



Crawley & Gatwick
CHAMBER OF COMMERCE

Crawley & Gatwick Chamber of Commerce

April/May Newsletter 2014
Sponsored by Spire Healthcare

An update from Paul...



Paul Roe - President

I would like to welcome two new members to the Chamber Exec committee - Peter Frake of Innovation Fire and Security who has taken on the portfolio of 'Members' Benefits'. Peter will review this area, ask for your comments, ensure we publicise fully all our benefits and look for ever new and useful benefits for our members.

Dan Sibley of NatWest Bank has kindly taken over the Economic Portfolio from Ian

Harper, who has now moved to Kent. We do thank Ian for his past work for the Chamber, and wish him every success in his new post.

I would like to thank Marie Harris of Beta Futures, Lorraine Nugent of Media Word Waves and Alfredo Mendes the Town Centre Manager for Crawley all of whom kindly manned the Chamber stand at the recent GD Expo 2014 at K2. I was there myself on the Reeves stand, it's hard work, so thank you. We are now working to follow up leads from the day.

Looking to the future, I'd like to raise two points. Please remember the task we set ourselves back in January, for each member to introduce one new member in the year, I'm pleased to report I've done so along with a number of other members, have you? This really is an easy way we can grow the Chamber and all benefit.

I am very much looking forward to the **Joint Chamber lunch we are hosting at the Arora Hotel, on 13th June 2014.**

We have two great speakers lined up, Henry Smith, MP, and Lindsay Baldwin from Gatwick Airport. The last time we ran this event we had 180 in attendance with representatives from Chambers across Sussex. We have a cunning plan to ensure you are seated with members from other Chambers with opportunities that are just not available elsewhere.

At the last Joint Chamber lunch much business across the Chambers was done.

Please book via the website
www.crawleychamber.co.uk or contact Jose on jose@crawleychamber.co.uk.

I would also like to draw your attention to the **Gatwick Diamond Economic Growth Forum** taking place at the Arora Hotel on Thursday, 5 June 2014 from 08:30 to 14:00. To book go to <https://www.eventbrite.co.uk/e/gatwick-diamond-economic-growth-forum-2014-tickets-10486642831>

The meeting will explore how we can get more from our airport, with or without a runway expansion and explore the concept of "aerotropolis" and how it can be applied to the Gatwick Diamond, examining how we can drive economic growth in all sectors - not just in aviation.

Delegates will hear about the Airport, infrastructure, the region's surface transport networks, growth sectors, and skills - in short, all the building blocks of our future economy.

The event is sponsored by the Gatwick Diamond Initiative and supported by the Gatwick Diamond Business Association, Crawley & Gatwick Chamber of Commerce, Sussex Enterprise and the Surrey Chamber of Commerce.

Paul Roe FCCA
Business Services Partner
Reeves & Co LLP



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Update on the Economy

A breather.....

While most developed economies continue to grow, there are signs that the pace of expanding activity has stabilised. The majority of purchasing managers in the UK still report rising orders, it's just their voices are less dominant than they were. Even the housing market may have paused for breath. A breather is no bad thing and there's no indication there's more to it than that. There is more concern that consumer prices could start to fall in the eurozone. And so the spectre of Japan's deflationary struggles looms ever larger across the continent. The odds that eurozone policymakers will follow Japan (and the UK and US) and start QE have just narrowed.

Pausing for breath. Few doubt that the UK housing market has recovered. According to the Nationwide House Price Index, prices have risen each month since for the start of 2013 and the annual rise is running at 9.5% nationally and 18% in London and Manchester. Yet momentum may be easing. The number of mortgage approvals fell in February, while prices fell in March, according to the Halifax House Price Index. However, monthly movements need to be viewed with caution and the index shows the annual rate of increase was 8.7%. Nonetheless, members of the Financial Policy Committee will welcome a pause in momentum as they have promised to remain vigilant for signs of overheating in the housing market.

Onward. The purchasing managers' index (PMI) suggests the pace of UK business activity also eased a little in March. The manufacturing PMI fell to 55.3, from 56.2 in February and the services equivalent was down to 57.6, from 58.2. The readings still indicate output was expanding, and at a decent clip, it just wasn't accelerating. Managers remain optimistic about the outlook for business, profits, employment and spending. So there are few signs that the UK's economic recovery will stall anytime soon.

Building the recovery. A revived economy and housing market is supporting construction. Although the sector's PMI reading remained virtually unchanged at 62.5 in March, that's a high reading. So building activity is likely to be expanding rapidly. Residential property is a key element in this expansion. But commercial construction also rose. And like their manufacturing and service sector peers, construction firms remain confident about prospects over the coming year.

Low and falling. Inflation in the eurozone dropped to 0.5%/y in March, down from an already anaemic 0.7%/y in February. With unemployment across the single currency area remaining stubbornly high at 11.9% and bank lending continuing to contract, it's hardly surprising that economic output is also subdued.



Dan Sibley
NatWest Bank
daniel.sibley@natwest.com

Extech launch software development division

Extech announce the launch of their new in-house software development division. The team of highly qualified software developers and engineers can create the simplest of websites through to the most complicated of software systems.

Whether you're being held back by the limitations of your current systems or require a solution that actually does what you need it to do, Extech can work with you to make this a reality.

Managing Director Andrew Hookway said "We look after hundreds of businesses IT systems and over the years it has become quite apparent that many of them are frustrated or have outgrown their current IT software systems, but are often finding bespoke development too expensive and packaged applications not meeting their needs. With this in mind we felt there was a perfect gap in the market to offer clients a fully integrated IT support and software development service, with a price model that makes bespoke applications a realistic and attractive option."

If you would like to discuss how Extech can help support your businesses IT and software requirements please email info@extech.co.uk.



Next event

Wednesday 21st May

8:00am to 10:00am

Breakfast Meeting – K2, Crawley

To book contact:

jose@crawleychamber.co.uk





Spire

Gatwick Park Hospital

Get better sooner

Treatment at a Spire Gatwick Park hospital is available to everyone whether you choose to use private medical insurance or pay for your procedure yourself.



If you choose to pay for your own treatment, Spire self-pay means that if you are given a fixed price you are in control of the cost.

When you visit Spire Gatwick Park Hospital you'll have an initial consultation with your chosen consultant to discuss your condition. This may be followed with diagnostic tests or scans. Initial consultations and initial tests (if required) are charged separately. Once the consultant has discussed the treatment you require, you will be given a fixed price, this will cover all costs relating to this treatment from this point on. Your price is made up of your surgeon's fee, anaesthetist fees, hospital fees (nursing, accommodation, food etc.) and the price of any necessary prosthesis from our standard range. Your hospital fees cover everything you need for as long as you need to stay in hospital, so you don't get any unexpected bills if for clinical reasons you need to stay for longer than planned.

Once you have left hospital, your fixed price covers one follow up consultation (if you need it), and all standard post-operative care including take home drugs, the removal of stiches, dressing changes and all physiotherapy that your consultant advises you need. For additional peace of mind, should there be a clinical need for you to return to hospital you will not receive an additional bill.

For more information visit www.spirehealthcare.com

Angling Academy Granted Lake Licence



West Sussex Angling Academy has been granted a licence for fishing rights at Broadfield Park Lake by Crawley Borough Council.

The academy successfully promotes social inclusion through fishing by providing sessions for people with learning difficulties, the unemployed, people suffering from ill health, victims of crime and rehabilitating offenders.

The two-year licence will allow fishing from authorised sections of the bank by rod and line between the daytime hours of 7.30am until sunset and night-time hours of 9pm or dusk (whichever is earlier) until 8am on the following day.

Graham Cridland, Life President of West Sussex Angling Academy, said: "I'm delighted that we've been granted this licence. This will be a worthwhile project that will benefit not just Broadfield but the whole town."

Councillor Duncan Crow, Cabinet member for Leisure and Culture, said: "I'm pleased that we've been able to offer this licence to the West Sussex Angling Academy, which does a huge amount of good work locally, and wish them all the best."

For more information on fishing in Crawley, visit www.crawley.gov.uk/fishing and www.wsangling.com

Chamber member to sail around the world

BUSINESSWOMAN and Chamber member Trudi Bubb from Broadfield is hoping to become the first person from Crawley to sail around the world.

Trudi is planning to cross 40,000 miles of water over 11 months, taking in destinations such as Rio and Cape Town and raising £20,000 for a Crawley charity in the process. She is fulfilling a dream of 15 years by taking part in the Clipper Round the World Yacht Race and is supporting The Golden Lion Children's Trust, which helps disadvantaged young people and children with special needs. The 47-year-old said: "I attended the 40th anniversary of The Golden Lion Children's Trust last year. **Fantastic** "They said they wanted to take 20 children to Lapland but couldn't afford it. I thought wouldn't it be fantastic to raise £20,000 to enable them to do it."

Trudi is ready to take on the challenge of sailing round the world. "Absolutely, it's a tough challenge," she admitted. "I have never done anything like it in my life. "Climbing 95-foot masts, going overboard, hoisting sails – I will be doing all the things I thought I'd never do."



Trudi applied to take part in the race last year and went through a four-hour interview process. Having been accepted, she passed her "level one" sailing training at the end of March, which confirmed her place in the race.

Anyone wishing to make a donation towards Trudi's voyage should visit :

www.justgiving.com/Trudi-Bubb



Upcoming events

Breakfast meeting

Wednesday May 21st - K2 Crawley

8.00am—10.00am

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A simple guide to Twitter

Tuesday 3rd June—Civic Hall

(Crawley Town Hall)

8.00am till 9.00am

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Joint Chamber lunch

Friday June 13th

Arora Hotel—Crawley

11.30pm—2.30pm

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Members breakfast meeting

June 25th—Lets Race

8.00am—10.00am

To book visit the website

www.crawleychamber.co.uk

Or contact: jose@crawleychamber.co.uk



Effective communication is key to success

With everyone able to search and compare products and services so easily online, it's important to get it right, from the content on your website, to your Facebook updates, blogs adverts and tweets.

With 50% of the UK population now using mobile phones to interact on the web, 1.15 billion users every month on Facebook, 500 million twitter users, 300 million active users on Google+ and 200 million active users everyday logging into YouTube, it is vital that you are doing everything possible to ensure you and your business are communicating your messages and business aims in the right way.

To enhance your messages try and add value by talking about not only what you do but also why you provide the product or service to add an emotional connection to ensure your messages are engaging.

Use twitter to listen and interact with conversations and use to influence your customers.

Use keywords throughout but be careful to make your content flow and sound natural.

Who is keeping track of communication in your business?

We have been writing effective content for many years. If you would like to talk further about your current methods of communication contact us via email: info@mediawordwaves.com

Edited and Designed by

www.MediaWordWaves.com

To contribute to future issues please email: info@mediawordwaves.com

