

# Connections



FOR MEMBERS OF THE CLIFTON MOOR BUSINESS ASSOCIATION



## Toasting the launch of the new CMBA website

Pages 6 and 7



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

Published twice a year, this newsletter is 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 or call 01904 479500.

ON OUR COVER: **Toasting the launch of the new CMBA website.**

Take a look at our revamped website created by the team at See Green.

Pictured from left to right are: Anne Taylor and Evie Lees from See Green.

Read more about the new site and the team behind it on the centre spread.

This newsletter is designed by Red Publications, 01904 479500.

# Top technology trends affecting SMEs

OUR JULY CMBA BREAKFAST MEETING SPEAKER WAS STEFAN HAASE OF STRATEGY 4 GROWTH, WHO GAVE ADVICE ON BREAKING DOWN BARRIERS IN THE DIGITAL AGE. WE CAUGHT UP WITH STEFAN TO FIND OUT MORE ABOUT THE KEY TECHNOLOGY TRENDS AFFECTING SMES (SMALL AND MEDIUM-SIZED ENTERPRISES) – AND THE OPPORTUNITIES THEY PROVIDE.



Stefan Haase, Director, Strategy 4 Growth.

Do we need technology? In a short answer: Yes.

Technology is omnipresent and touches every aspect of our personal and professional lives. But we shouldn't be terrified; technology lets us do things that were previously impossible.

Many technologies and services are delivered from the cloud – but what is this? Cloud means the collection of networks, computing power and infrastructure to run our applications and tools in a centralised but outsourced environment.

There are different types of cloud, including public cloud (a multi-tenanted infrastructure with flexibility and pay-as-you-use charging models), private cloud (dedicated environment for one business) and hybrid cloud (mix of private/public clouds).

Technology plays a key part at the front-end of a business, from sales and marketing to

social media tools, while at the back-end it provides Enterprise Resource Planning (ERP) tools and HR and payroll platforms.

Key technology trends for SMEs include:

- Superfast broadband
- Mobile devices and apps – access from anywhere/any device
- BYOD (bring your own device) – staff can take devices to work
- Voice over IP (Internet Protocol)– next generation telephony
- Virtual desktop infrastructure – the same desktop to all staff without using individual desktops/applications
- Web conferencing
- File/document sharing
- Instant messaging and presence – instant/remote communication
- Video calling
- Voice/video conferences

STRATEGY 4 GROWTH OFFERS DIGITAL STRATEGY AND MANAGEMENT CONSULTING, FOR MORE INFORMATION CALL STEFAN ON 07876 394064 OR EMAIL STEFAN.HAASE@STRATEGY4GROWTH.CO.UK

## ADDING VALUE FOR 10 YEARS

Staff members, clients, company associates and friends got together in September to celebrate the 10th anniversary of Wiles Ltd Chartered Surveyors.

A finger buffet and light refreshments were laid on at the York Eco Business Centre on Clifton Moor, where the Wiles team is based, to celebrate this significant milestone for the company.

Chartered Surveyor and Registered Valuer Richard Wiles said: "I've got a great team and we take a lot of pride in doing detailed property inspections and giving good, sound advice to clients.

"We provide a quality service and give value for money. I'm very proud of what we've achieved – here's to the next decade."



Richard (above left) welcomes guests to his anniversary event.



# Exciting move for Bow trio

IT'S NOT EVERY DAY THAT YOU AND YOUR FRIENDS GET THE CHANCE TO BUY THE COMPANY YOU WORK FOR.

This happened recently to three colleagues at Bow House in Easingwold, North Yorkshire. The small team are experts in web design, content management systems, mobile applications, SEO (Search Engine Optimisation) and social media.

Alan Pratt, Richard Fox and Anthony Mitchell have worked together at the digital design agency for 10 years. Local clients include York Pullman coaches, the charity Antibiotic Research UK, fuel and agricultural products supplier BATA, and the Yorkshire Dales National Park Authority.

The company has several clients and suppliers based on Clifton Moor – it recently built a website for business telecoms service provider LTS (Local Telecom Service) in George Cayley Drive. Suppliers include printing company Peter Turpin Associates, also in George Cayley Drive, plus TMC Accountancy and digital marketing agency Edge45, both of which are in Clifton Moor Business Village.

When Bow House's previous owners, Liz and Chris Jones, decided to retire in 2015 after 30 years of running the company, Alan, Richard and Anthony were asked if they'd be interested in taking over.

Keen to seize the opportunity but in need of expert advice, they approached Mike Everitt at business development specialists BSYNY (Business Support York and North Yorkshire).

Alan, a web designer and front-end developer, said: "Mike told us funding was available to support new businesses. He helped us to apply and we got the funding, and we were able to call him whenever we needed expert help. It was extremely valuable – we're all fairly new to this!" The support offered covered a wide range of topics, from legal issues to employee enquiries and business development.

The new joint directors took over at Bow House via an MBO (management buyout) in August. Alan, who will be looking



after the financial side of the business, said the trio's different strengths and skills mean they complement each other well. Richard was previously sales manager while Anthony is also a web designer and front-end developer.

They're keen to continue the family feel at Bow House.

"We really look after our staff and customers," explained Alan. "If there are any issues, we're always available straight away. We want to keep that level of customer service as high as possible – and aim to continue being friendly, approachable and professional."

And the advice is still there when they need it from BSYNY, based within the York Eco Business Centre at Clifton Moor.

"We've recently been chatting about where to take the business and how to expand," said Alan. "It's really exciting to own part of the company, and quite a change from my day job of designing and building websites!"

Business support specialist Mike Everitt from BSYNY said: "I'm very pleased to have been working with the team from Bow House to assist their business acquisition and funded support application. It's always a pleasure to work with people who have focus and determination and I look forward to helping them add value to their business into the future."



Alan Pratt and Richard Fox



Anthony Mitchell





# Taking positive steps to raise cash for charity

First Steps Nursery held a family fun day in August to help raise money for cystic fibrosis.

Cystic fibrosis (CF) is close to the heart of everyone at First Steps because they currently care for a little boy who has the condition. They're keen to raise awareness in others, and help the CF research team to raise money in their quest to find a medication that can increase the life expectancy of children and adults with this condition.

The team at First Steps worked alongside parents to organise and manage the family fun day, which boasted a range of different stalls, including hook a duck, tombola, raffle, biscuit decorating, limbo and face painting. There was also a bouncy castle and a barbecue.

First Steps Nursery Manager Amanda Cordingley said: "We also had a visit from the ice cream van, which was very welcome because it was a hot sunny day. Everyone who attended had a lovely day and enjoyed spending lots of time enjoying the sunshine with the First Steps gang."

"I'm delighted to say that we eventually raised more than £300 for cystic fibrosis. Throughout the rest of the year, we're aiming to add to this amount and present the charity with a cheque at Christmastime."

"We want to help as much as we can to raise the profile of cystic fibrosis, and to improve the outcomes for those who are affected by the condition. It's also lovely to bring everyone together and raise the profile of our fantastic nursery."

Here's what other members of First Steps had to say:

"It was a really successful day, it was brilliant."

"It's lovely to see everyone enjoying themselves so much, and to see families, including grandparents, that we have never met before."

"We would like to take this opportunity to thank everyone for coming along and supporting us, and to the team here for their hard work."

## FIRST STEPS – FAST FACTS

**First Steps Nursery is an independent, 46-place children's day nursery, looking after children from two months to 12 years. It is situated on Stirling Road, Clifton Moor, ideally placed in the grounds of the Roko Health Club.**

**It is a full day care nursery, open from 7.30am to 6pm, with both full day and half day sessions. They accept all childcare vouchers as well as being registered to claim the two, three and four year funding. From September 2016, they are offering 30 FREE hours to children aged three and four.**

**They also run a 'kids camp' during the holidays for children aged between four and 12 years old with a wide range of different activities, including sports, baking, arts and crafts, day trips out and also daily swimming sessions for one hour.**

**First Steps offers a crèche facility for families allowing them to drop their children off for 1.5 hour sessions while they use the facilities at Roko Health Club.**

**And their party hosts will supervise your child's birthday party on a weekend with various party options to choose from, including swimming, bouncy castle, arts and crafts and pamper parties.**

FOR MORE INFORMATION, CONTACT AMANDA CORDINGLEY ON 01904 693007  
OR GO TO [firststepsnursery.net/york-nursery](http://firststepsnursery.net/york-nursery)

# Harrowwells race ahead

HARROWELLS SOLICITORS HAS BACKED A WINNER WITH ITS SPONSORSHIP OF JOCKEY ADAM MCNAMARA, WHO WON THE PRESTIGIOUS EBOR RACE AT YORK IN AUGUST.

It follows the launch of [www.horseracinglaw.co.uk](http://www.horseracinglaw.co.uk), a new legal service offering specialist advice to trainers, owners, jockeys, breeders and bloodstock companies in the horse racing industry.

To mark the website's launch, Harrowwells, which has offices on Clifton Moor, established an innovative sponsorship arrangement with Adam, an apprentice jockey attached to the Richard Fahey yard in Malton. The new website features a blog by Adam tracking his thoughts and experiences during his debut year.

Adam recorded the biggest win of his career with a four-length victory on Heartbreak City on August 20. His victory in the Ebor, the most lucrative flat handicap race in Europe, led to further success that month – with wins at Yarmouth, Leicester, Newcastle, Beverley and Carlisle.

At the end of the 2016 racing season, the 19-year-old had secured 39 wins, putting him in third place nationally in the Stobart Apprentice Jockeys Championship.

Adam made time to craft a poignant tribute on his blog to the late Tom O'Ryan, the well-known broadcaster, journalist and



former jockey. Tom, who died in the days after the Ebor win, was a mentor to Adam and many others. Adam's tribute also featured on the Racing Post website.

The launch of [www.horseracinglaw.co.uk](http://www.horseracinglaw.co.uk) is one of a number of initiatives developed by Harrowwells to raise awareness of its longstanding expertise in advising farming, equine and other rural businesses across North and East Yorkshire.

MEMBERS OF THE HARROWELLS TEAM CAN BE CONTACTED ON 01904 558600.

## BEST WESTERN HIRES EXTRA STAFF FOLLOWING POST-BREXIT BOOM

Best Western has recruited extra staff at its Clifton Moor head office following a post-Brexit boom.



The independent hotel group saw a surge in international bookings to great British destinations like York, the Lake District, Cambridge and Edinburgh. In particular, bookings from the US and China rocketed in the week after the Brexit vote.

York hotels recorded a rise in overseas interest, with one seeing a 236% jump in bookings from the US. One Edinburgh hotel saw a ten-fold increase in bookings from the US, with Chinese bookings up nearly 50% compared with the same week last year.

"We saw a significant increase in American guests literally the day after Brexit," said Simon Murphy, General Manager at Best Western Dean Court Hotel in York. "After the pound weakened against the dollar,



we saw an increase in American and European bookings. We've also seen a lot of UK pick up."

The company has also received more enquiries from hotel owners wanting to join the Best Western brand since the referendum which is why it has recruited additional staff at its office on Amy Johnson Way to deal with demand.

Rob Payne, chief executive of Best Western Great Britain, said: "Owners and managers are telling us that they're worried about what the impact of Brexit will mean longer term, which makes our membership model, global reach and economies of scale reassuring and attractive in these uncertain times."

T: 01904 695400  
W: [bestwestern.co.uk](http://bestwestern.co.uk)



Members of the CMBA attend the launch of the new website.

# Green light for new CMBA website

THE NEW CMBA WEBSITE WAS SHOWCASED IN OCTOBER AT A SPECIAL EVENT HOSTED BY SEE GREEN, THE COMPANY BEHIND THE REVAMP.

CMBA members gathered at See Green's Marsden Park office to take a look at the site, which features the refreshed brand, designed by Red Publications, as well as updated photography, member listings, forthcoming events, news and of course information on how to join the Clifton Moor Business Association.



Anne, Emilie and Evie, from SeeGreen, worked on the new CMBA website

As well as being fully mobile responsive, the website tells visitors about what the CMBA is; it's hoped that the site will become an increasingly useful resource for members, whilst encouraging even more businesses to join.

“The new CMBA website is a key tool in showing off what a great network we're part of, who the CMBA members are, and, most importantly, encouraging other businesses and organisations to sign up.”



See Green's Director Anne Taylor, who recently joined the CMBA Board said: "We were delighted to once again work with the CMBA to develop a more modern website that really shows off what the association is about.

"See Green has been a CMBA member from the moment we moved into our first office in the York Eco Business Centre back in 2009.

"As a company, we have always appreciated that we have chosen to have our base in a well connected part of York that is home to hundreds of diverse businesses.

"With so many interesting companies on our doorstep, it makes perfect sense to work collaboratively, use each other's services and to share experience and network.

"We're delighted to have customers on Clifton Moor – what's not to like about being able to pop to a client's office for a cuppa without having to jump in the car?

"The new CMBA website is a key tool in showing off what a great network we're a part of, who the CMBA members are, and, most importantly, encouraging other businesses and organisations to sign up."

Members are able to update their details and if anyone would like help logging in, or would like to send information for the site, please get in touch with the team at See Green.

Philip Lewis-Ogden, CMBA Chairman and Harrowells Partner, said: "The new website marks a reinvigoration of the Clifton Moor Business Association – with our refreshed brand and a growing Board, we hope that our membership too will continue to grow, making the CMBA an even more vibrant organisation in York."

IF YOU HAVE ANY FEEDBACK ABOUT THE NEW SITE, OR TO FIND OUT HOW SEE GREEN COULD HELP YOUR BUSINESS SUCCEED ONLINE, CONTACT [hello@seegreen.uk](mailto:hello@seegreen.uk)

TO FIND OUT MORE ABOUT BECOMING A CMBA MEMBER, VISIT [cmbayork.com](http://cmbayork.com)

## MEET THE TEAM BEHIND IT ALL

FOLLOWING THE LAUNCH OF THE NEW CMBA WEBSITE, WE CAUGHT UP WITH PROJECT MANAGER EVIE LEES FROM SEE GREEN TO FIND OUT WHAT GOES ON BEHIND THE SCREEN.



Since we started in 2008, we've been combining a passion for creating high-quality websites with the desire to provide complementary services aimed at helping you succeed online.

Based in York, we work with clients locally, nationally and internationally and we develop creative and engaging websites for private businesses and the public sector.

We do much more than just build websites though; we work closely with our clients in project planning, considering user experience while ensuring that your website helps you to achieve your goals.

“Our aim was to create a simple yet efficient eye-catching design for the new CMBA website.”

Our relationship with our clients doesn't end at the go live stage – your website should be working hard for you, and we'll help you to get the most out of your digital marketing.

We're a relatively small team of seven, which means that the biggest benefit is that we're all involved with every project we take on and if you give us a call, somebody will be able to help, guaranteed!

The CMBA website refresh was managed by our Director, Anne Taylor, Front End Web Developer, Emilie Brown and myself.

Our aim was to create a simple yet efficient, eye-catching design for the new CMBA website – something we feel we've achieved based on the positive feedback we've received so far.

We hope users benefit and enjoy the new site and we invite you to send across any comments or constructive criticism – email us on [hello@seegreen.uk](mailto:hello@seegreen.uk).

# SHORTAGE OF JOB CANDIDATES MEANS IT'S TIME TO UP YOUR GAME

CLARE HUTCHISON OF ONE TO ONE RECRUITMENT, BASED IN YORK ECO BUSINESS CENTRE ON CLIFTON MOOR, EXPLAINS HOW BUSINESSES CAN ATTRACT – AND KEEP – THE BEST PEOPLE.

Businesses are seeing an increasing shortage of candidates as the number of job vacancies goes up, a new report has found.

Starting salaries for people in permanent jobs recently rose at their fastest rate since 2007, according to the Recruitment and Employment Confederation (REC) and KPMG. However, a survey of 400 recruitment consultancies found that the availability of permanent and temporary staff had dropped at the sharpest rate for a decade.

For employers, this has several direct implications:

## 1. QUALITY CANDIDATES WILL BECOME INCREASINGLY DIFFICULT TO FIND

It's a matter of supply versus demand – recruiters and companies have to fight harder amid a decreasing pool of candidates. Simply posting an opening on a job board no longer suffices. Develop more proactive recruiting strategies – e.g. start engaging with potential candidates long before the job opening exists.

## 2. YOU'LL PROBABLY EXPERIENCE INCREASED EMPLOYEE 'CHURN' SOON

In such an atmosphere, even passive candidates – currently employed and not actively job searching – may take notice.



With more opportunities with higher pay, what's stopping them from evaluating their options?

## 3. YOU'LL BE JUDGED

Candidates will judge their recruiting and interview experience with you more critically. You can't afford to offer a second-rate experience, especially if your competitors are busy wowing people. Put a human face on the recruiting experience – offer a personal and more in-depth application format and screening process.

# How to write an effective online job advert

WE'RE ALL UNDER INCREASING PRESSURE TO 'GET RECRUITMENT RIGHT' THE FIRST TIME – AND WE'VE SEEN THE IMPLICATIONS OF GETTING IT WRONG.

In October 2015, the number of advertised jobs overtook the number of jobseekers for the first time since the 2008 recession, with more than 900,000 recruitment adverts published. So how will yours stand out?

An effective advert needs to be positive, well written and appealing, and should:

- Inform and attract relevant talent
- Discourage irrelevant candidates
- Increase recruitment efficiency
- Promote your employer brand

It should connect with your target audience through the type of language, expression and motivation used. Remember to choose an appropriate job title, promote your employer brand and get content right – readers are potential customers.

## KEY AREAS TO INCLUDE:

1. A good overview of your company and culture: why would someone want to work for you? Stick to short clear sentences, avoiding industry jargon.

2. An overview of the role – a few sentences or a list of bullet points. Don't forget to include keywords for search engine optimisation (SEO).

3. A salary wherever possible – candidates are more likely to apply. Mention benefits, even it's just free tea and coffee/friendly environment.

And keep it legal. It's your responsibility to ensure your advert isn't discriminatory. Even simple phrases like 'requires a minimum of two years' previous experience' could have implications under age discrimination legislation.

Finally, be clear how to apply. Provide an email address for CVs and cover letters or a phone number if you prefer to be contacted that way.

IF YOU'D LIKE HELP CREATING AN ADVERT THAT STANDS OUT, CLARE AND THE TEAM AT ONE TO ONE RECRUITMENT ARE HAPPY TO HELP AND SHARE ADVICE. PLEASE EMAIL [clare@one-to-one-recruitment.co.uk](mailto:clare@one-to-one-recruitment.co.uk) OR CALL 01904 769142.



# Pirates, tweets and birthday treats

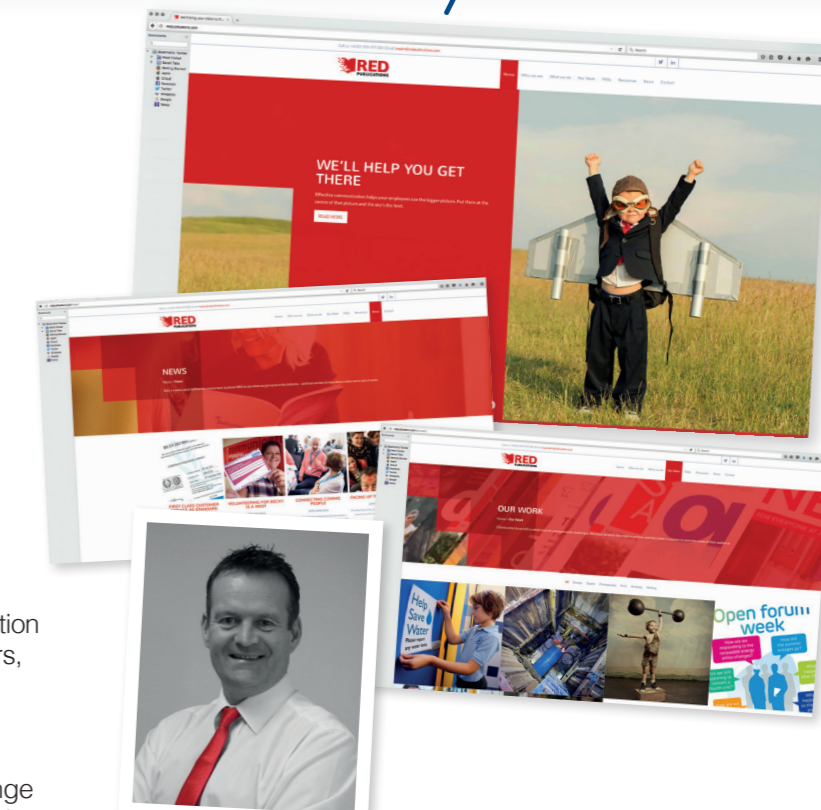
TEN YEARS AGO, PIRATES OF THE CARIBBEAN: DEAD MAN'S CHEST WAS THE BIGGEST MOVIE OF THE YEAR, FACEBOOK WAS OPENED TO EVERYONE (NOT JUST COLLEGE STUDENTS) AND THE FIRST TWEET WAS SENT ON TWITTER.

It was also the time when RED Publications opened for business.

The company was created by journalist Andy Douse, pictured right, working out of the back bedroom of his home in Strensall. Now 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 Publications is an internal communication agency based within York Eco Business Centre. It's mission is to improve business performance and inspire positive change in the workplace so that employees lead better and happier working lives. The team at RED does this by producing printed and digital newsletters, magazines and newspapers.

To celebrate its anniversary, RED has relaunched its website, adding new features. It's also planning an exciting series of promotions and events over the next few months – so watch this space.



"RED's success is down to the brilliant creative team here – we believe in working hard but also having fun along the way – and also to our fantastic clients and suppliers," said Andy. "We're proud to have never lost a client during the past 10 years."

"If you want to know more about what we do, please get in touch and we'll get together for a coffee and a chat. Or have a look at our new website."

If you'd like to learn more, give Andy a call on 01904 479500 or email [andy@redpublications.com](mailto:andy@redpublications.com) or go to [www.redpublications.com](http://www.redpublications.com)

Oh, and if you're interested, the first tweet was sent by Twitter's co-founder Jack Dorsey and said: "Just setting up my twitter".

“RED's success is down to the brilliant creative team here – we believe in working hard but also having fun along the way.”



### GIN TASTING MASTERCLASS WITH STILL & HEART

PAIRING TWO OF LIFE'S SIMPLE JOYS – GIN AND GOOD FOOD

This superb two-part experience is perfect for whiling away an indulgent afternoon together. Priced at £55 per person, it includes:

- A gin masterclass from York company Still & Heart, with a bespoke G&T
- Two-course Table D'Hote lunch with coffee and Petit Fours in The Ivy Brasserie at The Grange Hotel.

#### Special offer for CMBA members: £89 for two people.

To receive this offer, please contact Helen Smith by emailing [helen.smith@grangehotel.co.uk](mailto:helen.smith@grangehotel.co.uk)

#### DATES AVAILABLE:

Saturday 11 February, 2017

Friday 10 March, 2017

Saturday 20 May, 2017

FOR MORE DETAILS VISIT [grangehotel.co.uk/events](http://grangehotel.co.uk/events) OR TO BOOK, PHONE 01904 644744 OR EMAIL [sales@grangehotel.co.uk](mailto:sales@grangehotel.co.uk)



## but what does it mean for UK trade mark owners?

AS THE UK LOOKS TO EXTRICATE ITSELF FROM THE EU, YOU MAY BE WONDERING WHAT THE FUTURE HOLDS FOR INTELLECTUAL PROPERTY RIGHTS. WE CAUGHT UP WITH CARIN BURCHELL OF SPECIALIST ATTORNEYS BRANDED!, BASED AT CLIFTON MOOR'S CENTURION OFFICE PARK IN TRIBUNE WAY, TO FIND OUT.



UK trade marks (TMs) and registered designs remain as effective today as they've ever been.

Brexit doesn't mean anything until we've invoked Article 50 and then spent two years negotiating our way out of EU laws and regulations – which may never happen, of course.

In the meantime, trade mark owners should consider filing a UK trade mark application if the UK is their key country of interest.

We don't know how the UK element of any EU TMs will be separated out, so if you do file an EU trade mark to cover the entire EU, it would probably be prudent to also file a trade mark application in the UK.

The UK IPO (Intellectual Property Office) recently reported that UK trade mark

filings were up by 10% on the same time last year. Many have the same date as their corresponding EU equivalent, suggesting owners are filing EU and UK applications for the same mark. They probably want to ensure they'll have effective protection for their marks if/when the UK leaves the EU with the least additional work or cost.

We've also seen a significant increase in the number of UK registered design applications filed recently – a rise of 33% on the same time last year, according to the UK IPO. An extra incentive for this is the significant reduction in the official fees (introduced on 1 October 2016), while renewal fees for registered designs are also falling.

Patents and copyright remain unaffected by the referendum.

THE BRANDED! TEAM IS HAPPY TO OFFER ADVICE ON BREXIT – PLEASE CALL US ON 01904 476388 OR EMAIL [info@trade-mark.co.uk](mailto:info@trade-mark.co.uk)

## GOING UP IN SMOKE

FROM DAMAGED PREMISES TO LOSS OF DATA, A COMMERCIAL FIRE CAN DESTROY A BUSINESS. WE CAUGHT UP WITH NFU MUTUAL, IN KETTLESTRING LANE, CLIFTON MOOR, TO FIND OUT WHY YOU SHOULD MAKE FIRE SAFETY A PRIORITY.

It's not just physical assets like premises and equipment that are at risk if there's a fire at your business – loss of data can be equally devastating.

And rebuilding a business after a fire can take months – if not years.

"According to a report by the Association of British Insurers, 80% of businesses that suffer a major incident such as a fire fail within 18 months," said Georgina Thomas, Commercial Development Manager at NFU Mutual.

"Firms need to have a business continuity plan and to know how to deal with what happens after a fire."

Floods and storms have also hit many businesses hard over the past year.

The right insurance can get businesses trading again faster and help them remain viable while recovering. Business interruption insurance:

- Covers a business for any period it cannot trade as normal due to an event resulting in damage to the property, including fire or flooding, or an essential piece of equipment breaking down



- Pays an amount to cover pre-tax profits shortfall
- Covers higher costs of running your business, e.g. extra accountancy fees

### Your legal obligations

Under the Regulatory Reform (Fire Safety) Order 2005, you're legally required to carry out an assessment of the fire risk within your premises and the precautions you have in place. This includes:

- Identifying fire hazards – sources of ignition, flammable materials and hazardous processes
- Identifying people at risk due to where they work or what they do
- Removing/reducing risk where possible – controlling sources of ignition and fuel and reviewing fire-fighting systems
- Preparing and testing an emergency plan – reviewing the means of escape plus fire safety training.

## Ready to review?

DID YOU KNOW THAT WINNING A NEW CONTRACT OR BUYING MACHINERY COULD AFFECT YOUR BUSINESS INSURANCE? HERE, DAVID BUCKLAND, NFU MUTUAL INSURANCE REVIEW EXPERT, TALKS ABOUT SAFEGUARDING YOUR BUSINESS'S FUTURE.

Q: WHY IS IT IMPORTANT TO CONDUCT REGULAR INSURANCE REVIEWS?

A: It ensures business owners are covered for a major event. Businesses are dynamic; they grow and diversify, develop new revenue streams and take on new contracts. This can all affect the insurance cover needed. Regular reviews help businesses know they are covered for the correct amount, for the most suitable length of time.

Q: WHAT COULD AFFECT MY BUSINESS INSURANCE?

A: Moving to new premises, extending business activities, buying new machinery or making any significant changes.

Q: IS THIS INSURANCE A LEGAL REQUIREMENT?

A: No – some businesses may choose not to take out this

type of insurance to try to save money. However, this could be a false economy if the business suffers a major loss.

Q: WHAT IS BUSINESS INTERRUPTION INSURANCE?

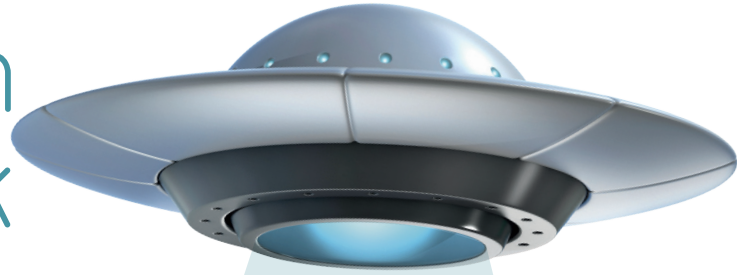
A: It covers a business for loss of profits and increased costs due to a fire or other insured event. Costs could include renting and fitting out temporary premises, staff overtime payments, payments to other companies for services or goods, hiring plant/equipment, and extra advertising and transport. Sufficient insurance is vital for the stability of any business – a regular review is a great way to help safeguard a business's future.

POP IN OR CALL US: NFU MUTUAL, 3 CONCEPT COURT, KETTLESTRING LANE T: 01904 691289 W: [nfumutual.co.uk/ebor\\_agency](http://nfumutual.co.uk/ebor_agency)





# UFO landing at Clifton Moor Business Park



YORK IS THE FIRST CITY IN THE UK TO GET ULTRA FIBRE OPTIC (UFO), AND IT'S NOW ON THE DOORSTEP OF CLIFTON MOOR BUSINESS PARK.

UFO is very much the broadband of the future with speeds that are 100-times faster than standard broadband, no matter how many people are online at the same time.

You may have noticed the works going on nearby? These were needed to lay a whole new type of connectivity. It delivers pure fibre broadband all the way into your business, and doesn't rely on copper telephone lines like other networks. Because of this it's even won a uSwitch award for Best Broadband Innovation.

As it's pure fibre all the way into your business, it's significantly more reliable and stable than other fibre broadband that doesn't actually reach your property.

It even withstood the Christmas 2015 floods, with customers on the UFO trial scheme being amongst the lucky few to remain connected in York on Boxing Day.

Who knows what devices and gadgets you'll need to have connected in years to come to keep your business as productive as possible? But by getting UFO now you'll be future-proofing your internet connection.

At TalkTalk Business we understand the demands of running a business which is why over 180,000 businesses depend on us for their connectivity and why we're the only major provider rated 'Great!' on TrustPilot.

## ULTRA FIBRE OPTIC RIGHT INTO YOUR HOME



100x faster than standard broadband: TalkTalk UFO delivers speeds more than 900Mb/s compared to the average standard (ADSL) download speed (7.3Mb/s) from OFCOM broadband report November 2014.

FOR MORE INFORMATION PLEASE CALL BLAIR WISHART ON 01925 556295

## JDL LAUNCHES REVAMPED WEBSITE

JDL has upgraded its website, adding new mobile-friendly and online booking features.

The electrical, plumbing and heating contractor, based in Elvington, has worked on a number of projects at Clifton Moor, including being involved in the recent development of Pioneer Business Park and replacing Best Western's office lighting.

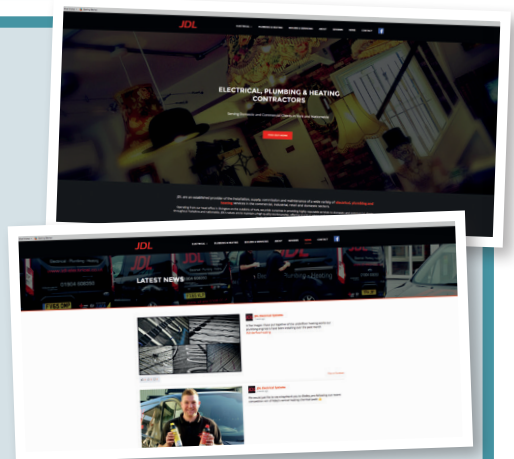
The new fully responsive mobile-friendly site – allowing customers to access information from any device – includes:

- A simple pop-up form so customers can book a service online

- A new page devoted to boiler installations and services – customers can view boiler packages, order replacement boilers online and get advice
- Background information on JDL, details of the services the company offers and customer reviews.

Customers can also access JDL's social media via the site, so they can get to know the team better and see a more personal side of the business.

Becky Whelan, JDL's Apprentice Admin Assistant, regularly updates their Facebook page and the site's



news page with business-related stories, information about recent projects and staff-related news stories.

HEAD OVER TO [jdl-electrical.co.uk](http://jdl-electrical.co.uk) TO CHECK OUT JDL'S NEW SITE