



# Brentwood Chamber of Commerce Newsletter

May 2017

[www.brentwoodchambers.co.uk](http://www.brentwoodchambers.co.uk)

## Dear Member



This Newsletter will be distributed at and sent out around the time of **Brentwood Chamber's Open Evening and AGM** on Thursday 18<sup>th</sup> May at Brentwood School's Old Big School.

Amongst other things to look forward to that evening will be a keynote address by the Principal of Havering College, Maria Thompson. The college is well known for its pioneering work in the area of apprenticeships and this might well feature in her observations about the **'role of Havering College in the local community, particularly Brentwood; and how we can help each other'**.

Also, as I have remarked elsewhere, this **AGM will see myself and Paula Clark retiring from our roles in the administration of Chamber**. It has been an invigorating 13 years, which we have enjoyed immensely. This Newsletter is the 130<sup>th</sup> edition we have produced and we calculate that we have distributed around 26,000 copies to members. We believe that Brentwood Chamber is stronger now than it has ever been, right at the very heart of the community.

This year also sees our long-standing **MP, Sir Eric Pickles standing down from Parliament**, having had a distinguished career, playing a key role in the 2010 –



2015 Government, particularly driving the ground-breaking localism legislation. Sir Eric has been a staunch supporter of Brentwood Chamber and

we offer him our thanks and good wishes for the future.

As we mentioned in the last edition, the **summer netwalking programme is back**, with the first event taking place later this month on 23<sup>rd</sup> May. An informal and enjoyable way of networking, this proved popular last year and we expect the format of fresh air, walking in pleasant country surroundings, followed by refreshments at a country pub, to be equally attractive to members again this year.

Brentwood Council launched its **Town Centre Design Plan** earlier this year. It is an ambitious and radical approach aimed at making our town centre attractive to visitors and residents alike. It is in all our interests to support plans to ensure that Brentwood is universally acknowledged as a great place to live and work in. Please take every opportunity to add your views when it comes to public consultations.

Last month we reported that Chairman Colin Barber had written **letters of complaint to Network Rail, Crossrail and others about the length and nature of the disruptions being caused by Crossrail work** especially in Shenfield, with damaging effects on local business.

We have now received several replies, acknowledging the complaints and promising to remedy some of the worst effects and make every effort to complete the necessary works as soon as possible. Chairman Colin may refer to these at the AGM as it does demonstrate the power of the lobbying voice which your Chamber offers on your behalf – a benefit of membership.

Finally, Paula and I would like to thank you for your interest and support in the years we have been sending out this Newsletter and wish you all, and Chamber itself, every success for the future.

Mike Hawkins  
Chief Executive

*This Newsletter has been kindly sponsored by*

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# Member's News



## FIVE questions to answer to make the most of your Headshot Photoshoot.

A professional headshot representing your personal brand is essential in today's business world. Look around on LinkedIn, there are many people with flattering yet honest, friendly and professional headshots. The kind of people you would want to hire, work with and respect as a professional.

But many people have an opening image that doesn't give a positive first image (unless maybe you are looking for someone to go to the pub with or get into a fight with!). Book a photo session with a professional. A headshot photo session won't take too long and a good image will last at least a few years. To get the most out of your photo shoot, try to answer these FIVE questions:

- 1 What is my message? What are you trying to put across? You might want to look older, younger, friendly, trustworthy, authoritative or important. What is the message from your personal brand and your company's brand. A party company will have a different message to the board of directors for a bank.
- 2 Where are these images going to be used? Do you need slightly different 'feel' to your headshot for different platforms? Your photo may be needed for LinkedIn, Facebook, website, press releases, magazines. Not only think about the message but also the shape of the framing, the background and colour.
- 3 What are you going to wear? Are your clothes in line with your personal and company branding? Are the colours flattering? Do the colours need to fit in with your existing website and team photos? It is a good idea to bring at least five different changes of clothes, as certain items sit better and look better in the photos. Speak to your photographer about what works best.
- 4 Am I looking my most professional and polished self? Make sure your hair and make-up is done, that your clothes are pressed, neat and tidy. This is the first impression you are making with your photo, so you need to look like you have made the effort.
- 5 Why aren't you going to enjoy your photoshoot? 99% of people tell me they hate having their photos done. However, if you are going to a nice studio, you have made an effort with clothes and grooming and you are being photographed by someone who you have chosen because they take great photos then why won't you enjoy it? Even if you have to fake it, relax and let your confidence shine through. You'll love the finished result

**Carmel Jane Photography Ltd**

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**T: 01277 822674 E: [info@carmeljane.co.uk](mailto:info@carmeljane.co.uk)**



## Brentwood in Bloom – Business Category

Brentwood Chamber of Commerce will again, this year, be sponsoring and organising the **Brentwood in Bloom awards – Business Category**.

You can enter the competition by visiting our website [www.brentwoodchambers.co.uk](http://www.brentwoodchambers.co.uk) and clicking on the Brentwood in Bloom picture on the homepage. Entries will be taken up until Friday 7<sup>th</sup> July and judging will take place soon after. The judges will award marks for Colour, Variety, Maintenance, Tidiness/Litter, Overall Effect and Staff Involvement.

Prizes will be awarded to the Winner, Runner-up and Highly Commended. Presentation of prizes will be at a Chamber event later in the year. We do hope that you will give consideration to entering the competition as it adds to the attractiveness of our environment and could be good for business.



***We wish you good luck if you decide to take part, which we encourage you to do.***



## Dates for your Diary

## Executive Committee Meeting Dates for 2017

18<sup>th</sup> May – AGM, 15<sup>th</sup> June, 20<sup>th</sup> July, 17<sup>th</sup> August,  
21<sup>st</sup> September, 19<sup>th</sup> October, 16<sup>th</sup> November & 18<sup>th</sup> December 2017

*If you have any issues you want to be raised at an Executive Committee meeting, please contact the Chamber office a week or so before the relevant meeting and we will put it on the agenda*

Email: [info@brentwoodchambers.co.uk](mailto:info@brentwoodchambers.co.uk)

## ★ ★ ★ ★ ★ ★ ★ ★ EVENTS 2017 ★ ★ ★ ★ ★ ★ ★ ★

**Business Breakfast, 7.15am to 9.00am Friday 12th May**

Marygreen Manor Hotel, London Road, Brentwood, Essex CM14 4NR

The Rt Hon Sir Eric Pickles MP will be attending this breakfast

*Sponsored by The Rotary Club of Brentwood á Becket*

## Annual Open Evening & AGM, 6.30pm Thursday 18<sup>th</sup> May

Brentwood School, Bayman Gate, Middleton Hall Lane, Brentwood, Essex CM15 8EE

## Netwalking, Tuesday 23rd May, 6.00pm to 7.30pm

The White Horse, 173 Coxtie Green Road, Brentwood, Essex CM14 5PX

**Business Breakfast, 7.30am to 9.00am Friday 9<sup>th</sup> June**

Marygreen Manor Hotel, London Road, Brentwood, Essex CM14 4NR

*Sponsored by Carmel Jane Photography*

**See Events on our website [www.brentwoodchambers.co.uk](http://www.brentwoodchambers.co.uk)  
where you can book & pay online**

If you would like to sponsor a future Business Breakfast please contact  
Colin Barber - [Colin.Barber@BrentwoodChambers.co.uk](mailto:Colin.Barber@BrentwoodChambers.co.uk)

## Sign Off

The AGM, on 18<sup>th</sup> May, will present an opportunity for me to reflect on the past 13 years in which I have been involved in Chamber. The first thing to say is that, thanks to the support of Brentwood businesses, Chamber remains a thriving and potent organisation at the heart of Brentwood's civic and business life (many towns have struggled to maintain a Chamber of Commerce throughout the difficult economic conditions of the past decade).



But it will also be a forward-looking occasion with the current restructuring project in Chamber making it even more capable of meeting the challenges of the future. Chairman Colin will be holding discussions with the Renaissance Group, of which I have become Chairman, on ways in which the two organisations can cooperate for the benefit of Brentwood businesses.

This is the final chance for me to offer the heartfelt thanks of Paula Clark and myself for the support lent to us over our time here, and to wish Chamber and its members every success for the future.

## Mike Hawkins

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