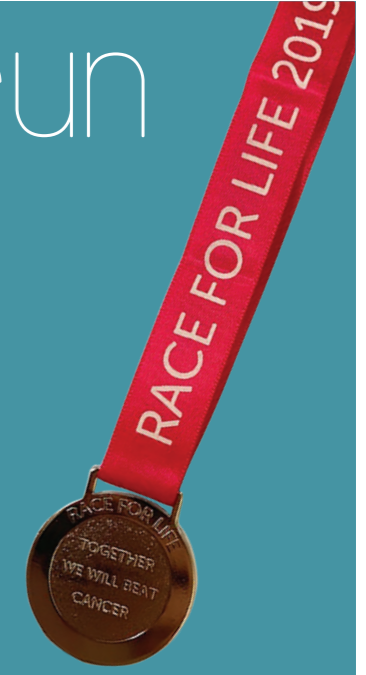
BRANDED! is celebrating another triumphant turn at this year's Race for Life on 15 September.

This is the seventh year that BRANDED! members, their friends and family have taken part in the 5km at the Knavesmire race to raise funds for Cancer Research UK.

Joining hundreds of participants dressed head to toe in pink, with tributes to their loved ones displayed on their shirts, the team warmed up to 'Uptown Funk' and 'Sexy and You Know it', before either walking, jogging or running the race that loops around the racecourse.

Encouraged on by the Race for Life team who marked each 1km distance point, the team were also cheered by the crowd and music from Minster FM to help them get over the finish line to receive their Cancer Research UK medals and very welcome bottles of water.

"We're especially pleased this year as each BRANDED! team member finished the race in under an hour and Sarah Cantrill achieved her personal best at 36 minutes. More importantly, we've raised £485 for a cause close to our hearts. Thank you to everyone who took part and supported our efforts!"



YORK INTERNAL COMMUNICATIONS AGENCY IS FLYING HIGH

York-based internal communication (IC) experts, RED, have welcomed another national client to their growing roster. Following a successful competitive pitch, RED was awarded a contract with London Luton Airport (LLA) to help roll out a new internal communication and engagement strategy.

As part of the contract, RED will also be creating a vibrant and visual internal identity, together with a common language to bring the airport together as one family.

LLA has recognised the need to positively engage employees, create a common look and feel, improve communication channels and create

a feeling of belonging following a £160 million investment which has significantly expanded and transformed the airport and increased capacity to 18 million passengers per year.

Misty Oosthuizen, Internal Communications and Engagement Lead at LLA said: "This is an exciting time for the airport and there's a lot of change coming our way for employees. I'm delighted that RED were successful in our pitch process. They've got some great ideas and creative solutions to help engage and inform our people. I'm looking forward to working with them."

From their creative studio, based within the York Eco Business Centre

on Clifton Moor, Andy Douse, Director at RED, said: "We're delighted to win this internal communication contract at such an exciting time for London Luton Airport. Going forward we'll be supporting Misty with projects such as video magazines, campaigns, strategies, digital communication and workplace environment design to name but a few.

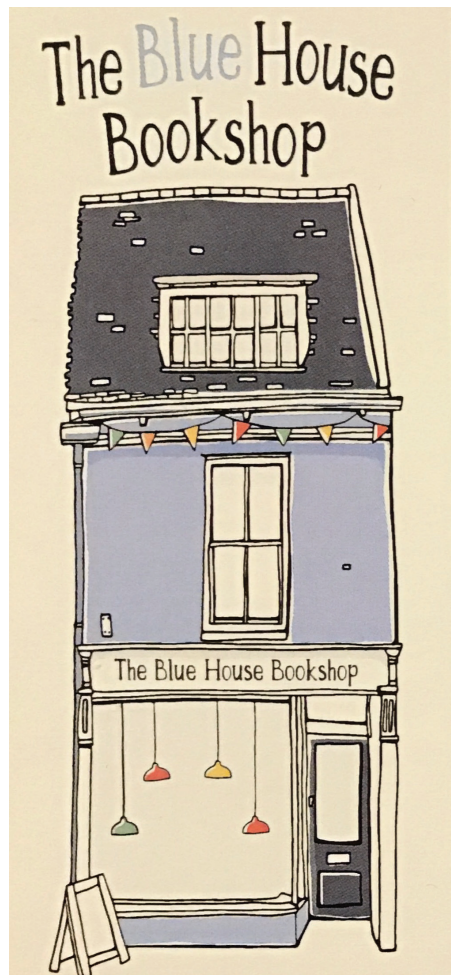
"We've got 14 years of great client relationships under our belt now, plus bags of IC knowhow, so we're feeling positive about laying the best foundations at LLA and driving internal communications forward with Misty for years to come."



Team members from RED celebrate landing the London Luton Airport contract.



The importance of being helpful



Bootham bookshop is happy with their bills.

Utility Warehouse's Will Jenkyns tells us why helping is what it's all about in his business.

The dictionary describes 'help' as:

verb (used without object)
to give aid; be of service or advantage

In my business, I get to help both home and business owners gain an advantage with the essential things in life - utilities. Simplifying services, bills, saving money and not being locked in to deals for years on end.

Just recently I met the soon-to-be owner of a new bookshop in York.

Karen Walker has just opened the Blue House Bookshop on Bootham, aimed at the younger end of the reading market.

In setting up a new business there is so much to get ready: fittings, stock, systems, connectivity, energy etc.

I was able to offer to sort out all of the shop's utility provision, from one supplier, on one bill and with no contracts.

Karen Walker was delighted with the service:

"Will arranged everything and relieved me of the pressure of having to sort out

all these services. He called in to the shop, showed me how it works with UW and gave me some very reasonable prices. He also then helped me put up some bookshelves...great service!"

If you need help with your utilities, why not call Utility Warehouse and see what this award-winning company can do for you? Call Will on 07736 481251 and make the smart move today (bookshelf construction is optional).

FTSE 250 Utility Warehouse has won 28 Which? Awards, and works with SMEs and households to lower bills and make life simpler.

Authorised Distributor



NEW PRESS-IE FOR RICHARD

"Richard, from Inc Dot Print and Design, is very excited because he has a new digital printing press," says Managing Director Nick Turnbull.

Nick added: "It was very expensive and it's a lovely, shiny shade of grey, just like his other favourite press.

"He is very happy that it prints beautifully on paper, plastic, board, labels and envelopes.

"He is even happier that it prints on both sides and will make some very nice books.

"Richard says it's the best press he has ever had except for maybe... his other favourite one.

"We think we'll get him another one for Christmas and, whilst we understand his excitement, it is a wonderful printing press, we will also be encouraging him to get out more." #thincPurple



Richard and his new best friend.

FOR DESIGN AND PRINT ENQUIRIES, PLEASE CONTACT INC DOT AT SMILE@INC-DOT.COM OR ON 01904 477944.

Returning to work: Setting yourself up for success!

IT IS TRUE TO SAY WE ARE A LONG TIME WORKING - ON AVERAGE WE SPEND A WHOPPING ONE THIRD OF OUR LIVES EARNING A WAGE. NO WONDER MORE PEOPLE THAN EVER WANT A CAREER BREAK.

Of course, there are many reasons to take time away from employment, most of which are positive. But, however good or not so good the reasons, most of us need to return to work at some stage - if only to meet that 'third of life working' statistic!

If you've had a good 'break' you're likely to be clear of head, full of positivity and very keen to get cracking again. So how do you go about bagging yourself that dream job?

Think everything through

You've been absent a while and life has moved on in many ways, not least for you. The first thing you need to be clear on is the reason for your return to work. Once you're at peace with your WHY, you'll be better placed to consider which of the many WHATs can get you there.

Be current

It all starts with making sure your identity is up to date. That's right: your CV! Even if you've been 'sponsored' into a conversation with a potential employer, the chances are you'll be expected to present a current CV with details of all your previous roles and what you've been up to during your time out. Explain the reasons for your absence, whatever they might be, to allow those giving your CV the once-over a chance to understand where you've been and why.



Do your homework

So, you've stumbled across an advert for a job that sounds AMAZING! It's exactly what you were looking for - from the role's responsibilities to the location to the salary package, every box presents a huge tick. Job done! But hang on a second. Take time to get to know the company in question and see if they're really the correct fit. Whether they're large or small, it's relatively simple these days to suss out what they're like as a business and employer, what they stand for and how they like to present themselves through their company's own website.

Know the process

We think we're liking this company, which is awesome! All we need to do now is get ourselves an interview and nail it! But...it turns out they're expecting you to attend several rounds of interviews for this role. This is where a recruitment consultant is worth their weight in gold - they work regularly with the hiring company and know their interview process inside out, from the steps involved through to their interview style. If you're dealing directly with the company's hiring manager, don't be afraid to drop them an email to ask for a full breakdown of their interview process and how you will be assessed.

It's show time

You've made it through to the interview stage. Great! Try to remember, this is a two-way communication and the company is as much on show here as you are. With plenty of preparation reading up on the company and role, and lots of practice answering their likely questions, you'll be ready for all that's asked of you. Make sure you have prepared some closing questions - for some roles these are essential rather than a suggestion - think like sales-makers, where closure is everything!

Congratulations!

You've been offered the role! Now the real fun starts! Negotiating your salary package, company vehicle, parking space allocation, number of days annual leave, travel vouchers, in-house gym membership, trial period, start date, on-boarding process, work from home days, core hours... Good luck!

WANT SOME EXPERT HELP SECURING YOUR NEXT SUCCESSFUL ROLE? HAVE A CHAT WITH THE TEAM AT 121 - EMAIL INFO@121YORK.CO.UK OR CALL US ON 01904 769142.

GEM's 'bring a bra' charity event

Gem Construction (York) Ltd.'s Director Wendy Green has continued supporting the Rwenzori Women for Health (RWFH) charity since her return from Uganda in March.

RWFH was started in August 2012 and their outreach programme aims to address the health needs of the community in the Rwenzori Hills.

The focus of the project is to empower women in rural areas, not only to look after their own health, but that of their families too. RWFH achieves this through health education, including basic first aid training, primarily to the



Rita Miller, Andrew Pern and Wendy Green celebrating the charity's recent success.



women in the community as they are the main carers. The health needs of men are incorporated too but it is a very patriarchal environment and their trust needs to be gained first. Also, when topics such as sexual health and family planning are approached, the men cannot be excluded! Twice yearly, they offer screening for hypertension, diabetes, malnutrition, HIV, and deworming. They're now increasing the range of available activities and their geographical reach.

To raise funds for this amazing project, Wendy organised a women's lunch at The Star Inn The City (SITC) that was attended by 90 women who were all asked to bring along with them to

donate to the women of Rwenzori.

Wendy approached a number of businesses who were all keen to support the charity and donate what they could for the lunch, and this came in the form of raffle prizes and food and drink for the day.

As the women arrived, the atmosphere was electric and everyone was looking forward to a splendid day. The event started off with a speech from Michelin star chef Andrew Pern who devised the menu. This was followed by speeches from Wendy and Rita Miller, the charity founder, who both thanked everybody for attending and for donating to this worthwhile cause. The event raised £7,125.00 and a lot of bras.

DIRECTOR ELECTED TO NOMINET BOARD

Anne Taylor, the Director of York-based web development company See Green, has been elected as a Non-Executive Director for Nominet, the UK domain name registry.

As a Non-Executive Director, Anne will help to drive the strategic direction of the UK registry which manages more than 13million domain names. Anne is also a member of Nominet's Audit and Governance and Nominations committees.

Anne, who hopes to bring a wealth of committee and board experience to the role during her three year tenure, said: "The security and ongoing protection and maintenance of the domain name space is hugely important, and I'm excited to be able to help Nominet's strategic growth into the future. It's important for Nominet to be a sustainable and viable 'profit with purpose' company.

"Nominet is a membership organisation at its core, and I'm pleased that members demonstrated their trust by voting for me in the most recent election."



Anne Taylor, Nominet's newest Non-Executive Director.