

Touching **BASE**

The Basepoint quarterly newsletter

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Issue #05 JUL 2015



**NEPAL
MAKING A
DIFFERENCE
APPEAL**

Inside this issue

Basepoint Nepal earthquake appeal raises over £258k

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Basepoint Business Centres & The ACT Foundation Donate Over £258,000 to ShelterBox UK

Basepoint Business Centres, a wholly owned subsidiary company of The ACT Foundation, has recently concluded its "Making A Difference For Nepal" campaign, which has raised £258,106.39 for ShelterBox (www.shelterbox.org.uk), a UK registered charity providing emergency shelter and vital supplies to Nepal.

The earthquakes in Nepal were the most devastating in 80 years and the millions of people affected were living in severe poverty and struggling

to make ends meet. ShelterBox has been sending shelter kits to help people mend buildings and build temporary shelters that can be adapted and moved when needed. The earthquake may have lasted just over a minute but the impact on the people of Nepal will be felt for many years to come.

Basepoint Business Centres across the South of England, Midlands and Wales held a host of events to raise money for the appeal including cake sales, afternoon teas, raffles, product sample sales and silent auctions as well as receiving

some individual donations from licensees.

Denis Taylor, Chairman of Basepoint Business Centres, comments; "There has been a marvellous response to our "Making A Difference For Nepal" campaign with some very generous donations and money raising through local events. I would like to take this opportunity to thank everyone who donated for their generous support and for helping to bring shelter, warmth and hope to families that have lost everything."

As Basepoint collected donations through its



parent company, The ACT Foundation, a registered grant making charity, they will be able to claim from HMRC an additional 25p for every £1 an individual has given and Companies were able to set their donation off against Tax.



Message from the Managing Director Brian Andrews



Here at Basepoint we have so many hard working and talented people it's impossible to mention them all.

From the Centre Management teams who keep our Centres busy with events and the Handyman who keep our Centres looking their best to the Leadership Team members who keep us moving in the right direction, all working together to create the best environment we can for the businesses who choose our Centres.

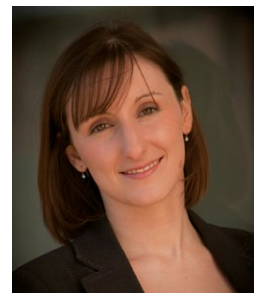
I'm delighted to introduce this issue where we celebrate some of the great things going on for our amazing staff.

Thank you all!

Basepoint promotes two managers

Basepoint are pleased to announce the promotion of two Centre Managers to Regional Managers.

Vicky Foot joined Basepoint in 2011 as Assistant Manager at Romsey and in 2013 she was promoted to Centre Manager. She will now be looking after Southampton, Gosport, Havant and Waterlooville. Vicky has a very active lifestyle and regularly competes her horses.



Rebecca joined Basepoint in 2007 as Assistant Manager at Crawley before being promoted to Centre Manager in 2008. Rebecca is now responsible for Crawley, Haywards Heath, Newhaven and Shoreham. Rebecca graduated from university and went travelling, including spending a ski season working in France.

Basingstoke win Basepoint Centre of Excellence 2015

The team at Basepoint Basingstoke are over the moon to have been announced as Basepoint's Centre of Excellence for 2015.

Submissions for the award were made by Regional Managers and the team were delighted not only to have been nominated but to have been chosen as winners.

Anne Willis, Centre Manager at Basingstoke commented, "I still can't quite believe that Basingstoke won the Centre of Excellence award.

The team are so proud to have received this award, but none more so than Conde, our handyman.

He takes so much pride in his work and is absolutely delighted with award, as we all are!"



Growing from within with Management Training

Last year Basepoint Business Centres launched a pilot training programme which would see aspiring Assistant Managers get the chance to run a Centre as Centre Manager for a full year, giving them the skills and experience needed to take their career to the next step.

Following a thorough internal interview process the first Management Training Programme applicant was chosen and Amy Sparling, Assistant Centre Manager at our Exeter Centre moved to Waterlooville to start her training.

The training programme has been a resounding success and one year on Amy has now been given the role of Centre Manager at our High Wycombe Centre.

We are therefore delighted to announce the 2015-2016 Management Training Assistant Manager for Waterlooville will be Heidi Kruger from Basepoint Crawley.

We are excited that the programme has been such a success and discussions have begun internally on plans to open a second Management Training Centre.

We hope you will join us in congratulating Amy and wishing Heidi good luck for the challenges which await her in Waterlooville.



IS YOUR BUSINESS FIT FOR FRANCHISING?

For many businesses, franchising can be a cost-effective way of accumulating market share in a relatively short space of time. But before setting off down the franchising route, there are five questions a business owner needs to ask themselves, says Adam Pescod, web editor at Elite Franchise.

Does it make sense for your business?

The first important step is working out if franchising is actually right for your business; it's absolutely vital to know whether or not this is the shape you want your business to take. Some projects are about rapid growth and massively increasing your visibility; others are about a controlled brand and exclusivity of service. Models of mass-production and distribution also fair well under a franchise model – this is why franchising is so effective a choice for a fast-food outlet and such a poor one for a gourmet restaurant. It also comes with significant start-up costs, which means you need to make sure it's a concept that can, and will, scale.

Are you offering something different?

Like any brand your potential franchise needs to have individuality. This doesn't mean your product or service needs to be something revolutionary

or something nobody has ever thought of but it is important that the presentation has some novelty. If you're going down the franchising route, every time a potential franchisee or customer sees your brand amongst all your competitors' you want to be sure it's yours that they remember. Whether it's your approach, your sustainability or your branding, something needs to stand out.

Is the demand there?

Despite the fact you need to be unique, there also needs to be a huge demand for your brand because you're going to be selling that brand to two sets of people: the franchisee and then the consumer. If demand falters at either level, you're going to be left with an expensive investment on your hands that will resolutely refuse to grow. Few people would try to sell something they thought served absolutely

no need but you still need to be brutally honest with yourself. A recruitment agency for professional coders may be a great idea but are there enough professional coders to support 200 agencies?

Are you profitable?

It is incredibly misguided to simply think, 'I want to gain market share, I want to make some money in the process: I'll franchise'. The business has to be a profitable business model that can be rolled out in other areas. However, a healthy bottom line today isn't the only concern; the concept needs to have longevity to guarantee that it will remain profitable in the future, instead of just being a flash in the pan.

A passing trend or fad is not going to work in franchising, especially when one considers the franchise agreements are usually signed for a minimum of five years.

Can you support a franchise network?

Whilst opening 150 stores may sound like a dream ticket, you can't just wash your hands of your franchisees once you've signed the contract. One of the key elements of the franchisor / franchisee relationship is a commitment to providing ongoing support to your franchisees. Some sectors – where franchisees might act as small, even autonomous, units – require administrative and organisational assistance. Others will require less direct input but will almost certainly require assistance with recruiting. This requires an understanding of exactly what roles your franchisees will need to take on and means you must make sure you have the resources to deal with the volume. It will also require a high level of preparation and flexibility.

To see other articles like this visit: www.elitefranchisemagazine.co.uk

For more information about Elite Franchise, including subscription enquiries, email info@cemedia.co.uk



What a difference a day makes!

Our events are open to any business and our aim is to give all those that attend the opportunity to meet new people, to build on existing business relationships, to generate new leads and to enjoy themselves! Here are some of the things previous event attendees have said about our events.

"I attended a B2B networking hub at Basepoint Dartford - it was a great event with great local businesses and with an incredibly interesting presentation - thank you very much for the opportunity to network."
**Cllr Avtar Sandhu MBE,
Dartford Mayor 2014/15**

"A BIG thank you for a great event. (B2B Networking Event) It was great to see some familiar and unfamiliar faces today. The Centre Manager did a brilliant job as usual, and the lunch was lovely. I look forward to seeing you again..."
Jackie Sharp, CO PROM LTD

"Thank you for the great Networking events the Centre runs at Newhaven. Newhaven Enterprise Centre always has interesting speakers and attracts such a diverse group of business people from far and wide. At one of the meetings last summer and just by chance I introduced myself to someone as I was about to leave, that brief encounter ended up with the most valuable piece of work I have had in the last 5 years, wow! I always go networking with an open mind, seldom with an expectation of finding immediate work, although at that meeting I did! Mostly networking is about information gathering and feeling the business buzz; sometimes seeding ideas for myself and my business. Apart from actually delivering the services I promote, networking is the most important business activity I do. Even more special about the Newhaven hub is that it's free, always being greeted with a smile, and having an excellent buffet lunch."
Mark Hosken, Openfileuk

"Very useful event at Basepoint. Felt well looked after and a good chance to meet other local businesses. Basepoint's location affords them a great focal point where people can meet and mingle."
Eleanor Teasdale

"Well organised event, nice food, speakers were good and informative. The Basepoint team were very welcoming. Do it again please!"
Abid Naser



WHAT'S ON

Save the date...

From charity golf days and cake mornings to free networking events and motivational seminars we've got events going on across all our Centres. Why not join us?

10:00 | Friday, 3rd July

**Basepoint Folkestone
HR Workshop with
HR Direction**

Designed for business owners and line managers to get and overview on essential and effective recruitment and selection practices.

10:00 | Tuesday, 14th July

**Basepoint Camberley
Business Support Clinics**

Surrey Chambers of Commerce, working with trained advisors from Branduin Business Support, are delivering subsidised advice for any company.

11:30 | Wednesday, 29th July

**Basepoint Tewkesbury
Free B2B Networking Event**

Free networking with a talk from Andy Hockrige on why it is not always good to be making your own business images. Free buffet lunch included.

10:00 | Wednesday, 12th Aug

**Basepoint Northfleet
Coffee Connections**

The event is free of charge, just bring along business cards and any offers or events you wish to advertise. You will have a 60 second introduction opportunity.

For even more events at all of our Centres visit www.basepoint.co.uk/news/networkinghub

14:30 | Friday, 21st Aug

**Basepoint Romsey
Summer BBQ**

Join the management team at Basepoint Romsey for a free summer BBQ complete with garden games.

07:45 | Wednesday, 26 Aug

**Basepoint Weymouth
Free B2B Networking Event**

Free networking with a brief talk from a local guest speaker. Free breakfast supplied.

09:20 | Thursday, 10th Sept

**Basepoint Chepstow
Charity Golf Day at Newport Golf Club**

Join Chepstow's chosen charity, St David's Hospice Care, for their fundraising golf day. A '4 Ball' and more will only cost £200.

09:30 | Thursday, 24th Sept

**Basepoint Eastcote
Eastcote Business Networking**

E.B.C is an established networking group which meets once a month. Meet other companies, make contacts and become part of the business community.

10:00 | Friday, 25th Sept

**Basepoint Waterlooville
Macmillan Coffee Morning**

Join in with our Macmillan biggest ever coffee morning. There will also be a tombola and quiz to raise money for Macmillan Cancer Support.

"...the opportunities for networking have been huge but also working so closely with growing businesses has enabled us to share in the growing pains of each other, learning through best practice."

Candidate Quest Ltd

Sheryl Andrews | @sbslistening

@Basepoint_Gos great networking and presentation today

Archway Carpets | @ArchwayCarpets

@Basepoint_Ipswi @markjellybaby @ColourMeFun @evanceit another great networking event

Julie Waller | @JuliePWaller

Thank you Lorraine for hosting another successful networking event today @Basepoint_Folk great to see so many familiar faces @Enterprise1st

Vivienne White | @viv_whiteReally

enjoyed the networking hub @basepoint_chep yesterday. Gr8 presentations from @ianedwardshq and @kilfrew Made good contacts

BlendCreate.com | Thanks for hosting the networking event at #Basepoint #Shoreham. Nice to meet so many local companies and make some new contacts.

Joy McCarthy | Excellent networking event today at Waterlooville Basepoint - thanks to all the centre staff for their hospitality & warm welcome.



How will employment law changes in the new financial year affect SMEs?

In April this year the new financial year brought in some employment law changes which could potentially affect your business. Here is a look at some key issues which employers need to be aware of.

Shared Parental Leave

Traditionally, mothers have been the ones to take paid time off work when their children are born. However, the system has become more flexible for parents of babies born on or after 5th April this year. The mother must still take the first two weeks off, but after that both parents can split Shared Parental Leave (SPL) between them over the first year of their child's life.

Provided the mother and father both have enough continuous service with their employers, they can apply to take up to three blocks of leave each, taking some of this time off together if they wish. This is in addition to the existing arrangements for one or two weeks of paid paternity leave.

There are also changes to Adoption Leave, meaning new adoptive parents will now have the same rights to pay and time off as birth parents, plus a new right to attend adoption appointments.

The rules governing eligibility and implementation of SPL are quite complicated, and one survey found that more than 20% of HR staff haven't yet made arrangements to implement the new rules. However, help is available for employers. ACAS has produced a good practice guide which explains how the whole system should work, and also sets out suggestions for an employer's SPL policy.

Unpaid Parental Leave

As well as the introduction of SPL, the rules governing the separate system of "parental leave" also changed in April. This means each parent can take a total of up to 18 weeks unpaid time off to look after a child up to their 18th birthday. Again, there are various rules about who is eligible and how the periods of leave should be organised.

The onus is on employers to work out procedures, so it's a good idea to discuss applications with individual parents and make sure you come up with an arrangement which will work well for everyone. This should hopefully mean you don't have to spend a lot of time considering repeat requests.

Sickness Absence

Prolonged staff absence can hit small companies especially hard, because each employee represents a larger proportion of staff than for larger organisations. Now the new Fit to Work scheme is being gradually rolled out, aiming to support employers in managing employees who have been off sick for four weeks or more.

Employers will be able to seek an independent assessment of the health status of their staff member. The employee will be given free occupational health advice, with the aim being to create a Return to Work plan which will help them to return successfully. Small companies are less likely to have their own occupational health services than larger organisations, so they may find the Fit to Work scheme a helpful development.

National Insurance and Pay Rates

Changes are being made to national insurance, with employers no longer having to make payments for most employees under 21. There are also changes to the rates for various types of statutory payment, including statutory sick pay, maternity/shared parental leave pay and redundancy pay.

In addition, the national minimum wage will be rising in October. It is essential to keep your payroll arrangements up to date with all these changes, to make sure you are making the right deductions and payments.

More Changes on the Way

Following on from all these changes, there are even more in the pipeline. The Small Business, Enterprise and Employment Act, which has just been passed into law, will affect zero hours contracts, and there are likely to be more changes in the wake of the General Election.

It can be difficult for small businesses to keep on top of the constant changes to employment law and all the associated admin tasks. This means it is important to get advice, both from financial advisers and employment experts and also informally through networking and mentoring.

Basepoint provides support for its licensees through the MiBase service, which gives access to expert business mentors. It also provides a whole range of networking opportunities and seminars, offering the chance to exchange ideas with other businesses who are facing the same issues as you are.



Want to read more?

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

Licensee Focus Bournemouth



Basepoint Bournemouth are pleased to introduce Supply Shack Ltd, a social enterprise company that has a social agenda and a desire to make ordering your stationery more exciting and meaningful.

Supply Shack echo the desire of Basepoint to support local charities and have nominated Life Education Wessex as their charity this year.

Supply Shack supports its charity partner by giving back a percentage of their profits and offering help where needed throughout the year.

For more information visit; www.supplyshack.co.uk

A different breed of licensee

Basepoint Swindon is delighted to announce the arrival of their newest licensee, a family of Blue Tits who have taken up residence in a new nesting box at the Centre.

A lot of activity has been seen around the box and the team are enjoying watching over the young family. We're sure they will get off to a flying start at Basepoint.



Do you know someone looking for business premises?

Introduce a friend to Basepoint and receive up to £500* once they move in.

At Basepoint we really do like to say thank you. So if you know someone that is looking for business premises then why not earn up to £500* of high street vouchers simply by introducing them to Basepoint.

*Ask your Centre Manager for more information or visit basepoint.co.uk/offers for full terms & conditions.



Winchester finalist in Business Excellence Awards

Basepoint Winchester are delighted to announce that they were finalists for the Responsible Business Award at the Winchester Business Excellence Awards 2015.

The award, sponsored by The Business Collective and co-sponsored and judged by NatWest and Osborne Property Services Winchester, acknowledged businesses who showed excellence in their community engagement, workplace practices, supplier relations, customer relations and use of responsible credentials to retain and secure business. Basepoint Winchester were submitted into the awards for their work with Winchester Young Carers for whom they



have match funded almost £40k over the past 4 years, their efforts to create a healthy business community through regular networking events and use of local businesses and their commitment to improving the local area through litter picking and hosting of the Winnall

Planning Framework where local Councillors and businesses met to discuss ideas and concerns about the area.

Lisa Rooney, Centre Manager for Basepoint Winchester, commented; "We were over the moon to have been chosen as finalists for this award. Basepoint Business Centre prides itself on its high standards and quality of the workspace that we offer. We also take great pride in our commitment to excellent customer service and our contribution to the local community. We are extremely grateful to have been considered and will continue to work hard to be a responsible business in the community."

CHARITY ROUND UP



Headway in Ipswich refurb



the brain injury association



National Star project near completion

Recognising synergy with ACT's objectives, Trustees were delighted to donate £100K to National Star's "Pittville Project", a scheme that will provide a flexible, quality living environment for young people and adults with disabilities to meet their complex needs.

Based in Ullenwood, Cheltenham, National Star is a charity driven by their passion to see a world in which people with disabilities are able to realise their potential as equal and active citizens. This vision is fundamental to

all of their activities that include; education via National Star College, personalised training, specialist transition and lifestyle services and a variety of work in the wider community.

The build is almost complete (opening September 2015) and the 5 new buildings will provide 25 bed spaces for National Star learners with the specialist facilities they need as part of their daily lives. The new environment will also enhance the development of their life skills and confidence in preparation for life after National Star.

Registered Charity No. 220239

Basepoint Ipswich were trying to liven up the grounds of the Centre when they met Headway Suffolk, a local arm of the UK-wide charity that works to improve life after brain injury.

Headway Suffolk runs lessons through their Neuro Hub's including cooking, IT and woodwork, where attendees create garden furniture.

Basepoint Ipswich were delighted to make a donation of £200 to Headway Suffolk in exchange for some outdoor furniture.

Assistant Manager, Leanne Fowler, commented, 'It's been brilliant to work with Headway. Being owned by a charity ourselves we like to work with similar organisations as much as possible in a way which benefits the local community.'

Registered Charity No. 1075338

Going dotty at charity bike ride



Assistant Manager at Basepoint Chepstow, Chloe Geoghean and her husband, recently joined 350 other cyclists for the fourth annual Dalmatian bike ride.

The bike ride started and finished at Caerleon and was led by paralympian cyclist Mark Colbourne with cyclists able to participate in one of two routes

- one of 40 miles and one of 18 miles. The event took place as a fundraiser for St David's Hospice Care, a charity which Basepoint Chepstow currently support, so all of the funds raised for the event will be matched funded by

The ACT Foundation. Kris Broome, director of fundraising and lottery at St David's Hospice Care, said, "It was wonderfully supported by everybody involved. There was great support along the route and at the finish at the Priory in Caerleon. It was a great scenic route and everyone had a fantastic time especially with the weather."

Chloe added, "Basepoint Chepstow are really proud to support such a great event, it is well organised, well attended and most importantly lots of fun. The atmosphere on the day was fantastic, there was a real party atmosphere both before the riders departed and when we made our triumphant return!" She added: "I was a little sore the next day, but it was well worth it for a fab day and a brilliant cause."

Registered Charity No. 1010576

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

 The ACT Foundation