

# chambernews

the independent voice of local business

# 2009 – WHAT A TERRIFIC YEAR!

The Southampton & Fareham Chamber of Commerce achieved much in 2009.

The highlight was an exclusive members only event - a visit by the Governor of the Bank of England, Mervyn King. This event was very popular with members clamoring for spaces to attend.

*Turn to page 3 to see more*



Mervyn King, Governor of the Bank of England

SOUTHAMPTON & FAREHAM  
**CHAMBER**

OF COMMERCE & INDUSTRY

[www.soton-chamber.co.uk](http://www.soton-chamber.co.uk)

The independent voice of local business  
*Southampton & Fareham Chamber of  
Commerce & Industry* represents around  
4000 businesses in all sectors of the  
economy and of all sizes based in the  
Southampton City region. The Chamber of  
Commerce seeks to represent the inter-  
ests and to promote the competitiveness  
and growth of all businesses and their  
communities in the region.

Bugle House  
53 Bugle Street  
Southampton  
Hampshire SO14 2LF  
Call 023 8022 3541  
Fax 023 8022 7426

Cams Hall  
Fareham  
Hampshire  
PO16 8AB  
Call 01329 822250  
Fax 01329 822250

**Cont@cts**



**Jimmy Chestnutt**  
Director General  
023 8020 6158  
[j.chestnutt@soton-chamber.co.uk](mailto:j.chestnutt@soton-chamber.co.uk)



**Denise Barlow**  
Business Development  
023 8020 6160  
[d.barlow@soton-chamber.co.uk](mailto:d.barlow@soton-chamber.co.uk)



**Lorraine Gourley**  
Finance and Data Management  
Magazine Editor  
023 8020 6162 / 6169  
[l.gourley@soton-chamber.co.uk](mailto:l.gourley@soton-chamber.co.uk)



**Kristine Salomon-Olsen**  
Representation  
023 8020 6153  
[k.salomon-olsen@soton-chamber.co.uk](mailto:k.salomon-olsen@soton-chamber.co.uk)



**Jacqueline Russell**  
International  
023 8020 6164  
[export@soton-chamber.co.uk](mailto:export@soton-chamber.co.uk)



**Margaret Toms**  
Membership  
023 8020 6154  
[m.toms@soton-chamber.co.uk](mailto:m.toms@soton-chamber.co.uk)



**Nicky Hirst**  
Communications  
023 8020 6152  
[n.hirst@soton-chamber.co.uk](mailto:n.hirst@soton-chamber.co.uk)



**Lisa Hall**  
Information & Company Secretary  
023 8020 6158  
[l.hall@soton-chamber.co.uk](mailto:l.hall@soton-chamber.co.uk)

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**MORE BITE  
TO YOUR  
BUSINESS**



# Chamber President wins National Award

The UK's most inspirational female entrepreneurs are being championed, as the winners in the 2009 NatWest everywoman Awards are announced. In a year that has undeniably been one of the most challenging for the country's business owners, these awards recognise those women that have demonstrated exceptional determination and drive in order to achieve success with their ventures. Through celebrating and raising the profile of these winners, the initiative aims to encourage future generations of women to start their own business and achieve their career aspirations.

Jan Ward from Southampton took the coveted NatWest everywoman Award for the most inspirational female entrepreneur.

Jan always knew she wanted to work in international trade, so she could explore her love of travel. Having left school aged 16, she worked at a number of companies exporting engineering materials, carving a niche for herself by specialising in dealing with clients based in the Middle East.

Taking control of her career, Jan set up Corrotherm International in 1992, specialising in supplying high grade metals. The company has since expanded significantly, with offices now in Dubai, Saudi Arabia, South Africa, Libya, India and Iran, in addition to a team of 14 in the UK and a turnover of £10m. Jan sees determination as vital



Jan Ward of Corrotherm International wins national entrepreneur award

to her success, as she was initially told by peers that it was not possible for a woman to set up on her own or to work successfully with clients in the Middle East, but she refused to take 'no' for an answer. She is particularly proud of the team she has around her, having never had anyone leave the company; she still enjoys the thrill of watching her staff develop and grow.

Jan comments, "I work in a sector which is dominated by men, but I'm proof that if you have the determination, you can do anything you want to do."

Richard Taylor, Brand Director, NatWest comments, "Jan has seen her company grow from a micro business working out of one room, into an extraordinary

global success with offices in many countries across the world. Jan is a great role model and this award recognises her determination and business success despite some significant challenges along the way. At NatWest, our team of over 170 Women in Business Ambassadors help many female entrepreneurs like Jan to start up and grow and we are delighted that female entrepreneurship is becoming a career choice for more and more women."

Co-founder and Director of everywoman, Karen Gill, MBE, comments "2009 has been an incredibly tough year for UK plc. This year, more than ever, we are overwhelmed by the achievements of our award winners. They have all exhibited



gritty determination to succeed, regardless of the obstacles that are thrown at them, all the while demonstrating ethical working practices."

2009 sees the tenth anniversary of everywoman, the UK's largest and fastest growing independent network for women in business, and the seventh annual NatWest everywoman Awards. To mark this milestone year, everywoman has launched a five point manifesto identifying areas for radical change to the landscape for women in business over the next decade.

Whilst acknowledging that much progress has been made, there is still a long way to go before women are on an equal footing with their male counterparts in the business sphere. By 2019, everywoman is calling for an increase in the number of women-run businesses of 100,000, using initiatives such as the NatWest everywoman Awards to identify those who are already exhibiting success, in order to give others the confidence to go it alone.

## Diary date

### BREAKFAST MARKETING SEMINAR

Everything you always wanted to know about Internet Marketing but didn't know who to ask!  
Sponsored by Splice Marketing  
Thursday 21st January at The Rose Bowl, 7.30am - 9.30am

Business owners and marketing managers often ask the same questions about how to get more from the most powerful marketing tool they have, their website. In this interactive session we will discuss the top questions received from you, the attendees.

The breakfast seminar will benefit business owner and marketers who are interested in generating more leads or selling more prod-

ucts online. You will also be provided with some powerful tools to help you improve what you already have without spending any money. One thing is for certain, you will walk away from this seminar with enough tools to improve your marketing and generate more business.

To book your place contact the events team on 02380 223541, [events@soton-chamber.co.uk](mailto:events@soton-chamber.co.uk)

[www.soton-chamber.co.uk](http://www.soton-chamber.co.uk) or book online at [www.soton-chamber.co.uk](http://www.soton-chamber.co.uk)





PSP Southampton Boatshow lunch

**'PEAR' UP WITH US**



# 2009 – What a terrific year!

## Highlights from the Chamber's year

A successful Southampton Boat Show Networking Lunch with the very entertaining Penny Mallory, who was introduced to the Chamber of Commerce by Speech-mark. The event was a sell-out with over 250 delegates attending.

The events team also put on a very successful President's Ball which was held to honour the election of Jan Ward

Successful and very busy representation work covering business views on many topics:

- The Bus Rapid Transport Scheme for Gosport to Fareham
- Support for Southampton Port on Light Dues Increases and cruise trade competition.
- Speaking up for the business community to Local Authorities on their planning strategies.
- Writing to the Chancellor about the Budget.
- Working with the Insolvency Service about Encouraging Company Rescue.
- The past year saw the start of the two year rail freight upgrade after earlier successful lobbying by local partners.

- The successful introduction of Trade-Cert by the International Department

the successful Young Chamber when Crestwood College joined Regents Park Community College in the scheme in January 2009. They achieved an "outstanding plus" in their recent Ofsted inspection for partnership working which the school has said was largely due to the Young Chamber project.



Jimmy Chestnutt

Captain Jimmy Chestnutt, Director General of the Southampton and Fareham Chamber of Commerce predicts that 2010 will be a difficult year but that Southampton is still well placed to take advantage of any upturn. He finished by saying,

"I wish all Chamber News readers a prosperous 2010. I am sure that our members will be well pleased with our plans and changes that we are making for 2010. We are planning to give our members an even better service".



Chamber President's Ball



Chamber stand at Business South 2009



Regents Park Community College at Young Chamber event with Red Funnel



The continuing expansion of

## Cont@cts

To update your details with us please contact:

Coral Benham  
Customer Service Officer  
Tel: 02380 206 159  
c.benham@soton-chamber.co.uk

# Destination India - Your essential guide to winning business in India

Tuesday 23 February 2010, The VILLAGE Hotel, Farnborough 09:00 - 14:40

Despite the current economic climate, India remains a strong market for UK businesses with economic growth of 7.9% across multiple sectors.

To help you find out more about the current opportunities and how to approach the market with confidence, UK Trade & Investment and the UK India Business Council (UKIBC) are holding a 'must attend' event. Highlights include:

- A keynote introduction from the Rt. Hon. Patricia Hewitt, Chair, UKIBC Board;
- A general overview of the current business climate in India;
- An insight into Indian Policy and Regulatory practices including the legal frameworks and setting up and doing business;
- An informative introduction to Cultural differences including: the different approaches towards time and planning, rules and busi-

ness relationships and the different methods of management;

- The chance to learn more about Indian Financial procedures including: setting up and dealing with local banks, repatriating profits and monetary and exchange rate policy;
- A case study presentation from a business successfully exporting to India;
- An interactive Q & A panel session;
- Optional one-to-one meetings with our expert speakers;
- Two free informative CDs outlining the latest research on 'Second tier Indian cities' and up-to-date trade information about India.

The event costs £50 per delegate or £35 per delegate if you book before Tuesday 2 February 2010. To book contact the events team on 08452 717 400, email [events@ukti-southeast.com](mailto:events@ukti-southeast.com) or visit [www.uktisoutheast.com/india](http://www.uktisoutheast.com/india)



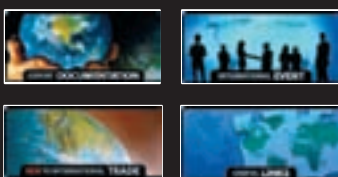
Cont@cts

**Jacqueline Russell**  
International Trade  
Manager

Tel: 023 8022 3541  
Fax: 023 8022 7426  
[export@soton-chamber.co.uk](mailto:export@soton-chamber.co.uk)

**Kerry Mullan**  
International Trade  
Documentation Officer  
Tel: 023 8022 3541

For companies who are already in the export/import market and for those who are looking to move into it, the International Trade Centre working with UKTI South East is an essential tool to help you trade both easily and efficiently overseas



## International Trade Dates for your diary

**January 2010**  
Export Starter 20th & 21st January  
9.30am - 4.30pm  
AEO Status Seminar 27th January  
9.15am - 12.30pm

**February 2010**  
Hazardous Goods - An Awareness  
Workshop 10th February 9.15am -  
12.30pm  
Export Documentation 10th  
February 9.30am - 4.30pm  
Customs Procedures & Export  
Licences/Controls 26th February  
9.30am - 4.30pm

**Additional International Services**

- Electronic Certificates of Origin, EUR1 & A.TR Certificates
- International Credit Checks



## Revenue & Customs Brief 69/09

**Intrastat - Changes from 1 January 2010**  
This Revenue and Customs Brief explains how businesses trading with other EU Member States could be affected by changes from 1 January 2010.

- Changes in Intrastat thresholds from 1 January 2010
- The exemption threshold for arrivals is increased from £270,000 to £600,000
  - The exemption threshold for dispatches is reduced from £270,000 to £250,000

### Background

Community legislation requires the UK to collect information on intra-EU trade in goods for statistical purposes and sets minimum requirements for the quantity of trade covered.

Council Regulation (EC) No 638/2004 (The Intrastat Basic Regulation) requires EU Member States to collect data on a minimum percentage of the total value of their EU trade in goods. This regulation has been amended by Council Regulation (EC) No 222/2009. Please note that the minimum requirement for Member States to collect for their arrivals (intra-EU imports) has been reduced from 97 to 95 per cent. The requirement for their dispatches (intra-EU Exports) remains at 97 per cent.

These requirements determine the level at which the exemption thresholds, which are applied independently to arrivals and dispatches, are set in the UK. Those traders with an annual intra-EU trade in goods above the specified exemption thresholds are required to provide monthly statistical returns (Intrastat Supplementary declarations).

The threshold for arrivals has been increased to £600,000 as a result of the reduction in the coverage requirement to 95 per cent. The threshold for dispatches has been reduced to £250,000 due to the current economic downturn and the consequent reduction in the number of UK businesses trading within the EU. The revised thresholds ensure that the UK obtains the percentage coverage of the value of intra-EU trade required by Community legislation whilst at the same time ensuring that the number of businesses which are required to submit monthly information is kept to a minimum.

The revised thresholds will be implemented by a Statutory Instrument. This instrument is being laid before Parliament in the coming weeks and, subject to Parliament having no objections to it, will come into force on 1 January 2010.

An Impact Assessment of the Simplification of Intrastat can be found at: [Intrastat-simplification \(PDF 64K\)](#)

### Other Changes for 2010

The Intrastat Basic Regulation is implemented by Commission Regulation (EC) No 1982/2004. This regulation has been amended by two Commission Regulations to be published shortly in the official Journal. The changes will be applied in the UK from 1 January 2010.

As a result of this some of the reporting requirements have changed as follows:

- all supplies of goods to British Embassies, Consulates (whether or not benefiting from diplomatic immunity) and



British armed forces bases situated in other Member States are excluded from Intrastat reporting (with the exception of the UK Sovereign Base Areas in Cyprus, which must continue to be reported with the partner country CY);

- emergency aid for disaster areas is no longer excluded from Intrastat reporting;
- sales of new means of transport by VAT-registered businesses to private individuals in other Member States are no longer excluded from Intrastat reporting; and
- the reporting Member State (for sales and purchases of vessels and aircraft, goods delivered to them and products of the sea) is determined according to where the entity that has 'economic ownership' of the vessel or aircraft is established.

Information regarding these changes will be published on UK Trade info and in Notice 60 Intrastat General Guide. Where appropriate, the Trade Statistics unit will contact businesses affected by the changes to ensure that they are aware of the new requirement and will work with them to enable them to meet their obligations.

### Further information

Further information on trade statistics can be found online at UK Trade info or by phoning UK Trade info Customer Services on 01702 367485.

## Customer Information

The International Trade department will be closed from 12.00pm - 1.30pm on the following date: Tuesday 23 March 2010

# Businesses make new useful contacts at Chamber's November networking lunch

Set at the heart of a 176 acre exclusive parkland golf course, the luxurious Macdonald Botley Park Hotel Golf and Country Club was the ideal location for the Chamber's November networking lunch.

The event attracted over 80 local business people from the Southampton and surrounding areas. Quality networking was followed by a delicious two course lunch.

The event was sponsored by Ray Vernon and Greg Black of Splice Integrated Marketing, Gold Patrons of the Southampton & Fareham Chamber of Commerce. During his short presentation Ray explained that business owners and marketers are often asking where the most effective place to spend their marketing budget is, or what percentage to use for web marketing versus traditional online marketing.

To get the answer, ask yourself this question;

Where do potential customers look for my products or services?

If it's online then you have two responsibilities:

- Make sure they can find your



treat all customers the same, figure out who they are, what they need when visiting your website and provide them with the information that will help them make a decision.

Always remember, in order for you as business owners to get what you need, first your customers must get what they need, highly relevant persuasive information.

Chamber President and Board Director Jan Ward thanked Ray for his very informative presentation and for the valuable support they give to the Chamber as Gold Patrons.

No chamber networking lunch would be the same without the Chamber business card draw. The prize a bottle of champagne donated by Ray and Greg of Splice was presented to lucky winner David Summers of Solent Blinds.

After another thoroughly enjoyable networking lunch Chamber members departed from the comfort of the Botley Park Hotel to return to their desks in the City.

website when searching on Google, Yahoo and MSN

- Provide high quality relevant content that answers the questions they are most likely to ask.

Ray advised the Guardian September 2009 reported - 'Internet overtakes television to become the biggest advertising sector in the UK, record £1.78 billion online spend makes UK the first major economy to spend more on web ads than TV. It is reported that TV advertising is down 20%, radio ad revenue down 16-20% and maga-

zine ad revenue down 12-19%. Clearly, any business owner or marketer that underestimates the importance of the web in driving customers to their business is leaving money for their competitors.

In conclusion Ray reported Marketers are no longer in charge, the customer has total control. When they have a need, the power to search for a solution is at their fingertips 24/7. As marketers we must provide customers with specific information that will persuade them to take action. Don't

## NEWS FLASH!!! 2010 Sponsorship Opportunities

We still have two event sponsorship opportunities available for next year. If your company would like to raise their profile to businesses across Hampshire then why not sponsor a Chamber event. Our events are renowned for offering the best networking in the area and attract over 3000 business people a year.

Charity Summer Ball at The Botley Park Hotel, 11th June 2010  
Networking Lunch at The Balmer Lawn Hotel, 14th October 2010



Benefits include:

- Your logo on the event flyer
- Your logo with hyperlink on the website while event is current
- Free places at event
- Opportunity to display corporate material at event .... And much more

For more information and a full list of benefits please contact the events team on 023 8022 3541

## Events diary

### Forthcoming Events

**JANUARY 2010**  
**2010 Events Preview & Networking Lunch**  
**Thursday 14th January 2010**

East Horton Golf Club  
12.15pm - 2.00pm  
Sponsored by:  
Intelligent Marketing

**Marketing Breakfast Briefing**  
**"Everything you always wanted to know about Internet Marketing"**

**Thursday 21st January**  
The Rose Bowl  
7.30am - 9.30am  
In association with:  
Splice Marketing

**FEBRUARY 2010**  
**Networking Lunch**

**Thursday 11th February**  
Chilworth Manor Hotel  
12.15pm - 2.00pm  
Sponsored by:  
Hampshire Press

**Speed Network with our Neighbours**

**Wednesday 24th February**

The Solent Hotel  
12.00pm - 2.30pm  
Hosted by Portsmouth & SE Hampshire Chamber of Commerce  
Sponsorship opportunity available for this event. Contact the events team for further details.

For more information on all of our Events visit [www.soton-chamber.co.uk](http://www.soton-chamber.co.uk) or contact the events department on 02380 223541

## Cont@cts

### Margaret Toms

Head of Membership Services  
Tel: 02380 206154  
[m.toms@soton-chamber.co.uk](mailto:m.toms@soton-chamber.co.uk)

### Laura Lawrence

Events & Training Coordinator  
Tel: 02380 206165  
[l.lawrence@soton-chamber.co.uk](mailto:l.lawrence@soton-chamber.co.uk)

### Yvette Barnard

Membership Department Assistant  
Tel: 02380 206166  
[y.barnard@soton-chamber.co.uk](mailto:y.barnard@soton-chamber.co.uk)

For more information on all of our Events visit:  
[www.soton-chamber.co.uk](http://www.soton-chamber.co.uk)

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- Network with Business
- Promote and Market your Business
- Gain new Customers
- Buy good value Training
- Increase your voice through Representation

**Save ££££££££££££ with low cost...**

- Phone calls
- Gas and Electricity
- Stationery
- Computer accessories
- Printer consumables
- Office Furniture
- Health care package for your staff
- Legal advice line - 24 hours a day
- On-Line Human Resources Services
- Legal expenses insurance
- Network with Business
- Bring in new Business through networking events - The Chamber has an unrivalled reputation for delivering an annual programme of over 30 business events a year
- Promotion and Marketing
- Opportunities to promote your business
- Members Directory

## South East businesses fear fraud could cripple them -New survey shows many regional businesses already hit-

The National Fraud Authority revealed new insight into the fraud fears of South East businesses:

- 60 percent in the South East say fraud could destroy their business
- 81 percent feel fraud is more likely to happen during the recession
- 38 percent of small businesses in the region have already been victims of fraudulent activity
- Just 24 percent are taking further steps to counter fraud in their organisations as result of the recession (1).

The study also revealed the top three fraud fears for South East small businesses: fraudulent payments (52 percent), procurement fraud such as kick-backs, inadequate goods supplied or over billing (37 percent) and fraud committed by employees (33 percent) (1).

Other findings from the survey suggest SMEs in the region could improve processes and procedures to help reduce the risk of fraud:

- Just 18 percent train staff on how to recognise fraud and have a fraud policy in place
- Only 13 percent have a document classification process

- 15 percent have a clear desk policy (1).

The survey commissioned by the National Fraud Authority (NFA), the Government's strategic lead organisation on counter-fraud activity, was released as the Authority hosted its first South East Fraud Summit has 1 December in Brighton. The NFA has invited counter-fraud experts and business managers to the summit to share views and advise and support them in the fight against fraud.

The NFA is leading the fight to reduce the UK's fraud losses - currently estimated at £14 billion but now believed to be considerably higher.

NFA CEO Dr Bernard Herdan said: "Fraud is rife and costs this region dearly. We're visiting the South East to meet local business people and those in the counter-fraud community face-to-face to share our experiences and expertise. I'm looking forward to hearing their thoughts on how we may improve support and fraud advice for SMEs in particular.

"The summit also gave the NFA a chance to share the work we have been doing at a national level. There's been a lot of progress but we need collabora-

tion with partners in the regions to build a lasting and effective counter-fraud effort."

The South East Fraud Forum (SEFF) works with local businesses to help raise awareness and provides members with tools and regionally focused advice to combat fraud.

Chairman of the South East Fraud Forum Sam Narula said: "The NFA's findings confirm my own experiences. The local businesses I deal with often have fraud in the back of their minds, but don't necessarily know who to turn to for advice. SEFF is working to change this by increasing our local profile and streamlining the delivery of counter-fraud information through ongoing workshops and a new SME regional email support service."

The NFA warns during the recession local businesses need to be extra vigilant as the economic downturn can generate new motives and opportunities to commit fraud. By not taking adequate measures to protect themselves businesses are leaving their hard-earned profits wide-open to criminals.

Dr Herdan added: "Simple measures such as classifying and password protecting documents,

training staff to recognise fraud and having a clear fraud policy can make a big difference. The only investment required is time. Help is only a mouse-click or a phone call away."

Mr Narula added: "SMEs with no counter-fraud measures in place, should act now. Ensure you consider both external and internal threats. Present clear, practical guidance and make sure it's circulated and included in staff inductions and business processes; this way fraud prevention becomes firmly embedded in organisational culture."

The NFA hosted another three summits during December in the South West, the Midlands and Wales, as it continues to consult with regional business communities about national fraud priorities.

1) NFA Fraud awareness among small business employing 10-100 employees, was conducted by YouGov. The survey ran from 15 September - 17 September 2009. A total of 531 interviews were undertaken online, with a nationally representative sample of SMEs employing between 10-100 employees.

## Accelerating business growth in global markets

The University of Southampton has launched a new business development office in China to explore new research opportunities and attract investment from China to the Solent region.

The Tsinghua Southampton Technology Innovation Centre, based at Tsinghua University's Graduate School in Shenzhen, was officially launched last week with an opening ceremony and an enterprise and innovation forum, which explored opportunities and business development strategies for collaboration in South China.

The new centre will seek to identify opportunities for knowledge transfer and research collaborations between the two regions

mediated by the two universities.

China now has the biggest research and development (R&D) workforce, and the third biggest R&D investment in the world. With many market places currently underdeveloped, the demand for a wide range of technologies is booming.

Dr Tony Raven, Director of Research and Innovation Services at the University of Southampton, said: "Shenzhen's status as a special economic zone, makes it a dynamic, fast-growing and entrepreneurial city. By developing strategic relationships overseas, we are able to provide a springboard for our spin-out and incubation companies to accelerate their growth in global markets and to

attract similar Chinese businesses to link to the Solent region."

University of Southampton spin-out company Ilika, who provide materials development for fuel cell and battery applications, also went to China to meet with two of the biggest battery manufacturers in China. Graham Purdy, Chief Executive, says: "This was an excellent opportunity for us to meet up with Chinese manufacturers who could make good use of our technologies. The strategic partnership between the two universities has accelerated the process of making business contacts and enabled us to gain a fuller understanding of the opportunities for collaboration with battery manufacturers in China."



The University of Southampton already has strong links with Tsinghua University through the Tsinghua-Southampton Web Science Laboratory, set up in 2008, which was jointly funded by the two universities and also received partnership funding from Innovation China UK (ICUK). The University of Southampton is a partner organisation to ICUK, funded by the Higher Education Funding Council for England (HEFCE), which seeks to establish joint innovation and technology transfer with China.

## Chamber Member - Poppadom Express achieves new world record

A Combined team made up of City councillors and parliamentary candidates Royston Smith and Jeremy Moulton, joined forces with Steve Fry and Rashmi Chande from Southampton and Fareham Chamber of Commerce to take on the challenge at Poppadom Express.

The team managed to smash the UK record for the largest ever tower of poppadoms and achieved a new world record. They were joined by the Oxford Street restaurant's managing

director Aazaz Khan along with a team of his chefs to make sure the massive four-foot stack didn't topple.

The team obliterated the restaurant's record of 230, a national record in 2007, as well as the current UK record of 282 by piling up a whopping 450 poppadoms into a static tower.

The event was part of celebrations for National Curry Week and also raised money for Oxfam.



# Young Chamber plays with radio?

Play Radio kindly hosted an afternoon in their studios at St Marys Stadium for students from Crestwood College who are very keen to have their own radio station.

The students witnessed two different presenters, had the opportunity to record their own advertisement for their Young Chamber Kris Kindle event later in December as well as discussing various technical aspects of how radio works.

Grant Francis kindly talked to the students about different radio set ups including from the back of a van.

The students also saw the news team at work, how presenters updated listeners with traffic news and also how they kept listeners tuned in waiting for the next update on a story.

Grant Francis, who runs Special Media Projects LLP, the company that looks after Play Radio's education commitments said that,

"I am passionate about the medium of radio and it was really refreshing to spend an afternoon with students that clearly share my enthusiasm. I hope that they can get their radio station broadcasting soon and would be keen to support such interested students in the future. Learning should be fun and engaging, projects like this and using media as a whole enables teaching on so many new and exciting levels. The students are a credit to Crestwood College".

Annie Philpot, Sales and Marketing Manager with Play Radio said that,

"Play Radio were approached by the Chamber of Commerce to conduct a radio tour as part of the Young Chamber project as the students



at Crestwood College are trying to establish their own radio station. It was a pleasure to meet the students and their teachers and to show them how a radio station works. The students had the opportunity to meet our Managing Director and realise that commercial stations need to sell adverts as well as keep listeners. Getting the balance right is an important skill which they understood. I wish them well with their project".

Angela Horn Extended Schools Leader from Crestwood College said that "Opportunities like this can never be replicated in the classroom. The students have not stopped talking about their visit to 'Play Radio' and probably never will. We are so grateful to Play Radio for their hospitality".

Comments from a selection of the Year 8 students from Crestwood College who attended the event included:

I had a very good day. We had a talk about the other radio stations and about how to start a radio station. After that we went in the studio with Ben; me, Tom, Joe and Toby went live on air. Alex Rogers



I thought Play Radio was really good because we got shown around and got to say something live on air. We got to ask loads of questions about us setting up our own radio station. Toby Cox

I thought that our visit to Play Radio was extremely good because we met all the presenters and were shown the equipment. We went live on air which was really cool. They answered loads of our questions about setting up a radio station at Crestwood. Jacob Neville

I liked making the jingle at Play Radio best. It was great fun. Sophie Greenwood

I think the visit was very entertaining because it showed what you need and how to start a radio station. Also it included a wide variety of comedy and helping with a show. Joe Martin

A great day. We went live on air and met Ben from Play Radio. It was great fun. Tom Wooton.



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- Help and advice
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- Over 45 years experience of International Trade documentation, advise, workshops and overseas business visits
- Training - Cost effective Training courses designed for Business needs
- The independent voice of Business
- High level representation to government and agencies on matters of concern to local businesses.

## Young Chamber Multi Cultural Fair Update

The Young Chamber at Regents Park Community College hosted a multi-cultural fair on the school's premises at the end of the last academic year. Year 9 students had made multi-cultural goods to sell at the fair. The majority of items for sale were foodstuffs from many countries including England, China, Japan, America, Sri Lanka, India and Spain.

As a result of the event over £1,000 was raised for Kware. The representatives of this charity

visited the school recently where they were presented with the cheque by students from the Young Chamber Committee and Nicky Hirst, the Young Chamber Co-ordinator for the Southampton and Fareham Chamber of Commerce.

The Kware project helps children who are not as fortunate as those at Regents Park Community College to be educated.

Other Young Chamber events are already being planned by Young Chamber for the rest of 2010 and the Chamber of Commerce hopes that businesses will continue to support these.

If you are interesting in helping to support these entrepreneurs of the future as well as giving something back to the community then please contact Nicky Hirst by email at n.hirst@soton-chamber.co.uk or by phone on 023 80206 152.

## Young Chamber's Red Funnel Fact Finding Day

Students from Regents Park Community College were once again treated to a special day care of Red Funnel, following on from the success of the last event. Students that attended the first event still talk about the day and teacher Russell Brown suspects that their excitement has in part led to an increased demand to study leisure and tourism!

Students started the day with a coffee care of Red Funnel from their Steam coffee shop at the Red Jet terminal in Southampton. They were then divided into two groups.

One group went into the call centre and the other went off to find out about customer service. The groups then swapped over so that they could answer all the questions that had been given them as well as use the information provided as the basis for a longer term comparison project about leisure and tourism.



The students then went by ferry to the Isle of Wight before returning later the same day.

Warren Turvey said that, "The students were really well behaved and interested. After being involved with the Young Chamber project last year and seeing first hand how much the students learnt and appreciated the day we were only too happy to repeat the day for even more students this academic year. We all learnt from last year and decided that this year the stu-

dents would start by seeing the Call Centre as last year this was the last thing they did. Although this may not appear as glamorous as going into an engine room or up on the Bridge with the Captain it appears to be one of the functions of Red Funnel that really captures the students interest and something that they talk about with their peers".

Russell Brown, Learning and Progress Leader 14 - 19 years said that,

"The students were able to witness the Red Funnel staff delivering excellent customer service first hand when they spent a day shadowing them. Our students were able to listen to live conversations using training headsets, as customers phoned up to book their transportation to the Isle of Wight. Students were allowed to visit the bridge on both the Red Jet and the Red Falcon ferry where they met the Captains and crew. They were also impressed to find out that the fast jet has a female Captain.

The students and myself are extremely grateful to Mr Turvey and his staff who organised such a rewarding and informative day for us. I would also like to thank Nicky Hirst from the Southampton and Fareham Chamber of Commerce for helping with preparations for the day".

**MORE BITE TO YOUR BUSINESS**



## Tax finance and legal



**Marc Cumberlege**  
Chairman

Chaired by Marc Cumberlege of Radcliffe & Co (Life & Pensions), the Tax Finance and Legal Committee is a group of Chamber member professionals which meets monthly to review and alert the Chamber membership to the implications of new employment legislation, financial, insurance and taxation topics relevant to employers and businesses. The committee members also examine the annual Budget and Finance Bill for points relevant to the business community so that submissions can be made to the Treasury Budget Team on behalf of the Chamber membership. They have been active in proposing simplifications to legislation and "red tape" which holds back economic growth. The contact point is: [k.salomon-olsen@soton-chamber.co.uk](mailto:k.salomon-olsen@soton-chamber.co.uk)

### Committee members

- Marc Cumberlege, Committee Chair**  
Radcliffe & Co (Life & Pensions) Ltd
- Caroline Armitage, Committee Vice Chair**  
Thomas Eggar LLP
- David Tipple**  
Committee's Board Representative
- Alun Oliver**  
E3 Consulting
- Andrew Tilley**  
Dutton Gregory LLP
- Andy Edwards**  
Rossborough Insurance Brokers Ltd
- Andy Wright**  
Clydesdale Bank
- Andrew Quicke**  
Fiander Tovell llp
- Antony Fanshawe**  
Bebbies Traynor Group
- Chris Ricketts**  
Ricketts & Co
- Colin Perryman**  
Radcliffe & Co (Life & Pensions) Ltd
- Geoffrey Onoufriou**  
Eric Robinson
- Howard Robson**  
Warner Goodman LLP
- Ian Govier**  
Grant Thornton
- Jane Michel**  
Emphasis Consulting
- Leigh Atkinson**  
Royal Bank of Scotland
- Lyn Nicholls**  
HR Director Fortis Insurance UK
- Matthew Barrow**  
Lester Aldridge LLP
- Neil Ashford**  
Berrymans Lace Mawer
- Neville Thompson**  
CBRE
- Peter Williams**  
Lambert Smith Hampton
- Shirley Anderson HR Director**  
Red Funnel Group
- Stephanie Merritt**  
Paris Smith
- Richard Stennett**  
CGM Solicitors
- Tim Forer**  
Clarke Willmott
- Warren Taylor**  
Tenon

For more information on Chamber Viewpoint visit:  
[www.soton-chamber.co.uk](http://www.soton-chamber.co.uk)

# Why do we need Directors and Officers Liability Insurance?

Directors and Officers Liability Insurance cover (usually referred to as D & O) protects a company's directors, officers and senior managers, i.e. the 'decision makers' in any business, against claims arising from their decisions and actions taken whilst managing their business. Most modern policies can also be extended to indemnify the Company - Entity cover.

The duties and responsibilities of a director have been established through statutes, regulations and case law and can be broken down into the following areas:

#### Duty of Care and Skill

This is a common law duty that requires Directors to act with 'the care an ordinary man would take in the same circumstance on his own behalf' and with the skill expected from someone with his 'particular knowledge and experience.' Where duties are delegated the Director is responsible for ensuring that the person to whom the duties are delegated is sufficiently experienced, reliable and honest.

#### Fiduciary Duty

Directors must act honestly, in good faith and in the best interest of the company and must ensure that they do not have any conflict of interest.

#### Statutory Duty

There are numerous statutes that effect the conduct of Directors & Officers - including the Companies Act 2006 with over 200 offences, Insolvency Act 1986, Health & Safety at Work Act 1974, Environmental Protection Act 1990 - etc, to name but a few.

If a Director / Officer is thought to have failed in any of his duties then a claim could be brought against him personally from any one of a number of sources :-

- Shareholders
- Creditors
- Government & Regulatory Bodies
- Employees
- Auditors
- Liquidators
- Customers
- Suppliers

In a claim situation, the Director's entire personal wealth is at risk! Directors cannot rely on the company indemnifying them. Often such indemnity from the company will be a contravention of the Companies Act. In the event of insolvency for example, there would be absolutely no prospect of the company indemnifying the Directors & Officers. However, the Directors and

Officers Liability Insurance Policy will pay on behalf of the Director / Officer - his legal costs and expenses and any civil damages awarded against him subject, of course, to the level of cover / limits of indemnity selected.

Given the 'compensation culture' in which we seem to be living, the number of D & O type claims submitted is increasing year on year, which is not particularly surprising when you consider :

- Regulation is increasing.
  - There is a greater awareness on the part of third parties of the duties and responsibilities of a Director.
  - Shareholders and other third parties are becoming more aware of their rights.
  - Lawyers are now able to act on behalf of plaintiffs on a 'no win no fee' basis.
- The above information should serve to illustrate the absolute need for D&O cover !

Andrew Edwards, Director, Rossborough Insurance Brokers Ltd.  
Email: [aedwards@rossboroughgroup.co.uk](mailto:aedwards@rossboroughgroup.co.uk)  
Chamber's Tax Finance and Legal Committee member.

## A Step In The Right Direction

With numerous stories in the media relating to bank funding, and in particularly the lack of funding support for SME customers, many business owners will be delighted to see the customer charter recently published by NatWest / RBS.

This is the first time the bank has published a charter of this kind and it is intended to represent an enduring commitment to SME customers, as well as setting out the core business principles to ensure that the bank is supportive, fair and transparent. It is anticipated that the charter will evolve over time as needs change but will initially include the following:

- Helping business to start up and grow through free transactional banking for the first two years of trading for new start-up businesses with turnover below £1M.
- Providing advice and support through

Relationship Managers and a new dedicated Business Hotline.

- Providing free guides, on-line cashflow tools and regular local training seminars.
- Access to finance through the provision of loans and overdrafts to viable businesses. This includes providing overdrafts on a committed basis and using the various government lending schemes available such as the Enterprise Finance Guarantee Scheme.
- Providing support to businesses facing short term financial difficulties through specialist teams who will focus on retuning businesses to good health.
- Pricing will be more transparent with a pledge not to increase overdraft margins unless there has been a material change in the risk associated with the business and a commitment not to charge an arrangement

fee of more than 1.5% per annum. The bank will also provide guidance on the factors that determine loan pricing.

- Greater transparency in respect of the rationale behind lending decisions, helping to structure the proposition and offering the right to challenge if you disagree with the original lending decision.

These commitments will remain in place until at the least the end of 2010. Inevitably there are some terms and conditions attached and for full details of eligibility, please visit [www.natwest.com/charter](http://www.natwest.com/charter) or [www.rbs.co.uk/charter](http://www.rbs.co.uk/charter)

Any support from banks to assist businesses through the challenges of 2010 is most welcome and should give some comfort to businesses that remain dependent on bank support for both their growth and ongoing survival.

### Thank you to...

	DATE	MEETING / COMMITTEE	CHAMBER REPRESENTATIVE
Chamber staff and Chamber members listed represented the Chamber at these recent meetings which were not listed in the previous issue.	2 December 2009	Mentor Net in Eastleigh	Nicky Hirst (Communications Officer)
	3 December 2009	Young Chamber Tour of Play Radio	Play Radio
	16 December 2010	Southampton Scrutiny Panel on District Centres	Kristine Salomon-Olsen (Head of Representation)

As the major **Chamber of Commerce in the South Hampshire Sub-region**, we are able to influence local, regional and national decision makers through our response to consultations and by taking part in, or being represented on, the various forums, partnerships, groups and agencies striving to improve the region's economic performance such as: ➤

# VATman and robbin

Ever thought it would be a cunning plan to delay paying VAT to HM Revenue and Customs to free up some working capital when times are hard? Think again...

A recent case involved the liquidators of a company alleging that a former director, in breach of his fiduciary duties to the company, caused the company not to pay VAT in the months before it went into liquidation.

Provisions in the Insolvency Act 1986 allow parties other than an insolvent company itself to litigate certain claims against its officers or former officers and any person who has been concerned, or has taken part, in the promotion, formation or management of the company, including claims for breach of fiduciary or other duties to the company. Only loss sustained by the insolvent company may be recovered.

The director argued that any loss that resulted from any breach of duty on his part was a loss to the company's creditors (and, in particular, HM Revenue and Customs) and not a loss to the company itself.

The High Court found that, by not paying VAT, the company carried on trade that it could not have undertaken otherwise. That trading increased the overall net deficit on the company's balance sheet. The increase in that net deficit could, in principle, represent a loss to the company and be (wholly or

partly) recoverable from the director under the Insolvency Act. The failure to pay VAT was a breach of fiduciary duty, so it was possible for the liquidator to obtain a court order requiring the director to contribute personally in compensation for the breach.

If you are tempted to delay paying tax to free up working capital, don't - you could be personally liable if trading whilst insolvent.

While on the subject of VAT, don't forget that on the 1 January 2010:

- the standard rate of VAT reverted to 17.5%; and

- new VAT rules for EU cross-border supplies of services became effective. If you supply or receive cross-border services, services into the UK that were not liable to UK VAT before that date could now become liable and services out of the UK could cease to be liable to UK VAT. You will now need to report services supplied to and taxed in other member states, and not just goods in your EC sales lists as before. Seek advice from your tax adviser or go to the HMRC Guidance at [www.hmrc.gov.uk/vat/ec-sales-lists](http://www.hmrc.gov.uk/vat/ec-sales-lists)

If you are facing problems with meeting tax liability, remember the HM Revenue and Customs Business Payment Support Service, which was extended for a further year by the

Chancellor in December 2009. This covers most taxes and duties including Income Tax, Corporation Tax, VAT, PAYE and National Insurance. To qualify, the tax payer must be:

- in genuine difficulty;
- unable to pay their tax on time; and
- likely to be able to pay if HM Revenue & Customs allowed them more time.

Businesses already making use of the BPSS should ensure that they have a business plan showing a return of their activity to a firmer financial footing before seeking to rollover an existing deferral of tax payments. This is because the BPSS is available only to viable businesses, and continued cash-flow problems may lead the BPSS to question the sustainability of the business. While HMRC have been helpful they are taking a tougher line, and will not extend such help on multiple occasions. Again, seek advice from your tax adviser or find out more from [www.hmrc.gov.uk/pbr2008/business-payment](http://www.hmrc.gov.uk/pbr2008/business-payment)

If you have any questions on issues raised in this article or director's duties and liabilities generally, please call a member of the Corporate Commercial Practice Group at Thomas Eggar on 0870 160 1300. Caroline Armitage, Vice Chair, Chamber's Tax Finance & Legal Committee.

## Planning and transport



**Nick Farthing**  
Chairman

Chaired by Nick Farthing of Transport Works, the Planning and Transport Committee is a group of Chamber member professionals with a wide knowledge of planning and transport issues. It meets monthly to listen to presentations by representatives of local and regional government, which have recently included the South East England Regional Assembly, South East England Development Agency, Fareham, Eastleigh, Hampshire and Southampton Council Planning and Transport Policy Departments. In this way, it can take an informed view and give comment on behalf of the Chamber membership concerning regional and local planning and transport policy, forthcoming major development in and around the city region, as well as reviews of topics relevant to the growth of the local economy. Email [k.salomon-olsen@soton-chamber.co.uk](mailto:k.salomon-olsen@soton-chamber.co.uk)

### Committee members

- Nick Farthing**  
Transport Works,  
Committee Chair, Board Representative
- Clive Rutland**  
Rutland Chartered Surveyors, Co-Vice Chairman
- Peter Hine**  
Capita Symonds, Co-Vice Chairman
- Aart Hille Ris Lambers**  
DP World Southampton
- Alex Hornby**  
Bluestar and uni-link
- Andrew Walsh**  
Mott MacDonald
- Andy Collyer**  
WestQuay
- Barry Olorenshaw**  
New Forest Business Partnership
- Brian Hendy**  
Hendy Group
- Chris Corcoran**  
Southern Planning Practice
- Chris Ridge**  
London Clancy
- Clive Watkins**  
Lambert Bros Haulage
- David Knott**  
TKL Architects
- David Lees**  
Southampton International Airport
- Gary Whittle**  
Meachers Group
- Gavin Hall**  
Savills Southampton
- Graham Barton**  
Palmer Harvey McLane, Fareham
- Graham Tuck**  
Southampton City Council-Planning
- Jeff Walters**  
Soton City Council Economic Development
- Joanne Turner**  
Freightliner Ltd
- Kathryn Rankin**  
Eastleigh Borough Council, Economic Development
- Matt Kitchin**  
First Group
- Michael Dorgan**  
EDP Consulting Engineers
- Murray Carter**  
Red Funnel
- Phil Marshall**  
Soton City Council -Transport Dept
- Richard Andrews**  
Associated British Ports
- Richard Purcell**  
Thomas Eggar
- Richard Thornback**  
Viva-Law Solicitors Ltd
- Russell Mogridge**  
Hughes Ellard Surveyors Fareham
- Terry Holden-Brown**
- Tony Mundy**  
Fareham Borough Council Economic Development
- John Waugh**

## Property Rates - All Is Revealed

Following publication of the draft rateable values at the beginning of October the last few weeks have seen a flurry of activity as the remaining factors influencing the amount of rates each occupier will pay from April 2010 are revealed. As usual it is a mix of bad and not so bad news.

First is the revised multiplier (rate in the pound) of 41.4 pence (40.7 pence for small properties), which is marginally less than originally mooted. This was followed by the phasing

arrangements for the next 5 years. In the first year these will limit the level of increases to about 12.5% in the first year and decreases to just under 5% (or 5% and 20% respectively for small properties).

At the beginning of December in the Pre-budget Report, there was welcome confirmation that small properties will continue to receive relief from empty property rates beyond the current date of March 2010 to March 2011. Businesses or certainly their Rating Advisors can

now calculate their liability for rates from April 2010.

The changes in rateable values for properties have been inconsistent, some facing a doubling or more of values whilst a few are facing a reduction. The phasing arrangements will at least initially limit the amount of any increase (or decrease), but businesses will still face substantial increases each year until they have reached the full liability. This emphasises the importance of challenging and correcting assessments where possible.

There may also be other ways of mitigating the rate liability for businesses and I would urge all occupiers to take advice from their Rating Advisors as soon as possible as most Rating Surveyors will be very busy with appeals from April 2010.

Peter Williams MRICS, Rating Division, Lambert Smith Hampton  
Email: [PMWilliams@lsh.co.uk](mailto:PMWilliams@lsh.co.uk), Chamber Tax Finance & Legal Committee.

### Working For You...

The Chamber is a member of a number of important working parties, committees and consultation panels. We are there to look after the interests of business in general and our members in particular. I will report back to you via this column and would very much like feedback from you.

The Chamber's policy on topics of concern and interest to Chamber members is formulated by our two Standing Committees (Planning & Transport Committee and Tax Finance & Legal Committee). If you would like to become more involved in the policy work undertaken by your chamber, please let me know.



**Jimmy Chestnutt**  
Director General  
Southampton & Fareham Chamber of Commerce

As the Independent Voice of Business, the Southampton and Fareham Chamber of Commerce is busy representing you on many committees. Coming up are:

DATE	MEETING / COMMITTEE	REPRESENTATION
6 January 2010	Chamber Planning & Transport Committee	Kristine Salomon-Olsen and Nicky Hirst (Representation)
7 January 2010	Chamber Tax Finance & Legal Committee	Kristine Salomon-Olsen and Nicky Hirst (Representation)
8 January 2010	Young Chamber Holiday Challenge	Go South Coast, European Enterprise Network
11 January 2010	Business South Advisory Committee	Nicky Hirst (Communications Officer)
12 January 2010	Southampton City Centre Management Board	Jimmy Chestnutt, (Director General)
15 January 2010	Southampton Economic Development Education Workshop	Nicky Hirst (Communications Officer)
22 January 2010	Southampton Economy & Enterprise Board	Jimmy Chestnutt (Director General)
27 January 2010	Young Chamber Regional Meeting	Nicky Hirst (Communications Officer)

Please email [editor@soton-chamber.co.uk](mailto:editor@soton-chamber.co.uk) if you have any issues that you would like raised at these meetings.

- Hampshire Economic Partnership ■ South East England Chambers of Commerce ■ Local Strategic Partnerships of Southampton, Fareham and Eastleigh ■ Southampton Port Futures ■ eHampshire
- Business Southampton ■ Southampton Old Town Steering Group ■ Southampton Economy & Enterprise Board ■ Southampton Traffic Stakeholders Group ■ Southampton Airport Consultative Committee
- Fareham Town Steering Group ■ Eastleigh Town Centre Partnership

# £2.9M Boost For Southampton Airport Rail Passengers

Transport Minister Chris Mole has unveiled new facilities at Southampton Airport Parkway station that promise to smooth the journeys of thousands of rail passengers who arrive at the station each day.

A new footbridge and two new platform lifts have been built at the station thanks to a £2m Government grant and additional funding from the BAA, South West Trains and Hampshire County Council.

Transport Minister Chris Mole said: "Southampton is a major international gateway and I'm delighted to open these new facilities which will make life easier for passengers.

"If we are to encourage more people to travel by train improving access for passengers is vital. That's why we launched our £370m Access for All initiative in 2006 which has not only enabled us to make these improvements to Southampton but is helping us to fund similar improvements at other stations."

Andy Pitt, Managing Director of South West Trains, said: "With more and more people using Southampton Airport as a fast link to access our frequent and punctual services to London, it's crucial that we make it as easy as possible for everybody to travel between the station and the airport.

"The opening of the new footbridge will mark a significant step forward for the station and the airport, and we are hopeful that even more passengers will now take the opportunity to find out just how easy it is to make the connection from rail to air."



Dave Lees, Operations Director for Southampton Airport, said: "The new rail footbridge at Southampton Airport Parkway is conveniently located adjacent to the airport terminal, just 60 seconds walk from the Arrivals Hall. This means passengers can be joining their train just a few minutes after their aircraft touches down.

"The bridge is a significant improvement for passengers from across Europe who are increasingly using Southampton Airport as a fast link to access London - just 66 minutes away.

"The bridge will also assist passengers visiting the south coast region, particularly to Weymouth in the run up to the 2012 Olympics."

## Southampton Airport Consultative Committee celebrates 40th Anniversary

The Southampton Airport Consultative Committee has celebrated its 40th Anniversary this week. As part of the celebration, committee members were invited to the official opening ceremony of the new £2 million rail station footbridge opened by Rail Minister, Chris Mole, before returning to the airport for the special birthday celebrations.

The Southampton Airport Consultative Committee was set up following the Civil Aviation Act in 1968. The committee is a statutory requirement for all UK airports and the first meeting was held on Wednesday 3rd December 1969. At the time, the airport Managing Director was Mr Somers and the committee was chaired by Alderman NFN Norris of Eastleigh Borough Council. At that meeting, it was decided the committee would discuss policy and progress at the airport, proposed developments, flight schedules, noise levels, employment levels, complaints and the actions taken by airport managers. These topics continue to be key areas of focus for the committee 40 years later.



Today, the group consists of 29 representatives from local business, local council, resident associations, disability groups and airport companies. The

group meets three times a year, from areas across Hampshire including Southampton, Eastleigh, and Winchester.

Tony Balcombe is the longest serving member, joining when the committee in 1970. 17 years later, he became the Chair of the committee in 1987, and continues this voluntary role today. He said: "The Consultative Committee plays an important role in ensuring the airport provides the right services and facilities for this region. It is a formal group who listen to the views of interested parties to create a balanced approach between the business, social and economic needs of the region, as well as those living close by."

Kevin Brown, Managing Director of Southampton Airport, added: "The committee was established in 1969, and has seen the airport through a significant part of the airport's 99 year history, including the complete redevelopment of the airport in the 1990's. The committee plays an important role in helping Southampton Airport to understand the views and requirements of organisations and residents."

# Patrons

## History of Southampton & Fareham Chamber of Commerce Patrons Scheme

In October of 2001, the Southampton & Fareham Chamber of Commerce investigated the viability of introducing a Patrons Scheme for its members.

The aim of the Patrons scheme was to have in place a mechanism whereby each joining member would be provided with the means to gain high profile coverage for their company including name awareness, enhancement of a corporate image, association with a high-quality event at a sensible yearly fee offering genuine value for money.

In order to suit all budgets a three tiered Patrons Scheme was viewed i.e. Gold, Silver and Bronze with each tier giving both high profile and a number of benefits to its Patrons.

After a successful presentation in February 2002 to the Southampton & Fareham Chamber of Commerce Board Directors, unanimous approval was given to the scheme, which was then offered to members.

In March 2002 Intelligent Marketing joined the scheme as its first Gold Patron. The scheme now numbers 19 companies, the

support of these members makes an invaluable contribution to the overall strength of this Chamber of Commerce.

The scheme has now been tiered to include four levels, Platinum, Gold, Silver and Bronze Plus with currently 1 Platinum, 7 Gold, 4 Silver and 6 Bronze Plus.

The Patrons package has been developed to offer a high profile way for members to express their commitment to the continued strength of the Chamber of Commerce while receiving a tailored package of benefits to build the profile of each Patron's business.

Patrons packages start at £1750.00 per year. If you are interested in becoming a patron please contact Margaret Toms, Head of Membership Services 023 8022 3541.

We would like to welcome two new Patrons to the scheme, Chewton Glen Hotel & Spa and De Vere Grand Harbour Hotel both have joined as Bronze Plus Patrons. The Chamber looks forward to working closely with them both over the coming months.



De Vere Grand Harbour Hotel



# Our patrons

Southampton & Fareham Chamber of Commerce and Industry is pleased to recognise the following companies amongst its Patrons in 2010

## PLATINUM PATRONS



## GOLD PATRONS



## SILVER PATRONS



## BRONZE PLUS PATRONS



# Bluestar Gains Second Major Industry Award

The Eastleigh based bus operator Bluestar received the Medium-sized Bus Operator of the Year trophy from the Route One Operator Excellence Awards. Now the Management team have returned from the UK Bus Awards held at London's Park Lane Hilton Hotel, having beaten off stiff competition from 5 other companies to gain the Bus Marketing Campaign Of The Year Award.

The judging panel said that they had greatly admired the stylish Star Quality campaign that successfully re-launched the Bluestar 1 service between Winchester, Chandlers Ford and Southampton last year and the way the company worked closely in partnership with authorities, retailers and other businesses in the region.

Bluestar's Operations Manager Alex Hornby, accepted the award in which the company was also praised for the professionally produced advertising and marketing literature, the effective use of web and how the staff were engaged and motivated

throughout the process. The route has a dedicated team of drivers selected via an application process.

Alex Hornby says that the company was delighted to receive their 2nd award in as many months: "Our success at Bluestar and the progression of Bluestar 1 in particular, with passenger growth exceeding 12% compared to the previous year is rewarding enough but we are delighted to receive industry recognition for the achievement. The award is highly competitive, and we faced tough competition from many worthy winners. We are proud of our team and pleased to have created a product that more people are attracted to, bucking the current trends in a difficult trading environment."

Nick Farthing Chairman of the Chambers Planning & Transport Committee said: "I live in Chandlers Ford, and use Bluestar 1 regularly to get in and out of Southampton. Since February, we have all noticed how much the route has been revitalized. Yes, there

has been investment in vehicles, but more importantly, there has been much more attention to detail in the product. The vehicles shout out quality, and are adorned with exciting branding inside and out that make them attractive."

"The regular team of drivers works hard and well. It shows just how much they enjoy their job and as a customer I feel really valued. We've seen promotion everywhere - at bus stops, on the web, at local retailers, rail stations and shopping centres - all positioned to gain interest. Bluestar 1 is a fine example of what can be done to engage local people - and especially non-users - in the merits of bus travel."

"During these difficult financial times, and when all are thinking more sensitively to minimize their carbon footprint, Bluestar has done almost all that is possible to position the bus as an attractive proposition."



Steve Cuff, Alex Carter and Alex Hornby received the Medium-sized Bus Operator of the Year trophy

## One in two workers is an unsung hero of recession

Half of UK workers have taken actions that help companies survive the recession with employees in the South East the most likely to have accepted a pay freeze, according to research commissioned by R3, the insolvency trade body.

These 'unsung heroes' of the recession are helping companies stay afloat and preserving jobs by accepting pay freezes, working longer hours or making other changes to their employment patterns.

The poll commissioned by R3 shows that during 2009:

- One in three workers worked overtime or longer hours without extra pay;
- One in ten have deliberately not asked for a pay rise in view of the recession;
- One in ten have taken unpaid leave;
- One in ten accepted a pay freeze;
- One in ten did not receive a bonus that they had expected to receive;
- One in two people who work have taken at least one of these actions.

Andy Beckingham, southern regional chair of R3 and a partner with BDO said that these unsung heroes were firing 'magic bullets' in terms of their potential to help save failing businesses. "A few people in a company taking pay freezes in the short term can prevent insolvency and job losses in the long term," commented Beckingham.

"While the sacrifices made across the South by workers at Ford, Honda and British Airways have made regional and national headlines, there are countless more people out there in small businesses who are making a quiet but no less significant contribution to their companies, their colleagues and the economy as a whole. With record numbers of insolvencies and rising

unemployment, their personal sacrifices are invaluable and will go a long way towards rebuilding the region's economy as we begin to move out of recession in 2010."

Nationally, 91% of insolvency practitioners believe workers' actions have a clear role to play as part of a package of measures designed to cut costs and keep businesses afloat. According to the CBI, nearly two-thirds of employers are operating some form of recruitment freeze and 45% have introduced more flexible working.

Media reports of staff making personal sacrifices to help secure their employer's long-term future have featured high-profile companies including:

**Ford:** Earlier this month workers at the Transit assembly plant in Southampton returned from the third shutdown since Christmas 2008. The workforce was halved in the summer when 550 workers took voluntary redundancy or opted for early retirement.

**British Airways:** British Airways pilots accepted 2.6% pay cuts. In return, they received shares in the company in three years time worth £13m. Also at BA, 7,000 staff agreed to take part in cost-saving measures, including 800 who said they will work unpaid for up to a month. Most opted for unpaid leave.

**BT:** BT said they would give staff an upfront sum of 25% of their annual salary in return for taking the entire year off. Staff were also given the option of a one-off payment of £1,000 for going part-time.

**KPMG:** asked its staff to move to a four-day week or take sabbaticals on 30% pay, to stave off a redundancy programme across the firm.

## Tenon Financial Services is named Best IFA again

The Financial Services division at Tenon, the leading business advisers to entrepreneurs, has won the award for Best IFA at Shares magazine's reader Awards ceremony, held at London's Grosvenor House Hotel on 17 November.

This is the second year in a row the financial services specialists have won the accolade, beating competition from Sesame, Skipton Financial Services, Barclays, Towry Law and HSBC.

Peter O'Sullivan, Head of Tenon Financial Services, said:

"We pride ourselves on our independence, expertise and high service levels to ensure our clients receive the best financial advice.

"There are fewer than 300 firms recognised in the UK as Chartered Financial Planners and we are one of them. We encourage our team of advisers to go beyond the statutory qualification levels to achieve Chartered status. We even go as far to assist all of our support teams to achieve a certificate in financial planning.

"We offer a range of wealth man-



agement services including a recently launched platform with discretionary capabilities. Tenon Wealth gives retail investors access to funds usually only available to institutions and offers seven discretionary managed portfolios each with a different allocation of assets to match different goals and objectives.

"We tailor our advice to suit each of our client's individual needs and unique goals. We believe this goes part way to explain why the readers of Shares magazine voted for the team at Tenon Financial Services."

# Business conference a big hit

Representatives from over 80 local businesses attended the third annual Eastleigh Business Conference to celebrate business in the borough and look ahead to future challenges.

Held at East Horton Golf Centre and organised by the Economic Development team at Eastleigh Borough Council, the event aimed to keep local businesses up to date with plans for the borough and listen to their views on issues relevant to them.

Key speaker at the event was Chris Piper, Agent for the Bank of England who gave a fascinating insight into the workings of the Bank of England and shared with the audience information on the future for bank rates and fiscal policies. His economic outlook was upbeat despite some challenging times ahead as we emerge from the worst of the recession.



Chris Piper, Bank of England together with Eastleigh Borough Council's Chief Executive, Bernie Topham and Cabinet lead for Business and Skills, Councillor Peter Wall

The conference also heard about the success of Murphx a leading edge internet and telephony company based in the borough that has experienced significant growth over the last few years through innovation and re-investment.

Cllr Peter Wall Cabinet Lead for Business and Skills says "Our objectives for the conference was to share information about the state of the economy and to encourage debate with local businesses to help us all meet future challenges." He added "No one can deny that we have experienced a very difficult economic climate. However, overall the borough's business community is more than holding its own and is well placed to take advantage of the recovery as we emerge from the worst of the recession."

## New Smarter Working facility to open at Fareham Enterprise Centre

Located just five minutes from the M27 and a couple of minutes from Fareham Town Centre, Fareham Enterprise Centre is set to become part of the county-wide Smarter Working Centre Network being established by Hampshire County Council as part of its £1/2 million investment in recession-recovery initiatives.

The Smarter Working Centre will offer 'pay as you use' internet connected low-cost work, training and meeting space for start-up and other Small to Medium enterprises, as well as offering a supported local working environment for home-based businesses at the same time as a cost, time and carbon saving alternative to those commuting out of the area.

Tony Corbin, Project Manager for the eHampshire Partnership - who are tasked by HCC with implementing the network and

working with local partners as well as programme affiliates, Business Link, Job Centre Plus, Train to Gain and Enterprise First said, "When we say low-cost we really mean it. Plus, there's no lease to sign, no building to maintain, you just drop in or book on-line and depending upon which tariff you choose, you could be paying as little as £10 per day with the option to connect your own laptop or use the PC facilities in the centre. It's also a great way for out of area businesses to establish a local presence and a professional environment for any business to organise client or team meetings or training sessions. You can also, as a member, automatically use any of the other centres in the network too."

Southampton & Fareham Chamber of Commerce is pleased to support this initiative by eHampshire which will provide confidence for those starting up in business and



prove very convenient for out of area businesses.

The Fareham Smarter Working Centre on Hackett Way is expected to open its doors towards the end of January and will join other centres in the Network located in Gosport, Havant, Fordingbridge, Basingstoke, Whitechurch and Aldershot. More centres are likely to follow later in the year. For information on the new Smarter Working Centre Network visit [www.smarterworkingcentresh-iow.org.uk](http://www.smarterworkingcentresh-iow.org.uk)

## Join an exclusive dining club and make huge savings on your restaurant bills

AS THE recession continues, restaurants are fighting back with all manner of ingenious ways of attracting customers. But the rise of dining clubs has been one factor that has helped to keep tables full when many are pulling in their belts.

One such success story is the Restaurant Members Club, launched by local businessman Roger Mallock. RMC (Restaurant Members Club) has some 40 restaurants on its books, offering members a range of incentives including two for one dining, 15-20 per cent reductions, special dining packages and free use of private rooms and facilities.

The club was launched in April of this year and has seen rapid growth and interest from members who pay a flat £50 fee to take advantage of all of the offers.

"It's been a great success and we have more restaurants showing interest in joining as word spreads," said Roger. "The club offers the perfect business and private tool for dining out and entertaining in some of the top restaurants and hotels in the south. Champneys resorts across the country are represented as are top venues in the New Forest. The Restaurant Members Club has just reached Winchester and London to add further

value to the membership. Club members receive a membership card which they present to the restaurant of their choice when they dine. Offers can be sourced using the club's website - [restaurantmembersclub.com](http://restaurantmembersclub.com) - and advance booking must be made to qualify for offers and discounts.

Restaurants featured in the club include Hotel Terravina, Carey's Manor, Banana Wharf at Hamble and Ocean Village, Dock Gate 4, Ennios, and Chewton Glen Hotel. More details on how to join can be found at the club's website - [restaurantmembersclub.com](http://restaurantmembersclub.com).



SOUTHAMPTON & FAREHAM  
**CHAMBER**  
OF COMMERCE & INDUSTRY

### WORKING WITH THE CHAMBER

The Chamber of Commerce works across many sectors and Partnerships to promote the voice of Business

#### Working with

- Business Link
- Eastleigh Borough Council
- Eastleigh Strategic Partnership
- Eastleigh Town Centre Partnership
- Eastleigh Passenger Transport Forum
- eHampshire
- Fareham Borough Council
- Fareham Town Steering Group
- Fareham Town Marketing Group
- Graduate Jobs South
- Hampshire Economic Partnership
- Hampshire County Council
- Network Fareham
- New Forest District Council
- New Forest Business Partnership
- Romsey Chamber of Commerce
- Royal Institute of Chartered Surveyors (RICS)
- SMART - rail transport
- Solent University
- SEEDA
- Southampton Airport Consultative Committee
- Southampton Property Association
- Southampton City Centre Management - Streets Ahead Southampton Ltd
- Southampton Economic and Enterprise Board
- Southampton City Council
- Southampton City Image Group
- Southampton Partnership
- Southampton Traffic Stakeholders Group
- Test Valley Borough Council
- UKTI
- University of Southampton

**MORE BITE TO YOUR BUSINESS**

## Chamber First

The Chamber has available to its members a number of exclusive services giving you the opportunity to benefit from a range of business services at substantial discounts from standard market rates.

### Business Services and Support:

- **Chamber Healthcare**  
peace of mind
- **Chamber Legal Advice Line**  
comprehensive advice for legal and accountancy matters
- **Chamber Legal Expenses**  
cost effective insurance cover
- **Chamber Passport**  
Special offers and discount for all your employees.
- **Chamber e store**  
On line shopping mall
- **Chamber Office Supplies**  
cost effective and quality
- **Chamber On-Line HR**  
all HR issues addressed
- **Chamber Telecommunications**  
exclusive savings
- **Chamber Utilities**  
cost efficient purchasing
- **Chamber Mailshot**  
Get your message out to all our Chamber members
- **Networking events**  
Opportunities to meet and do business with fellow business people
- **Business Information**  
Fast answers to your business queries
- **Training**  
For all your training needs
- **Seminars**  
Informative presentations on legal and local issues
- **International Trade/Chamber International**  
Grow your overseas business
- **Promotion and Sponsorship**  
Position your message along side the Chamber of Commerce
- **Mailshots/Mailing lists**  
Target your message to companies locally & across the UK
- **Credit Checks**  
Peace of mind when establishing credit with customers or other partners

# Uniworld in Partnership for IP Phone Systems



A new strategic partnership for IP phone systems has been announced by reseller Uniworld Communications.

The relationship with ShoreTel is providing Uniworld with the option to sell integrated IP phone systems via the channel.

This launch forms part of Uniworld's aim to position itself as a leading

provider of a broad range of voice and data communications solutions.

Matthew Lambert, Sales & Marketing Director of Uniworld, said "We can now provide completely integrated and scalable IP phone systems through the channel and this is presenting excellent opportunities for our Channel Partners to win business and improve customer retention."

Matthew added, "We have already closed one major deal for an IP phone system within weeks of launching the relationship, demonstrating the success of the launch and the attractiveness of IP phone systems as a replacement for a traditional PBX."



Matthew Lambert, Sales & Marketing Director

## Business Information



BSI has published a new edition of BS EN ISO 9004, providing organizations with a framework for achieving long-term success. BS EN ISO 9004:2009 Managing for the sustained success of an organization - A quality management approach, can be used by any organization regardless of size, type and activity to sustain delivery of high-quality products and services for the benefit of all interested parties.

Organizations already using BS EN ISO 9001 will be familiar with ensuring quality management of products and services. The new version of BS EN ISO 9004 will provide the next step towards ongoing improvement, measured through the satisfaction of customers, owners, shareholders, suppliers and partners, staff and society. It gives guidance on the adoption of a systematic approach which can help ensure economic survival in the long term.

Rather than prescribing exactly how operations should be run, BS EN ISO 9004 provides a framework within which an organization can manage and enhance the quality of its products and services. Alongside this, the standard promotes ongoing self-assessment which enables organizations to:

- identify their strengths and weaknesses
- identify opportunities for improvement and innovation
- review and improve the maturity level of the organization, including leadership, strategy, management system, resources and processes.

Mike Low, Director, Standards, BSI, said: "Businesses are still operating in tough economic conditions. This standard can help by providing a well-tryed approach to ensure the sustained delivery of quality, business efficiency and customer satisfaction. The revision of BS EN ISO 9004 provides a broader perspective on quality management for

organizations already using standards in the ISO 9000 series as well as those just starting out. The self-assessment element of the standard ensures exploitation of strengths and opportunities and continual improvement and innovation."

BS EN ISO 9004:2009 is the third edition of the standard first published in 1987 and replaces BS EN ISO 9004:2000. Changes have been made based on the experiences of organizations implementing the standard around the world. It is intended to be consistent with ISO 9001 and other management system standards. BS EN ISO 9004 can be used independently or can be used with BS EN ISO 9001.

For further information on BS EN ISO 9004 or to buy a copy of the standard contact Lisa Hall by Tel: 023 8020 6158 or Fax on: 023 8022 7426 or e-mail: l.hall@soton-chamber.co.uk.

## Dining Out discounts for you and your staff

The Southampton and Fareham Chamber's "Chamber Passport" is an on-line special offer section where Chamber members' employees can enjoy a range of offers and discounts from other Chamber members. To access the discounts employees should visit the Chamber's website at [www.soton-chamber.co.uk](http://www.soton-chamber.co.uk) and click on the password protected page called Chamber Passport which is located on the homepage. The offers on the website are increasing on a regular basis - so please keep checking the website. This service benefits all members: sole traders without the



time to network; SMEs that do not need help with the various Chamber services and larger companies that employ many staff can use it as both a retention and recruitment tool.

Here is the latest update added to the Chamber Passport offers since December's Chamber News and already on the web page at [www.soton-chamber.co.uk](http://www.soton-chamber.co.uk):

- Dockgate 4 in Southampton are offering 15% off food and drink 7 days a week.
  - The Cromwell Arms, on the outskirts of Romsey, are offering 15% off food and drink 7 days a week.
  - Ennio's Ristorante E Bar Italiano, in Southampton are offering 15% off food and drink.
  - Puccini's Ristorante Italiano, located in Bedford Place and Shirley Road are offering 15% off food and drink 7 days a week. They are also offering the 'Eat Free on your Birthday' deal.
  - Banana Wharf, located in Ocean Village and Port Hamble are offering 15% off food and drink 7 days a week.
  - Ennios Boutique Hotel Rooms, are offering a special corporate rate for overnight stays including breakfast at £85.00.
- If you would like to find out more please contact Nicky Hirst, Public Affairs Officer by email at [n.hirst@soton-chamber.co.uk](mailto:n.hirst@soton-chamber.co.uk) or call 023 8020 6152.

# New Year - New Courses

Chamber Training is committed to offering high quality cost effective training. Our aim is to help organisations become more effective, more productive and more profitable through having a highly committed and motivated workforce.

Our training courses are often used as a catalyst for change, helping to improve & modernise skills & behaviour in an organisation to support business objectives throughout the year.

Chamber Training offers a diverse & flexible range of courses, depending on individual and organisational needs.

Forthcoming courses -

## Export Starter - 20th & 21st January

Many clerks and managers involved in export have little or no formal training. Most of the fundamentals of export practice, which are essential for anyone involved in moving goods internationally, are normally learnt by copying from a predecessor or just trial and error. The Export Starter course is designed to rectify this situation.

Designed for delegates with between 3 months and 4 years experience.



## Successful Supervisor - 'Help - What is my Role' - 26th January

This 'Bite Size' one day 'Help' workshop has been designed by BMPD Training & Development Ltd for the Chamber of Commerce. It offers Supervisors/Team Leaders an opportunity to identify their role and develop their skills to enhance their performance. Delivered interactively by commercially experienced tutors, using our successful 'Active' Learning techniques utilising practical concepts rather than academic theory.

## Authorised Economic Operator (AEO Status) Awareness Seminar - 27th January

One of the most significant changes to Customs procedures in recent years is the addition of Safety and Security and in particular the introduction of AEO Status. This went live in the EU on the 1st January 2008. Since this date, exporters, importers, freight forwarders, shipping/airlines and carriers have had to decide whether the benefits of AEO accreditation is worth the pain of going through the standards criteria.

This half day seminar will give an overview of AEO, how you

can apply and how it will impact on different areas of your business. Our trainer will go through the standards criteria that traders have to meet.

## Credit Control & Telephone Debt Recovery - 29th January

This one - day course is suitable for both small business owner/managers and employees of larger organisations who are responsible for Credit Control and/or Debt Recovery. By the end of the course delegates will:

- Be able to organise and implement an effective Credit Control System.
- Have confidence when calling Customers to request payment.
- Understand the implications of Credit Control.
- Learn how to deal with difficult customers.
- Gain Knowledge of Credit Control Procedures - Letter writing and follow up calls...and more

For further information or to book please contact the training department on 023 8022 3541 or visit our website [www.soton-chamber.co.uk](http://www.soton-chamber.co.uk)

Full 2010 Training Programme now available

## Bespoke courses

### Bespoke Courses

As well as the courses listed we also work with our experienced training partners to enable us to arrange and deliver bespoke and in company training. If you would like a course designed to match your business needs and delivered at your premises at a time that suits you then look no further. The courses below are just an example of what we offer so give us a call today to find out more.

- Management & Team Development
- Health & Safety at Work
- Risk Assessment
- Interviewing Techniques
- Thriving Under Stress
- Assertiveness Skills
- Coaching & Mentoring
- Payroll & Accounts
- Customer Service
- Telephone Techniques
- Sales Workshops
- Recruitment
- Presentation Skills
- Effective Communication Skills

And much more.....

For further information and bookings please contact the Training Department on 023 8020 6165/ 023 8022 3541 or email [train@soton-chamber.co.uk](mailto:train@soton-chamber.co.uk)

## Chamber Training – For all your training needs

### January Training

Export Starter	20 - 21 January
Successful Supervisor - 'What is my Role?'	26 January
AEO Status Seminar	27 January
Credit Control & Telephone Debt	29 January

### February Training

Hazardous Good Workshop	2 February
Emergency First Aid at Work	5 February
Winning Business through Face to Face Selling	9 February
Export Documentation	10 February
Terrific Telephone Techniques	23 February
EU Custom Procedures & Export Licences/Controls	26 February

### March Training

Letters of Credit	10 March
Basic Book Keeping & Accounts	17 March
Presenting Professionally	24 March
Effective Time Management	29 March
Successful Supervisor - 'How do I get the best out of my team?'	30 March

To find out more information on the courses we can offer visit our website:

[www.soton-chamber.co.uk](http://www.soton-chamber.co.uk)

or contact the training department on:

**02380 206165**

With substantial discounts for members you won't find better value locally!

Investment in your people is the best way to guarantee improvement in your business. Whatever your training requirement we can help you. Give us a call today.

Our wide ranging, highly qualified team of training partners guarantees you the very best results for your business. Quality training at fair prices.

# Chamber Patrons, Sponsors & Associates

The Southampton & Fareham Chamber of Commerce & Industry would like to thank the following companies for their support.

**Absolute Office Solutions**  
Patron



**Associated British Ports (Southampton)**  
Patron



**BAA Southampton International Airport**  
Sponsor of December Networking Lunch



**Botley Park Hotel**

Sponsor of 2010 Hampshire Chambers Golf Challenge



**British American Tobacco**

Sponsor of November Networking Lunch & Patron



**C W Fellowes**  
Patron & Chamber Auditors



**Chewton Glen Hotel & Spa**  
Patron



**City Centre Management**  
Associate



**Clarke Willmott**  
Seminar Sponsor



**Condor Office Solutions**  
Sponsor of July Networking Lunch & September Boatshow Lunch & Patron



**Daily Echo**  
Chamber of Commerce News



**Distinctive Publishing Ltd**  
Chamber of Commerce Directory and Diary



**E3 Consulting**  
Sponsor of 2010 Hampshire Chambers Golf Challenge



**Fontwell Race Course**  
Sponsor of June Networking Lunch



**Hampshire Press**

Designers of Events Flyers, sponsors of February Networking Lunch and Patron



**HSBC Bank PLC**  
Patron



**Intelligent Marketing**  
Sponsor of 2010 Events Calendar & January Networking Lunch & Patron



**Intergage**  
Sponsor April Networking Lunch



**Investment & Business News**  
Daily business bulletin



**JCI Southampton**  
Associate



**Jobserve UK**  
Business South 2009



**Little Van Gogh**  
Patron



**Lupa**  
Sponsor of July AGM & 2009 Chamber at Home non-members events



**MRB Creative**  
Patron



**NV Restaurant**  
Sponsor of July AGM & 2010 Chamber at Home non-members events



**Quayline Digital Printer**  
Patron



**Radcliffe & Co**  
Sponsors of March Networking Lunch, Seminars & Patron



**Red Funnel**  
Patron



**Royal Institute of Chartered Surveyors - RICS**  
Associate



**Splice Integrated**  
Sponsor of May Networking, Seminars & Patron



**Southampton International Boat Shows Ltd**  
Patron



**The WOW Company**  
Seminar Sponsor



**Thomas Eggar**  
Patron

