

New opportunities to lend your expertise to Chamber business

When the Chamber's postponed AGM takes place on November 12 - COVID-19 restrictions permitting - the delayed elections to the executive committee will also be held, giving you as members the chance to put yourselves forward.

Originally set for May alongside a Meet The Chamber networking event, the AGM had to be cancelled and re-scheduled.

"Now is an exciting time to be part of the Chamber's team, as we are continually looking to expand the range of services which we offer to the business community in Brentwood," says Chamber chairman Colin Barber.

"As we expand our membership, there is a need for more members to serve on the executive committee."

To function at maximum effectiveness for members, the executive committee - totally made up of volunteers (see brentwoodchamber.co.uk/executive-committee) - needs new committee members, with varying skills from a broad range of business sectors, to potentially fill some new roles.

"It is a great way of giving something back to the business community of Brentwood, but also offers increased opportunities to network and showcase your business," adds Colin. "There are a number of different roles on the committee, which can be tailored according to your area of expertise."

Possible new roles to fill include External Liaison, which would include lobbying with Brentwood Borough Council, other major organisations, and other nearby chambers of commerce such as Epping, Bishop's Stortford, Havering, Cambridge and Stansted.

Marketing of the Chamber is another potential new area of committee responsibility, especially attracting more members. And there may also be scope for a commercial role that focuses on sponsorship of Chamber properties and non-subscription revenue generation.

If you would like to hear more about what is involved, please contact Colin Barber at colin.barber@BrentwoodChamber.co.uk by the end of September.



Attendees at our first ever Afternoon Tea at Marygreen Manor enjoyed networking in the hotel's gardens

Outdoor events back on the agenda

With the easing of lockdown restrictions, Chamber has re-started in-person networking events, with plans for more in September.

Following the Open Air Networking at The Teriss Bar, we also returned to Marygreen Manor Hotel after five months away last month - not for the usual Business Breakfast, but a socially distanced Afternoon Tea.

The event sold out well in advance, and was thoroughly enjoyed by all the attendees. "A lot were recently-joined members who had not been to an in-person event prior to COVID-19, so it was good to meet them and talk about what Chamber offers," said Chamber events coordinator Sally Sykes.

A first Netwalking event of 2020 took place from The Green Man in Herongate last month, and a second is set for September 9 from the same venue - while more in-person events are being confirmed for the last two weeks of the month.

All such events will be subject to COVID-19 restrictions and will be cancelled if lockdown protocols require. See brentwoodchamber.co.uk/events for confirmed details.



Saint Francis Hospice received a cheque for £15,000 from The Rotary Club of Brentwood due to their online fundraising

Kamal's pledge helps out local charities

Kamal Magecha from Guided Learning made a pledge once forced into lockdown that she would donate her 'fees paid for services' during the months of April, May and June to local charities.

Unable to teach her students face to face, Kamal sought an alternative way to provide support to her students. Her 20-minute Zoom sessions helped not only the children who were not able to attend school, but also struggling parents trying to home school and motivate their children.

"It is with great pleasure that I will be donating income from those three months of lockdown to two Brentwood charities: SNAP (Special Needs and Parents), and Aching Arms," said Kamal.

Kamal has completed a course with University College London called Childhood Adversity - the impact of childhood maltreatment on mental health. This led to a further course in Reconciliation of Traumatic Memories (RTM), which helps to remove the emotional connections built up in trauma.

For more information please contact Kamal at contact@guidedlearningltd.com.

New members joining

We welcomed five new members to Chamber in August, including Romford-based design consultancy **Brennan and Burch Ltd**, and **24 Degrees Ltd** in Brentwood - who provide training programmes for budding business owners.

Also joining were Chelmsford-based HR and employment law experts **Silk Helix Ltd**, as well as **Romford Care Centre** and **Brentwood Care Centre** - both purpose-built and carefully designed RCH Care Homes.

Get into the Spotlight

As Chamber is currently unable to run the popular Meet the Members events, we've taken to Zoom for the new regular Member Spotlight webinars - already featuring Greenhouse Marketing Services, Bennetts Funeral Directors, Eye Bray, Blue Serif, and SNAP.

If you want your business to feature in a future Spotlight, then get in touch with chairman Colin Barber at colin.barber@BrentwoodChamber.co.uk.

Rotary Club of Brentwood raises amazing £29,000

The Rotary Club of Brentwood had to cancel many of their usual fundraising activities as lockdown took hold - so looked at different ways that they could help the local community.

Struck with the knowledge that many people were dying alone due to the lack of sufficient PPE, the Chamber member decided to raise funds for Saint Francis Hospice, already one of their supported charities, through a new crowdfunding initiative.

Choosing GlobalGiving as the crowdfunding platform, they engaged the help of two volunteers, who gave hours of their time and expertise with posts every day of the 18-day campaign on Facebook, Twitter, and Instagram - reaching a wide audience, including a post from Barry Hearn.

They had 190 unique donors respond to the appeal and raised £8,000 - double the original goal. They then received an email from GlobalGiving, who had also been crowdfunding internationally for COVID-19. The Club was identified as a worthy organisation and received a grant of £21,000.

The Club decided to give Saint Francis Hospice some of that money and were recently able to provide them with a cheque for £15,000 - and are now in the process of identifying other organisations who need help with activities associated with COVID-19 to benefit from this grant.

Virtual support for World Alzheimer's Day

As part of World Alzheimer's Day on September 21, Brentwood Care Centre, one of RCH's dementia centres for excellence, will be holding a Virtual Information Day - including a seminar on Understanding Dementia by RCH's Head of Dementia Care and Development and leading dementia expert Paul Smith.

Dementia, its definitions, and the different types (specifically focusing on five types) will be the key focus of the online seminar, along with the biological and psychosocial aspects of dementia and how RCH's holistic approach emphasises seeing the person, not just the disease.

Following the seminar, Paul will be taking and answering live questions. Those attending will also be sent an Understanding Dementia Guide, which partners the seminar.

Register at bit.ly/understanding-dementia-sept-20, email care.brentwood@rchcarehomes.co.uk or call 01277 561 397.

Another element to support World Alzheimer's Day is the virtual Dementia Friends session hosted by Brentwood Care Centre's Dementia Champion and Customer Relations Manager, Sommer Turner, to help connect members of the local Brentwood community, residents' families and staff.

"Brentwood are committing to raising the bar and rolling out an evolution to the provision of care to those living with a dementia or a related condition across their entire portfolio," said Paul Smith.



Emma McNally says scenario planning can help bring back that element of control

Creating certainty in a time of uncertainty

"Life can be uncertain; that is one thing you can be certain about!" says Emma McNally, of Chamber member Achieve Your Greatness (achieveyourgreatness.co.uk).

"You can't always control what is happening around you - the impact of COVID-19 has demonstrated that. However, focusing on what you can control can really help you to move forward."

As previous Head of Change for Essex County Council, 'change' and 'uncertainty' were Emma's middle names. "You often hear people saying how much they dislike change; for most, what they are uncomfortable with is the uncertainty part – the unknown future.

"Firstly, it is good to note that certainty and control are two of our fundamental needs; so it is natural to feel discombobulated should something happen which is uncertain and out of your control.

"So how do you create certainty in a time of uncertainty and bring back that element of control? A tool I've used extensively over the last few months is scenario planning – what is the best case, worst case and likely case in terms of the situation? I had plans for each which covered timescales, financial impact, consequences, risks, impact on customers - as well as contingency plans in the event that the worst-case scenario happened.

"Being able to think in this way means you have a flexible plan with timescales – I knew what I needed to do, by when, in order to move my business forward. Will it give you the answers in terms of things outside your control? No! What it will do, however, is give you a structure within which to work, that provides you with a feeling of control in an otherwise uncertain environment."

Get back in the saddle and Ride for Helen

Helen Rollason Cancer Charity's annual cycle event Ride for Helen is on for its seventh year on Sunday September 20 - having been postponed in May due to COVID-19.

Social distancing measures have been put in place to ensure riders can take part with confidence and guidelines set out by British Cycling have been followed. Cyclists will be meeting at Crix in Hatfield Peverel to take part in the family-friendly event, which offers a choice of four circular routes from six to 65 miles.

Included in the registration price at rideforhelen.co.uk is a fundraising pack, route maps, route signage, first aid support, mobile mechanic support and recovery, refreshments and a medal for finishers.

Helen Rollason Cancer Charity CEO Kate Alden said: "We are all really looking forward to this year's Ride for Helen. We know many people took up cycling during lockdown so this is a great opportunity to get out on two wheels again and support us."

A good GDPR review is essential practice

GDPR compliance is proven through good documentation, good understanding of the regulation and review processes. Review processes provide the evidence that all is well, which in larger organisations commonly includes the appraisal review process.

Ian Braysler of Chamber member Eye Bray (eyebray.com) says documentation should include evidence of a data audit, the three major policies (data policy, information security policy and marketing policy), an affirmation of following the data protection by design principle.

"These should highlight where/ whether you collate and process personal information, special category information and data relating to children and how the security measures for each differ. The data audit and the data policy should be used to create a retention process and an easily read table for each process or data type.

"The reviews that should be documented are the relevance of the major policies, the number of breaches that occurred (and which required reporting to the ICO) and a review of how accurately the processes are carried out within the organisation.

"How long this will take depends on the size of your organisation, its sophistication, and how well everything is documented. Basic reviews for micro companies may take less than a day to complete, whereas those for larger, or more sophisticated, companies can take substantially longer.

"The type of review I would suggest that is undertaken is similar to an audit. The person would comment on what is there (in term of documentation), detail what is missing, and identify the risks being run and how to mitigate them. Use the report, make a plan and close the gaps to keep yourself covered."



Ilan Braysler of Eye Bray

Chamber Events Calendar 2020

September

Wednesday 9 - Netwalking, socially distanced

The Green Man, Herongate

Friday 11 - Virtual Breakfast with networking

Tuesday 15 - Wellbeing Event

Via Zoom, presenter to be confirmed

Friday 18 - Chamber Training Workshop run by 24

fingers: How to run an engaging Instagram Profile

Monday 21 - In-person social networking event (TBC)

Tuesday 29 - In-person social networking event (TBC)

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

Thursday 12 - Meet the Chamber networking & AGM

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 can be booked in advance at [brentwoodchamber.co.uk/events](https://www.brentwoodchamber.co.uk/events).

Be a part of Christmas celebrations

Brentwood Council and Brentwood Business Partnership, sponsored by Chamber members Beresfords and Tees, are bringing a 'Nutcracker Trail' to the Borough this Christmas - from November 28 for six weeks - with 12 life-sized nutcrackers placed across the Brentwood, Shenfield and Ingatestone High Streets. To express your interest in sponsoring one of the 6ft tall nutcrackers email business@brentwood.gov.uk.



Netwalking resumed last month, starting from The Green Man in Herongate... as will this month's event on the evening of September 9

Choose your attitude to beat the crisis

Much has been written about the financial implications of COVID-19, and the measures which we can take to ensure that our business survives. But equally important is the psychological aspect of how we manage our response to such a dramatic change.

As a business coach and consultant, Chamber chairman Colin Barber - The Management Mechanic ([managementmechanic.com](https://www.managementmechanic.com)) - specialises in the application of psychology in business. "Many people have asked me about the significance of psychology in relation to how we manage the impact of COVID-19," he says.

"My reply has been that psychology can have an important impact at any time when we are faced with significant changes in our businesses. One of my specialist subjects in the field of psychology is Neuro Linguistic Programming (NLP), founded on the concept of modelling, which essentially means studying what works for others and then endeavouring to replicate their methods and strategies.

"So how exactly can psychology help us in this situation? It is clear that we cannot have any direct influence over the COVID-19 crisis, but what we can do is 'Choose our Attitude' - and our response to whatever life throws our way.

"It sounds quite simplistic, but the choices we make about our attitude to this crisis will have a far-reaching impact on how well we come through this difficult period. As soon as we change our attitude, then the different thoughts which will be generated will bring different outcomes.

"Or to put it another way, if we approach the situation with a positive mindset, then we are more likely to achieve a positive outcome. Businesses most likely to survive a crisis and indeed come out stronger are the ones which recognise that every crisis has within it the seeds of opportunity and growth.

"What that means is taking a fresh approach to everything and having the flexibility to make changes to our business model."

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