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Fresh ideas and a new way of thinking are needed if we are to handle change

by Garry Smith
Chairman,
East Midlands

A Happy New Year to you all.

Any publication that lands in the aftermath of the Christmas and New Year festivities tends to spend some time looking back and reflecting on what has been before.

I prefer to look the other way, to the year to come and ask what IoD members can look forward to as they travel through the next 12 months – and how the IoD can be involved in that journey.

So what’s coming? Change. Simple as that. I’m no Nostradamus – I can’t tell you what is going to change – but I will tell you this: change is coming, it’s coming fast, and if you want your business or organisation to stay credible in the ever-evolving landscape we find ourselves in, you must be prepared to be flexible, to adapt and embrace change as a natural part of life.

More importantly, you need to learn new skills and gather knowledge that will help you meet the challenges change brings.

I was talking to a colleague recently who told me an interesting story. One of our sister IoD regions held a conference at which the MD from a tech giant said the following: ‘We are going through the fastest pace of change ever experienced... yet the pace of change today will be the slowest we’ll ever experience in the future, as the rate of change will only get quicker... so if life is going too fast for you now, tough, things are only going to change quicker in the future.’

It’s a breathtaking statement, but one which, when you consider the things that have altered around us in the past 10 years, we can all appreciate. The constant growth of the digital economy, and the way it is entering hitherto untouched sectors of the economy, is the most obvious example of the changing face of modern life. Businesses that have entered markets as major disruptors are now themselves being disrupted into oblivion, and no-one feels ‘safe’ from the forces that are around us.

Sound ominous? Yes, but isn’t it also exciting – and doesn’t it also present opportunities?

Does it not give you an opening into new markets, new sectors, where lean and agile businesses can prosper?

It could be a rollercoaster journey in 2018, and if you are a little daunted by that prospect, let the IoD accompany you as you travel. One of the things that I have grown to appreciate more in recent years is the need for cross-pollination of business thinking, of leaving the comfort of your day-to-day surroundings and talking to people from outside my office to gain new ideas that can help solve my own problems.

It’s hard to be inspired and inspiring every day, particularly if you surround yourself with people of the same ilk as you, from the same background, who know their sector inside out but know little of the way others operate. True inspiration comes from meeting people who have a different view on life, who bring something new to the table, with fresh ideas, fresh ways of doing things and fresh thinking that will help you become a better director.

But how do you go about meeting these dynamic strangers who can help you? IoD East Midlands is introducing Mastermind Groups this year which will bring people together from different sectors, to give you the fresh input you need to do things differently. At these groups members will discuss key issues – sometimes unique to an organisation, sometimes issues affecting all businesses. By talking to people drawn from different backgrounds you get access to a whole new pool of thinking which will give you new ideas to implement in your own business.

The Mastermind concept is very much in keeping with the IoD’s modern ethos, which is to bring directors together to discuss business and improve the way they operate. ‘Better directors = better business’ is a slogan we can all take to heart in 2018.

There is more on the new Mastermind Groups on page 4 but let me leave this section with an anecdote that underpins why they are so necessary. I was at a lunch recently when I met a senior director from one of the UK’s biggest retailers in the homeware sector. He told me how excited he was by three up-and-coming members of his senior management team. All three, he believed, could go a long way in business, and become real ‘captains of industry’ in the future.

However, he was frustrated as to how he could broaden their knowledge and experience. Where could he send them so that they could talk to people from manufacturing, from professional services, from the third and public sectors, to learn how others handled challenges and develop new solutions to the problems that bedevil every firm?

Here’s your answer: a Mastermind Group, where an open and informal discourse can take place, embracing the challenges that face us all.

So there’s one way the IoD can help you tackle 2018, and here’s another. On pages 14-15 there are around 60 of our events listed. Each one brings with it a way to make you a better director – whether through networking with fellow business leaders, learning more about how their organisation operates, or gaining a better understanding of a new issue.

Have a look through the diary and see which events sound like they could benefit you the most. I’m sure you’ll find several that fire up the imagination or propel you back to the office with new inspiration or understanding.

One event that should do all the above is the IoD’s new Open House event. This is the national head office’s re-imagining of its annual conference, a special three-day event from March 12-14 that throws open the doors to the IoD’s iconic headquarters on Pall Mall for a blizzard of workshops, bite-sized seminars, top-level speakers and social events. It promises to be a great event, and one I’m looking forward to immensely. It is designed to encourage people to attend for as much or as little time as they wish, with tickets available for half-day sessions when the subject matter/speakers take your fancy. Certainly if you are heading to the capital that time, get along and get involved.

You are bound to learn something new. So there we have it: a year of change ahead, and some mechanisms that may help you build your knowledge and experience so you can navigate its potentially choppy waters.

A far more promising prospect, I’m sure you’ll agree. And all managed without once saying ‘B....’
Ready for 2018? Put yourself in the spotlight

by Ron Lynch
IoD East Midlands Regional Director

As you will see on the facing page, we’ve opened our nominations process for the Director of the Year Awards 2018.

These awards celebrate individuals’ business achievements and we want to hear about your success.

Effective, dynamic, ambitious and creative leaders deserve recognition, so whether you are involved in media or manufacturing, e-commerce or the public or third sector, an entrepreneurial director of a start-up company or an NXD of a large corporation, why not share your success?

Visit our new dedicated website below for more information and to enter or nominate. https://directoroftheyear.awardsplatform.com

Sponsorship packages are also available with benefits for sponsors, including exclusive profile and recognition on all marketing, branding, pre- and post-event publicity and on the day itself.

You will also be invited to join the judging panel, present the award at the prestigious Director of the Year Lunch, which includes a bespoke trophy with your sponsor logo, receive two places at the awards lunch, photographs on the day and more.

Please contact me on 0115 848 6190 for more information.

New IoD Mastermind Groups to be launched

Following successful pilots, 2018 will see us introducing Mastermind Groups across the East Midlands.

These offer a combination of brainstorming, education, peer accountability and support in a group setting to sharpen business and personal skills. The ethos is to provide a positive, informal but challenging and supportive environment, where the relationships you build help you to get business results.

At the same time, you become part of a special community that you can both socialise with, and call on at any time for input, risk free.

For more information, please contact Ron Lynch on 0115 848 6190 or 07939 584626.

“Mastermind groups give you easy access to a wealth of new and important insights”

Thanks for your support

As we set off into 2018, I’d like to thank all our sponsors for their fantastic support in 2017: East Midlands Airport, Nelsons, Nottingham Trent University, Nottingham Business School, Lloyds Banking, Rachel Hargrave Consulting, Chattertons and Department for International Trade.

All have been very supportive throughout the year and we’re looking forward to working with them in the future.

Thanks, too, must go to our very hardworking committees for putting on and supporting our excellent events programme.

We have an exciting programme of events for the next 12 months: see from page 14-15.

Finally, thank you to all those members and non-members who have attended our events and contributed to their success. I hope you had a great Christmas break and have a fantastic 2018.

Ron Lynch, IoD East Midlands
Join the IoD East Midlands LinkedIn group – at https://uk.linkedin.com/groups/IoD-East-Midlands

Do you have what it takes to stand out from the crowd – or do you know a director or business leader who does? Well, now is the time to turn the spotlight on you as the 2018 East Midlands Director of the Year Awards are once again open for entries and nominations online.

The categories are:
- Director of the Year
- Emerging Director
- Non Executive Director
- Early Stage Business Director
- Public/Third Sector Director
- Global Director
- Inclusivity Director
- Corporate Social Responsibility Director
- Family Business Director
- Chairman’s Award for Excellence in Director and Board Practice

The closing date for entries is April 29.

Regional winners are also entered into the national awards, which take place in London in the autumn. This year we were delighted to see Marc Wileman (pictured above) from Sublime Science win the National Young Director category, after coming highly commended in 2016 at the national awards. The awards are a superb way to recognise our foremost business leaders, and allow others to understand the secrets of their success.

We are also currently looking for sponsors for each of the categories. Benefits for sponsors include exclusive profile and recognition, optional membership of judging panel, presenting the award at the prestigious Director of the Year Lunch, bespoke trophy with sponsor logo, two places at the awards lunch, a link on the IoD website and prominent logo placement in all printed material, including in this magazine both pre and post-event, photographs on the day and more.

Want to know more?
For further information contact Ron Lynch, IoD East Midlands Regional Director, on 0115 848 6190 or ron.lynch@iod.com

Do you want to join our award winners in 2018?

IoD and Curve Theatre join together for business networking

IoD East Midlands held another highly successful joint lunch event with Curve’s Business to Business Networking Group.

The speaker this time was Bob Woods of Mattioli Woods who entertained IoD members and Curve supporters with his story of the company’s founding and subsequent growth.

The business began in a friend’s garage with a phone extension trailing out from the house, but has now grown into a major success story, with offices in London, Manchester, Newmarket, Preston, Aberdeen, Buckingham, Glasgow, while its expanding Leicestershire base has moved into the centre of the city.

Bob stressed the importance of putting customers at the centre of everything they do and proudly referred to the company’s excellent staff retention rate.

After the presentation and questions delegates enjoyed a buffet lunch in the mezzanine level of the iconic Curve building.

Bob Woods: ‘Put your customers at heart of everything you do’
Open House at Pall Mall

The Institute of Directors has a three-day business event organised for 2018 which is sure to capture the imagination of the membership and wider business community.

Called Open House, it will see the IoD’s iconic Pall Mall HQ throw open its doors to welcome members and non-members to a series of seminars, discussions, workshops and networking events over three days.

Running from March 12-14th 2018, tickets are available for half-day, full day and three day sessions spread across the main stage, the seminar room and the workshop room.

Each one will host renowned speakers who will help you address key topics such as inclusivity, the shape of the business world in 2018, exporting, the digital transformation of business and the future of connected business, as well as focuses on individual sectors and countries, such as China, cyber security, political risks and employee well-being.

Social events will round off each day, including a gin tasting session and a comedy evening.

Tickets for a half-day visit start from £175 + VAT, with three-day tickets available for £595 + VAT. Bolt-on sessions such as business breakfasts are available with a main ticket from £30, while sunset social sessions are £50 + VAT for members.

To register and book, see https://iod-2018-visitor.reg.buzz/membership

Another award for Morningside

IoD East Midlands Director of the Year Nik Kotecha ended 2017 with another award after his company, Morningside Pharmaceuticals Ltd, was named winner of the prestigious Innovation in Generics category at Pharmacy Business Awards.

The awards hailed the achievements of community pharmacists across the UK and was attended by 900 guests including Steve Brine, the minister with responsibility for pharmacy at the Department of Health. The awards also gave recognition for the role of the pharmaceutical industry and Morningside was recognised for its innovations in the generics market and in improving patient care.

One of the fastest growing pharma companies in the industry, Morningside makes niche medicines in a number of therapeutic areas. Over the last year it has launched 12 new niche products some of which include novel technology towards slow-release formulations, bringing innovation and choice to both pharmacists and patients.

Dr Nik Kotecha OBE was on hand to collect the award.

Welcome back, Cari!

We are pleased to announce that Cari Grice has re-joined the IoD as a Regional Events Manager and Administrator.

Cari will be very familiar to many IoD members, as she carried out her university student placement year with us in 2014-2015, then in 2016 she co-ordinated our Director of the Year Awards during her final year at university. I hope you will join us in welcoming Cari back to the IoD.

Christmas Jumper day

Each year the IoD takes part in Christmas Jumper day to help raise money and awareness for the charity ‘Save the Children’. Last year, on Friday, 15th December, the IoD East Midlands regional office joined IoD employees across the UK by putting on their festive jumpers and collecting donations for such a great cause.

IoD at the Lincolnshire Business Expo

On Wednesday, January 17th, IoD East Midlands representatives will be at the Lincolnshire Business Expo at the Lincoln Showground, on stand E19. We will be speaking to visitors about IoD membership and our 2018 events programme, as well as answering any questions they may have on business issues and how the IoD can help their business grow. Make sure you come along and say hello.

The IoD East Midlands team.

‘New girl’ Cari is second from right
Tepid Hammond misses chance to make a pre-Brexit difference

The IoD Director General, Stephen Martin, criticised the Chancellor for not grasping the chance to make a big splash with his November 2017 Budget in the wake of business concerns over Brexit.

He said: “The Chancellor dipped his toe in the water with this Budget, but failed to make a splash. Next year’s Budget is too close to the point of Brexit to make a difference, so this was his last chance to give business the boost it desperately needed. With an unpredictable future looming, it was absolutely essential that businesses be given the confidence and incentive to invest in their equipment and employees.”

Poor business forecasts were continuing to fuel concerns within the business community, said Stephen. “Mr Hammond faced a difficult task, with ugly growth forecasts, and plenty of demands on the Treasury, but companies are still disappointed with what they got. Individually there were some positive measures, but overall, the Budget was more defined by what it omitted than what it included.

“Investment in maths and computer science in schools, re-training, and transport for the Northern Powerhouse are all positive. But the Budget was simply too tepid in other areas. Adjusting the up-rating of business rates was welcome, but too little relief was provided for small businesses now. Freezing Air Passenger Duty is a start, but the Chancellor failed to be bold and cut it back to promote trade and travel. Not cutting the VAT threshold is a relief, but can hardly be seen as a victory. In too many areas, this Budget simply did not rise to the occasion.”

On tax, Stephen Herring, head of taxation at the Institute of Directors, said: “When it comes to tax, the Chancellor has avoided many of the ‘own goals’ scored in recent Budgets and has resisted the calls for the VAT threshold to be slashed and targeted business tax reliefs to be repeated or curtailed.”

But it was not all good news: “Business leaders will be disappointed by the failure to increase business rates reliefs for SMEs hit by the recent valuation hike and by the failure to re-instate the Annual Investment Allowance to £500,000 or more – the only significant tax relief for mid-sized businesses.”

“On the other hand, the decision to double the Enterprise Investment Scheme annual allowance, if invested in knowledge-intensive companies, and proposals to clarify the position of pension funds for such investment within their portfolios will be warmly welcomed.

“The Chancellor missed the opportunity to boost consumer confidence by accelerating the implementation of his Manifesto commitments to a £12,500 personal income tax allowance and a £50,000 higher rate tax threshold, and by removing the iniquitous 60% income tax rate on earning above £50,000 (as the child benefit is recovered) and £100,000 (as the personal tax allowance is withdrawn).”
There are £2m reasons every day why DIT should be on your side

by the Department for International Trade (DIT)

At the DIT we have run workshops and trade missions, hosted the Export Hub, brought in overseas buyers to meet our local companies and arranged hundreds of appointments.

But the proof of the pudding will always be in the eating, and we also monitor how much of our work translates into real, live export wins.

At the time of writing, in 2017, nearly 400 companies have confirmed that DIT East Midlands have helped them secure business totalling over £800m. Calculator at hand, this means that on average, every single day, our clients in the East Midlands were winning over £2m worth of export orders with our help.

Of course, the region as a whole does a massive amount more overseas business than this every year and we can't take credit for all of it! But those companies who do work with us tell us that our help ensures they find their way to market more quickly and effectively than if they had not.

We are always looking to engage with more companies to show them how they can benefit from our programme of activities and one to one advice. Make one of your New Year’s resolutions to get in touch with us to find out how the Department for International Trade could help you to grow your business in 2018.

Degree apprenticeships and the Government Apprenticeship Levy

The Government Apprenticeship Levy requires employers with a pay bill over £3 million each year to pay a levy charged at a rate of 0.5%, to fund new apprenticeships. Recent research by the British Chambers of Commerce found that 23% of levy-paying firms and 66% of non-levy-paying firms had no understanding of how it worked. Here Jane Lowe, Head of Apprenticeships at the University of Derby, gives businesses her guide to apprenticeships.

How do you set a scheme up or join one?

Most training providers have a dedicated team that can advise you on how apprenticeships can work for your business. The team at the University of Derby visits each employer we work with to see how they currently train staff, if there are any roles or vacancies that would suit an apprentice, and establish how a training programme would be delivered.

There is a wide range of existing degree apprenticeships available – the University currently runs apprenticeships from levels two to seven – however, there are other flexible options available to employers, including project management, consultancy and bespoke apprenticeships.

How do you partner with a university?

At Derby, we see our partnership with companies as an ongoing relationship. Once the initial assessment has been carried out, our role within your organisation is continual, to ensure we are supporting with staff development and succession planning, and advising on the most efficient use of funding and the businesses’ social responsibility.

What are the costs?

The cost of training will be covered by the levy or the co-funded Government model for non-levy paying companies. Aside from this, there is the apprenticeship salary to consider and the wider package, for instance, incremental pay increases or rewards.

What are the benefits?

Degree apprenticeships have opened new career paths for current employees and new recruits, regardless of age, previous education or skill level, which not only improves staff engagement but will also affect retention positively.

A good training and development programme is not new advice for businesses but the degree apprentice route does provide a plausible alternative to finding talent and developing skills to meet the requirements of the business and increase motivation.

There has never been a better time for employers, universities and Government to work together to have an impact on the economy.
MADE FOR APPRENTICESHIPS

Cultivate talent in the workplace with our higher and degree apprenticeships.

We currently offer apprenticeships in:
- Engineering
- Cyber Security
- Business Management
- Nursing

- Our combination of practical on-the-job training and academic learning will help you nurture talent within your workforce
- We'll help you to access funding or advise you on how to use your apprenticeship levy payments
- We're rated Gold for teaching excellence in the country's first ever Teaching Excellence Framework (TEF). This puts us in the top 20% of all providers in the UK for the quality of our teaching.

For more information call 0800 001 5500 or Visit derby.ac.uk/apprenticeships
IoD plans CPD events across East Midlands

2018 will see the IoD increase the number of CPD events tailored to the needs of directors, all aiming to help you, your board and your organisation to grow.

We have a number of open courses such as practical tips for becoming a non-executive director and strategic decision-making running, but this year we are changing the format of these courses to cover two key topics in one half-day session.

Please keep an eye on the website or magazine for more details, or contact Cari Grice if you require any further information at cari.grice@iod.com

Future CPD Events

Each session covers two topics to give you a half-day of high-quality CPD

CPD Northampton – 11th April
Risk Management and value creation / Top 5 Things Every Director Must Know

CPD Derby – 6th June
Top 5 Things Every Director Must Know / Strategic change

CPD Nottingham – 28th September
Strategic Decision Making / Practical Tips for Becoming a NED

CPD Lincolnshire – 22nd November
Risk Management and Value Creation / Strategic Decision Making

For more information, contact Cari Grice on 0115 848 6190 or via cari.grice@iod.com

Leicester Professionals, out to lunch

At the final Leicester Professionals lunch of the year members gathered for an informal networking opportunity at the Chutney Ivy. Stephen de Looze, Chairman of the IoD Leicestershire and also the Nottinghamshire and Derbyshire branch, spoke about the involvement the IoD has had recently with the LEP and the involvement with the Midlands Engine. Sue Charlesworth, Head of Business Development, then spoke to delegates about becoming an IoD member or an IoD 99 member, and outlined the upcoming 2018 programme of events. Everyone then tucked into an excellent Indian lunch at the Chutney Ivy.

(More on the award-winning Chutney Ivy: see page 18)
Is growth on your agenda this year?

Free one-to-one business advice plus capital grants* from £5,000-£25,000 to improve your premises or buy new machinery, tools or hardware.

If you are an existing business in Leicester or Leicestershire, trading B2B, with less than 250 employees you could be eligible for fully-funded business support through Collaborate.

Register at this link and start your road to growth: http://bit.ly/collab1OD
*terms apply.

Keep in touch:

@CollabforGrowth
IoD East Midlands’ highly successful student mentoring programme rounded off 2017 by raising an impressive £10,912 for the John Van Geest Cancer Research Centre through its £10 Challenge.

The cash was raised after a huge amount of hard work combined with forward-thinking and imagination shown by the students from Nottingham Trent University – aided by IoD members who offered their experience and advice as mentors.

The students were given an initial £10 from which to build their fundraising, a task that demanded increased levels of teamwork, creative thinking and networking.

With £10 notes at the ready, the students came up with some of the most creative ideas we have ever seen. Some hit the streets late at night to sell glow sticks outside nightclubs, others organised a pub quiz and a speed dating night, while others hired gym bikes to ‘pedal to Amsterdam’ in a day.

On top of that, we had a fun beer pong event, a Fifa tournament night at a bar and many more. The energy and effort put in by all the teams was staggering and much praised by mentors.

The IoD held an awards night to celebrate the success of the event, during which we handed out four prizes:
- Most unique idea
- Best press/social media campaign
- Best reflection exhibition
- Most money raised

The winners for most money raised were Group 32, consisting of Abigail Claris, Georgia Chrysanthou, Gurjeet Dhesi, Marianna Redmond-Lyon, Rebecca Lanyon, aided by their mentor, Stephen Holloway. The group raised a grand total of £1,546 through their unique idea of buying glow sticks and upselling them outside of clubs within Nottingham city centre, continually reinvesting their income in new stock and resulting in this impressive total, which was a record for the £10 challenge by one team. A classic example of ‘smell what sells’ and acting on your instincts.

The best social media campaign was put together by Group 48 for its ‘Le Tour De Geest’ fundraising cycle ride. The group used LinkedIn, Facebook and Instagram to get the message out about their plan to hold a sponsored bike ride on static bikes equivalent to the distance between the John Van Geest Centre in Nottingham to Amsterdam, the capital of the birthplace of John Van Geest.

The winners of the best reflection were Group 29, ‘Sugarhut’, who sold sweets and cakes, and Group 42 'Stand Out', who planned a funky tie day in businesses.

The Most Unique Ideas winners were Group 14 (Team Glow) who worked with their mentor Richard Daw to carry out an online raffle facilitated through JustGiving, and Group 26 (Team Moed:courage) who sold sandwiches and refreshments inside Nottingham Police Station, alongside having a JustGiving page.

We’d like to say a huge thanks to all of the students and mentors who participated in this amazing event and helped to raise this large sum for such an important cause. We are so proud that so many of you took the time to participate and we hope you all have gained some great tips and insightful knowledge as well as long-time friends.

If you are interested in becoming a mentor for next year’s £10 Challenge and would wish to register an interest, please email georgina.phillips@ntu.ac.uk Emily.Gunn@iod.com.
Join the IoD East Midlands LinkedIn group – at https://uk.linkedin.com/groups/IoD-East-Midlands

Overall winners of most money raised, Group 32, with mentor Stephen Holloway and Sergio Rutella, Professor of Cancer Immunotherapy and Research at the John Van Geest Cancer Research Centre

Student feedback from the challenge

‘The challenge was really fun and engaging. It was great to be able to raise money for such a good cause while helping to develop my practical business skills and business insight.’
Business Management Student

‘I found the challenge very inspiring and it helped to give me a taste of my future in a professional working life.’
International Business Student

‘The challenge was really exciting and rewarding. It was great to communicate with our mentor and gain experience from an industry leader’
Economics Student

‘The challenge encouraged me to step out of my comfort zone and taught me life lessons from professionals on what to avoid in my future career’
Law Student

Mentor feedback

‘I found it valuable to spend time speaking with the students and learning more about the aspirations and motivations of up and coming members of the business community. The pace of the event was rapid’
Mentor

‘Each year I now look forward to this Mentoring Challenge. For me, it’s a chance to meet a vibrant group of students. Then we work together for a good cause, and I love seeing how they interact with each other and with me. Once the results are in, the reflection piece always shows off some good lessons learnt. It’s a rewarding opportunity to volunteer.’
Justin Donne, IoD 99er

Winners all: The winning teams of students, all pictured with their mentors and Professor Rutella
Second row of photographs, the teams who won the ‘Best Reflection’ award
Third row, the winners in the ‘Unique Idea’ category
Left and below, the winners in the social media category

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Left and below, the winners in the social media category
## IoD East Midlands Events Diary

**Please note:** NTU = Nottingham Trent University

### IoD East Midlands Events Diary

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
<th>Branch</th>
<th>Location</th>
<th>Time</th>
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<tbody>
<tr>
<td>17th Jan</td>
<td>Lincolnshire Business Expo</td>
<td>Greater Lincolnshire</td>
<td>Lincoln Showground</td>
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<td>25th Jan</td>
<td>Student event - Entrepreneurs Panel</td>
<td>Student</td>
<td>Newton Building, NTU</td>
<td>5pm-7pm</td>
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<td>Derby Professionals Lunch</td>
<td>Notts/ Derbys</td>
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<td>31st Jan</td>
<td>Lincolnshire Business Breakfast</td>
<td>Greater Lincolnshire</td>
<td>Sessions Restaurant, Lincoln College</td>
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<td>Immigration - Chattertons Event</td>
<td>Greater Lincolnshire</td>
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<td>6th Feb</td>
<td>GDPR with Nelsons Solicitors</td>
<td>Notts/ Derbys</td>
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<td>8.30am-10.30am</td>
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<td>Members Evening</td>
<td>East Midlands</td>
<td>Nottingham Conference Centre</td>
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<td>15th Feb</td>
<td>Student event - Employability Workshop</td>
<td>Student</td>
<td>Newton Building, NTU</td>
<td>5.00pm-7.00pm</td>
</tr>
<tr>
<td>27th Feb</td>
<td>IoD 99 Social Series</td>
<td>IoD 99</td>
<td>Cock &amp; Hoop Pub, The Lace Market Hotel, Nottingham</td>
<td>5.30pm-7.30pm</td>
</tr>
<tr>
<td>28th Feb</td>
<td>Law Society joint event</td>
<td>Notts/ Derbys</td>
<td>tbc</td>
<td>tbc</td>
</tr>
<tr>
<td>March</td>
<td>Good Governance for SMEs</td>
<td>Greater Lincolnshire</td>
<td>tbc</td>
<td>tbc</td>
</tr>
<tr>
<td>1st March</td>
<td>Regional Networking Lunch</td>
<td>East Midlands</td>
<td>Crowne Plaza, Nottingham</td>
<td>12.00-2.30pm</td>
</tr>
<tr>
<td>6th March</td>
<td>Health &amp; Safety for Directors</td>
<td>Notts/ Derbys</td>
<td>Nottingham Conference Centre</td>
<td>5.30pm-7.30pm</td>
</tr>
<tr>
<td>8th March</td>
<td>Leicester Professionals Lunch</td>
<td>Leicestershire</td>
<td>Chutney Ivy, Leicester</td>
<td>12.30-2.30pm</td>
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<td><strong>Sponsored by Nelsons Solicitors</strong></td>
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<tr>
<td>12th-14th March</td>
<td>IoD Open House</td>
<td>National</td>
<td>Pall Mall, London</td>
<td>Three day event</td>
</tr>
<tr>
<td>20th March</td>
<td>Derby Networking event</td>
<td>Notts/ Derbys</td>
<td>Pride Park Stadium, Derby</td>
<td>5.30pm-7.30pm</td>
</tr>
<tr>
<td>22nd March</td>
<td>Productivity Puzzle</td>
<td>Leicestershire</td>
<td>College Court, Leicester</td>
<td>8.30am-10.30am</td>
</tr>
<tr>
<td>April</td>
<td>Lincolnshire Open Event</td>
<td>Greater Lincolnshire</td>
<td>tbc</td>
<td>tbc</td>
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<tr>
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<td>Derby Professionals Lunch</td>
<td>Notts/ Derbys</td>
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<td>12.30-2.30pm</td>
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<tr>
<td>24th April</td>
<td>Members Evening</td>
<td>East Midlands</td>
<td>Nottingham Conference Centre</td>
<td>5.30pm-7.00pm</td>
</tr>
<tr>
<td>8th May</td>
<td>Nottingham Professionals Lunch</td>
<td>Notts/ Derbys</td>
<td>MemSaab, Nottingham</td>
<td>12.30-2.30pm</td>
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<tr>
<td>9th May</td>
<td>IoD Open House</td>
<td>Greater Lincolnshire</td>
<td>Sessions Restaurant, Lincoln</td>
<td>7.30am-9.30am</td>
</tr>
<tr>
<td></td>
<td><strong>Sponsored by Lincoln College</strong></td>
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<tr>
<td>17th May</td>
<td>IoD 99 Social Series</td>
<td>IoD 99</td>
<td>tbc</td>
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<tr>
<td>18th May</td>
<td>Women as Leaders Convention</td>
<td>East Midlands</td>
<td>Crowne Plaza, Nottingham</td>
<td>12.00-3.30pm</td>
</tr>
<tr>
<td>June</td>
<td>Visit to Somerby Vineyard</td>
<td>Greater Lincolnshire</td>
<td>tbc</td>
<td>tbc</td>
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<tr>
<td>8th June</td>
<td>Director of the Year Awards</td>
<td>East Midlands</td>
<td>Crowne Plaza, Nottingham</td>
<td>12.00-3.00pm</td>
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<tr>
<td>14th June</td>
<td>Leicester Professionals Lunch</td>
<td>Leicestershire</td>
<td>Chutney Ivy, Leicester</td>
<td>12.30-2.30pm</td>
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<tr>
<td>19th June</td>
<td>Company Visit</td>
<td>Northamptonshire</td>
<td>tbc</td>
<td>tbc</td>
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<tr>
<td>28th June</td>
<td>Regional Networking Lunch</td>
<td>East Midlands</td>
<td>Nottingham Conference Centre</td>
<td>12.00-2.00pm</td>
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<tr>
<td></td>
<td><strong>Sponsored by Nottingham Business School</strong></td>
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<tr>
<td>3rd July</td>
<td>Members Evening</td>
<td>East Midlands</td>
<td>Nottingham Conference Centre</td>
<td>5.30pm-7.00pm</td>
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<tr>
<td>5th July</td>
<td>Annual Lincolnshire Golf Day</td>
<td>Greater Lincolnshire</td>
<td>The Lincoln Golf Club</td>
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<td>10th July</td>
<td>Nottingham Professional Lunch</td>
<td>Notts/ Derbys</td>
<td>MemSaab, Nottingham</td>
<td>12.30-2.30pm</td>
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<tr>
<td>13th July</td>
<td>Leicestershire Sporting Lunch</td>
<td>Leicestershire</td>
<td>tbc</td>
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<tr>
<td>17th July</td>
<td>Derby Professionals Lunch</td>
<td>Notts/ Derbys</td>
<td>tbc</td>
<td>12.30-2.30pm</td>
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<tr>
<td>6th Sept</td>
<td>Leicester Professionals Lunch</td>
<td>Leicestershire</td>
<td>Chutney Ivy, Leicester</td>
<td>12.30-2.30pm</td>
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**IoD East Midlands Events Diary**

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
<th>Branch</th>
<th>Location</th>
<th>Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>12th Sept</td>
<td>Lincolnshire Business Breakfast</td>
<td>Greater Lincolnshire</td>
<td>Sessions Restaurant, Lincoln College</td>
<td>7.30am-9am</td>
</tr>
<tr>
<td>Sponsored by Lincoln College</td>
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<tr>
<td>13th Sept</td>
<td>Regional Networking Lunch</td>
<td>East Midlands</td>
<td>Nottingham Conference Centre</td>
<td>12.00-2pm</td>
</tr>
<tr>
<td>Sponsored by Nottingham Business School</td>
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</tr>
<tr>
<td>18th Sept</td>
<td>IoD 99 Social Series</td>
<td>IoD 99</td>
<td>tbc</td>
<td>5.30pm-7.30pm</td>
</tr>
<tr>
<td>27th Sept</td>
<td>Bank of England joint event</td>
<td>Northamptonshire</td>
<td>tbc</td>
<td>tbc</td>
</tr>
<tr>
<td>October</td>
<td>Visit to British Steel</td>
<td>Greater Lincolnshire</td>
<td>tbc</td>
<td>tbc</td>
</tr>
<tr>
<td>2nd Oct</td>
<td>Members Evening</td>
<td>East Midlands</td>
<td>Nottingham Conference Centre</td>
<td>5.30pm-7pm</td>
</tr>
<tr>
<td>10th Oct</td>
<td>Mental Health Conference</td>
<td>East Midlands</td>
<td>tbc</td>
<td>12.00-3.30pm</td>
</tr>
<tr>
<td>17th Oct</td>
<td>Leicestershire Breakfast Network</td>
<td>Leicestershire</td>
<td>tbc</td>
<td>8.30am-10.30am</td>
</tr>
<tr>
<td>23rd Oct</td>
<td>Derby Professionals Lunch</td>
<td>Notts/Derbys</td>
<td>tbc</td>
<td>12.30-2.30pm</td>
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<tr>
<td>Sponsored by Nelsons Solicitors</td>
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<tr>
<td>25th Oct</td>
<td>IoD Student £10 Challenge Launch</td>
<td>Student</td>
<td>Newton Building, NTU</td>
<td>5.30pm-7.30pm</td>
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<tr>
<td>November</td>
<td>Joint event with LIBS Connect Roundtable</td>
<td>Greater Lincolnshire</td>
<td>tbc</td>
<td>tbc</td>
</tr>
<tr>
<td>13th Nov</td>
<td>Nottingham Professionals Lunch</td>
<td>Notts/Derbys</td>
<td>MemSaab, Nottingham</td>
<td>12.30-2.30pm</td>
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<tr>
<td>Sponsored by Nelsons Solicitors</td>
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<tr>
<td>27th Nov</td>
<td>IoD Student £10 Challenge Celebration</td>
<td>Student</td>
<td>Newton Building, TU</td>
<td>5.30pm-7.30p</td>
</tr>
<tr>
<td>30th Nov</td>
<td>Notts &amp; Derby Xmas Lunch</td>
<td>Notts/Derbys</td>
<td>tbc</td>
<td>tbc</td>
</tr>
<tr>
<td>4th Dec</td>
<td>IoD 99 Social Series</td>
<td>IoD 99</td>
<td>tbc</td>
<td>5.30pm-7.30pm</td>
</tr>
<tr>
<td>7th Dec</td>
<td>Annual Lincolnshire Lunch</td>
<td>Greater Lincolnshire</td>
<td>Bentley Hotel, Lincoln</td>
<td>12.00-3pm</td>
</tr>
<tr>
<td>13th Dec</td>
<td>Leicester Professionals Lunch</td>
<td>Leicestershire</td>
<td>Chutney Ivy, Leicester</td>
<td>12.30-2.30pm</td>
</tr>
<tr>
<td>Sponsored by Nelsons Solicitors</td>
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</tbody>
</table>

For more details or to book on any event, contact Cari Grice on 0115 848 6190 or email cari.grice@iod.com. Alternatively, see www.iod.com/emidlandsevents

For more events throughout the year, check the IoD website for updates in your area as we are still finalising the 2018 calendar of events.

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**Make the most of your membership**

Whether you've been a member for two months or 20 years, are you sure you understand all the benefits IoD membership gives you? Join us at one of our FREE Members' Evenings, at which we'll run through a short presentation on full benefits of membership. You'll also have an opportunity to meet the regional team alongside a tour of the facilities that members can use.

We will be providing some wine and canapés so would appreciate your confirmation if you plan to attend – but there's no cost.

The next event is:

**Date:** Tuesday, February 6  
**Time:** 5.30pm - 7.30pm  
**Venue:** Nottingham Conference Centre NG1 4BU  
**Cost:** Free of charge

We look forward to seeing you there!

- If you are unable to attend but would like to chat about your IoD membership, call Sue Charlesworth on 0115 848 6190 or email sue.charlesworth@iod.com

“A great way to network with like-minded individuals and ensure you’re fully utilising your IoD Membership.”
IoD East Midlands popular social series is back, as the newly formed IoD 99 social series! Join us and 99er members from across the region to network in the atmospheric Cock & Hoop Pub.

Included in your ticket price are two free drinks and nibbles, with a business card draw enabling three lucky delegates to pitch their business in one minute while enjoying a relaxed evening of networking.

This event is highly recommend for IoD 99 members and those who want to network with SME owners.

Getting it right on productivity

The word that seems to be on the lips of most businesses and government ministers at the minute is productivity. Whatever you believe the current potential for your business to improve productivity might be, can you afford not to find out what it could be and what it could be worth?

Helping you to improve your productivity, we will focus on:
- Effective Communications
- Workforce Planning and CPD
- Rewards and Recognition

A sit down full English breakfast with a continental option are included in the ticket price. With thanks to our event sponsors Lincoln College.

To reserve your place at any IoD event:
E: Emily.Gunn@iod.com or Cari.Grice@IoD.com
Call T: 0115 848 6190
Book Online www.iod.com/emidlandsevents
Join the IoD East Midlands LinkedIn group – at https://uk.linkedin.com/groups/IoD-East-Midlands

Better informed directors make for better businesses... it's as simple as that...

Date: Tuesday, February 6  
Time: 8:30am - 10:30am  
Venue: Sterne House, Lodge Lane, Derby DE1 3WD  
Cost: This event is for Members and Non-Members and is FREE OF CHARGE for all.

On May 25, 2018, the new General Data Protection Regulation (GDPR) requirements will be applied in the UK. Non-compliance with GDPR could result in a penalty of more than £20 million or four per cent of your global turnover.

With limited time to bring a company into a state of compliance, Nelsons and the Institute of Directors are holding a free business seminar relating to the new regulations and will look at the following:

• The key requirements and themes of the GDPR to help you understand the new framework
• Similarities with the existing UK Data Protection Act 1998
• The new and different requirements being introduced

This vitally important session will be led by Harpreet Sandhu, Partner and Head of Nelsons’ Commerce & Technology team.

Date: Thursday, March 1  
Time: 12 noon - 2pm  
Venue: Crowne Plaza Nottingham, Wollaton Street, Nottingham NG1 5RH  
Cost: Members £28 + VAT, Non-members £38 + VAT

Apprentice semi-finalist, Elizabeth McKenna, well known – by her own admission – for being ‘slightly bonkers’, will be sharing her business story and her experience of being on BBC TV’s The Apprentice in 2017 at our IoD networking lunch.

She will be exploring the highs and lows of business as well as the support she gained through the Prince’s Trust when she was only 19.

Born in Sydney but raised in Leicestershire, Elizabeth now calls Nottingham her home and she is determined to do the city proud.

A perfect networking opportunity with an amazing speaker who will have some great stories to tell about life in front of the lens on the reality TV show, combined with an excellent lunch.

With thanks to our sponsors:

NOTTINGHAM BUSINESS SCHOOL

Tickets for Networking Lunches are very popular. We recommend you book early to avoid disappointment.

Is your business ready for the GDPR requirements?

Date: Tuesday, February 6  
Time: 8:30am - 10:30am  
Venue: Sterne House, Lodge Lane, Derby DE1 3WD  
Cost: This event is for Members and Non-Members and is FREE OF CHARGE for all.

‘Better informed directors make for better businesses... it’s as simple as that...”

Deadline

www.nelsonslaw.co.uk

IoD East Midlands January 2018 | 17
Networking on the menu for region’s professionals

IoD East Midlands is delighted to announce the latest dates in its popular Professionals Lunches series, sponsored by Nelsons Solicitors.

**IoD Nottinghamshire**

Date: Tuesday, February 13  
Venue: MemSaab, Nottingham  
Time: 12.30pm - 2pm  
Cost: Members, £19 + VAT; Non-members, £25 + VAT (including a drink, courtesy of Nelsons)

Join us at the award-winning MemSaab Indian Restaurant in the heart of Nottingham for this ever-popular quarterly event which is a firm favourite with professional firms across the county.

Network with fellow professionals in a relaxed environment over a delicious Indian lunch, with a welcome drink courtesy of our events sponsors, Nelsons.

**IoD Leicestershire**

Date: Thursday, March 8  
Venue: Chutney Ivy Restaurant, Leicester, LE1 1TR  
Time: 12.30pm-2pm  
Cost: Members £19 + VAT; Non-members £25 + VAT (includes a drink courtesy of Nelsons)

The award-winning Chutney Ivy Restaurant will be our host venue for the 2018 IoD Leicestershire Professional Lunch series, sponsored by Nelsons Solicitors.

This is always a convivial and relaxed event, drawing professionals from across the county to network over a delicious Indian buffet.

A welcome drink is included in the price, courtesy of Nelsons, our events sponsors.

**Derby Professionals**

We are currently finalising details for a re-launch of our Derby Professionals Lunch series. Please keep an eye on the website for more information, to come soon.

**Warm welcome for the IoD from the award-winning Chutney Ivy**

2017 has been a stellar year in the life of Chutney Ivy, the host venue for our popular IoD Leicestershire Professionals Lunch series. It has not only scooped the Best Restaurant 2017 award in the Leicester Curry Awards but it also won The Hospitality Business of The Year at The Nachural Entrepreneurship 2017. These are two awards of which the restaurant’s owner, Shaf Islam, is immeasurably proud.

Shaf is also extremely proud to continue to serve – and become firm friends – with the Institute of Directors. He said: “We value our relationship with the IoD and love that you continue to choose Chutney Ivy’s flexible corporate event space for your events.

“I hope all IoD members had a memorable and relaxing Christmas and New Year break, and I look forward to welcoming you all in 2018.”
GDPR – What you need to know

The Data Protection Act 1998 will be replaced by the EU’s new General Data Protection Regulation (‘GDPR’) in May 2018. Commerce and Technology Partner at Nelsons Solicitors, Harpreet Sandhu, highlights some key points.

**Brexit:** The first point to consider on the GDPR is that it will automatically come into force in every EU member state in May 2018 – at a time when the UK will still be part of the EU. Therefore, your business will need to comply. Even after Brexit, the GDPR will continue to apply to you if your business:
- has a presence in the EU;
- does not have physical presence in the EU (and does not process personal data in the EU), but still:
  - offers goods or services to individuals in the EU (payment is not required); or
  - ‘monitors’ the behaviour of individuals in the EU (for example, if your non-EU based website uses tracking cookies to analyse consumer behaviour).

**Consent:** The threshold for consent will be raised. Clear positive consent will be needed. Silence or pre-ticked boxes on your website will not constitute valid consent. You will have to give your data subject the right to withdraw consent at any time. In practice, this will mean you should allow them to withdraw consent using the same method you used to obtain consent in the first place.

**Special categories of personal data:** You may already be familiar with the concept of ‘sensitive data’ from existing legislation. ‘Sensitive data’ includes information concerning racial or ethnic origin and health generally. There are other categories of information too, but newly added to the list will be genetic and biometric data.

**Data governance:** New obligations will be imposed on your business to show that you have considered and integrated compliance measures into your day-to-day activities. This may mean adopting appropriate data protection policies, staff training and appointing a data protection officer.

In a significant departure from existing legislation, the GDPR will require you to have formal contracts with any service providers who process personal data on your behalf – and ensure they comply with their obligations under the GDPR.

Equally, if you are processing data on behalf of a third party, the GDPR will place specific legal obligations on you for the first time and make you liable for breaches you are responsible for.

**Data breach notification:** If you accidentally or unlawfully destroy, lose, alter, disclose, or give access to personal data, a requirement to notify the Information Commissioner’s Office will be triggered. This is a new requirement. You may be tempted not to notify to avoid any bad publicity, however failure to notify risks an administration fine of, the higher of, up to €10,000,000 or two per cent of the total worldwide annual turnover – although for the most serious breaches the penalty is doubled to €20,000,000 or four per cent of total worldwide revenues.

Want to know more?
Please contact Harpreet Sandhu, Partner at Nelsons Solicitors, on 0800 024 1976 for more information about the GDPR or for assistance on how to comply.

“...failure to notify risks an administration fine of, the higher of, up to €10m or two per cent of turnover...”

Nelsons and IoD FREE Business Seminar: GDPR – Tuesday, February 6

Nelsons and the IoD are holding a free business seminar relating to the new General Data Protection Regulations on Tuesday, February 6 at Nelsons’ Derby office on Lodge Lane.

The seminar will look at the following:
- The key requirements and themes of the GDPR to help you understand the new framework
- Similarities with the existing UK Data Protection Act 1998
- The new and different requirements being introduced

Harpreet Sandhu will be leading the presentation. He will outline how your business will be affected and what you need to do to comply with the new rules.

Breakfast and registration will be from 8.30am with the presentation commencing at 9am. The event will finish at 10.30am. For further information, please visit www.nelsonslaw.co.uk or call 0115 851 1283.
Joint event boost to Funding for Innovation

by Janet Wootton
IoD East Midlands PRO

Some 45 successful business people joined start-up entrepreneurs for a Funding for Innovation event at a collaborative seminar organised by Leicestershire Business Voice and IoD East Midlands.

The futuristic National Space Centre in Leicester was an appropriate venue, with the event being part of the Leicester Business Festival.

Delegates pondered the future of the universe in The Planetarium as they heard from a variety of speakers who focused on how to access funding and the key resources as the UK faces a challenging future.

Anjuu Trevedi, head of regional business engagement at the University of Leicester, spoke of the university’s many initiatives, development programmes and access points for funding. David Marshall, commercial finance consultant for Sterling Capital Reserve Ltd, gave the delegates a tour of financing options for business, and the IoD's senior economist Tej Parikh spoke of the challenges to financing growth in the UK, which remains one of the best environments for business.

The event was opened by Roger Marchant, a director of Leicester Business Voice and partner at UHY Hacker Young.

Sue Charlesworth, the IoD's Head of Business Development East Midlands, reminded delegates of the excellent opportunities offered by the IoD's 99 programme for companies in business for less than five years.

One would-be 99 member was Yolanda Dixon (20) from Leicester, a student of the Peter Jones Enterprise Academy, who is looking for funding to support her planned Ebony Cosmetics business. Daniel Brennan, who has started his own Brennan Brewery in Leicestershire was another young entrepreneur seeking funding.

Networking to the fore at Members’ Evening

The conversation was buzzing as usual at the latest IoD Members’ Evening in the members’ lounge at Nottingham Conference Centre. Around 30 people exchanged business cards, ideas and contacts while looking round the facilities and listening to IoD Regional Director Ron Lynch and Sue Charlesworth, Head of Business Development, explaining the range of services and support available from the IoD to its members. Among the guests were Masters Project Management student Mai Quyen Le from Vietnam and Aayusji Pandey, a third year Film, Media and TV student from India, who were taking part in the IoD/NTU £10 Challenge. They are pictured with Ron right.

Right, Sue Charlesworth, Anshu Mehan, Debbie Smith, Chris Rollings.

Far right, Darryl Uglow, Camilla Zajac; Cari Grice and Karl Spencer.
Solving the ‘productivity puzzle’ – why bother?

Steve Goodman

UK economic productivity has hardly improved at all since 2008 and is now the lowest in the G7. Even more alarmingly, recent figures suggest UK productivity could actually be going backwards. A recently published study from the CBI found that almost 70 per cent of UK workers are employed by firms where productivity is below the median.

There is almost universal agreement that this needs to improve significantly. However, there are widely differing views on why our productivity has deteriorated, what should be done and especially on who should do something about it.

But what does this ‘productivity puzzle’ mean for business leaders? Should we just leave it to Government, the Bank of England, etc., or do we need to look at how we might improve productivity in our businesses?

After all, common sense tells us that a more productive business is likely to be more profitable and resilient than a less productive business. But is this so? And if it is, then what is the difference and is this worth the investment and effort of becoming more productive? In other words: why bother?

Almost every study on productivity in the last 40 years has demonstrated that high productivity pays off – and handsomely. So, the reason why you should bother is simple: the difference in profitability and business sustainability between excellence and mediocrity is simply enormous.

This research also identified that high productivity businesses ‘think differently’ to the rest and this ‘different thinking’ is fundamental to their achievement of high productivity.

On March 22, 2018, in partnership with IoD East Midlands, I will explain how this research can help businesses understand what productivity actually is, how improved productivity leads to high profitability and how to develop a strategy to unravel the ‘productivity puzzle’ in any business.

So whatever you believe the current potential for your business to improve productivity might be, can you, as a business leader afford not to find out what it could be and what it could be worth?

Steve Goodman, founding partner of Team of Equals LLP, will be hosting an IoD event on the Productivity Puzzle at College Court, Leicester, March 22 from 8.30am-10.30am. See pg 14.

State-of-the-art Aston Martin dealership now open in Nottingham

Back in July, Aston Martin announced that the iconic marque of unrivalled heritage would proudly increase their presence in the East Midlands, with the opening of their state-of-the-art facility in Nottingham.

Now open, the purpose-built, 22 car dealership is located at Thane Road and is the first UK Aston Martin dealership for the Sytner Group.

As the UK’s largest prestige dealer group, they have over 140 specialist dealerships across the UK, employing over 7,500 people. Aston Martin Nottingham is the latest addition to their family of luxury showrooms in the East Midlands.

The product of a £6 million investment from Sytner Group, the generously appointed facility spans 2,300m², offering both new and timeless pre-owned Aston Martin sports cars, as well as full aftersales and parts services.

The showroom offers a dedicated customer lounge, coffee bar and handover room, whilst the aftersales department houses 7 vehicle service ramps and a separate parts department.

For more information, please contact a member of the team on 0115 9330450 or visit www.astonmartinnottingham.co.uk

Aston Martin Nottingham, 2 Thane Road, Nottingham NG7 2AA
Northamptonshire’s manufacturing reputation may once have been based on its cobbler's prowess, but nowadays it's all about great tasting food and drink!

And at the forefront of the sector, currently worth a staggering £1.5bn to the local economy, is The Mallows Company (TMC) which, with fingers in a number of business-boosting pies, is helping to put the county’s food firms on the culinary map.

The company, based at Bozeat near Wellingborough, runs the annual Carlsberg UK Northamptonshire Food & Drink Awards, a competition which began in 2008 to promote all that is great about local produce and drink, recognise excellence within the county’s dining venues and reward those working so hard within the culinary sector.

With the support of its headline sponsor and other giants including Booker, Weetabix, British Pepper & Spice and Whitworth Bros Ltd, the awards culminated in a glittering dinner at which awards were made in a number of categories celebrating great food establishments, superb products, great service and outstanding chefs.

TMC also operates ‘Made In Northamptonshire’ (MIN) which, in contrast to the competitive element of the awards, is a free membership network designed to bring like-minded businesses together in a supportive setting.

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For more details, see www.themallowscompany.com or call 01933 664437.

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Enabling Innovation at Nottingham Trent University

Supporting SMEs to innovate

**Enabling Innovation** is a three-year programme designed for SMEs in the D2N2 Local Enterprise Partnership area who wish to introduce some form of innovation into their business, whether that be a new product or service.

A £20m programme, funded by the European Regional Development Fund, it is delivered in collaboration by the LEP area’s three universities, University of Derby, University of Nottingham and Nottingham Trent University (NTU).

At NTU we have established specialist Innovation Hubs, providing the following range of support:

- in-depth technical support, advice and guidance in food and drink, materials, engineering, computing and data, and design innovation offering unprecedented access to university expertise and talent
- management and leadership training in innovation delivered by Nottingham Business School, and access to expert mentors from industry
- a contribution of 20% towards the cost of employing a graduate for up to a year, to support businesses to introduce innovation into their workplace and take new products or services to market;

We have recently passed the halfway stage of the programme and since it started we’ve worked with over 450 businesses. This support will help them to increase their productivity and competitiveness.

One such company is ABurnet, based in Ilkeston, Derbyshire which manufactures headwear products for industrial and leisure use. Following a request for help in designing new types of headwear, NTU invited undergraduate design students to create innovative and exciting new design templates aimed at expanding the company’s current product range.

Richard Burnet, Managing Director at ABurnet, praised the work done by all of the students who entered the competition. “We were energised to see the breadth of talent and design inspiration offered by the students’ interpretation of our design brief. We now have a wealth of designs to inspire customers for Tek-Chef’s new web based design platform”. It is anticipated that the winning design will be put into production.

It’s important to remind ourselves why innovation matters, what it is and how businesses can overcome the barriers to innovating. The following, taken from the D2N2 innovation strategy, Time to Innovate, provides some useful pointers.

**What is Innovation?**

Innovation is the commercial exploitation of new ideas in the form of new products and processes, new organisational techniques, new markets and new sources of supply. This can be new to the firm, new to the market or new to the world. Most innovation does not stem from a scientific or technological discovery as it will often be about improving the way a business operates and thinks or how a product or service is offered to the market. It is often a collaborative activity, with some two-thirds of product innovators and two-fifths of process innovators engaged in collaborations.

**Why is Innovation important?**

Nationally, innovation accounts for more than half of private sector labour productivity growth, and on average compared to non-innovating firms in the same sector, innovating firms have four times the sales growth, have better value-added per employee and more exports, and are less likely to fail.

**How can NTU help my business to innovate?**

Many businesses will be unaware of the support that is available to them to help them innovate. We at NTU understand that businesses often lack the necessary time, finance and skills to look at new product development. NTU can help in some way to address all of these areas.

One area where we are uniquely placed is through the opening up of access to graduate talent required to introduce innovation to the business, and by providing funding towards the first year of their employment.

Affari Media, a creative marketing agency based in Nottingham, has benefitted from a range of Enabling Innovation support. We have part-funded a new Junior Motion Graphic Designer post. The new role provided the organisation with the ability to expand their animation and video offers to new clients. Affari also took advantage of NTU’s exciting Innovation Community lab (ICL), a six-month programme that provides SME staff with the tools to help their organisation innovate.

Emma Gleaden from Affari had this to say about the support received, “The NTU Talent for Innovation project has been phenomenal. As a smaller business with big ambitions the funding and support we have received has been absolutely crucial for us in terms of growing our team”.

**What next?**

There remains a huge amount of uncertainty for businesses as we enter into 2018. However, one fact that is universally acknowledged it that businesses cannot afford to stand still. There is still time to get involved in the programme and give your business the boost it needs. The team at NTU is waiting to hear from you.

To discover how we can work with you, visit our website or get in touch.

[www.ntu.ac.uk/enablinginnovation](http://www.ntu.ac.uk/enablinginnovation)
Tel: +44 (0)115 848 8899
Email: workingwithyou@ntu.ac.uk
Three questions, three answers...

Rachel Hargrave, Director of Rachel Hargrave Consulting, met with our Regional Director, Ron Lynch, to answer just three questions.

Ron: Rachel, thank you very much for sitting down with me and answering three questions which, I hope, will give us a better insight into you and your business.

Rachel: Thank you for asking me! I'm interested to know what these three questions are going to be.

Ron: Well, the first one is about your plans for 2018. Business-wise, what is it looking like for you and what are your aims and objectives for next year?

Rachel: For me it's all about growth next year – and significant growth at that. We're looking to double the size of each business in terms of both turnover and profit – that's across Rachel Hargrave Consulting, RDZ PR and The Awards People.

I've been hugely inspired by some of the businesses we've been working with and how they have grown over the last few years and, I guess, it's just gotten under my skin! Over the summer I thought 'let's just go for it'!

The last quarter has been about planning it all out and January onwards it's about delivery against those plans. It's exciting times Ron!

Ron: Well, yes indeed. Exciting but also challenging times for many, too – Brexit and the uncertainty that's causing is just one example. How do you intend to overcome those challenges?

Rachel: Yes, side-by-side with excitement often comes challenges and Brexit may well be a challenge or an opportunity… or both. Who knows!

One thing I do know, and I really don't want to appear flippant here, but Jim Rohn really made me think when he said, 'Let others leave their future in someone else's hands, but not you!'

The decision on Brexit has been made and there's absolutely nothing I can do to move things along, or get the clarity that business leaders are often quoted in the broadsheets as asking for. One thing I can do is set goals, make a plan and work that plan. If that plan needs to adapt and flex given wider economic and / or political events, then so be it.

I think this attitude of mine has come from having gone through the last recession. Looking back I think I let the recession of 2008 run my business and I ran scared. I don't want to repeat those mistakes again and that was really re-emphasised to me recently by the amount of incredibly successful businesses I've met who set up in that same recession!

My mantra for 2018 is 'go find the opportunities that will deliver the goals you've set'!

Ron: Final question – what part can the IoD play in helping you to achieve those goals?

Rachel: I've been a member of the IoD for over 15 years and I know that it has helped me hugely and I believe it will continue to do so.

I also think it's about time I honed my skills as a Director and started on the Chartered Director course! I've been talking about it for years but I hope that 2018 will be the year to start that particular journey off.

I also think that, perhaps more informally, the events that the IoD puts on across the region will also help me to develop my ideas around how to grow my businesses across 2018.

Finally, the lobbying that the IoD undertakes for businesses will remain important and I will continue to input into issues that are vital for business so that the powers that be in Pall Mall hear from a range of businesses including non-London bases SMEs like me.

Perhaps we should check in again with each other this time next year and your first question should be, 'so how did it all go, Rach?'

Ron: Let's not leave it a year! Thank you for taking time out to talk with me. It's been a pleasure as always and I really do hope that you achieve all you are setting out to achieve in 2018 and, in fact, beyond!

Rachel: Thanks Ron!
A new report into mental health in the workplace highlights the scale of the problem – as well as offering hopes for better outcomes in the future.

A recent national independent review of mental health in the workplace found the challenge was much larger than previously thought – yet the UK still has the potential to be a leading nation in relation to best practices in employee mental health.

The Thriving at Work report, produced for the Prime Minister, found: “Not only is there a big human cost of poor mental health at work, there are also knock-on impacts for society, the economy and Government. Employers are losing billions of pounds because employers are less productive, less effective, or off sick.”

The report authors found many employees were simply surviving at work, but there is the opportunity to change this picture and for employers and employees to thrive as a result.

Nationally accredited training and support is available to support your workforce and help your productivity. And if nothing else, Mark Holmes (Head of Education) and Marissa Lambert (National Peer Support Lead) at the Institute of Mental Health in Nottingham have welcomed the trend to open up conversations about mental health in business.

However, this must be only the starting point of a pathway, they point out. Those conversations need to be part of a cultural shift in the way we support our teams beyond simply ‘raising awareness’.

The estimate of the UK’s annual cost to employers is up to £42 billion (with over half of the cost coming from ‘presenteeism’ – when individuals are less productive due to poor mental health in work) with additional costs from sickness absence and staff turnover. There are however, reasons to be cheerful: analysis in Deloitte’s Mental Health and Wellbeing in Employment (2017) report found that workplace mental health interventions can be overwhelmingly positive, with an average return on investment of four-to-one.

As Mark and Marissa point out: “We believe there needs to be a more coherent strategy to achieve a return on investment in the long term.”

“If we think about a pathway for a thriving workforce, at one end you have the promotion of awareness and open discussions, and at the other end potential human resource issues, staff sickness and capability. Peer support for staff is more than just wellness at work. Peer support is the part in the middle of the pathway.

“For example, you may have had a training session such as ‘Mental Health First Aid’, and this has encouraged open discussions about mental health, but what happens next? It is this grey area that staff find uncomfortable and unprepared for when supporting others in the workplace.”

The Institute of Mental Health, based in the East Midlands, takes a different approach. It is the leading national training provider in the field of peer support and has forged close links with industry, healthcare providers and police forces around Britain.

“Our range of services includes enhanced peer support training, bespoke training packages, supervision workshops, consultation and evaluation of implementation.”

Peer support is a pioneering approach which has successfully promoted personal recovery and resilience for people who experience mental health challenges in both the health and public service. Mark and Marissa conclude: “We have particular experience of breaking down the stigma associated with mental health problems which can be prevalent within the workplace.

“We are now working closely with the Institute of Directors to look at ways to deliver a bespoke package of workshops, training and advice to support your needs.

“Contact us today to see how we can meet your organisation’s own specific needs.”

Want to know more?
Contact Mark and Marissa at
Mark.holmes@nottshc.nhs.uk
Marissa.lambert@nottshc.nhs.uk
IoD visit pays tribute to the RAF

Janet Wootton, IoD East Midlands PRO

Some 40 IoD members and guests experienced a very moving and fact-filled afternoon when they visited the new International Bomber Command Centre (IBBC) in Lincoln.

Lincoln College Group and its Chief Executive Officer and IoD Lincolnshire Chairman, Gary Headland, hosted the event, which included a tour of the site and stunning memorial at the IBBC, which sits towering above Lincoln.

This world-class facility is designed to serve as a point for the recognition, remembrance and reconciliation for Bomber Command.

The Spire commands stunning views across Lincoln, with a focus on the City’s ancient cathedral, which served as a sighting point for crews flying from Lincolnshire. For many of the men named on the accompanying walls, the cathedral provided their last sight of Britain. It is now recognised as the UK’s tallest war memorial.

The Spire, inspired by the wing span of the Avro Lancaster bomber, was awarded the 2016 Structural Steel Design Award and is surrounded by memorial walls.

Following the site visit guests enjoyed afternoon tea at Lincoln College and heard Air Vice-Marshal Warren James speak at what is Britain’s first Air and Defence Career College housed within the Lincoln College campus.

The Air and Defence Career College officially opened in September 2016 and provides employer-led, career-focused education and technical training for 16-19-year-olds. This unique and innovative model is designed to create secure career paths in the RAF, aerospace and catering industries.

Guests heard Air Vice-Marshall James speak about the RAF today, its expertise and its challenges. There were networking opportunities with other RAF personnel and college staff.

Above, visit host Gary Headland with IoD guests. The stunning memorial spire stands proudly behind them.

Left, an IBBC employee gives visitors an explanation of the history and significance of the memorial.

Introduce a fellow director to the IoD – and claim your free gift!

Just a reminder that members receive their own rewards if they recommend another person for membership who subsequently joins. You can choose from:

- Amazon Kindle
- Six bottles of selected fine wine
- Six bottles of Prosecco special Cuvée
- Pre-loaded Credit Card with £50.

Benefits of membership are all based around the IoD being **on your side** – representing your views to government, lobbying on your behalf – **at your side** – providing support including Director Development, Meeting Facilities, networking events, advice and helplines.

START UPS – JOIN THE 99

- If your business started within the last five years and you have a turnover not exceeding £3 million, then this is the perfect way to benefit from IoD membership at an initial reduced price.

For more details about IoD membership, introducing a member or joining the 99 visit www.iod.com or call our Head of Business Development Sue Charlesworth to discuss how the IoD can benefit both you and your business.
Unleash the power of your brand

Lincolnshire Lunch hears tips from the top of the corporate world

by Janet Wootton, IoD East Midlands PRO

Ruchi Aggarwal, Director of Business Development, Lincoln International Business School, whose career has also included a stint as Director of Marketing at Microsoft India, shared her lessons from the corporate world on the power of personal branding at the IoD Annual Lincoln Lunch.

Members and guests enjoyed a Christmas seasonal meal at the Bentley Hotel, Lincoln. The event was hosted by Craig Marsh, Dean of the Business School, University of Lincoln and an IoD Lincolnshire Committee member.

The Lincolnshire YMCA Nomad Trust benefited from the charity raffle at the event, raising £5864.25 in total. The donation was collected by Rachael Hewitt from the Nomad Trust who explained to guests how the charity had been supporting homeless people in and around Lincoln for 20 years. Guests were saddened to hear that more than 300 people had been forced to call on the Trust for vital help during 2017.

For more on the Nomad Trust, see www.nomadtrust.org.uk or call Rachael Baxter, community engagement manager, on 01522 508379

Ugandan High Commissioner says ‘thanks’ to Leicester

In November, the previous Chair of IoD Leicestershire, Shahid Sheikh OBE, invited the Ugandan High Commissioner, His Excellency Julius Peter Moto, to visit Leicester, with the current chair, Steve De Looze, in attendance on behalf of the IoD.

Steve said, “The High Commissioner thanked Leicester for welcoming Ugandan Asian refugees back in the 70s. It was a very poignant moment given the global refugee crisis that we have been experiencing of late.

“He also reflected on how those same refugees were now handing the business baton over to their sons and daughters; sons like Shahid, in fact.”

The Ugandan High Commissioner was visiting Leicester by invitation from Shahid to discuss business opportunities and had expressed an interest in meeting businesses who were looking to export goods and services to Uganda. With the help of the East Midlands International Trade Association (EMITA), over 50 businesses heard His Excellency the outline the business opportunities they would find in his homeland.

Shahid pointed out that, “Uganda offers a wealth of opportunities and the High Commissioner is keen to let UK-based businesses know that Uganda is open for business. It is a fascinating country that has firmly put behind it the issues of the 1970s. The event was incredibly well attended and I’ve had a lot of very positive feedback post event. I look forward to seeing them and their businesses over in Uganda!”
Tackling the productivity crisis

Productivity levels in the UK are at a record low and according to the latest report by the Office of National Statistics (ONS), the UK is 15.1 per cent below the average of the G7 advanced economies. With businesses battling this issue in the workplace, Brian Hall, Chief Commercial Officer at BHSF, explains how employee wellbeing can play a vital role in maximising productivity, driving business growth and positively impacting the bottom line.

For UK business leaders, productivity, or rather the lack of it, is understandably a key concern. Calculated from the output per hour by workers, productivity is a significant driver for economic growth.

Since the financial crisis in 2008, most of the G7 have experienced a productivity slowdown, but the UK has had the sharpest decline among these nations. Currently the UK remains 30 per cent behind the United States and 15.1 per cent behind the G7 average.

There is much debate around the UK's productivity crisis, with some analysts pointing the finger at a lack of investment. If we consider Germany and the manufacturing industry, for example, there has been huge investment in machines and technology, which has helped establish Germany as a world leader in industry.

In this year's Autumn Budget, Chancellor Richard Hammond expanded the National Productivity Investment Fund, from £23 billion to £31 billion, to support innovation, upgrade the UK's infrastructure and underpin the government's modern Industrial Strategy. Although a welcome announcement, business leaders must take matters into their own hands and ensure they take a proactive approach to worker wellbeing to support business and economic growth. There is much more that can be done to help combat this crisis and influence productivity – and employee wellbeing should be top of the list.

There is strong evidence to support the correlation between productivity and wellbeing. If workers are unwell, either mentally or physically, they will be less productive, and if left unsupported this can lead to 'presenteeism' – the concept of being present but not functioning efficiently due to ill health – and even sick leave.

According to the Department for Work & Pensions, 137 million days are lost to sickness or injury every year. It is generally accepted that employees will have to take sick leave for common colds, for example, but employers can play an important role when supporting overall employee health and wellbeing.

Employee wellbeing is vital for business success. Essentially, if employees are healthy, happy and engaged, they perform better, are more focused and efficient, and reduce costs and risk for organisations. Wellbeing encompasses health, happiness and the physical and mental state of a person, and there are many ways employers can influence and improve this within the workplace environment by taking a proactive approach to workforce wellbeing.

It is becoming more evident that providing employees with easy access to personalised support for their health and wellbeing is key to building a strong, resilient workforce. Take, for example, Employee Assistance Programmes (EAPs); these are specifically aimed at improving employee wellbeing and resilience, and often act as the 'first line of defence' for a struggling or ill employee. Likewise, 'flex' programmes allow employees to choose the benefits that suit them best.

The BHSF EAP has been modelled around a proactive approach to workforce wellbeing, which is based on self-help and promoting a positive workplace culture around mental health. As well as a 24-hour helpline which offers confidential access to a telephone counselling service 365 days a year, workplace training and line manager support is also provided.

Meanwhile the BHSF Flexsme programme is designed to benefit the employees while saving employers time and money. Business leaders have much to be gained by taking a proactive approach to employee wellbeing. Showing a clear commitment to employee wellness will help to create a positive and productive environment, in which employers will thrive.

Business leaders must take a proactive approach to productivity now, by taking simple steps to improve the overall wellbeing of their own employees, if the productivity crisis is to be overcome.

“If employees are healthy, happy and engaged, they perform better, are more focused and efficient, and reduce costs...”
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Quote ref: IOD_EM12
New rules see Executive MBA funding through Apprenticeship levy

As of January 2018 organisations can use their apprenticeship levy to fund leadership development through the Nottingham Business School Executive MBA programmes.

If your organisation does not pay the Apprenticeship Levy, they could pay just 10 per cent of the course fee, with the government paying up to the remaining 90 per cent.

Why the Nottingham Business School EMBA?

We provide a real-world learning experience

We offer more hands-on experiences than most other UK business schools. The Executive MBA includes two live consultancy projects, one for a UK-based business, and the second is delivered in an international context.

We develop responsible and sustainable leaders

The programme will help to develop the insights, capabilities and skills to create and maintain responsible, efficient business practices, as well as developing sustainable mind-sets, promote responsible leadership, and influence organisational cultures.

Our EMBA has an integrated Personal, Professional and Leadership Development Programme including Executive Coaching and Leadership Diagnostic using the Hogan Personality and Values Inventory. Integral to NBS's EMBA is a series of workshops focusing on personal, professional and career development, spanning everything from emotional intelligence to dealing with difficult people, and conflict resolution.

We've got a truly global outlook

Our EMBA develops global management skills in a multicultural environment, with a dynamic community of staff and students from around the world. This year our EMBA students travelled to Stellenbosch University, South Africa

Want to know more?

Visit www.ntu.ac.uk/apprenticeships for more information on the Apprenticeship Levy.

For more information on Nottingham Business School’s EMBA, and how you can take advantage of the funding available to develop yourself or your senior leaders, visit www.ntu.ac.uk/emba or contact phil.considine@ntu.ac.uk or seema.edwards@ntu.ac.uk

IoD £10 Challenge team pitch at Notts lunch

The Nottingham Professionals Lunch in November heard an inspirational pitch for support from two participants in the NTU £10 Challenge (see pg 12-13). Georgia Paton, who is studying law at Nottingham Trent University and Skye McCulli, who is studying marketing, were members of Team 31 in the challenge, and had the IoD Regional Director Ron Lynch as their mentor. The pair told lunch guests how they could contribute to their cause, which was aiming to raise cash for the John Van Geest Cancer Research Centre.

Stephen de Looze, IoD Leicestershire, Nottinghamshire and Derbyshire Chairman, hosted the event.
From our family to your family.

East End Foods is a West Midlands based family business, established over 40 years. We process and grind all our spices in the UK ensuring their traceability. Our continuous investment in technology including the largest rice mill in Europe, shows not only our commitment to our customers but our confidence in the Midlands.

We are a brand that’s trusted in Asian households for its purity, quality and value. Asian families know there are no better ingredients when cooking for loved ones. So if you’re passionate about food and quality and you love cooking, we think you’ll love our products – as do leading chefs throughout the UK. Why not make us a family favourite soon!

Purity, Quality and Value are our standard.

www.eastendfoods.co.uk

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...enabling innovation

There has never been a better time to work with Nottingham Trent University. We currently have European funding to support small and medium sized businesses in Derbyshire and Nottinghamshire.

We can offer:

- specialist technical hubs in food and drink, materials engineering, computing and data, and design innovation;

- Business Innovation Academy workshops delivered by Nottingham Business School;

- a contribution of 20% towards a graduate’s salary for up to a year, to support businesses to introduce innovative products, services or processes;

- academic and student-led projects and consultancy;

- intensive specialist support for innovative businesses;

- support for start-up businesses.

To discover how we can work with you, visit our website or get in touch.

Tel: +44 (0)115 848 8899

Email: workingwithyou@ntu.ac.uk

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www.ntu.ac.uk/enablinginnovation