



Creative Pod sign two year shirt sponsorship deal with Crawley Town FC

Creative Pod are delighted to announce that we are to be back-of-shirt sponsor for the 2013-14 season with Crawley Town FC, having agreed a two-year deal.

We are a multi-award winning design, marketing and web agency based in Metcalf Way, Crawley. Working with a multitude of clients ranging from entrepreneurs and global blue chips to small or medium enterprises. We insist on providing the reliability and production capability of a big 'Soho'

agency, but with the personal touch of a boutique Sussex agency.

Director Matt Turner first watched the Reds aged 9 and has been a supporter ever since.

Matt said: "Investing in our local Football League club is of paramount importance to me as it is at the heart of the community.

"Having watched my first ever Crawley game at Town Mead with my Grandad and to be the club's back-of-shirt sponsor 20 years later feels very nostalgic."

Commercial Manager Ewan Dunlop said: "Creative Pod have been wonderful supporters of the club for some time and we're thrilled that a local company will be gaining even more exposure both in Sussex and nationally through this sponsorship. We have a great relationship with Matt and everyone else at Creative Pod and we look forward to this partnership growing in the future."

creative pod

SCHOOLS NEED YOUR SKILLS!

Could you help local education by volunteering as a school governor? National charity, SGOSS, is appealing to members of the Crawley and Gatwick Chamber to share the skills they have developed at work, to help local schools perform better and improve the outcomes for young people.

Research by the University of Bath ('The Hidden Givers': a study of school governing bodies in England - 2010) concluded "that weak or poor governance "is not a neutral absence" but can significantly harm the capacity and effectiveness of the school".

This is backed up further by Sir Michael Wilshaw, Her Majesty's Chief Inspector, Ofsted who recently stated that: "Without strong and effective governance, our schools simply won't be as good as they can be."

With this in mind it is imperative that schools have access to volunteers with a wide range of business skills including finance, HR and project management. Running today's schools is very similar to that of a small business as school governors are expected to act as consultants and strategic partners, assisting with the school's vision, budget, critical policies and the appointment of senior staff members.

As a school governor, you would offer your opinions and solutions to these

challenges. Employers, who promote school governance, benefit enormously; it provides the opportunity to make a positive impact on the education of children, enables businesses to enhance their Corporate Social Responsibility profile and can provide employers with a better skilled workforce. In fact, a recent study by the City of London Corporation states that no other volunteering opportunity in education allows for such extensive professional development.

Are you interested in sharing your skills and volunteer as a school governor? Do you want to make a substantial and positive impact on your community? Then contact SGOSS at www.sgoss.org.uk email governorsupport@sgoss.org.uk or call 020 7354 9805

A change of tack in the UK

In the course of its QE operations the Bank of England has acquired £375 billion of assets, predominantly British government bonds. But it switched tack last year, opting instead to focus on stimulating lending to households and businesses by commercial banks through the Funding for Lending Scheme. Although the minutes of recent MPC meetings have shown a divergence of opinions, with three of the nine members voting consistently for a further £25 billion of asset purchases, with the economy starting to perk up it is thought unlikely that there will now be any further QE of this type in the UK.

For all the vigour with which QE has been embraced, it remains a controversial policy. Most central bankers believe that it has done some good, and that the process of economic recovery would have been even more dysfunctional without it. But they also acknowledge that it also brings risks. The most obvious of these is of a resurgence of inflation, caused by the massive increase in the size of the monetary base. But four years on and this spectre remains notable by its absence. Indeed, recent falls in commodity prices helped to propel headline inflation rates markedly lower during April in the USA, the Eurozone and the UK.

Ian Harper - HSBC
ianharper@hsbc.com

New radios for Crawley and Gatwick Businesswatch

Businesses in Crawley have a new weapon in the fight against crime after Crawley and Gatwick Businesswatch installed a digital radio system. The new digital radios, handed out to the organisation's 125 members this week, have a number of significant benefits over the old, analogue system. Computer connections enable people trained on the system to be able to put out alerts such as fake notes, recent incidents, missing and wanted people, which will then be disseminated out to members' radios.

The new two-channel system also enables better coverage at events. For example, on match days licensed premises associated with Crawley Town FC will be in close communication with each other and Sussex Police at the same time as retailers are communicating with each other on another channel.

The new system was launched by Steve Waight, Deputy Police and Crime Commissioner for Sussex; Henry Smith MP; Chief Inspector Justina Beeken; Councillor Claire Denman, Cabinet member for Planning and Economic Development at Crawley Borough Council; Peter Ross, Chair of Crawley Town Centre Partnership; and Karen Methven, Crawley and Gatwick Businesswatch Manager.

Councillor Claire Denman said: "Crawley and Gatwick Businesswatch provides a great service to its members. This new system will improve members' ability to share vital information, reducing crime and improving safety."

Peter Ross said: "It is critical for the future of Crawley town centre that we ensure every opportunity is taken to have the maximum level of security for our local businesses, visitors and residents. In our opinion this facility will considerably improve our ability to deal with anti-social behaviour and crime."

Karen Methven said: "Communication between businesses is extremely important, not only for the reduction of crime but, in the current economic climate when businesses are running on limited staff, having communication with other businesses close by and knowing what is going on is vital."
"The new system enables more members to communicate in a variety of different ways, including the ability to receive and send text messages."

"Working in partnership helps significantly reduce crime in the area and encourages a sense of community."

Alfredo Menzies - Town Centre Manager

Cash is still king

Cash remains the most popular way to pay for goods in the UK retail industry, despite usage falling by 10 per cent in 2012, research by the British Retail Consortium (BRC) has found. It is first time in the survey's 13-year history that the number of cash transactions and the total amount spent with cash have fallen.

Use of debit cards, vouchers and online payments such as PayPal all increased over the same period, while credit card use declined as individuals try to better manage their finances. It comes during a period of fundamental change in the retail industry as customers embrace new technology and ways to shop, which is affecting traditional payment methods.

The survey, which looked at 10 billion retail payments in 2012, found:

- More than half of transactions are paid in cash (54.4 per cent)
- However, cash use declined in both number of transactions (down 6.7 per cent) and in money spent (down 9.7 per cent)
- Alternative payment methods such as PayPal and money-off coupons now account for five per cent of transactions.

The survey also found 'disproportionately' high charges for retailers handling card payments, with the average cost for credit or charge payment processing being 25 times higher than for cash.

Helen Dickinson, director general of the BRC, said: "New ways to pay and new ways to shop are shaping the retail landscape like never before. Changing customer preferences are driving the increase in debit card use - they're helping people to manage their money better and are a natural fit for online shopping and self-service checkouts"

"Cash is still the most popular way to pay, but our survey shows how rapidly alternative and emerging methods are gaining ground, with growth more than doubling on the previous year, albeit from a low base. These methods will be the 'ones to watch' in the future, and retailers are investing heavily to make sure their customers have choice and convenience in ways to pay, whether in-store, at home or on the move."

Philip Hayden - Director
Richard Place Dobson



Orders flying in for fashionable gingerbread man

Sam French of Sam's Kitchen won the prize fund from Young Start-up Talent Gatwick Diamond 2013 earlier this year after competing amongst many other young entrepreneurs in the area. Sam's business is called Sam's Kitchen who produce fashionable teatime treats and specialise in hand iced gingerbread men. Sam wowed the judges at the Young Start-up Talent final when he pulled out the latest issue of Vogue showing his gingerbread men wearing the latest colours and styles. Sam first came up with his business idea on a trip to Selfridges in London when he saw their gingerbread houses and thought that he could do better.

Since winning the entrepreneurial competition just a few months ago Sam has been the talk of many with lots of interesting orders. Sam has supplied Tulley's Farm, he has iced biscuits with children on race days at Lingfield Park, received orders from British Airways where Sam is baking and designing gingerbread men for the airline. Jane McGill of British Airways commented "I recently contacted Sam as we wanted to acknowledge all of our colleagues who had assisted our customers following a recent aircraft incident that caused major disruption. Sam really listened to my ideas and came up with some really imaginative suggestions."

We have now placed an order and hope that our colleagues really appreciate the thought. I believe it is really important to support young, rising talent and hope that our colleagues enjoy the surprise. Sam is also supplying gingerbread men with funky dandelion ties to the fashionable men's tailoring company, Dandylicious in Hove and supplied branded biscuits in the goodie bags that were given out at Brighton's next top model event at the end of May at the Sealife Centre in Brighton.

Igor Srzic-Cartledge of Dandylicious commented "Sam's Gingerbread men are unique and really go with what we do in terms of fashion - they are special and cool".

Dig out those leg warmers and dust down your walkman! St Catherine's Hospice is going back to its roots for a special 1980s themed Midnight Walk on Saturday 13th July 2013.

As part of the hospice's 30th anniversary celebrations, The Midnight Walk is having a 1980s style make-over. This year there is a new 7 mile route as well as the traditional half marathon. With this new choice of challenge, we hope that more ladies than ever will step out in style to help raise funds that ensure care for patients living with a terminal illness, and support for their friends, families and loved ones.

Entry is just £15 and you'll get a welcome pack including an eye-catching limited edition Midnight Walk T-shirt and access to training tips and ideas to help boost your fundraising and fitness. You'll also get a welcome back breakfast, hot drinks and a medal to thank you at the finish line.

Calling all men! Husbands, partners, sons, friends and colleagues can all help too by volunteering to be a course marshal on the night.

Visit www.stch.org.uk/midnightwalk to register. The Midnight Walk is kindly sponsored by Welland Medical.



Sam first started supplying his gingerbread men to Tulley's Farm shop in 2010 and at themed events throughout the year such as the popular 'shocktoberfest'. "Sam has a very pleasant disposition, and a mature outlook. He is great to work with and he recognises the challenges that this industry faces and is very able to deal with these." said Tatyana Keenan of Tulley's Farm "Sam's gingerbread men are high quality and value for money, we have no hesitation in stocking Sam's treats in our award winning farm shop and use as part of our attractions, such as decorating gingerbread at our events". Since winning the prize fund Sam has received mentoring and advice sessions with the judges of the entrepreneurial competition to take his business to the next level.

Sam has spoken about his business at a Chamber breakfast, a lunchtime Gatwick Diamond Business event at Denbies and had a stand at the popular Microbiz in Horsham and Let's Do Business event at Brighton Racecourse. Sam also spoke at the Fast Track and careers fair event at K2 to further inspire young entrepreneurs.

Henry Smith MP has recently nominated Sam for the inspirational young person category in this year's Kids Count award and commented "Having met with Sam and witnessed the passion he has for enterprise, from selling off McDonald's toys to winning the Young Start-Up initiative, I believe that Sam has set a real example to other young people our town and my hope is that his success can encourage other youths to engage their entrepreneurial flair."

Most recently Sam has been selected as a finalist in the prestigious Sussex Food & Drink Awards - the winner is selected from a public vote - if you believe Sam should win please vote for him by visiting <http://www.sussexfoodawards.biz> If you would like to find out more about Sam's Kitchen please visit www.sams-kitchen.co.uk



Fundraising on a shoestring: How to raise funds on limited resources

Charity specialist accountants Richard Place Dobson are teaming up with Brighton Dome & Festival to run an event for charities and not-for-profit organisations to help them prosper in the tough economic climate when resources are limited.

Barbara Macpherson, Brighton Dome & Festival's Director of Development, and Trust and Foundations Associate, Carla Pannett, talked about their experience of fundraising for the likes of San Francisco Opera, London Business School, Royal National Theatre and Tate Modern.

Richard Place Dobson director Darren Harding updated the 60 representatives from local charities on recent changes in Gift Aid. He talked about how to maximise revenue, together with tax efficient measures that charities and not-for-profit organisations can take advantage of.

Darren commented: "We are proud to be working with Brighton Dome to offer this event and share our experience and expertise to strengthen the local charity and not-for-profit sector in the area."

"Richard Place Dobson offers a tailored service to the sector that draws on our know-how and experience of improving financial controls and accounting systems, along with other taxation advice including Gift Aid."

Brighton Dome & Festival is a registered charity that provides a year-round venue for an exciting array of artists across music, theatre and dance to perform to a 400,000-strong annual audience. The Dome also has an extensive learning, access and participation department that runs workshops in these arts, as well as children's literature. The Dome's varied outreach programme works with a diverse range of individuals and communities.

To find out more information about Richard Place Dobson visit www.placedobson.co.uk or Brighton Dome on www.brightondome.org

Chamber executive portfolio holders:

Matt Turner - Vice President matt@creativepod.net
Lorraine Nugent - Publicity lorraine@mediawordwaves.com
Ian Harper - Economic issues ianharper@hsbc.com
Madeleine Mills - Education madeleine.mills@y-e.org.uk
Paul Roe - Transport - Gatwick paul.roe@reeves.co
Philip Hayden - Treasurer philip@placedobson.co.uk
Geoff Williamson - Community, Business and Environment geoff@ituk.biz
Mendes, Alfredo - Town Centre - alfredo.mendes@crawley.gov.uk



Next Chamber meeting

Summer Networking Barbecue

You are cordially invited to a networking barbecue Easistore are hosting our July evening meeting, this will be a Summer BBQ on Tuesday 9th July from 5.30pm.

Skills for Breakfast - 'Negotiating Skills' Wednesday 25th September, 8.00 a.m. - 9.30 a.m. Venue to be confirmed. Normal breakfast meeting charges will apply. Simon Clements, Marketing Director at Roffey Park Institute, will be running a workshop on developing your negotiating skills.

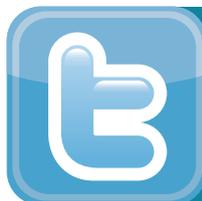
Please contact jose@crawleychamber.co.uk to book and/or for more details on any of the above or visit the chamber website www.crawleychamber.co.uk and pay online.

Publicity



Lorraine Nugent of Media Word Waves and editor of the Chamber monthly newsletter

If you, as a member, have news that you would like to share with other members of the Chamber in the next newsletter please let me know. If you require more information with regards to the publicity of the Chamber please speak to Lorraine or email Lorraine@mediawordwaves.com



For all your design and print needs
Follow us on Twitter
[@creativePod1](https://twitter.com/creativePod1)

creativepod

Tel: 01293 817228
Email: hello@creativepod.net
www.creativepod.net