

Touching **BASE**

The Basepoint quarterly newsletter

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

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Basepoint Business Centres launch brand new mobile phone application for iOS and Android

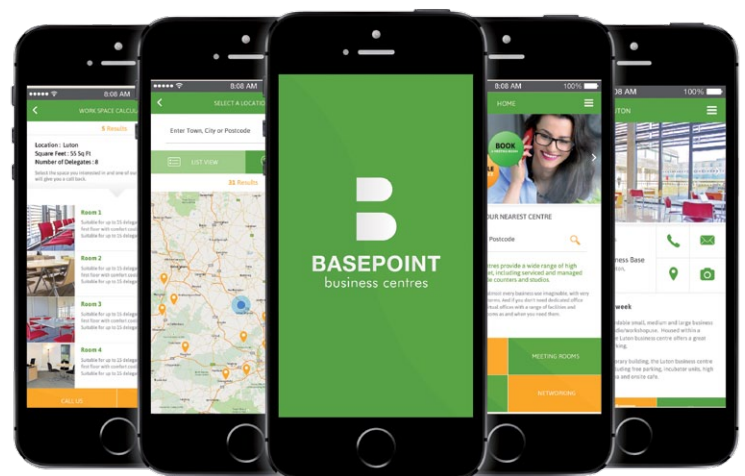
Basepoint Business Centres are excited to announce the launch of a new mobile phone application.

The Basepoint Business Centres app will be available free of charge on smart phones which run on iOS and Android operating systems.

The app features include Centre information, contact details and locations, meeting room bookings, workspace calculator, events listings and a licensee directory*.

Brian Andrews, Managing Director of Basepoint Group of Companies, commented: "At Basepoint we understand that the business world has come a long way since we opened our first Centre in 1994 and it is more important than ever for our information to be available on the move.

We hope that our app will improve the way we work with and for our customers, helping them to work when and where they can not just during the hours of 9.00am and 5.00pm."



*The Licensee directory is only available to active licensees and requires registration and authentication



NEWS ROUND UP

Annual Review with the Chairman Denis Taylor



This is the time of year when all of us reflect on what's gone and look forward to the New Year and all that it will bring.

As I look back over 2015 I feel immense pride and passion for all that we across the Basepoint Centres have achieved together. Not just "we" in the sense of all our employees but "we" in the sense of all of our employees and customers together. Together we are able to build successful communities that support each other and provide opportunities for employment, prosperity and growth, and caring communities that help those less fortunate than ourselves.

This year saw us open our 31st Centre at Haywards Heath. Basepoint is now home to over 2,000 businesses, all of which benefit from our flexible agreements and our extensive networking hubs, business support activities and mentoring to help them grow, prosper and thrive. Many awards have been won by these businesses and most recently, RocketMill, a digital marketing agency based at our Crawley Centre, has been announced as a 2015 Deloitte Technology Fast 50 winner. In the same week, Basepoint was awarded High Impact Partner for our work supporting Global Entrepreneurship Week 2015.

However, Basepoint is not just a place to work, Basepoint becomes and is a way of life.

Over the last year, together, we have



Ben Towers, 17 year old entrepreneur and public speaker speaks at Global Entrepreneurship Week 2015



Shelterbox help those in need in Nepal



GLOBAL
ENTREPRENEURSHIP
WEEK UK
HIGH IMPACT HOST 2015



Basepoint supports the Macmillan World's Biggest Coffee Morning



Romney donate £4,015.29 to The Hampshire Riding Therapy Centre



Speed networking in Global Entrepreneurship Week 2015

done lots of fun things and many have taken time from busy work schedules and family commitments to help support others. Some generously gave their time, mind and body to run, swim and bike hundreds of miles or to climb mountains, jump out of aeroplanes or simply wash cars. Others took part in the more leisurely activity of eating with many breakfasts, lunches, coffee mornings and tea parties held which proved to be very popular.

Even if you weren't able to give your time, you certainly gave generously of your money. Most recently you helped fill hundreds of shoe boxes with gifts which were delivered to children all over Europe and Africa, children who would otherwise have received nothing at Christmas. I am particularly proud that working together also enabled us to raise over £250,000 for our Nepal appeal with the money used to provide much needed shelter for people affected by the two devastating earthquakes. By working hard and having fun together you have all helped to transform lives.

Looking ahead to 2016 we have a number of growth plans in place for Basepoint. In particular I am looking forward to the rollout of our new, design led, collaborative workspace and breakout areas across our existing Centres which will be supported with new cloud based technologies. New businesses are starting up at the rate of more than one every minute in the UK and collaborative working using cloud technology will increase in popularity as a way for small businesses to pool their expertise and resources. With these collaborative working areas in place, I am looking forward to welcoming a host of new businesses to the Basepoint way of life and "Making a Difference" for them as well.

Finally, I want to thank you for your dedication, loyalty and commitment to the Basepoint community. Our success is entirely down to your efforts whether you are an employee or a customer and I thank you all from the bottom of my heart and offer you and your families my best wishes and happiness for 2016.

Is mentoring right for you and your business?

Gareth Sear, Business Start Up Manager at the University of Chichester Business School talks us through why business owners should consider talking to a mentor.



What is a Business Mentor?

A Business Mentor is someone with extensive business experience or a specific set of skills. The mentor will use these skills and experience help you move your business to the next level or overcome a current challenge. They are different from a coach in that a coach will work with you to get the best from your current skills and mindset. A mentor will bring skills, experience and a network of contacts. You bring the agenda.

What will a mentor do for me?

A mentor will be your confidant and will provide you with unbiased opinion and honest feedback. Usually a mentor is well connected and will share appropriate connections with you when needed, that can drive your business forward. They will use their experience and knowledge to help you make the right decisions and hold you accountable for the actions that need to be done in the business. In my experience this is really where they can make a difference, being held accountable, when quite possibly there isn't anyone else to hold you accountable, can be very powerful. If you have been set

actions in the mentor session, do them and do them with gusto. You will report back on them and form conversations around them in the next session.

It's lonely at the top. If you are running a small business you may not have a board of directors that you can bounce ideas off or draw on their experience. A mentor can provide all that and more. In an article in the Harvard Business Review (April 2015) the writer stated that 71% of CEO's that had a formal mentoring programme in place said that company performance had improved and 69% said that they were making better decisions.

How do I choose a mentor?

Choosing a mentor is not easy. You need to prepare, research and select. Preparation will be understanding your business and knowing exactly what you want to achieve. Make sure you set an objective for what you want to get done with the mentor. It could be developing your marketing, understanding and planning your finances, developing the team or even developing you as a leader.

Think carefully about the skill set you want the mentor to have, ideally you need

a match in line with your objective. You should also meet up with a few potential mentors to choose the right one. Think of it as employing someone, which essentially you are.

There are numerous websites that can help you find a mentor. Have a good search on Google. Alternatively ask around. Ask friends and family and around your personal and business network.

How much will a mentor cost?

Mentors can range from free to hundreds of pounds an hour. And it isn't a case of you pay for what you get. There are a number of mentors that work selflessly. They may have had a mentor that helped them to achieve success and they are now giving back. It may be a leader in your industry that wants to help people in that industry thrive. Other mentors will charge, so always check them out and do your due diligence.

For more information on the University of Chichester and their Business School visit www.chi.ac.uk/contact/semal



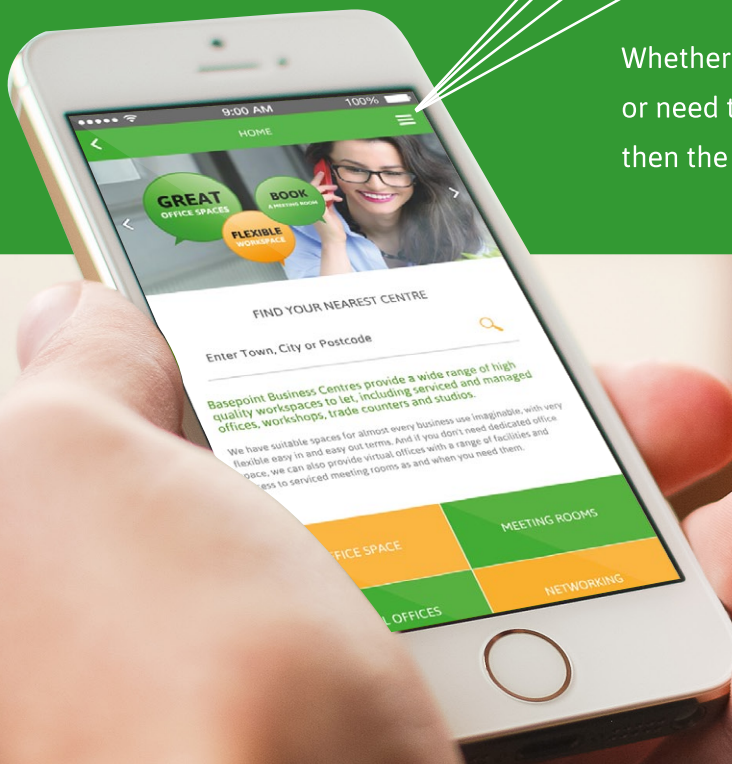
BOOK MEETING ROOMS

WORKSPACE CALCULATOR

FIND BASEPOINT EVENTS

LOCATION MAPS AND DIRECTIONS

LAUNCHING FEB 2016



Whether you need directions to a Basepoint Centre or need to book a last minute meeting room, then the Basepoint app can help.

Available on Apple and Android devices



For more information visit us at :





A day in the life of a Centre Manager

Basepoint Business Centres are busy places but each Centre has a full management team to keep things running smoothly. In this issue, Stephanie George, Centre Manager at our Crawley Centre, takes us through a typical day in her Centre.

8.30am

The morning starts off as hectic as ever! Once reception is opened up, our newest team member, Carla, arrives for her second day. First order of business is to set up both meeting rooms ready to be used. This means putting on the coffee, tea and catering as well as organising the AV equipment which is needed in both rooms.

9.00am

Reception starts to get busy and the rest of the team arrives. As well as dealing with visitors to Basepoint we also look after visitors to our licensees. We currently have Physiotherapists, an Osteopath, Chiropractors, a Hypnotherapist and Occupational Health Doctors on site so this means that there is always a constant stream of people coming through reception and sending people to the right place can sometimes be a challenge.

10.00am

In-between visitors to reception I have a catch up with my team about their workloads and come up with a plan for the day. We've got a couple of radiators that aren't working and a broken toilet seat, so our Handyman, Geoff, goes off to investigate and get things working again. We're also in the process of upgrading the kitchens in the Centre so Geoff checks in with the contractors to make sure everything is going to plan and all Health and Safety measures are being adhered to.

11.30am

Our Assistant Centre Manager, Laura, is working with Carla to show her some of the basic administration tasks we deal with on a daily basis and also get stuck into some fundraising for our nominated charity. Our licensees have been incredibly generous with donating prizes for a raffle so the team are off around the Centre to sell raffle tickets. On top of that, they keep the meeting rooms serviced and change over the rooms for our afternoon bookings. Pauline, our Receptionist, is catching up with enquiries for

office space which have come in overnight as well as covering reception whilst my morning is dedicated to forecasting and reporting.

12.00pm

Just before lunchtime, a gentleman pops in looking for office space so I drop what I am doing and go for a chat with him to find out what his needs are. He is looking for a 2-3 person office for his recruitment company and is delighted to find out we have got suitable space for him on flexible terms. After showing him around I quickly prepared a full quotation for him so he has all the information he needs before leaving.

1.00pm

After lunch I head into a meeting with the head of our local Business Improvement District to discuss how Basepoint can become more involved with plans to boost the business community – amongst other things. We are delighted to be able to offer the Business Improvement District our venue to host some of their networking events.

3.30pm

I get back to my desk and after replying to a few e-mails I get stuck into reviewing some new marketing initiatives which I am planning for 2016. The first draft of the artwork has come back and needs a bit of tweaking, so I liaise with the designer to get some changes made.

5.30pm

I wrap up my day with a catch up with some licensees who have come down to say hello before locking up and alarming the Centre and heading for home.

Another busy day at Basepoint Crawley!



Collaborative Working – Top Tips on How Small Businesses Can Benefit

Collaborative working is rising in popularity in the UK, both as an approach within a business and as a way for two or more small businesses to pool expertise and resources. The expansion of cloud-based technology, making it easier for colleagues to work on shared projects, is one reason for this growth. Renting office space for your SME in a business centre where other small companies are based, with opportunities for informal brainstorming sessions, can also help to build successful collaborative working arrangements.

Reasons for SME's to Collaborate

Many small businesses build their own niche, successfully providing specialist services within a narrow field. However sometimes they may find themselves bidding for a contract where other services are required beyond their own area of expertise. In these instances, working together with another business can help to offer a complete service to prospective clients and make it easier to compete against larger providers.

There may also be opportunities to collaborate with a similar business to your own in order to fulfil a large contract where you don't have enough resources yourself. Sometimes businesses strike up arrangements with companies in another area of the country, helping them to serve a wider area. One advantage of this type of arrangement is economies of scale, since purchasing equipment or services as a group can help you to negotiate lower prices. Once a good working relationship has been built up, there could also be possibilities of filling in for one another during holiday periods or at times of high demand.

SME collaborations with universities are another growing field, and these arrangements are being encouraged by the Higher Education Funding Council for England. The aims here include promoting innovation and providing small businesses with sources of scientific and technical knowledge. Universities may also offer a way into new markets for your business.

Another reason for collaborating is as an alternative to outsourcing to a contractor. For instance, if you need a specialist to provide some services, possibly you can come to an arrangement where you provide them with your own services in return. This could also lead to the two businesses working together to serve other customers.

Methods of Collaborating

Different companies will find their own methods of working together, depending on the type of project and the personalities of the individuals concerned. However, it's always important to work out who is responsible for the various tasks within a project, to avoid any confusion or duplication of effort. You also need to arrange clear communication channels so that everybody is kept up to speed with how it is developing.

Where different small companies are working together, there are various safeguards which need to be taken, such as drawing up non-disclosure agreements and not poaching one another's clients. It's essential to get expert advice on this before entering into a working arrangement, so that everybody knows where they stand.

Ways of fostering the collaborative mindset include adopting flexible workspace, for instance with break-out areas for informal discussions. Shared desks within an office can also be helpful for projects where colleagues need to work closely together.

A whole range of software tools can be used to help collaborative working, both by different sectors within a company and between different companies working together. This sector is developing fast, with many new apps and services appearing, but the most important tools include cloud-based storage facilities, where colleagues and partners can plan and work on projects together from different locations. Social media has also become increasingly important for communication both within and between businesses.

The Right Environment for Collaboration

When considering collaborative working with other small companies, the most important thing is to find people you trust and feel you can work with, and whose methods complement your own. Even in this digital era, there is still no substitute for face-to-face discussions in getting to know someone properly. Networking and meeting up with other people within your local business community can help to build relationships and identify prospective working partners.

Renting office space within a business centre alongside other small companies gives many opportunities for networking. Basepoint Business Centres help to foster a collaborative environment by organising a range of networking events. Serviced meeting rooms are available, and there are also breakout areas within each centre where people from different small companies can meet and chat.

If you run a home-based business and take up a virtual office package, you will be invited to all networking events and seminars at your local centre, as well as having free access to the breakout area. This helps to make you feel part of the business community and again gives opportunities to build relationships which could lead to collaborative working.

Want to read more?

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

Licensee Focus Ipswich

Basepoint Ipswich are pleased to introduce licensee KIS Quilting who have just celebrated the milestone of being open for a year.

Carole, Jenny and Lynn came together through their love of patchwork and quilting and the desire to share their knowledge with the whole community. KIS's main focus is to offer opportunities for members of the community to come together, meet new people and make friends through workshops and 'sew and go' sessions.



Their customers have all told them that it's just what's needed in a busy world, a place where they can concentrate on their project in calm and peaceful surroundings.

For more information about KIS Quilting you can visit them in Unit 66 of our Ipswich Centre, call them on 01473 722888 or email kisquiltingltd@yahoo.co.uk.

Bromsgrove Licensee wins ethical award



Basepoint Bromsgrove would like to congratulate licensee Children Always First, who won the Ethical Trading Business Award at the Worcestershire Business Awards 2015.

In 2013, the Directors of Children Always First risked everything to create a fostering agency that would be different. Their determination was founded on years of experience working for organisations that had lost focus on children in order to concentrate on profit making or 'cuts'.

Today, Children Always First provides caring and warm homes with inspirational foster carers, helping children and young people to have happy memories and positive futures.

Winning the award has shown that all of their hard work has paid off and that they really are making a difference.

Centre celebrates big win!

Karl Fuller, Centre Manager, and Steph Harrison, Assistant Centre Manager at our Bournemouth Centre, have recently been busy celebrating winning an internal competition.

They both won £700 towards a holiday of their choice which Karl spent on taking his family to the seaside while Steph took the opportunity to cruise the Caribbean.



Luton licensee wins Nectar small business award

Beating hundreds, router software developer and Basepoint Luton licensee, Netduma Ltd, has won the Innovation of the Year prize at the Nectar Business Small Business Awards 2015.



The next-generation router software provider was picked out by a top judging panel including star of BBC's Dragon's Den, Sarah Willingham. The company develops router software that eliminates problems faced when using the internet for gaming, including congestion and latency.

Netduma Ltd wowed the judges with their business prowess, market leading strategy, customer testimonials and vision for future business growth.

They walked away with £2,000 and 50,000 Nectar points and will attend an industry round table event with the judging panel and the other five Nectar Business Small Business Award winners.

Luke Barlow, Netduma Director commented, "Moving into Basepoint Luton was one of the best decisions we made as a company. It gave us a place to focus and has helped our company to rapidly grow, enabling us to win this award."

CHARITY ROUND UP



Basepoint staff don festive jumpers for charity day

Centre staff and licensees across our Centres got into the Christmas spirit in December as part of ITV's charity appeal, Text Santa.

Many of our Centres hosted festive coffee and cake events along with Christmas music and Christmas jumper competitions.

Thanks to the generosity of our licensees and visitors we were able to raise £204.14 for the campaign which will go towards Macmillan Cancer Support who make sure people affected by cancer and their families don't have to face it alone, Make-A-Wish UK who grant magical wishes to enrich the lives

of children and young people fighting life-threatening conditions and Save the Children who do whatever it takes to help children survive and thrive.

Fiona McDermott, Centre Manager at our Luton Centre, commented: "Thank you to everyone who took part in our event or another. It was great to see everyone getting involved, not just for fun but to help three charities which are doing great work for those in need."

For more information on Text Santa please visit www.itv.com/textsanta

Living Paintings



ACT were delighted to be able to make a £5,000 donation recently to Living Paintings, a charity that produces audio tactile "Touch to See" books for blind and partially sighted people of all ages with the aim of relieving the social and educational isolation they can suffer throughout their lives.

The books include raised, tactile pictures which are accompanied by atmospheric, educational and entertaining audio guides, often narrated by famous people, which help the individual to guide their fingers and explore the image to tell the story.

The books are available nationwide and are completely free from Living Painting's postal library. The service currently reaches 11,000 people of all ages.

ACT's donation was specifically for their "Science Alive" project which is a new publication based on science in the national curriculum for Key stages 1,2 and 3.

Registered No. 1049103

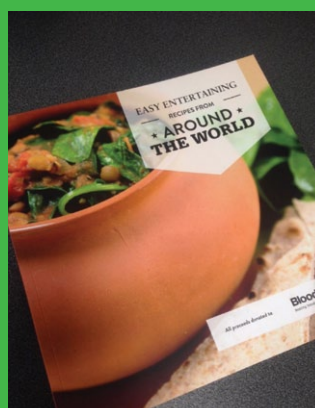
Licensee releases fundraising cook book

Basepoint Northfleet licensee Ros from TCS and her sister Lesley have run many charity events to raise money for 'Bloodwise', formerly called Leukaemia & Lymphoma Research, in support of their brother who suffers from Chronic Lymphocytic Leukaemia.

Back in 2000 Ros compiled a cookbook called 'Easy

Entertaining' which was very successful and raised over £32,000. Five years on, and with her sister's help, the sequel 'Recipes From Around The World' has been released.

The cookery book was funded by Wrights Flour and everyone who worked on the book did so free of charge. It is on sale for just £10 with every penny being sent direct to charity.



To purchase a copy of the book please contact Michelle on 01474 338860 or visit www.wrightsfloor.co.uk.

ACT now!

Do you or does somebody you know live with a disability and need help to live independently? 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 www.theactfoundation.co.uk

 The ACT Foundation




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