

Touching **BASE**

The Basepoint quarterly newsletter

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Basepoint Business Centres Celebrate 32nd Centre Opening in Hoddesdon

Basepoint Business Centres are excited to announce the upcoming opening of the latest Basepoint Centre, Ambition Broxbourne Business Centre in Hoddesdon.

The Centre is being built by Hitchin based construction company Ashe Construction and funded by Broxbourne Borough Council and the Hertfordshire Local Enterprise Partnership. The building was designed by leading architects, RH Partnership.

The Centre is due to open its doors in November and will

be home to over 60 businesses when fully occupied.

The Centre will provide high quality workspace including offices and flexible studio space primarily for start-up companies and SMEs.

“An exceptional new facility... providing sustainable working space for local businesses”

Basepoint will also host a wide variety of free networking and events for local businesses as well as supporting a local

charity with match funding of up to £10,000 per year through Basepoint’s owner, the grant making charity, The ACT Foundation.

Rebecca Powell, Regional Manager for Basepoint

commented, “The Ambition Broxbourne Business Centre will be an exceptional new facility and will provide

sustainable working space for local businesses and entrepreneurs. We have no doubt that the local business community will benefit from our ethos to support and nurture SMEs.”

Council Leader, Mark Mills-Bishop, said, “This really is an exciting project that will bring lots of economic benefits to the area. I look forward to being part of the official opening.”

For more information on the Ambition Broxbourne Business Centre please contact 01992 877310 or email broxbourne@basepoint.co.uk



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



Welcome to issue 9 of TouchingBase which finds us looking forward to the opening of our latest Centre at Broxbourne. Building work is due to complete shortly and we recently appointed a new Centre Manager. We hope to have the Centre fully operational by the end of November.

Like all our other Centres the Centre Management team will partner with a local charity and help them raise funds, with all of the money raised being match funded by The ACT Foundation. Supporting local communities in this way goes right to the heart of who we are as an organisation.

The last few months has seen a number of our staff embark on ILM training. Their success in this process is testament to our commitment to customer service and I would like to record my congratulations and admiration of all those who have completed this qualification.

Rio 2016 Olympics kicked off at Basepoint

In August several Basepoint Centres held their own Olympic opening ceremonies.

A variety of celebratory games and activities were organised including an Olympic quiz, wine tasting, samba music, mini basketball and archery.

Centre Manager at Basepoint Chepstow, Ian Mitchell commented, "We were trying to think of innovative, engaging activities that licensees could pick up and drop in their lunchtime that would not require a huge commitment, so the events were ideal and response and participation from the licensees was great. My personal favourite was Thumbwar Wrestling!"



Basepoint Bournemouth also took the opportunity to raise money for their local charity, Autism Wessex, at their event and a total of £151 was raised from generous licensee donations.

Lord visits Innovation Centre

The Canterbury Innovation Centre, managed by Basepoint, was recently honoured by a visit from British Politician, Lord Heseltine.

Lord Heseltine visited the Canterbury Innovation Centre as part of his visit to North Kent to see the growth potential for Thames Estuary 2050 Growth Commission.

During his visit he also took time to visit the HIVE (Hub for Innovation and Enterprise) which is situated within the Centre and is home to several high tech start-up businesses.



Future Leaders at Basepoint

Basepoint would like to congratulate some hardworking staff who have successfully completed dedicated management training courses with The Institute of Leadership and Management.

ILM helps organisations and individuals to build leadership, management and coaching skills through market-leading qualifications, training

resources and certification of in-house programmes.

Centre Managers, Lyn Chapman, Lisa Rooney and Jo Clark have successfully completed their ILM Level 5, which will provide them with valuable skills and knowledge to help support Basepoint and our customers.

Well done!



**Institute of
Leadership &
Management**



Does your business need it?

Rachel Manning, founder and Director of iMarketing Ltd and Ipswich Business Centre Licensee, tells us what you really need to know about Search Engine Optimisation.

What is SEO?

SEO stands for Search Engine Optimisation. Its purpose is to make your website visible on Google, Yahoo and Bing, so that customers looking for products and services like yours can easily find your site.

Does my business need it?

Any business with an online presence needs to ensure that their site can easily be seen by their intended customers. Appearing on the first page of search results means more visibility for your brand and more visitors to your site – which means more leads and potentially more sales. SEO is an increasingly important route to growing a business, whether you are selling physical products or services of any kind, particularly if you want to expand your customer base beyond your immediate local area.

“... SEO is an increasingly important route to growing a business...”

How can I improve SEO for my business website?

When Google decides which sites to list on the first page of its search results, it is looking for two things: Relevance and Quality – to give its users the best possible experience. Google looks at a large number of factors to determine this, but four of the most important are: Keywords, Content, Links and Social Media Activity.

Keywords – It’s vital to identify all the keywords relevant to your business – not just a few obvious, general terms – and use them within the content on your site (service pages, blog posts, articles etc) as well as in meta data, navigation and alt text.

Content – As well as containing keywords, your site’s content needs to be useful, informative and interesting to read to actively engage visitors. You need plenty of it too, with new content added on a regular basis – ideally to a blog that can be linked to from social media channels.

Inbound Links – You need other sites to link to your site. This tells Google that other

people on the web consider your site to be relevant and worth linking to. Implied links (i.e. mentions of your company name) across the web, will also help raise your prominence in the search engine results.

Social Media – The number of followers, frequency of posting and visitor engagement across your social media channels also has a bearing on your SEO results. So this is another key area to develop to gain and maintain high rankings.

How long does it take to improve my search ranking?

At iMarketing we generally expect to see tangible improvements in rankings in around 3-4 months. However, it can be longer if you have a brand new domain, or if the keywords you want to target are very competitive.

Can I do SEO in-house or is it better to outsource?

SEO can be carried out in-house, but to be effective you need a fair amount of knowledge and a wide range of skills, including an ability to do keyword research, write regular, good quality content,

track and monitor your search rankings, carry out competitor analysis, check for technical errors that might be affecting your rankings...and much more. For a small or medium sized business, it usually makes more sense to outsource to a specialist SEO company who can point you in the right direction quickly.

Once you have a strong SEO strategy in place, it may be possible to take some of the SEO back in-house, with the appropriate support from your SEO company. Training can also be provided to improve your in-house SEO skills.

iMarketing is an SEO company based in Ipswich, Suffolk. Celebrating 15 years in business this year, we have a wide portfolio of local and national clients across a range of industries.

Tel: 01473 722808

Email: info@imarketing.co.uk



Andover entrepreneur speaks at science seminar

Basepoint Andover Licensee, Rhonda Smith, Director of Minerva Communications UK Ltd, was recently invited to speak to 180 senior science co-ordinators from across Europe at The Science Communication Event at ESOF2016.

The event, organised by DG Research at the European Commission, was designed and delivered in partnership with Rhonda who took the opportunity to challenge the attendees to share their work more effectively with the public.

Rhonda commented, "Scientists need to explain the relevance and value of their work to society and to all of us as individuals. Raising awareness of the relevance to our daily lives of the research work that is funded collaboratively – be it in food, agriculture, space or energy – ensures that we all benefit from it.

"Innovation continues apace in areas such as novel foods, energy efficiency, and waste utilisation but if we are not aware of the rationale and benefits behind these changes, the danger is that they will not be accepted nor adopted."

Licensees celebrate 10 years

Celebrations are in order at Basepoint Crawley and Basingstoke for licensees who have hit 10 year milestones.

Licensees Gary Brooks of GB Physio and Susan and her daughter Holly, owners of The Bead Base, have recently reached their 10th anniversaries at their Centre.

Gary, a licensee of Basepoint Crawley is pictured here with Carla Brown, Assistant Centre Manager. Gary first moved his physiotherapy practice into Basepoint Crawley in July 2006. Since then his business has gone from strength to strength and he is now a well known figure at the Centre.

Carla presented Gary with a bottle of champagne to commemorate the occasion and commented, "We would like to wish Gary every success for the future and look forward to celebrating another 10 years with him!"



Susan and Holly celebrated their 10 years at Basepoint Basingstoke with a day of fun including a lucky dip, raffle, guess the weight of the jelly bean jar, guess how many beads on a piece of string and bead pong.

The Bead Base also took the opportunity to raise £301 for Basepoint's nominated charity, St Michaels Hospice, in Basingstoke.

Dont forget to tap for our app!

Download today!

- Book meeting rooms
- Find Basepoint events
- Licensee directory*
- Location maps & directions



Available on iOS & Android devices *T&Cs apply



Tasty tipples at Basepoint Bournemouth

Licensees and visitors at Basepoint Bournemouth were treated to wine tasting at the Centre recently, courtesy of licensees Simon and Dominique of 'World Of Boutique Wine'.

Not only were Simon and Dominique very knowledgeable on all the wines that were being sampled, there were nibbles to go alongside specific wines to enhance the taste.

A highlight of the event was one of the tasters being the first and only person to have tasted the Nazaaray Pinot Rose in the UK! The wine proved very popular with other tasters.



COFFEE BREAK

WORDSEARCH

Find the words in the list below in the grid. The words may appear horizontally, vertically or diagonally.

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|-------------------|-------------------|
| BASEPOINT | INNOVATION |
| BROXBOURNE | SEO |
| CHARITY | VALUE |
| FLEXIBLE | WINE |

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J	R	V	I	A	L	V	W	N	C
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SUDOKU

Use the numbers 1 to 9 each nine times to complete the grid in such a way so that the horizontal, vertical, and two main diagonal lines all add up to the same total.

8 Top Tips for Saving Your Small Business Money

Britain is a nation of entrepreneurs, with huge numbers of companies starting up every year. At Basepoint, we are always aware of the financial needs of small businesses, and run affordable business centres in many areas of the UK, as well as virtual offices to rent which are ideal for those working from home.

One of the most important financial issues for many small businesses is accessing funding, both for the initial startup and to ensure they can take advantage of opportunities to expand. However, it is also essential to make sure you keep track of spending on everyday operations. Here we share some money-saving ideas.

1. Outsourcing and Using Freelances

When a business is young and the budget is tight, you may be reluctant to pay out for services from outside. However, if you and your key staff have to do everything yourselves, this will actually cost you money because of all the time when you won't be available to concentrate on core activities. Outsourcing areas such as finance and HR to companies which specialise in these areas could be a way to free up your time, resulting in savings.

2. Embracing Flexible Working

If some employees work part-time, this can save you money compared to having everyone on your books full time and also help you to have a wider skills base to call on within a small business. Equally, flexible working is often something which staff are enthusiastic about, as it allows them to balance work-life commitments. This means it can increase loyalty, saving money on having to recruit new people as well as meaning you can benefit from experienced staff.

3. Using Cloud Technology

Having access to the latest technology can help to save staff time, which again has financial benefits. Investing in a software solution may quickly pay for itself if it means you don't have to spend a lot of time doing routine tasks, which can instead now be scheduled automatically. It can also save on the need for storage space. In some cases, fully harnessing technology can even mean you don't need to outsource a function, saving money on an ongoing basis.

4. Keeping an Eye on Software Licences

Most businesses today use many different types of software and, if you are busy, it is only too easy just to let all licences be renewed as they fall due. However, it is worth taking the time to examine whether you are still getting value out of all the technological solutions you are signed up to. Do you have too many, and could some services now be duplicating others, or are you even paying for a solution you have stopped using? It could be helpful to look at whether it is possible to replace some services with lower-cost alternatives or integrate or bundle them together.

5. Looking at Spending in Detail

Sometimes offices can get into a habit of buying in various items which may not always be needed, ranging from regular stationery orders to supplies of snacks for meetings. It could be a good idea to go through spending in detail every now and again to see where you can buy a cheaper alternative, change suppliers, or even cut out an unnecessary expense completely.

6. Making Meetings Leaner

Meetings are still essential to businesses, but the way they are run has changed over recent years. It can use up a lot of resources for a small business if most of your team are in a meeting for much of the day, when it might be equally effective if fewer people attend and then fully brief the others. It can also help if meetings are clearly focused on what they need to achieve and not allowed to run on for too long.

7. Collaborating and Bartering

Working and networking together with other small businesses can enable sharing of money-saving tips. Sometimes companies may also be able to join forces to place or fulfil a large order, to financial advantage. Barter type deals, where companies exchange professional services, can potentially also be money savers, provided you have the right safeguards in place.

8. Choosing Affordable Office Space

Finding a good business location at a price you can afford is key to the success of small businesses. Many small companies are now choosing to rent serviced offices, because this means they are in a prime location together with others, with a wide range of support services available. Another cost advantage is if you can arrange to rent office space on easy terms and don't need to be locked in for too long, as at Basepoint business centres. We have modern, affordable office centres in many areas of the UK, including Swindon, Andover and Eastcote.



Want to read more?
Visit blog.basepoint.co.uk
for more useful articles



Basepoint offer helping hand to entrepreneurs

Following a successful partnership with Global Entrepreneurship Week in 2015, which saw us receive a High Impact Award, Basepoint Business Centres are delighted to announce another year of events designed to support local entrepreneurs. We will be hosting exciting events in 32 locations across the south of the UK, Midlands, East Anglia and Wales.

Rebecca Powell, Basepoint Regional Manager, comments, "Basepoint is committed to supporting SME's and start-up businesses; this is a fantastic opportunity

to work in partnership with Global Entrepreneurship Week 2016, the world's largest celebration of the innovators and job creators who launch start-ups that bring ideas to life."

As well as free networking events and coffee mornings, seven of our Centres will be hosting special two day signature events. Join the teams at Canterbury, Gosport, Havant, Luton, Newhaven, Northfleet and Winchester for business seminars, interactive workshops, business exhibitions and more.

For more details on the events and venues visit basepoint.co.uk/GEW
Book now as demand will be high.



GLOBAL
ENTREPRENEURSHIP
WEEK
UNITED KINGDOM

NOVEMBER 14th – 20nd

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UP TO 20% OFF 6 MONTHS

UP TO 10% OFF NO TIE IN

Let Basepoint help your business step up!

Getting a new business off the ground or expanding a growing one can be a costly process. That's why at Basepoint Centres we add extra value such as inclusive broadband* and free calls* with our workspace, as well as some special offers when you move your business into one of our offices. With added bonuses for those who wish to stay a minimum of 6 and 12 months*.

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



BASEPOINT
business centres

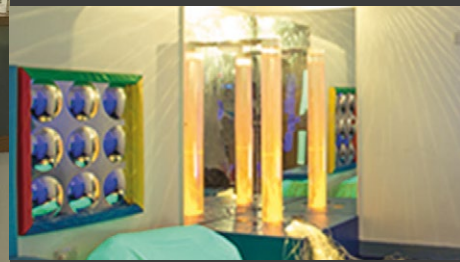
*T&Cs apply. Please see basepoint.co.uk/offers for more information.



CHARITY ROUND UP



Swings & Smiles



Donation for days out and more

Basepoint Winchester, are pleased to announce their latest match funding donation of £2,560 for local charity, The Joe Glover Trust.

The original funds were raised through The Joe Glover Trust attending local events and venues including the Longdown Activity Farm, the British Motocross GP, the Alresford Watercress Festival and most recently The New Forest Show.

The Joe Glover Trust supports the families of children who receive treatment at the specialist children's oncology unit, the Piam Brown Ward or the Teenage and Young Adult Unit, at Southampton General Hospital. The Joe Glover

Trust helps out in many ways, by providing equipment such as Xboxes or iPads to help the children through a very difficult time. They also run a Days Out Programme, designed to give the families a day out together away from the everyday stresses they face.

Lucy Middleton, Basepoint Winchester Centre Manager, commented, "I am so pleased we are working with The Joe Glover Trust this year and offering them match funding support. We are also taking cartridges for recycling, promoting their events and plan to do a sponsored static bike distance challenge very soon here at the Centre."

Registered No. 1117881

The ACT Foundation is delighted to announce a donation of £50,000 to Swings & Smiles.

The charity is based in Newbury, Berkshire, and provides children with special needs a fully accessible safe play space where they can enjoy family play.

Over 250 families attend its play facilities which are run from rented space at the Phoenix Resource Centre. The charity is now focusing on leasing a new centre by relocating to The Moors in Thatcham and have secured revenue funding for three years from the Big Lottery Fund. The new location will allow Swings & Smiles to be able to continue to deliver and expand its current range of services plus respond to requests from families for an outdoor safe play area and will also enable them to deliver more outreach sessions, improving the quality of life for more families.

Registered No. 1120598

Extra Lunches for Local Charity

Basepoint Exeter, are delighted to announce a donation of £10,000 to Estuary League of Friends, who support over 1,300 vulnerable people living in rural communities of Exeter and East Devon.

Rachel Gilpin from Estuary League of Friends said, "We thank The ACT Foundation and Basepoint Exeter for their support of a local community charity appeal fund, our community hub will make so much difference to so many lives. The cheque was presented to some of our lunch club members who will all benefit by being able to attend the club 6 days a week in the new building instead of the present 2 days a week we are currently restricted to - you can see from their smiles the enjoyment, companionship and fun they experience from one of our activities".



John Ashment, Centre Manager at Basepoint Exeter added, "It was fantastic to be able to donate this money to Rachel and to see how much that this donation means to them to continue to provide such a supportive service. Supporting local charities is always such a great part of our jobs here at Basepoint and we hope to be able to continue supporting such worthwhile causes in the future."

Registered No. 1088242

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



BASEPOINT
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