

Touching **BASE**

The Basepoint quarterly newsletter

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Inside Centres celebrate success!

- ▶ 2 MP visits Bromsgrove networking event
- ▶ 3 Should you enter business awards?
- ▶ 4 Centres win diamond business award
- ▶ 6 What can SME's learn from TV shows?
- ▶ 7 Licensee's celebrate awards and honours
- ▶ 8 Charity update

Basepoint celebrates success at annual conference

Over half of the Basepoint Business Centres across the South of the UK, Midlands, East Anglia and Wales were celebrated at the annual Company conference in May this year.

Sixteen Centres in Andover, Basingstoke, Bournemouth, Bromsgrove, Canterbury, Chatham, Dartford, Exeter, Folkestone, Ipswich, Newhaven, Northfleet, Shoreham, Tilbury, Weymouth and Winchester were rewarded for reaching 100% occupancy for at least one month of the previous year.

As well as celebrating this success, the ceremony also saw three Centres take home awards in the Centre of Excellence category. The team at Romsey took home the winning award with Ipswich and High Wycombe taking home Highly Commended awards.

Kate Bunyan, Centre Manager at Basepoint Romsey, commented, "We were so excited to win this award! We were really happy to be able to come back to the Centre and tell our Handyman, Neil, that we had won! I was so shocked

initially but it has been really lovely telling all our licensees about the award too."

Alison Morrissey, Centre Manager of Basepoint Ipswich, added, "We were stunned when we heard the result, it has been a dream of ours to stand in front of our peers accepting an award recognising our successes and achievements, in fact it would be fair to say we are slightly overwhelmed with the notoriety that has followed us since the results were announced.

"Focusing on teamwork and the community we have put in

countless hours of devoted time to making the Centre what it is today and we are so proud."

Amy Sparling, Centre Manager of Basepoint High Wycombe, also commented on their achievement, saying, "Here at High Wycombe we are all thrilled to have been chosen as Highly Commended in the Centre of Excellence Awards. It is a fantastic achievement and the Team and Licensees are all so proud to have been recognised in this way."



Message from the Managing Director Brian Andrews



I again find myself overwhelmed by the achievements of both our Centre staff and our licensees. Having over half of our Centres achieve 100% occupancy is a testament to the hard work and exceptional customer service that our staff are delivering and highlights the strength of support from our licensees, not only in the Basepoint product, but in the UK's economic strength as well.

How this will develop in the coming months given the referendum result is open to interpretation but suffice to say that the quality and service that Basepoint deliver will continue to develop and improve ensuring that we continually support our licensees and, through The Act Foundation, deliver as much funding as possible to those less fortunate than ourselves.

Now that the speculation on Brexit is over we are working hard to continue in the development of new Centres and hope that we can continue in the success of our Haywards Heath Centre which reached 100% in 6 months, and deliver on our goal of opening 22 new Centres by 2022, developing more Centres through our growing partnerships, supporting hundreds more local businesses with first class space and first class service. Enjoy the summer... once it arrives!

Centres Get Wiggy With It

Basepoint Ipswich and Basepoint Luton staff and licensees took part in Wig Wednesday on Wednesday 25th of May to raise funds for CLIC Sergent.

Staff and licensees alike donned wigs (the funnier the better), organised cake sales and more, in order to raise money for the charity, which helps children and young people affected by cancer.

In total over £170 was raised on the day, which will aid young cancer patients and their families receive the care they need.

Speaking of the event, Centre Manager of Basepoint Ipswich, Alison Morrissey



said, "It has been fabulous getting 'wiggy with it' today, and we would like to thank all our licensees for making the effort and supporting this great cause."

MP a hit at Bromsgrove Networking

Sajid Javid, Bromsgrove MP and former Secretary of State for Business Innovation and Skills, joined the team at Basepoint Bromsgrove last month to deliver a 30 minute Q&A session at their free B2B event.

Sajid took questions regarding the EU referendum and what his opinion was as well as questions about issues in the local area.

There were over 50 businesses from Bromsgrove and the surrounding areas as well as representatives from Chambers of Trade and Economic Development Groups in attendance.



Are you a Council, LEP or Property Developer looking to move into the office space arena?

Why not work with Basepoint Business Centres

With over 21 years' experience and a current portfolio of 32 Business Centres we are seen by many as leaders in the sector and deliver a respected, professional and open approach to Business Centre management and business growth in the local communities that we support.

Contact us today!



Could your SME come out on top with business awards?

Damian Cummins, Director of Northamptonshire based Marketing Communications company, Events and PR, talks us through why he thinks small businesses can benefit from taking part in local business awards.

Why should I enter local business awards?

Awards are the most cost-effective form of marketing that I know. I cannot think of a single reason why it would not make sense for any SME or sole trader to make entering awards a central part of their marketing strategy.

That advice doesn't just count for our awards but I would argue that it counts for any awards, be they local, trade or national.

Award winners and those who are short listed gain a huge amount of public kudos. It is an endorsement with rocket power because in our case a set of judges, or indeed your customers, have come to the conclusion that you are the best.

Everyone likes to do business with a winner.

What costs are involved in entering business awards?

For a long time, awards were the preserve of large corporates with similarly bulky marketing budgets.

You've got to hand it to the corporates, they know the value of recognition for the kudos, morale-boosting potential and positive PR that awards offer.

Now companies, and indeed sole traders, of all sectors and trades can grasp the opportunities presented by awards.

With us at least, it is definitely

not going to cost the earth. If you are in London, Liverpool, Surrey, Cambridgeshire, Bedfordshire, Hertfordshire or Northamptonshire look out for the awards that we organise every year, all of which are free of charge to enter.

"... Award winners gain a huge amount of public kudos. Everyone likes to do business with a winner..."

How do I know which award to go for?

There are usually such an array of categories to enter that knowing which ones to go for can be confusing.

My advice would be to think outside the box. Sometimes it may be better to go for a less obvious category.

If your business has managed to save on energy costs by investing in new equipment or technology, then why not think of it in terms of a Green or Environmental award?

The same argument could be made for innovation awards. Innovation does not necessarily mean technology, it could be a new procedure or process.

Categories such as Employee of the Year or Apprentice of the Year can be superbly effective ways of engaging staff, getting them on side and making it a more public occasion than an in-house celebration.

What makes a good entry?

When entering awards, the entry form may be the only thing the judges know about your business.

This means that the judges will probably know nothing about what you do. The entry will need to explain what you do and why you make a difference in your market but ensure that your application is clear and concise. Remember the judges are looking at a considerable amount of entries. You need to make an instant impact.

Always read the entry requirements carefully and stick to any word counts, include any requested evidence and most importantly ensure you submit by the deadline date!

How can I make the most of my award if I win or am shortlisted?

You should also be geared up to use awards as a central part of your Public Relations. If you are shortlisted tell the world on social media, in newsletters, videos and in press releases.

Awards news is something different and surprising and therefore engaging to your clients, potential clients and followers.

Don't forget to celebrate with your staff as well, this is their win too!

My final words of advice... Go for it!

For a free booklet revealing the secrets behind entering and winning awards, visit www.awardstoptips.co.uk or email damian@eventsandpr.co.uk. You can also follow Damian on Twitter @awardschamp.



Staff get pretty muddy



Centre staff from Crawley and Havant have taken on a new adventure and completed the Pretty Muddy challenge - a Race for Life event with plenty of mud and obstacles.

Basepoint Crawley staff Stephanie, Carla and Pauline along with Regional Managers Karen and Rebecca took part in their race at Crawley raising over £840 for the charity. Stephanie commented, "We had so much fun completing this challenge but the best bit is definitely being able to raise so much money for an amazing cause!"

Amy of Basepoint Havant completed her race in Havant and raised over £170 for the charity. Amy commented, "It was one of the best experiences I have ever had. I loved every second of it."

Well done ladies!

A fresh new look

We have been hard at work in several of our Centres recently, bringing in a new fresh look to some and adding more space to others.

Our Ipswich and Gosport Centres are currently sporting fresh new reception and break-out areas with Bromsgrove following suit.

Our Exeter Centre has had a renovation of the top floor to create 28 brand new units whilst our Eastcote Centre is now home to three brand new self-contained studio units.

Our Newhaven Centre is also happy to announce that as part of a £2.5 million



project, financed by the Government's Coastal Communities Fund, the Centre now offers an additional 8,000 sq. ft. of office and workshop space.

If you're not looking for office space you can still benefit from all our hard work in one of our refurbished meeting rooms which now come with LED TV's and state of the art wireless connection facilities.

New Basepoint breaks ground



Building work on a new Enterprise Centre in Hoddesdon, commissioned by Broxbourne Borough Council and the Hertfordshire Local Enterprise Partnership and to be run by Basepoint, has begun.

The Centre will strengthen the local economy and encourage businesses to invest in the area. In the first five years, it is estimated that the Centre will support 120 businesses, create 300 jobs and generate £20 million of wealth within the local economy. The Centre is due to open in Autumn 2016.

Crawley & Haywards Heath win diamond award

Basepoint Crawley and Basepoint Haywards Heath are delighted to announce that they have won the Responsible Business of the Year award at the Gatwick Diamond Business Awards 2016.

The Gatwick Diamond is home to a vast range of businesses, which span all sectors of the economy, from household names to niche companies, and from multinationals to sole traders.

The Business Award Winners are those businesses or people who have shown innovation and inspiration in their work, and have demonstrated a real commitment to this world-class region.

The award was presented to Basepoint for demonstrating hard work with staff and customers, and undertaking work which benefits and enhances the wider community.

Stephanie George, Centre Manager commented: "We're so proud to have won this award - the competition is always really tough in the Gatwick Diamond so this is a major achievement. It's also superb recognition for all the work we do to support local charities & to build thriving & sustainable business communities, as well as the development opportunities we provide for our teams."



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What Can SME's Learn from a TV Series Like The Apprentice?

Both *The Apprentice* and *Dragons' Den* have proved hugely popular with audiences – and part of the appeal is seeing the *Dragons* or *Lord Sugar* shooting down badly thought-out ideas or inept projects. But, on the more positive side, what can the owners of Britain's small businesses, or would-be entrepreneurs, gain from watching these shows? Here business office space providers Basepoint take a look at some of the lessons to be learned.

Lessons from The Apprentice

Being Realistic: Some of the contestants' descriptions of themselves at the start are wildly over-optimistic. For instance, one candidate in the past claimed to have a "brain like Einstein" and another claimed to be "business perfection personified". However, all the candidates find it harder actually carrying out business tasks than thinking up soundbites. The message here is that it's good to be confident and determined, but at the same time there's a need to be realistic, both about your own talents and about any new projects you are embarking on.

Checking Out the Market and Pricing: This ties in closely with the previous point. Time and again contestants come unstuck by launching a product or a service nobody wants to buy or pricing it wrongly. It's equally damaging to set a price too high so nobody will buy, or too low so that it doesn't make any profit or even cover costs.

Effective Leadership and Teamwork: Every viewer of *The Apprentice* will be only too aware of the kinds of problems which are caused by the lack of these qualities during the weekly challenges. It's a recipe for trouble when nobody leads a project properly – or alternatively when the project leader decides just to do their own thing and ignores other people's suggestions.

One memorable example of bad leadership was when a project leader organised an upmarket coach trip, but insisted on passengers joining in a

sing-song. The discussions between the candidates when arranging a project always show how important proper organisation and planning are, with a chance to get input from everyone, while at the same time being clear about who is doing what.

Lessons from Dragons' Den

Working Out the Figures: Real-world business funders hopefully won't breathe as much fire – and sarcasm – as the *Dragons* sometimes do! But it's still essential to convince anyone you are asking to invest or put up a loan that you have a properly worked-out, sustainable business idea. This means you need to know all the figures and include everything which is relevant. Here it helps to get expert financial advice both at the outset and when you are looking to make any changes to your business.

Having a Unique Selling Point: As with *The Apprentice*, *Dragons' Den* also stresses the importance of being sure there is a market for your product and looking at how that market is going to grow – and making sure you have the right selling points. Many products have all the *Dragons* declaring they are "out" because it

isn't at all clear who would buy the item or service in question, or how it differs from those already on the market.

Finding Mentors and Getting Expert Input: Many of the people coming on the show aren't just motivated by wanting cash input. They also hope that, if they get one of the *Dragons* on board, they will have them as mentors and benefit from their expertise and contacts. This underlines the importance of mentorship and experienced business contacts when starting out in the real business world.

Both series have come in for a lot of criticism over the years, with claims they give a misleading view of business. It is also feared they could create false expectations, with people thinking they can become a big success overnight.

However, there's no doubt that the shows have also inspired some people to start up their own businesses. Often *Dragons' Den* in particular is used as a format for smaller sessions and workshops for school or college students to pitch their ideas to local business people. This can help to build expertise and confidence, and stand them in good stead if they go on to create their own small businesses later on.

Want to read more?

Visit blog.basepoint.co.uk for more useful articles

Eastcote plant seed for charity fundraising



Basepoint Eastcote have donated £500 as 'seed funding' for student teams to set up small businesses designed to make a profit for a local Hospice, which is also the chosen charity of the Centre.

Student teams are already busy planning their fundraising activities which so far include selling smoothies and fresh juices, cooking hot food and running a car wash service.

Katie Knott, Centre Manager for Basepoint Eastcote, said, "When we were approached by Michael Sobell Hospice, we did not hesitate to offer our support to the Max the Cash 2016 initiative. It is a great opportunity to be able to encourage entrepreneurial spirit within the next generation. We cannot wait to see the results of the great ideas produced and developed by the students during the next few months."

Hot award for Bournemouth licensee

Basepoint Bournemouth would like to congratulate licensee, Plato Video, who recently collected a Small Business Sunday Award from Dragon's Den star, Theo Paphitis.

Charles and Harry Fynn of the family owned video firm, were presented with the award following a Small Business Sunday Twitter competition which saw the company's bio re-tweeted by Theo to his 500,000 followers.

On collecting the award, Charles Fynn commented, "Not only did we have the opportunity to meet Theo personally but the event he organised and hosted was



fantastic. We networked with like-minded businesses and gained invaluable insights and advice from the Question Time panel that was arranged. Anyone with a small business should give Small Business Sunday a try."

Licensee honored at Lords

Basepoint Winchester, would like to congratulate Stephen May, Director of The Sameday Company, on being honored with a Fellowship to the Institute of Couriers at the House of Lords.

Stephen was gowned by Institute of Couriers President Viscount, Lord Falkland and Institute of Couriers Chairman, Carl Lomas MBE.

Stephen has been recognised for his professional contribution, his knowledge and his dedication to the



improvement of sameday express standards within his own company as well as of the outside.

Camberley licensee wins Virgin startup award

Basepoint Camberley would like to congratulate licensee, Fudge Animation Studios, on their recent achievement of being selected as a Virgin StartUp of the Week.

Virgin StartUp is a not-for-profit organisation that helps entrepreneurs aged 18 and over in England get the funding, resources and advice they'll need to make their business idea a reality.

Daniel Weaver, Fudge Animation Studios founder, was awarded £25,000 by the initiative which will enable him to continue to grow his business.

When questioned about the grant, Daniel commented, "In the next few years we want Fudge to be one of the UK's foremost animation studios, renowned for producing memorable characters and entertaining and humorous animated stories. Leveraging state of the art technology and



world-class creative talent and working with like-minded creative organisations, we will continue to delight our customers by producing engaging content which exceeds their expectations and those of their viewers."

Funds for fun and games

Basepoint High Wycombe, are pleased to announce their latest match funding donation of £2,790.75 for local charity, Thames Valley Adventure Playground.

The Thames Valley Adventure Playground has been running since 1982 and is based in Taplow on a 2.5 acre site which is open to adults and children with all types of special needs. The playground offers a unique range of adventurous, therapeutic and educational play activities in a safe, caring and stimulating environment. Their indoor facilities boast a large interactive soft play area and multisensory and music rooms which offer the latest technology in stimulation and relaxation. Their outdoor



areas are a wonderland of exciting, robust equipment including a wheelchair roundabout and swings, specially adapted bikes and electric cars and even a climbing structure with a slide shaped as a castle.

Amy Sparling, Centre Manager at Basepoint High Wycombe, comments, "We are delighted to give this donation to TVAP and are

excited to announce that we will be continuing to support the charity over the coming year by pledging to match fund another £10,000."

The High Wycombe team have also recently taken part in a sponsored walk to raise money for the charity and continue to look for ways to help them raise the vital funds they need.

Registered No. 278336

A welcome funding lift for new hoists

The ACT Foundation is pleased to announce a donation of £14,783.72 to Thomas Wolsey School, a special school which caters for children with severe and complex physical and learning disabilities, medical needs and sensory impairment in Suffolk.

The school were using mobile hoists, which were extremely uncomfortable and the children were at risk of injury to both themselves and others around them.

This donation will go towards the cost of 4 overhead ceiling hoists which will be used to aid the movement of the children at the school. Most of the children need to be moved many times during the school day. This happens for purposes of toileting and class activities, and to access vital therapy equipment, but also because the health, growth and development of many children depends upon them being stood, laid down, given physiotherapy and other therapies

Registered No. 293635

Chepstow licensees work together to raise money for charity

Basepoint Centres encourage businesses to work together and host regular networking events which enable small businesses to get to know each other and create a friendly business community.

Basepoint Chepstow are happy to see that their business community spirit has recently resulted in the fundraising of £155 for Cancer Research UK.

Licensee, Andy Hosking of Severfield Plc, will be taking part in the Action Challenge London to Brighton Walk 100km this year to raise money and awareness for Cancer Research.

In order to help with fundraising, fellow licensee, JustIngredients, offered to hold a



charity sale of their products within the Centre.

A fantastic show of co-operation and kindness - a sign that building business communities really does pay dividends.

ACT now!

Do you or does somebody you know with disabilities need help to become self-sufficient?

ACT is a grant making charity and we'd love to hear from you.

Visit us online to find out if you are eligible for a grant and to apply.

theactfoundation.co.uk