

## Positive year set to end on a high

November is going to be a busy month, at the end of what has been a positive year for the Chamber and our ever-expanding membership, which has now reached 260 members.

The highlight of the month, and indeed the year, is the Brentwood Business Awards ceremony on Friday November 8. With the exceptional quality of entrants this year I am looking forward to hearing who the winners are in each category, and of course who will win the coveted title Brentwood Business of the Year.

The Awards Ceremony is being held at Orsett Hall Hotel, and as I write this I know that there are only a few tickets remaining - see [brentwoodchamber.co.uk/events](http://brentwoodchamber.co.uk/events) to book yours!

Our other major upcoming event is the Christmas Lunch on Thursday December 19 at Mount Avenue Banqueting Suite. Look out for ticket details via social media soon.

The Business Breakfast continues to be sold out each month, and Meet the Members was launched this year to give members the opportunity to host a Chamber networking event. We still have a few months available for 2020.

In order to meet the increased demand for networking events, we are launching a monthly lunchtime event in the new year - to be held at a different restaurant each month, and based on the successful Business Breakfast formula.

We also initiated a training programme this year around social media, and are planning to expand this to cover other subjects which will be beneficial for growing businesses.

As you will have noticed we have rebranded the Chamber with a new, more modern logo. Our thanks go to our Member Services Manager, Neil Hornsby, for all his diligence in managing the project and to Bob Clark from Greenhouse Marketing.

The most recent addition to our Executive Committee is former Brentwood Mayor, Sheila Murphy. Sheila has a wealth of business experience, having managed The Old Dog public house for many years.



*Sponsor at our latest sold-out Business Breakfast in October was Tees incorporating Wortley Byers. We thank them for their support*

Sheila is keen to provide guidance and support to new and growing businesses, and we look forward to hearing more about her future plans.

We are always keen to welcome new Committee members, so if you feel that you could help us, then we would be pleased to hear from you.

**Colin Barber, Chairman**

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## Helen's vital work is nothing to snigger at

Mention the brand name Sexplained® to a room full of adults and there's frequently some sniggering. I'm used to it, but after a recent breakfast meeting someone asked me how I feel about that because he wouldn't like it.

Yes, it's an adult business but I'm not talking smut, porn or sex toys. I talk about the serious side of sex, which should matter to every single person in the world.

My side is contraception, sexual health, men's health and a range of other conditions - and that's very hard to sell. I'd really love your help to get my books in to more homes and schools.

Who am I? Well, my name is Helen Knox and I am a highly qualified and still registered nurse specialist in contraception and sexual health. I trained, way back in 1975, at Westminster Hospital, London.

I worked at St Thomas' Hospital in A&E and was a District Sister for a few years in Chelsea before moving to the specialist field of Family Planning in the mid '80s. I worked clinically but also taught in four men's prisons. Then in 1991 I became the UK's first Outreach Clinical Nurse Specialist in my field, based in Lambeth.

I have two innovation awards. I've published four books for the public, as well as professionals. I write a monthly column for the main health magazine in Barbados and have appeared on TV and radio over 200 times.

I've even appeared on stage alongside some household names while trying to promote this taboo but important subject. I also set up two cyber clinics, long before people carried the internet in their pocket. And despite Google's algorithm antics, I still have one of the highest ranking sexual health websites.

Prevention is SO much cheaper than cure - and, unsurprisingly, we can't cure everything!

Sexplained Books are written from authority and experience. They contain the information we all need, and much more! Every home should have a reference set. Consider them to be "educational life insurance" - much cheaper than a meal out in a Brentwood restaurant or nightclub!

Visit [Sexplained.com](http://Sexplained.com) or [KnoxPublishing.com](http://KnoxPublishing.com) to find out more and for the Publisher's Special Offer.

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## Invest ESSEX delivering support for growth as Carmel Jane Photography case study illustrates

Chamber member Invest ESSEX employs specialist SME Business Managers to advise and assist small businesses in supporting their growth, and attracting new businesses to the area - as part of a European Regional Development Fund (ERDF) project.

To date the project has assisted 23 businesses in the Brentwood area, providing a total of 184.5 hours of support.

As a headline sponsor at the recent Business Excellence Awards Essex (BEAE) 2019, Invest ESSEX took great pride in seeing a number of businesses to have made use of their business support services enjoy success at the event.

One such business from Brentwood to have received support from Invest ESSEX - Chamber member Carmel Jane Photography, the UK's leading dance school photography business - recently celebrated a particularly successful night at BEAE 2019 in Five Lakes Resort.

Besides winning Employer of the Year, Carmel Jane also received a nomination in the Entrepreneur category. She followed this up with success in October as Most Inspiring Business Woman at Best Business Women Awards.

Invest ESSEX's involvement with the business started when approached to help with procurement grants - Carmel Jane Photography benefiting from the connections and business advice provided. Invest ESSEX has also facilitated introductions with recruitment, data management and HR services as well as new clients.

Due to rapid growth in recent years, Invest ESSEX has also supported Carmel Jane Photography in managing their growth through expert advice - helping to source a property, and financial support.

For those plotting their own business success, a full impartial assessment of finance needs is provided by Invest ESSEX's SME funding specialists (ex-senior corporate banking professionals) to help review all options in finding tailor-made solutions for the business. A recent report showed 53 per cent credited employment creation and turnover increase to the support received.

Invest ESSEX offers access to business loans, grants and funding to support business growth plans, with access to specialist advice, training and business events and up to 12 hours of fully-funded consultancy. The dedicated 'aftercare' service also continues to support growing businesses.

For more information please visit [investessex.co.uk](http://investessex.co.uk) or [@investessex](https://twitter.com/investessex) on Twitter.



*Essex SME Business Manager Graham Johnson, one of Invest ESSEX's experts*

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## An invite to make 2020 Your Best Year Yet

Brentwood Chamber has teamed up with Brentwood Borough Council & Brentwood Business Partnership to put on another free business workshop - Make 2020 Your Best Year Yet, delivered by Pro-actions Business Support & Coaching.

The event on Tuesday November 19 will explain vital elements of effective management that all businesses should have in place, showing how you should focus your attention and efforts to create sustainable growth.

The session's key objectives are:

- Helping you understand the key things to focus on to grow profitability
- Introducing you to some best practice processes
- Showing what steps lead to success
- Starting to move you outside your comfort zone

Hosted by the Council at the newly-refurbished Town Hall, it runs from 9am-12pm - register for free at [eventbrite.co.uk/e/make-2020-your-best-year-yet-essex-tickets-73263762887](http://eventbrite.co.uk/e/make-2020-your-best-year-yet-essex-tickets-73263762887).

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## Is graphic design a marketing must-have?

*Bob Clark, Director at Chamber member Greenhouse Marketing, discusses if graphic design is more about vanity than adding to a company's bottom line?*

Looking at the recent example of BT's rebranding, and the feedback it received, you could be forgiven for questioning what value graphic design adds to a business. Since it privatised in the 1980s British Telecom has rebranded, and even renamed itself, several times - and this latest, simplistic transformation reportedly took three years and many £100,000s in the making.

The thing about design is that it is subjective and completely democratic, everyone can have an opinion (and they usually do). Greenhouse Marketing was proud to be invited earlier this year to look at the rebranding for the Chamber, but were apprehensive that this would involve not only seeking the approval of the Committee but also input from the membership. It doesn't get more democratic than that!

This process took several months (but not £100,000!) and we were very pleased with the final agreed design, one that modernised the Chamber's image, making it more relevant and dynamic to the constantly evolving economy.

But, can't anyone come up with a design for a logo or leaflet, we hear you ask? Why use a marketing and design company like Greenhouse Marketing? Of course, anyone can use one of the many free apps these days, but any owner who values their business would seek professional marketing advice in the same way they would with business finance, insurance or health and safety.

At Greenhouse, we work with clients across multiple industry sectors and across multiple design disciplines such as branding, leaflets, brochures, websites, displays, presentations, vehicle graphics to name but a few, providing strategic marketing input to ensure everything is focused to your business goals.

An initial meeting with us costs nothing. Email: [bob@greenhouse-marketing.com](mailto:bob@greenhouse-marketing.com)

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## So pleased to be a new Chamber member

Digital Technology Labs ([digitaltechnologylabs.com](http://digitaltechnologylabs.com)) is a boutique web design and development company, specialising in a website design process catered especially for each client, through to building the website, launching, hosting and on-going protection.

Based in Langdon Hills, with a number of Brentwood-based clients, their team are delighted to be new members of the Chamber. With three employees at the moment and a group of eight freelancers, Kevin Gordon is director, while Hollie Shaw and Sarah Chin-a-Loy provide project management and account management capability to clients.

They recently hosted the Selfie Wall in the Chamber Zone at the Brentwood Business Showcase - and love collaborating with people who are passionate about what they do. Nothing beats coming up with a solution that solves real problems for clients - and their customers too.

Their latest website development project was launched in early September - [domeble.com](http://domeble.com) - a premium rights managed stock library for photographic backplates, 360-degree domes, and VR environments, tailored towards the automotive and product visualisation sectors.

Sign up to their newsletter to keep up to date with technology, web design and monthly work inspiration: <https://bit.ly/2lISq7K>

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## Another array of members join up this month

Nine new members were approved at the recent Executive Committee meeting. Joining the fold were:

**Responsible Life**, who are equity release specialists; **The SkyCam** offer aerial photography and videography using drone technology; **Onestep Social Marketing Limited** provide digital marketing services; and **Electrical Solutions** are domestic and commercial electricians.

**Liquorice** are an independent and contemporary wine merchant; **M4siz Limited** provide efficient technical and business process solutions; **New Era Financial Introductions Limited** offer marketing consultation, advice, mentoring and implementation; **West One Accounting** offer a range of accounting, reporting and bookkeeping services; while **UK Energy Management** provide outsourced energy management.

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## The eyes are the windows to the soul

*So why are our eyes so expressive? Sara Porter of Chamber member Edward Watts Opticians ([edward-watts-opticians.com](http://edward-watts-opticians.com)) explains...*

It began with a universal reaction to an environmental stimulus and has evolved as a way to communicate our deepest emotions.

People who consistently narrow their eyes enhance visual discrimination by blocking light and sharpening focus - with emotions related to discrimination, such as disgust and suspicion.

In contrast, people with open eyes expand their field of vision, with emotions relating to sensitivity, like fear and awe.

So how can we look after our eyes? There are eight easy actions:

1. Have regular sight tests
2. Eat healthily
3. Wear prescribed glasses
4. Take regular breaks: when you work on something close up, such as a computer, tablet or smartphone, your eye muscles are active. This may cause tiredness and headaches, even in those with normal sight. Follow the 20/20/20 rule - every 20 minutes, look at something 20 feet away, for 20 seconds. And don't forget to blink, as this helps prevent your eyes drying out.
5. Wear sunglasses
6. Stop smoking
7. Avoid dry eyes
8. Research your family history: many eye conditions run in families, from simple long and short sight to more serious diseases, such as glaucoma. Knowledge of problems with sight can help detect a condition before it becomes serious.

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## Final social workshop

The last in our series of social media workshops, run in collaboration with 24 fingers, takes place on Friday November 22: How to Use Instagram Stories.

This event at CREATE Business Hub will teach the difference between Instagram and Instagram Stories, and how to use free tools to create engaging Stories that keep your audience coming back for more.

The cost is £40 for members and £50 non-members, and you can book your place via [brentwoodchamber.co.uk/events](http://brentwoodchamber.co.uk/events)

# Chamber Events Calendar 2019/2020

## November

### Friday 8 - Brentwood Business Awards 2019

Orsett Hall Hotel

### Friday 15 - Business Breakfast

Sponsored by KK Mobile Tyres

### Tuesday 19 - Business Seminar & Workshop run by Pro-actions - Making 2020 Your Best Year Yet

Brentwood Town Hall

### Friday 22 - Chamber Training Workshop: How to Use Instagram Stories; run by 24 Fingers

CREATE Business Hub, Brentwood

### Monday 25 - Meet The Members networking event

Brentwood Theatre

## December

### Friday 13 - Business Breakfast

Sponsored by Tutor Doctor - In-Home Tuition Provider

### Thursday 19 - Chamber Christmas Lunch

Mount Avenue Banqueting Suite

## January

### Friday 10 - Business Breakfast

Sponsorship still available

### Tuesday 21 - Meet the Members wine tasting & networking

Liquorice, Shenfield

## February

### Friday 14 - Business Breakfast

Sponsored by Brentwood Borough Council

### 24/25 (TBC) - Meet The Members networking event

Howe Chartered Surveyors

## March

### Friday 13 - Business Breakfast

Sponsored by Howe Chartered Surveyors

### Tuesday 24 - Meet The Members networking event

The Chiropractic Centre

## April

### Friday 17 - Business Breakfast

Sponsored by The Chiropractic Centre

### 20/21 (TBC) - Meet The Members networking event

Essex Wildlife Trust, Thorndon Countryside Centre

## May

### Thursday 14 - Chamber Open Meeting & AGM

### Friday 15 - Business Breakfast

Sponsored by Blue Serif

## June

### Friday 12 - Business Breakfast

Sponsored by Bennetts Funerals

### Tuesday 23 - Meet The Members networking event

SNAP

## July

### Friday 10 - Business Breakfast

Sponsored by Guided Learning

### Monday 20 - Meet The Members networking event

Saint Francis Hospice

## August

### Friday 14 - Business Breakfast

Sponsorship still available

## September

### Friday 11 - Business Breakfast

Sponsored by Carers First

### Tuesday 22 - Meet The Members networking event

Guided Learning

## October

### Friday 9 - Business Breakfast

Sponsored by Aching Arms

## November

### Friday 13 - Business Breakfast

Sponsorship still available

## December

### Friday 11 - Business Breakfast

Sponsorship still available

See [brentwoodchamber.co.uk/events](http://brentwoodchamber.co.uk/events) for the latest Chamber events updates and online ticketing or registration.

We also have free members' events listings on our website. Remember to add your own events at [brentwoodchamber.co.uk/add-member-event](http://brentwoodchamber.co.uk/add-member-event) to increase their visibility.

**Business Breakfast Sponsorship opportunities:** we have a few months still available in 2020 for sponsorship of our ever-popular Business Breakfast at Marygreen Manor - January, August, November and December at time of publication. If you are interested, please contact us ASAP. For £150, it represents an excellent opportunity to promote your organisation to the business people of Brentwood.

## FRP's new look & feel unveiled

FRP Advisory have launched a new website at [frpadvisory.com](http://frpadvisory.com) - alongside a refresh of their brand and visual identity.

As one of the UK's largest independent business advisory firms, they wanted to provide a clear overview of who they are and explain the support they can provide throughout the entire corporate life cycle.

Their new website includes bespoke user journeys to improve the audience's experience and new features so people can easily find the information most relevant to them.

Paul Atkinson and Glyn Mummery, Partners at FRP's Brentwood office, said: "The new website includes a new insights section that allows us to better explain and demonstrate the results we deliver for our clients, where we will share a broad range of case studies."

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