SWITCH ON TO BUSINESS

COMMERCE CULTURE LIFESTYLE

THE SHANKLY HOTEL

HALEWOOD ACADEMY

Special Feature

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Welcome to edition 3 of Switch on to Business

It’s definitely been a busy quarter to say the least! In September, we moved into Calderstones Mansion House to set up the offices for the magazine and the New Business Development Club (NBDC). We work very closely with the NBDC as they provide a platform for new businesses to showcase themselves, so it seemed a natural step to share office space. During this time, my contract was extended to accommodate a full-time position with Switch on to Business, and I couldn’t be happier. This has nothing to do with the fact that Calderstones Park has recently opened an ice cream parlour…

I recently spent a weekend in Bordeaux and during this time I walked along the rue Sainte-Catherine, a 1.2km long pedestrian shopping street. I was taken aback by the amount of commerce located in just one area and immediately thought of the magazine, and of Liverpool. I have come to know Liverpool as a city which thrives and develops each day, through its levels of commerce, fashion, education and lifestyle.

However, unlike the rue Sainte-Catherine, Liverpool’s business sector is not located down a 1.2km road. Liverpool has so much going on throughout its entire region that business is incredibly far-reaching and wide-ranging, and not solely located within the city centre. For instance, during the creation process of Edition 3 we have met and connected with business figures from Crosby, Everton, Knowsley, Woolton, Halewood, Speke, and many more. This has been because we have always been keen to showcase the businesses of Liverpool and of its surrounding areas, therefore the plans for Edition 4 and of subsequent editions are to expand this even further. Watch this space!

During the past few months we have met with a large number of new and existing businesses. We have been to a café where you pay for the time spent, and not for refreshments (unlimited tea and cake? Absolutely!), we have revisited The Shankly Hotel and were bowled over by its progress, and we have met with the Nike Running Club after a blustery autumn run down the Albert Dock. Turn to pages 66, 68 and 75 respectively to find out more.

You may also have noticed that we have expanded the team within the Education section; Miles Dove and Amy Wilson are students at Liverpool Hope University who have joined forces with Switch on to Business to lead and develop this part of the magazine. Flick forward to find out their views on student accommodation (p.50) and to read about the Agent Academy (p.52), a twelve week active learning programme that combines theory-based learning with hands-on commercial marketing practice.

Furthermore, we have been working with Neil Ashcroft, Centre Manager of New Mersey Shopping Park, who is mentoring Miles and Amy through this process; turn to page 16 to read his professional profile. We have also introduced a new section in the magazine, ‘Health and Wellbeing’, where you can learn how to age healthily from a qualified nutritionist (p.72) and the benefits of mediation from a health perspective (p.78).

I could go on forever about what we have in store for you in Edition 3, but I’d rather you see for yourself. Read on and enjoy, and please email us with any feedback or queries at: info@switchontobusiness.co.uk. We would love to hear from you, and we really hope you find the publication an inspiring and professional read.

Enjoy!

Bethany Atkin
Editor-in-chief
Switch on to BUSINESS

info@switchontobusiness.co.uk
www.switchontobusiness.co.uk
The New Business Development Club (NBDC) is keen to provide a platform for new businesses and members of the NBDC within the pages of *Switch on to Business*.

You will read about some of our members on pages 10 and 11, and you can also find contact details for all of our members in the Business Directory on page 90.

Here, we would like to introduce you to some of the brands using the services of the NBDC.
If you would like to find out more about the NBDC, please visit our website at: www.newbusinessdevelopmentclub.co.uk. Or, if you are a new business and would like to be featured in Switch on to Business, please drop us a line at: info@switchontobusiness.co.uk
Strasser Créations is my jewellery design business, and my creations are personalised commission pieces inspired by people’s stories. Créations has an accent on the ‘e’ as it personalises my business illustrating my French background - creativity with an accent on individuality. The current medium I am working with is mainly fine silver. Everything I make is handmade, and I provide a certificate of authenticity with each commission piece, which includes the creation date, the metal used, the title of the piece and the story behind the creation. I also design seasonal collections for immediate purchase, and I work as a jewellery making tutor at Knowsley Family and Community Education (FACE).

I was born in Paris, and have moved around France and abroad because of my father’s job. My mother was born in Colombia, so my family is incredibly mixed! I studied in France for a degree in business, and I moved over to England in 1997 to work in a retail company. I met my husband during this year, so I stayed, even though I was only meant to stay in England for 6 months! We decided to relocate to France, so we moved to Nice and stayed there for four years. I then found out I was expecting, so we decided to return to England to live near my husband’s roots in Liverpool. I gave birth, and decided I would go back to college to do something creative. I had jewellery making kits from the past, so I began to think of my hobby as a business and decided to go for it. I couldn’t go back to work full-time as we had a young child, so this new business venture worked well for me. So, I went back to school!

Whilst studying at college, I met a current member of the New Business Development Club (NBDC), and found she was also starting a business of her own. We decided to keep in touch, and she contacted me to ask if I would come to the “Spring in to Summer” event, hosted by Switch on to Business and the NBDC. This is where I met Lin Boyd and Jackie Lee. They loved what I was doing, and I loved their ethos and work ethic, the way they help small businesses is fantastic - I knew quite early on that I wanted to get involved, so I did. I was very welcomed, and since then I have thoroughly valued my time with the NBDC. The events they hold regularly are incredibly helpful, and the events also allow us to connect with potential customers which has been great for my business.

For more information, email Eliane at: customerservice@strassercreations.com, and to see more of Eliane’s business, visit her website at: http://strassercreations.squarespace.com/

Strasser Créations jewellery can also be purchased at the “Fall into Winter” Ladies Evening, on the 25th November at The Elephant Pub and Bakehouse in Woolton.
Email: info@switchontobusiness.co.uk for more details.
Parties for You is a venue dressing service which aims to give the bride and groom the wedding of their dreams, with bespoke quality products from an array of chair coverings, table cloths, and a large variety of accessories.

I founded the business in 2013, and its objective has always been to take the bride and groom’s initial thoughts and visions for their wedding day and make them a reality. My customers often seek advice about the diverse co-ordinated range of themes I offer to suit their needs and requirements. Parties for You covers all aspects of celebrations and events irrespective of their size or magnitude, and has always gone over and above the expectations of the customer.

My biggest achievement since the business started - from a personal and business perspective - is actually being where I am today. Running a business and maintaining a home with three children single-handedly has been extremely challenging and rewarding, especially without receiving any external financial support to date.

Running a business always incurs challenges and difficulties you have to face head on, whether that be managing money, developing marketing strategies, or by ironing hundreds of chair covers! However, for me personally I have found that having to overcome the negative attitudes of others who did not think I was able to run my own business has been incredibly challenging. Making sure that I remained positive throughout was testing, but ensuring that I managed this was extremely rewarding and it has helped me remain focused with drive, ambition and determination. It also instilled further belief in both myself and the company.

My advice to anybody starting a new business venture would be to ensure they have the right mind-set, and to treat it like a business and not a hobby. If you attempt something half-heartedly, then you are invariably going to fail twice as quickly. You have to also accept that it will not be easy - far from it in fact! It takes grit, determination and perseverance to start and maintain a business; if it were that easy then why would so many individuals work for other people? Accept that you will encounter hurdles along the path, as what is ultimately important is that you get over it, go under it, or smash right through it, irrespective of its height or magnitude. You are not alone.

Finally, surround yourself with as many positive and successful people, for I’ve found that it’s quite infectious! Before you know it, you’re making changes for the better and you’ll find yourself moving in the right direction. You may not notice the small changes, as it’s only when you look back that you’ll discover how different you have become.

The future is looking incredibly fruitful! The plan is to ultimately expand the business, find a suitable establishment, and look to employ others to lighten my day-to-day activities so that I can personally develop and focus on a fresher expansion programme.

If you are in need of a venue dressing, or you would like to find out more, email Michelle at: michelle@parties-for-you.co.uk
You can also check out her website at: www.parties-for-you.co.uk
Starting a new business venture and bringing it to life creates a mountain of challenges and emotions. Climbing that mountain can sometimes be daunting but also liberating and exciting.

Each day brings a new challenge, from visualising your idea or passion to creating a business model that is practical and works well. Some days you will make strides and some days you will step backwards, but it’s all worth it when your vision becomes a reality.

Starting a new business is all about learning new skills, building successful lasting relationships, understanding how you need to grow and develop, and subsequently how to grow and develop your vision.

The NBDC was launched in 2013, offering a brand new approach to business support and guidance. Our services are free to the new business owner, and we offer various interventions including one to one support to guide you through your initial journey of setting up your business and making it a success.

What’s on offer?

- Monthly workshops dedicated to new business development.
- Key business experts to give you advice from finance, marketing, HR, business planning and personal and professional development.
- One to One support and guidance from a qualified business consultant
- Tailored training packages to suit skill gaps and development
- Exclusive opportunities to showcase your business
- Free networking events, building relationships with like-minded individuals and potential customers
Early in September, Switch on to Business moved into its very own (and very first) office space in the beautiful Calderstones Mansion House. The building is situated in the heart of historic Calderstones Park which boasts woodland, a lake, botanical gardens, and is the home of the Neolithic Calder Stones; therefore our morning commute to work is not your average commute, laden with trees, children playing and dog-walkers.

The building was taken over by The Reader in 2013, and exciting plans have been put in place to regenerate the entire building in 2016 through a £4 million investment from HFL Building Solutions. We decided that the building’s history needed to be told in light of these new developments, to show the journey of Calderstones Mansion House and to see how far the building has come.

Nearly two-hundred years ago, lead shot manufacturer Joseph Need Walker - a rich merchant who wanted to build himself an expensive home - developed the Mansion House. Reminders of the Walker family can be found around the park, such as the memorials for family pets. In 1875, the estate was sold to Charles MacIver who bought the house for £52,000, equivalent to £33.3 million today! MacIver was a Liverpool shipping magnate who established the world famous Cunard Line, in partnership with Samuel Cunard. The Cunard Line became one of the biggest shipping companies in the world.

MacIver installed gas lighting in the house, and was said to have had the first private telephone in Liverpool, linking Calderstones Mansion House and to see how far the building has come.

During the Second World War, The Mansion House was used by the armed forces as part of the ‘Holidays at Home scheme’, designed to boost morale by providing breaks away from the stress of war. An open-air stage was designed and built by the city architect Sir Lancelot Keay, to encourage people to visit their local area rather than waste valuable fuel travelling across the country. The theatre proved so popular that it continued to host variety shows, music concerts and plays right until the 1970s. From then onwards, the house became home to council offices, the Parks and Gardens department and the City Watch. The house remained closed to the public for nearly thirty-five years, until two years ago. In 2013, The Reader was awarded preferred bidder status from Liverpool City Council, with the aim of acquiring the Calderstones Mansion House, Coach House and Stable Yard.

The Reader began in 1997 with the hope to build a reading revolution, where everyone has access to literature, and in which personal responses to books are freely shared in reading communities. They have lots of exciting projects currently at the Calderstones Mansion House – with even more exciting ones to come!

For more information about Calderstones and the renovations, visit their website at: http://www.thereader.org.uk.
Andy Snell (second left) with other Chamber CEOs from across the North West in the ‘Northern Powerhouse’ delegation.
In a world of a proliferation of unsolicited global social media invitations and B2B websites promising to provide international rocket fuel for your business, it is easy to dismiss your local Chamber of Commerce as a trade facilitation body of a bygone era. Ignore it at your peril; they are modern, globally connected and at the forefront of supporting businesses, particularly SMEs with their international trade ambitions.

Andy Snell, Director of International Trade at Liverpool and Sefton Chambers of Commerce, is living proof of that. We caught up with him at their offices on 1 Old Hall Street, and were astounded by the breadth and pace of international activity.

In September alone, Liverpool Chamber have welcomed business delegations from Slovenia, Chile, Vietnam, Turkey and Sweden. The Chamber have assisted over 120 businesses in the last twelve months with financial support to travel and exhibit at established and emerging export markets worldwide.

The highest profile event of 2015 was the first ‘Northern Powerhouse’ mission to Singapore and Malaysia, in which Andy provided excellent representation for Liverpool. Over 100 senior UK business leaders from a range of different industry sectors and several UK cabinet Ministers accompanied Prime Minister David Cameron to promote trade and inward investment opportunities in the North of England. Andy, along with the Chief Executives of Manchester, Sheffield and the North East Chambers of Commerce met with the Prime Minister (PM) in Singapore, to discuss the growing prominence of the Chambers of Commerce in helping UK companies capitalise on emerging markets, such as South East Asia. The success of the International Festival of Business in 2014 and the emerging plans of its return in 2016 figured in these discussions.

Other highlights within the five-day itinerary included a Northern Powerhouse Business Conference led by Clive Drinkwater of UKTI, plus tours of the Shell chemical facility on Jurong Island and the Singapore sports hub designed by ARUP. Andy also spent time with Sajid Javid, Secretary of State for Business, whilst touring the Rolls Royce Seletar facility.

The PM hosted receptions in both Kuala Lumpur and Singapore, where members of the over one hundred strong UK business delegation were able to make valuable introductions to carefully selected counterparts from South East Asia.

Andy said: “It was an important first step in terms of translating the pre-election rhetoric of ‘the Northern Powerhouse’ into tangible outcomes for businesses in our region. Those participating were able to see first-hand the power of a coordinated inward investment and trade message promoting opportunities beyond London and the South East led by the PM.”

He also is keen to encourage more businesses to seek out opportunities in international trade support offered by the chamber:

"The British Chamber of Commerce in Singapore brought over a dozen businesses to our ‘Power of the Global Chamber Network’ event at IFB2014; Malaysia and Indonesia were also well represented. This was a catalyst for Liverpool businesses to find real international trade opportunities in South East Asia, several of whom joined me on this high profile visit. We look to build upon this for IFB2016 and urge businesses across the North West to contact us at the Liverpool Chamber, where staff will be able to guide them through the products that we and our partners UKTI can offer. Advice and support is at hand for businesses to navigate the challenges of export finance, certification, training and grant support to help them access the world’s high growth markets."

Andy is very proud of the Chamber’s long history in international trade; in fact, in his office hangs a fascinating picture of its members meeting in Exchange Flags in 1924 at the height of an extremely successful maritime and mercantile period. He is always looking to the future though, and will be bringing Chambers and their members from all over the world back to Liverpool for IFB2016.

Tickets for the eagerly awaited return of the ‘Power of the Global Chamber Network’ on June 16th at IFB2016 have not yet been released. Last year the event was sold out, with 400 delegates and 40 countries represented. You can express your interest early by contacting elena.enciso@liverpoolchamber.org.uk

www.switchontobusiness.co.uk
Tell us a bit about yourself.

I have been the Centre Manager (CM) at New Mersey Shopping Park since January of this year. Previous to this role the majority of my experience has been within the retail sector. After graduating from Durham University in 2006 with a degree in Combined Social Science, I worked within HSBC for 18 months. An opportunity arose to move into retail, so I moved to Debenhams to complete their graduate scheme at the Milton Keynes store. I was able to work my way up rapidly within the store by running the full food services offering, and I was the first graduate in the company to do so which opened up many doors. I moved to Browns of Chester to modernise the Debenhams branch there - this store had the largest food offering outside of London. I then moved to Wrexham as the Deputy Store Manager, and then switched to New Look where I assisted running the entire region (24 stores). It was only in January I managed to secure this job as the CM, so throughout my entire career I have made sure to move where opportunities have taken me.

Tell us what the CM role entails.

As the CM I am ultimately responsible for all aspects of the shopping park. I liaise with retailers to ensure we have cohesion amongst our stores and create an environment that people would like to shop in. Operationally I ensure the park is a safe and engaging place for our shoppers. Our main aim is to create the best possible shopping experience for our customers, of which there are ten million a year.

I have worked in retail for many years, starting out by working in TJ Hughes as a sixteen year old. I never knew it would be my career, but my wealth of experience has helped me to gauge the basics of the industry which strongly involves managing people.
How big is the team at New Mersey, what do they do on the park?
We actually have quite a large team of around 20 people. Predominantly this number is made up of our security and cleaning professionals, as the park is operational 24/7. Thus we need a team that supports this. Throughout this year we have invested extensively in our team, challenging them to consistently go the extra mile for our customers. As the CM for the park, I am keen to recognise and review the progress of the team as a group and as individuals. This is key to ensure that everybody working on the site is happy, and is able to develop professionally.

Since my appointment I have placed great emphasis on making the customer the heart of what we do. We are part of various schemes that commit us to not only maintain service levels, but ensure that we continue to develop them. We are proud that within our portfolio, we have been recognised as the leading park in the North West for customer service. There are only six other parks nationally that are recognised for offering a comparable level of service.

What are you most proud of in the last six months?
Over the last six months we have worked hard to integrate and support our local community, as we understand we play a large part in lots of people’s daily lives in the area. We play an active part in providing employment opportunities for local people, and by the end of this year we will have offered work experience to over 300 individuals, of which many of these have gone on to be employed on the park. Education is an area of great importance to us and this year alone we have had over 400 children visit the park for activities, be it for story-telling or group reading. We will also be part-funding a new library at the local secondary school. Given all of this great work it’s a fantastic accolade that we are now officially a ‘World Host Destination.’

Are your community links an important aspect to your role?
Absolutely, it is a fundamental aspect to my role and an area that as a team we want to develop even further. Recently we worked with ‘Can Cook’, an organisation that creates healthy lunches for the general public; for every meal purchased they donate a meal to a person in food poverty. As a park we supported this initiative and provided 300 meals to those in need. We will be repeating this event and are always open to feedback from our customers on what else we can do. We are currently focussing on making our park autism friendly, and recently all of the team have become Dementia Friends. We are an inclusive park and thus want to deliver our very best for everyone within our community.

If people want more information about the park or want to get in touch how do they go about it?
There are lots of ways you can interact with the park. We have a fully functional website as well as Facebook and Twitter pages. Shoppers can register for a free newsletter that will keep them up-to-date with both our existing stores and our future developments. There is a feedback form on the website, and we also host a quarterly shopper forum. Again, we publish the dates of these on our media streams and people can put their names down to come along, with the coffee and cake on us!

For news on the Park’s fantastic new food and leisure development, including an 11 screen cinema, please visit: http://newmerseyshoppingparkplans.com/

For great articles and news about the park and its stores please visit: http://www.newmerseyshoppingpark.com

Follow them on Twitter: @NewMerseySP
Or like them on Facebook: https://www.facebook.com/NewMersey
As an independent registered charity, the Community Foundations for Lancashire & Merseyside (CFLM) connect donors with their community to create a culture of giving that makes a real difference in tackling social issues and improving people’s lives. We are a community investor, facilitating and celebrating community philanthropy.

As Merseyside’s philanthropy centre we facilitate charitable giving and philanthropy for individuals, families, companies and trusts at a local, regional and national level. We have a 16 year track record in facilitating private giving and philanthropy, working on behalf of high profile and high net worth individuals, as well as organisations to improve people’s lives and the prosperity of communities.

We work with philanthropists who have a commitment and passion for making a difference to people’s lives by connecting them with Merseyside’s voluntary and community sector.

Philanthropy has been around in Merseyside for some time. Notable Merseyside-linked philanthropists of the past include social reformer William Rathbone VI and his daughter Eleanor Rathbone, Lord Leverhulme, Lever Brothers, Irish-American banker William Brown, Sir John Moores and Henry Tate. Merseyside prides itself on being a home to some of the world’s greatest philanthropists past and present, and a tradition of philanthropic and charitable giving to the communities of Merseyside still exists today. Our ultimate vision is to drive as much investment into Merseyside’s voluntary and community sector to enrich the lives of people in and around Merseyside.

“The Community Foundation for Merseyside helps communities to help themselves and helps donors to ensure that their funds are targeted in the right area, for the right cause and for maximum benefit.”

Cherie Blair, Patron
**Our Journey So Far**

We were established in 1999 as the Sefton Community Foundation, a charitable trust that helps donors support their community by channelling their money to community projects. Initially operating from offices in Southport, we demonstrated our ability to effectively distribute grants to community groups in the borough and support areas of real need across a range of different themes.

In 2002 we moved to premises in Bootle, kindly provided by the then Alliance & Leicester. Our early success continued, resulting in us being asked to support grant making across the other boroughs of Merseyside. In 2004 we became the Community Foundation for Merseyside, and in 2007 we helped establish the Community Foundation for Lancashire, both operating initially as individual charities.

In 2011 saw the Community Foundation move to new offices in the Stanley Building (Hanover Street, Liverpool) which are still generously donated by the Grosvenor Liverpool Fund. This, and similar partnerships enable the Community Foundation to continue to maximise the impact of charitable funds across both Merseyside and Lancashire to create united, thriving and prosperous communities. In 2013 both charities merged to create The Community Foundation for Lancashire & Merseyside often referred to as CFLM.

Since we were established in 1999 in Merseyside and 2007 in Lancashire we have gone from strength to strength to become one of the largest Community Foundations in the UK, and have distributed over £60 million in collaboration with over 75 fund holders to improve people’s lives and the prosperity of communities.

We work with donors to establish and grow endowment funds promoting a sustainable long-term strategic approach to giving, fulfilling a donor’s charitable wishes in perpetuity. We will match interest with need, ensuring charitable giving is efficient and effective. We offer individuals choices on how their giving is directed. In 2014 across Merseyside we distributed over £1 million to 855 community projects.

We currently administer 50 charitable funds and foundations to achieve the aims and passions of a variety of people and organisations, helping them to achieve their philanthropic aspirations. We ensure each of our fund holders are effective in their giving by providing them with social information via our Vital Signs giving guide, bespoke research and consultancy, and also via our Philanthropy Fellowship and Community visits, which enables them to maximise the impact of their giving to make a real difference.

Our donors can specify how they want their money to be distributed by setting their criteria. Whether the donor is concerned with a specific geographical area or specific cause, we can give them the best advice on maximising the impact of their donation. We have developed comprehensive monitoring processes to ensure fund distribution is effective.

For many people the word “philanthropy” is synonymous with substantial one-off donations. For others it represents a longer commitment to giving, both with time and money.

**What is philanthropy?**

*Philanthropy (f -l’n’thre-p )*

I. The effort or inclination to increase the wellbeing of humankind, as by charitable aid or donations

II. Love of mankind in general

Philanthropy can be interpreted in many ways and means different things to different people. But one thing in common to all philanthropists is that they are committed to giving in order to make a genuine difference to others, and that they contribute towards an improved society.

**Our Community Funding Process**

We manage each stage of the community funding process from the initial setting up of a fund with identified criteria, through to reporting on the impact that the investment has made. Working with a dedicated account manager the fund’s aims and objectives are promoted via our website, social media and via our outreach contacts. We are able to send information about each fund directly to community organisations on our database. We approve eligibility, governance and financial checks on applications and are able to provide recommendations based on project descriptions, intended outcomes, evidence of need, sustainability and budgeting.

Community funding is generally awarded over a period of six to twelve months, however we are also able to manage larger grants over a longer period of two to three years. At the end of the designated period recipients are asked to report back on the difference their funding has made. This is a mix of statistics (via demographics and outcome indicator data) and also story based information by explaining how the grant has changed the life of individuals via case studies and testimonies. CFLM collate this information to produce a fund report for the donor.
Examples of Who We Work With

Liverpool ONE
Liverpool ONE Foundation donates to small, grassroots organisations across Merseyside who are supporting children and young people, education and employability. Donations from Liverpool ONE have totalled over £1.5 million to date, with their commitment to investing in communities continuing to grow.

Jamie Carragher’s 23 Foundation
Founded by Liverpool FC’s number 23, Jamie Carragher, the 23 Foundation seeks to provide the youth of Merseyside with the means to achieve their dreams by giving them an outlet through football and sport. Jamie Carragher set up the 23 Foundation with the Community Foundation for Merseyside at the beginning of 2009 in order to provide grants to young people in his local community.

Hill Dickinson
The partnership between Hill Dickinson and the Community Foundation for Merseyside officially began in October 2009 with a fundraising gig at Liverpool’s famous music venue, The Cavern. Initial discussions had commenced following Liverpool’s Capital of Culture year in 2008 and have since developed into a relationship that spans employee fundraising and engagement, volunteering, corporate involvement, non-financial support and a long-term commitment to the communities of Merseyside.

Tilney Bestinvest
The aim of the Tilney Bestinvest Fund is to support community and voluntary groups in the Merseyside area who work with disadvantaged young people, particularly those young people who are NEET (not in education, employment or training). The Fund can include young people up to the age of 25 years but preference is given to those 19 years and younger. Examples of projects eligible for funding include: working with disadvantaged young people to offer educational support or opportunities, projects that enable young people to develop essential life skills, and projects that enable young people to develop employability/enterprise skills.

Santander
CFLM has a proven track record in co-ordinating and administering national community funding programmes on behalf of companies. We ensure high standards of service and delivery, using a toolkit pre-approved by the corporate funder, and sub-contract to Community Foundations in our UK network of 48, in pre-agreed locations. We are able to run national and regional community funding panels by working in partnership with other Community Foundations, enabling a company to direct community funding from their head office or via their regional offices and teams whilst working with one point of contact at CFLM.

Our most high profile and widest reaching programme is the Santander Social Enterprise Development Awards (SEDA) Scheme which was piloted in 2010 by CFLM, working with three other Community Foundations, and has now become an established £1.4 million scheme which CFLM co-ordinates across England, Northern Ireland, Scotland and Wales, in partnership with UnLtd. Since 2010, nearly 200 social enterprises and trading charities have been supported across the UK via SEDA and our involvement, resulting in an increase in volunteering, job opportunities and trading for those organisations for their communities.

It’s not Just about Setting up Funds

The Philanthropy Fellowship
The Philanthropy Fellowship is a network of local people who are interested in philanthropic giving in a broader sense i.e. giving time, sharing their experiences or expertise, learning best practice from others. This innovative forum encourages people to come together to discuss and debate social issues and to discover how their subsequent action can have the greatest impact. Community philanthropy is more about creating social cement than it is about giving money.

“I see the Fellowship as a forum for learning about social issues, for sharing ideas about how, through collaboration, some of those issues can be alleviated and for spreading the word about philanthropy, casting aside any notions that it is the preserve of a wealthy few.”
Philip Rooney, DLA Piper

Vital Signs
Each year the Community Foundation for Merseyside produces Vital Signs, a report which offers information on local community issues and aspirations, guiding people to give in the most effective way. Vital Signs is now a global initiative – enabling other community foundations around the world to collate and analyse research data and consultation results relevant to their localities in order to encourage and inspire charitable giving to communities. On the 6th October 2015 we launched our third edition of Vital Signs report focusing on children and young people across Merseyside. "31% of young people responding to our Community Consultation feel like they don’t belong in their community" - Vital Signs 2015

The data and consultation results have been used to draw up reports on key economic and social trends in those areas, creating a giving guide and allowing The Community Foundation for Merseyside to “take the pulse” of our community and see where we stand on key quality-of-life indicators, from education, housing and employment opportunities, to battling crime and deprivation.

Consultancy - Embracing the value of Corporate Philanthropy
Every company, large or small, has an impact on its local community and its environment. Corporate Philanthropy or Citizenship (CC) is a long-term approach to business that addresses the needs of communities, people and their employers. Corporate Philanthropy is an opportunity to generate honest, authentic good-news stories that a business and its community can be proud of.

A good CC strategy is an attractive quality to have in business. When a coherent CC strategy is implemented and aligned with a firm’s core objectives and values, it can be used to differentiate a business from its competitors. We are able to provide a bespoke consultancy service to corporate organisations including strategic philanthropy planning, research into social needs of a particular geographical area and advice on creating a Corporate Philanthropy or Corporate Citizenship strategy.

CFLM is a catalyst for bringing people and organisations together. We believe the art of wise giving is to inform and guide. Vital Signs turns data into information into action into impact.

The commitment of all those involved with The Community Foundations provides optimism for the future. The Community Foundation for Merseyside will continue to build trust and a real sense of community enabling people to contribute time, money and ideas to solving local problems.

YOUR COMMUNITY MAKES YOU, 
AND YOU MAKE YOUR COMMUNITY. 
MAKE A DIFFERENCE 
WITH YOUR COMMUNITY FOUNDATION.
The ELEVATOR

WIN £500
For your Business

How would you like the chance to be awarded with a cash injection for your business?

Switch on to Business have joined forces with Hatfields Jaguar who are sponsoring a £500 award for the best ‘Pitch’. The winner will also have the opportunity to be featured in the next edition of Switch on to Business.

So...

Send us your ‘Pitch’ using no more than 500 words and tell us what you would specifically use a £500.00 cash award for.

Please e-mail info@switchontobusiness.co.uk and submit your application together with your full contact details by 1st January 2016, and we will contact you.

ENTRY REQUIREMENTS

• Must be a registered business located in Liverpool or the surrounding areas

• 0 - 3 Employees

• Ability to produce a current business plan
When it comes to running the social media of your business, it is often advised to reach out, make friends, and grow your audience to form a network of like-minded industry peers, and of current and future customers.

So, we’ve engaged with the right people and put in the hours to become digitally involved in a range of topics relevant to us. Now all that’s left to do now is sit back and watch the sales and enquiries happen, right? Well, unfortunately this isn’t totally true (although you’re certainly on the way!).

If you want to get the very most from your social media efforts and the audience that this develops, then it’s essential to think about the tactics you can employ to turn people from casual followers to long-term customers.

They key to achieving this is all about adding value to their online experiences, and the primary way you can do this is through the content assets you create and share via social media and your website.

Create content, or else!
It’s hard to escape the fact that all of us small business owners should be creating online content when digital marketing agencies and freelancers suggest we should be scheduling posts 3 times a day, across all your channels.

Although activity and reach is important, it has to be balanced with an understanding of who you are targeting with this content. We have all seen examples of bad, sales driven content being shared on social media focusing on special offers and repetition. This actually takes away from the relationship you’re building with your future customers online as social media is not where they go for the latest sales offers.

Only say it if it means something
It may sound obvious, but you can’t expect people to spend their valuable time reading information which does not help them to solve a problem, does not increase their understanding, save them time or add wider value to help them achieve their goals. Therefore, you need to make sure EVERY piece of information you share is focused on doing exactly this and if it isn’t, make it better so it does!

Get your audience in your website
Your social channels are designed to give a flavour of your brand message, therefore, ideally the main aim of the game is to get your audience into your website where you can focus on calls to action and other tactics designed to engage, so that they may leave their email address for future contact. This really is the Holy Grail in your social media strategy!

Through linking all of your social content back into your website, social traffic will click though these links and end up in places such as your blog or key product/service pages. This is essential in terms of getting social traffic familiar with your site, not just your social channels.

Now you’ve got them, keep talking to them!
Now that you have that all important email address you can directly email wider content resources and even more sales driven content, for example by promoting special offers for members. As you already have an assumed level of trust with your audience - as they have provided you with an email address - they will be much more receptive to both of these types of content.

The real value here is how often you communicate with them, as different industries have different levels of elasticity when it comes to how quickly you can alienate people by being too over the top! For example, women’s fashion websites can typically send out more emails when compared to an accountancy practice, although the latter could be much more detailed on an in depth subject (such as tax returns) and would have more longevity.

In the same way it takes time to build a relevant and engaged social media audience, there is a step by step process you go through with them in order to build trust and grant them the confidence to enquire and purchase from you down the line.
Introduction to Fashion Photography Experience Day

Take your first steps in Fashion Photography with a full day course aimed at amateur and intermediate photographers. Learn to use studio equipment, how to work with models and gain all the tools you need to effectively run your own fashion photoshoot.

On this one day course, you will be guided by commercial photographer Matt McFadden through the different aspects of running your own fashion shoot, including:

- Setting up and using studio lighting & equipment.
- The art of composition and lighting.
- Sourcing, working with and directing models.
- Planning and practical considerations for your shoot.

At the end of the day you’ll also have the option to sign up for a real, on-location fashion shoot to put your new knowledge to the test.

For more details and information on how to book your place, please contact:

info@switchontobusiness.co.uk

Matt McFadden is an experienced commercial photographer, having worked within digital advertising and photography for over 10 years on projects for clients such as John Lewis, Mizuno and Bench.
There are some fantastic support programmes including the Chamber’s SparkUp (www.sparkup.org.uk); the Liverpool City Region Local Enterprise Partnership Growth Hub, www.AdviceFinder.co.uk, New Markets and Business Growth Scheme initiatives (check out www.liverpoollep.org); The Women’s Organisation (www.thewomensorganisation.org.uk); The Federation of Small Businesses (call 0151 427 6140); the Social Enterprise Network (www.sentogether.net); the Muslim Enterprise Development Service (call 0151 709 6567); and many others.

However, the big issue for me is that there is very little support for aspiring entrepreneurs and new start-ups. I have to stress it’s not all doom and gloom when we realise that there are fantastic mentors out there. We have the likes of Lin Boyd and Jackie Lee who are not only Managing Directors of this magazine, they also lead on the New Business Development Club. They believe that starting a new business is all about learning. This includes learning new skills, building successful lasting relationships, understanding how you need to grow and develop and subsequently how to grow and develop your vision. They offer various interventions, including one to one support to guide you through your initial journey of setting up your business and making it a success. They also have monthly workshops run by key business experts to give advice from finance, marketing, HR, business planning to personal and professional development. They also offer “one to one” support and guidance from a qualified business consultant; tailored training packages to suit skill gaps and development; exclusive opportunities to showcase your business; and free networking events, building relationships with like-minded individuals and potential customers. Check them out at www.newbusinessdevelopmentclub.co.uk.

I also have my own group of amazing mentors who come from a variety of backgrounds, sectors and ages – the youngest being 18 (and a former Young Lord Mayor). Any pre-start or start-up business can have access to their sage advice and guidance by visiting my “Entrepreneur-in-Residence” Business Clinic. These drop-in sessions run every Thursday from 1 to 4pm on the 1st floor of Liverpool Central Library in the Business & IP Centre. Since I started this free of charge programme back in February I’ve now met more than 250 people seeking someone to listen, offer guidance and perhaps even a shoulder to cry on. My mentors include people from business, banks, lawyers, accountants, patent attorneys and professional business advisers. Don’t forget that the SparkUp programme also gives access to their own bank of fantastic mentors.
Talking of banks, have a look at Santander’s Incubator based in Liverpool’s Commercial District. This dedicated incubator is housed at its corporate banking office in Liverpool’s St Paul’s Square and is home to up eight small firms. It opened last summer and was officially launched by Santander’s UK chief executive during the International Festival for Business 2014. Santander says it is the first UK bank to create a physical place which provides early-stage small firms with fast-growth potential access to space, facilities and advice. The scheme does not take equity in the start-ups nor charge for office space, which its users can access for a year.

Simon Carrier, Santander’s regional director for Merseyside, Cheshire and North Wales, said the incubator is about taking a new approach to the SME market: ‘It’s not just about finance, but about trying to build a proper relationship. I think the incubator is unique and it’s great that the first one is here. We want to create a community where ideas, experience and contacts are shared.’

Santander’s dedicated space is just one of several new incubator offers. One of the newest has coined the perfectly apt phrase “Startup City”. Liverpool has become one of Launch22’s new homes! Sitting on the top floor of the Tempest in Tithebarn Street, this 4,500 square foot space is at the centre of “Startup City”. A high spec workspace with super-fast internet speeds (500mb) and a bar for evening networking and events. One of the many perks to the Tempest building is the rooftop garden. The perfect place for members to host events and enjoy the sun (well maybe next year). The monthly cost is from a very low £60 to a maximum £200. I’ve visited several times and I have to say it’s a prime hub for mentoring, collaboration and doing great business – take you’re your own virtual visit at www.launch22.co.uk.

Let’s not forget that incubation space is not new to Liverpool and the City Region with great space at Liverpool Science Park (www.liverpoolsciencepark.co.uk), Baltic Creative (www.baltic-creative.com), Anfield Business Centre (www.abcliverpool.com), Liverpool John Moores University’s Centre for Entrepreneurship and several others beyond the City Centre. One of my personal favourites due to its mix of business, its buzz, success and growth is Baltic Creative, a 10 minutes’ walk from the City Centre. Their management suite is based in the Creative Campus at 49 Jamaica Street. Support is available in tandem with studio accommodation to help new creative businesses to establish and develop themselves and to promote networks for collaboration. Baltic Creative is also supported and guided by a board of experienced people.

Other key creative happenings in this area include Elevator Studios, Constellations, Camp and Furnace and the North Liverpool Academy Studio School and Life Sciences UTC. Together these represent an exciting, vibrant and expanding creative and digital cluster. Have a first look at this amazing place through their website at www.baltic-creative.com.

Liverpool and the City Region truly has ambitions to be the UK’s “Startup City” and with a mix of mentors, incubators, hatcheries, business hubs and business support from pre-start to high growth it can certainly outshine all other cities and regions. The region needs an additional 18,500 businesses just to reach the UK average (based on population) and Liverpool itself needs an additional 7,000 just to be average.

But, I don’t want us to just be average! I want us to innovate, be creative, be disruptors, promote and inspire our amazing home grown talents way beyond any so called “glass ceilings” and any self-limiting beliefs.

With your help we can certainly go in the right direction, make all dreams come true and smash all averages! If you need help, or think you can help others please drop me a line at gary.millar@liverpool.gov.uk or send me a tweet at @garymillar.

Thank you for reading.
It's a funny number isn’t it? 365. A number that is used to count our time on earth, but one that we don’t often think of. With every 365 days that pass we rack up the number on our birthday badge to say we’re a year older, another year has gone, or another is about to come. If I was speaking in front of you now, I'd ask, “Can any of you remember your first birthday?” And I’m almost certain that nobody would. I can’t. One is quite a significant age. Below this age we have a 1 in 202 chance of dying. Call me morbid, but I think that’s quite high. If you took 1000 people, the number of students that attended my senior school, all under the age of one, almost 5 of them would die before their first birthday. Five lives, gone. And that’s in the UK. Now, imagine you were born in Syria or India - the chance of you dying before you manage to rack up 365 days of life triples.

But, there’s light on the horizon. Once you reach that grand old age that none of us can remember reaching, your chance of dying increases to 1 in 4881. Hallelujah, you’re reasonably safe. Now imagine you’re an idea, a sparkle in your parent’s eyes, not yet conceived, only dreamt of. I wonder what your chance of life is then? Basically next to none.

I guess if you are reading this now, you will begin to feel reasonably safe – hey, we’re able to read so I’m guessing we’re way beyond the age of one (unless you’re Matilda). But, if I was stood in front of you now, I’d ask how many of you run a business or are starting up a business. I bet then, the odds would change.

I was asked last week if I felt safe. I was asked if I ever would. But this conversation did not concern my own mortality, it concerned the mortality of my company. Last week, the bright horizon was just around the corner and my answer was ‘no, I do not feel safe’. Today, that answer remains the same.

The chances of my company being founded were next to none, especially by me - I’m the law school dropout that messed up a scholarship, then went on to drop out of business school and run one other business into the ground. Statistically, we should be dead. I’ve toyed with the idea that I’m unemployable, that I’m unfundable, that my ideas are unachievable - but, 366 days later, I’m sat here surrounded by my team in our beautiful office, and we still have clients. We still make money and we’re not dead. To be honest, I think it’s because we’re absolutely, completely and utterly amazing.

Annie O’Toole

JUXDIT Profile:
ANNIE

Annie O’Toole is a 24 year old entrepreneur who began her business just over a year ago. Based in the Baltic Creative, she has gone from being a student with an idea, to being deemed the UK’s number one student entrepreneur of 2015. Award winning on a national level, Annie has grown her international crowdfunding agency into a five-person strong small business with big ideas. Launching Europe’s first marketplace for successfully crowdfunded products towards the end of this year, Annie plans to create a scalable business that operates on a global level.

Her dream is to revolutionise the way in which people shop through her own concept ‘crowd-focused retail’ - the source of her determination to succeed as a young entrepreneur.

With her business having reached its first birthday in September, Annie reflects on the last year in this piece she wrote for Switch on to Business, discussing the driving force that she believes has the power to change the world as we know it: fear.
The chances of a start-up failing in the first year of its life isn’t 1 in 202. It’s 90 out of every 100. Should I have been scared? Damn right I should have. The fact that so many start-ups fail is a shame, it upsets me that so many entrepreneurs don’t see their 366th day of business. But the fact that 100 out of 100 entrepreneurs should fear for the lives of their company doesn’t upset me, it empowers me. That’s why, when I was asked if I would ever feel safe, I answered with ‘never’.

If you want safe, go back to your 9 to 5 because you won’t find it here. In business, safety isn’t a precious, desirable place to be. Safe is the most dangerous, most risky place to be. Safe stifles growth, destroys innovation, and blocks determination; the moment you unbuckle your belt and let yourself breathe, somebody will appear who isn’t safe, a person who is scared to lose everything they’ve built. That fear will enable them to grow bigger than you, stronger than you and most importantly - they will be one step ahead of you.

So, if you’re sat reading this and your answer to my question was ‘yes, I am scared’, I commend you. I support you. I admire you. You’re the person who gave up their soul to their business, you’re the person who brought their dream into the world, and you’re the doer. The fantastic, hardworking, ambitious, determined entrepreneur that will innovate, create and will never back down.

You don’t need safe, you need to live everyday like it’s your last. You need to breathe deeply, move quickly, and think decisively. You’re the power of this nation and the saviour of our economy; the warrior of our business world and the plug that fills the gap of our in-between. You’re the battler of banks, the fundraiser within the crowd, the great mind that conceived the impossible, and then brought it to life.

You’re the 366 days of life that you deserve to be, and your work that ensures your company will continue to grow should never be trodden on, disregarded or deemed unimportant. Your ideas brought you to this point and they will take you to the next. The way in which you work will unite the everyday man with an innovative world that constantly changes around them - that’s powerful.

Every project you smash and every client you gain only solidifies this, it makes you a bigger, better company. With every step that you take, you work out how you will climb the unclimbable start-up mountain, and you will never fear the height you’ve reached. You won’t pitch up camp on the side of that hill, you will walk through the night until there’s no more steps to take. And then, you will start your journey again, ascending a bigger, steeper mountain. Because you’re the warrior, the fighter, the great explorer - for that, you deserve everything.

Let’s face it; you’re absolutely, completely and utterly amazing too.

We’re a small company - in the grand scale of things you could call us minute. A tiny speck in a huge industry, an industry that is heading towards great things. In 366 days I’d say we’ve done a great deal, and I can that I’m proud of everything we’ve achieved without feeling any sort of doubt. It’s been a strange year, for both myself personally and for my company. We’re now safe in the knowledge that safety isn’t around the corner, but great things are.

The JUXDIT team
Does ‘business ethics’ just mean CSR?

CSR, or corporate social responsibility, is just one part of business ethics. Usually, CSR is used to refer to a portfolio of ‘positive’ social activities that take place alongside a business’ regular activities. For example, an oil extraction company might also fund the building of a school in an unrelated area.

The nature of CSR as external to everyday business practice has led to many CSR efforts are now being seen cynically as an attempt to window dress destructive acts by companies.

The concept of business ethics however, also covers the growing field of human rights due diligence. This is different to CSR, as it looks at the human rights impacts of a business’ regular activities. So, for example, an oil extraction company would need to examine not only the effects of its oil extraction on human rights, but also the human rights implications of the way it operates in every area of its business.

So while CSR may be part of what we contribute to society, ensuring that the day-to-day actions we take in the course of our business do not adversely affect human rights is the more important and difficult challenge that ethical businesses face.

Is my business legally obliged to carry out human rights due diligence?

No. At the moment, the accepted human rights standard for businesses, the United Nations Guiding Principles for Business and Human Rights (UNGPs), do not confer legal obligations onto businesses, they merely provide guidelines for best practice.

However, alongside this body of what we call ‘soft law’, there is a trend of increasing hard law obligations that focus on the human rights performance of businesses. For example, The Modern Slavery Act 2015 obliges every business registered in the UK, whose turnover is over a certain threshold, to make public the steps taken to ensure that slavery and human trafficking are not taking place in the business or in any part of the supply chain. Businesses who have taken no such steps are required to make this public as well.

Many of those familiar with the area of business ethics predict that further legislation compelling businesses to take a closer look at their human rights performance is on its way. Increasing national and international attention to corporate complicity in human rights abuses makes the issue of further legislation a question of when, rather than if.

Why does my business need to worry about human rights?

We can all think of examples of companies whose reputations and business have suffered due to media coverage of their complicity in human rights abuses. In a climate where 20% of the UK population boycott specific outlets or products due to ethical concerns (Ethical Consumer 2014), this is a serious concern for businesses. But human rights due diligence is about much more than simply avoiding media scandal.

In an age where three out of five people want to work for a company whose values are consistent with their own (survey by Corporate Watch) human rights concerns are important to recruit and engage talented and committed employees. The confidence of employees and other stakeholders, such as investors, that a business is ‘doing the right thing’ is key to continuing success.

Perhaps surprisingly, commitment to human rights may help to make your business more competitive in accessing new markets and capital. 86 per-cent of institutional investors believe that human rights will have a positive impact on business, mirroring the UK growth in ‘ethical spending’, which has grown over six-fold in the last decade (Ethical Consumer, Markets Report).
Most importantly, ensuring that the way you operate your business does not adversely affect people’s human rights is the right thing to do.

What does ‘human rights compliance’ mean for businesses?

Most people are aware of internationally accepted human rights, and could list many of them. However, people are often less clear about what compliance with these principles means for businesses.

Compliance involves three main things. Firstly, a commitment to respecting human rights, by ensuring that company policy takes into account any potential adverse implications of business actions on human rights. For example, a business might have a policy of only sourcing from suppliers who pay the living wage. Secondly, ensuring that this commitment is put into practice in the day-to-day running of your business. An example of this might be training staff. Thirdly, ensuring that where human rights abuses happen, your business provides a remedy. This would require having a robust grievance mechanism in place.

At its essence, human rights compliance in the context of business can be summarised as ‘do no harm’. You can think of compliance as ensuring that your business does not directly or indirectly have an adverse effect on human rights. So, while actively promoting human rights is a positive step for an ethical business, it is not required for basic compliance.

What is a human rights audit?

In a nutshell, the ideology underlying business ethics is that businesses should take responsibility for the effect that their operations have on people’s lives from a human rights perspective.

A human rights audit is one way of measuring this effect. There is no set format or even defined properties that make up a human rights business audit. As a relatively new concept, this is a developing area which is in a process of constant interpretation and innovation. The term ‘audit’ here indicates a third-party examination of a company’s ‘human rights footprint’ and the processes and policies that contribute to the production of this footprint.

What would a human rights audit involve?

A human rights audit would aim to take a thorough look at all areas of a company’s business and provide a snapshot of a company’s human rights performance. Like any audit, this would involve looking at relevant documentation, such as a company’s employment policies. Beyond this, a human rights audit would engage with key stakeholders, for example, employees, to provide a picture of how these policies are (or are not) put into practice.

The end result of a human rights audit, however, should not simply be evaluative. Rather, engaging in an audit allows businesses to improve and develop. Building on the insights provided by a human rights audit will allow businesses to identify human rights issues which are specifically relevant to their business, integrate these into day-to-day decision-making, and make sure that their policies and practices are aligned. This process, verified by an independent third party, not only brings a fresh set of eyes to a business, ensuring that it ‘practices what it preaches’, but also ensures that good practice is recognised and formalised across the business. In turn, this commitment to ethical business can be effectively communicated to employees and consumers alike.
ON YOUR MARKS, GET SET...

WORDS: Lin Boyd,
Director of the
New Business Development Club

How to Manage Profit and Cash Flow:
Mining the Numbers for Gold
By John A. Tracy, Tage Tracy
In the current market there is still a high proportion of businesses failing due to bad planning or not being realistic. New business owners have a ‘fire in their belly’ when it comes to talking about their business idea and vision which is fantastic, as it creates the motivation, excitement, enthusiasm and confidence which are required to succeed.

However, many businesses do not give as much thought and focus on ensuring that they are fully equipped to trade, and they may start to run before they can walk.

Here is some ‘food for thought’ in terms of one of the crucial areas of business: cash flow.

For all of us who have started a business, we quickly realise how crucial cash flow is. It is the life of the business and without it, you can have the best idea in the world but will not succeed. It is your life-blood. Therefore, it is essential that you create a business plan which ensures your cash is flowing in the right direction. You will also need to ensure that this happens immediately; here are some ways in which you can do so:

1. Ask for deposits for the work that you are about to undertake and then ask for the balance on delivery. If you create a payment term of 30 days (for arguments sake), your customers will probably choose to wait until the last minute before paying and sometimes you will need to ‘politely remind’ them - this takes time. If you have bills waiting to be paid and as a result, you are unable to meet your own costs, then this can create an issue. The key is to make sure there are no gaps between your income and expenditure.

2. Always keep your costs as low as possible - you have to remain in the ‘black’, as your business is worthless if you do not have a positive cash flow.

3. If you place yourself in a position to pay up front with your suppliers, it puts you in a good position to negotiate better rates.

4. Always over-estimate your costs and underestimate your revenue. Planning for the worst case scenario is better, as it means that you are being realistic and have more of a chance of operating within your means.

Next, think about what you actually need to start your business; do you need to rent the office that you have in your vision, or can you work from home initially and cut costs? If you need an office or equipment, do you need to pay retail prices, or can you be creative and check out office clearances or purchase used items?

It is vital that you do not under-estimate the planning and creativity you require to create a cash flow process that works.
Running your own business takes a lot of time. Business owners can find themselves under daily pressures that mean important areas of financial planning end up neglected. Planning and saving for retirement will be one of the most important decisions you make. As a business owner there are many options available to you when it comes to effective pension planning, many more than for employees.

With more choice comes more tax rules, regulations and complexities, which is why it is important to speak to your financial adviser about your pension options. With ‘Auto Enrolment’ having a huge impact on all employers in the UK, it’s important you’re in a position to make well informed decisions and have experienced financial professionals to help you along the way.

**Pensions and tax**

While there are various ways to fund your retirement, a pension is one of the most tax efficient vehicles, thanks to generous tax relief and low tax on gains while invested. Standard tax relief is the basic rate of 20 per cent, but if you pay tax at the higher rate of 40 per cent or additional rate of 45 per cent you can claim up to those amounts in tax relief.

If you are a limited company you could make a pension contribution gross and this is treated as an allowable deduction, but please seek advice from your financial adviser to see which the most appropriate option is for you.

**Limitations**

There are limits to the amounts you can invest each year in order to receive tax relief, and there is also a limit on the total pension value you can accrue without attracting a tax charge.

**Exit strategy**

For many business owners, their business is their pension, which is why it is important to have an exit strategy in place.

If you plan to sell your business to fund your retirement it is important to have been a member of a pension scheme for the last three years to ensure you can carry unused annual allowances forward. As the rules stand you may be able to carry forward any unused annual allowance from the previous three years. This effectively allows you to make one-off large contributions to your pension. Doing this can also reduce your capital gains tax liability, as a result of reducing the value of the business sale by some or all of the amount contributed.

**Payment of pension benefits**

You can generally draw pension benefits from the age of 55 (gradually increasing to age 58 and generally ten years prior to your State Pension Age), although you may be able to draw earlier in some circumstances such as ill health. How you take your pension is up to you, but you are able to take up to 25 per cent as a tax free lump sum and the rest as a pension. It is worth noting that you must not ‘recycle’ your lump sum by using it to pay contributions to a pension scheme, because if you do it will no longer be tax free.

However, with the new Pension Freedom Rules announced in April this year, the flexibility to take the whole pension fund as cash is now an interesting alternative. However, seeking advice on this from a professional financial adviser is really important due to tax implications, together with ensuring that your income requirements meet your retirement needs and don’t run out too early.

Not all retirement planning has to involve pensions, but for tax efficiency they’re hard to beat.

The way in which tax charges (or tax relief, as appropriate) are applied depends upon individual circumstances and may be subject to change in the future. This is solely for information purposes and nothing in the above information is intended to constitute advice or a recommendation. You should not make any investment decisions based upon its content. The value of pensions can fall as well as rise and you may not get back the amount you originally invested. Whilst considerable care has been taken to ensure that the information contained above is accurate and up-to-date, no warranty is given as to the accuracy or completeness of any information. Errors and omissions excepted.
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To arrange an appointment, please call 0151 531 0303

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Personal & Corporate Taxation
Investments & Pensions

Based in the North-West of England, we specialise in placing high quality chefs in hotels, chains and restaurants.
We are a local business supporting local businesses and local chefs.

We work to a clear set of brand values - Passion, Honesty, Teamwork, Consistency, Quality.

Empty Plates is run by two professionals who understand the pressure points of a kitchen and the repercussions they can have on the service in the restaurant and in the hotel.

We take care of our chefs with a higher wage and we have strong, sustainable relationships with them.
Equally, if any of these technologies or processes could remain secret, that is...

Got a bright idea? Protect it!
Have you worked out a solution to a niggling problem that plagues day-to-day life, and have you the ability to see market opportunities? If so, you should be thinking about protecting your intellectual property (IP) rights.

IP rights are a raft of legal rights, including patents, designs, trade marks and copyright, which allow you to own the “intangible” things you, or your employees, create in a similar manner to owning physical property. These “intangible” creations can be technical or business know-how, ideas, inventions, new products, processes, brands, designs.

On the one hand, IP rights give the legal owner the right to stop unauthorised exploitation from copycats, to safeguard and ultimately profit from the innovation and, on the other hand, allow the exploitation of the innovation through, for example, licensing. IP rights play a crucial role in bringing together the ingenuity of entrepreneurs with the investment needed to develop and bring new ideas and products to market.

IP rights: the basics
There is a great deal of confusion about the various forms of IP rights. The main “types” of IP rights include:

- Patents – which protect the technical and functional aspects of new products and processes.
- Trade marks – are signs that are used to distinguish the goods and services of one trader from those of another.
- Designs – protect the visual appearance or eye appeal of products.
- Copyright – protects material, such as literature, art, music, sound recordings, films and broadcasts against direct copying.
- Trade secrets – are the non-public information of a company, which typically provides the company with a competitive edge. These can protect formulas, patterns, programs, devices, methods, techniques or processes.

One of the best ways of thinking about this is to consider how various forms of IP could protect a product nearly everybody owns – the ubiquitous smartphone.

Patents could protect the myriad of inventive technologies or inventions embodied on a smartphone. These might include graphical user interfaces, device processors and architectures, mobile applications, displays, batteries, chargers, wireless and radio frequency (RF) technologies, antenna design, sensors, camera technologies, integrated circuit design, manufacturing processes, composite materials, polymers, coatings and compositions etc.

Equally, if any of these technologies or processes could remain secret, that is to say they cannot be reverse engineered, then trade secrets might be more appropriate than patent protection.

The name of the smartphone could be protected by trade marks. These could protect not only a word mark, but also logos, and even jingles! The primary function of a trade mark is to identify the commercial origin of the smartphone, as well as any native or third party mobile applications accessed on it.

The appearance of the whole or part of the smartphone, or any of its packaging and protective cases, could also be protected by designs. There is some overlap with other IP rights since graphical user interfaces, for example, can be protected (in addition possibly to patents) and graphical symbols, typefaces and logos can also attract design protection (in addition to any trade mark rights). The real advantage of seeking to register your design in the United Kingdom and Europe is to provide protection not only against direct copies, but also against confusingly similar designs.

Copyright subsists in the things you write, make or create. Therefore any manuals for the smartphone, design drawings, marketing literature, the computer code running on it, any written or musical content or broadcast viewed on it or via a mobile application would also attract copyright protection.

IP rights: how to protect them
Some forms of IP do need to be registered, which is similar in some ways to registering the ownership of a house at the Land Registry. For example, in the UK, you can apply for patent protection by filing a patent application at UK Intellectual Property Office. Some IP rights, such as copyright and unregistered design rights, do not require formal registration in order to subsist but, instead, exist from the time of creation provided a record is kept of the creation on that date.

IP rights: get professional advice
Aside from being a business asset that has real value – some IP rights can also be used to actually reduce your tax bill each year! It is crucially important to note that you should not disclose your idea or invention to anyone before applying to register some IP rights (other than under strictest confidence), since any public disclosure before filing could prevent you from obtaining a valid right. If you have developed a new product or idea, most firms of patent attorneys will offer an initial consultation free of charge. If you are at the early stages of developing an idea, then do get advice on how to protect it!

If you would like any further information on how to protect your Intellectual Property, you can visit Dr. Prichard’s website at: www.culverstons.co.uk

These general comments do not constitute legal advice and are not a substitute for legal advice from a patent attorney.
Switch on to
LIFESTYLE

IMAGE: Zak Tyler
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www.switchontobusiness.co.uk
It’s 7:45am on a Monday morning and you’re standing, staring at your wardrobe with no idea of what to wear to work. Sound familiar? The choice is overwhelming and you haven’t a clue which top to wear with which bottoms. So you put on the safe black dress or suit and off you go... feeling rather dull. That’s no way to start the day!

Being a married working mum with two young kids, my husband and I are so busy planning the kids’ daily routines, we know how easy it is to forget about ourselves. At the end of a long evening, after getting the kids to bed, making lunches for the next day and planning what they’re wearing, you finally sit down with a glass of wine, unaware that you have completely overlooked yourself.

So, I wanted to share some simple ideas to help you leave the house every morning feeling polished, positive and prepared for the day ahead.

WORDS: Jemma Brown

Jemma Brown is a Style Consultant, offering a tailored approach to styling for both men and women - expert shape analysis, bespoke colour advice and professional image consultation. She also offers styling services for bridal and special occasions.
1. Get up early (I didn’t say it would be easy!)
Set your alarm to go off at least half an hour before the kids wake up. This will allow you enough time to have a shower, do your hair (and make-up, ladies), and get dressed. Then you’re in a much better place to help them get ready, without it all becoming rather stressful!

2. Create a ‘working’ wardrobe.
Whatever your job, it’s much easier to select an outfit for work from a smaller number of options, rather than looking at your whole wardrobe and being completely overwhelmed by choice. Try to create a capsule wardrobe, where you have a number of pieces that go well together. And ladies, consider your shape – if you have a floaty or oversized top, team it with slimmer or tapered trousers, or a figure hugging skirt to balance the outfit. Likewise, a streamlined, fitted top will look good with a flared skirt or wider leg trousers.

3. Know your colours.
By understanding which colours suit you best, you can create a palette of colours in your wardrobe that all suit your complexion and that mix & match well together, so you know that there are number of items you can interchange and you’ll still look great.

4. Accessorise!
Jewellery and bags for ladies, belts and ties for blokes - know which accessories work with which outfits in your wardrobe. A different tie with the same shirt, or a different necklace with the same blouse, can change the style of an outfit dramatically, so it’s an easy way to create more outfits from a smaller selection of clothes.

Shoes are another great way to accessorise for both men and women. People notice shoes, so it’s a simple way to create a smart appearance and they are versatile, so can take an outfit from smart to casual.

As we get older, comfort becomes much more important when it comes to footwear, but we can still be stylish. Ladies, if you wear heels all day, take a pair of fold-up flats for the journey to and from work, or even for lunchtime to take the pressure of your feet.

5. Underwear... for men too!
I often find that our underwear is something we don’t review frequently enough. We wear it everyday next to our skin, in very warm areas (without getting too detailed!), so the fabrics get worn out quickly, which is why we should refresh our underwear selection regularly.

And it’s not all about the ladies. I have male clients who need advice on underwear options too - for example, which style of boxer shorts to wear with slim leg trousers, to create a steam-lined effect so you don’t have excess material bunching up around your thighs.

For ladies it’s all about the bra. A well-fitted bra is not only the key to a good silhouette, but is also often the solution to certain back problems. They should sit low across your back and the straps should be fairly tight to provide lifting and support. Make time to get fitted professionally – and indulge yourself by choosing beautiful, colourful bras that make you feel gorgeous everyday, no matter what you’re wearing.

6. Easy Iron
Particularly when buying items like shirts, choose easy-iron fabrics as this will save you a lot of time. If you have a tumble dryer, to avoid creases, remove the clothes as soon as the cycle has finished and hang them up to let the creases drop out. Have you every considered buying a clothes steamer? I use one for work, to make clothes presentable for photo shoots or fashion events as its portable and quick, but lately I’ve been using it more regularly at home. It’s so much quicker and easier than standing at an ironing board for hours and great for delicate, silky or pleated fabrics that can otherwise be tricky.

7. Invest in the good stuff
Coats and shoes are often seen as investment pieces as these are the items most people spend more money on, because you have less of them. I agree with this, but as we get older I think we should spend more on our general wardrobe too. Our bodies often need more support, so quality fabrics and better tailoring will help define your shape. But be clever about what you buy – choose classic pieces that won’t date too quickly and things that you will wear often.

I often remind my clients that the ‘value’ of the item you buy, is actually the ‘cost’ you pay times with ‘number’ of times you wear it.

8. Plan your outfit the night before.
As you would do for the kids, choose what you will wear the next day – think about your day and the type of clothes you will need. I would even suggest putting it together with accessories and shoes and hanging it up outside your wardrobe, so it ready waiting for you in the morning.

9. Oh no, what’s that?!
One last glance in the mirror before you leave and… you spot a deodorant mark from getting dressed in a rush or very possibly an unidentified, dried, crusty patch left by a little sticky finger! Don’t panic. Try rubbing the mark gently with another part of the same fabric.

And if not, it’s no problem because by this point you will have a simple, stylish, co-ordinated work wardrobe from which to choose an already steamed or pressed alternative!
Fashion Fixes for Busy Mums and Dads

Rowenta IS6200 Garment Steamer £90

Kin by John Lewis Peacoat – dark navy £145

M&S pure cotton non-iron twill shirt £45

Reiss Lester mottled wool suit jacket - blue £245

Paul Costelloe plumino modern fit shirt – lilac £69

Gant Trunks – Atlantic Blue £35

Thomas Pink Elephant family tie £69

Polo Ralph Lauren reversible Leather belt £55

Ted Baker Reidar Leather Oxford £115

www.switchontobusiness.co.uk
Jaeger wool flannel Trousers - midnight blue
£150

Gabor lavender patent court shoe
£70

L’Agent by Agent Provocateur idalia demi bra violet
£55

Modalu Pippa Grab Small Tote bag – burgundy
£200

Ted Baker Torchlit floral top - rosily
£69

Butterfly twists Vivienne Foldable pumps
£28

Michael Kors Collins small satchel – pink
£260

Radley RY2330 Women’s On The Run Leather Strap Watch, Tan/Gold.
£75

Phase Eight cape coat - blackcurrant
£189
THE BRAND TO BE FOUND

TEMPLE SPA is a lifestyle brand that fuses product, philosophy and spa. Anti-ageing skincare, aromatherapy & spa treatments.

A SPA IN YOUR HOME?

We can bring a bit of spa to you. Try our award-winning products with a group of friends in your own home. Have a skin analysis, shop our spa boutique and learn how to give yourself a facial. There are also class-exclusive offers and gifts.

A LIFESTYLE FRIENDLY JOB?

Our Lifestyle Consultants earn great income, whilst enjoying flexible hours that fit around their lifestyle, plus full training and management support.

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TEMPLESPA.COM
Temple Spa is a lifestyle concept based upon the integration of product, philosophy and spa. Their products are geared towards serious results, self-preservation and overall well-being - not about ‘hope in a bottle’ or believing that life’s problems can disappear at the mere whiff of an essential oil, but about offering divine products and treatments aimed at busy people, the overstressed and those that expect the very best in skincare and spa preparations.

Mark & Liz Warom are the inspiration and life behind Temple Spa. Their story is rare and fascinating; they have been married for over three decades, soulmates, business partners and creators. Their story is an inspiration in itself! Together they possess a wealth of experience in skincare and cosmetics that spans over 50 years, with a heritage of building strong global brands and spotting trends.

In 2000, they fulfilled a lifelong dream of creating their own brand, Temple Spa. It all started in the Mediterranean. Mark and Liz were visiting every country of this vast region, basking in the personal restoration and renewal that came from taking an extended furlough, never realising at the time it would provide the inspiration and very foundation for the conception of Temple Spa. Uplifted by the magnificent landscape, architecture, cuisine and culture, creativity came with ease. Liz had taken some medical data to read which captivated her; it provided evidence that the indigenous peoples of the Mediterranean have the healthiest (not necessarily longest) lifestyle of anywhere in the world. This is due to the combination of a diet rich in natural ingredients, getting the work-play balance right and the avoidance of excess stress through constant chatter and enjoying the warmth of people, sunshine and providence. They loved that, and totally related to it. They ended their journeying in Cyprus where they renewed their wedding vows and on the memorable day, Temple Spa was born and named.

Their mission then became the pursuit of the most excellent of laboratories to bring forth their ideas for a Modern-Med brand of skin care products. The first three years were spent in intense research and development with a team of world-renowned doctors, herbalists, professors of biochemistry and dermatology from Switzerland, Italy and the United Kingdom. Fifteen years later they are still creating and distributing beautiful skin care, aromatherapy, and body care products to dozens of countries and day spas and they continue to pepper the world with their spa lifestyle philosophy. From their country home (and company headquarters) in West Sussex, England, they have surrounded themselves with the absolute best of breed.

What makes their heart beat? We talked to Mark and Liz about why they do what they do.

“We created Temple Spa because we wanted to leave a legacy. We believe deeply in doing business differently, with love, integrity, excellence and passion. This means that wherever you access Temple Spa – the brand, the business, the product, whether consultant, employee, supplier, consumer or just someone who happens to ring the wrong number, their life will be the richer from entering our world. Our business and brand is about quality of service, product, people and purpose. There is a spirit of joy, urgency, excellence and respect that is woven throughout the fabric of our company. We expect that any of us could be quality checked on this, at any time. It’s our raison d’etre and it affects all we are and all we do. Two economies drive us. Profitable, financial growth is a given. But equally, growth in character – the business, the brand and the individual is of paramount importance and mediocrity.” says Liz.

Mark explains, “Our philosophy is: ‘Your body is a living temple. Honour it, enjoy your life and live it to the full’. We truly believe that life is the most incredible gift any of us can be given. You only get one and it’s pretty short, so we need to pack in as much as we can. We want Temple Spa to be a bastion that stands as a pillar of strength and it should be apparent in all we do that we’re all ambassadors to this philosophy.”

Temple Spa has four business channels. Direct with our SPA TO GO programme, plus our websites TEMPLESPA.COM and TEMPLESPA-USA.COM; retail in Harrods & Selfridges London; spa; and corporate, within hotels, airlines, cruise ships and business to business.

The brand is beautiful and they want everyone to have the opportunity to spa-with-us, spa-to-go or just to create their own spa wherever they are.

The SPA TO GO programme is the heartbeat of Temple Spa. It not only brings Temple Spa directly into homes and educates people how to live a spa lifestyle, but it fulfills Mark and Liz’s dream of seeing people released into their own businesses. Temple Spa Lifestyle Consultants are self-employed, but are part of the Temple Spa family, with full support, training and many opportunities to grow in life and business.

So talk to Temple Spa about starting your own business as a Temple Spa Lifestyle Consultant. Vacancies are now available. Full training and support is given and you can do it part time, or build it into a full time career.

info@templespa.com | 01903 719429. templespa.com
Behind the beautiful - if slightly tired - Victorian façade of a building on Liverpool’s Victoria St, Zak Tyler is struggling to blow up an inflatable crocodile. He explains breathlessly that it’s a prop for a forthcoming shoot, and that not purchasing an air pump at £9.99 was clearly a mistake. In other studios the crocodile might have appeared incongruous, but surprisingly it looks at home next to the eclectic mix of vintage props, mismatched furniture, paint, clothes, materials and studio equipment. Zak explains that around seven years ago, disillusioned with his existing professional career, he decided to take the leap and pursue his creative interests. A brief interview with Zak unveiled an interesting journey.

AMBER KAT
Studios

WORDS: Rebecca Ashworth, Ms Self Design
IMAGES: Zak Tyler

Rebecca Louise Ashworth is the founder of Ms Self Design, a business which celebrates the individual. She provides consultations, help with creative writing, make up artistry, eye lash extensions and hair styling.
So Zak, where did you start with it all?
"I looked around for somewhere to rent but didn’t want the typical photographic studio space of a few paper rolls hanging on a wall. This building was occupied by musicians and various artists and very much fitted my vision of creating something akin to Andy Warhol’s iconic Factory in NYC. I wanted a space that inspired and expanded rather than constrained the imagination. The subsequent space created is dynamic and ever changing, which means the space can be adapted for a range of creative uses. In addition to photography I have used it for secret gig sessions, ad hoc ‘happenings’ and the odd exhibition."

In terms of style, Zak says his work is frequently described as ‘contemporary,’ ‘edgy’ or ‘quirky’. ‘These are terms that could be seen as complimentary, or will prompt some people to think: ‘I just don’t get it.’ Zak readily confesses to being influenced by the editorial style of more adventurous magazines such I-D, PoP, Wonderland & Vice, which led me to ask:

How has this influenced your style?
What is your style?

“The only important thing is that you have a concept and vision and something suitable to capture it on.”

“I love contemporary photographers such as: Miles Aldridge, Nick Knight, Juergen Teller & Ryan McGinley. For me, the perceived wisdom behind such things as lighting set ups, colour harmony and image composition should only ever be seen as a starting point. For instance if an image will have greater impact by cropping off the model’s head then I have no qualms in doing so. I’ve shot on everything from digital equipment costing thousands of pounds to plastic toy cameras, camera phones and vintage Polaroid cameras. The only important thing is that you have a concept and vision and something suitable to capture it on.”

Defying conventional wisdom, the studio does little to promote itself and currently doesn’t even have a website. Zak laughs that it has been described as ‘the most amazing photographic studio space in Liverpool you’ve never heard of.’ Zak explains he has little appetite for the aggressive cut and thrust of business, likening his approach to more of a social enterprise.

“Most of our clients find us through social media or by word of mouth. They comprise mainly of individuals or small businesses such as fashion designers, retailers, artists, musicians, actors and aspiring models. Like me they make little money so it’s important to come to an arrangement that’s affordable. My style is very collaborative and I love to immerse clients in the shoot. When not in use the studio is hired out to other photographers to bring in some much needed income.”

For a few years the studio has been shared with another photographer, Nick Price, with each of them shooting on alternate days. I asked how Zak felt sharing his baby with another photographer:

“Whilst this has required some compromise, sharing with Nick has brought positive benefits including investment in the space. Nick is a great photographer with a different style, with a more extrovert character; he’s always bringing in new props he has found in skips and elsewhere. I never know quite what I might find! As Nick has developed his own events and clients under the studio name, I tend to mainly promote myself under my name to avoid confusion.”

If you promote under your own name, why have you called the studio ‘Amber Kat Studios’ rather than ‘Zak Tyler’?

“When I first set up I was at home trying to think of a name that would be memorable and hadn’t been used before. My cat was sitting on the arm of the sofa in a statuesque position, so I started to doodle an outline of her. Her shape struck me along with her contrasting amber eyes. I just thought perhaps an amber coloured cat would make a great logo and memorable name; it seemed to be popular so we kept it.”

In an industry that is so often devoured by materialism and vanity, Zak and Amber Kat Studios is a breath of fresh air, and an asset to the city of Liverpool. Zak’s work can be checked out on his Instagram: @harajuku17

To book a shoot or find out more, please contact Zak via:
Email: tisiphone@tiscali.co.uk
Tel. 07899-073233
Rose Washington

The Fragrance Room

Rose recently attended a networking event hosted by Hatfields Jaguar and the New Business Development Club. During the event, Switch on to Business offered a complimentary editorial to the winner of a prize draw. Rose was the lucky winner, so read on to find out more about her business which is based in Liverpool.

“The Fragrance Room focuses on holistic health and well-being; holistic therapy helps people who are unwell as it enables the individual to find the core of the problem through discussion on their overall well-being. It’s a method that works with the whole of the individual, hence the term ‘holistic’. I work using ‘Hering’s law of cure’, which treats what is behind the illness rather than the illness itself.

I also provide training courses and workshops for those who are interested in learning the basics of aromatherapy, and I also concentrate on working with carers who look after people with dementia. I think a lot of people think of aromatherapy as a pamper treatment, however a proper holistic aromatherapy session can be incredibly beneficial to the individual. I decided to perform workshops for individuals with dementia, using science and evidence to support the theory that our brain never closes down. When we inhale certain fragrances, our brain increases the levels of serotonin which is a natural anti-depressant. You can see a response, for instance, when the individual reacts to a certain smell, as they may say a word that can connect them to a memory. To catch that moment and to enter into their world for a split-second is what I aim to achieve with every session I perform.

I decided I needed to qualify in the area that I am working, so I was trained by Robert Tisserand*, one of the world’s leading experts in aromatherapy. I then went on to study for a Bachelor of Science in Aromatherapy, where I learnt about Eastern and Western medicine and Cosmetic Science so that I was qualified to make face creams and fragrances.

My own personal achievement has been coming out of full-time work to complete my degree. It was a decision I put a lot of thought into before I finally took the plunge and went for it. Therefore, my challenge has been to see my education through, and not return to the security of a full-time job. My advice would be to follow your dream – I started from scratch and I’m so pleased I did.

My plans for The Fragrance Room are to continue holding fragrance and aromatherapy workshops, and also to continue running training programmes for carers. I also intend to make and sell my own fragrances, and to become an educator in skincare so that my business can grow, and be open to new opportunities. The business itself is only three months old so I am still learning, but I am incredibly excited about the future.

*I think a lot of people think of aromatherapy as a pamper treatment, however a proper holistic aromatherapy session can be incredibly beneficial to the individual.

*More information on Robert Tisserand can be found at: www.roberttisserand.com
Gentlemen’s Essentials

Ted Baker Brogue Travel Wallet and Pen.
£25

Kin by John Lewis Short Borg Collar Harrington Jacket, Dark Navy.
£89

£69

Happy Socks Disco Tribe Socks, One Size, Blue.
£8

Kin by John Lewis & Co. Holden Holdall, Green.
£120

John Lewis Made in Italy Leather Belt, Tan.
£35

Merci Maman Sterling Silver Personalised Men’s Open Disc Bracelet.
£39

John Lewis Bobby Suede Desert Boots, Navy.
£65

Gentlemen’s Hardware Enamel Mug.
£8

www.switchontobusiness.co.uk
My background in makeup doesn’t come with a certificate, but with passion and hard work which has allowed me to become the artist I am today; but this hasn’t been possible without the research and knowledge of many wonderful artists. My makeup kit and brushes are my most prized possessions (after my son of course!) and I have spent a lot of money ensuring my clients have the best products available for them. As a lover of all things vintage, when I sat down to write this article I thought about the origins of makeup; how we have gone from its usage being frowned upon, to the billion pound industry we have today. However, the evolution of the makeup industry isn’t simply a case of history repeating itself, as it demonstrates how far we have developed as a society.

When I look at the journey of the beauty industry, I can only appreciate how the makeup legends have given our women (and some men too!) the freedom to experiment and find ourselves through makeup. Without these movements and changes, I certainly wouldn’t be able to sit and talk about this today. If what we are doing today as artists can change how our next generation creates trends, then I think it’s safe to say we’ve done our job. So ladies (and gentlemen) pull out your makeup bag, get your friends round and get creative.

It’s never hard to find inspiration when writing about makeup, however to portray an era or a movement in which makeup changed our industry is particularly challenging. It’s been said that fashion always repeats itself, and it’s safe to say the same for the makeup and beauty industry.

As a lover of all things vintage, makeup in particular is a huge passion of mine - from the classic 1950’s red lip to the dramatic cut crease eye shadow from the 60’s. We all have a favourite look or style which is our ‘go to’ makeup, therefore I will now explore the ways makeup has changed and developed over the past one hundred years, and how our generation is taking makeup to the next level.

WORDS: Jemma Rafferty, Lady Graceful

Jemma Rafferty is the founder of Lady Graceful, which specialises in vintage glamour. She also provides bridal services, special occasion makeup and advice on vintage fashion.
By the 1950’s, makeup had changed and evolved into everyday life; eagerly bought by women whenever possible. The war and more makeup products started to reach the shelves, as soon as the war finished and, for some items, it continued until women were applauded for the use of lipstick (it was seen as maintaining femininity whilst carrying out men’s work) and adverts encouraged them to wear it. However, rationing didn’t end in Britain until the 1950’s, makeup had changed and evolved into everyday life; with luscious red lips and feline cat eyes, it seems as though these women had certainly brought ‘sexy back’ and made this decade the most glamorous in history. These trends are still being portrayed all around the world today, and loved by many women. However, with a new decade comes new creatives, new companies and of course, Avon. Sixty years later, and Avon are still going strong. In 1954, Avon (founded in 1886) launched their “Ding Dong Avon calling” campaign which became one of the longest running and most successful advertising campaigns in history. By 1957 there were over 100,000 Avon Representatives.

In the 1920’s, Hollywood had the most influential impact on cosmetics, such as Theda Bara. Helena Rubinstein was Bara’s makeup artist, and she created mascara for the actress which relied on her experiments with kohl. Many of the present day makeup manufacturers were established during the 1920s and 1930s, with the likes of Elizabeth Arden, Estee Lauder and Chanel. However, during WWI, there was a huge shortage of cosmetics. Petroleum and alcohol – the basic ingredients of many makeup products – were taken by the war effort and turned into war supply. Ironically, at the time when they were restricted, lipstick, powder and face cream were highly coveted by the market, therefore the most makeup experimentation was carried out during the post-war period. Women couldn’t get their hands on cosmetics, they experimented and made their own instead. Makeup substitutes included burnt cork for mascara, cochineal or beetroot juice for lipstick, bi-carbonate of soda for deodorant and gravy browning for leg tint – these were just some of the ways British women kept up appearances.

When the war was finally over, women would often be found queuing at theatrical stores just to get their hands on some lipstick. Lipstick was seen as good for the morale of the nation, both in Britain and the USA. Women were applauded for the use of lipstick (it was seen as maintaining femininity whilst carrying out men’s work) and adverts encouraged them to wear it. However, rationing didn’t end in Britain as soon as the war finished and, for some items, it continued until 1954. Things slowly but surely came back into regular circulation after the war and more makeup products started to reach the shelves, eagerly bought by women whenever possible. By the 1950’s, makeup had changed and evolved into everyday life;
JOHN LEWIS TO INVEST £4.5MILLION IN FASHION & BEAUTY AT LIVERPOOL DEPARTMENT STORE

John Lewis has announced that it is investing £4.5million into developing the fashion and beauty offering at its Liverpool department store. The refurbishment, which will be completed in November, will see fashion and beauty span across the entire first floor of the shop in Liverpool One, totalling 45,000 sq.ft. The substantial new area will make space to welcome a range of exciting new designers and collections to the shop, as well as creating the perfect shopping environment for customers.

One highly anticipated new addition to the shop’s beauty range and a first for John Lewis is revolutionary makeup brand, Charlotte Tilbury. John Lewis Liverpool will also be the first retailer in the city to stock the leading make-up artist’s exciting collection of award-winning make-up and cosmetics. Tilbury is revolutionising the beauty industry with her must-have colour-curated range for the modern woman – easy to choose, easy to use and easy to gift.

The refurbishment of these departments will also include a refresh for shoes, premium handbags and accessories and sees brands Coach and Longchamp being introduced. The in-store food experience will also be expanded by the introduction of Joe & The Juice. The concession focuses on health and lifestyle food, serving freshly squeezed juice, coffee and sandwiches and is set to open on Friday the 13th of November.

In addition, in November, John Lewis Liverpool will also be the second department store to roll out a new branded lifestyle concept for womenswear – loved&found. The concept will present a boutique shopping environment that brings together a collection of new and niche contemporary brands to womenswear. loved&found will introduce a curated edit of existing and new brands across womenswear, accessories, beauty, homeware and technology which will provide a fresh and clear interpretation of the latest trends and lifestyle directions. It will be a concise and authoritative John Lewis point of view for fashion and the unique concept will encourage customers to really embrace their sense of discovery.

Twenty seven new brands will be introduced as part of loved&found, including BZR by Bruuns Bazaar, Des Petits Hauts and Samsøe & Samsøe. These will sit alongside accessories from brands such as Nike, Asics Onitsuka Tiger and Jessie Harris jewellery. Iconic, designer gifts for the home from Tom Dixon, Normann Copenhagen, Poole Pottery as well as stationery from The School of Life will all be curated alongside innovative technology brands such as MightyPurse, the latest headphones from Frends, speakers from Braven and phone cases from Skinny Dip London and Sonix.

Chris Earnshaw, head of branch at John Lewis Liverpool, said: “The considerable investment here in Liverpool recognises John Lewis’s commitment to shoppers in the city. Our aim is to offer our customers an unrivalled selection of fashion and beauty brands coupled with the unparalleled expertise of our Partners across these two key departments and also throughout the store. On completion in November, we’re confident John Lewis Liverpool will be the destination for the latest fashion and beauty in the city. John Lewis Liverpool will remain open while these refurbishments take place, providing minimal disruption to shoppers. As always, our expert Partners will be on hand to help with any queries customers may have.”
Switch on to

EDUCATION

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It is well known that most students prefer to leave their nest when it comes to making the long stride into becoming a university student. Accommodation is one of the biggest costs a student will take on if they decide to explore a different city. Students are now facing a big decision; are the benefits of studying away from home greater than going to a local university, or leaving education to find a job altogether?

The national average cost of student accommodation in the UK is around £82 per week. This figure indicates an average increase of £8.36 per week since 2010, signifying that there has been an overall accommodation cost increase of just over £300 per academic year. In comparison to other regions, students in the North of England pay up to £14.73 less per week than students in the South, while students in London pay on average £122.01 per week more than the rest of the UK. However, this does not mean that students in Liverpool are safe from the nationwide increases.

Liverpool falls within the midrange section of average accommodation costs, with private shared accommodation starting at £70 and rising to £160 per week for studio apartments within a complex, and university halls rising to around £87 - £133 per week. The AccommodationforStudents.com Annual Rent Report 2015 presented the facts; Liverpool has a minimum weekly rent cost of £35 and a maximum of £173, producing a range of £138 per week.

Matthew Grogan, final year Business student at Liverpool Hope University, said: “The Government are constantly changing student livelihood during their studies through alterations made to policies regarding what is available for students. These changes are not always accounted for by the student property market meaning our loans cover accommodation, nothing more. The student loan system should be altered to include an accommodation loan followed by a lifestyle loan so we may be financially comfortable while studying.”

These increases may seem modest to some, although with the average student debt upon completing a degree now being around £40,500, any additional debt is surely unwelcome. From experience, we know how an increase of only £5 per week on shared accommodation can negatively impact upon the financial situation of a student, yet most government loans will only partially cover the total cost of living. This means that some students must work on top of studying to support the costs of living, which can have a detrimental effect on the grades of a student in comparison to those who have financial stability.

The importance of young people leaving their homes in order to study may soon be outweighed by the financial burden we students are left with. This would be a disappointing result as we feel leaving home to study has allowed us to deal with the practical life skills needed once the institutional education phase of life is over.
Work experience works - for young people, and for businesses. It helps create a talent pipeline, shaping the workforce of the future and helping to make sure that when a young person finishes their education they are ready to step straight on to the employment ladder and make a real contribution.

Making sure our young people are excited by work, that they feel it is relevant to them, and that they are keen and motivated to start their careers is more important than ever. Despite the continuing economic recovery we are still facing a huge challenge to reverse the cycle of youth unemployment: it wasn’t long ago that the Prince’s Trust estimated that there were enough unemployed young people to fill every football stadium in the Premier League, and still leave 200,000 queuing outside.

This cannot be right – morally or economically.

It’s a cliché but it is true: young people are our future. They are the next generation of our workforce; it is their salaries that will be funding the NHS and other public services when today’s employers have long retired.

Despite all this, work experience hasn’t got the best reputation. At times, the very mention of the term causes even the most socially responsible small business owner to roll their eyes and shudder. The images of sulky teenagers taking over their offices while staff search desperately to invent admin jobs to give them something to do often spring to mind.

It doesn’t have to be like this. At Halewood Academy we are proud of our students, and we make sure that when they go out to work experience they are 100% committed to the placement and that they come back having a) learned something and b) made a contribution to the business. A huge number of our placements have led to part time jobs, apprenticeships and direct links to exciting new careers.

Businesses that offer high quality work experience stand to gain a lot by developing a diverse pool of talent early; rather than trying to recruit directly from a less engaged pool of school leavers and graduates. It also helps with developing your current staff: in smaller firms, we understand it is often hard to give people the chance to manage and train colleagues. Offering work experience placements is a fantastic opportunity to do just that – at no cost to the employer.

Last but not least, the public profile, image and community engagement reputation of your company cannot fail to be enhanced by getting involved with your local school and developing a placement with them.

Our employers come back to us time and again to work with us on placements, and we know why: we listen, we understand what they want, we support and we find them the right student for their business. Major employers such as Marks & Spencer, Lilly Speke Operations, Lacy Roofing and Beverston Engineering are key partners with us; we work with them to design tailored work experience placements that add value to their business and have a life changing impact on our students’ aspirations, skills and career trajectory. Our success stories are too many to count, but we would love the opportunity to talk to your business about how we can work together to support a young person to play a part in the success of your business.

For a chat about how your business can make work experience work, contact: Lesley MacCallum 0151 477 8830 (Careers Coordinator Halewood Academy)
It’s Monday morning, and the sun is rising on the Baltic Triangle. Designers, entrepreneurs and pioneering young creatives pour in. The shutters of the Baltic Creative building are rolled up, the smell of coffee trickles through the air and animated conversations begin to spark up in the cafe, work spaces and offices. It seems like the start of another busy, vibrant week, but with one key difference.

There are ten new faces in the building - bright, determined, and eager to learn. They are here for the first day of Agent Academy CIC – a community interest company – which is a free twelve-week marketing programme that gives young people invaluable hands-on experience inside the industry.

Agent Academy CIC was set up by Agent Marketing, a full service marketing agency, in 2014 to give hands-on opportunities to young people aged 16-25 who couldn’t access higher education, or had graduated but lacked the necessary experience to cement a place on the career ladder. It’s the first marketing programme of its kind in the country, and its profound impact upon the lives and job prospects of its participants is already being strongly felt.

The CIC teaches marketing skills directly from Agent HQ, with an emphasis on social enterprise and socially conscious marketing. It works in partnership with an extensive network of North West businesses, media outlets and senior leaders to give young people the chance to get ‘under the skin’ of an industry.

‘Agent is very much a values-led business’, says Paul Corcoran, Managing Director of Agent Marketing. ‘We always make sure we are doing more than our fair share to benefit the communities we work with and within.’

‘Agent Academy CIC has grown out of a need to give young people who can’t afford to go to university, or those who have been to university and need commercial skills, an unrivalled opportunity to get into the industry.’

‘This is not an internship, nor is it work experience or a placement – this is a programme designed by marketers for the next generation of marketers and we are already delighted with how the first two programmes have gone – over 60% of our graduates are now employed in marketing roles.

‘Corporate social responsibility isn’t enough anymore. As truly responsible business leaders, we need to take genuine corporate social action to make a real difference. If we’re able to do it, why shouldn’t we?’

WORDS: Jacob Bolton, Communications Executive
In September, Agent Academy CIC took a great step forward with the appointment of Zoe Wallace as head of Agent Academy CIC. Zoe has a wealth of experience in creating and implementing varied and valuable training courses, and she’s already opening new doors and pushing Agent Academy CIC in exciting new directions. The third cohort, who have just embarked upon the programme, have a wealth of opportunities awaiting them over the next few months.

The programme incorporates a wide range of different approaches and teaching methods. Each member of Agent Marketing’s team will deliver a lesson in their specialty, with masterclasses in strategy, brand design, videography, copywriting, and campaign management.

In addition to the Agent team, guest speakers from various Liverpool businesses, media outlets and social enterprises come to Agent HQ to talk about their experiences and speciality as well as providing real-life guidance. This is coupled with workplace visits to some of Liverpool’s up-and-coming SME’s to get a flavour of dynamic business and how different industries work.

The current cohort will get the chance to meet some of Liverpool’s most pioneering social enterprises and marketers, including Can Cook and the programme’s sponsor, First Ark, who specialise in social impact business.

Crucially, the course is more than just about learning; it’s about applying the skills the students learn and bringing everything together to work on a real-life campaign. Each cohort is given a social marketing project that they will work on as a group throughout their time at Agent Academy CIC.

As part of Programme 2 the students were set the task of creating up an inventive campaign to raise awareness of online bullying. Their campaign, ‘Angry Words’, explored the fine line between bullying and ‘banter’. It sought to make people aware of how devastating online comments can be, focusing on how easily a comment made in jest can be misinterpreted. The group came up with inventive ways to make students aware of how easily inconsiderate comments can hurt others, creating original posters and images that urged people to ‘think before you click.’

In an interview with Stephen Clare, an Agent Academy CIC graduate, he spoke about what was valuable about the programme, and where he is now.

‘The reason I enrolled is that there’s a lack of opportunities out there in the job market, especially straight after you’ve finished university. Agent Academy CIC’s offer was very unique, and very real as well. You know exactly what you are getting from it.’

‘They gave me a lot of tools to take forward and put on my CV, but more importantly they gave me the confidence to go and approach people more. They taught me how to make myself into my own marketer.’

‘The programme was brilliant. For the whole twelve weeks we were doing something every day that was different, but always relevant. The whole concept made sense, and we got to put everything we learned into practice by making a finished project we were all very proud of. It was tangible work, and we were able to actually bring it into the real world.’

‘Some of the contacts I’ve made through the course have been completely invaluable, and have helped me land the job I’m in now.’

Stephen is now working at OPEN Messenger, a rapidly expanding company based in the Baltic Triangle that deliver intelligent, responsive adverts from HD screens mounted to the top of taxi cabs. The company currently has a fleet in Liverpool, but will soon be expanding into other cities across the UK, and will need a strong team of forward-thinking fresh talent to keep growing.

Job prospects for other Agent Academy CIC graduates have been just as positive. Melissa Moore, who was amongst the first cohort, is now working at Juice FM, whilst Callum Stephens is the communications and marketing officer at Liverpool Clinical Laboratories.

There are plenty of opportunities to get involved with Agent Academy CIC. If you are interested in offering workplace visits or teaching your specialty to the next generation of young entrepreneurs and marketers, get in touch with Zoe at zoe@agentacademy.org.uk. Also contact Zoe if you know any great candidates aged 16-25 who would benefit from the course, and if you’re interested in the prospect of having a bespoke course built for you and your business then don’t hesitate to get in touch.

You can stay abreast of what Agent Academy CIC is doing by following @Agent_Academy on twitter, or by checking out the website, www.agentacademy.org.uk.
Charlotte and Aadrienne are both thriving academics in their third and final year at Liverpool John Moores University. Charlotte is currently undertaking a degree in English, Media and Cultural Studies whilst Aadrienne is reading History. It was the similar aspects of their degrees involving humanities which saw them both collaborate for an eight-week paid internship.

The internship was in partnership with the Liverpool John Moores Library and is just one of the curriculum enhancement internships that LJMU have been offering to students for the last few years. However, with students, universities and businesses now placing a greater emphasis on the need for work experience, LJMU now offer approximately forty internships to students every year.

During their internship, the girls worked with Nickianne Moody and Valerie Stevenson on the Femorabilia Archive of girls’ and women’s comics and magazines. The title of the archive reflects the interests in female reading, feminism and memorabilia. Femorabilia focuses on the subtle encouragement women had through the adventures faced within the pages of each comic. The interns observed how the promotion of equality is becoming less prevalent in the evolution of traditional comics.

You may remember popular 20th century comics, such as Bunty and Sandie; these magazines are now part of a rarely known history and LJMU is one of the universities attempting to collect ephemera and promote awareness of their importance in cultural history.

Hitting the ground running, the girls will promote the Femorabilia archive with an event called Cover Girls, created during their placement, which is open to the public on Saturday the 21st of November (11am-3pm) in Liverpool Central Library, allowing everyone to learn and discuss the collection of comics. The promotion of the event involved contacting businesses, arranging and leading meetings and managing social media, which ensured that Charlotte and Aadrienne were acquiring real life experience. They excelled in confidence and maturity by speaking to people within businesses at an extremely professional level.

The importance of internships was adamantly highlighted when Charlotte expressed her confusion over young people who are not trying to secure a work placement: “It massively helps students with gaining experience whether paid or not, and they are excellent to have on a CV.”

She also emphasised the advantages of internships with regards to studying: “It is very important that you know what you are being taught in lectures, but having a practical element helps to broaden your understanding.” Aadrienne believes that introducing internship programmes can bring huge benefits to the business in question: “when a company brings in new individuals, they can bring in fresh materials and ideas to help the company grow and progress.”

We predict great futures for these two girls, based upon their drive and ambition. Aadrienne would like to set up her own business using the valuable experience gained from previous jobs and internships, whilst Charlotte is considering a career within the media, either in the food or fashion industry: “I would love to work with John Lewis, maybe through securing a graduate scheme job, as I think I would work really well in marketing and visual merchandising.”

From the internship the girls gained great experience, a new interest, and an increased level of communication and organisation skills. They also received “glowing” references on behalf of the university by collaborating with others to socially advance the awareness of this new culture of comics.

We wish Charlotte and Aadrienne every success in the future; they have the personalities and determination to utilise opportunities to the fullest extent, which would be a great addition to any business. We agree with Charlotte when she claimed: “Experience is essential - don’t overlook it. Your degree is important, but any experience you can add to it has great advantages.”
Accelerate 2015 was an exciting time for four budding graduate entrepreneurs and an HRM Masters student from Liverpool Hope University, who attended alongside the Business Gateway Manager, Carol Buckman. Read on to find out what Carol thought of the event...

On arrival, guests were milling around the reception area with lots of people waving and chatting to those they knew. What a great networking opportunity for a new start up business. After speaking to numerous people from the Merseyside business community, we proceeded to the auditorium, where we were fortunate to listen to Dr Steve Peters talk about the inner chimp inside our brain. He gave examples of sporting celebrities he has helped to manage their stress and anxiety by managing that chimp. I am sure I am one of many people who will go out and buy his book *The Chimp Paradox*.

Four workshops were available: Passion, Performance, Power and Accelerate. Victoria Toby Lade, who has just set up Edes Educational Centre, attended the Accelerate workshop run by Kathryn Parsons of Decoded.

She said: “Attending the conference was indeed worthwhile for me, because now I know that there are other things to consider when using technology to promote my business. Having a website is one aspect and attracting the right customers to the website is another area to lay emphasis on. If one doesn’t understand the way both work, one cannot maximize the gains of using technology in business.”

I attended the Passion and Performance workshops, which were both really informative and fun. Dan Germain talked about Innocent Drinks in the Passion workshop, which showed how they developed their brand and got to where they are now. He explained how entrepreneurs think and how he had raised awareness of Innocent’s brand through messages on the base of bottles, miniature woolly hats and carton messages. He talked about how Innocent were one of the sponsors of the London 2012 Olympic Games and how they are the most followed company on social media.

Jim Lawless led the Performance workshop and gave us ‘Ten tips to tame a tiger’, ending the session with us all becoming jockeys, which was great fun. He started the session with a video of him riding in a professional race as a jockey, and of him diving deeper than was thought possible, holding his breath for two minutes. He used these examples as a way of showing what you can achieve even when others say you can’t, and he then proceeded to talk through some of his tips. Three that hit me were ‘Act boldly today – time is limited’, ‘It’s all in the mind’, and ‘Understand and control your time to create change’. He focused upon how you can make things happen, but the only person who can do that is you, which was the most powerful lesson that I took away from the day. We all know this, but do we do anything about it?

Wayne Hemingway, co-founder of Red or Dead and Hemingway Design facilitated the event and led a panel answering audience questions. One of the most important comments came from Steve Peters, when he said that business should be about values, which led to great applause. Kathryn Parsons from Decoded commented on the importance of technology and the changes it has led to, but also warned a potential 47 per cent of jobs could be lost to technology in the future.

Katie Piper concluded the event with a truly inspirational talk on what she had experienced, how she has been treated by some people, and how she has fought adversity and won. She now runs the Katie Piper Foundation, where she raises funds to support other people who have suffered from burn injuries.

Sara Ferris, Director of Leap Dance and Gymnastics and one of Hope’s entrepreneurs, had this to say about the event: “From start to finish the conference was well thought out and organised. I was especially inspired by the amount of business women speakers that were involved throughout the day.

“There was a real positive vibe to both workshops I attended; inspired by people who truly believe you can achieve anything with enough self-belief and hard work. The breaks gave me a chance to speak to likeminded people and to network, in this time I made some very useful contacts.”

Without doubt, the event was a truly unique experience for new business start-ups, business delegates and for entrepreneurs like myself!
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IMAGE: Caleidoscope Photography
Friday 4th December 2015
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- **Main Course**
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  - Traditional Turkey Cracking Pot
  - Honey Roast Ham
  - Vegetable Tagine (V)

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  - Pigs in Blankets, Traditional Cranberry Sauce, Sage and Onion Stuffing, Roast Potatoes, Seasonal Vegetables, Gravy

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A mosaic in the form of the Everton crest, made up of over 5,000 Chang Beer bottle tops and marking the longest-standing shirt sponsorship currently in the Premier League, hangs proudly to the side of the Park End Stand at the entrance to Goodison Park.

Unveiled by Everton Ambassador and former European Cup Winners’ Cup winner Graeme Sharp and Kevin Ng, Global Sales Director at Chang, the mosaic was a gift from Thailand’s leading brewer to Everton in symbolic acknowledgement of an 11-year partnership which has proved remarkably successful for both organisations.

The Chang Beer brand has become synonymous with Everton internationally, the Thai company’s distinctive logo (depicting two white elephants, which are considered sacred in Thailand and a symbol of royal power) having been emblazoned across the front of the Club’s shirt since the beginning of the 2004/05 season when Chang became Everton’s principal partner.

The partnership coincided with the advance of Premier League clubs into the Asian market, with Everton and Chang’s having stood the test of time, evolving into a relationship that is summed up in a phrase favoured by Chang: “We brew friendship.”

Everton Chief Executive Robert Elstone captured the essence of the relationship when announcing a renewal of the partnership in March 2014:

“Everton has enjoyed a special relationship with Chang. We have grown to understand one another, delivered great work, helped achieve objectives and developed a truly great partnership and, indeed a friendship, based on mutual trust, respect and affection. We do not take our partnership and all that we have achieved lightly. Everton is very proud of our mutual success to date Chang is a business that has always provided great support, not just financially, but also as a gateway to our fans in Thailand.

Over the years we have delivered some exciting, award-winning projects and, with the same levels of creativity and commitment, I’m sure the years ahead will be as exciting off the field as they look set to be on it.Everton is exceptionally proud to extend its partnership with a world-class organisation, an organisation where people matter; an organisation where, like us, only the best will do.”

And at the unveiling of the mosaic in 2015, Everton legend Sharp recalled how the two organisations came together to deal with the tragic events of a decade earlier when the devastating tsunami struck South-East Asia, claiming more than 250,000 lives and affecting 5million people in the region.

“The relationship has, of course, been fantastic for the Club over the years. We have not only made great friends in Thailand but reached out to a whole new fanbase and helped to make a difference to the lives of people both on Merseyside and in Thailand.

I have visited Thailand on a number of occasions with the Club and have thoroughly enjoyed working with Chang to make a difference. For me, however, the most lasting legacy of the relationship was the development of the Everton-Chang Village following the terrible tsunami on Boxing Day, 2004. Chang, the Club and the fans responded magnificently to help those in need at the time and I think this mosaic is a true symbol of our coming together for more than a decade.”
More than £100,000 was raised in the tsunami’s immediate aftermath by Evertonians in response to the humanitarian crisis, and the Everton-Chang village was built at the heart of an area on the edge of the Indian Ocean in which more than 1,300 people out of a local population of 4,500 had perished. In addition to 50 new homes constructed by the Thai army, a new school was built along with two football pitches, which have since become a focal point for youth football tournaments and coaching exchange programmes supported by Everton.

Every year the Club makes an official visit, organising coaching clinics for the local coaches, coaching the children and helping to launch the Chang Junior Cup, the eventual winners of which are invited to watch a game at Goodison Park and to train for 10 days at Everton’s Finch Farm training facility.

In September Everton welcomed over 60 guests of the Club’s principal sponsor, Chang, to enjoy a visit of a lifetime. The delegation included the winning team from the Chang Junior Cup, a national Thai under-13s football competition, which offers the winners a money-can’t-buy prize to travel to Liverpool and experience life as an Everton player and take in all that the Premier League Clubs has to offer. The team, Assumption FC, was accompanied by key Chang officials and members of the Thai national media to document the amazing opportunities the delegation experienced.

Kevin Ng, Global Sales Director, Chang Beer, said in April 2015: “Our partnership with Everton has successfully launched the brand into the international spotlight. Working with Everton has been very beneficial for Chang. Our brand awareness is really strong across the world. The appetite for the English Premier League is so strong with audiences across the planet, which makes penetrating new markets much easier for us. This has been reflected in an upturn in global sales of Chang year on year, which from our perspective is a fantastic success.”

For Everton, revenue streams have grown during the period of the Chang partnership, as has the Club’s fanbase in Thailand and throughout Asia.

Everton legend Duncan Ferguson, now a First Team coach under Manager Roberto Martinez, was part of the first group from the Club to visit the Everton-Chang Village in 2005, a party which included Tim Cahill, James Beattie, Lee Careley and Kevin Kilbane, Chief Executive Robert Elstone and then Assistant Manager Alan Irvine. Marouane Fellaini, Tony Hibbert and Arouna Kone have been part of subsequent expeditions. “For me, it is an act of humanity they have created,” Kone reflected. “It transcends sport.”

That united commitment to community has seen Chang and Everton join forces in a shared quest to help people who need assistance both in the UK and in Thailand. Working with Everton, Chang have supported community coaching programmes for young people in Liverpool, homeless charities and environmental projects.

In 2011 the Club supported Chang’s work to help the victims of the Southern Asian Floods via the ‘Power of Thai’ campaign and in 2013 Chang supported Everton in the Community, the Club’s official charity, when it celebrated its 25th anniversary by allowing the charity’s logo on the front of the shirt. Chang’s kindness helped Everton in the Community raise more than £1 million, which has been used to provide a variety of educational, health, sports and social programmes to improve the lives of people across Merseyside.
Chang Everton Timeline

**July 2004**  Chang confirmed as principal shirt sponsor

**Dec 2004**  Chang and Everton launch Asian Disaster Fund

**May 2005**  Everton finish fourth in the Barclays Premier League

**June 2005**  Chang sign a three-year extension deal with Everton

**July 2005**  Everton travel to Thailand to visit the Chang-Everton Village and take part in the Premier League Asia Cup

**Sept 2005**  Thai players visit the Everton Academy

**2005**  Chang Beer goes on sale as draft at Goodison Park

**Jan 2008**  Everton sign £8million Chang deal

**May 2009**  Everton reach the FA Cup Final

**Oct 2009**  A senior Everton delegation travel to Thailand to revisit the Chang-Everton Village

**Jan 2010**  First Team player Tony Hibbert completes a successful trip to Thailand to visit the Chang Soccer Camps

**May 2010**  Everton and Chang launch the ‘Chang Cup’ for supporters

**July 2010**  Everton visit Australia in pre-season and complete a series of high-profile appearances for Chang

**Nov 2010**  Everton and Chang sign a three-year extension deal worth £12million

**Nov 2011**  First Team player Marouane Fellaini visits Thailand

**Nov 2011**  Everton’s First Team wear the ‘Power of Thai’ symbol on the front of their shirts (instead of Chang) in support of the Asia flood victims for their game against Norwich at Goodison Park on 17 November 2011 to support Chang’s relief work.

**Feb 2013**  Chang support Everton in the Community’s 25th birthday celebrations by donating the logo space on the front of the shirt to the charity for Everton v Aston Villa on 2 April 2013

**April 2013**  To celebrate Songkran, Graeme Sharp drives a Tuk Tuk around Liverpool as part of a supporter promotion. Fellaini cooks up a storm for media at Chaophraya restaurant

**Mar 2014**  Everton sign new three-year Chang deal

**April 2015**  Phil Jagielka celebrates Songkran at Chaophraya

**April 2015**  Mosaic presentation at Goodison Park

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**Everton-Chang Village**

- The Village, previously known as Ban Naan Khem, is located on the Khao Lak coast in Phang Nga Province on the edge of the Indian Ocean in the south of Thailand.

- The Village was built at the heart of the area where 1,300 people out of a local population of 4,500, lost their lives.

- Everton and Chang raised more than £135,000 through the Asian Disaster Fund to rebuild the village after the 2004 tsunami

- Following its completion, local youth teams competed on the football pitches for the inaugural Chang-Everton Cup

- Club visits to the Village include: Everton first team during pre-season 2005, Tony Hibbert joining an Everton delegation in 2010, Marouane Fellaini in November 2010 and Club Ambassadors Graeme Sharp and Ian Snodin in February 2015.

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**Commerecially, Chang and Everton have jointly delivered a series of successful campaigns in the UK and abroad, among the most successful being the ‘Live Life Large’ promotion across Chang’s key world markets.**

The campaign was based around a ‘money-can’t-buy’ prize to experience life as an Everton first-team player. To enter the competition, consumers had to purchase specially-branded packs of Chang. The initiative resulted in a 15% upturn in Chang sales across key markets. Thapana Sirivadhanabhakdi, president and chief executive of ThaiBev, declared, “Chang’s relationship with Everton is our proudest accomplishment, as we are inspiring people, regardless of status, to become responsible people in society, with positive thinking and attitude – all gained through football.”

The ThaiBev Football Academy has become a shining example of the relationship, offering young people in rural areas the opportunity to get involved in football for free. The Academy has played host to Everton in the Community football coaches and a mini-community has been created for both young people and their parents, who are from various backgrounds in Thai society. Some 4,800 young people attend the Thai Bev Football Academy every month, 150 Thai coaches have received training and five young people from the Academy have gone on to play for the Thailand Youth National Team.

Sharp and fellow Everton Ambassador Snodin visited one of the Thai Bev Football Academy’s at the Everton-Chang village in February 2015.

“Hundreds of children came and the excitement, the enthusiasm, the passion of these kids was something special, something truly to cherish,” Sharp reflected.

“For me, that summed up the power of the relationship between Everton and Chang - half a world away and yet in perfect harmony as to who we are as people and where we stand in terms of values and trying to make a difference. That bond has only strengthened as the years have passed.”

For more information about Chang, visit everton.changbeer.com.
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Everton has continued the expansion of its commercial team with the appointment of three senior personnel whose focus is to support the Club's growth plans and increased market share aspirations in key territories.

Alan McTavish, Sam Lucas and Matt Roche have all been appointed into senior roles in the expanding commercial operation, with responsibilities including commercial partnership acquisition, management of new and existing relationships with Club partners and strategic planning for sales of hospitality opportunities and season ticket campaigns.

Alan has been appointed as Head of Commercial Partnerships with a primary responsibility to enhance Everton's commercial profile and influence as well as to help implement the Club's commercial partnership acquisition strategy. Alan joins Everton from Watford Football Club where he held the role of Commercial Director. His previous experience is vast and varied having held roles at Rangers Football Club, Michael Page International (specialist recruitment), TAG Heuer (professional sports watches) and Wella (one of the world’s largest cosmetics companies).

"The Premier League is an extremely competitive arena, not only on the field but also in terms of trying to attract and secure new partners, and Everton is one of the UK’s most successful football clubs with all the key ingredients required for commercial success,“

Alan said. "I’m excited at the challenge ahead and the opportunities in front of us and I’m keen to make my contribution to developing the Club’s commercial revenues while respecting its heritage and values."

Sam has joined the Club from The FA as Head of Partnerships. He was the Senior Partnerships Manager at The FA and previously worked alongside brands such as Budweiser during their sponsorship of the FA Cup and Nike, Vauxhall and Mars during their partnerships with the England team. Prior to working at The FA, Sam spent five years at Umbro, Everton’s kit supplier, for the past two seasons. Sam’s role at Everton will involve him overseeing existing Club relationships with our principal partner, Chang, Umbro and other partners as well as helping them to maximise the value of their commercial involvement with the Club.

“Everton is unique in that it’s a huge Club with a dedicated and loyal fan base, not only locally but nationally and internationally. The Premier League’s popularity and the international players we have in our squad show the potential of the Club worldwide and I’m really looking forward to playing a part in the Club’s future development.”

Taking up a newly-created position, Matt joins the Club as Head of Matchday Revenues. He will be responsible for overseeing the processes of all direct Everton customer transactions including hospitality, food and beverage, matchday programmes/publications and retail. In addition, Matt’s role will include working with other members of the commercial team to devise and implement a strategic and profitable approach to the sales of hospitality opportunities and season ticket campaigns. Matt brings a wealth of commercial experience to Everton having previously held roles at Serco (an international service company) and Bank of America as well as local employer, Merseyrail.

"I was impressed by the strategic vision of the Senior Management Team and its commitment to taking a long-term approach to achieving its objectives,“ Matt said. "Everton has a loyal and dedicated fanbase and going to the game is important to them. In my new role I look forward to working alongside Club staff and the fans to help improve their matchday experience."

The Club will be further expanding its commercial operations, with more appointments to be made shortly.
CROWNE PLAZA HOTEL PROFILE:
Ged Janssen, Sales Manager

What is your role at the Crowne Plaza?
I have been the Sales Manager at the Crowne Plaza hotel for the past five years, and my role is all about selling Liverpool as both a business and leisure destination to draw commerce into the city.

What is your experience prior to this role?
I actually lived in South Africa for eighteen years! I left Liverpool in 1981, and when I returned all those years later the city looked so different. It wasn’t perfect, but it showed genuine promise. Being away from the city for such a long time allowed me to look at it with fresh eyes, so I was able and willing to promote Liverpool. This was perfect when I worked at Mersey Tourism, and I was there for nine years as their Conference Sales Manager, and this role opened so many doors for me. I moved on to Aintree Racecourse as their Sales Manager for non-racing day events, and after three and a half years I worked with Everton FC which was an opportunity I couldn’t miss out on. I was there for four years, and then I moved on to where I am today.

Why have you always been in sales roles?
I think it’s because I am such a people person! My first ever job was working as a barmaid and I always made the most tips because I genuinely loved conversing with the customers. Sales is about interaction and having the ability to manage customer expectations. Now that Liverpool has grown so much as a city, it’s great to show people how brilliant and vibrant it is which is what I do in my job.

How do you think we can retain skill in the city?
Recognition. I make sure that here at the Crowne Plaza we look after our staff, so that if they decide to move on they are always willing to return. We are a good brand with good standards, and in Liverpool’s hospitality industry we aim to be open with our competitors by sharing business and working together as a community. I do not think this type of mind-set is occupied as strongly by other cities, so it is really the recognition we give our staff and Liverpool in general, which help to retain our talent.

Finally, what advice would you give a new competitor?
Go the extra mile. Most managers will have come through the ranks themselves, starting at the bottom and working their way up, so they tend to have expert knowledge of the hotel they manage. If you nurture your staff and learn from them, you will succeed.
When we first heard of Ziferblat, the first question we asked was ‘what’s the catch?’ After meeting with Ben Davies, Head of Marketing, we shortly realised that there wasn’t one. Ziferblat offers an incredibly unusual and unique space for adults and children to use, all for the small price of 6p per minute, which works out at £3.60 an hour. Everything within the space is completely free: the use of Wi-Fi, all food and drink (of which you can have as much as you like), board games, the use of their piano and more. Situated on the Albert Dock, Liverpool, the space is comfortable, welcoming and offers more than your usual branded coffee chain, where it is the norm to pay an extra 30p for having a small dollop of syrup in a latte. In Ziferblat, you could theoretically drink the whole lot – but we wouldn’t recommend it. Read on to find out more about the journey the company has been on since it started, and the plans for their very promising future:

Tell us about the origins of Ziferblat and your role with the company?
Ziferblat was founded by a group of poets in Moscow. After a pocket poetry project, they wanted their own space to progress their work when the places they were using (friend’s houses, cafes and bars) were not fit for purpose. They initially rented the “treehouse for adults” – an attic which sustained itself using donations from guests. Treats were laid out for everyone and the place was decorated like a shared sitting room. After introducing the pay per minute model, the idea became even more popular. This was back in 2011; we now have fifteen branches around Europe, including London, Manchester and now Liverpool.

Liverpool’s branch is only a few months old, and has been very well received. We’ve had a lot of press attention, and lots of different people have come down to the Dock and welcomed us into Liverpool. We have actually never had such a warm welcome when coming to any previous city which has been great!

Why has the company decided to charge for time rather than produce?
We are unlike most companies in that we charge for time, which allows people to treat the space like it’s their own, as they act as a sort of microtenant. It also charges for your use of the environment, as opposed to some other vendors that can make you feel like you have a time limit on the product you consume. Charging for time is the way we can facilitate what we do, but we feel the value actually lies in our product and the service we provide!

Ziferblat is a relaxing space for which people can come and use as they please, for socialising or for work. Charging for time...
alone also allows us to be more dynamic, as we provide a shared place to hold events with an informal atmosphere. To support this, we have developed an interesting and varied self-serve kitchen filled with: tea varieties, locally roasted coffee, biscuits, brownies, cakes, cookies, breads, cereals, snacks and more. Furthermore, the Wi-Fi is strong so people looking for a comfortable place to do some work can use us, all inclusively for the small price of 6p per minute.

What did you do before you started working for Ziferblat, and what made you join their team?
I worked with several start-ups previously as well as freelancing for different companies on a consultant basis regarding marketing and events. Working in retail and leisure for a number of years prepared me for this role, and I love working with the guys here.

Liverpool per square foot has a lot more going on than other cities in the UK, with its booming creative, and start-up scenes. This suits us incredibly well as we tend to work alongside these types of companies, as the service we provide is often popular with flexible workers. Liverpool’s student population is large and has a distinctly bohemian vibe, therefore we have been welcomed and warmly received by this demographic also. On a commercial side, both the local and regional economy is really good, which is great to see the growing number of opportunities here!

What are the future plans for Ziferblat?
We plan to roll out many more branches throughout the UK, to diversify the model into different areas. We also aim to hopefully have another branch in Liverpool by the end of the year! We are also planning to roll out a membership scheme where people can use us as a shared office or co-working space, where members receive unlimited access to Ziferblat.

Soon, we will open a number of new meeting rooms in the Albert Dock branch which will be charged at the same rate (6p per person per minute) with a minimum spend applied to each room. With this, the same offer applies – all of the kitchen offerings are unlimited for each individual. We try to make the spaces more interesting, for instance, the Manchester branch meeting rooms include a primary school classroom, a Russian lounge, an arts studio and more to choose from. We have found that the people who use our services in Manchester feel that these spaces are a welcomed alternative, as opposed to the more traditional offerings. We plan to introduce this in Liverpool very soon, so watch this space!

We love the concept that Ziferblat have introduced to the city, and we wish Ben and the rest of the team the best of luck with their future plans. If you would like to contact Ben for enquiries, please email: ben.davies@ziferblat.co.uk
Once inside the entrance, opulence, quality and attention to detail are evident. We were astounded at the grandiose, sophisticated and refined feel of the welcoming lounge, and our astonishment grew as Chris showed us more of the building and spoke to us about what else he has in the pipeline to put The Shankly Hotel firmly on the map as one of Liverpool’s ‘must see’ destination points.

Tell us about your journey since the last time we spoke.

It’s been an absolute whirlwind! I don’t think anything can prepare you for the pace at which you have to operate when you decide to open a hotel. We have now been open for several weeks and the feedback has been excellent, both from TripAdvisor where 97% of the reviews have been 5/5, and the customer service forms we ask our guests to complete after each stay. I have said from the start that the whole project needs to operate in a way befitting of Shankly, and it is important to me that the staff reflect that too, so it’s great to see the positive reviews about the staff, from those working in the kitchen to the sales team upstairs.

In addition, I really can’t pay a higher compliment to the whole team at Signature Living. They are amazing at what they do, and they have made this dream come true for me in a way that I could never really imagine.

How have you managed to handle the masses of publicity generated from opening The Shankly Hotel?

The publicity for the opening has generated an estimated worth of over £1 million, due to the local, national and international impact we have made. It was only recently that I was sat in the hotel reception on my phone, live to a radio show in Dubai, talking to them about the project!

We always knew the name of the hotel would capture interest from a wide audience, which was a huge factor when managing the publicity. The other side of this is the reputation of Signature Living and their achievements before they linked their brand to The Shankly, which has captured the imagination of people all over the world. We also have an amazing social media team who work incredibility hard and drive the presence of the hotel across the internet, and last but not least is our brilliant PR team, who have been incredible at generating a huge global interest in the project.
However, and this is not to be taken the wrong way, we have only soft-launched the hotel; we could have worked for months on a huge marketing campaign and thrown a lot of money towards gaining publicity and interest, but we were always conscious of avoiding this for two reasons. Firstly, we knew we wouldn’t have to because of my grandad and his iconic status, and secondly because we wanted to avoid being inundated from the start with the whole team still learning the ropes. When something this size comes to life for the first time, there will always be issues and teething problems that have to be identified and dealt with, so I believe that soft-launching the hotel has allowed the building and the staff to come together.

What processes did you have in place to choose the staff that work within the hotel?

We held a recruitment day at the 30 James Street Hotel which was fantastic – we saw so many people from 9.30am right until the early evening. We also advertised the roles through newspapers and social media, and I can honestly say that we must have received over 5000 CV’s. As we were inundated with applications it was incredibly painstaking to narrow the applicants down and choose the right people to work at the hotel, however it was lovely to witness the sheer calibre of people within Liverpool who were both skilled and appropriate for each role we had advertised.

In the end we managed to whittle it down to between forty and fifty core staff members and this occurred through a number of stages, from the recruitment day right through to the first and second interviews. We are really pleased with the staff that we have taken on, as I knew that we had to get the right people to reflect the ethos of Shankly and to provide the top quality service necessary to increase and sustain the hotel’s reputation. We tried our best to reply to every candidate who didn’t quite make it through to the final stage, as we wanted to convey how high the overall standard was, and that to make it to the first interview was something to be really proud of.

From 5000 to 50 - that must have been unexpected! Has anything else surprised you during the project so far, or perhaps has not gone to plan?

Anybody who opens any kind of business and tells you that everything has gone perfectly to plan is obviously fibbing! You can do all the preparation you like, but when something so huge rattles into life for the first time, of course there are going to be issues. It’s the way that you are able to deal with them that gets you through it, and when these issues have to be dealt with in real time only increases the pressure of the operation. However, as I have said before it’s a testament to the staff we have here which enables us to deal with these issues quickly and efficiently, which is why we have such great reviews of the hotel. Now we are several weeks in, those small issues have been dealt with and we have ensured that we have learned from them for the future. We want our guests to come back and recommend us, so if they are able to leave the premises with a positive experience despite encountering problems, it is a job well done from us!

What has been your biggest challenge since we last spoke?

For me personally, it has been learning (and having to learn quickly!) the operational side of the business. I am used to focusing on the authentic ‘Shankly’ element of the hotel, making sure that the added value and the packages we can offer are intact, such as the events with past players and the Shankly tour we are planning. I believe that these touches ensure we have provided an edge for our customers, and allow us to answer the question: “Why would I come to stay here rather than another hotel?” However, I had to develop an appreciation of the operational issues that the staff face all the time, as it’s no good thinking of new ideas and not having an appreciation of how they would work within the structure of the hotel. The team at Signature Living have been wonderful, as they have acquired so much experience within the world of hospitality – they could manage the operational side in their sleep!
How did your family react when they saw the hotel for the first time?

They loved it! We held a soft-launch night on the Thursday before we officially opened, to allow friends and family of the owners and the staff to stay over and experience the rooms, and to give the staff a trial of waiting on guests. We have also managed to keep the family tie within the hotel, with myself in my position (part-owner and Director of The Shankly Hotel) and within a few of the core staff members, for example we have Emma – one of the granddaughters – as the Front of House Manager. It’s important to emphasise that she wasn’t given this role because of who she is, but because of the wealth of experience she has within the industry. The same can be said about my sister who works within the finance team for Signature Living, but again her background has been in finance.

It has been quite emotional, especially for my mum when she finally saw the hotel, but also because she had heard me prattling on about it for years! Unfortunately my nan passed away a while back, so it was touching to see pictures in the hotel of my grandparents with the whole family. For them all to come in and see it finished, I hope was a proud moment for them.

What has been the biggest achievement for you since the project began?

A lot of people have said to me, “You must be so proud”, and it sounds stupid but I haven’t actually got to that moment where I have looked around me and really felt that about myself. I don’t really operate in that way, and haven’t with anything I have achieved in my life. I’m not sure why that’s the case! There was one moment near the official opening where I was putting the finishing touches together late one night by myself, when I thought – we’ve actually done this. But mainly, instead of sitting and enjoying what I have done I think about what else I can do to make it better, and how to work on the added value that makes the hotel so unique.

What’s next for The Shankly Hotel?

We are working on implementing Phase Two for the spring of 2016 which will involve a rooftop terrace and swimming pool, conferencing and wedding facilities, another bar and restaurant, and a portable slide. The rigid Shankly element is now here and open, but the elements that we have planned and publicised within Phase Two have caught people’s attention, which is exactly what we want. We also plan to exhibit more of the Shankly memorabilia around the hotel, as we have only displayed about 50% of what we have collected over the years. I think that this keeps the hotel fresh, and brings more aspects of Bill to the guests as we travel further on this journey.

The Shankly Foundation is also still up and running, and we are working on making the charity self-sustaining. This means being able to do something that brings in money, instead of relying upon writing bids and waiting for funding which can be unreliable. We have spent the last twelve months working with Holly Lodge Girl’s College in West Derby, a school that all the Shankly granddaughters attended. The Shankly Foundation have agreed to run their youth and sport facilities on site during out of school hours, as they didn’t have the resources to do this themselves. This is the first step towards our goal of self-sustainability, and hot off the press (I have literally just signed the license upstairs before this interview!). We are also moving towards bringing the foundation more in line with the hotel itself, as I have always said that the charity will benefit in some way from the commercial success of The Shankly Hotel, and Lawrence [Kenwright] and I are set on that happening.

How do you feel? You’re the part-owner and Director of a huge hotel - how do you handle that sense of responsibility and authority?

I like to see myself as being one of the team! I used to have an office upstairs, but within a month I got bored of being there on my own so I brought my office outside to be with everyone else. I’ve had experience of managing staff from my previous positions in the City Council, so I have become quite used to holding senior positions. I believe we are all the same, as we have all put enough into the hotel, at the end of the day, for respect to be given to every member of staff.

This has been such a surreal experience, and I am incredibly happy – but in some ways I don’t think I ever will be completely content as I am always looking for the next step, to keep moving forward rather than standing still.

Well, what a man, and what a hotel! We have been bowled over by the sheer passion and drive of Chris and the Shankly staff members, that we cannot help but expect great things. We wish Chris the best of luck for the next part of his journey, and we cannot wait to come back and see what else he has in store...
Here at *Switch on to Business*, we recognise how important it is to live a healthy lifestyle, as doing so increases both our physical and mental state. After having joined Nike Run Club, and viewing first-hand the dedication and passion of the lead runners, pacers and members, I decided I wanted to find out more. After a five mile run on a blustery Sunday morning, I invited the lead runner (Mel) and pacers (Austyn, Alex and Ali) for an interview so that they could explain to me and to our readers the reasons behind their passion for running, and for the Nike Run Club.

“How long has Nike Run Club been in Liverpool?”

**Mel** (Nike Athlete, Run Club Lead for Nike Liverpool): “I have been managing the club for a year, but the run club itself has been going for four years now. It is directed by Nike but each run club is individual to each store around the UK, America, Europe and further around the world. Most Nike stores will be home to a Nike Run Club, with the central idea being that we are one big worldwide community of runners. One of its aims is to bridge the gap between runners around the world, and it does just that! Our club has increased so much in the past year – it’s gotten quite crazy! The years 2014 and 2015 have seen Nike UK place a much higher emphasis on Nike Run Clubs; we have seen transitions with the interaction from the brand and product, and an increased amount of emphasis being placed on us and what we do! It’s been a great year for my job role and we have really thrived here in Liverpool.

**Austyn:** I’ve been here since we began! It was really slow at first, there were some days where I was literally the only runner. It’s odd to think of that now, considering we can total up to 70-plus runners in just a week. I used to coach a marathon training group on a Sunday morning, and after the Liverpool Marathon had finished they all wanted to stay together, which was lovely. I was already running at Nike on a Tuesday, so I asked if we could start a Sunday run. They said yes, and it’s been going ever since.

**Mel:** Some Sundays it would only be four or five runners, and three of those would be pacers.

**Ali:** I remember one Sunday it was only me and one other person!

Where does that determination come from? Not many of us would want to pursue a lonely run on a cold, winter morning, and then return the next week for years to come!

**Austyn:** There are still a lot of people who do not know of the running club, and we are so keen to change this. We used to be based on the top floor of the Nike store, which meant we were not often seen by
Running helps so much with confidence, not just in sport but in every-day life, so when people start running and see this new confidence within them, they don’t often look back.

customers and potential runners. Now the ground floor is all about running and personal training, so as you walk in we have our huge running club wall displayed so everyone can see it. This has been down to the involvement of Mel, and the amount of effort she has put into getting that going. This has helped us achieve prominence, which attracts more runners who tell their friends about us. We have invested time and energy into our social media accounts, which attracts runners of all ages, especially students.

Mel: Twitter works really well, and Instagram!

Austyn: Our members now feel that they can organise runs and outings themselves, which they do via our Facebook page. So the first thing we recommend to new runners is to check out our social media sites, as we have so much more to offer than only running which we promote mainly on our Facebook.

Alex: That’s how I found out about Run Club – I moved to Liverpool four years ago, and I wanted to join a running club as I was doing the London Marathon, and wanted to meet new people. I did a Google search, and the clubs I found seemed too elite for me. At the time I felt like a huge beginner – I didn’t know if I could even run 5k. So I scrolled down and I eventually found the Facebook group for Nike Run Club, and I decided to go for it as everyone seemed so welcoming and friendly.

Mel: It’s because we have no egos in our club, as we cater for all abilities.

Austyn: Some of the runners in our club joined because they wanted to make a lifestyle change for their health, both physically and mentally. Everyone understands the physical health reasons for taking part in running, but what lots of people don’t fully understand is the mental health reasons behind taking part. Running is phenomenal for that – I would be as mad as a box of frogs if I didn’t run! People have ups and downs in their lives, but we all have that one common ground with running that welcomes people and allows them to escape from their own problems and worries. To look back and see how far we have come over the past four years makes me incredibly proud.

How have you managed to enable the Nike Run Club to adopt such a welcoming attitude?

Austyn: We are a community, all for one and one for all. Everyone has an invested interest in each other, instead of their own achievements.

Mel: Our run club is constantly complimented on its community, friendly and family feel. I have run with other Nike Run Clubs in the UK and not had this feeling. It really is special and something which is simply down to the runners who join us every week!

Ali: It was only last week during our speed mile session where the member who was the last to finish was cheered on by the whole team, and some actually ran to meet him and to encourage him to reach the end.

Mel: That was such a special moment, and there are so many moments like that which happen all the time with the club.

Austyn: This does happen in other running clubs, but it wouldn’t have happened for somebody like that particular member last week, simply because he wouldn’t have been in that running club. Running clubs can be quite elitist, and many do not cater for absolute beginners. I’ve been out on a run where someone has been dropped because they couldn’t keep up. This would never happen with us.

Mel: We have a wicked way of welcoming first runners, so that they keep coming back. It’s infectious!

Alex: Running helps so much with confidence, not just in sport but in every-day life, so when people start running and see this new confidence within them, they don’t often look back. Running club offers another world where you can look forward to getting out of the office and chatting to your fellow members, where you don’t even have to discuss what you do as a living, or how old you are. I actually met my boyfriend at Run Club!
As the club is branded by Nike, is there any catch with regards to wearing certain shoes, or having to buy specific running gear?

Austyn: I thought when it first started that the club was going to constantly endorse and sell Nike clothes and equipment. Not once has that ever been pushed – not once! The community aspect is what Nike wanted to achieve, and that is what we bring.

Mel: We are basically one, big, global community.

Austyn: There is an element of brand loyalty that has come in separately. It hasn’t been dripped into our consciousness, it has just happened. More and more people are turning up with Nike shoes, but this will never be pushed.

How do you manage the Nike Run Club as a business?

Mel: We are offering a free service for people of all ages and abilities, so I want to provide a business that caters for every member that may join us. I feel it is important to think outside the box, to try and socialise as much as possible, and to increase our presence in and around the city so we can represent the club as a group. For instance, in the Liverpool Half Marathon we had so many runners with our shirts on, which increases the community aspect of the club. I also want to provide the runners with something a little bit more than just running. Everybody knows that running is not the best exercise in terms of your knees, so I want to utilise the people I have met along the way who know about strength and agility – something else that our members can gain from.

Alex: This supports local businesses also as we have had Physiotherapists in to speak to us, which obviously promotes their services to customers who may desire to use them.

Mel: So the members aren’t just getting a run club, they are getting extra, and it’s all for free.

Alex: I’m a solicitor – by day! So I spend my time sitting still in a desk slumped over a keyboard, which so many people do. I think it’s brilliant to be able to get outside and do something totally different, meeting new people and running with them, which makes you feel amazing afterwards. It’s so energising, you end up getting home at half seven on a Tuesday and you feel brilliant.

Mel: It will be one of the best things you do; it has a brilliant way of making you feel alive, there’s no stigmas or stereotypes, just come and get involved! It gives you another focus, allows you to challenge yourself and clears your mind.

Alex: It’s even a great networking opportunity, as we have such a variety of members from all fields of work. With actual networking sessions, you feel the pressure to sell yourself and it’s quite odd, but if you met someone at the end of a run and you mentioned what you do, the chances are they may do something similar.

Ali: I got my job from running!

Mel: Exactly! The people side of the club is phenomenal, and it’s better than going home and sitting on the sofa, not doing anything.

Nike Run Club is held every Tuesday evening at 6:15, and every Sunday morning at 9:45, at the Nike Store in Liverpool One. If you would like to join Nike Run Club, join their Facebook page (Nike+ Run Club Liverpool) where links will be posted for sign-ups.
Dalbinder is a highly trained and experienced Medical Herbalist & Nutritional Therapist who has clinics in Liverpool and Manchester, and she teaches and runs seminars on health and wellbeing. Her passion is healthy ageing, and her mantra is telling her clients what really makes a difference, and how to support changes that can fit into our 21st century lives to help with existing health concerns and for long term health and wellbeing.
Average life expectancy in the UK currently stands at 78.8 years for men and 82.7 years for women, and it’s increasing! There are, however, regional variances and us “up North” can expect to die a few years earlier than our southern counterparts.

100 years ago it was roughly 50 for men and 53 for women. 100 years ago many Europeans would die from infection. Today, the biggest killers are known as non-communicable diseases (NCD’s). These are non-infectious diseases such as lung cancer, heart disease and strokes which are usually associated with lifestyle factors including obesity, smoking and alcohol consumption.

Although in the UK we are working hard to reduce the number of people smoking – and we seem to be level with our European neighbours in terms of alcohol consumption (although Europe ranks the highest in the world in terms of alcohol consumption) – the area in which we are rapidly climbing the charts into number one position is: obesity. This is an area in which we rank not only highest in Europe, but amongst the highest in the world, one world record we really don’t want.

Today, for the first time in history, Britain’s over-65s now outnumber people under the age of 16. This ageing population trend is being made worse by the inevitable retirement of the so-called ‘baby boom’ generation over the coming decades. The baby boomers were born during 1946 – 64, a period of rapid population growth and social change, with 17 million births recorded in Britain during this period. Those born at this time are now beginning to reach retirement age, and are set to have a dramatic effect on the people, society and economy of Britain.

There are currently 4 people of a working age supporting each pensioner in Britain; however, by 2035 this number is expected to fall to 2.5, and by 2050, to just 2. This ageing of populations is a global phenomenon, being witnessed not only by Britain, but in other developed countries such as Italy, Spain, Germany and Japan.

Although in the UK we are working hard to reduce the number of people smoking – and we seem to be level with our European neighbours in terms of alcohol consumption (although Europe ranks the highest in the world in terms of alcohol consumption) – the area in which we are rapidly climbing the charts into number one position is: obesity. This is an area in which we rank not only highest in Europe, but amongst the highest in the world, one world record we really don’t want.

It’s clear that changes are happening, and the implications of linking the pension age to life expectancy are clear: we will all be working much longer. For those of us with a state pension or otherwise, or for those of us who work for ourselves, we could be working for as long as our health holds out, or for as long as we are happy doing what we are doing. I for one want to work for as long as I can!

Healthy Ageing

WORDS: Dalbinder Bains
**Healthy Ageing - The Key Factors**

- **Good weight:** understand your weight. Those looking for a clearer picture of what their weight really means in relation to their health may want to take a look at metrics other than weight. One of these metrics is the body mass index, or BMI, an estimation of body fat that can be calculated using a person’s height and weight. Health-conscious individuals might also want to know more about their body composition, which relates to the proportion of fat tissue you have, relative to lean tissue (muscles, organs, etc.).

- **Optimum nutrition:** Flailing in the swell of bestselling diet books, infomercials for cleanses, and secret tips in glossy magazines is the credibility of nutrition science. One month we hear something is good, and next we almost expect to hear it’s bad. Why not assume the latest research will all eventually be nullified, and just close our eyes and eat whatever tastes best? But this won’t help! Improvements in diet are clearly associated with significant lengthening of lifespan, and dramatic decreases in relation to the risk of most chronic diseases. The best diet includes minimally processed foods close to nature - predominantly plants – and is decisively associated with health promotion and disease prevention. Real food: seasonal, local, organic.

- **Most research supports the argument that the Mediterranean diet (incorporating the traditionally healthy living habits of people from countries bordering the Mediterranean Sea, including Italy, France, Greece and Spain) is the healthiest. Mediterranean cuisine varies by region and has a range of definitions, but is largely based on vegetables, fruits, nuts, beans, cereal grains, olive oil and fish. A 2013 study found that people following a Mediterranean diet had a 30% lower risk of heart disease and stroke.**

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**Healthy Ageing**

**Therefore, the argument for looking after one’s health really stands up - healthy ageing is an issue we can all control, and it isn’t something we can relinquish to anyone else. The National Health Service is fantastic at dealing with acute medicine, but as for preventative medicine, it still has a long way to go.**

For the majority of cases our health is not predetermined by luck or genes, it is determined by each one of us. The latest research shows that our genes in some cases can be switched on or off, and these can be triggered by lifestyle choices. Healthy ageing/looking after ourselves should be a skill taught at schools. We teach our children about sewing, cooking, business, gardening – so why not wellbeing and healthy ageing?

Imagine we buy a new house. We tend to spend a period of time developing some new skills so that we can ensure that we maintain this house and make it the way we want it to be, in order to be happy there and for it to reflect our personality. We may take up night classes or buy manuals, and for things we cannot learn about, we seek out “experts” - the roofer, the decorator. Our body can be loosely thought of as our house, yet how many times ahead of a health issue do you seek out an expert? This is where “Healthy ageing” comes into its own – wouldn’t it be great if we all had a basic manual, and then we also seek help from experts when needed – a personal trainer, a nutritionist, a chef?

Let me share with you some of the key areas in which we should all ensure that we are knowledgeable, or should seek the right expert advice:

- **Quick Tips for Staying Youthful and Healthy**
  - Drink 8 glasses/ 2 litres of water a day - hunger may often be confused as thirst – start with a glass first thing in the morning
  - Less alcohol, fewer stimulants
  - Fewer drugs
  - Exercise: for most healthy adults, the Department of Health and Human Services recommends these exercise guidelines: “Get at least 150 minutes a week of moderate aerobic activity or 75 minutes a week of vigorous aerobic activity. You also can do a combination of moderate and vigorous activity.” A good rule may be 30 minutes of combined exercise per day.
  - Good posture
  - Sleep & relaxation 6-8 hours, or 4-5 90 minute uninterrupted cycles
  - Positive attitude
  - Good relationships
  - Sense of purpose
  - Sunlight
  - MODERATION AND VARIETY IN ALL YOU DO!

It’s never too early or too late to make a difference to your health and wellbeing. Imagine you can build your own bespoke plan on “Healthy Ageing” and get all the support to implement the changes. What would it mean to you to know that you are planning for health in your 50’s, 60’s and 70’s?
Types of Alternative Dispute Resolution (ADR) such as mediation & conciliation are being increasingly lauded by professional bodies such as the Chartered Institute of Personnel and Development as a way of settling workplace disputes early on, reducing the need for expensive and stressful grievance procedures and tribunals. The government is sold on the potential cost savings: an average mediation or conciliation process costs on average £1000 - £1500, compared with £15-20,000 for an employment tribunal. But aside from the immediate financial incentive, mediation is good for our health, argues LINK Mediation Director, Dr Laura Green.

Reason number 1: Mediation is a chance to have your say

For many of us who have heard of the practice of ‘mediation’, but have never participated in one, you might be forgiven for thinking that it is no more than a mandatory process for divorcing couples with children (anyone who has seen the movie ‘Wedding Crashers’ will remember the chaotic mediation scene in which Owen Wilson and Vince Vaughan’s riotous divorce mediators help an embittered couple agree on divorce terms, remarking ‘the glass is always half full, John’). Others won’t have heard of the process at all, and think that you’re actually talking about meditation, and

LINK Mediation Services is transforming the landscape of Alternative Dispute Resolution (ADR) in the North West. Liverpool’s only independent mediation company, LINK specialises in delivering swift and cost-effective dispute resolution services to organisations of all sizes, including sole traders and SMEs. Drawing on its directors’ 35 years of experience in the commercial, legal and higher education sectors, LINK is passionate about encouraging its clients to think differently about conflict.

Poorly managed workplace conflict costs UK businesses around £33 billion each year Confederation of British Industry (CBI).
The average employee spends 2.1 hours a week dealing with conflict, and 370 million working days a year are lost as a result of conflict in the UK. (CBI).

No one enjoys being in a conflict situation, and anyone that has experience of a workplace or business-to-business dispute can vouch for the fact that the negative effects can and do spill over into all aspects of life, especially home life and personal relationships, having a detrimental effect on our health and well-being. If the dispute becomes more serious, and more drawn out, it can inevitably get expensive and even more time consuming, and before you know it you’re being buried alive underneath an avalanche of stress and sleepless nights. But your dispute may not need to get ‘legal’ at all. Mediation is an alternative way of resolving disputes that puts you in control, will help you to identify which issues are most important to you (and help you to move on from those that are not), and to explore options and solutions. Mediation affords you this opportunity like no other process, formal or informal.

One of the main advantages of mediation compared to more formal procedures, such as tribunals or court proceedings (litigation), is that you get the opportunity to have your say about how the dispute has affected you, and what you would like to happen in order to resolve the dispute. There are, moreover, several other key features of mediation that tend to be championed as being advantages when compared with more formal dispute resolution processes. First, unlike tribunals or court proceedings, mediation is an entirely voluntary process (meaning the other party must also agree to participate): you choose to take part, and can choose to leave at any time (you may also ask for a ‘time out’ if things get heated). The mediator – as a neutral, impartial professional whose role is to guide the process along – will help you to explore options, but will not make judgements about who is ‘right’ or ‘wrong’ in the dispute.

Second, mediation is confidential: the participants can speak openly and directly to one another without the proceedings being a matter of public record. And third, the mediation session itself is carried out on a ‘without prejudice’ basis (meaning that what is discussed during the process cannot be used in court should things unfortunately go that way). The mediator will help you to craft a unique agreement that addresses your particular concerns: no tribunal, judge or jury can help you to do this.

EU businesses have on average 6 disputes with other businesses during a 3 year period. 45% of these are ended by a court decision, whilst 25% are likely to remain unresolved. All of this costs around 2.8% of each business’ annual turnover.

Reason number 2: Mediation is empowering (and cathartic!)

So mediation is a voluntary and confidential process which is much faster and more cost effective than going to tribunal or court. But more critically (at least from the point of view of this article), mediation is also a platform for ‘having your say’. It may seem obvious, but this is vital if we are to overcome
Conflict need not be destructive. In fact, resolving conflict in a healthy way can help us to increase our understanding of each other, can help us to build trust and strengthen our relationships. In this way, mediation can help to put us in touch with our own emotions and desires as well as those of others. In a workplace and business environment, it is vital that individuals find alternative ways of addressing conflicting wants and needs, especially given the current environment of austerity and constraints on finances, staffing and resources. Indeed, resolving conflict in a healthy way can be incredibly productive, and can help participants to transform the quality of their interactions by fostering their recognition of each other’s perspectives.

Mediation, on a very fundamental level, promotes communication, in all its forms, as well as collaboration and problem-solving. Mediation is essentially a pragmatic process as well: it asks, what can be done, practically, realistically?

Another advantage of mediation over more formal dispute resolution processes is that the outcomes tend to hold up better over time and have greater compliance, most likely because they have been created by the participants themselves, instead of being imposed by a judge or arbitrator. Agreements that have been established through mediation tend to be better and more successful than those established by means of simple compromise or those established on the basis of negotiation; indeed, the outcome can often go on to form the basis of a mutually satisfactory framework for future interaction (in short, it fuels better working relationships). So if you’re looking to rebuild and strengthen ongoing relationships – something which is vital to the life force of any business – you have very little to lose, and an awful lot to gain, by trying mediation.

Conflicts are, moreover, more than just disagreements, and any conflict within the workplace is fundamentally a communication breakdown. Our perceptions of conflict trigger strong emotions, and this forces us to respond to conflict based on our perception of facts and situations, rather than on the facts themselves (when things get heated we ‘can’t see the woods for the trees’). Our perceptions of conflict trigger strong emotions, and this forces us to respond to the situation from an adversarial position (‘you vs. me’). If the dispute gets more formal, it can become more difficult to articulate what is actually wanted to get out of the situation, and b) have the capacity to recognise the things that matter to the other person. In other words, if you are hell-bent on punishing the other person, this will make it extremely difficult to address what it is that you would actually like to achieve going forward.

Mediation is, then, a much healthier way to deal with disputes, as it provides a safe, low-risk and non-judgemental platform from which to address conflicting needs. Mediation is also cathartic: it allows us to unburden ourselves of some of the thoughts, feelings and emotions that we’ve pent up over the course of the dispute. This process is extremely empowering, and empowered individuals can begin to move beyond conflict without harbouring resentments or anger.

Mediation is just another form of negotiation, taking place around a table. This is wrong in two senses; first, practically, because you need not even be in the same room as the other participants if this isn’t what you want (although many participants elect to meet face-to-face at some stage during the process). Second, because the word ‘negotiate’ suggests compromise, whereby the possibilities are limited to what already exists, instead of envisaging something new. Rather, a good mediator will help you (and the other participants) look to the future and to what might be created.

There are two fundamental approaches to solving conflict via mediation: the ‘design approach’ is solution-focused and looks forward to what options are available and to what might be changed or brought about. You might be familiar with the motivational quote that reads something like, ‘you can’t start the next chapter of your life if you keep re-reading the last one’. Whilst it’s important to get off your chest what’s been burdening you, it’s important to keep in mind what it is that you want to achieve, and not keep harping back to past events. Of course, there may be harm that needs to be addressed and repaired, and a good mediator will ensure a safe environment in which this might take place. Nonetheless, it’s important to keep a focus on what you’re there to achieve, and then to see what resolutions might get you to that point.

The second approach is to ask each participant what they would wish for if they had a ‘magic wand’. This is sometimes referred to as the ‘dream solution’. This is often the most compelling approach, as it encourages the participants to think of a state of affairs in which the conflict is absent, and requires them to think about what things they would be doing differently, what it would feel like to be doing these things differently, and the different ways in which they would interact with their colleagues, friends and family (so the key term here is ‘different’!). It also encourages participants to think about what their best hopes are, and to imagine creative and pragmatic ways in which to achieve these best hopes or goals.

Reason number 4: Mediation promotes communication, collaboration and joint problem-solving

Mediation has around a 90% success rate (all dispute areas).

It is thought that as little as 7% of managers of SMEs have used mediation, whilst around 56% have heard of mediation but have never used it. (ACAS)

Reason number 3: Mediation is future-focused and solution-focused

Many people, quite forgivably, think that mediation is just another form of negotiation, taking place around a table. This is wrong in two ways; first, practically, because you need not even be in the same room as the other participants if this isn’t what you want (although many participants elect to meet face-to-face at some stage during the process). Second, because the word ‘negotiate’ suggests compromise, whereby the possibilities are limited to what already exists, instead of envisaging something new. Rather, a good mediator will help you (and the other participants) look to the future and to what might be created.

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To contact Link Mediation, please email: info@linkmediation.co.uk, call: 0151 378 1996 or visit: 54 St James Street, Liverpool, L1 0AB

For more information, please visit their website at: www.linkmediation.co.uk
Switch on to ARTS

IMAGE: Abigail Scott Art
info@switchontobusiness.co.uk
www.switchontobusiness.co.uk
Tell us about the origins of your business.

I started Abigail Scott Art in 2010, and the first few years were quite slow, what with it being so new and being only 17 at the time. However, in the past year or two it has absolutely leapt! I have been receiving a lot more interest and commissioned work, and have managed to put my art on Etsy where I made my first sale last night! It’s so exciting, and I have always liked the idea of having my own business rather than working for someone else.

How do you manage both studying and owning your own business?

This is incredibly difficult, especially since I recently had to secure a part-time job to fund my way through university. I often find myself prioritising commissioned work over any university work as it is my passion, and my career. Therefore, the hardest aspect of being a student and having my own business is to make sure that I do not neglect university, as I am here to get a degree at the end of the day. I also miss creating art simply for myself, so the plan for my third year is to create my own pieces, ensure I do not neglect university, and continue with my Etsy products which through digital printing I am able to mass-produce.

What are your creative inspirations?

This is easy; when I was eleven I had moved back to England from Canada after having been there a year, and was finding adapting to British culture again difficult. I felt quite alone, but one day I heard my brother playing a video game in his room. When I saw what he was playing, I was instantly inspired – he was playing “Final Fantasy X”, a video game animated so beautifully and inspired by the beautiful colours and aesthetics of Asia. This is what really inspired me to start drawing, and that video game series has continued to act as one of my biggest inspirations to this day.

What would you say to someone of a similar age who was thinking of starting their own business?

Just do it! Do not second guess yourself – I received a lot of negative comments about my art from the internet community at the very beginning, which dramatically affected the confidence I had for my work.
Also, young people who try to set up their own business always seem to be put down by others who tell them they are too young, too inexperienced etc. I just say, do it! Surround yourself with people who are going to support you, and you will be fine.

Where do you see yourself after you graduate?
Doing this! However, I realise that after I graduate I may need to secure a job to help bring funds in for Abigail Scott Art. Continuing with my business means developing my own self-confidence to ensure I keep doing what I love. I think many artists appear quite introverted and shy, but I think self-confidence is key when you are trying to break the mould and create a presence within the art industry. I will never give up Abigail Scott Art, as it’s my baby.

What has been the biggest struggle for you since starting your business?
Confidence, especially after the start of my business. I came to find that fairly pricing my work was difficult, as I had never done it before. My tutors have been a huge help with this, and the art community in general. It was only until I started university that I found I had been severely under-pricing myself, as I spoke to someone on my course who had a similar business. I discovered how much they were charging per hour, and realised I was charging over 70% less! It was definitely a learning curve that has helped me develop my business for the better.

What has been your biggest achievement?
I think it’s doing something that I set out to do! If you told eleven year old Abi that she would be earning money from her drawings, she would be so happy. Sometimes I don’t really think about it, but when I do, I feel so happy that I have been able to pursue my passion as a career. I’m not making millions right now, but I will! Abigail Scott Art has helped me increase my self-confidence, self-belief and self-esteem so much, that I feel it to be my own personal journey that I am incredibly proud of.

To see more of Abigail’s art and to purchase her work, visit: http://abigailscottart.com
With winter drawing closer it’s time to think about one thing: Christmas. It’s also time to have a think about what books you would like to read during the Christmas period. Here at Waterstones, we have provided six books to add to your Christmas wish list (although they are all available now), for those of you who are aiming to expand your business acumen.

1. **Black Box Thinking - Matthew Syed.**

Matthew Syed’s previous book, *Bounce*, became an international bestseller which sold over 100,000 copies in the UK alone. His follow up, *Black Box Thinking: The Surprising Truth About Success*, demonstrates Syed analysing failure as a cause of success. Yes, you read that correctly: failure leads to success. It’s a maxim often quoted but rarely acted upon in the business world, and Syed affirms that ‘Black Box thinkers’ are able to truly learn from their mistakes. For instance, James Dyson didn’t create a multi-million pound business overnight; he learnt from thousands of mistakes until he succeeded, and even the good folk at Google built their entire empire on trial and error. These are two examples of organisations that see failure as the very best way to learn, and now you can too. Learn how to make the most from your business calamities and tackle those businesses that stagnate under a quagmire of meaningless jargon, that are too afraid to take risk, and too timid to attempt failure.

*Publisher: John Murray General Publishing Division*

*ISBN: 9781473613775*

2. **What They Don’t Teach You at Harvard Business School – Mark McCormack**

“Smart people judge you by three criteria - and even if they don’t, in time, it will determine how they think of you:

1. Commitment
2. Attention to detail
3. Immediate follow-up”

What They Don’t Teach You at Harvard Business School fills the gaps between what you learn at business school and what you can only know from real world experience, complete with tips and examples from businesses and people who have encountered life outside of academia. If you’ve completed your MBA but are struggling to apply it in the workplace, then this is definitely for you.

*Publisher: Profile Books Ltd*

*ISBN: 9781781253397*

3. **Connect: How Companies Succeed by Engaging Radically with Society - John Browne, Robin Nuttall, Tommy Stadlen**

Drawing on the experience of John Browne, former CEO of BP, and the insight of two McKinsey experts, “Connect” explores the recurring rift between big business and society; offering solutions and guides for reconnecting with your community (your customers). Interviews with leaders such as Tony Blair and Tim Berners-Lee may be controversial for some readers, but you won’t be able to escape the realisation that the age of passivity is over, as your product or idea is no longer sufficient. They argue that to succeed in the 21st century you will need to engage radically with the world around you. Much food for thought to be found here.

*Publisher: Ebury Publishing*

*ISBN: 9780753556924*
4. The Art of Captaincy: What Sport Teaches Us About Leadership - Mike Brearley

Mike Brearley is one of the most successful cricket captains of all time. However, this book is not just about the sport itself. In The Art of Captaincy, Brearley gives us his experience of successfully managing a team to victory in one of Great Britain’s greatest ever Ashes victories against Australia. Here you will find all the skills needed to successfully manage any team or business, from managing and motivating strong personalities (Botham and Boycott), to navigating the world of internal and external politics. Brearley demonstrates the need for clear-headedness, empathy and intuition to bring success to the role of captaincy.

With a new introduction by former England player, Ed Smith, to celebrate the thirtieth anniversary of its publication, The Art of Captaincy is a book as relevant to inspiring leaders of industry as it is on the cricket pitch.

Publisher: Pan Macmillan
ISBN: 9781447294351

5. LEADING (Hardback) - Alex Ferguson, Michael Moritz

Alex Ferguson is arguably one of the most successful football managers of all time, with over 38 years of successful management to show for it (how many managers can make that assertion?). Ferguson has won an astonishing 49 trophies and was able to develop Manchester United into not only the world’s biggest football team, but the world’s most recognised brand. With this amount of success behind him, Sir Alex surely has a lot to teach us about leading a successful team. LEADING is packed with insights and wisdom concerning key skills, such as discipline, teamwork, delegation and dealing with failure. Wherever you work, LEADING will help you become a better leader.

Hodder & Stoughton General Division
ISBN: 9781473621176

6. The Idea in You - Martin Amor and Alex Pellew

Take your passion and make it happen with The Idea in You by Martin Amor and Alex Pellew. Have you often had an idea but not known what to do with it? If yes, then you need this book. Leading start-ups and British entrepreneurs have come together to share their stories and offer advice to turn your ideas into a success. This is a fantastic and inspirational read, particularly for those taking their first steps into launching a business. It will give you the tools, knowledge and confidence to take off. Read this, implement your ideas and don’t regret a thing. Do it now!

Publisher: Penguin Books Ltd
ISBN: 9780241014837

7. Choo Choo (Board book) - Petr Horacek

Maybe you’re a parent with young children and think you haven’t got time to be reading inspirational business books? Well think again. Any book can be used to draw inspiration and facilitate the thinking process and this is another fine example.

Choo Choo teaches us that your business is a journey, whether it be within the train industry, an art gallery or running a Fortune 500 company. You have to build your product, get your company working, train your staff and carry your customers with you. Along the way you will get lost in the woods, enter dark tunnels and encounter all sorts of inclement weather, however, if you have courage, solid foundations, a good idea and the skill to drive things forward, you will come out into the sunshine. Then it’s time to play before heading out on the next journey.

So, next time you’re reading a children’s book, maybe you can think a little differently and draw inspiration from the unlikeliest of places. It certainly makes the bedtime routine a little more fun. Remember: think outside of the box (even if it’s black).

Happy Reading.
Here at Switch on to Business we often meet new and aspiring entrepreneurs, however it is rare we meet them at such a young age; this was until we met Rachel Gilbertson. Rachel, 22, founded her business Roxiie’s Treasures aged only 19, therefore we wanted to find out more about her reasons for becoming self-employed so young, and of her plans for the future.

I set up Roxiie’s Treasures in May 2013 because I couldn’t find employment. I was invited for many interviews but I kept getting knocked back because I was so young and I had little work experience. I spoke with an adviser from ‘The Women’s Organisation’ based in Liverpool about starting my own business, and he advised me to ask the job centre to put me on the New Enterprise Allowance programme as I was already on Jobseeker’s Allowance.

I was placed on the programme and worked with ‘Blue Orchid’ to help me write a business plan and a cash flow forecast. I also attended some free courses held by ‘The Women’s Organisation’ to help me start-up, including how to use social media, understanding tax and national insurance, and book keeping. I also received a £200 grant which helped me to buy some stock and business cards to promote my business.

Firstly, I started selling jewellery and accessories online and at craft fairs to promote my business and help build up a list of customers and contacts. At one craft fair, I was informed of an opportunity to rent a space within an arts and crafts emporium based upstairs in a vintage tea room, so I decided to grab the opportunity. I felt that having a space of my own was incredibly important, as it meant that I had a place for my customers to come and see my wares rather than from just a photograph online. In 2014, an opportunity arose for me to rent a shop with a window next-door to my current space, so I decided to move in Roxiie’s Treasures. I named the shop The Treasure Trove, as it fitted well with my brand and enabled room for the expansion of products.

Since setting my business up, I have been in several newspapers such as: The Champion, Crosby Herald, Liverpool Daily Post, Liverpool Echo and Your Merseyside Wedding Magazine.
I have also been interviewed by Pete Price from Radio City and Tony Snell from Radio Merseyside. I have been shortlisted for a number of awards, including Young Entrepreneur & Entrepreneur of The Year in The Women in Business Awards 2014, and Best Accessories Designer in The Liverpool Fashion & Beauty Awards 2014. Earlier this year, I was shortlisted for Young Entrepreneur in The Women in Business Awards 2015, Best Small Business Retailer in The Liverpool Lifestyle Awards 2015 and Young Business of The Year in Merseyside Open for Business Awards 2015.

The biggest challenge I have faced so far has been trying to promote my business and building up my clientele, especially when I have had little money for which to do so! Also, as I have set up my shop on the high street, a challenge I have faced is establishing myself amongst the competition and amongst potential customers, both local and otherwise.

My biggest achievement is getting to where I am today with my own shop by working hard, never giving up and committing myself to get the word out there about Roxiie’s Treasures as much as possible. This has been achieved through word of mouth communication, social media management, and attending as many networking events as I can. Looking back to when I was first setting up, I wouldn’t have ever believed two years down the line I would be where I am today. I think that all you can do is try your best to achieve your goals. When you are setting out to start your own business, don’t be afraid to ask for help, because initially I had no idea what to do. Focus on what you want in life, work hard and don’t let people get you down. Most of all, never give up on your dreams.

My plans for the future are to expand my business by selling different products other than jewellery, bags, scarves, gifts & home décor. I also want to start exporting more and grow my online presence, so that I can promote Roxiie’s Treasures to international consumers.”

What an inspirational young woman – we know how hard it can be setting up a business, and to do so from such a young age is no mean feat. We wish Rachel the best of luck for the future.

You can follow Rachel on Twitter: @RoxiiesTreasure

If Rachel’s story has inspired you to seek some help in setting up a business, you can contact the New Business Development Club at www.newbusinessdevelopmentclub.co.uk. Whether you are just at the starting up stage, in the early throes of your business, or if you are established and looking for some inspiration, they can help.
I have always sung since I was a child, but never dreamed of pursuing it professionally. In 1995 I was asked to take part in an event at Sefton Park which celebrated the summer solstice, and after I sang told me I reminded her of Paul Robeson but I confessed to not knowing of him at all, so I found his biography shortly after and realised immediately that his was a story that needed to be told. It took me around ten years of looking for playwrights until I finally decided I would have a go at writing my own play to celebrate his life, which is how “Call Mr. Robeson” came to be.

Funnily enough, at the same time my architectural business became a victim of the recession, my play started to show promise. I decided to take the leap, and in January 2009 I became a professional singer/actor. Some people would question me taking such a risk, but I knew that acting was my calling, so I have never looked back.

“The highlight of my career thus far has been performing “Call Mr. Robeson” at Carnegie Hall in New York on my 50th birthday, back in February 2012. I had met someone from New York at the Edinburgh Fringe Festival who shared the dream I had of performing over there, and managed to help me secure sponsorship from Smaller Earth to make it happen. It was exhilarating! Carnegie Hall was actually a venue where Paul Robeson was able to announce he had just won an eight year battle against the USA who had cancelled his passport due to his political views. He had made a speech earlier that year where he questioned the idea of African-Americans fighting against the Soviet Union when they were treated them as second class citizens in their own country. He claimed that he had been treated like a real man in the Soviet Union, however his claims were manipulated by the press and became so distorted, that Paul Robeson became seen as a public enemy. After being forced to cancel the scheduled concert, he returned the following week to perform, with the help of local trade unions organised a huge large team of hundreds to guard him and the concert goers. Despite that, after the concert, and after Robeson had left there was another big riot for which Peekskill is now notorious. It must be said that in more recent times, the town has gone out of its way to atone for that episode.

“My main aim is correcting the injustice that such a revolutionary figure has been neglected within the history of the civil rights movement. When people know about Malcolm X and Martin Luther King, they usually are not aware of the individual who stated their views thirty years prior. As he had such an influence, using his talents as an entertainer to put across his political opinions, both the British and US Government decided he was too dangerous and that his history needed to be buried. They were hugely successful in achieving this, which explains why he is such an unknown figure. I decided that his history needed to be told, because I strongly believe that the world is in desperate need of hearing his messages about peace, justice and equality. I have been privileged enough to tell his story around the world, in Australia, New Zealand, Nigeria, Jamaica, over the US and Canada. I find it beautiful that this all started from deciding to sing one morning in Sefton Park, and that the power of the music of Paul Robeson’s ancestors - born out of terrible consequences of the transatlantic slave trade - has inspired me to travel the world as a singer/actor, and a small-time activist.”

To find out where you can watch Tayo in action, visit: www.callmrrobeson.com
Switch on to EVENTS

info@switchontobusiness.co.uk
www.switchontobusiness.co.uk
**November 3rd**  
FACING THE FUTURE: WHERE ARE PR AND JOURNALISM GOING?  
Edge Hill University,  
6:00pm, Free

**November 4th**  
LIVERPOOL SCIENCE, ENGINEERING AND TECHNOLOGY FAIR  
St George’s Place,  
11:30am, Free

**November 4th**  
IGNITE LIVERPOOL – INSPIRING LIVERPOOL  
Bold Street,  
6:00pm, Free (donations accepted)

**November 7th**  
LIVERPOOL BLOGGER EVENT  
67 Norfolk Street, Liverpool,  
12:30pm, Free

**November 8th**  
The Exquisite Secret Vintage Wedding Fair  
Liverpool City Centre (secret location, revealed 5 days prior to event),  
11:00am, £0 - £11

**November 10th**  
OUR PEOPLE ARE OUR BEST ASSETS! HOW DO WE MAKE THE MOST OF THEM?  
No.4 St. Paul’s Square,  
11:30am, Free

**November 11th**  
Liftex Conference and Exhibition  
Kings Dock, Liverpool,  
£0 - £330

**November 12th**  
LJMU 2016  
Law Employability and Personal Development Lecture Series Week 1  
Brownlow Hill,  
3:00pm, Free

**November 13th**  
SHIP & MITRE WIRRAL BEER FESTIVAL  
Hulme Hall Port Sunlight,  
6:00pm, £3-£16

**November 18th**  
21ST ANNIVERSARY OF INTERCHANGE: CONNECTING HIGHER EDUCATION AND COMMUNITIES  
Blackburn Place, off Hope Street,  
5:15pm, Free

**November 19th**  
STRESS & MENTAL HEALTH ISSUES IN THE WORKPLACE: A PRACTICAL HR GUIDE  
Redmonds Building, Brownlow Hill,  
6:00pm, Free

**November 19th - 21st**  
WATERLOO BEER FESTIVAL 10!  
Waterloo Road, Liverpool,  
£5-£7

**November 20th**  
FABULOUS FROST FAIR  
Old Clatterbridge Road, Birkenhead,  
10:00am, £0-£22

**November 21st**  
EMBRACE LIVERPOOL  
Mount Pleasant, L3 5TQ,  
9:30am, Free

**November 25th**  
FALL INTO WINTER LADIES PAMPER EVENING  
The Elephant Pub and Bakehouse, Woolton,  
7:00pm, £14

**December 9th**  
Lunchtime Concert – RLPO Strong Quartet  
Liverpool Philharmonic,  
1:00pm, Free

**December 31st**  
LIVERPOOL HAIR AND BEAUTY SHOW LIVE  
Liverpool, L1 0AB,  
11:00am, Free
Come join us for an evening of glamour at the Elephant Pub and Bakehouse in Woolton Village, 1 Woolton Street, Liverpool L25 5NH

You will be welcomed with a glass of prosecco on arrival and served canapés from the Simon Rimmer menu.

Indulge yourself and experience:

FASHION SHOWS
SPA TREATMENTS, MAKEUP AND HAIR DEMONSTRATIONS
PERSONAL STYLING
AND MORE!

Ticket gives you entry into a prize draw, where the winner will receive a £50 John Lewis Gift Voucher

EACH GUEST WILL RECEIVE
A COMPLIMENTARY
GIFT BAG

Email: info@switchontobusiness.co.uk for ticket purchase

In association with Switch on to Business

TICKET PRICE: £14
This summer has been very busy for everyone here at the Switch on to Business offices, but Edition 2 has been out and about visiting tourist spots in a number of locations. It has encountered torrential rain, blistering sun and even a long haul flight!

Here is an opportunity to win a £50 John Lewis Gift Voucher by entering our fun competition.

All you need to do is correctly identify all three of the locations that Edition 2 has visited – there are even clues to assist you in your quest!

Submit all three answers to: info@switchontobusiness.co.uk

CLUE: “A carriage fit for a Queen who has reigned longer than Queen Victoria – this is the part of the palace that I reside in - rhymes with ‘loyal queues’”

Good Luck!
CLUE: “Joining the bronze brass band in a town in southern Costa Blanca, which translates in English as ‘old tower’.”

CLUE: “There were lots of maple leaves around as well as what was once one of the tallest buildings in the world; classified as one of the Seven Wonders of the Modern World.”

Edition 2 Competition Winners

The Shankly Hotel – A night for two, with breakfast included
TONY GREENALL

Mio Skincare - 4 Firming Fave Products
LESLEY MacCALLUM

The Elevator - Win £500 for your business
ELIANE STRASSER of STRASSÉR CREATIONS

The Elevator (Graduates & Students) – Win £300 for your business
DAVE WOOD OF METANOEO

The Panel of judges for both of the Elevator Competitions were:
Neil Ashcroft – Centre Manager, New Mersey Shopping Park, Liverpool
Carol Buckman – Business Gateway Manager, Hope University, Liverpool
Ged Janssen – Sales Manager, Crowne Plaza Hotel, St Nicholas Place, Princes Dock, Liverpool
Gary Millar – Liverpool City’s Strategic Lead for Business, Enterprise and Investment
Michael Smith – Local Business Development Manager, Hatfields Jaguar, Riverside Drive, Liverpool

Congratulations to all our winners

Jackie Lee congratulates Tony Greenall, winner of The Shankly Hotel competition.
Talk and Share Event

The New Business Development Club’s most recent Talk & Share Event was held for the second time at the Holiday Inn (St John’s Precinct, Lime Street, Liverpool) in early October.

Businesses, both new and established, had the chance to connect, make a presentation to the audience to promote their business, or to have an exhibition stand to showcase their products or services.

“What a great guest speaker – so knowledgeable and interesting”, “It was great to have the opportunity to stand up and tell everyone about what my business can offer” and “What an interesting mix of businesses here today” were just some of the comments overheard by Switch on to Business during the event.

There was a real mix of businesses and individuals in attendance, ranging from solicitors, patent attorneys, accountants, business consultants, event planners, print brokers, jewelry designers, hand-made keepsake gifts, health and safety trainers – to name but a few. Also, it was good to see representatives from both the University of Liverpool and Hope University, championing the entrepreneurs of the future!

The guest speaker, Mira Hammad from Jackson Canter Solicitors (Walker House, Exchange Flags, Liverpool) kept the audience engaged with a talk on Business Ethics, explaining the areas that all businesses - whether large or small - need to consider. She stated that “it is important that companies not only have the correct policies in place, but that those policies are put into practice”. Going by the number of questions asked at the end of her session, her talk really struck a chord with everyone there.

All the businesses who attended this free event were entered into a prize-draw to win a half-page advertisement in Edition 4 of this magazine – another benefit of attending!

The next New Business Development Club’s Talk & Share Event will be held at the Crowne Plaza Hotel, St Nicholas Place, Princes Dock, Liverpool, L3 1QW in January 2016.

For more information about the New Business Development Club and to book on to a Talk & Share Event, go to: www.newbusinessdevelopmentclub.co.uk
Lin Boyd and Jackie Lee from the New Business Development Club host the event

Colin Johnson from Everton FC

Lesley Prichard from Culverstons Intellectual Property and Sam Benain from Jackson Canter Solicitors

Jackson Canter Solicitors Exhibition Stand

Osarobo Aigbedo from OCM Print delivers a three minute pitch about his business

Bethany Atkin, Lin Boyd and Colin Johnson catching up at the end of the event

Peter Charlery from PDC Online Accountants

Les Clare showcasing LWC Business Consulting to the audience

Parties For You Exhibition Stand
Ashton People Solutions
paula@ashtonpeoplesolutions.co.uk

Calderstones Mansion House
info@thetheredreader.org.uk

Calderstones Carbon Savers
info@ccshomeimprovements.co.uk

Community Foundation for Merseyside
info@cfmerseyside.org.uk

Culverstons Intellectual Property
info@culverstons.co.uk

Custom Print Limited
info@customprintgroup.co.uk

Eat Landscape
www.eatlandscape.co.uk

Eco Green
www.ecogreencleaning.co.uk

Gary Millar
gary.millar@liverpool.gov.uk

Hatfields Jaguar
liverpool@hatfields.co.uk

HMRC
www.gov.uk/contact-hmrc

HST Training
shelley@hsttraining.co.uk

Jackson Canter Solicitors
enquiries@jacksoncanter.co.uk

JUXDIT
customerservice@juxdit.com

Liverpool Chamber of Commerce
membership@liverpoolchamber.org.uk

Liverpool John Lennon Airport
www.liverpoolairport.com

McParland Williams
enquiries@mcparlandwilliams.co.uk

New Business Development Club
www.newbusinessdevelopmentclub.co.uk

New Mersey Shopping Park
www.newmerseyshoppingpark.com

PDC Online Accountants
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Switch on to Business
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Amber Kat Studios
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Caledoskope Photography
calphoto@live.co.uk

Jemma Brown Style Consultant
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John Lewis Partnership
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Lady Graceful
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Ms Self Design
msselfdesign@live.com

Strassér Creations
customerservice@strassercreations.com

Temple Spa
www.templespa.com/spa-to-go

The Old Photo Factory
matt@theoldphotofactory.co.uk

Agent Academy
tellmemore@agentmarketing.co.uk

Halewood Academy
lmaccallum@halewoodacademy.co.uk

Liverpool Hope University
www.hope.ac.uk

Crowne Plaza
enquiries@cpliverpool.com

Everton FC
www.evertonfc.com

Empty Plates Catering Services
emptyplates@virginmedia.com

Fazenda
liverpool@fazenda.co.uk

Holiday Inn
enquiries@hiliverpool.com

JQ Events
JQ-Events@sky.com

Knowsley Hall
events@knowsley.com

Parties for You
michelle@parties-for-you.co.uk

The Art School
info@theartschoolrestaurant.co.uk

The Shankly Hotel
www.shanklyhotel.com

Uniqs Bridal and Events
info.uniqs@gmail.com

Wedding Planners Guild UK
info@weddingplannersguilduk.com

Ziferblat
ben.davies@ziferblat.co.uk

Dalbinder Bains
dalbinderbains@yahoo.co.uk

Link Mediation
info@linkmediation.co.uk

Nike Run Club
Facebook: Nike+ Run Club Liverpool

Abigail Scott Art
www.abigailscottart.com

Page to Stage
www.pagetostage.org.uk

Roxii’s Treasures
roxiiestreasures@live.co.uk

Sweet Lottie Keepsakes
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