

ISSUE 7: MAY 2019

Connections



FOR MEMBERS OF THE CLIFTON MOOR BUSINESS ASSOCIATION



Maximise's celebrity client

A-list actor Richard E. Grant chooses Maximise for his latest fragrance marketing campaign. Page 4.



WELCOME TO CONNECTIONS, THE MAGAZINE FOR MEMBERS AND FRIENDS OF THE CLIFTON MOOR BUSINESS ASSOCIATION (CMBA).

Published on a regular basis, this newsletter contains your stories to help promote the Clifton Moor business community. Please remember, this is your newsletter and we want to hear from you. If you have a story to tell or photo to take, please get in touch: email katie@comms.red or call 01904 479500.

Alongside the magazine, the CMBA also holds regular breakfast meetings, offering members the opportunity to network and exchange information with each other.



An eggcellent event



Take a bow everyone at BRANDED! for laying on a wonderful Easter social event for the Clifton Moor Business Association. Members and guests enjoyed some quality networking time when they attended the late afternoon event at Centurian Office Park in Tribune Way.

The BRANDED! team provided nibbles and drinks and organised a charity raffle to win prizes and Easter eggs. There was even a competition to find the best decorated hard-boiled egg.

The charity raised £100, which will be donated to The Yorkshire Air Ambulance and the Yorkshire Air Museum.

Special thanks go out to Sarah Cantrill and Erin Hyde from BRANDED! who helped to pull the event together.

A NEW LOOK FOR ANDREWS SIGNS

After celebrating our 10th year in business last summer, we are proud to announce that we have just launched our brand-new Andrews Signs and Engravers logo!

Over the last decade, the business has evolved and grown, and for this reason, we decided that it was time to launch a refreshed brand to reflect our sign-making and engraving expertise. We believe that this updated look better matches our ethos, and mirrors where the business is today.

Loving your brand is one of our specialities. We can see the sign-making process through from start to finish, starting with an initial brief to our on-site graphic designers, all the way through to our team installing your new signage, shop fronts, banners and wall graphics.

It's been a fun job being able to manufacture our complete rebrand here on site, including our business signage, print and van graphics, and new corporate clothing.



BRANDED!

backs Row4Victory



(From left) Rowers Fraser Mowlem, Duncan Roy, Will Quarmby and Glyn Sadler during their promotional visit to York Racecourse.

Late last year, Will Quarmby, Duncan Roy, Fraser Mowlem and Glyn Sadler began their race across the Atlantic Ocean for the Talisker Whisky Atlantic Challenge.

Setting off from the Canary Islands in their boat named Victory, the team rowed 3,000 nautical miles across the Atlantic in 39 days, reaching the finish line in Antigua in fifth place. The challenge is known as the 'World's Toughest Row' with more people having reached the summit of Mount Everest than rowed across an ocean. On average, each rower loses 12kg during the race and burns over 5,000 calories per day.

To commemorate 100 years since the end of World War 1, the team chose to raise money for the Royal British Legion and Soldier On! which are two charities close to their hearts, especially as the team is made up of a royal engineer, an ex-royal marine, a serving chief technician, and a civilian.

BRANDED! first heard about the challenge during a Poppy Appeal fundraising dinner at the Merchant Taylors' Hall in York and were inspired to support the team. Erin Hyde, Office Administrator at BRANDED! explained: "BRANDED! has officially been supporting them since February 2018. We've stayed up to date with their journey through Twitter posts and we were able to live-track the boat throughout the race.

"As part of our sponsorship it was thrilling to see our logo on the hull of the boat during their promotional visit to the John Smith's meeting at York Racecourse last July. We would like to congratulate the team for their incredible efforts in training, fundraising and completing the race - all for such great causes."

IF YOU WOULD LIKE TO DONATE TO THEIR CAUSE, PLEASE VISIT THE FOLLOWING LINK: WWW.ROW4VICTORY.COM/DONATE.HTML

PROCRASTINATION HAS ITS PRICE

Let's be honest, when faced with the prospect of a candid discussion about possible mental decline, potential family discord and death (at some point) who wouldn't rather put it all off until another day?

Nevertheless, over the years that I have been giving specialist legal advice, I have noticed that individuals and families tend to fall into two categories. There are those who plan ahead, reaping the benefits of doing so, and those who put things off until they can no longer be ignored, often limiting their options and increasing the hassle and costs for themselves and loved ones.

HERE ARE JUST A FEW EXAMPLES

If you leave it too late and your mental capacity is already diminishing, you probably won't be able to put a 'Lasting Power of Attorney' in place. Your affairs will then have to be overseen by the Court of Protection, resulting in a more cumbersome, time-consuming and expensive process for those close relatives or friends whom the Court appoints to act on your behalf.

If you die without a will, or have failed to keep it up-to-date, or you have invalidated an existing will through marriage, then the legal situation for any executor and any potential beneficiaries becomes much more complicated. It increases the risk of costly disputes and means that your estate may not be divided as you would have wished.



Ed Ryder, Head of Private Client Advice at Harrowells.

So, my one piece of advice is this: procrastination comes at a price. Have those candid discussions sooner, rather than later, so that you can make your plans, relax and enjoy life.

IF YOU FANCY SHAKING OFF THAT TENDENCY TO PROCRASTINATE, YOU CAN CONTACT ED RYDER, HEAD OF PRIVATE CLIENT ADVICE, AND HIS TEAM ON 01904 558 660 OR VIA OUR WEBSITE WWW.HARROWELLS.CO.UK

ON OUR COVER: Maximise's celebrity client A-list actor Richard E. Grant chooses Maximise for his latest fragrance marketing campaign.

This newsletter is designed by RED, 01904 479500.

A-LIST CELEBRITY LENDS SUPPORT TO INDEPENDENT YORK BUSINESS

Star of the award-winning *Can You Ever Forgive Me* and the much-anticipated *Star Wars Episode IX*, Richard E. Grant, has personally chosen York-based Fragrance Tester Blotter manufacturer, Maximise, to provide Fragrance Tester Strips for his latest marketing campaign.

The Oscar-nominated actor, writer and entrepreneur - well known for his role in 1987 cult film *Withnail & I* - launched his signature unisex scent, Jack Perfume, in 2014. Grant and his daughter Olivia, who is also his business partner, later chose Maximise to supply special Tester Blotters for promoting the scent and have remained loyal to the company ever since.

Maximise's Managing Director, Andy Hudson, caught up with his famous client at a recent exhibition in London's Olympia. Andy says of the actor: "What I love about working with Richard is how approachable he is. Maximise has several other famous clients on its books, but we're not allowed to talk about them - in fact, we've signed non-disclosure agreements to make sure we don't! With Richard it's the exact opposite - he's keen to know how our business is doing and is always happy to be photographed alongside us. He's one of our most loyal clients."

It's perhaps not surprising that an A-list actor should choose Maximise to help sell his unisex fragrance. As one of the world's leading suppliers of Fragrance Tester Blotters, Maximise has supplied customers worldwide from the Beauty, Perfume, Aromatherapy and Essential Oil industries, with over 50 million blotters.

Their products come in all shapes and sizes, from basic rectangular strips to embossed or foiled cut-outs. Clients can bring their own ideas to the table, or recruit Maximise to design them. There's no project too big or too small, either; whether it's a new business starting up who only require a small quantity or an A-list celebrity needing thousands shipped around the world.

ABOUT MAXIMISE:

- Maximise was established by York-born Andy Hudson in 2011.
- The company is now one of the world's leading suppliers of Fragrance Tester Blotters, dealing with retailers and manufacturers worldwide.
- Clients include: Yardley of London, Penhaligon, Revlon, Elizabeth Arden, Crabtree & Evelyn, Molton Brown and Conran Shop.
- Maximise's Tester Blotters are made in York, using low-odour inks and FSC accredited absorbent boards.
- Maximise is committed to minimising its waste and to recycling waste materials wherever possible.
- Website: www.maxi-mise.com
- Online store: www.scentblotterstrips.com



Star Wars actor and perfumier, Richard E. Grant (left) stands with Andy Hudson at Olympia.

Client testimonials:

"Maximise offer great, personal customer service, with quick response times. They were very helpful assisting us in deciding what Tester Strips would be best for us. We would highly recommend their services."

Olivia - Jack Perfume.

"I got in contact with Maximise after struggling to find a quality Tester Blotter supplier who could offer large quantities in a short amount of time. Andy at Maximise was so accommodating, incredibly helpful and has managed, on more than one occasion to get us large orders almost instantly. The Tester Blotters are fantastic quality, we use them day in and day out for fragrance stability testing, evaluation and as samplers at in-house events. I'm so pleased with the product and service, and will continue to use Maximise going forward."

Rosie - Molton Brown.

"Maximise have passion and drive to make sampling campaigns successful - they understand marketing strategy and are able to present proposals to a customer that achieve the business objectives as well as being creative with how to implement impactful campaigns."

Karen - Yardley of London.

Reaching for the skies at the High Flyer Awards



In March, the team at RED joined the jet set and celebrated making the shortlist for eight different awards at the coveted Institute of Internal Communication (IoIC) Central and North Awards.

Based within the York Eco Business Centre, the internal communication agency was a class winner in three different categories, and received awards of excellence for a further five categories. For the categories of Best Public Sector Communication, Imagery, and Magazine, RED came out on top, and for the categories including

Best Campaign, Newspaper/Newsletter and Best Agency, awards of excellence were given to acknowledge the great work produced by RED and their wonderful clients.

RED's Director Andy Douse said: "These industry awards give agencies and their clients the chance to celebrate and recognise the talent, innovation and expertise of internal communication professionals in the region."

"I'm so proud of the team here at RED. We're doing some amazing work to improve the performance of local, national and international organisations by engaging their employees, and it's great to get recognised for this by our peers in the industry."

Outstanding ten years

Ten years have flown by since Home Instead York opened their doors. Since then the team has provided an uncountable number of hours of care to their clients. The organisation has gone from strength to strength, culminating in them achieving an 'Outstanding' rating from the Care Quality Commission (CQC) late last year.

Daphne Ellis, General Manager at Home Instead York, said: "Just as important is the continuing positive feedback we receive from clients and their families. This feedback goes beyond complimenting our service on a job well done, and although that is fantastic to hear, it's the heartfelt thanks we receive for the difference we have made that grabs my attention. It's a common occurrence for me to read emails or letters from clients' families about the impact we have had on the quality of someone's life, whether that's the client or the client's family who have had respite from, sometimes overwhelming, caring responsibilities. I feel privileged to do a job that is a small part of making that positive impact on others."

"The world of health and social care has changed significantly over the last ten



Home Instead York celebrate their 10th birthday and their 'Outstanding' rating from the CQC

years. Austerity and the political climate have had their impact. The ageing population has started to influence the availability of services for older people. Home Instead has developed, adapted and learned a huge amount along the way and I am sure the future holds even more change.

"The population will continue to age as 'baby boomers' approach the age of our client group, the government will have to respond to the huge challenges facing the health and social care system and technology will have a growing influence on the way we work. There will inevitably be challenges and opportunities for us

all ahead, but Home Instead intends to be at the forefront, leading the change that is required.

"One thing that I am confident of is that the key factor in our success for the last ten years will also be key to our success for the next ten years. That key factor is our people, so thank you to our team and I hope everyone is as excited about the future of Home Instead as I am."

FOR FURTHER INFORMATION, PLEASE CONTACT york@homeinstead.co.uk OR CALL 01904 690884.

FOR FURTHER INFORMATION, CONTACT ANDY HUDSON ON 07716 711116 OR EMAIL info@maxi-mise.com

Helping to build better futures



In January, GEM Construction (York) Ltd saw their Chairman Mike Green and Director Wendy Green travel to Uganda for three months to undertake volunteering work at Kagando Hospital.

Mike had his building skills put to the test and undertook a number of repairs to dilapidated buildings, while Wendy's teaching skills enabled her to connect with the local women and children, providing information on a number of areas including nutrition and general hygiene.

In their first week in Uganda, Wendy felt that the Rainbow Room, a little haven where the children in hospital can go and use the donated toys and games, needed to be refurbished and decided that this was a project she wished to undertake. Some of the donated toys

and games had never even been seen by the children.

Mike and Wendy proudly completed the project at the end of February, with the help of four volunteer nurses from Belgium; Gust, Emma, Hannah and Lotte. Together they painted the building, both internally and externally, put up bookshelves and installed a clean drinking water supply.

In one day the room attracted over 50 mums, babies and children who were enjoying the fresh air away from the hospital wards, which can be a little cramped. Some lovely dolls and toys were donated from the UK and these were played with everyday. They were a clear favourite with the children - their smiles said it all.

Mike and Wendy also had the opportunity to visit the Rwenzori Women's Health project, located at the top of a mountain. There is no transport and the only way to get to the top is a one-hour trek up a very steep and narrow footpath - a walk that the villagers do every day to obtain drinking water.

On 2 March, it was Jaja Day at the hospital, a day dedicated to children who have HIV and their parents who are often ostracised from society. The day was spent playing football, cricket, skipping, singing and many other activities. Each person also received two free large-portioned meals which enabled the children to take some of the food home with them.

Mike also spent time installing solar panels to help provide electricity to the area. One of the properties that had the panels installed was for a gentleman called Michael, a single father of two children. Michael has struggled in the community after being diagnosed with leprosy and having to have one of his legs amputated. He said that having the solar panels installed will have a real positive impact on him and his family and will help his children to do their homework.

Mike and Wendy made a real difference during their time at Kagando and have received a couple of very heart-warming 'thank you's for their efforts so far.

IF YOU'D LIKE TO DONATE TOYS OR CLOTHES, PLEASE SEND THEM TO: GEM CONSTRUCTION (YORK) LTD, CONSTRUCTION HOUSE, JAMES NICOLSON LINK, YORK, YO30 4GR. GEM WILL THEN PACKAGE THE ITEMS UP AND SEND THEM TO THE HOSPITAL.



IN THE FRAME

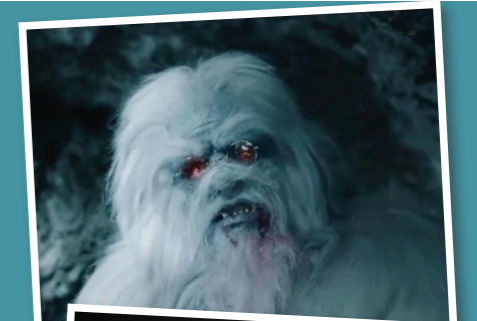
Teaming up with talented photographers is simply all part of the job for Inc Dot, a local design and print company. Using their beautiful images, Inc Dot are experts in turning professional photos into high-quality post and greeting cards.

One creative photographer who has particularly impressed the team recently is David Charles who specialises in portraits and head shots. David even had a go at snapping some shots of Nick Turnbull, Managing Director of Inc Dot. Nick jokingly recalled that: "David rashly declared that he could bring out my inner beauty... I'll let you judge the results."

ABOUT INC DOT:

If you're looking for a design and print company who are service-driven and committed to your needs, look no further. From their base in Seafire Close, Clifton Moor, Inc Dot can supply the world. They have been in business for decades and have experienced staff to serve customers in the way they expect and deserve.

- Inc Dot is a family firm that was first established in 1979.
- Providing everything from one sheet of A4 copying, to a full colour digital run of brochures, Inc Dot can do it all.
- Today the company is led by siblings Nick and Pascha Turnbull.
- Website: www.inc-dot.com



Nick Turnbull, before and after.

FOR FURTHER INFORMATION, PLEASE CONTACT NICK TURNBULL AT nt@inc-dot.com OR ON 01904 477944. CONTACT DAVID VIA: www.davidcharles.com

New rules for payslips... Do you know what they are?

New legislation around providing payslips came into effect in April 2019. We asked Martin Poole from Morrell Middleton, Chartered Certified Accountants on Clifton Moor, to shed some more light on the subject.

Martin said: "From 6 April 2019 new legislation around providing payslips came into effect, under which:

- all employers will be required to provide payslips to all 'workers', and
- show hours worked on payslips where the pay varies by the number of hours worked."

Who is entitled to a payslip?

The statutory right to receive an itemised payslip extended to all workers from 6 April 2019. Previously, only employees were entitled to payslips.

The status 'worker' is the third category in addition to the traditional definitions of 'employee' and 'self-employed'. The definition of a 'worker', as expressed in the Employment Rights Act 1996, s230(3), is an individual who:

"has entered into work under a contract of employment or any other contract, whether express or implied and whether oral or in writing, whereby the individual undertakes to do or perform personally any work or services for another party to the contract whose status is not by virtue of the contract that of a client or custom of any profession or business undertaking carried on by the individual."

Workers could include:

- casual work,
- agency work,
- freelance work,
- seasonal work,
- zero hours work.

A payslip may be provided in either a physical format or a printable electronic format.

When do I need to show hours on payslips?

You need to show the number of hours on payslips where pay varies by the number of hours worked. The hours can be shown as a single total of hours or can be broken down into separate figures for different types of work or different rates of pay.

All these new rights came into force for pay periods which began on or after 6 April.

HMRC HAS PUBLISHED GUIDANCE AROUND THIS NEW LEGISLATION: https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/764576/payslips-legislation-april-2019-additional-info-on-payslips.pdf

CONTACT MARTIN AT post@morrell-middleton.co.uk OR ON 01904 691141



Martin Poole, Associate Director at Morrell Middleton.

GEM Construction to the rescue

Early on the 9 November 2018, GEM Construction (York) Ltd got a call from The Star Inn The City, located on Museum Street, after flames broke out causing extensive, but localised, damage to the kitchen roof. GEM worked tirelessly in the first few weeks to enable the bar area to reopen in late November, but the restaurant and kitchen remained closed while the works to refurbish the area got underway.

The roof had to be fully refurbished due to the extensive fire damage and the weakening of its structural integrity. As it is a listed building, the new roof had to match the original design with traditional trusses having to be

made, and traditional construction methods used to install these. Where possible, the original materials were used or kept in place, and new products were incorporated to match the existing ones.

The fire damage also led to a full re-wire being required due to the consumer unit for the building being located in the kitchen and the majority of the cables for the building running through the burnt area. The original kitchen equipment was condemned due to contamination from the fire. This saw GEM getting involved in designing a new layout for the kitchen equipment



Photos showing the extensive damage caused by the fire.

and overseeing its installation. Services were re-routed, removed and added to accommodate the new layout prior to the installation of a replacement resin floor and a hygienic cladding system to the walls, ready for the new kitchen units to be installed.

Smoke damage was present in various locations in the rest of the building, and as such decoration works were required to ensure that there was a welcoming feel for customers when entering the building.

GEM worked closely with the management team of The Star Inn The City to ensure the work was completed in a reasonable timeframe and handed the building back over earlier than expected so that the restaurant could reopen fully operational.



Photos (left to right): the newly installed kitchen, the redecorated bar area and the new roof.

THE BUSINESS OF HELPING OTHERS

We are all in the business of helping others: helping our customers to operate more efficiently, to break into new markets, to increase their turnover or to simply make their money go further. But it's not just about the money is it? If we can simplify life in the process, that's even better.

Will Jenkyns, Team Leader, explains how he and Utility Warehouse can help you. Based on Clifton Moor, I have the privilege of helping homeowners to keep more of their money by showing them how they can make, often significant, savings on essential services, making the pain of constantly switching and searching a thing of the past.

We are all being encouraged to look for better deals when it comes to our household bills, and to do our bit for the planet too. That's why Utility Warehouse fit free LED bulbs in our members'

houses, to reduce their energy use further. This has been so popular that we have fitted four million to date.

The company, Utility Warehouse, is owned by Telecom Plus PLC, a FTSE 250 listed company, with a UK-based call centre and, as you can see (pictured right), is the Which? Utilities Provider of the Year 2018 - the company's 28th Which? Award.

- Could you or someone you know benefit from the services we provide?
- Would you like to keep more of your money?
- Are you paying too much for your energy, phone, broadband or mobile?
- Do you find you have too much month left at the end of the money?

I regularly help people make significant savings by moving their services to this award-winning, reliable and customer-



focused provider. If you'd like to learn more, perhaps over a coffee, get in touch via 07736 481251 or willjenkyns@utilitywarehouse.org.uk