

Touching **BASE**

The Basepoint quarterly newsletter

Offices | Flexi-Space | Virtual Licences | Meeting Rooms | Unique workspaces for your business

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MiBase

Qualified business support 24/7

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Basepoint launches MiBase free business support

Here at Basepoint Business Centres we have launched MiBase – a free 24/7 business support service for all start-ups and SMEs based within our centres.

The website offers round the clock access to business factsheets and information as well as access to experienced business mentors and fellow entrepreneurs via Skype, Messenger and live chat during working hours (Monday - Friday, 9.00am - 5.00pm).

Users are able to create their own profiles, and join or create community groups to connect with other members who share similar interests.



Brian Andrews, Managing Director at Basepoint, comments: "The launch of MiBase marks a new era in how businesses can virtually communicate and exchange information. All of our centres hold free monthly Networking Hubs where businesses meet

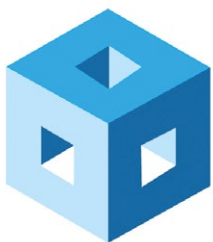
up to make new contacts, so MiBase seemed a natural progression for us to offer extra support. This is especially true of start-ups who are in the primary stages of building their business, and vitally need all the support and advice they can get."

The service launched on Monday 8th September, and many licensees are already benefiting from the service.

Find out more about how MiBase could benefit your business by contacting your local centre today or visiting our website.



Licensee Focus Camberley



Blue Cube Connections

Basepoint Camberley are pleased to welcome Blue Cube Connections to their centre.

Blue Cube Connections provide structured cabling and networking solutions to their clients.

They can create bespoke solutions and have expertise in all aspects of networking installation from design to ongoing support.

For more information visit; bluecubeconnections.com



Newhaven centre wins Green business award

Congratulations to our team at Newhaven for winning Green Business of the Year at the Business Matters Awards 2014.

The centre is built on land which was once derelict and part of a waste tip, which

has played a part in the regeneration of the town. The centre has also been equipped with green lighting, heating and water facilities. Centre Manager, Roxanne Haid, commented, "We are so proud of this award and will continue to look at ways to stay green."



Wobble free networking

Our Luton centre has recently joined our Swindon and Bromsgrove centres in launching Jelly co-working.

Jelly is a co-working event which invites home workers to bring their work to one of our centres to work together with other home workers.

Jelly users benefit from free Wi-Fi and parking whilst on site. For more information and event dates visit our website.

A swift resolution

The team at High Wycombe recently came to the rescue of young company, Gadget Rehab.

After receiving short notice to vacate their premises they visited the centre and were able to reserve their new unit on the same day and move in within the week. Daniel Beckford from Gadget Rehab commented, "After feeling desperate to find somewhere very quickly, we couldn't believe how easy the team at High Wycombe sorted everything that we needed. The whole process only took a week."



Family fun day celebrations are great success across Basepoint Sussex

In the last issue of TouchingBase we featured our centres celebrating Basepoint's 20th anniversary.

To carry on the celebrations we hosted family fun days across our centres with free activities for all including face painting, petting zoos and BBQ's. Crawley Centre Manager,

Rebecca Gattinesi, commented, "The Crawley, Newhaven and Shoreham centres worked together to host a great day at Crawley. We even had some young entrepreneurs, Eshani and Pryia who spent the day selling the loom band bracelets they had made and generously donated all of their takings to the charity".



Even the brightest minds need a helping hand now and then

At Basepoint our mission is to serve the needs of startups and small businesses by providing essential business infrastructure with affordable rates and flexible terms. We also know that even the brightest minds need a helping hand now and then – whether that be expert advice, practical support or reliable information – quickly, and without costing a fortune.

Contact with other businesses with expertise in different areas can be a vital source of support for many startups. That's why all of our centres hold regular free networking events to encourage communication and collaboration between businesses on site.

Now we're taking that to the next level, with MiBase, a new, free, 24/7 business support service for Basepoint licensees – so you'll always have somewhere to turn for a helping hand.

Mentors – Free, practical, professional advice on a range of subjects from experienced business professionals, via Skype, Messenger and live chat

Information – Free business factsheets

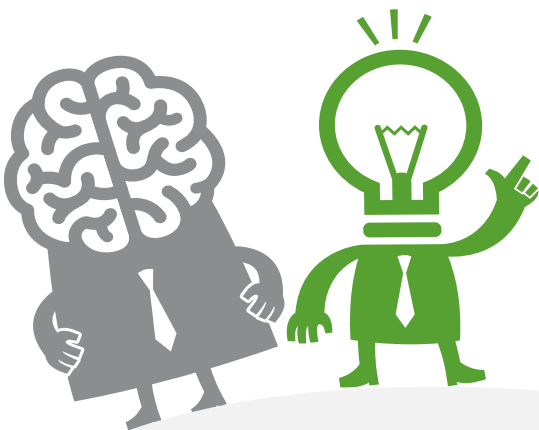
Knowledge Exchange – Post questions and share your knowledge with other entrepreneurs

Networking – Find businesses who can solve your problem or complement your skills

Training – Details of courses, seminars, events and development opportunities

Our flexible terms allows you to stay as long as you like – or leave with as little as two weeks' notice. You're even free to relocate within the centre to match your needs.

So with access to business support now included there is no better time or reason not to move your business to a Basepoint Business Centre.



basepoint.co.uk

For further information on our flexible workspace or MiBase, please contact your local centre or visit basepoint.co.uk and quote MiBase.

Basepoint sponsor Olympian Windsurfer Izzy Hamilton



Originally from Bude, North Cornwall, but based in Weymouth for training, Izzy is now on the Olympic Windsurfing World Tour as part of the British Sailing Team.

Izzy is currently campaigning for Rio 2016, and was in desperate need of sponsorship to enable her to become a Gold Medal winner.

After finishing 15th in the world, she qualified for the Performance Team and is one of only two women funded to campaign to Rio Olympics.

Izzy has been ranked as the second British Woman for the previous four years and windsurfs and fitness trains all day every day, as well as travelling around the world. Izzy's intention is to walk away from Rio 2016 with a gold medal or be happy that she did everything she could to achieve one! Izzy, who is only 21 years old, is currently training in Weymouth with a hefty schedule of gym sessions, sailing in Weymouth Harbour and equipment testing - alongside studying for an Open University degree!

Basepoint Centres in Weymouth, Bournemouth, Exeter and Gosport are pleased to have so far sponsored Izzy by purchasing a new competition windsurfing sail and sponsorship stickers.

Anyone wishing to sponsor Izzy, or follow her on progress can do so via her Facebook page www.facebook.com/IzzyHamiltonWindsurfing or on Twitter @IzzyHamilton

Sporty staff get up go to raise money for charity



Basepoint Business Centre staff love helping charities but they also love a challenge.

This issue we're saying congratulations to our sporty and sponsored staff, Michelle and Steph.

Michelle Gagie, Centre Manager at Northfleet, recently took part in the 100 mile London to Surrey bike ride raising over £1,050 while Stephanie George, Centre Manager at Shoreham, ran her first ever 10k in only 1 hour 40 mins and raised over £350.

We're also saying good luck to Mark Chivers, Centre Manager at Gosport, who is in training for the 10 mile BUPA Great South Run!

Bromsgrove asked back to support Young Enterprise



Last year Elaine Beaumont, Centre Manager at Basepoint Bromsgrove was involved with Young Enterprise at South Bromsgrove High School.

Elaine has been invited back to help support and guide the year 11 group of young entrepreneurs. This will involve spending time mentoring and advising them on all aspects of setting up and managing a business. The group will have to come up with an original product which they can then go on to manufacture and sell. Elaine enjoyed the experience last year and was happy to see the group that she supported win awards at the end of year judging. Young Enterprise's mission statement is "to inspire and equip young people to learn and succeed through enterprise." Its guiding principle is to do this through "learning by doing"

Pictured: Team Scentsational who Elaine supported were awarded best customer service at a local trade fair.

What is Cloud Computing?

Cloud computing is now a commonly used term, it is not always correctly used or understood. 'The Cloud' is basically a buzzword for the Internet and is thought to originate from the use of a cloud symbol to represent the Internet in flowcharts and diagrams. Cloud computing refers to web services, applications, and data that are stored in data centres and accessed over the Internet via any Internet enabled device including laptops, tablets, and smartphones. A typical example of this type of service is Google mail.

How does it work?

A reputable cloud services provider employs high level enterprise servers in highly secure data centres, clients are provided with a fully managed 'virtual server' on which their business applications and data are stored. Clients are able to access these from anywhere in the world as long as they have an internet connection and a suitably enabled device. A full 'Hosted Desktop' will also include Microsoft Office (standard or professional) and hosted Exchange Email.

How could it benefit my business?

Hosted services offer a number of significant benefits, firstly, it removes the need for a business to have its own internal server network which can cost many thousands of pounds to purchase, set up, and maintain. Buying in hosted services becomes an operating expense rather than capital expenditure and paying for your IT services on a 'per user per month' basis helps you

Cloud computing. Is it all pie in the sky?

Louisa Chetnik from Hosted Desktop UK and Basepoint Business Centre Exeter licensee, tells us what you need to know about cloud computing and how it could be beneficial to your business.



manage your cash flow better. Secondly, but by no means lastly, remote access to your business applications, data, and email offers much greater flexibility in the way you work, it allows you (for example) to work from home, on most inter-city trains, on your clients premises, even by the pool at your favourite resort hotel if they have local wi-fi as many now do!

How much does it cost to set up a cloud computing system for my business?

One of the benefits of a hosted system is the low 'per user' start-up cost. Charges vary between suppliers but here at Hosted Desktop UK our standard one-off set up charge is £40 per user with a basic hosted desktop (including unlimited applications) starting at £25 per user per month, and a full hosted desktop including MS Office and Exchange Email starting at £40 per user per month. This price includes full management of

your virtual server, including software updates, and an award winning UK based customer service helpline.

“...work from home, on most inter-city trains, on your clients premises, even by the pool at your favourite resort hotel if they have local wi-fi...”

How do I keep my data safe?

Surveys conducted by respected industry analysts suggest that hosted services provide a higher level of data security than most in-house systems. Hosted Desktop UK's infrastructure is housed in redundant ministry of

defence nuclear bunkers which have sophisticated intrusion protection systems as well as full power back-up systems, multiple internet feeds, and 24/7, 365 day a year on-site security using ex-military and police force trained staff. All transmissions over the internet to and from your hosted desktop are encrypted using SSL encryption – the same as is used for online banking and secure payments. Our system incorporates standard data back-up procedures as well as a full replication to a second data centre.

Hosted Desktop UK Limited, are a UK provider of hosted desktops with specialist knowledge of the professional sectors. They currently have over 5,000 users who use their hosted desktop services.

For more information or to arrange a no obligation demonstration and quote of our services contact them on:

www.hosteddesktopuk.co.uk

Telephone: 020 3239 6181

Email:

contact@hosteddesktopuk.co.uk



Changing Business; Meetings in a digital world

The arrival of digital technology has revolutionised many areas of the workplace. With the internet, mobiles and social media, everything has speeded up, information is available much faster and people are always online. This has depersonalised things to a degree, as we all spend a lot of time communicating by text or email rather than face to face. Video conferencing and Skype have also become increasingly important tools for communication. However, people still need human connection and good relationships are as vital as ever to a successful business.

In our digital age, face-to-face meetings are still hugely important. One recent survey showed that the average UK office employee spends 16 hours – or two working days – in meetings every week. Unfortunately, many staff are feeling increasingly dissatisfied with this type of meeting, and the same survey found around a quarter of meeting time is felt to be wasted.

Even as our economy's recovery gathers pace, businesses are still having to keep a tight rein on costs. This means SMEs in particular may want to minimise the number of full-scale meetings with people travelling long distances and associated expenses, as well as the cost in staff time. Shorter, more frequent, ad hoc meetings can work out cheaper all round and keep relationships going better than large, formal meetings held infrequently.

Traditional meetings can also be occasions where ordinary members of staff feel somewhat intimidated.

Small businesses need staff with the confidence to take on different challenges, so holding informal meetings where they are encouraged to have a say is a way to promote this type of culture. This kind of meeting could well lead to teams working out more realistic ways of tackling forthcoming projects, as opposed to a more formal meeting where everything seems to be set in stone from the outset.

Another key factor is the growth of flexible working and how this is impacting the way companies do business. The recent change in the law giving more people the right to request flexible working means there is likely to be further growth in home working. Staff based outside the office need more flexibility with the way they attend meetings, such as joining in via video links. The growth of virtual meetings is especially important for small businesses who have colleagues and contacts all around the world.

Traditional Meetings:

Advantages: They create a professional impression, concentrating people's minds on work. Meeting face to face can create a rapport which it is harder to build when speaking to people from a distance. The privacy of a meeting room means that financial and confidential issues can be discussed.

Disadvantages: This type of meeting often involves time wasting, with discussions going round in circles. The formal atmosphere can trammel creativity and make people nervous.

Virtual Meetings:

Advantages: Greater flexibility means these meetings can be arranged more quickly. With no need for transport or to book a room, you can bring together people from across the country or the world, saving both time and money. Home-based workers have the opportunity to be on an equal footing with those in an office setting.

Disadvantages: The technology needs to be set up in advance and there can be problems if it breaks down, with a video link or camera failing. You don't build the same personal relationships that you do by meeting face to face. You need to be sure that everyone involved is in a room where they will keep your information private. It is easier for someone to leave abruptly, without decisions being finalised.

Informal Meetings/Networking:

Advantages: You are meeting face to face and building relationships. People can feel more creative in a relaxed setting and this can build better relationships between companies, suppliers and clients and make doing business more enjoyable.

Disadvantages : Because a meeting like this doesn't have a definite agenda, a lot of time might be lost in general chat, and it might be harder to tackle a tricky topic or get definite decisions made. If you are in a coffee shop or restaurant, it could be difficult to talk about anything confidential.

In summary, as the trend towards more and more business being done digitally continues, there will still be a place for meeting people face to face. However, it is likely that the trend towards making meetings more informal will continue, with both businesses and individual workers benefiting from the change.

Want to read more?

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

Licensee Focus Chatham

prospects

Basepoint Chatham are pleased to welcome Prospect Services to their centre.

Prospect Services launched in 1996 and provides a wide range of education, employment and training services in the UK and internationally.

Prospect Services is also a leading provider of early years services and they deliver the largest early years Ofsted inspection service in the UK inspecting more than 44,000 early years and child care providers.

For more information visit Prospects at: www.prospects.co.uk

Birthday cake design competition winner announced

To mark our 20th anniversary, Basepoint Business Centres asked local primary school children to design a cake for our birthday.

There were lots of great entries throughout the competition and as well as one overall winner, book token prizes were also awarded to schools and individuals winning at school and regional levels.

Congratulations goes to our overall winner, Anton Wildschek, from Tregoze Primary School in Swindon. Anton was presented with £600 in book tokens for his school as well as £20 in book tokens for himself. His design was also made into a delicious cake.



Anton accepting his prize from Swindon Centre Manager, Lyn



Puppy love at Ipswich

All of our Basepoint centres are pet friendly.

Licensee Above and Beyond Care, based at our Ipswich centre were happy to share this picture of resident Yorkshire Terrier, Olly, getting ready for a hard day in the office.

For more information on pet friendly workspace visit our website today.

'Think Local' with Basepoint

At Basepoint Business Centres, we understand that whether you're setting up a new business or trying to expand, saving money is always high on the agenda and that's why we are challenging businesses to 'Think Local'.

Why not pop into your local Basepoint centre today to see how we could save you money with savings on commuter costs, broadband services and more.



CHARITY ROUND UP



Wheelchairs for local charity WLAS

The Winchester Live at Home Scheme (WLAS) is a small local charity which aims to reduce the isolation of older people living in the Winchester area.

They support over 340 elderly people per year with the aim of enabling them to retain their independence and remain living in their own homes for as long as possible. The charity provides accessible transport for a varied programme of outings including short holiday breaks, shopping trips and access to other social activities and the grant will fund four new wheelchairs which will benefit the elderly members who have physical disabilities or limited mobility.

The ACT Foundation are pleased to have been able to donate £1,300 to them which was used to purchase 4 new wheelchairs which were recently used on a trip to the Isle of Wight and will soon be used for a trip to the Longstock Garden Centre.

Registered Charity No. 1083995



Dartford have heart

At Basepoint, not only are we owned by a charity but we also love supporting local charities.

The team at Dartford have recently chosen a new local charity and are pleased to announce their new partnership with Cardiac Risk in the Young (CRY). Since its formation in 1995, CRY has been working to reduce the frequency of young sudden cardiac death (YSCD), supporting young people diagnosed with potentially life-threatening cardiac conditions

Since beginning their partnership, Dartford and the ACT Foundation have already donated over £2,000 to CRY.

Registered charity No. 1050845

Charity saved from closure

The Dorset Blind Association is a charity which helps blind people and people with visual impairment or sight loss in Dorset.

The club was recently under serious threat of closing when a cash crisis meant the club leader was made redundant. In order to raise the £12,000 needed to keep the charity alive, they decided to run a campaign on social media asking people to think about "what would you miss" if they were blind, prompting those who responded to donate.

The campaign gained public attention and had involvement from many including celebrities Lesley



Waters and Goldie and businesses such as LV=, Specsavers and Farmer Palmers and other sight-loss charities Guide Dogs and RNIB. After all their hard

work only £3,015 was left outstanding and Basepoint Bournemouth were pleased to cover this amount in order to keep the charity going.

Registered Charity No. 1140321

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

CELEBRATING 20 YEARS
THE ACT FOUNDATION
1994 - 2014



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