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Burgess Hill

BUSINESS PARKS ASSOCIATION

Weekly Newsletter - Every Friday Morning

Opening Remarks

TRAVELLER ALERT

There is a convoy of nine traveller vehicles/caravans parked up on the car park of The Triangle Leisure Centre. According to the centre's manager, there have been no instances of anti-social behaviour or criminal activity. Bailiffs have issued eviction notices but the travellers know how the system works, unless the police get involved they can demand that a court injunction be served. That could take several weeks. The centre manager has dealt with this issue before, on that occasion there was criminal damage and the police were able to evict them quickly.

Secure your premises every night

The centre manager is nevertheless hoping this group moves on within a week. We recommend that your premises are secured every night to prevent this happening on your site.

Young Briton Green Challenge

Last week we introduced you to 'Climate Ambassadors' and how you can share your knowledge of all things to do with sustainability in the classroom. This week we present a framework to do just that with Young Briton Green Challenge, read about the national awards held last week in London. We already have one of our newest members, Adelphi Group, fully behind the 2025 national event. You'll be hearing much more about all of this in the weeks to come, we're looking for more member involvement.

In other news

Net Zero improvements to a local charity's operations. Some inspired marketing at a national exhibition. News on recent local business shows with another coming up at Gatwick. We hear from a sales professional on the secrets of effective account management. For anyone sending out newsletters like this to their customer base, it's worth reading the guide we share to improve the 'deliverability' of those bulk emails.

It is official, it's been so for quite some time, even if it may not seem so...Summer is here! One of our members has a special treat to offer your staff. We also hear more about the benefits of maintaining a high level of employee wellbeing.

Last week to book your place at our annual hog roast, free for members. On top of that, we have a new BHBPA Quiz night organised for September [Book events here.](#)

We open with a report on this week's networking meeting, followed by some words on how you can make employee volunteering impactful to the local community and beneficial to your bottom line.

Keep the stories coming in: richard.cox@bhbpa.co.uk

Become part of the fastest growing business group in Sussex - [Join Here](#) .



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Increase your BRAND awareness

Advertise in our newsletter with a banner linked to your website

A powerful platform for your business B2B messaging every week.

With any newsletter, it's not the number of subscribers that's the key metric...it's the 'opens'. Granted, we have a large number of subscribers, 800+ every week.

A lot of eyeballs

But more important is the **open rate**. Ours is exceptionally high, consistently over 30%, week in, week out. That means every week we see about 250-300 'opens' and links are clicked throughout. We know our readers share content with colleagues. That is a lot of eyeballs!

There is no newsletter during the month of August. The newsletter season starts again in September. You can change the artwork every month and embed different links. The adverts are rotated every month, so one month your banner will appear first, the following month second, then third.

There is only one banner space now available

You have to book this as a three month block, with the exception of June-July. Exceptional value, exceptional marketing reach:

- Dec-Feb: £180
- Mar-May: £180
- June-July: £120

Our association values transparency in everything we offer. For more information contact: richard.cox@bhbp.co.uk

Our event at the BH Pantry

An invaluable community hub where we learnt of their operations and their need for funding.

Many thanks to the BH Pantry team for organising this.

We also enjoyed a great presentation from Mid Sussex Voluntary Action (MSVA) about how providing opportunities for your staff to be involved in local community volunteering can really reap benefits to your own bottom line.

The Pantry is not a foodbank, the items are not given away. Nevertheless, you don't need to have a special recommendation from the NHS, social services or similar to access it. There is however a waiting list to join.



If you are a signed-up member of the BH Pantry you can shop here. Prices are a small fraction of what you would pay at the supermarket. This provides dignity for those using this service. The items are collected from members of the public and from a range of local stores and suppliers who give them near to out-of-date items.



Lilly John
Mid Sussex Voluntary Action



Claire Fuller
Burgess Hill Pantry



David Hills
Meed Jobs Club



[Visit our Website](http://www.burgesshillpantry.org)
25-29 The Martlets
Burgess Hill, RH15 9NN
hello@bhlocalpantry.org
0800 987 1156



Business Partnership Appeal

Burgess Hill Pantry Business Partnership Appeal

Burgess Hill Pantry is a charity supporting those struggling to feed themselves and their families. We work alongside local foodbanks offering a long term solution that complements the emergency short term provision they provide. We are currently helping over 650 adults and children in Burgess Hill and the surrounding area, offering as close to a normal shopping experience as possible.

Hope, dignity and choice are the keywords that define our work. We stock our shelves with donations and also food that would otherwise go to landfill. As a conservative estimate we have saved and redistributed over 20,000kg of food from going to waste, the equivalent of 45,000 meals in the past 3 years. Wrap around support is also on offer, from homelessness prevention sessions, cookery classes and social activities.

We are situated in the Martlets in a unit that will be one of the first to be demolished when the long awaited town redevelopment begins. We need to be in the town centre for our members, accessibility is key but we are faced with an enormous increase in costs. We will need to refit and pay rent for a commercial unit in the shopping centre.

As a result we are launching our call to action. We are appealing for local businesses to help us help others. We are looking for a commitment to donate £1000 per year for the next three years from 25 organisations. This will secure the future of the Pantry. Please help. Anything you can contribute WILL MAKE A DIFFERENCE!

If you are able to help in any way or would like to find out more please get in touch. All visitors to the Pantry are welcome to see what we do and how and of course the kettle is always on.

Please contact Claire Fuller at claire@bhlocalpantry.org

To the business community - We Thank You!

Thank you from Mid Sussex Voluntary Action!

Thank you for inviting us to be part of your breakfast networking event on Tuesday. It was lovely to meet everyone and we are extremely grateful to be given the opportunity to talk about employee volunteering and the potential impact this could bring to our local community.

Our aim is to support this key area of volunteering as we believe that if we work together, there is a real opportunity to make a positive difference to the lives of so many people in Burgess Hill and across Mid Sussex.

We would really welcome your feedback! Please email our Volunteering Coordinator Lilly.john@msva.org.uk with any questions and let her know the following:

1. Do you currently give your employees volunteering days? If yes, how many?
2. Would you like to know more about how you can be involved in employee volunteering?
3. What are the barriers to volunteering for your organisation?
4. Would someone from your organisation like to be invited to an event in September to explore this opportunity more and be part of a wider debate?

All volunteering roles can be found on the MSVA website:

<https://www.msva.org.uk/opportunities>

Summer Member Offer

When all your staff start screaming for ice cream!

Brought to you from [Consort Frozen Foods](#)

Find out what you need to do to at Lickee

<https://www.lickee.co.uk/>



INTRODUCING *Lickee*
Your on-demand ice cream delivery dream

Exciting news, BHBPA members! Lickee, a fresh business venture from Consort, is bringing the ice cream van to your office. Be the first to indulge in this sweet new service with an exclusive BHBPA offer!

- Delivered directly to your office, home or anywhere!
- Brands you love and flavours you can't get anywhere else
- Vegan Options
- 32 ice creams and 13 tubs to choose from

As fellow BHBPA members, we're inviting you to be the first to try our new service with an exclusive offer! Try our new concept and share your thoughts. Your feedback will help us perfect our service

ORDER HERE

- 10% off when you spend £45+ code: **BHBPA10**
- 25% off when you spend £100+ code: **BHBPA25**

Beat the heat this summer with a delightful ice cream delivery, an ideal way to sweeten your team's day. Don't miss out on this cool offer.

Terms & Conditions: To redeem this offer a code must be entered at checkout on lickee.co.uk, use code BHBPA10 for 10% off orders £45+ or BHBPA25 for 25% off orders £100+. Discount codes are restricted to one per order and are valid until 31st August 2024. Lickee Ltd reserves the right to modify or end promotions at any time, without notice.

Enter the BHBPA promo code - [click here for Lickee](#)

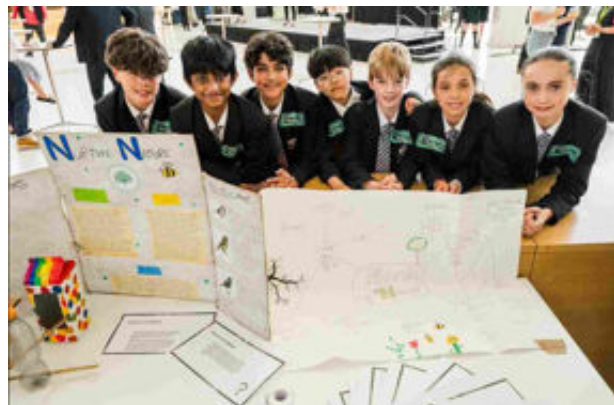
Young Green Sussex

Young Green Sussex is an exciting new local initiative, linking to the national [Young Green Britain Challenge](#).

YGBC has been spearheaded by Social Innovation for All, a Mid Sussex based social enterprise. BHBPA members now have the exciting opportunity to help bring this programme to students and schools in Sussex.



Biodegradable toys. I was impressed with the way this team of young entrepreneurs created their business plan.



The 'Nurturing Nature' project invoked the principle of the circular economy to make and fill bird feeders across their school.



SEN schools also participate. This school came down from Liverpool. They created a truly inspiring social media campaign to encourage litter picks. Superlative communication skills.



Rachel Birrell-Gray (Adelphi), Kat Crisp (Young Green Briton Challenge), Richard Cox (BHBPA) & Ellen Holroyd (Adelphi)

The Young Green Briton Challenge launched in 2022 and is sparking a green revolution in schools supporting over 6000 young people to date to design, present and implement innovative ideas for tackling climate change.

- 82% of young people who've taken part now feel more hopeful about tackling climate change.
- 91% increased their knowledge about climate change and
- Over 80% have learnt skills they think will help them in their future.

Here's how the programme works

- Teachers use our lessons to explore the causes & impacts of climate change in their local community
- In teams students then pick local eco-problems to tackle from saving wildlife to fighting fast fashion, cutting food waste or reducing litter.
- Our team delivers a fun, fast paced design workshop, enabling teams to brainstorm, prototype and share their ideas.
- Students go on to pitch to an Eco-Dragons Den to receive money and help to bring their ideas to life.
- We come together to celebrate achievement within Sussex and the best teams will represent Sussex at the National Celebration Event

Here's how you can help

We are seeking support for more schools in Sussex to participate from September in the form of both sponsorship and volunteer engagement to support both design workshops and the eco dragon's den events.

Your support will be showcased at the Sussex and national celebration event and across our social media channels. See our LinkedIn page:

<https://www.linkedin.com/showcase/young-green-briton-challenge>

We look forward to welcoming all of our supporters to the 2025 celebration event.



Contact

Kat Crisp (she / her)
Founder & Director
Social Innovation for All CIC
kat@si4a.net

YOUNG
GREEN
BRITON
challenge



Net Zero Targets

St Peter & St James Hospice outstanding care for people and now the planet as they target Net Zero

St Peter & St James Hospice are proud of their commitment to achieving Net Zero by 2050 with the help of their Carbon Partner & fellow BHBPA member Auditel.

St Peter & St James Hospice provides free expert care and support to adults living with progressive life limiting conditions in our community.

Their community is centred in East and West Sussex and includes Burgess Hill, Lewes, Uckfield and everywhere in-between. In addition to their core services they provide counselling, welfare advice, companionship, complementary therapy and much more besides.

The hospice itself is located in an idyllic location between Lewes and Haywards Heath surrounded by 30 acres of woodland and green spaces overlooking the South Downs. Milton Watts, Head of Facilities and Estates comments. "St Peter & St James Hospice have around 150 staff and over 400 volunteers and like many hospices most of our income is generated through our fundraising activities and our retail shops.

Our Net ZERO Mission

Our mission is to provide the best possible care, in the right place, at the right time to everyone who needs us.

In 2022 we included Net Zero as one of the five strategic aims in our three-year strategy plan 2022 – 2025. At the heart of this plan are our core values for compassion, integrity, accountability, excellence and inclusivity.

Aligned with these values, we want to do all that we can to protect the environment for current and future generations and increase the chances of people living longer, healthier lives. There is a huge level of support and commitment across our hospice community for achieving this.

Since launching our strategy in 2022 we have made good, steady progress: we are recycling more; we have installed LED lighting across our hospice and retail sites; we've invested in more energy efficient office equipment; we've reduced our vehicle fleet and we're exploring solar PV options.

We're also much more selective now in the products we purchase and the suppliers we work with. But we realise there is more that we can and must do to achieve Net Zero and that we need to do this in a more structured and measured way, over a longer time period."



"At the heart of our Net Zero plan is our core values for compassion, integrity, accountability, excellence and inclusivity." Milton Watts, Head of Facilities & Estates



Ian Hopping
Carbon Solutions & Procurement Specialist
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Stricter DMARC Rules

Email Changes That Might Affect Your Business Growth

Most small businesses are now leveraging the power of email marketing by sending out weekly or monthly newsletters to their client base and prospects.

These newsletters can be managed in-house or outsourced to a marketing agency. Depending on the size of the email list, businesses might use an email marketing platform like Mailchimp or HubSpot.

Email Changes That Might Affect Your Business Growth



One of the key performance indicators (KPIs) for these services is the deliverability of your emails.

- When you press the send button, are the emails correctly delivered to all contacts on the list?
- Is your business using an email marketing service like this?

Recent changes to how Google and Yahoo accept or reject email messages have significantly impacted many businesses that rely on these email marketing platforms.

In this article, you'll learn about these changes, what they entail, and how to overcome the tighter security restrictions to ensure your marketing efforts are not landing in the junk mail folder.

Stricter DMARC Rules

Both Google and Yahoo have introduced stricter rules on sending bulk emails. As of February 2024, if you send over 5,000 emails, you must comply with a DMARC policy associated with the sending domain. Specifically, you must have compliant SPF and DKIM records associated with your business domain name.

Many IT providers set up SPF as part of the initial configuration of your Microsoft 365 environment, but achieving full DMARC compliance across all online services your business uses might still have gaps.

Email marketing is usually the first area where these issues are noticed, as most platforms have issued warnings about the change and are now implementing tighter security restrictions, including reducing the number of emails sent from the initially quoted 5,000.

What You Need To Do

1. **Consult with Your IT Provider:** Confirm they've met the required criteria of the new changes across all your online business services. If they've done their job correctly, DMARC should be in place for at least your default email service (e.g., Microsoft 365, Google Workspace).
2. **Review Business Apps:** List all the business apps your various departments use. This may require collaboration with each department, and your IT provider should proactively manage this.
3. **Test Your Compliance:** Use a tool like EasyDMARC to check the DMARC record set on your business domain. If it shows all good, remember this might only cover your main email service and not secondary services like your email marketing platform.

If you are in doubt or want a second opinion on your business email setup and whether DMARC is correctly configured for your domain, don't hesitate to contact ABCOM 01444 871200 hello@abcom.co.uk



01444 871200
hello@abcom.co.uk
abcom.co.uk

Employee Wellbeing - A Safe Bet

An evidence-based Wellbeing strategy

Some members of the Conservative Party faced criticism for placing bets on the exact election date before it was officially announced. Those MPs may have claimed to predict the future, but for most of us, the power of foresight remains elusive. Without a crystal ball, businesses must rely on strategies grounded in evidence and careful planning. One such strategy is investing in employee wellbeing, which has proven benefits.

For businesses, having a clear vision and the insight to create a thriving structure and culture for employees is vital. When employees feel appreciated and valued, they become more productive, remain in their roles longer, and take fewer days off.



Prioritising wellbeing initiatives that engage employees to improve their mental and physical health can boost productivity up to 40% (Vitality Health). However, many businesses fail to recognise this intrinsic link and miss out on these benefits.

By constructing a framework with initiatives that are educational, engaging, inspirational, and supportive, businesses allow employees to feel genuinely respected and valued. This approach isn't just beneficial for employee morale, it also makes financial sense. With a potential of £5 return on investment for every £1 spent (Deloitte), focusing on employee wellbeing is a winning bet.

So, while the future may be unpredictable, betting on employee wellbeing is an assured strategy for success.

Revive Health Fitness – Specialised Employees Wellness Days



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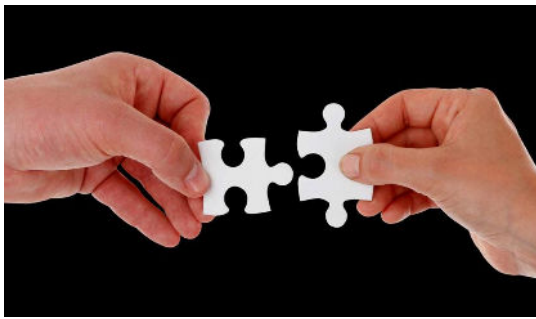
revivehealthfitness.co.uk

Ashdown Park Hotel, Wych Cross,
East Grinstead, West Sussex RH18 5RJ

Sales to Success

Account management techniques to retain more customers/clients

A report from technology consultant, Gartner found that growth and retention can be boosted by having a customer focused account management strategy. 74% of companies in a survey stated that having an account planning strategy helped their customers have confidence in them. People involved in the buying process often include influencers, managers, technical experts, a budget holder and an ultimate decision maker. When customers find a key supplier trustworthy, reliable and innovative they are up to ten times more likely to make high-quality/low-regret purchases.



As a supplier, when account plans are frequently updated and sales teams rely on them as a tool to drive decision making, companies are three times more likely to build customer decision confidence. An account management team needs to align to a target account's goals in order to support them effectively.

Sales teams can then focus on deriving more value from their solution by helping customers see the opportunity they have to improve their own business — which in turn drives growth, retention and improvement.

The type of account you are progressing will determine the amount of information you need. It is useful to ask yourself some other 'strategic' questions about the account and answer them. This will give you and other relevant colleagues an opportunity to understand the target account's buying motivation.

The types of questions you should ask include:

- What products/services do they sell?
- Are they part of any other company/group? If so, who?
- Who are their main competitors, (if so, are you a supplier to any of them)?
- What is your history in the account?
- What has been their own performance/growth (over past 5 years)
- What is their decision-making process?
- What are your Unique Selling Points over the competition?

You need to think about target account's potential before entering into a long-term business relationship. Also, think about what your own company gains from the experience will be, (in terms of revenue, profitability and account growth).

To help your account management strategy, create a working action plan that captures the information internally and in the target account. This can be stored on your CRM system or your internal documentation system. It will help you track your progress both objectively, in terms of revenue growth as well as subjectively in terms of your personal business relationship development. This will differentiate you from your competitors and set a standard for developing an account properly.

*Survey source: www.gartner.com

If you would like any help or advice about how to create an effective account management strategy, please get touch.



Julian Clay, Sales to Success
www.salestosuccess.com
01273 284400
[Contact us](#)

Gatwick Business Show

Hot on the heels of the most successful Brighton & Hove Business Show since its inception, visitor registrations have opened for the inaugural Gatwick Business Show. Mike Monk, the events' organiser, welcomed hundreds of people through the doors of the Amex Stadium in Brighton last month. He described the day as '*fantastic*', saying the vibe in the exhibition lounges and conference rooms was '*buzzing*'.

Sponsored by PBS Group, Data Mail Solutions and County Business Clubs Sussex, the event saw the use of a new QR code entry system to speed up preregistered visitor admissions.



Brighton Chamber of Commerce led the ever-popular Slo-mo Networking session in the afternoon. Titan Workwear kindly sponsored this year's Best Stand competition, which was won by Bella June Flowers and Marram Trading with Clearline Recruitment receiving the runner-up trophy.

The show followed a Networking Breakfast, staged in HB's restaurant at the stadium. Guest speaker was Camille Pierson, founder of The Float Spa.



Mike said: "*The 2024 Brighton & Hove Business Show was by far the biggest and best show I have ever staged.*"

"The vibe in the rooms was fantastic and the numbers were amazing."

People dipped in and out during the day and, at one point, we had over 400 people in the exhibitor lounges. The whole day was buzzing."

In addition to offering unlimited networking opportunities, there were plenty of chances for show-goers to win prizes. A huge number of stands ran giveaways, with everything from bottles of plonk to tool kits being given away.

Throughout the day, Mike and the team were supported by Claire Catliff, of Love Luxury Events. Next year's show is being staged on June 5 2025. To learn more about stand bookings, which are predicted to sell out fast, contact Mike.

Mike's attention now moves to Gatwick Business Show, which is being staged in partnership with Gatwick Diamond Business.

Taking place at the Felbridge Hotel and Spa on October 17

Free to visit. Online registration for visitor passes is now open [here](#)
<https://tinyurl.com/3rmm5ubt>

Stand bookings are also open. For further information, visit [here](#) :
<https://tinyurl.com/mwpxr24z>

Here is the link to the [Floor plan and Exhibitors at Gatwick](#)



Brighton & Hove Business Show

Tel: **01273 286133**

Mobile: **07885 490266**

mike@brightonandhovebusinessshow.uk

www.brightonandhovebusinessshow.uk

'Rusty' Caddy turns heads at NAPFM

Not your average show vehicle!

Amid all the bright new shiny models at the National Association of Police Fleet Managers' Conference (NAPFM) in Telford stood a particularly rusty VW Caddy.



However, on closer inspection, the 'rust' was a printed vinyl wrap expertly applied by Bluelite Graphics to demonstrate their vehicle livery expertise. The gleaming alloys were also a bit of a giveaway!

"This was a real attention grabber that caught the imagination of many visitors at the NAPFM event," said Bluelite Managing Director, Lorraine Avery. "It generated lots of conversations and at the end of the event the van was covered in fingerprints as visitors had to touch it to make certain it wasn't real rust!"

Bluelite is based in Burgess Hill, West Sussex, and has been at the forefront of vehicle livery design and application for police, fire and ambulance services more than 30 years, having helped develop the original battenburg vehicle livery now used by the emergency services.

Besides the emergency services, Bluelite Group supplies livery, chevrons and markings to many commercial fleets across the UK.



bluelite.co.uk

01444 232366

[Contact us](#)

September Quiz Evening

We have added another BHBPA event for September!

Come along to the Lost Pier Taproom
The quiz will be in aid of St Peter & St James Hospice, there will also be a raffle.

£5 per person

A food truck will be available
Take the opportunity to sample some
Lost Pier brews!

Wednesday 25th September

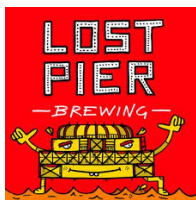
From 8.00-10.00pm
The Lost Pier Taproom
Sheddingdean Business Park

Teams of up to six

Let me know how many in your team and
think of a great team name. We'll
probably also have a scratch team for
those singles coming on the night.

Contact:

richard.cox@bhbp.co.uk



lostpier.com
[Contact Us](#)

[Book the Lost Pier event HERE](#)

Summer Hog Roast - July Evening Networking

Free for all BHBPA members - Last year the event was a sell out with 60 guests

Wednesday 17th July from 5pm-7.30pm

BHBPA's summer networking event in July
is a fabulous hog roast and garden party!

Generously provided by Dee and Lance
and the team at [The Woolpack](#) .

Slow roasted for eight hours by Lance and
his team, the hog roast will be served with
baps and accompaniments including
potato salad, green salad and of course,
apple sauce!



Networking in the pub garden and terrace.

This event is one where it's all about the networking, in convivial surroundings, with no presentations. Just some great food and a big crowd expected.

[Book the Hog Roast event HERE](#)

Plumpton Racecourse - September

A BHBPA breakfast event in the Owners & Trainers Lounge

Tuesday 17th September from 8.30-11.00am

We will be announcing an interesting morning with one or two additional presentations.

We'll hear first from Jacqueline Hill who will give an introduction to the racecourse and what it offers. She'll be showing a short and exciting video of what makes this place so special.

Buffet breakfast kindly provided by [Plumpton Racecourse](#)



The visitors car park - follow signs upon arrival. Or Plumpton train station is just 5 mins away.

[Book the Plumpton event HERE](#)

All Upcoming BHBPA Events

17th July
5.00 - 7.30pm

Hog Roast at The Woolpack

Free for members

Our very popular summer networking event

17th September
8.30 - 11.00am

Breakfast Networking at Plumpton Racecourse

Free for members

Speakers to be announced

25th September
8.00 - 10.00pm

Quiz Night in aid of St Peters & St James

Lost Pier Taproom - Sheddingdean

£5 ticket price on the night

Please book our events on our website

Whether it's an online event, or a site tour at one of our members, or a networking event at a venue. We need to know how many are attending. Spaces can sometimes be limited and we are finding increased demand. So book early!

[Book all Events - CLICK HERE](#)

Closing Remarks

We are keen to hear your stories, awards won, apprenticeships completed, sustainability improvements, your involvement with local schools and all and everything going on in various business parks in and around the town.

Let's celebrate your successes and achievements!

Deadline for copy each week is Thursday noon.

Contact me directly - richard.cox@bhbpa.co.uk



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