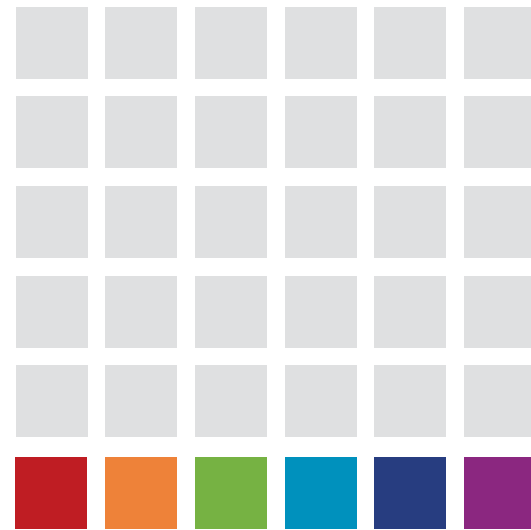


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**DIRECT MAIL**

We like to think our work speaks for us – but more importantly we know it speaks for **you**

Sustainable Pre-engineered Classroom : SPEC



**FORDINGBRIDGE**  
inspiring • sustainable • design • build

At Fordingbridge we can deliver a Sustainable Pre-engineered Classroom (SPEC) in just 16 weeks from concept to completion. This permanent solution offers a quality energy-efficient teaching environment compared to the cheaper temporary options available today.

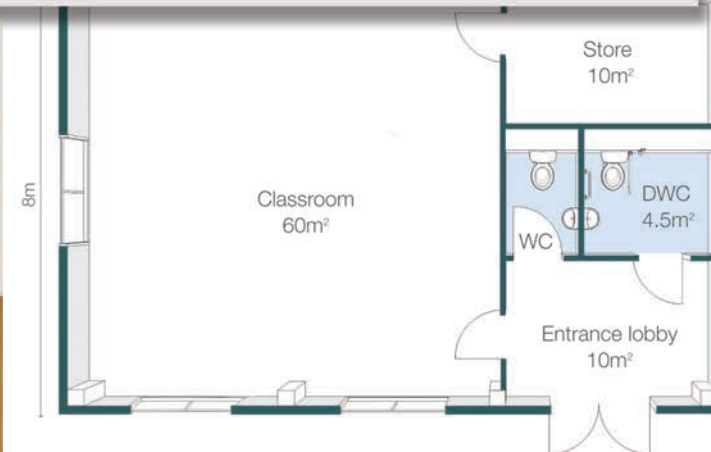
Our construction time is quick and efficient, causing minimal disruption to the school day and carried out by a CRB-checked installation team; a full health and safety compliance/accreditation is integral to our service.

Our SPEC building provides:

- an inspiring, multi-use space designed to be flexible and versatile
- a permanent solution with a long lifespan and a warranty to match
- sustainable, energy-efficient and cost-effective accommodation
- low maintenance and low running costs



- Special features:** comes as standard with a 'Fordingbridge' 10m building.
- Timber frame:** uses 100% recycled concrete blocks to reduce embodied carbon footprint.
- Super insulation:** to reduce heat requirements, our insulation value is 20% above the building regulations minimum, ensuring your energy requirements are met.
- Air tightness:** construction meets minimum requirements and can be enhanced, reducing gas leakage.
- Intelligent lighting system:** offers connectivity with the outside light levels to regulate the lighting environment.
- Green roof:** provides additional insulation and helps to reduce the building's carbon footprint.
- Energy saving:** LED lighting and energy-efficient appliances.
- Acoustic ceiling:** to reduce noise levels and improve the learning environment.
- Low carbon footprint:** achieved through the use of sustainable materials and construction methods.



Our SPEC building is designed with multi-purpose use and flexibility of space in mind, offering a fully DDA compliant 30-pupil classroom, entrance lobby, storage area and adequate toilet facilities as shown in the floorplan. Prices from £180,000 + VAT.

Our proven high-quality construction methodology is built on 20 years of experience in the education sector. Call us to arrange a no-obligation FREE site visit and consultation on 01243 554455 or email us on [kirstyhuxtable@fordingbridge.co.uk](mailto:kirstyhuxtable@fordingbridge.co.uk) or visit [www.fordingbridge.co.uk](http://www.fordingbridge.co.uk).

**FORDINGBRIDGE**  
inspiring • sustainable • design • build

- Initial Consultation
- Feasibility
- Design & Planning
- Construction
- Completion



10 Celebrating our 10th Anniversary

**BUSINESS TRAVEL SOLUTIONS LIMITED**  
Peace of mind for business travellers

**BUSINESS TRAVEL SOLUTIONS LIMITED**  
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All you have to do is call us next time you intend to travel on business and we can organise your flights, visas, car parking and lounge access

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- CAR PARKING AT AIRPORTS
- TAXI TRANSFERS
- LOUNGE ACCESS
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- INCENTIVES – SMALL GROUPS

**BUSINESS TRAVEL SOLUTIONS LIMITED**  
The Tree House Fairfield Mews  
Ashington West Sussex RH20 3DQ  
01903 892444 info@biztrip.co.uk  
www.biztrip.co.uk

- MEET AND GREET SERVICE Heathrow, Gatwick, Stanstead, Edinburgh, Manchester
- CAR HIRE
- HOTELS
- TAILOR MADE HOLIDAYS anniversary, honeymoon, etc.
- RAIL TICKETS (Broadway)
- DINNER RESERVATIONS AND FLOWER DELIVERY SERVICE for those forgotten special dates
- FERRY AND EUROSTAR BOOKINGS
- INCENTIVES – SMALL GROUPS

**BUSINESS TRAVEL SOLUTIONS LIMITED**  
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All you have to do is call us next time you intend to travel on business and we will organise every aspect of your trip including car hire, parking at airports, and taxi transfers

**BUSINESS TRAVEL SOLUTIONS LIMITED**  
Peace of mind for business travellers

- ESTA: Electronic System for Travel Authorisation
- After 12th January 2009 all travellers must be approved for travel to the United States via air or vessel
- Travellers also transiting through the United States under the Visa Waiver Program must also possess an approved Travel Authorisation after 12th January 2009
- This can be done online at <https://esta.cbp.dhs.gov>
- Early application is advised







We wouldn't have the great reputation we have or be recommended so often without brilliant clients like you Tony. So thank you for being the best.\*

**Everything we do, we do it for you...** cheesy, yeah, but true!

No, really, here at Wilson Design we love being creative on projects that help you win more business. As our strapline says: we like to think our work speaks for us – but more importantly we know it speaks for **you**.

So, as we enter our **20th birthday year**, why not get in touch and make this another great year for **us and you too**.

Visit [www.wilsondesign.uk.com](http://www.wilsondesign.uk.com) to see what we have been **creative with recently** in our blog and portfolio; there may be something there that would **work for your company**.

Best wishes for the Festive Season and the New Year!

*Steve Wilson*

\* It's important that we let you know we actually love ALL of our clients and it would be unfair to have just one favourite... but we really do think you're fabulous!

Tony Hedger  
A & T Business Ass Ltd  
2 Plantation Way  
Worthing  
BN13 2AF

*P.S. As it is our 20th birthday year, we have a gift for you...  
order before the end of January and get 20% off all print costs.*

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Don't tell  
everyone Mark  
but you're my  
favourite...

... I bloody well  
love you!

Whether he was the first to say it or not, Oscar Wilde is often credited as the originator of the saying:

**"You never get a second chance to make a first impression"**

Here at Chichester Print we feel you should be making those all important first impressions better than your competitors! That is why we are members of the EC and try to implement all we have learnt from Nige and the team – and our own BGA, Karl, of course!

We can help you implement all you are learning in true EC style... so get in touch and we will make your ideas come alive.



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CIRCLE



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customers' job  
to remember  
to do business  
with you.

It's your job to  
remind them.

**Karl Anscombe**  
**YOUR BGA**

karl@nigelbotterill.com  
07792 368 309



Thank you for helping me make  
my first year as **YOUR BGA** such a  
fantastic one! It wouldn't have  
been the same without brilliant  
members like you.

**So thank you for being the best.\***

Everything we do, we do it for you... cheesy, yeah, but true! No, really, here at Nigel Botterill's Entrepreneurs Circle we love being hands on and helping great businesses like yours to win more business... and I'm passionate about my EC members here in the South East.

In my first year as **YOUR BGA** I have been fortunate to get over **75%** of local members participating in meetings and engaging with me... and each other... fantastic news for everyone involved... let's see if we can get that figure higher over the coming year.

Together we can make a highly effective local business community right here across the South East... get involved as **participation is key!**

Karl

\* It's important that I let you know I actually love ALL of my members and it would be unfair to have just one favourite... but I really do think you're fabulous!



## The age old debate...

I follow many training forums, to network with other trainers, keep on top of latest skills and trends and to have a support network there when I need it. Last week there was a really interesting debate going on in a LinkedIn Group - What makes a training programme great? Is it the trainer or the programme itself?

A fascinating debate ensued, but there were two more factors that were overlooked: 1) The need for the training, is the training needed, has the training programme been written for the needs of the trainees, or is it just a tick box exercise and 2) the trainees themselves. However good a training programme and a trainer is, if the trainees don't want to be there then the training is going to go down like a lead balloon.

Following on from that my own personal point of view is that a fantastic training programme delivered by a mediocre, monotone, bored trainer who is just ticking off objectives is going to be pants. However a mediocre training programme, delivered by a knowledgeable, enthusiastic, experienced and engaging trainer can be great.

Great trainers (and I mean great, there are far too many good, mediocre and even sh\*\* trainers out there for my liking. They give me and my fellow great trainers a bad name!

have the ability to adapt the training programme to fit the needs of the delegates, they can (95% of the time) engage even the most disengaged trainee and they deliver with enthusiasm and energy which is passed on to the trainees.

It is a known fact people forget 80% of what you tell them within 2 weeks, what they don't forget though is how you made them feel. So if they walk out of a training room, feeling confident in the system they've been learning, they feel the system is going to help them and they feel energised (although maybe a little tired) and happy then they are going to go away remembering that.

They will remember that the system will help them and even if they can't remember how to do it, they will remember that it can do X, Y and Z and they will be confident enough to teach themselves the how.

A mediocre, monotone, objective ticking trainer is never going to instil that kind of energy and confidence into a trainee - end of!

Now what happens if you have a great training programme that has been designed specifically for the trainees needs, that is relevant and useful, and you combine that with a great trainer - then my friends you have rocket fuel!



### About us: What we have been up to

#### Office Move

We're at it again, we've moved offices. It's only been nine months since we moved into our first new office, but already we have outgrown it. So in July we took the leap and we now have a lovely big office we can expand into, opposite Worthing Station.

It's so big in fact I get to regularly enjoy my pastime of sitting on the floor with coloured marker pens and a roll of lining paper to map out marketing strategies, customer avatars and of course training programmes.

On Thursday 1st August we had a lovely office warming party, with lots of Prosecco and nibbles including some beautiful branded cakes from LoRan Cake Company; [www.lorancakeco.com](http://www.lorancakeco.com)

Thank you to everyone who came along to make it such a success and welcoming into our new home, we particularly loved the flowers, plants and mugs - it made the place feel very warm and friendly.



#### Oscar's Tale

Woof Woof, Daddy had to go away for business this month, so Mummy came home to house sit and doggy sit.

Mummy was lovely, she bought me lots of yummy biscuits from The Black Dog Bakery ([www.theblackdogbakery.co.uk](http://www.theblackdogbakery.co.uk)), we got to go on walks and she let me sleep in the bed (shh don't tell Daddy!).

The bed is so comfy I never wanted to get up, but I like to stretch and I think Mummy enjoyed me hogging the duvet and she got me out of bed in the middle of the night.

When Daddy thought and was getting all towards the end, I was so, so happy, I was like a puppy when he came home.



#### Business Solutions Ltd

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### Microsoft Office: How to guide

Jon Paterson @Jon\_Iguana

#### Adding Security to Your Documents in Office 2010

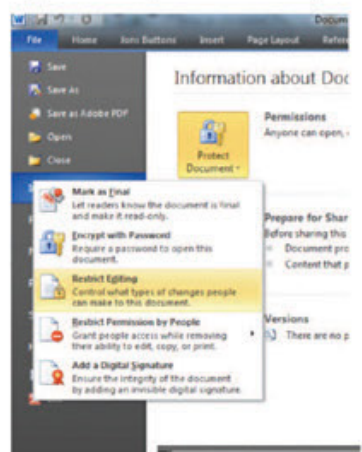
There are times when you need to keep your important documents secure so only certain people can read and edit or change them. We are taking a look at how to restrict editing and encrypt your documents in Office 2010.

With more people sharing documents online, it's good to know that you can add extra security to them, even if you're sharing them through your company's network. For this example I am using a Word document, but the processes of encryption is the same in Excel and PowerPoint.

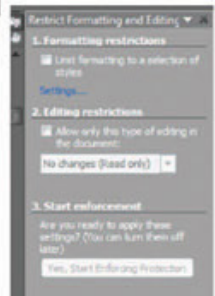
#### Restricting Editing Access in Word

If you need a shared document to be in a certain format and you don't want people making changes, you can control the type of changes people can make.

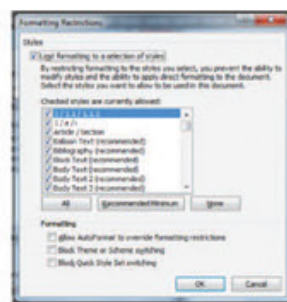
1. Open your document and click on the file tab, click on Info, Protect Document, and select Restrict Editing.



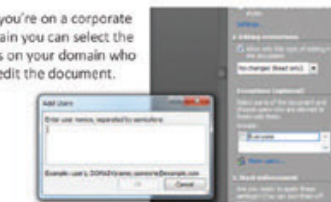
2. The Restrict Formatting and Editing menu will display on the right side and here you can limit formatting and selection types.



3. Click on the Setting and you will be able to really set what exactly what users can and can't edit in the document.

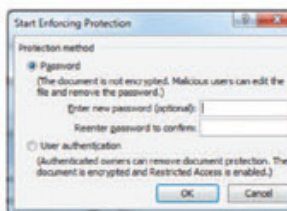


4. If you're on a corporate domain you can select the users on your domain who can edit the document.



5. After you've changed your editing restrictions click on Yes, Start Enforcing Protection.

You can now add a password for the editing enforcements.



### Microsoft Office: How to guide

#### The A-Z of Ctrl + letter in Excel

- Ctrl + A** Displays formula palette given a function name or selects the whole worksheet or current date
- Ctrl + B** Toggles bold on the current selection
- Ctrl + C** Copies the current selection to the clipboard
- Ctrl + D** Copies the first cell in the selection downwards
- Ctrl + F** Displays the Find dialog box
- Ctrl + G** Displays the GoTo dialog box
- Ctrl + H** Displays the Replace dialog box
- Ctrl + I** Toggles italics on the current selection
- Ctrl + K** Displays the Insert Hyperlink dialog box
- Ctrl + L** Displays the Create Table dialog box
- Ctrl + N** Creates a new workbook
- Ctrl + O** Displays the Open dialog box
- Ctrl + P** Displays the Print dialog box
- Ctrl + R** Copies the leftmost cell in the selection to the right
- Ctrl + S** Saves, Displays the Save As dialog box if a new workbook
- Ctrl + U** Toggles underlining on the current selection
- Ctrl + V** Pastes the entry from the clipboard
- Ctrl + W** Closes the active workbook or window
- Ctrl + X** Cuts the current selection to the clipboard
- Ctrl + Y** Repeats the last workbook action
- Ctrl + Z** Undo the last workbook action

### Testimonials

"Lucy was a great help to us at Micawber Lettings. For weeks I've been meaning to get to grips with putting some of our properties up for advertising on our scrolling shop front monitors. I had no idea how to go about it. Lucy came to visit us and within the hour she'd worked out the best way of doing it, set me up with a template and now I'm ready to run! Job done. Many thanks."

Julie West, Micawber Lettings

"Lucy has been providing IT Training around various parts of MS Office. The content in her courses is thorough and easy to follow, and Lucy is always very patient! I would recommend her courses."

Miles Harris, Centre4 Testing

### Facebook Rules

We've all seen countless competitions on Facebook Fan Pages, Like to win etc etc well what many people didn't know was that up until 27th of August these competitions were breaking Facebook Rules and were running the risk of having their page pulled.

On August 27th Facebook announced they'd updated their Pages Terms "in order to make it easier for businesses of all sizes to create and administer promotions on Facebook".

So what are the new rules and what is and isn't allowed? Well the "like and share" competitions are still against the rules, you can ask people to share your post/picture but that can't be a requirement for entry to the competition. One of the reasons for this is most shares are not public so you can't see all the entries.

You can ask people to like a post or a photo to enter a competition but you can't ask them to like your page to enter a competition.

They have also now prohibited pages from asking people to tag themselves in to content they are not depicted in. So you can post pictures of an event and ask people to tag themselves in if they are in the picture, but you can't post a photo of a product and ask people to tag themselves in exchange for a chance to win a prize.

What does this mean for us business owners, well it does mean it's easier to run and administer promotions, but I still think we should be running our competitions through 3rd party apps. Why? When using the 3rd party apps we can ask for their name and email address, with their name and email address we can send them useful valuable stuff as well as promotional offers.



What does this mean for us business owners, well it does mean it's easier to run and administer promotions, but I still think we should be running our competitions through 3rd party apps. Why? When using the 3rd party apps we can ask for their name and email address, with their name and email address we can send them useful valuable stuff as well as promotional offers.

Full details can be found at [www.facebook.com/page\\_guidelines.php](http://www.facebook.com/page_guidelines.php)





# Newsletter

OXFORD OFFICE

Spring 2012



## Welcome...

It is over fifty years since Les Sworn and Richard King opened a quantity surveying office in Oxford under the banner of Sworn King & Partners. Through core values of professionalism, integrity and personal service they attracted discerning clients and loyal staff, developing a successful business which in 2008 became part of the Baqus group.

Integration within Baqus has brought new strengths and opportunities, a wider range of services and additional expertise. But our core values remain the same and our staff have provided the continuity our clients expect; indeed seven senior members of our Oxford team have been with the business for more than twenty years.

I have been with the group since 1981 and look forward to working closely with our clients and professional colleagues to build on our strengths and successes.

Paul Hurford  
Director, Oxford Office

## What we do

- Project Management/Employer's Agent
- Quantity Surveying/Cost Management
- Building Surveying
- Health & Safety including CDMC
- Access Consultancy including DDA Audits
- Contract Administration
- Funding Technical Advice
- Sustainability/Renewable Technologies
- Dispute Resolution/Expert Witness
- Project Monitoring/Independent Certifier
- 'One Stop' professional service including other disciplines as required

## Harefield Lord Adonis

The 26th January saw accommodation at the student bedrooms are staff flats. Built using an academy to have its own cost manager for the project.



## Sixth Form Centre Completed

St Benedict's RC High School, Alcester has built a new 2,000m<sup>2</sup> Sixth Form Centre, enabling the school to offer Post-16 education for the first time. This impressive building, designed by TSH Architects, is aspiring to BREEM "Excellent" and is being put forward for a series of design and sustainability awards. As cost advisors, we developed innovative sustainable solutions whilst achieving exceptional value for money and robust adherence to our client's budget.

The three-storey building with atrium has been designed as a sustainability exemplar, in a manner which is clearly demonstrable to the students and is intended to act as a powerful teaching aid. Technologies include a biomass boiler using wood pellets from local sustainable sources, full rainwater harvesting, and automatically controlled natural ventilation systems. Powerful external building elements include curtain walling, terracotta and aluminium, complemented by zinc rainscreen cladding panels, aluminium windows and external doors.

Our Oxford office works on a wide range of school projects, both in the state and private sectors, including long-term frameworks and much repeat business. Our bespoke cost database for education work enables us to forecast out-turn costs with exceptional accuracy.



## New Abbey wins national award

Mucknell Abbey, a new Church of England Monastery in Worcestershire for a contemplative Benedictine monastic community, has been awarded the coveted President's Award from EASA (Ecclesiastical Architects and Surveyors Association) and the National Churches Trust. The award was presented at Westminster Cathedral shortly after the Abbey had been inaugurated by Dr. Rowan Williams, Archbishop of Canterbury.



Photo: Dr Rowan Williams presiding at the inauguration ceremony in the Oratory.

Designed by Acanthus Clews Architects of Banbury, the scheme is part refurbishment and part new build. Guest rooms, refectory and ancillary accommodation are located within converted 19th Century brick barns and a new community building replaces a historic farmhouse to complete a courtyard environment. At the heart of the Monastery is the new Oratory, a lofty vaulted space designed for prayer and worship. The project was completed on time and within budget, with Baqus providing full quantity surveying and cost management services.

## Where we are

31 West Way, Botley, Oxford OX2 0JE

Our offices are a converted Baptist Chapel which will reach its Centenary in 2013. There is a large private carpark at the rear; for access route see website.

## Contact us

Our local management team:

- Paul Hurford  
paul.hurford@baqus.co.uk
- Michael Lochrie  
michael.lochrie@baqus.co.uk
- David Roche  
david.roche@baqus.co.uk



Tel: 01865 241159  
Website: www.baqus.co.uk



Complete refurbishment of four-storey villas on Bradmore Road to provide updated student accommodation. A fast-track project with prefabricated en-suite pod bathrooms, soundproofing and DDA improvements

## Worcester College



Having been quantity surveyors for recent projects, we have assisted with the evaluation of a national architectural competition for a new development at the main Walton Street site.



## Day Opportunity Centres Go Ahead

Under an existing framework for Buckinghamshire County Council, Baqus has been appointed as quantity surveyors and CDM Co-ordinators for a series of five Day Opportunity Centres at Aylesbury, Buckingham, Chesham/Amersham, High Wycombe and Burnham in conjunction with the Oxford office of ADP Architects.



## About Baqus

Baqus brings together a range of long established construction consultancies with the shared philosophy of providing an enthusiastic, proactive and personal service to every client. The company has wide-ranging experience in the market sectors within which it operates and clients are provided with the continuing involvement of a director in every project. Both innovative and forward-looking, Baqus is a strong, confident consultancy with a prolific history, able to meet and exceed client expectations.



Clive Sayer  
Chief Executive Officer  
@CliveSayer

## Baqus Charity of the Year

Baqus is pleased to announce Article 25, the UK's leading built environment charity, as our Charity of the Year for 2012. We shall be raising money to provide funds for their post-disaster reconstruction projects around the world, bringing construction expertise to the people who need it most.



The decision to have a Charity of the Year is a new initiative that will support our commitment to Corporate Social Responsibility and encourage employees to actively participate in fundraising events. These will include the "Gold Challenge", an initiative promoted by the British Olympic and Paralympic Association which offers the opportunity to take on a variety of Olympic sports during 2012.

For further information about Article 25 and its projects, please visit: [www.article-25.org](http://www.article-25.org)

## News from across our business

- Olympic sailing facility at Weymouth and Athletes Village at Portland completed in good time for July.
- Cabinet Office buildings refurbishment in Whitehall completed

## Major project

The longest nave in the world was salvaged from the ruins of the abbey and boasts the only nave that has never collapsed! We have been their quantity surveyors, assisting with the refurbishment of the nave and many specialist works.

Preparation of an inventory Fund which will invest £15m in the abbey's restoration centre. We provided, the inventory of the 'The Monks'

has been run by the specialist team of Associate Director David Roche who holds a Post-Graduate Diploma in the Conservation of the Historic Environment.

## Oxford office awarded 60th commission under healthcare framework

Our framework for project management, employer's agent, quantity surveying and CDM Co-ordination across Oxfordshire and Buckinghamshire runs from 2010 to 2014. We have already been appointed for 42 projects on 40 sites. All projects are led by a dedicated team in our Oxford Office and procured by design and build using framework contractors.

Our approach is collaborative with a strong emphasis on team working and a regular programme of Continuous Improvement Workshops. A few sample projects are:

### Littlemore Centre for Mental Health, Oxford



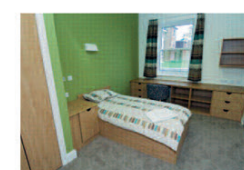
Refurbishment of psychiatric intensive care unit; security upgrades; refurbishment of forensic ward; rehabilitation ward extension; refurbishment and remodeling of medium secure units; refurbishment of Chapel and a new café.

### Abingdon Community Hospital Stroke Rehabilitation Gym

Extension to "Oxford Method" prefabricated ward to provide new rehabilitation gymnasium facilities for group therapy in a specialist facility which clusters together the most complex and frail elderly patients from hospitals across South Oxfordshire.



### Woodlands House Forensic Hospital, Aylesbury



Refurbishment with replacement of en-suites, damp-proofing and anti-ligature works, de-escalation space and seclusion room to 20-bed low secure unit. Micro-managed in ten phases with tight handover, decant and changeover between phases.

## Restoration of Bronze Age Copper Mines

Ecton Copper Mines are a remarkable complex of industrial remains partly owned by the National Trust in Staffordshire on the edge of the Peak District National Park. They include two main buildings (engine house and powder store) and associated structures such as part of the chimney, walling for the horse gin-wheel and the main shaft. The engine house is within a Scheduled Ancient Monument and the surrounding area is a Site of Special Scientific Interest.

Baqus have been appointed to provide cost advice, tender documentation and tender analysis for the Management Plan for archaeological remains. The lead consultant is Keevil Heritage Consultancy from Didcot, with whom we have also worked on the restoration of Medieval Defences for Coventry City Council.



## Our regional network

Our principal contact and phone number for each office. All email addresses are firstname.surname@baqus.co.uk

- London:**  
David Gattley ..... 020 7831 1283
- Basingstoke:**  
Chris Newman ..... 01256 476 500
- Bournemouth:**  
Toby Welstead ..... 01202 204 888
- Canterbury:**  
David Dunne ..... 01227 471 700
- Cheltenham:**  
John King ..... 020 7831 1283
- Chichester:**  
Robert Owen ..... 01243 792 220
- Lichfield:**  
James O'Keefe ..... 01543 419 585
- Liverpool:**  
Syd Marsden ..... 0151 708 5896
- Manchester:**  
Jim O'Brien ..... 0161 881 5216
- Oxford:**  
Paul Hurford ..... 01865 241 159

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JONATHAN JAMES  
CONSULTANCY LTD

Mr S Wilson  
Wils

NOTE TO SELF:

Swap service charge  
certification for  
something more  
satisfying.



Service charge rules start in April.  
Now that, calling JJCL is a **must**.

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# wilson design:works

We like to think our work speaks for us – but more importantly we know it speaks for you Issue 1: November 2012



Welcome to our first newsletter!

Having designed and printed newsletters for many of our clients with great success, I thought it was about time we did one for ourselves.

We have been involved in some great projects this year and produced work that we are very proud of... so let's show you some of it! I hope you find the content impressive and inspiring and that there is something here that you can adopt, adapt and implement in your own business to help you succeed and grow.

There are now so many ways that you can communicate with existing and prospective clients, you have to ask yourself: are you using enough of them and often enough? From e-shots to exhibitions, there are lots of ways to get your message out there – *we can help you achieve all of them!*

## Win new business with direct mail

With postal costs having risen considerably, fewer businesses than ever are using direct mail as an effective marketing tool – that's why there has never been a better time for you to use it! With so few other people using it you have a much better chance of making a big impact. Whether it's sales letters, brochures or leaflets, as long as you make them interesting and eye catching you're on to a winner.

An essential feature of any direct mail campaign is making sure that the recipient finds the mailer interesting enough to want to find out more. If you use envelopes make them stand out to give you a better chance of them actually being opened or alternatively send a postcard.

These are three postcards from a series of six which we sent out a while ago. They had a great impact and got lots of people talking. Pinned to noticeboards and passed around offices – these colourful cards have a good shelf life and great marketing value.

If you would like to get in front of your existing and prospective clients, there is no better way than direct mail. *Go on give it a go!*



# wilson design:works

We like to think our work speaks for us – but more importantly we know it speaks for you Issue 2: February 2013



Promote your business with passion!

It's February, the month of love and passion! And Valentine's Day is the perfect opportunity to sell to or at least communicate with your clients with great results!

At WDA, we have sent a sales letter, an email newsletter, used social media and sent this printed newsletter – all with a compelling offer and a call to action. By the way, you can find our fantastic Valentine's gift to you inside!

There are so many times during the year that you can engage with your customers and remind them to buy from you. All you need is a little advance planning. It doesn't have to be a whole year's marketing strategy (though that would be brilliant) but you do need to think a few months ahead and make it all tie together. *We can help you achieve it!*

## Autotrade-mail go direct

Autotrade-mail really appreciate the importance of using effective, cost-efficient marketing materials in getting their message across to their members. We have worked with the company for several years on a variety of projects, the latest of which was to design, print and organise mailing for their latest direct mail campaign.

The campaign introduced members to the new Autotrade-mail Gold Reward Scheme and included an information brochure, introductory letter and membership reward card. The letter and reward card were personalised with member-specific information.

How are you connecting with your clients?

Just give us a call to find out more about how we can help you communicate more clearly, more effectively and more directly.



# wilson design:works

We like to think our work speaks for us – but more importantly we know it speaks for you Issue 3: October 2013



No excuses!

It's not your customers' job to remember to do business with you, it's your job to remind them! How many times have you heard that said at a business seminar or networking event? So what are you doing about it right now? What marketing do you have in place to remind them this week?

When you communicate with your customers, and prospective customers, using multiple types of media then you significantly increase the results that you get. Whether it's email marketing, direct mail, newsletters, website, social media or exhibitions, you need to be contacting them regularly and with a consistent brand message and call to action.

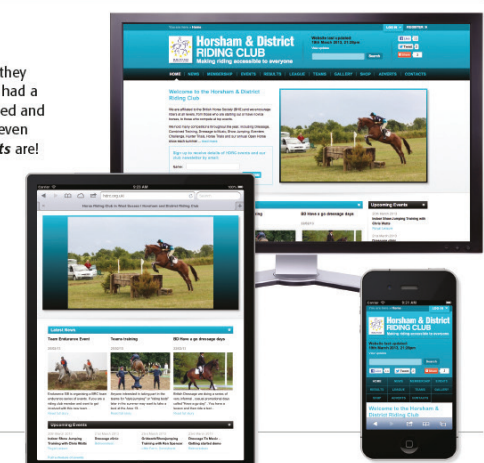
Your database of contacts is going to waste if you simply don't make use of it! It's your most effective resource for selling so make the most of it. Use all the means of communication you can to remind your customers why they should be buying from you – *we can help you with all of this!*

## Seriously impressed!

We love it when our clients let us know how happy they are with the work we do for them (we have already had a fantastic testimonial from HDRC about how impressed and pleased they are with their new site) but we love it even more when they let us know how happy *their clients* are!

HDRC sent us an email with this comment from one of their members who had recently used the booking system on the website: "Just a quick note to say that I've just used your website to enter the Hunter Trials on 21 April. I'm seriously impressed with your website. You could teach most large consumer organisations a thing or two about ease of use and functionality. Well done!"

Nice to know what we do works and is appreciated, not just by our clients but by the people they are selling to as well!





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Mar-Aug		02	03	04	05	06	07	08	09	10	11	12	13	14	15	16	17	18	19	20	21	
Sept-Feb	51	52	53	54	55	56	57	58	59	60	61	62	63	64	65	66	67	68	69	70	71	



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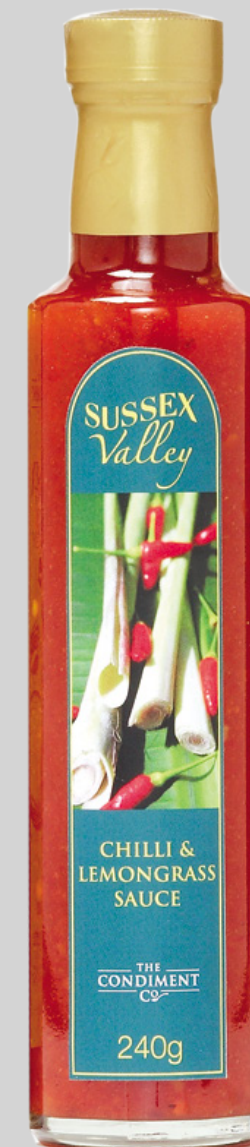


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SUPERIOR SAUCES, DIPS, DRESSINGS AND MAYONNAISES



SUPERIOR SAUCES, DIPS, DRESSINGS AND MAYONNAISES

Since 1986 the Condiment Company has been producing a sumptuous line of mayonnaises, sauces and dressings in the cathedral city of Chichester.

Our care and expertise in blending the best ingredients mean we are proud to offer the very best in the market. Our chefs continue to develop exciting new recipes and an inspiring range of new products to exacting standards.

We make all our products daily to order, using fresh ingredients which have a shelf life of eight months. Our mayonnaises and sauces are made from rapeseed oil, free-range eggs, fresh ingredients and contain no preservatives.

As well as producing our own ranges of products, we also specialise in exclusive lines for many well-known household names in the condiment market.

THE  
CONDIMENT  
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**Fan Coil/Resilient Mount Motors**

Available with outputs up to 750watts at 4 & 6 pole. Double and single shaft versions available.

**Radial Mounts/Blower Motors**

Mountings include the 3 arm radial mount, lug mount and end shield mount. Outputs up to 1400watts with models available from 4 to 6 pole.

**B56/60 Range**

(new models manufactured in the UK)

Available as mechanically rated, evaporator and totally enclosed fan cooled models. Outputs up to 1400watts from 2 to 8 pole. Mountings available include solid foot, resilient mount and flange.

**Skeleton Motors**

(new models manufactured in the UK)

Shaded pole motors with outputs up to 18 watt. Various mountings and shaft dimensions from stock.

**33 Frame**

(new models manufactured in the UK)

Outputs up to 100watts from 2 pole to 6 pole. Mounting options include stud, tapped hole, foot mount or bracket. Plain shaft and fan hub available.

Unique modifications available

**Axials**

154mm to 710mm blades, motors from 2 pole to 8 pole, Single and three phase, Terminal Boxes if required. Plate fans also available.

**Backward Curve**

Diameters from 133mm to 250mm from stock. Provide quiet, efficient performance, most effective in high static pressure applications.

**Burner Motors**

Oil and gas fired burner applications with flange mountings. Outputs up to 750watt from 2 to 4 pole. Specific models available with pump couplings.

**Accessories**

Remco offers a wide selection of accessories including fan scroll wheels, blades, mounting kits and plates, speed-controllers, capacitors and many more.

Our experienced team are also on hand to fabricate one off pieces for specific applications.

**Elco refrigeration**

Remco is the UK distributor of Elco motors. Elco are industry recognised as a superior motor manufacturer with over 50 years experience in the production of fan motors for refrigeration and airconditioning applications.

**ELCO ECM**

*The industry is changing!!!*

Elco has designed a range of Electronic Commutated Motors (ECM) for use in commercial refrigeration applications. Increased efficiency assures energy saving of up to 80% to meet the parameters set by current legislation.

Elco's engineers are at the forefront in the development of ECMs, allowing Remco to continue supplying the high standard of motors that our customers expect. Elco engineers have now developed their 4th generation of ECM leading to increased reliability and durability.



**PRODUCT OVERVIEW**



**REFURBISHMENT**

Remco offers a fan deck and blower unit refurbishment service. Our aim is to remove all the hassle from replacing old motors and damaged fan wheels from dirty units. With a FOC collection service, we can refurbish your current unit at a fraction of the cost of replacing it new. Remco's experienced team in our fully equipped workshop can refurbish and return your units, usually within days. Alternatively, if you are able to visit us in Bognor Regis, we can refurbish your unit whilst you wait.



The refurbishment includes FOC collection and inspection on arrival, followed by a no obligation quote. Once the quotation is approved each unit is then disassembled, thoroughly cleaned in our specialised industrial cleaning unit and then reassembled using replacement components, only where necessary and a new motor. The unit is then tested prior to a speedy despatch.

**All work carried out is also covered with Remco's 12 month warranty!**

We take great care to make sure we only replace those components which are unserviceable. This keeps your cost to minimum and less than the cost of a complete new unit.



Please ask for a no obligation quote.

**REMCO SERVICE**

Remco has been supplying the industry with replacement powered motors and accessories for over 30 years.

With the backing of the Regal Beloit Group, Remco is no longer, fully equipped premises and we are developing our include an increasing number of UK manufactured motors.

Elco is also part of our group and only Remco and our appointed distributors are able to offer their quality range of replacement motors for the refrigeration industry.

Our business here at Remco was built on the foundations of strong technical support and excellent customer service. Our aim is to maintain these high standards.

**Delivery options**

Standard (2/3day) parcels.

Next day parcels: Pre 12pm delivery; Pre 10am; Pre 9am.

For a next day service, please send us your order by 4pm. Contact us in time and we will still do our utmost to despatch your parcel.



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shout



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Make sure your marketing message is heard!

look



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 wilson design associates provide creative design solutions to corporate, marketing, product and promotional needs that produce remarkable results. From logotypes, stationery and brochures to display graphics, exhibitions and the Internet.

We like to think our work speaks for us – but more importantly we know it speaks for *you*.

To find out how we can help get your message heard call Steve Wilson on 01243 787100.

Metro House Northgate Chichester West Sussex PO19 1BE  
T 01243 787100 F 01243 538501 M 07957 227378  
E [steve@wilsondesign.uk.com](mailto:steve@wilsondesign.uk.com) I [www.wilsondesign.uk.com](http://www.wilsondesign.uk.com)



Everything we do,  
we do it for you...

Everything we do,  
we do it for you...

*...cheesy, sure, but true!*

Here at Wilson Design we love being creative on projects that help you win more business. As our strapline says: we like to think our work speaks for us – but more importantly we know it speaks for **you**.

So, why not get in touch now and we can create something wonderful together!

**Steve Wilson**

*P.S. Just because we love you, we have a gift for you...  
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## SUMMER SEMINAR at Cowdray Park Golf Club

Thursday 9th July 2015 at 4.30pm followed by a drinks and canapés reception

Please RSVP to Nadia Faulkner:

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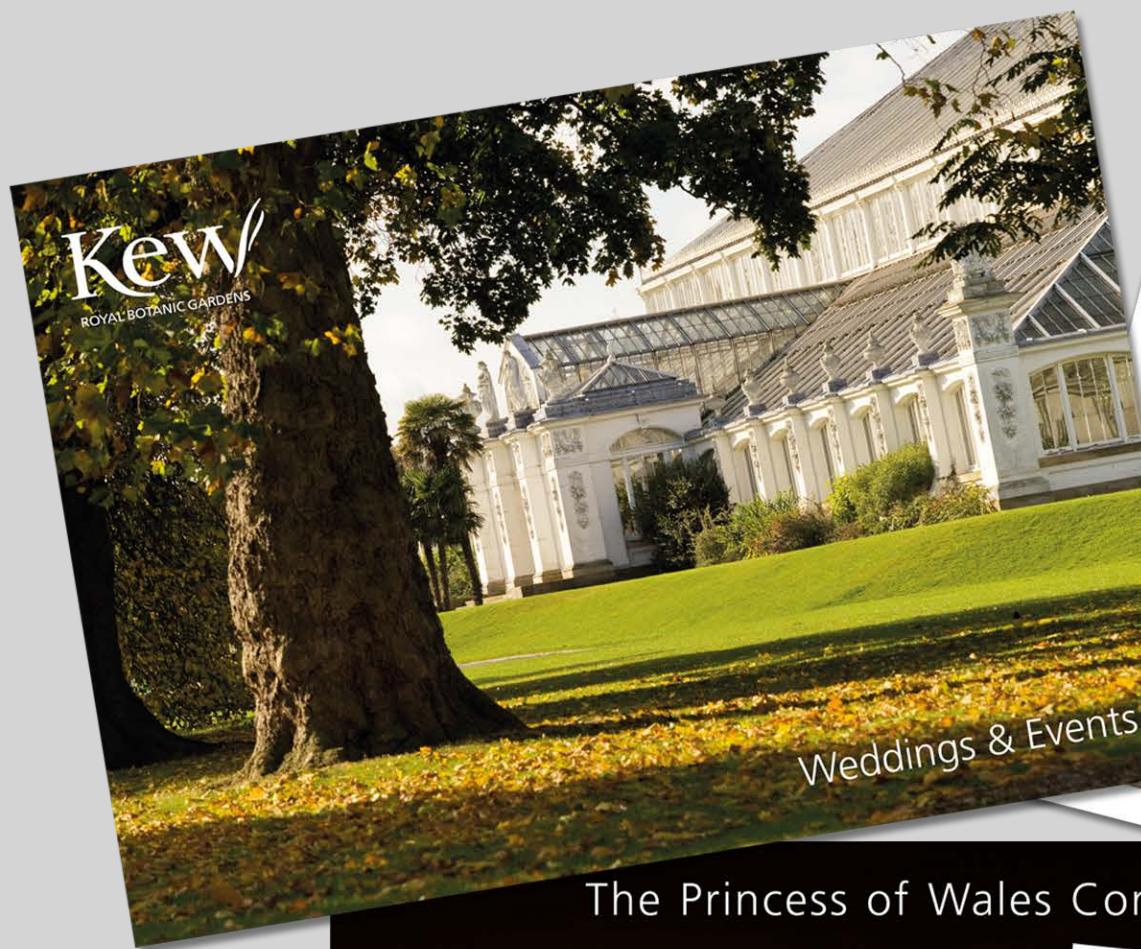
Anderson Rowntree would like to invite you to

## Christmas Drinks at The Leconfield Petworth GU28 0AS

Wednesday 25th November, 5pm onwards

Please RSVP to Nadia Faulkner: [nf@andersonrowntree.co.uk](mailto:nf@andersonrowntree.co.uk)





**Kew**  
ROYAL BOTANIC GARDENS

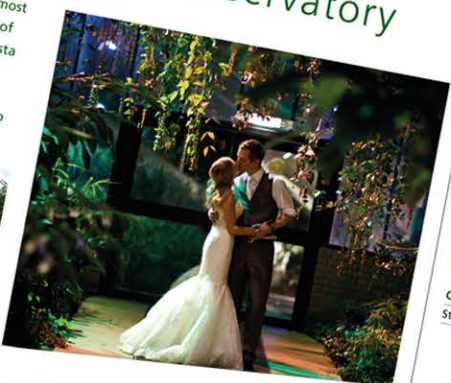
Weddings & Events



Weddings at Kew

**The Princess of Wales Conservatory**

The Princess of Wales Conservatory is Kew's most varied glasshouse; opened by Diana, Princess of Wales in 1987 and named after Princess Augusta who founded Kew Gardens. The Conservatory houses ten different climatic zones covering a wide range of environments, from arid desert to tropical rainforest.



Capacities

Standing Reception	200
--------------------	-----

**The Princess of Wales Conservatory**



**The Orangerie**

The beautifully restored Orangerie was originally designed by Sir William Chambers in 1761, this stunning 18<sup>th</sup> century building was formerly filled with citrus trees and remains a central focus of Kew Gardens.



Capacities

Dinner Dance	200
Dinner	230
Standing Reception	400

**The Orangerie**



The Royal Botanic Gardens Kew, a UNESCO World Heritage Site, offers a selection of spectacular and iconic event venues in our world renowned gardens.

Covering over 320 acres and situated on the banks of the River Thames, Kew Gardens is conveniently located just 6.5 miles from central London and provides an alluring retreat from the city. With over 30,000 different species of plants, Kew's living collection is the largest and most comprehensive in the world, making TW9 the world's most plant bio-diverse postcode.

Princess Augusta, mother of George III, founded the original Botanic Gardens in 1759 with a collection of rare plants. In 1772 Sir Joseph Banks became the unofficial director and dispatched explorers throughout the world to collect thousands of unknown specimens. It was largely under his influence that Kew became the world famous gardens and scientific institution that it is today.

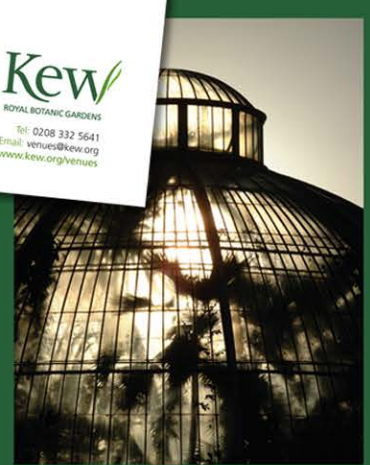
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May 2013

Dear

As a thank you for your loyal custom, we're delighted to introduce you to the **ATM Gold Reward Club** and enclose your unique membership card.

Through simply using your ATM account, you will start to earn **Roadmiles** which can then be redeemed against a host of rewards for your dealership. To get the engine running, we've started you off with **100 complimentary Roadmiles!**

For full details of how you can earn and redeem **Roadmiles**, please visit the dedicated Rewards section within the 'Update my details' area of the website.

Kind Regards

**Jason Van Wyk**

Customer Support Manager

Trader Publishing Ltd trading as Autotrade-mail.com

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Fax: 01243 523001

Stephen Kerridge  
Kerridges Needham Mkt  
Garage  
Wich Road  
Needham Market  
Suffolk  
S18EG



5th November 2012

Stephen

Very excited to bring to you the **ATM Gold Reward Club** along with your unique membership card. From 1st December 2012 through simply using your ATM account, you will start to earn **Roadmiles** which can be redeemed against a host of rewards for your dealership. To get the engine running, we've started you off with **100 complimentary Roadmiles!** We do hope you will enjoy your rewards, you will find more details in the enclosed booklet but if you do have any questions please do not hesitate to get in touch.

Regards  
Stephen Wyke  
Support Manager

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Roadmiles – where will yours take you...



## Introduction

Welcome to the ATM Gold Reward Club,  
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From 1st December 2012 by simply using your ATM account, you will start to earn **Roadmiles** which can then be redeemed against a host of rewards for your dealership. To get the engine running, we've started you off with **100 complimentary Roadmiles!**

This booklet is designed to give you a taste of how you can initially earn and redeem your **Roadmiles**. Make sure you keep an eye on the website for the dedicated rewards section coming soon, which will feature the very latest offers as well as allowing you to keep a check on your **Roadmiles** balance.

Along with the rewards on offer, each month you will automatically be entered into a Monthly Prize Draw, exclusively for ATM Gold Reward Club members. Prizes on offer include an iPad, a Kindle or a year's supply of doughnuts! Winners will be notified each month and will just need to enter their card number into the website to claim their prize – so make sure you keep it in a safe place!





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