

ISSUE 1: MAY 2016

# Connections



FOR MEMBERS OF THE CLIFTON MOOR BUSINESS ASSOCIATION



## A positive sign

Meet the board,  
Page 6.

**INSIDE:** 30 YEARS OF BSYNY • COMPANY FOCUS: ONE TO ONE RECRUITMENT



WELCOME TO CONNECTIONS, THE NEW-LOOK MAGAZINE FOR MEMBERS AND FRIENDS OF THE CLIFTON MOOR BUSINESS ASSOCIATION.

Published twice a year, this newsletter will be packed with your stories to help promote the Clifton Moor business community.

There are some great businesses on Clifton Moor, powered by brilliant people, so let's work together and share our knowledge, skills and information to keep our companies successful and strong, not just now, but well into the future.

Please remember, this is your newsletter and we want to hear from you. So if you have a story to tell, or a photo to take, please get in touch.

Email Katie Smith at Red Publications on [Katie@redpublications.com](mailto:Katie@redpublications.com) or call 01904 479500.

ON OUR COVER:

A positive sign. Members of the CMBA board are here to help you.

Pictured from left to right are: Elizabeth Lebeter, Adrian McClaren, Andy Douse, Martin Poole, Mark Mills, Philip Ogden and Clare Hutchison. Not shown is Shirley McIntosh.

Read more about them and the work of the board on the centre spread.

This newsletter is designed by Red Publications, 01904 479500.



# Businesses urged to ready themselves for new era of shared parental leave

BUSINESSES ARE BEING URGED TO PREPARE FOR THE LATEST STAGE OF FAMILY-FRIENDLY LEAVE FOR PARENTS OF NEWBORN BABIES THAT TOOK EFFECT IN APRIL.

"An increasing number of applications for Shared Parental Leave (SPL) can be expected by businesses after new rules, which may also require more management time and paperwork, came fully into force," said Marie Horner, Head of Employment Law at North and East Yorkshire law firm, Harrowells.

Fathers wanting to take more than two weeks' statutory paternity leave can apply to their employers to share, with their partner, up to 50 weeks' leave and 37 weeks' statutory pay, either together, or separately, in up to three blocks of time each. Each parent must give their employer eight weeks' notice of proposed leave.

Marie added: "SPL is to be welcomed as a more enlightened, family-friendly approach to allowing parents to share leave to care for newborn babies but, to minimise what could initially appear quite complicated, businesses should get strategies in place now, before a member of staff applies for SPL.

"Until a member of staff applies for SPL, employers will not know how long a potentially crucial person may be on leave for. The flexibility of SPL could mean that some parents will make relatively last-minute decisions on how they choose to allocate the leave and businesses need to consider how this will affect them operationally.

"In families where the mother earns the most, it is likely that parents will decide that she should return to work while the father looks after the baby, or they may wish to share the 50 weeks equally to avoid missing out on this precious time together as a family."

Marie added that, although there is no legal obligation, the employers of parents applying for SPL – in the most likely event that they work for separate companies – should liaise to arrange the total leave jointly to ensure that the statutory 50 weeks' leave is not exceeded.

She said: "There is a risk that this policy may be accidentally, or deliberately, used by parents to take more time off than SPL allows, or some may deliberately use the leave for other purposes. This means that businesses that may have several members of staff making requests in the same period need to have strategies in place so they are ready for every eventuality which SPL presents.

"SPL also offers 20 Shared Parental Leave In Touch days (SPLIT) so parents can do some work during their leave. This may be a valuable option for businesses with experienced staff whose expertise can still be drawn upon during their absence and businesses should familiarise themselves with this before they discuss SPL applications."

**Harrowells**  
SOLICITORS

YOU CAN CONTACT MARIE HORNER, AND OTHER MEMBERS OF HARROWELLS' EMPLOYMENT LAW TEAM, ON 01904 558600.





Personalised IT training



Feeding back to group



Delegates getting creative on an innovation programme

# Fail to train, feel the pain

Given a choice between a free flight with a completely untrained pilot or paying for a flight with a fully trained pilot, I suspect you would choose to pay. However, in business we often see employers who do not recognise the importance and value of training. Often staff who are technically brilliant and really understand the systems, processes or technology they are working with are moved into more senior positions, without being given the training to help them develop the management skills they need.

Over the past six years the University of York has been delivering high-quality, practical-based courses to businesses across York, with the aim of ensuring that staff in leadership and management positions have the skills they need to drive the business forward.



Leadership exercise

**We are, therefore, delighted to offer CMBA members 25% discount on two of our courses:**

**THE YORK STRATEGIC LEADERSHIP PROGRAMME**

This programme provides senior managers with the skills, tools and competencies they require to effectively operate in today's constantly changing and challenging business environment. Find out more at [www.york.ac.uk/yslp](http://www.york.ac.uk/yslp)

**MANAGEMENT IN ACTION**

A five-day course that is ideal for staff who have made that significant move into a team leader, supervisor or managerial position and who need to develop skills around motivation, team building and performance management. Find out more at [www.york.ac.uk/mia](http://www.york.ac.uk/mia)

For more information, please contact Amanda Selvaratnam on [cpd@york.ac.uk](mailto:cpd@york.ac.uk) or 01904 435102.

**UNIVERSITY** of York

RESEARCH AND ENTERPRISE, UNIVERSITY OF YORK,  
YORK SCIENCE PARK, YORK, YO10 5DG  
T: 01904 435213 • E: [cpd@york.ac.uk](mailto:cpd@york.ac.uk)

# A fabulous five years

ONE TO ONE RECRUITMENT IS CELEBRATING ITS FIFTH BIRTHDAY THIS YEAR AND CLARE HUTCHISON EXPLAINS JUST HOW WELL THE BUSINESS HAS DONE.

The strong economy is creating a challenging environment for recruitment companies at the moment:

- Since 2011, employment rates have continued to rise, resulting in fewer people being unemployed;
- In December 2014, half a million more people were in employment, compared to a year earlier, with a total of 73% of all 16 to 64-year-olds being employed;
- In 2011, an average job posting would have attracted 250 applicants, whereas now it attracts only 39.

If you combine these circumstances with the number of large high street recruiters and 250 commercial job boards in operation, and the knowledge that out of 200 views on a job, 10% of viewers will apply, with only 1.5% being suitable for the job, you can see the significance of a small independent recruitment specialist, such as One to One Recruitment, being able to successfully establish themselves as a credible market player.

One to One Recruitment's success is based on meeting the requirements of small and medium sized businesses that don't have the time, resources or expertise to find the right person who will add value to their organisation. This is a refreshing change from high street recruitment agencies that would rather just fill a position as quickly as possible, get the commission and move on to the next job. One to One Recruitment takes a consultative approach, meeting the changing requirements of clients who don't just want to be sold a candidate, but require their suppliers to understand their business, build a relationship with them, and educate and advise the company on the type of candidates that are best suited to their business.

One to One Recruitment go far beyond what typical high street recruiters offer by delivering a 360° service. We are now beginning to lay the foundations for future growth by reviewing our business strategy and setting up new divisions across Yorkshire, allowing us to expand into new market sectors.

“One to One Recruitment go far beyond what typical high street recruiters offer by delivering a 360° service.”

*Clare Hutchison, pictured above.*





# The One you want

ONE TO ONE RECRUITMENT HAVE THE VISION OF BEING THE 'GO-TO' RECRUITMENT AGENCY IN YORK AND YORKSHIRE FOR SUCCESSFUL OWNER-MANAGED SMES, FOR ALL OFFICE-BASED POSITIONS, INCLUDING DIGITAL, GRADUATE AND MANAGEMENT ROLES.

To achieve their vision, One to One's aim in 2016 is to focus on three target groups and address each independently through marketing activities and campaigns:

## 1. CLIENTS

Focusing on small to medium sized local businesses, with a range of 1-100 employees. The target is to find growing owner-managed businesses, with great products and services, that understand the way to grow their business is by recruiting the right people. The types of roles the company will focus on are office-based roles, particularly for head offices in the commercial sector.

## 2. RECRUITMENT CONSULTANTS

One to One Recruitment will look to add experienced, driven and ambitious recruitment consultants to its team. The consultants will have already had a successful career in consultancy or within their specialist market sector. The consultants will be able to drive their own business, without the hassle of setting up on their own. The new consultants will have an impact on attracting target customers due to their knowledge in specialist markets, such as financial services, sales and marketing, and the digital sector.

## 3. CANDIDATES

One to One Recruitment will target office-based candidates, particularly in the following growth areas:

- Senior appointments (middle management)  
According to a recent Glassdoor survey, the top 10 jobs in the UK for 2016 are: Business Development Manager, Finance Manager, Operations Manager, HR Manager, Marketing Manager, Business Analyst, Commercial

Manager, Project Manager, Product Manager and Software Engineer.

- Digital skills  
The new Hiscox building and associated investments are emphasising the need for start-up companies, in particular those in the digital sector. The University of York is to receive £4 million of public funding to set up a 'Digital Creativity Hub', one of six digital economy centres being created nationwide. The York centre will focus on harnessing the power of digital creativity to provide new technologies for digital games and interactive media.
- Graduates  
Nestlé is currently recruiting 1,900 young people to rejuvenate its workforce and Portakabin are expanding their apprentice scheme.

By focusing on these three key target groups, One to One Recruitment hopes to continue to grow and achieve its goal of being the 'go-to' recruitment agency in York and Yorkshire.




UNIT 30 YORK ECO BUSINESS CENTRE,  
AMY JOHNSON WAY, CLIFTON MOOR, YO30 4AG  
T: 01904 769142 • M: 0777 9626 055  
E: info@one-to-one-recruitment.co.uk



# THE CMBA BOARD WALK

DID YOU KNOW THE CLIFTON MOOR BUSINESS ASSOCIATION (CMBA) HAS A BOARD WHICH MEETS ONCE A MONTH? WELL HERE THEY ARE, STEPPING OUT FOR BUSINESS. WE ASKED THEM THE FOLLOWING QUESTIONS TO LEARN MORE...

**Q. WHO MAKES UP THE BOARD?**

**A.** Philip Lewis Ogden (Chairman), Adrian McClaren, Elizabeth Lebeter, Martin Poole, Shirley McIntosh, Mark Mills, Andy Douse, and Clare Hutchison.

**Q. WHAT DOES THE BOARD DO?**

**A.** The Board members meet to discuss issues concerning the Clifton Moor area and to organise a programme of events.

**Q. WHERE DO THEY MEET?**

**A.** At the chairman's office at Harrowells on Clifton Moorgate.

**Q. WHY DO WE HAVE A BOARD?**

**A.** To oversee the development and growth of the business association.

**Q. WHAT RECENT SUCCESSES HAS THE BOARD ACHIEVED?**

**A.** Liaising with the police and press regarding antisocial behaviour on the retail park, working with Red Publications to create a new and much-improved newsletter (which will hopefully drive membership and become a talking point around Clifton Moor), bringing representatives from First Bus around the meeting table to discuss potential new bus routes in and out of the Clifton Moor estate.

**Q. WHAT ARE THE BIGGEST CHALLENGES?**

**A.** Recruiting new members.

**Q. WHAT CAN MEMBERS DO TO HELP?**

**A.** Spread the word – if the business next door isn't a member, please tell them all about the benefits of joining.

**Q. WHAT IF SOMEBODY WANTS TO JOIN THE BOARD?**

**A.** Feel free – please speak to Philip at the next event.

**NAME:** Shirley McIntosh

**JOB TITLE:** Facilities Manager

**COMPANY:** Best Western

**WHERE IS YOUR COMPANY?** Amy Johnson Way

**WHAT DOES YOUR COMPANY DO?** Support the Best Western Hotels in the UK.

**WHAT'S YOUR VISION FOR THE CLIFTON MOOR BUSINESS ASSOCIATION?**

Encourage and promote the Clifton Moor business community to share knowledge, skills and information to secure their future competitiveness and development.

**WHAT WOULD PEOPLE BE SURPRISED TO LEARN ABOUT YOU?** I have around 80 pairs of shoes.



**NAME:** Martin Poole

**JOB TITLE:** Associate Director

**COMPANY:** Morrell Middleton

**WHERE IS YOUR COMPANY?**

George Cayley Court

**WHAT DOES YOUR COMPANY DO?**

We are accountants and business advisors. I won't try to 'sex it up'!

**WHAT'S YOUR VISION FOR THE CLIFTON MOOR BUSINESS ASSOCIATION?** Creating a community spirit on Clifton Moor to such a level where it is known as the place in York where businesses want to be.

**WHAT WOULD PEOPLE BE SURPRISED TO LEARN ABOUT YOU?** In my younger days I competed in Geoff Cape's UK Strongest Man, and my pets are Howard (a cat) and Charlie (a tortoise).



**NAME:** A

**JOB TIT**

**Specialis**

**COMPAN**

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provide a

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Minster C



**NAME:** Elizabeth Lebeter

**JOB TITLE:** Tax Consultant

**COMPANY:** Lynda Elizabeth Lebet

**WHERE IS YOUR COMPANY?** Wil  
Ryburn Close, Moorgate Park

**WHAT DOES YOUR COMPANY D**  
advice on UK and overseas taxes,  
investigations and forensic review.

**WHAT'S YOUR VISION FOR THE C**  
**BUSINESS ASSOCIATION?** To see

representing as many businesses a  
Clifton Moor and in the YO30 area.  
businesses are able to form strateg  
and relationships with each other th  
beneficial. I'd also like the CMBA to  
strong voice for businesses, both la  
appropriate issues.

**WHAT WOULD PEOPLE BE SURP**  
**ABOUT YOU?** I am an avid lover o  
(and if truth be told, a bit of a sci-fi





NAME: Adrian McClaren  
 JOB TITLE: Whole of Market Mortgage  
 COMPANY: Pen-Life Associates  
 WHERE IS YOUR COMPANY? York  
 WHAT DOES YOUR COMPANY DO? Financial Advisers. We  
 WHAT'S YOUR VISION FOR THE CLIFTON MOOR BUSINESS ASSOCIATION? To grow and  
 WHAT WOULD PEOPLE BE SURPRISED TO LEARN ABOUT YOU? I sang solo in York  
 Christmas Service.

NAME: Clare Hutchison  
 JOB TITLE: Managing Director  
 COMPANY: One to One Recruitment  
 WHERE IS YOUR COMPANY? York Eco Business  
 Centre, Amy Johnson Way  
 WHAT DOES YOUR COMPANY DO? Recruitment  
 Agency (see feature page 4)  
 WHAT'S YOUR VISION FOR THE CLIFTON MOOR  
 BUSINESS ASSOCIATION? I would like to see all the  
 companies on the Clifton Moor Industrial Estate working  
 together as a business community, assisting each  
 other with leads, recommendations and inter-business  
 dealings, so that we become a strong area of business  
 again in York like it used to be.  
 WHAT WOULD PEOPLE BE SURPRISED TO LEARN  
 ABOUT YOU? I used to be a club rep and DJ in Playa  
 De Las Americas, Tenerife.

NAME: Philip Lewis Ogden  
 JOB TITLE: Solicitor –  
 Partner, Corporate  
 COMPANY: Harrowells  
 WHERE IS YOUR  
 COMPANY? Clifton Moor  
 (as well as York, Haxby,  
 Easingwold, Pocklington  
 and Thirsk).  
 WHAT DOES YOUR  
 COMPANY DO? Solicitors  
 WHAT'S YOUR VISION  
 FOR THE CLIFTON  
 MOOR BUSINESS  
 ASSOCIATION? To create  
 an effective association,  
 which not only reflects the  
 diversity of trade on the  
 retail park and industrial  
 estate, but which can also  
 represent each business  
 sector with confidence and  
 ensure that the members  
 have given us a proper  
 mandate so that they are  
 better equipped to do  
 business together.  
 WHAT WOULD PEOPLE  
 BE SURPRISED TO  
 LEARN ABOUT YOU?  
 I have been at Harrowells  
 for 22 years and at Clifton  
 Moor since 1995. In my  
 spare time I enjoy riding  
 horses with my family.



NAME: [unclear]  
 JOB TITLE: Tax Consultant  
 COMPANY: [unclear]  
 WHERE IS YOUR COMPANY? [unclear]  
 WHAT DOES YOUR COMPANY DO? Taxation  
 accountancy, tax  
 WHAT'S YOUR VISION FOR THE CLIFTON MOOR  
 BUSINESS ASSOCIATION? [unclear]  
 WHAT WOULD PEOPLE BE SURPRISED TO LEARN  
 ABOUT YOU? [unclear]

NAME: Andy Douse  
 JOB TITLE: Director  
 COMPANY: Red Publications  
 WHERE IS YOUR COMPANY? York Eco  
 Business Centre, Amy Johnson Way  
 WHAT DOES YOUR COMPANY DO?  
 We improve the business performance of  
 companies by 'engaging' their employees  
 with fabulously crafted newsletters and  
 magazines.  
 WHAT'S YOUR VISION FOR THE CLIFTON  
 MOOR BUSINESS ASSOCIATION? To bring  
 people and companies together so that  
 we can talk, share, learn and support each  
 other. If we can do this, then ultimately, where  
 appropriate, we can do business.  
 WHAT WOULD PEOPLE BE SURPRISED  
 TO LEARN ABOUT YOU? Zippy and George  
 invited me to join them for rehearsals of the  
 children's television show *Rainbow*.



NAME: Mark Mills  
 JOB TITLE: Director  
 COMPANY: Local Telecom Service Ltd  
 WHERE IS YOUR COMPANY? 2 Chessingham  
 Court  
 WHAT DOES YOUR COMPANY DO? At LTS we  
 supply and support business telephone systems,  
 as well as associated software. We also supply  
 phone lines, broadband, fibre and wireless internet  
 services and mobile phones.  
 WHAT'S YOUR VISION FOR THE CLIFTON MOOR  
 BUSINESS ASSOCIATION? It would be great  
 to have every business on Clifton Moor working  
 together, sharing experience and being a single  
 voice to be listened to and acted on by local  
 agencies.  
 WHAT WOULD PEOPLE BE SURPRISED TO  
 LEARN ABOUT YOU? When I was in the Royal  
 Navy I once drove HMS *Intrepid* a 158m, 11,000  
 ton warship from a steering room with no windows.

# 30 years of support



THREE DECADES AGO THE FIRST MACINTOSH COMPUTER WAS UNVEILED, VIRGIN ATLANTIC AIRWAYS GOT OFF THE GROUND AND PRINCE HARRY WAS BORN. IT WAS ALSO THE LAUNCH DATE FOR BUSINESS SUPPORT YORK AND NORTH YORKSHIRE, WHICH IS CELEBRATING ITS 30TH ANNIVERSARY IN STYLE, WITH A NEW INITIATIVE DESIGNED TO ENCOURAGE MORE BUSINESSES TO START UP AND GROW. WE LOOK HERE AT THE HISTORY AND RISE OF BSYNY.

BSYNY was established at a time when enterprise agencies were being set up, usually in conjunction with local authorities that wanted to be seen to be encouraging new businesses.

Formed at the instigation of the then Lord Mayor they were originally financed by voluntary contributions and established businesses were encouraged to support the new initiative by becoming members and contributing donations from accountants, solicitors and banks etc, with the main sponsors being Rowntrees, as it was then, and Shepherds, who both contributed significant sums on an annual basis.

The business evolved from York Enterprise Ltd and later changed its name to York Business Development Ltd, however YBDL ceased to have a remit when Business Link came along. In 2001, the new company of York, Selby and Malton Business Advice Centre Ltd was formed to describe more accurately what the organisation offered at the time and the three local authorities that it served.

In 2007, the Whyte Knight Loan Fund was created, which continues to provide low-cost beneficial matched-funded loans to business owners, contributing to their success and many new jobs. The fund was established as a collaboration between the City of York Council, Aviva PLC and York Professionals.

Now known as Business Support York & North Yorkshire Ltd, the organisation originally had a partnership with Business Link until their demise in 2010, the business was responsible for delivering front-line business support services throughout North Yorkshire. More recently BSYNY has delivered start-up programmes for Barclays Bank PLC, as well as the New Enterprise Allowance for DWP, and has recently achieved the 'Customer First' customer service award covering 10 years.

The business continues to provide a range of support programmes with funded and commercial options and has a particular focus in its current initiative to encourage business owners to Build a Better Business.



## BUILDING A BETTER BUSINESS – Key products and services

AS PART OF BSYNY'S NEW INITIATIVE 'BUILD A BETTER BUSINESS', THEY HAVE INTRODUCED A NEW RANGE OF SERVICES TO ENCOURAGE BUSINESSES TO START UP AND GROW.

### Business skills & learning

Business Skills & Learning provides a range of leadership and development programmes for pre-start and early years business owners and managers. It offers a variety of courses and events to help personal and business development. (CPD Certification for most events.)

### Essential Business Skills Programme

This is a key skills programme, which provides personal development on a variety of topics, such as:

- Business skills
- Marketing
- Finance
- Social Media
- Business Development

### ADVANTAGE MENTORING & COACHING for YOU

A flexible coaching and mentoring programme that offers one to one impartial confidential and specialist business advice and support to small business owners that keeps you focused and adds value to your business.

### Access to Funding Centre

Our Access to Funding Centre helps you to review your funding requirements. It assists to position your business for a funding application and helps match your financial needs with particular funders for maximum benefit.

### WHYTE KNIGHT

The Whyte Knight fund is a matched-funded loan at a very favourable interest rate. The key benefits are:

- A business mentor
- 1-5 years term
- Unsecured
- No early repayment penalties
- Fixed interest rate at 1% over base rate.

### BUILD A BETTER BUSINESS

The new initiative set up to celebrate 30 years of business support that includes Business briefings & networking events.





# LOOKING TO THE FUTURE

Mike Everitt, former assistant CEO of Enterprise South Devon, joined BSYNY in 2006 and became the new Chief Executive of BSYNY Ltd, taking over the reins from predecessor Norman Whyte in 2015.

Whilst during the last year there have been significant reductions in government funding to support businesses, BSYNY continues to provide its support services with a funded element where possible. Responding to the changes, they have also developed a range of commercial services that have already been positively applauded for their quality of content delivery and price.

Mike said: "Over the years BSYNY in all its incarnations has continued to be a pillar of the local community, offering quality support in an easy to understand, no-nonsense way and we often (wrongly) have not courted the limelight with the many success stories and the achievements of our clients.

"We continue to develop both culturally and practically and I believe we must continually evolve by creating new commercial products and services that will add value to our clients and their business success.

He continued: "The reality in the future is that all businesses and those individuals that consider self-employment, will have to make a part or full contribution towards obtaining business support where funding doesn't exist and we continue to be creative whilst focused on maintaining the fantastic reputation we have achieved and remain committed to offering quality results and excellent value for money."

Mike added: "For our 30th anniversary year, we are championing our 'Build a Better Business' initiative to encourage business owners and managers to think about how their business makes a difference and how it could be improved, and have also introduced a new range of business training and mentoring to complement that outcome. We are involved in a range of partnerships including Local Authorities, Universities Skills Service, LEPs and various other groups and other businesses too. We are also a member of the National Enterprise Network that enables us to take advantage of collaborative National Initiatives."

The broad support provided by BSYNY covers training, mentoring and funding that really makes a difference and our previous track record, as well as positive feedback from new clients, continues to endorse the confidence that we bring to local business owners.



BUSINESS SUPPORT YORK & NORTH YORKSHIRE LTD, YORK ECO BUSINESS CENTRE, AMY JOHNSON WAY, CLIFTON MOOR, YO30 4AG  
T: 01904 699590 • E: info@bsyny.co.uk

## Best Western GB in talks to enter 5\* market

Best Western Great Britain is in talks to recruit its first-ever 5\* properties. The talks coincide with a major rebrand and mark a new era for the hotel group as it retires its famous logo of over 20 years. A new suite of seven logos has been revealed, making the group more contemporary and visible to younger travellers. As part of the rebrand, Best Western International will be renamed Best Western Hotels & Resorts.

Best Western Hotels & Resorts have also announced the launch of a new hotel concept – Glo, a suburban mid-market boutique hotel brand. With an iconic and contemporary design, Glo brings the tally of new brands added to their portfolio in the last 12 months to three, along with Vib, a technology-centric urban hotel concept and the BW Premier Collection, a soft brand consisting of carefully selected high-end hotels.

Best Western GB is in talks with a number of 5\* hotels located in key destination areas around the country to join the BW Premier Collection. It already has seven, 4\* or above properties, but the addition of 5\* properties would further change perceptions of the Best Western brand.

"We are hugely excited to be talking to 5\* properties about joining the collection. Their addition in Great Britain will further showcase that Best Western is a brand broadening its appeal, with an exciting vision for the future at the forefront of celebrating great British independent hotels," said Rob Payne, Chief Executive Officer, Best Western Great Britain.



## The Ride of Their Lives

Twelve members of the public will follow in the footsteps of Frankel and Frankie Dettori when they saddle up to race and raise thousands of pounds for Macmillan Cancer Support, in the Best Western sponsored 'Best Western Hotels and Macmillan Ride of Their Lives' at York Races – part of the oldest and biggest charity raceday in the world. The 12 riders – who include a mother of two, a nurse and a salon owner, face months of intense training before riding fully-fledged thoroughbred racehorses in front of a bumper crowd at the Macmillan Charity Raceday – which will see its 46th year on Saturday 11th June 2016, having already raised over £6.5m for charity since its inception.

Find out more and follow the riders' stories at [www.bestwestern.co.uk/ride-of-their-lives](http://www.bestwestern.co.uk/ride-of-their-lives)

[https://www.youtube.com/watch?v=2F\\_ugRJ0od8](https://www.youtube.com/watch?v=2F_ugRJ0od8)

# RED's continued success story

A COMPANY THAT HELPS ORGANISATIONS TELL THEIR STORIES IS TURNING ANOTHER EXCITING CHAPTER ITSELF.

RED Publications, an internal communication agency based within the Eco Business Centre, has just won five major industry awards, just three months before the company celebrates its 10th anniversary.

The team at RED helps major organisations communicate with their employees to improve business performance, and they do that by producing printed and digital newsletters, magazines and newspapers.

Accredited with the quality standard ISO 9001, RED also supports companies with corporate branding, graphic design work and internal campaigns such as open forum sessions and employee surveys.

The company was presented with five awards by the Institute of Internal Communication at an annual celebration ceremony staged in Leicester.

RED's Director Andy Douse said: "It's also great to receive recognition from your peers and I'm delighted to think that we're still producing 'best in class' products and fantastic customer service even after 10 years. We seem to be going from strength to strength."

RED employs a core team of journalists, magazine designers and internal communication experts, supported by a trusted network of photographers, proofreaders and print companies.



RED's Studio Manager Katie Smith with the clutch of five new awards

Journalist Andy Douse created the business in 2006, working out of a back bedroom from his home in Strensall.

Andy said: "I'm so proud of the team here at RED and the brilliant work we do to help companies communicate with their employees to improve business performance.

"We all know that big organisations work hard to improve the service they offer to customers, but in doing this they sometimes forget about their own employees. Here at RED we aim to improve the 'employee experience' because when your employees are happy at work, they perform much better and take less time off sick.

"Our publications and products help companies 'talk' to their employees so that they understand the strategy of the business and where they fit in. If employees know what the company is striving to achieve and the role they have to play in that success, there's a good chance the business will hit its targets."



IF YOU'D LIKE TO LEARN MORE, GIVE ANDY A CALL ON 01904 479500.



We were originally asked to produce an employee magazine for Anglian Water. Now we're involved in so much more. The images on the right are just a snapshot of the communications work we create for Anglian Water.



# HARROWELLS 'POUND' THE PAVEMENTS

On Monday 25 April 2016, after a long day at work, a team from Harrowells Solicitors took part in the 10km York Legal Walk. The walk, which started at York Crown Court, was set up to help raise money for The Yorkshire Legal Support Trust and the organisations they support. Harrowells also took part in the walk to raise money for their chosen charity, Older Citizens Advocacy York.

All the money raised goes to charities that provide advice and support to some of the most vulnerable people in our community. The Yorkshire Legal Support Trust explained that the additional cuts to local government funding for advice services means that these charities are fighting to survive. Some organisations have joined together, resulting in already tight resources being stretched over greater distances, and others have ceased to provide services altogether. Since the cuts have come into force the number of Law Centres has decreased by 20%, meaning there are currently only 43 Law Centres covering the country, with the closest Law Centres to York now based in Bradford or Dewsbury.

The organisations that Harrowells are raising funds for are all working tirelessly to prevent families being made homeless, prevent destitution, help older people gain the support to which they are entitled, and help women and children who have been trafficked for domestic servitude or prostitution. The team from Harrowells was the largest to take part in the walk and photos of the team can be seen below.



THE TEAM ARE STILL COLLECTING DONATIONS. SHOULD ANYONE WISH TO DONATE TO THIS CAUSE, A FUNDRAISING PAGE FOR THE TEAM CAN BE FOUND AT <https://mydonate.bt.com/fundraisers/harrowellslimited>

# More than just bright sparks

JDL is an established provider of the installation, supply, commission and maintenance of electrical, plumbing and heating services. Based in Elvington, they operate nationwide and work in the commercial, industrial, retail and domestic sectors.



Some of their recent work includes replacing Best Western's office lighting with LED energy efficient lighting, and replacing Elvington Plant Hire's workshop lighting, halving their energy consumption whilst also improving the light output.

They have also been involved in the recent development of Pioneer Business Park, Clifton Moor. Under permitted developments they converted unused office space into affordable flats: 71 flats were converted and their service included electrical, plumbing and heating as a package, as well as liaising with the utility companies.



“ JDL HAS RECENTLY REWIRED AND REPLACED OVER 200 OF OUR OFFICE LIGHTS WITH LED ENERGY EFFICIENT LIGHTING. THEY INSTALLED THE LIGHTS OUTSIDE OF OUR NORMAL WORKING HOURS AND WORKED TO A TIGHT PROGRAMME. LIAM MADE SURE I WAS AWARE OF THE PROGRESS AT ALL TIMES AND WAS ON SITE TO ENSURE THE WORKS WENT SMOOTHLY. THE WORKS WERE CARRIED OUT WITHIN SPECIFIC AREAS AND EACH AREA WAS LEFT VERY CLEAN ON COMPLETION. ”

Best Western

The business has also expanded into gas/oil boiler installation and repairs, biomass renewable technology and ground source heat pumps.

*Sam Lowther, right, after completing his Windhager Biomass technical training course.*



JDL ELECTRICAL SYSTEMS LTD, ELVINGTON INDUSTRIAL ESTATE, ELVINGTON, YORK, YO41 4AR  
T: 01904 608350 • E: [enquiries@jdl-electrical.co.uk](mailto:enquiries@jdl-electrical.co.uk)

# Now's the time to make your mark

The Community Trade Marks Office in Alicante turns 20 this year and to mark the occasion they have lowered the cost of filing a Community Trade Mark. Carin Burchell, European Trade Mark Attorney and MITMA Trade Mark and Design Litigator at BRANDED! explains more.

"It is not often that Official Fees go down, but it is now less expensive to file for a Community Trade Mark (CTM). It is only for one class of goods or services; however, you can now register a trade mark to cover the 28 countries of the EU at the lowest price ever since the registration first began in 1996.

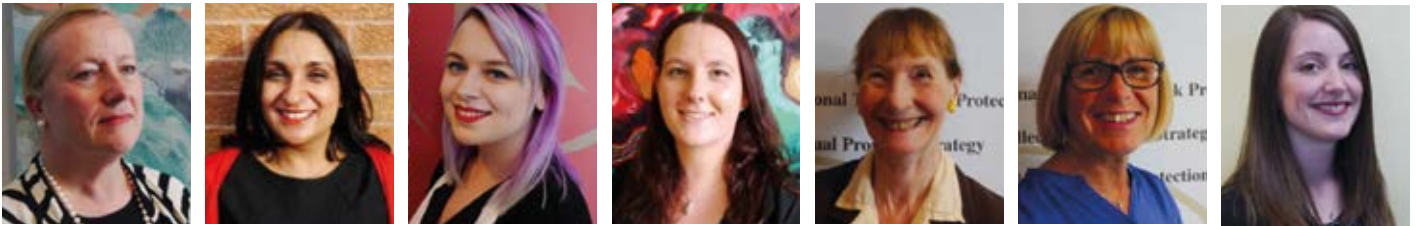
"The new regulations and fees came into action on 23 March 2016, and as evidence that the Office is becoming more accessible they have changed their name. The Office is now called the 'EU Intellectual Property Office' or 'EU IPO' and the CTM is now known as the 'EU TM'."

A number of other changes have also been made:

- International Registrations designating EU TMs are able to proceed to acceptance a lot quicker than they used to, with the three-month opposition period commencing after only one month after publication, rather than the six months it previously took;

- It is now possible to oppose EU TMs on the basis of Protected Designations of Origin and Protected Geographical Indications, and not only on the basis of earlier trade marks;
- After 24 September 2017, Certification Trade Marks (certifying characteristics of goods and services) will be possible in the EU, as well as Collective Trade Marks;
- Five years non-use (if required) has to be proved from before the filing of the conflicting application, and not before the later publication date;
- Priority must be claimed on filing – previously it was possible to claim it up to two months later;
- After 24 September 2017, it will become easier to file non-traditional trade marks (e.g. sound marks), as it will no longer be necessary to file graphical representations of them; however, they will still need to be represented properly.

All of the above should make the EU TM even more attractive to users. Hopefully we won't decide to BREXIT.



Carin Burchell and the BRANDED! team



IF ANY OF THE ABOVE RAISES ANY QUESTIONS, PLEASE CONTACT THE TEAM AT BRANDED! ON 01904 476388, EMAIL [info@trade-mark.co.uk](mailto:info@trade-mark.co.uk) OR WRITE TO 3A CENTURION OFFICE PARK, TRIBUNE WAY, CLIFTON MOOR, YORK, YO30 4RY

## READY FOR A REVAMP

Brother and sister, Nick and Pascha Turnbull at Inc Dot have invested in the latest generation Heidelberg digital press and a wide-format HP Latex machine as part of a £330,000 investment.

The new printer was bought in response to customer feedback and now allows Inc Dot to print on much thicker materials, add special finishes to jobs and enables them to print jobs of a wider size.

Nick stated: "We needed a robust new press which could handle up to 400gsm business card board, whilst producing consistent colour of the highest quality. Customers were sometimes disappointed by

the quality of the thinner boards previously run through the digital machines."

A new HP Latex machine now enables Inc Dot to take on work that is up to 1.6m wide, for example, large external waterproof, fade resistant posters and the ability to print on a variety of materials such as paper, plastic and canvas.

Pascha said: "Margins were constantly being squeezed and our clients often demand faster turnaround times, so these purchases are about trimming costs and adding to our flexibility."

The recent investment also included an extension to Inc Dot's finishing



capabilities, with them now adding foiling and perfect binding to their repertoire. With the company also boasting ISO 9001 and ISO 14001 certifications, they have many key selling points to attract local businesses and public sector customers.



INC DOT HOUSE, SEAFIRE CLOSE, CLIFTON MOOR, YORK YO30 4UU • T: 01904 477944  
E: [smile@inc-dot.com](mailto:smile@inc-dot.com)