



BRENTWOOD BUSINESS SHOWCASE

2022

Wednesday 5 October 2022

The Brentwood Centre

Doddington Road, Brentwood CM15 9NN

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WELCOME TO THE 6TH ANNUAL BRENTWOOD BUSINESS SHOWCASE

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Introduction by Leader of Brentwood Borough Council, Councillor Chris Hossack



Welcome to the Brentwood Business Showcase, hosted again at The Brentwood Centre following last year's positive feedback on our new venue.

Brentwood continues to be a sought-after destination to live, work or base your business. Our reputation is built on the foundations of our entrepreneurial spirit, ambition and hard-working ethos.

Brentwood Borough Council is proud to be hosting this prestigious event that is now in its sixth year. I know businesses see this event as an important marker in their annual calendar to promote themselves, their products and services, and to network, collaborate and innovate. It's also an opportunity to hear from our speakers who will be sharing their experience of how to weather the storm, how to get more customers on a budget and how to improve the environmental credentials of your business.

Just like our residents and businesses, local authorities are under considerable pressure financially. We continue to face the financial challenges of an increase in costs and reduction in income, but we put plans in place long ago to address these challenges.

Brentwood has been proactive in responding to challenges by delivering services more effectively and establishing additional income streams while reducing costs, just like

businesses - we must innovate to remain sustainable. We haven't stood still, we haven't cut services and we have held true to our word to do things differently, innovatively and in partnership with others, including our strategic partnership with Rochford District Council.

Over the last year, we have adopted our Local Plan which provides the framework for how we will grow our economy and protect our environment. We've opened a brand-new facility at King George's Playing Fields, protected our environment by planting thousands of trees and developed the Brentwood Environmental Business Alliance. We have also invested in strategic assets like Childerditch Industrial Estate and The Baytree Centre that generate solid returns to the council, protect employment space and support regeneration.

I continue to be proud of what the council has achieved and look forward to sharing with you the latest on our ambitious plans that will offer opportunities for all. I look forward to meeting our exhibitors, speakers, and sponsors on the day, hearing about your successes and plans and how we can continue to encourage inward investment and support you.

Cllr Chris Hossack
Leader of Brentwood Borough Council



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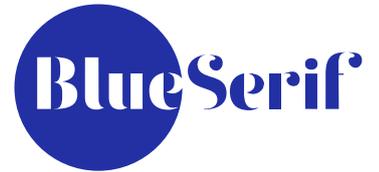
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SCHEDULE

Main Stage

Registration Opens

9:30am

Welcome Address

Cllr Chris Hossack, Leader of Brentwood Borough Council

9:50am

Getting Customers: Easier, Faster and for Less Money Than You Ever Thought Possible

James Sinclair, Partyman Group of Companies

10am

Lower Thames Crossing: Supply Chain Opportunities and Sustainable Procurement

Kat Ferguson, Lower Thames Crossing

10:45am

Business Through a 'Green Lens': Brentwood Environmental Business Alliance (BEBA) Panel Discussion

Panellists include:

- Jill Willis, Attract & Engage (panel host)
- Kirsty Dailly, Baker Labels
- Emily Dawson, Lower Thames Crossing
- Cllr Chris Hossack, Brentwood Borough Council
- Sally Powell, Tees
- Sophie Stephens, Ground Control

11am

Fast Track Cold Enquiries to Paying Customers

Richard Willis, Attract & Engage

11:30am

Sustainability in the Workplace: Making the Switch

Daniel Bacon, Epson

11:45am

Scaling Up Your Business

Ashton Hunt, Tees

12pm

SCROLL DOWN FOR MORE



Sustainability Zone Stage

Brentwood Chamber Stage

SCHEDULE

Main Stage

Helping Your Business to Weather the Storm
Baljeet Kaur and Charlie Neal, Tees

12:30pm

Putting the Squeeze on Waste for Our Community
Tony McPartland, Zest Recycle

12:45pm

Calling All Entrepreneurs: The Secrets of Sustaining a Successful Business
Christian Howe, Howe Chartered Surveyors

1pm

Don't Re-invent the Wheel: What We Can Learn from Successful Entrepreneurs
Colin Barber, The Management Mechanic

1:30pm

The Journey to Net Zero: BEBA Carbon Awareness Training
Sophie Stephens, Ground Control, and
David Dahan, Newton Wright Advisors/Auditel

1:45pm

Risky Business: Common Problems, Simple Solutions
Panellists include:

2pm

- James Barr, Fortified IT (panel host)
- Fiona Bail, Eastern Cyber Resilience Centre
- Sarah McKee-Harris, Kingswood Group
- Clare Barlow, Birketts LLP

Get More Business from Brentwood Open
Villene Hyam, Social Media Consultant

2:30pm

Responsible Business: ESG Sustainability
Chibugo Okafor, Kendake

2:45pm

Get Lucky Now: The Seven Secrets of Lucky People
Dr. Stephen Simpson MB ChB MFOM MBA

3pm

Closing Remarks and Best Exhibitor Stand Award

3:50pm

Networking Drinks Reception

4pm-6pm



Sustainability Zone Stage

Brentwood Chamber Stage

The Property Consultants

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MAIN STAGE PROGRAMME

Getting Customers: Easier, Faster and for Less Money Than You Ever Thought Possible

James Sinclair, Partyman Group of Companies

Some business are facing challenging times after the events of the past few years and are concerned about the economic downturn. They may be not sure what they should be doing right now to gain customers and grow their business. However, more millionaires are created during hard times like these. It's all about having the right mindset, getting the right support and not giving up.

The first 50 people in the audience for James's presentation will receive a complimentary copy of his latest book, "Getting Customers: Easier, faster and for less money than you ever thought possible" (RRP £11.99).

Business Through a 'Green Lens': Brentwood Environmental Business Alliance (BEBA) Panel Discussion

Join us for an interactive discussion and Q&A session to learn about the achievements, opportunities and challenges for businesses who signed the BEBA pledge at last year's Showcase.

Panellists include:

- Jill Willis, Attract & Engage (panel host)
- Kirsty Dailly, Baker Labels
- Emily Dawson, Lower Thames Crossing
- Cllr Chris Hossack, Brentwood Borough Council
- Sally Powell, Tees
- Sophie Stephens, Ground Control

Scaling Up Your Business

Ashton Hunt, Tees

Ashton, as Group Managing Director at Tees has seen the legal and independent financial services firm grow both organically and through mergers to 6 offices and over 300 staff. Ashton will cover how to manage your growing team across multiple offices, including tackling process improvement and ensuring cohesive teams, despite their different locations.

Calling All Entrepreneurs: The Secrets of Sustaining a Successful Business

Christian Howe, Howe Chartered Surveyors

Christian Howe has grown his surveying firm from 1 person to 20 staff in nine years across two offices. He will focus on how you can sustain your business through the tricky 'second stage of growth' and help you understand strategies to enable your business to maintain its momentum. He answers important questions such as, how do you keep your staff motivated?

MAIN STAGE PROGRAMME

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Risky Business: Common Problems, Simple Solutions

Join Fortified IT and their expert alliance for a discussion about the risks small businesses are facing right now and some practical steps you can take to ensure you've minimised your exposure to them.

Panellists:

- James Barr, Fortified IT (panel host)
- Fiona Bail, Eastern Cyber Resilience Centre
- Sarah McKee-Harris, Kingswood Group
- Clare Barlow, Birketts LLP

Get Lucky Now: The Seven Secrets of Lucky People

Dr. Stephen Simpson MB ChB MFOM MBA

What if luck isn't random? What if you could actually learn how to be a lucky person? The good news is that you can and in this presentation Dr Simpson will share his views on setting goals, confidence and synchronicity.

Best Exhibitor Stand Competition

Brentwood Chamber of Commerce

The Brentwood Chamber of Commerce will be giving out the Best Exhibitor Stand award at the Brentwood Business Showcase.

The winning exhibitor will receive:

- One year's membership of Brentwood Chamber of Commerce for 2022
- One hour of one-to-one business coaching with Colin Barber (The Management Mechanic)

Networking Drinks Reception

4pm - 6pm

Join us for complimentary drinks and informal networking.

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SUSTAINABILITY ZONE STAGE PROGRAMME

Sponsored by UTL Group

Lower Thames Crossing: Supply Chain Opportunities and Sustainable Procurement

Kat Ferguson, Lower Thames Crossing

Learn more about the Lower Thames Crossing, part of the biggest investment in the country's road network for a generation, including how the project is seeking to tackle carbon through procurement and ways businesses can get involved in the local supply chain.

Sustainability in the Workplace: Making the Switch

Daniel Bacon, Epsom

With sustainability higher on the agenda than ever before, corporate social responsibility being scrutinised and rising energy prices causing increasing concern, we all have a desire to make changes to our environmental impact and drive out unnecessary energy spend...but are you aware of the 'ovens' in your office?

Epsom's Senior Sustainability Consultant, Daniel Bacon, will share some top tips for reducing your energy bills.

Putting the Squeeze on Waste for Our Community

Tony McPartland, Zest Recycle

With more and more focus on cost control within businesses, learn how collaborating with a waste and recycling partner can not only lower your bills but also give back to the environment and the local community.

The Journey to Net Zero: BEBA Carbon Awareness Training

Sophie Stephens, Ground Control, and David Dahan, Newton Wright Advisors/Auditel

The Brentwood Environmental Business Alliance (BEBA) is in the middle of delivering a six-part series of carbon awareness webinars for local businesses to help them wherever they are on their journey to net zero.

Join the webinar hosts, Sophie Stephens and David Dahan, as they provide a summary of the topics that have been covered in the first three sessions and give you a sneak peek at the content that will be shared in the coming weeks.

Responsible Business: ESG Sustainability

Chibugo Okafor, Kendake

Chibugo Okafur, founder and CEO of Kendake Honey, explores the role that business owners can play in setting the tone for environmental, social and governance concerns in the business arena.



BRENTWOOD CHAMBER STAGE PROGRAMME

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Hosted by the Brentwood Chamber
of Commerce

Fast Track Cold Enquiries to Paying Customers

Richard Willis, Attract & Engage

Marketing communications to identify customer trigger points and fuel growth. You'll leave this 15 minute workshop with a clearer marketing communications plan bespoke to your business. Be sure to bring a note pad and an open mind!

Helping Your Business to Weather the Storm

Baljeet Kaur and Charlie Neal, Tees

Bally Kaur and Charlie Neal of Tees will discuss the key commercial challenges of today and navigating business challenges from a legal perspective. Topics covered include getting contracts in place, protecting your business's intellectual property and seizing opportunities for your business.

Don't Re-invent the Wheel: What We Can Learn from Successful Entrepreneurs

Colin Barber, The Management Mechanic

If you want to be successful in business, then studying some of the world's most successful entrepreneurs is a significant starting point.

In this workshop you will learn about some of the qualities and attributes consistently displayed by many of those successful entrepreneurs.

Get More Business from Brentwood Open

Villene Hyam, Social Media Consultant

Discover how to make the most of your presence on the Brentwood Open Facebook group that launched in 2020 with the aim of supporting and promoting Brentwood borough businesses. With over 13.5k members, Brentwood Open can help you raise your profile and gain new customers.

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We're building a future bright with opportunity.

Brentwood Development Partnership is a property joint venture between Brentwood Borough Council and Muse Developments. We're seeking to build a future bright with opportunity - delivering high-quality new homes for local people and promoting vibrancy through enhanced public spaces, commercial and retail uses.

Our ambitious plans are rooted in the community and sustainability to evolve a range of sites across the Borough. We want to protect the environment, attract inward investment, and creating a pleasant, prosperous place where people want, and can afford, to live, work, and visit.



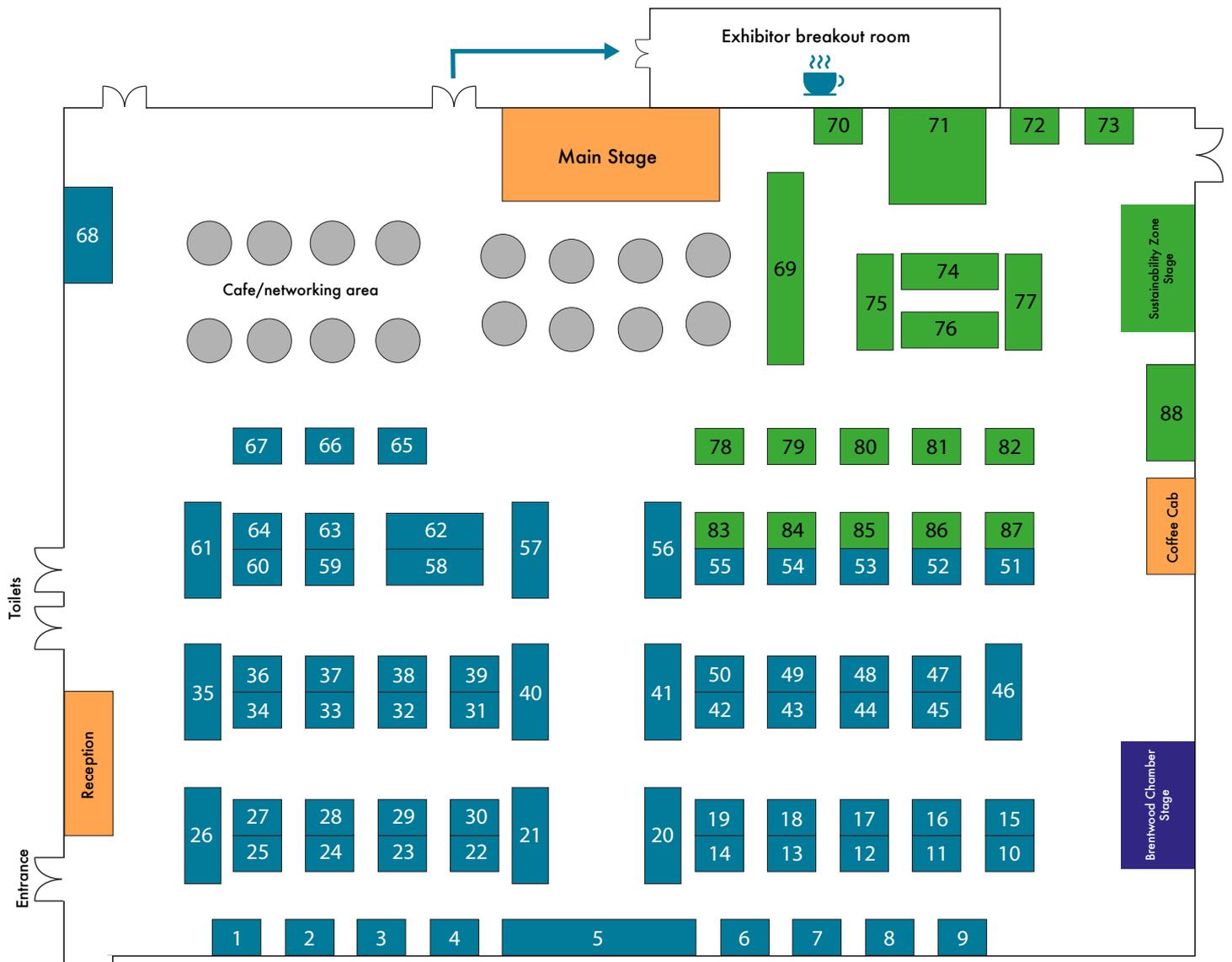
Westbury Road - the vision

Our aspirations for this site are to:

- Create a high-quality development to optimise this under used site which is in a highly sustainable and central location.
- Deliver residential accommodation suitable for a range of purchaser including first time buyers, people who wish to downsize and families.
- Create a new landmark building at the western entrance to the town centre.



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FLOOR PLAN

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84. John E Wright
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87. Lower Thames Crossing/
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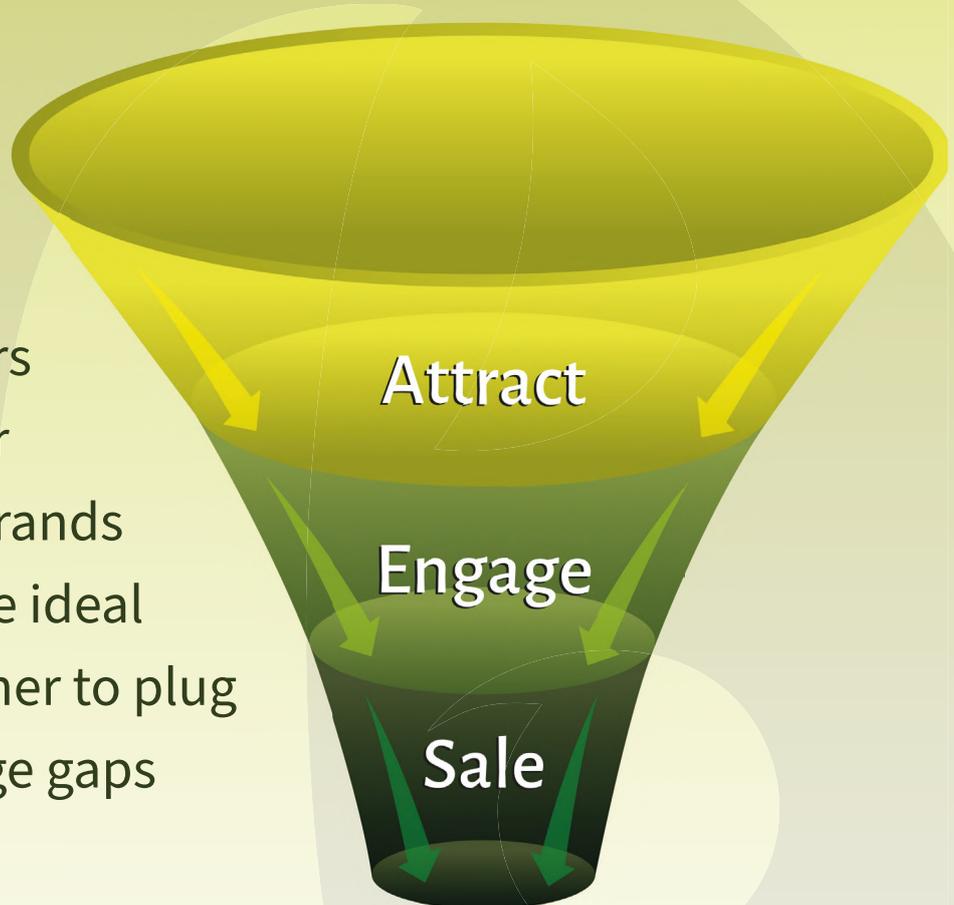


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Wellbeing in the Workplace Zone



Join Kingswood Group and their partners, The Wellbeing Clinic and Work-Life Ergonomics, to take part in competitions to win some wellbeing goodies and find out how to create a healthier working environment both for yourself and your business!



KINGSWOOD GROUP

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in the
Wellbeing in the Workplace Zone



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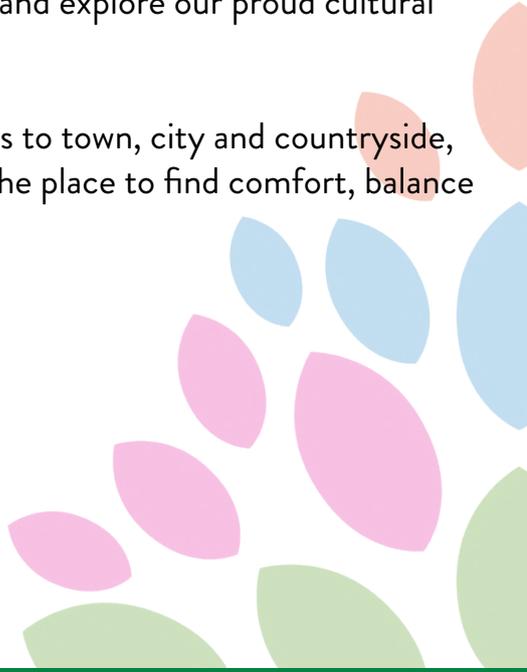


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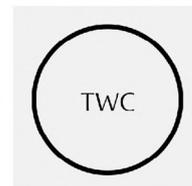
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