

## New training programme to help members to 'Build Your Business'

One of the primary objectives of the Chamber is to help you build your business - and the new 'Build Your Business' training programme will play a key part in fulfilling that role.

Due to current circumstances, the initial focus will be online training through webinars and virtual meetings, but we hope to be able to add 'classroom-based' training at a later date.

Trailed in last month's newsletter, we have now created a new section on the Chamber website at [brentwoodchamber.co.uk/members-training-programme](https://brentwoodchamber.co.uk/members-training-programme) - which contains all the guidelines for those wishing to provide training courses to members as part of the training programme.

To be eligible to provide training courses or workshops you must be a member of Chamber and have been in business for at least one year; and will need to show that you have a quality product, which represents value for money.

The course providers will be allowed to decide on the course content, subject to approval by the Chamber. But all courses must represent value in themselves, and not simply be used as an opportunity to promote more expensive programmes.

If you have any suggestions on topics which you would like to see covered, then please contact Chamber chairman Colin Barber, who will be co-ordinating the programme - please email: [Colin.Barber@BrentwoodChamber.co.uk](mailto:Colin.Barber@BrentwoodChamber.co.uk)

Members may not be aware that they are also able to upload their own events to the Chamber website to help extend their reach, with lots more having taken advantage of the facility in recent lockdown weeks - promoting everything from fundraising to informative webinars.

All you need to do is visit [brentwoodchamber.co.uk/add-member-event](https://brentwoodchamber.co.uk/add-member-event) and submit your event details, which are then approved in due course by the Chamber's website editors, and published on the site at [brentwoodchamber.co.uk/events/category/chamber-member-events](https://brentwoodchamber.co.uk/events/category/chamber-member-events).



*Michelle Andrews, the Events and Marketing Manager at SNAP, was the first to take part in the Chamber's new Member Spotlight webinar series*

## Going under the spotlight

Our new Member Spotlight series is under way - with SNAP and Blue Serif the first Chamber members to take part in the free Zoom webinars.

As we can't run the popular Meet The Members networking events at present, this webinar series allows you to hear from various members, to find out about their story and learn some of the secrets of their success.

First up under the spotlight last month was SNAP (Special Needs and Parents) and Michelle Andrews, who is their Events and Marketing Manager.

*Continued on the back page*

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## Five joining members

Another batch of membership applicants were approved at the June executive committee, again from a wide spectrum of service sectors.

**O'wango & TT Smart** are a re-joining member, who operate as a clean energy engineering consultancy, with a focus on renewables in Africa. See [renewablesinafrica.com](http://renewablesinafrica.com).

**TC Personnel** was set up by Tracey Cook after working in the recruitment industry for other companies for 20 years. See [tcpersonnel.co.uk](http://tcpersonnel.co.uk).

**Achieve Your Greatness** provides NLP training, coaching and consultancy across Essex from their Chelmsford base. See [achieveyourgreatness.co.uk](http://achieveyourgreatness.co.uk).

**Sarah Robins Counselling and Hypnotherapy** supports clients from childhood through adolescence into adulthood. See [facebook.com/SarahRobinsTherapy](https://facebook.com/SarahRobinsTherapy).

**Charlotte Noon Coaching** offers NLP, coaching and hypnotherapy, helping teenagers aged 12-18 remove the barriers which hold them back from living their best life. See [charlottenooncoaching.com](http://charlottenooncoaching.com).

Anyone interested in joining Chamber should take a look at our website at [brentwoodchamber.co.uk/join](http://brentwoodchamber.co.uk/join) to understand the benefits and cost of membership, and to apply online.

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## Going continental

Brentwood social media agency and Chamber member 24 fingers has stretched its reach into Europe with the addition of two France-based journalists to their team.

James and Scheenagh Harrington, who met working at the Press Association, have been living across the Channel for more than 10 years. They'll bring journalistic expertise across celebrity interviews and sport coverage to the agency.

Scheenagh explained: "Apart from being nosy and sticklers for getting our facts straight, journalists are trained to structure a story so readers are naturally drawn in. It means your story is rich, engaging and sticky.

"We're also good at grabbing attention with headlines that tell a story but also want to make people read on. We're both pretty useful editors, too, online and elsewhere. Getting rid of all the word noise to get to the heart of a story is a real skill."

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## An employee outplacement service can benefit all

It can be a difficult time for companies having to say goodbye to their employees and in times of change it may be tough to see the positives. But by introducing something simple and low cost in the form of an outplacement programme for those leaving your business, both the employer and the employees can benefit.

As Chamber member Kingswood Group HR Solutions details, an outplacement service provides both practical and emotional support to individuals affected by organisational change - in particular, redundancy. Redundancy and redeployment can be a challenging and emotive time for the organisation, the team left behind and, most importantly, for affected individuals.

Some of the benefits to companies using outplacement are:

- Improves remaining employee morale, motivation and productivity during times of change
- Helps line managers to lose or redeploy staff with a clearer conscience, making their jobs easier and less stressful
- Sends a positive message to staff being retained, increasing employee loyalty
- Supports employer brand – especially important to local businesses where competition for talent is high
- Low cost activity compared to severance and notice period costs (or enhancing severance package)
- Reduces risk of employment claims from redundant employees
- Increases employee attraction and retention (lower resourcing costs long term)

Kingswood Group and Pitman Training (Essex & Suffolk) have developed a low-cost, Accessible Outplacement service for companies to offer their employees facing redundancy, delivered virtually. This covers:

- CV development – understanding how to structure a CV and review content
- Professional social networking – how to make the most of social media with your job search
- Interview skills – preparing people for a successful job interview
- Job search strategies – understanding all methods of the job search
- Future-proofing your career – ensuring you are job ready for now and in the future

To find out more about how the Accessible Outplacement programme can help you and your employees visit [kingswoodgroup.org/about-us/news/kingswood-group-and-pitman-training-essex-suffolk-our-accessible-outplacement-package](http://kingswoodgroup.org/about-us/news/kingswood-group-and-pitman-training-essex-suffolk-our-accessible-outplacement-package) and to register for more information.



*Kids Inspire have received the Queen's Award for Voluntary Service, created in 2002 to celebrate the Queen's Golden Jubilee*

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## Kids Inspire get Queen's Award for Voluntary Service

Children's mental health charity Kids Inspire has been honoured with the Queen's Award for Voluntary Service, the highest award a voluntary group can receive in the UK. Through bespoke therapy, mentoring and counselling the Chamber member empowers children, young people and families to make positive change by supporting recovery from traumatic experiences or dealing with emerging mental health difficulties.

Sue Bell, Kids Inspire's CEO and Clinical Director, said: "I am so delighted that our wonderful and loyal volunteers have been recognised by this most prestigious award. It is thanks to their dedication and commitment that we are able to reach even more families and children across the county today."



Nicki Treffers, Beresford's Director, Marketing & New Business, presents a cheque of £1,000 to David Barrs, head teacher at Anglo European School to go towards the purchase of new laptops for children learning from home

## Beresfords help out

Beresfords has helped pupils from the Anglo European School in Ingatestone stay online while home-schooling. A Government scheme has been launched to fund internet access and technology, but Anglo European are set to only get a third of what's needed. So Beresfords donated £1,000 towards buying laptops. CEO Paul Beresford, said: "It's great to be able to help such a worthy initiative. Education is vital, we have to ensure children are still able to thrive and access resources that are key to their development."

## Shape the recovery

Alex Burghart MP has reiterated his call for Chamber members to steer the post COVID-19 recovery landscape.

"It was great to talk to the Chamber on Zoom last month. I fully appreciate how tough the current situation is for many people locally," he said. "I know the lengths people have been forced to go to keep their businesses on the road.

"The next few months will not be easy – as the Chancellor has said, there are enormous challenges ahead. However, I firmly believe that our economy can learn from this crisis and emerge from it even stronger.

"Many businesses have developed an online and delivery presence in the past few months the like of which they only previously dreamt. Many have created new ways of doing business altogether.

"The Government is here to help as we move into the next phase. It's helped through the crisis in unprecedented fashion, paying the wages of over 9 million people, supporting 2.6 million self-employed people, giving 863,000 businesses Bounce Back Loans, and giving nearly 50,000 companies Business Interruption Loans.

"We now need to concoct the right conditions for the recovery – and I would very much like to hear from anyone in the Chamber with ideas for how we can get our local and national economies moving and shaking once more.

"Nothing is off the table – this is a moment for big ideas and big conversations. Please get in touch to let me know what you are thinking. Good luck in the months ahead."  
[alexburghart.org.uk](mailto:alexburghart.org.uk)

## Wrongful trading rules: what you need to know

Business owners across the region are facing decisions as a result of the COVID-19 outbreak, so the temporary suspension of rules about wrongful trading, implemented by UK Business Secretary Alok Sharma at the end of March, has been welcomed by many.

Standard wrongful trading rules mean that business owners can face personal liability if they continue to trade in the knowledge that the business is unable to remain solvent. It can mean potential disqualification as a company director for up to 15 years, as well as other financial fines and penalties.

So, with increasing numbers of business owners becoming rightly concerned about the solvency and viability of their business, this change allows directors increased flexibility if they find themselves facing difficult decisions to secure their businesses future.

Without this suspension, many company directors would have been placed in an impossible position and been forced to begin insolvency proceedings in respect of their company, in order to avoid personal liability. Now, they will be able to continue to pay staff and suppliers without risk of personal liability should their business later become insolvent.

But business owners and directors should question whether taking on new debt or liabilities in order to stay solvent now, will really benefit their company in the longer term? This includes accessing government schemes such as the Coronavirus Business Interruption Loan Scheme.

To help make the right decisions, business owners need to take guidance from professional advisers to help them navigate the changes to legislative framework, access strategic advice and reduce directors' potential personal liability. FRP Advisory Trading Limited, which is a wholly owned subsidiary of FRP Advisory Group plc, provides a professional and considered approach to problem solving.

If you have any concerns about your business, please contact Martin Weller: 01277 503 333. [frpadvisory.com](http://frpadvisory.com).

## Virtual advice clinics pointing the way

Chamber member Fisher Jones Greenwood LLP have launched virtual advice clinics for enquiries in relation to conveyancing, landlord & tenant services and wills, life planning and probate.

The virtual advice clinics offer a free 15-minute appointment to discuss any questions. While the session will not provide in-depth specific legal advice they can help give general advice and point you in the right direction.

This change of service is in light of the current COVID-19 pandemic as FJG continue to offer more services virtually. Moving the advice clinics online requires you call or email ahead to arrange your appointment, booked as a telephone or video call using Microsoft Teams, WhatsApp or Zoom. See [fjg.co.uk](http://fjg.co.uk).



# Chamber Events Calendar 2020

## July

### **Mondays – Coffee & Chat with members**

Virtual networking via Zoom

### **Wednesdays – Chamber Lunchtime Networking Get Together**

Being run via Zoom

### **Thursdays - Member Spotlight webinars (alternate weeks)**

Free to attend via Zoom

### **Fridays – Backing Brentwood Business webinars**

Watch and participate via Zoom

### **Friday 3 – Chamber Training Workshop run by 24 fingers: Getting Started with Video and Going Live**

Being run online

### **Friday 10 – Chamber Training Workshop run by 24 fingers: Blogging for More Business**

Being run online

### **Friday 17 – Chamber Training Workshop run by 24 fingers: How to Target, Engage and Sell Using Social Media**

Being run online

### **Friday 24 – Chamber Training Workshop run by 24 fingers: Using Facebook to Get More Business**

Being run online

### **Friday 31 – Chamber Training Workshop run by 24 fingers: How to Optimise Your LinkedIn Profile for Business**

Being run online

See Chamber website for confirmed networking events and webinars throughout the month, with guest presenters and speakers.

## August

### **Friday 7 – Chamber Training Workshop run by 24 fingers: How to Run a Customer Engaging Instagram Profile**

Being run online

### **Friday 14 – Chamber Training Workshop run by 24 fingers: How to Use Instagram Stories in Your Business**

Being run online

All offline August events have been cancelled. Details of other online virtual networking events and webinars will be confirmed in due course

## September

### **Tuesday 1 - Meet & Eat lunchtime networking event**

### **Thursday 10 - Chamber Open Meeting and AGM**

### **Friday 11 - Business Breakfast**

Sponsored by Carers First

### **Friday 18 - Chamber Training Workshop run by 24 fingers: How to run an engaging Instagram Profile**

### **Tuesday 22 - Meet The Members networking event**

Guided Learning

### **Tuesday 22 - Meet The Neighbours, Safari Networking**

Stansted Airport

### **Tuesday 29 - Meet The Members networking event**

Tees Law Directors

## October

### **Tuesday 6 - Meet & Eat lunchtime networking event**

### **Friday 9 - Business Breakfast**

Sponsored by Aching Arms

### **Friday 16 - Chamber Training Workshop run by 24 fingers: How to Use Instagram Stories**

### **Tuesday 20 - Meet The Members networking event**

Kinetic Podiatry Clinic

### **Monday 26 - Meet The Members networking event**

Kids Inspire, Chelmsford

## November

### **Tuesday 3 - Meet & Eat lunchtime networking event**

### **Friday 6 - Chamber Training Workshop run by 24**

### **Fingers: Give yourself the Gift of New Customers this Christmas - How to Run a Highly Effective Marketing Campaign**

### **Friday 13 - Business Breakfast**

Sponsored by Brentwood Development Partnership

### **Tuesday 24 - Meet The Members networking event**

Wylie Veterinary Centre

### **TBC - Meet The Members networking event**

Brentwood Brewery

## December

### **Friday 11 - Business Breakfast**

Sponsored by 24 fingers

### **Thursday 17 - Chamber Christmas Lunch**

Events will be reviewed and cancellations updated at [brentwoodchamber.co.uk/events](http://brentwoodchamber.co.uk/events) - where all online events can be booked in advance.

## Going under the spotlight

*Continued from the front page*

Next to take part was Matt Barry, Creative Director and Founder of Blue Serif, who mapped out how they have grown into a major player within the creative marketing and digital space in Essex only six years since starting out in an office at the end of his garden!

Michelle from SNAP outlined some of the difficulties they have faced in the current climate: "It's been special to see how all the community has come together. We've had to adapt the technology, learn new tech skills, and we'll definitely be able to take that forward to build on the people that we can reach."

You can find details of SNAP's current online fundraising events and activity sessions, download their bumper summer edition of SNAP Matters magazine, and get their Coronavirus Family Guide resource via their website at [snapcharity.org](http://snapcharity.org).

All the Member Spotlight webinars are uploaded to the Chamber's YouTube channel, so visit [youtube.com/channel/UC39BxChrewL2v9P1KYEE8Jw](https://youtube.com/channel/UC39BxChrewL2v9P1KYEE8Jw) to watch on catch-up.

Brentwood Chamber of Commerce  
Pepperell House  
44 High Street  
Brentwood, Essex  
CM14 4AJ  
01277 214814  
[info@brentwoodchamber.co.uk](mailto:info@brentwoodchamber.co.uk)  
[www.brentwoodchamber.co.uk](http://www.brentwoodchamber.co.uk)

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