

# Touching **BASE**

The Basepoint quarterly newsletter

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

Issue #06 NOV 2015



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## Basepoint Business Centres Celebrate 31<sup>st</sup> Business Centre Opening In Haywards Heath

**Basepoint Business Centres is excited to announce the opening of the latest Basepoint Business Centre, John de Mierre House in Haywards Heath.**

The Centre, built by the Allen Wilson Group and entirely funded by Mid Sussex District Council and West Sussex County Council, opened its doors on 1st September and welcomed 19 businesses into their new premises in the first week.

The Centre provides high quality workspace including offices and studio workshops

for up to 33 businesses, encouraging and supporting small and start-up companies in the Mid Sussex area.

Basepoint will also be hosting a wide variety of free networking and events for local businesses as well as supporting a local charity, The Golden Lions Children's Trust, through match funding supplied by Basepoint Business Centres owning charitable trust, The ACT Foundation.

Roxanne Haid, Centre Manager for Basepoint Haywards Heath, commented: "It has been a fantastic start

to the Centre which is an exceptional new facility that provides flexible workspaces for local businesses and entrepreneurs in Mid Sussex. We have no doubt that the local business community will benefit from our ethos to support and nurture SME's. As well as the outstanding facilities at the Centre, we will be hosting networking events for licensees and the wider business community to encourage growth and prosperity in the area."

The Centre has been designed by leading architects,

RH Partnership, and has been constructed to the highest environmental standards meeting the BREEAM 'Excellent' criteria, which includes low water usage and low CO2 emissions.

Basepoint Centres Ltd specialises in the development and operation of managed business centres for small to medium businesses across the south of England, The Midlands and Wales.

For further information on the Haywards Heath Centre, please telephone: 01444 849250 or visit [www.basepoint.co.uk](http://www.basepoint.co.uk).





**Message from the Chief Operating Officer Jim Kerr**



**Welcome to issue 6 of Touching Base which finds us celebrating the opening of our new Centre at Haywards Heath.**

As with all of our Centres, the management team has identified a charity local to the Centre to partner and all funds raised by this nominated charity (up to £10K) will be match funded by The ACT Foundation.

The last quarter has seen many of our staff members across the Centres undertaking all kinds of fundraising activities, from skydiving and climbing to hosting coffee mornings and raffles. We are immensely proud to be able to help our local communities in this way and I cannot thank our staff enough for their dedication to raising funds for those less fortunate.

**Staff take to the skies for charity**

**Basepoint staff always go above and beyond to support local charities in their community but this month we are congratulating three staff members who went up to 10,000ft and back down again to raise funds.**

Regional Manager, Vicky Foot, Facilities Manager, James Money and Assistant Centre Manager, Ashleigh Floyd all took on a skydive challenge,

freefalling from 10,000ft for 30 seconds at 130mph before the parachutes were pulled. Ashleigh commented: "I have personally raised £840 for The Rainbow Centre, a Gosport based charity, during this challenge and I couldn't have asked for better support! I can safely say



that if Vicky hadn't been there, I probably wouldn't have completed it. So thank you!"

**Worlds biggest coffee morning comes to Basepoint**

**Basepoint Business Centres across the south of the UK, Midlands, East Anglia and Wales took part in the Macmillan 'World's Biggest Coffee Morning' in September, raising a total of £2,779.58.**

As well as offering their licensees coffee and cake for a donation to the charity, lots of other fundraising activities took place including a Rugby World Cup Quiz, Guess How Many Spots on the Cake and a Rugby World Cup Sweepstake.

Macmillan Cancer Support's World's Biggest Coffee Morning celebrated its 25th anniversary this year and has raised more than £138 million for Macmillan since it began.



The money raised is used to provide essential support to people who are living with cancer and their families.

**Basepoint reaches the top... of Mount Snowdon!**

**On Monday 7th September, Basepoint's Kent and Essex region management team started work a little earlier than usual. In fact, they started at 4.00am, starting from Basepoint Northfleet and heading towards Snowdonia in Wales.**

Centre managers of Northfleet, Dartford, Chatham, Tilbury, Canterbury and Folkstone and Regional Manager, Alan Paterson, took on the challenge of climbing Mount Snowdon to raise money for their local chosen charities.

The team arrived at around 10.00am

and proceeded up the mountain, reaching the peak at around 1.30pm. After spending some time taking in and appreciating the breath-taking views, they descended back down to the bottom (a lot quicker than they took to get to the top), arriving safely and conveniently next to a pub at around 5.30pm where they enjoyed a Snowdonian lager to celebrate.

A total of £7,000 was raised, with match funding from The ACT Foundation for: Alzheimer's and Dementia Support



Services, CRY, The Friends of the Wisdom Hospice and Sugarloaf RDA. When you work together, the sky is your limit!

**I WISH I HAD BEEN TOLD...**

**Basepoint licensees tells us their top tips for start-up businesses**

**Danielle Mansell : Colour Me Fun : Ipswich**

"Your job will feel all-consuming no matter how hard you try. No longer will you be working 9-5 as everything that gets done may be reliant on you. Be prepared for long days and odd hours if needs must, but always make time for yourself. Yes, your job may feel all-consuming but if you don't make time for yourself you may just self-combust! Make sure you take days off - you will be amazed at how much just switching off will do to refresh and rejuvenate yourself."

**Luke Barlow : Netduma : Luton**

"Be patient with your recruitment. When you start out you will be so short on time that you will be thankful for any help you can get. But do not rush your hiring process. A bad hire in a small company can be fatal."

**Ian Clegg : iDeviceFixer : Gosport**

"Customers end up sending me more work through recommendations and referrals than I ever thought would happen. I seem to get just as many recommendations from people to call them, than I get from advertising. And also, don't try and run before you can walk. Business started slowly but has increased month by month and is getting better all the time."

**Robert Jones: Pinstripe Legal Services : Chepstow**

"Get out to some network events, learn to speak to people about you and your product or service. Make sure you can summarise what you do and how it benefits your customers - what problem does it help them with? Be able to do this in under a minute. Also get your price right. Research the market, think about where you are in that market. Don't be afraid to talk about money! Be open and transparent about the cost of your service or product, but make sure you know what the client wants first and that they know the benefit of your service/product."

**Dave Edwards : SOMNIUM Technologies : Chepstow**

"Remember that customers and partners won't move at the same pace as your startup. Even when your goals are aligned their momentum won't match yours. You will need to adapt your expectations and approach to fit."

**ENTREPRENEURS WANTED!**  
Whatever you love to do, Basepoint can help you do it!

As a business owner, it's your passion and commitment that drives your business. Basepoint Business Centres share this enthusiasm and are committed to helping businesses by offering first-class workspaces alongside services that support you in making your business a success.

**How we can help:**

- Flexible workspace from offices to workshops
- Local phone number & mail collection
- Meeting rooms and breakout areas
- Telephone call answering service\*

**BASEPOINT** business centres

\*For full terms & conditions please contact your local centre

Contact your nearest Centre or visit our website

basepoint.co.uk





# Turner shows some real ball skills

**As an award-winning entrepreneur, Matt Turner has a thriving business, is dedicated to supporting young start-up talent and still finds time for his passion...Crawley Town FC! We tried to find out how he keeps all these balls in the air.**



Matt Turner started Creative Pod, an award winning Sussex based design led Print, Design and Marketing Agency, from his bedroom in 2006 and has been in business for 9 years. Creative Pod now employs 14-15 members of staff and works with a multitude of clients ranging from entrepreneurs to SME's and global blue chips.

Alongside this, Matt also found time to launch 'Young Start-up Talent', an entrepreneurial initiative aimed at inspiring 16-25 year olds into the world of business, as well as being a co-owner of Crawley Town FC.

It is because of his hard work and dedication that Matt has been nominated for 'Entrepreneur of the Year' in the Great British Entrepreneur Awards 2015. This followed the success at the 2010 Gatwick Business Awards where he walked away with an award for 'Young Entrepreneur of the Year'. Creative Pod has also been nominated for the 'Business in the Community' award at the British Chamber of Commerce Awards 2015.

**"Work is like a drug, the highs are incredibly high and the lows can be incredibly low, but I wouldn't change a thing."**

## What was your inspiration or motivation to get started in business?

I had been working in the design and print industry since I was about 13 and by the time I was 21 I felt that I had enough experience and knowledge to do things on my own. I loved the idea of freedom and being in control of my own destiny.

## What is the biggest challenge you have faced and how did you overcome it?

When you own your own business you face challenges every day. I think one of the biggest challenges for Creative Pod was when the recession hit in 2008/2009, which resulted in us losing one of our biggest clients. I decided to take a holiday and took Creative Pod overseas and set up an office in Dubai. I ended up staying there for 2 years until the UK economy recovered. When I came back to the UK I set up 'Young Start-up Talent' which has grown and grown since then.



## What advice would you give to anyone wanting to start their own business?

Know your customer, know your numbers and don't cut corners. As a small business it might be attractive to save a couple of hundred pounds on something, but it really can make a big difference, especially when marketing your business. If you didn't start your business to be a marketer, outsource the work to someone who did and you will benefit from it in the long term.

## How do you stay motivated?

When I started Creative Pod it was just me that needed it to be a success, but now we have grown I have a team of people who rely on the business' success to keep their careers moving forward. It is this team that motivates me to keep going and keep opening doors so that they can stay engaged and give back to the company with their commitment and hard work.

## What is your personal definition of success?

People often tell me that I have done things in the last five years that they wouldn't have achieved in their whole careers but it is simply a case that success means something different to everyone. My idea of success is achieving the unthinkable – doing things people said were impossible. I always look to raise the bar and prove people wrong!



## What's the strangest thing you've done as an entrepreneur?

I was once working for a client creating some basic office graphics for them and at the same time they were planning an office refurbishment. During the time I was working with them their contractor fell through and they had no one to do the work. Knowing I had a friend in the office refurbishment business, I offered to take over the project and I couldn't believe it when they took up my offer. I even ended up taking on two other similar jobs in the same year!

## What book do you think everyone should read?

The dictionary. You don't need to waste your time with self-help books and business autobiographies as they won't be the same as your life and they very often skip over the tough times being an entrepreneur throws at you!

## How do you relax?

I don't get much time to relax with all the things I am doing but I do like to have a lie in on a Sunday. It doesn't mean that I am stressed though, work isn't like work for me as I really enjoy what I do. Work is like a drug, the highs are incredibly high and the lows can be incredibly low, but I wouldn't change a thing.

## What's next for you?

I am currently working on plans to take 'Young Start-up Talent' national and global. There are already plans in place to launch a series of entrepreneurial boot camps in the Middle East in spring 2016. As for the UK I hope that my access to a network of football club owners will help me open doors for the group, so that it becomes a well-known and respected brand up and down the Country.

For Creative Pod I would like to expand the business by adding new arms to the agency. I recently purchased a digital printing agency which has enabled us to reduce costs and do new things such as printing business cards in house. I would love for Creative Pod to become a communications services group with access to services throughout the UK.



**NOVEMBER 16<sup>th</sup> – 22<sup>nd</sup>**

## BASEPOINT OFFER HELPING HAND TO ENTREPRENEURS

Basepoint Business Centres are proud partners of Global Entrepreneurship Week 2015 and we will be hosting a range of events across our 31 Centres throughout the south of the UK, Midlands, East Anglia and Wales.

As well as free networking events and coffee mornings, five of our Centres will be hosting special two day signature events. Join the teams at Canterbury, Crawley, Havant, Luton or Swindon for business seminars, interactive workshops, business exhibitions and more.

For more details on the events and venues visit [basepoint.co.uk/GEW](http://basepoint.co.uk/GEW)

Book now as demand will be high.





# Five ways SME's can boost productivity

The issue of British productivity has been in the headlines lately, with Chancellor George Osborne highlighting the need to improve output and launching a "Productivity Plan." So here we present five ways for SME's to boost productivity – ranging from organising meetings better to choosing well-designed office accommodation.

While there is concern that the UK is lagging behind some other countries in terms of raising output, the good news is that small businesses are showing the way forward to the rest of the economy. Figures from the Federation of Small Businesses show that productivity for small firms rose year on year by 1.4% during the last quarter of 2014, significantly outperforming the figure of just 0.3% for productivity across all workplaces.

However, more still needs to be done to boost productivity further. The Government has announced various initiatives designed to improve long-term investment and infrastructure – and many companies will be hoping that these make a difference. For instance, there's a pledge to step up the rollout of high-speed broadband. But the onus is also on small businesses themselves to improve productivity still further – and here are five practical steps can they take to do just that.

**01 Better Organisation and Scheduling**  
Planning ahead as far as possible, and arranging the best time to carry out different tasks, can save time and as a result make each individual more productive. It often helps people to focus if their work is prioritised, so that they know which areas they should concentrate on, and also if they have deadlines to work to – as long as these are realistic and don't lead to quality being compromised.

If staff know in advance what they will be doing at a particular time, they can prepare and make sure they have the right information to hand. Where your business schedules are particularly complicated, for instance because you have to make a lot of appointments with clients, it could be worth looking into specialist scheduling software to help with some of the administration.



**02 Plan Business Meetings Properly**  
A lot of time can all too easily be wasted at meetings, unless they are planned to ensure the best use of time. Meetings which take too long inevitably affect staff productivity, especially if too many people are invited who aren't really involved with the issue at hand.

Before you hold a meeting, it's helpful to have a clear idea about what you want to achieve and to aim to stick to the subject as far as possible. Sometimes if meetings are too formal it can also put staff off saying what they really think, so arranging more informal get-togethers can help to get the input you need.

**03 Make Full Use of Technology**  
Having the right apps and software in place can help to speed up routine tasks, while using the cloud makes it easier for different team members to access projects and information as and when they need to. Video-conferencing or use of Skype can often save time and help remote workers to touch base and keep you up to date with what they are doing. However, with greater reliance on technology, it's also essential to have good technical support in place, so you don't lose a lot of time if computers or data connections go down.

**04 Workplace Location and Environment**  
Choosing a good location for your business where customers can easily reach you will help to boost productivity. If you are based somewhere remote and hard for clients to visit, the likelihood is that your staff will always have to travel to meet them, losing time out of the day as a result.

As well as being well-located, the way in which a workplace is laid out is important. It helps staff to get their work done if they are in comfortable and well-lit office space, without too much noise. Also, having breakout and informal meeting areas available for brainstorming sessions will promote employee engagement, which is a good way of motivating them and improving productivity.

**05 Be Prepared to Delegate**  
A failure to delegate means key staff end up spending a lot of time on routine work which could easily be done by others. Often, the problem is that it would take time to train others to do those tasks. But not investing in training just means leaders end up having to deal with everyday admin and so don't have enough time to focus on using their business-critical skills.

Basepoint Business Centres provide a whole range of features and services which work to boost productivity for companies based there, including the latest digital technology. All our centres offer well-designed office accommodation in prime business locations, with serviced meeting rooms and breakout areas where staff can get together informally. We also provide a range of networking opportunities and seminars within each centre.

## Licensee Focus Gosport



**Driving Miss Daisy are an internationally successful community companion driving service, which began life in New Zealand in 2009 and has arrived in the UK.**

A "Daisy Day" is very varied, rewarding and of value to their clients. It could be taking an elderly person to meet a friend at a local Garden Centre, then on to the hairdressers and a little shopping before going home – all with a Daisy Companion to help and support.

Our Driving Miss Daisy franchisees are individuals with a generous disposition who like helping others in the knowledge they make a real contribution to peoples' lives.

For more information visit; [www.drivingmissdaisyUK.co.uk](http://www.drivingmissdaisyUK.co.uk)

## Centre goes batty for visitor

**Basepoint Crawley were shocked to find an unusual visitor in one of their units last month.**

Nora the baby bat was found on the floor by a licensee and was quickly

rescued by the Centre team and wrapped up warm until the local bat rescue centre were able to come and get her. We hope she enjoyed her stay!

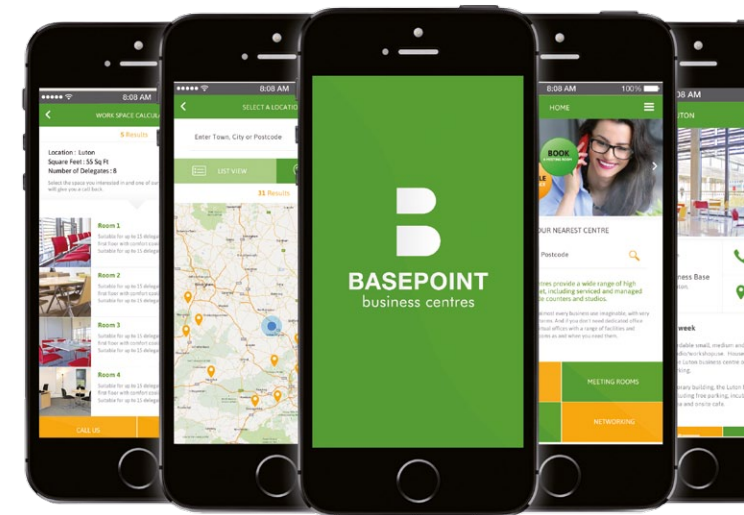


# Basepoint mobile App... coming soon!

**Our tech team have been working hard on building our new App, which is due to be launched soon.**

With it's ease of use and great content you'll be able to:

- Book meeting rooms
- Find free networking events in your area
- Catch up on the latest news and blogs
- Get in touch with your local Centre
- ...and much more!



## Basepoint licensee wins coveted growth award

**Basepoint Folkestone have recently been celebrating success in their Centre with licensee Noted in Style. They were announced winners of the coveted award for 'Growth' at the KITA awards 2015, as well as being nominated as a finalist in the Customer Service category.**

Noted in Style is a leading creator and supplier of premium customised and branded notepads, diaries, tablet cases and more. The Growth award category had over 50 applicants and was one of the largest finalist categories. Noted in Style had to demonstrate their growth success over the past 12 months and show signs of being able to sustain and

increase this growth moving forward to win the award.

Commenting on the award, Laura Turner, Business Director at Noted in Style, said: "We have always been motivated by the opportunity to offer highly creative and customised solutions to companies and this remains our primary aim. We're proud of the achievements we have made to date and our aim is to continue growing the company, offering sustainable and sound employment for those in and around Folkestone. We're so thrilled to have been recognised with this award, given the imminent appointment of our new apprentice. Our growth and success is down to the team we have



in place, giving everyone a stake in our success, so this award is as much for them as it is for the company."

Want to read more?  
Visit [blog.basepoint.co.uk](http://blog.basepoint.co.uk) for more useful articles



## CHARITY ROUND UP

# £25k donation helps Lilyypad appeal jump forward



**Diverse Abilities, a charity based in Dorset supporting children and adults with profound physical and/or learning disabilities, were delighted to receive a grant of £25,000 from The ACT Foundation.**

The money has been pledged to the charity's Lilyypad Appeal, a project which will see the transformation of its existing respite home facility for children with complex disabilities and the creation of a new overnight wing which will enable the charity to help many more children requiring respite care and their families. The new improved facilities they will be able to offer will also benefit

the many local children who visit the Centre for day visits. Mark Powell, CEO at Diverse Abilities, said: "We are delighted to receive such a fantastic donation that will help us transform the respite facilities to meet the changing needs of children and young people with disabilities in Dorset. This donation will help us create a more spacious respite centre with improved facilities to stimulate children's senses."

Registered Charity No. 282197

## Learn for Life



**The ACT Foundation were pleased to be able to make a donation of £5,000 to Learning for Life Wiltshire, a charity that provides education, training and personal development opportunities to disabled people, carers and lone parents living in Swindon and Wiltshire.**

The donation will specifically be allocated towards the growth of their Life Skills, Health and Wellbeing and Work Skills Programme which is the provision of a range of workshops covering many topics to help people in their day to day lives with learning skills for work, independent living, stress management and much more.

Learning for Life hope that these courses will help address and tackle the inequalities that people with disabilities experience on a daily basis.

Registered No. 1112304

## Start your engines for charity!



**Centre Manager at Basepoint Chatham, Lorraine Gardner, recently joined The Friends of the Wisdom Hospice to take part in a Go Kart Endurance event at Buckmore Park.**

Fifteen teams took part in a two tandem race: a charity race where competitors could either buy laps to boost their chances of winning and/or pay for laps to be taken off

their rivals, plus a real race. The event was organised to raise money for local charity, The Friends of the Wisdom Hospice and all of the funds raised by the event were match funded by The ACT Foundation. Martyn Reeves, Chief Executive at the charity, said: "It was a really successful night, Buckmore Park's race team commented that they had not seen so much cheating...It was a pleasure working with Basepoint on the event (if I can call it work as it was so much fun)." Lorraine added: "I was thrilled to attend this event and take part in such a fun evening. The real winners of the night were The Friends of The Wisdom Hospice who put so much effort into organising the races and raising the initial funds that ACT are match funding, bringing the total raised for the event to over £6,300."

Registered Charity No. 284894

## 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](http://theactfoundation.co.uk)

 The ACT Foundation



**BASEPOINT**  
business centres

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