



Dear member,

A message from your Chairman

I was recently interviewed by Phoenix FM presenter Mike Jones about the Chamber of Commerce. The interview lasted about half an hour and I hadn't been briefed in advance about what questions would be asked. The variety of subjects we discussed emphasised to me the wide-ranging role the Chamber can play in supporting businesses in Brentwood. These subjects included M25 Junction 28 improvements, Crossrail, William Hunter Way, Brentwood Business Showcase and even Brexit. I believe that it is important for our members, and indeed non-members, to realise that we are far more than just a networking group, because we continue to innovate and offer an increasing selection of services to members. One source of ideas for us has been to study other Chambers' websites to look for new ideas for Brentwood. We are increasing our collaboration with other local Chambers and are pleased to be involved in an event organised by Stansted Airport Chamber of Commerce called



'Meet the Neighbours'. It is an opportunity to network with people from a wider area and to make some fresh contacts. In addition to ourselves and Stansted, other Chambers participating are Bishops Stortford, Harlow and Cambridge, plus representatives from Saffron Walden. The event is on Wednesday 11 October at 3pm at the Novotel, Stansted Airport. We're all looking forward to the Brentwood Business Showcase on Wednesday 1 November, which looks set to be even more successful than last year. Remember that at 4pm, when the exhibition and workshops finish, we will once again be hosting a free drinks reception for all exhibitors and visitors. See you there!

Free leaflet distribution

We post out nearly 200 copies of our newsletter each month and, as a service to members, we offer you the opportunity to have a flyer promoting your business or an upcoming event inserted (loose) into the newsletter. The flyer should be no larger than A4 and can comprise one or two sides of print. There is no charge for this service, but we do limit it to two different leaflets per month (meaning that your business may need to 'share space' with one other). Anyone interested in this offer should contact Neil Hornsby – Neil.Hornsby@BrentwoodChambers.co.uk



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Meet the Executive Committee

This month: Laurie Edmonds, social media consultant, Director of Local By Social (localbysocial.co.uk)



Q: Can you give us a potted history of your business life?

A: Although I studied marketing at university in the US, I actually started my career as a children's librarian before moving into the library technology industry. Six years ago, I set up a social media training consultancy called Local By Social and got back to my marketing roots. What started off as a social media marketing advisory role with the Brentwood Festival has expanded over the years and has become almost a full-time consultancy project.

Q: What made you decide to join the Chamber and how long have you been a member/on the Executive Committee?

A: One of the first steps I took when setting up my own company was to join the Chamber. I think that being a member shows that you're serious about business. I've been a member of the Executive Committee for almost five years now, during which I have redesigned the Chamber website and kept the social feeds active.

Q: What are the best things about being a member of a Chamber of Commerce and what would you say to encourage other businesses to join?

A: The Chamber hosts really interesting events, like Netwalking and the recent Secret Nuclear Bunker tour, that get people interacting in a more organic way that suits my own networking style. Another benefit of membership is the free directory entry on the Chamber website that generates a lot of referral enquiries. The Council also regularly consults with the Chamber, which gives the Chamber the unique opportunity to highlight members' issues and ideas to influencers and policymakers.

Q: What are your hobbies/interests outside of work?

A: Outside of work, I enjoy hanging out with my family, reading, bingeing on box sets, and, of course, spending (too much) time on social media! I've made a pledge this year to walk 1,000 miles to raise £1,000 for the British Heart Foundation, so getting out for a brisk stroll is now part of my daily routine.

Q: Can you tell us something interesting about yourself that not many people know?

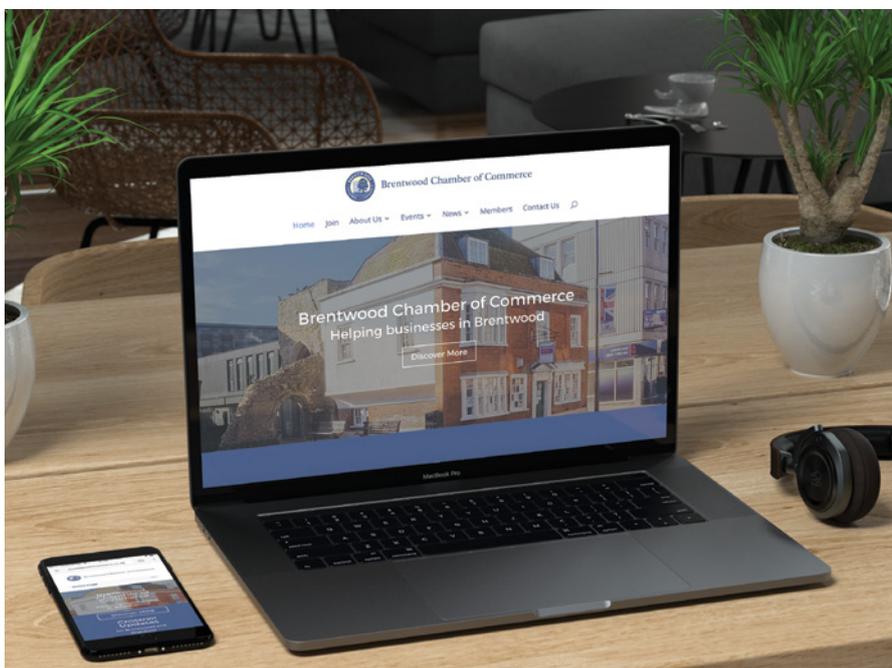
A: I'm distantly related to William Shakespeare on my mother's side of the family.

Q: You're on an extra strict version of Desert Island Discs and you're told that you can take only one item to the island – what would you take?

A: A Swiss army knife.

Cementing relations with the Renaissance Group

Chairman Colin Barber was recently invited to join the committee of Brentwood Borough Renaissance Group – great news as we're aiming to forge closer links between our two organisations. In return, we're delighted that Renaissance Group Chairman Mike Hawkins (who was the Chamber's Chief Executive) has accepted our invitation to join the Chamber's Executive Committee. Brentwood Borough Renaissance Group aims to initiate, support and coordinate collective decisions to improve the environment of the Borough's town centres in order to maximise visitor footfall and customer satisfaction.



Need to know: Data Protection Regulations

In the first of what may become a regular feature of this newsletter, here is some important information that members will 'need to know'. This month – Data Protection Regulations:

These come into force on 25 May 2018 and here is a summary of the key changes:

1. The definition of personal data is being extended. Data privacy will now cover other factors which could be used to identify an individual, such as their genetic mental, economic, cultural or social identity.
2. Businesses should take measures to reduce the amount of personally identifiable information they store and ensure they cannot store any information for longer than necessary.
3. Parental consent will be required for the processing of personal data of children under the age of 16.
4. The appointment of a Data Protection Officer will be mandatory for certain companies. Data Protection Officers must be appointed for all public authorities and will also be required where

the core activities of the business involve regular, systematic monitoring of data subjects on a large scale or where the business conducts large scale processing of special categories of personal data. The Data Protection Officer must have expert knowledge of data protection law and practices. The Chamber recommends that whoever is appointed as Data Protection Officer by a business should attend the appropriate training course.

5. Businesses must adopt a risk-based approach before undertaking high risk data-processing activities.
6. Businesses have direct legal obligations and responsibilities for protecting data and thus will be held accountable if there are data breaches. How businesses ensure that personal data is protected will need to be set out very clearly in their internal processes.
7. Businesses will also be obliged to collect only the data that is necessary to fulfil specific purposes and should disregard this data when it is no longer required.
8. Businesses will be required to report data breaches to their own Data Protection Authority unless it is unlikely to represent a risk to the rights and freedoms of the data subjects in question. Notice must be made within 72 hours of the business becoming aware of it, unless there are

exceptional circumstances for not doing so (which will have to be justified). Where the risk to individuals is high, data subjects must be notified, although there is no specific timescale specified in the Regulations.

9. Important: Rules for obtaining valid consent have been changed. The consent document to be signed by either individuals or businesses should be laid out in simple terms. Silence or inactivity does not constitute consent. Clear and positive consent to the processing of private data must be provided by that individual.
10. The penalties under the new Regulations are considerably higher. Businesses found in breach of the Regulations could incur administrative fines of up to 4% of annual global turnover or €20m, whichever is the greater.

Please note: Although the UK has voted to leave the European Union, this will not have taken place before the Regulations come into force and because we do not know which government will be in power on the date that the UK does leave the EU, we also do not know whether the Data Protection Regulations will still be adopted. However, the advice of the Chamber is that all businesses should be taking steps to be aware of and comply with these Regulations.



Dates for your diary

1 November – Brentwood Business Showcase, Brentwood School

As we did last year, the Chamber will hold a drinks reception at the end of the event.

15 December – Chamber Christmas Lunch, Mount Avenue Banqueting Suite

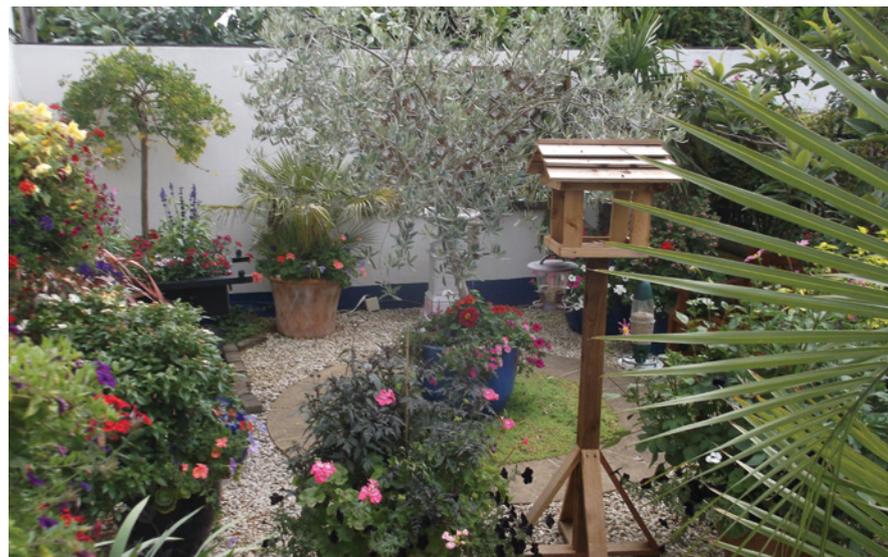
It's at a much larger venue this year so please bring your colleagues along to what promises to be one of the highlights of the festive season for businesses in Brentwood. If you book a whole table you receive a 25% discount on the full price of £30 per person. For instance, the cost of a table for 8 reduces from £240 to £180, and for a table of 12 it is £270 (reduced from £360). Go to the Chamber website for booking details.

Secrets of the nuclear bunker

Our most recent event involved a chance to explore The Kelvedon Hatch Secret Nuclear Bunker. After a fascinating tour of the bunker, which was built in 1952, our host Mike Parrish, who owns the bunker, served us with a buffet supper, followed by traditional apple pie. Many members mentioned that it was the first time they had visited the bunker, which was decommissioned in 1992 following the end of the Cold War. At this event we also made presentations to the winners of the **Brentwood in Bloom**

Business Category award which, as in 2016, the Chamber sponsored. In first place was Bennetts Funerals (pictured), with Nicks Tyres second and Onaplate third. Each winner received a certificate and a prize.

We're keen to hold more events at members' premises. We're not expecting your premises to be as unique as a Secret Nuclear Bunker, but should you be interested in hosting a Chamber event there, let us know and we can discuss possibilities.



Why not sponsor this newsletter?

Now the new-look newsletter is up and running, we're re-introducing the opportunity for members to sponsor future issues. Sponsorship of an issue of the newsletter costs £100 and allows you to have a full page advert in it. Remember that the newsletter is emailed to everyone on our database, and also posted out to all our members.

Sponsorship of our regular Business Breakfast also offers excellent value for money at £100 (including five free places at the Breakfast).

Why not take up our 'Combo Offer'? Sponsor the newsletter and the Business Breakfast in the same month for a total cost of £150.

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