

DECEMBER 2023

STRATHALLAN

BUSINESS CENTRE

SEASONAL EDITION

Featured client for this
edition
The Christmas Elves

0333 339 6003

intouch@strathallanbusinesscentre.com

Research and Development KTP
Project working with the University of
Dundee Feature

Top Tips for Work Life Balance

Competition to win a night stay for 2
at Kirkton Barns Country Retreat

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Letter from the Director

Donna Butchart

I trust this message finds you in good health and high spirits. It is with immense pleasure that I take this opportunity to share the latest developments and achievements of our company in our first newsletter. As we reflect on our journey over the past year, we are excited to share the remarkable progress we have made since repurposing our first building in Hemel Hempstead in 2022 and opening our doors in May 2023.

In the span of just over a year, we have experienced significant growth, expanding our operations and offerings to better serve our ever-expanding client base. Our decision to

venture into Hemel Hempstead has proven to be a pivotal moment in our company's history. The transformation of our first building there has not only symbolised our commitment to growth but also our dedication to providing exceptional services.

One of our proudest achievements has been the successful establishment of a new site in Dundee. This expansion marks a significant milestone in our journey, and it would not have been possible without your unwavering support and trust in our abilities. Dundee, with its vibrant business environment, has already proved to be a strategic location for us, offering increased access to new markets and resources. We are committed to making a positive impact on the local community while continuing to deliver excellence in our services.

Furthermore, we have expanded our shared service offerings to encompass a broader spectrum of professional services. Our dedication to delivering exceptional solutions to our clients has driven us to diversify our service offerings. We are now equipped to provide specialised services in accounting, marketing, human resources, and personal assistant services, ensuring that our clients receive the comprehensive support they deserve.

We have also made significant strides in our telephone answering services. Our commitment to offering unparalleled customer support remains unwavering, and we are

constantly pushing the boundaries of excellence in this aspect of our business. We recognise the critical role it plays in ensuring our clients' needs are met promptly and professionally.

As we look ahead to the upcoming quarters, our company's growth trajectory remains steadfast. We are committed to staying at the forefront of innovation, customer service, and industry standards, ensuring that your trust in us is always well-placed.

None of these achievements would have been possible without our dedicated team, whose hard work and passion drive our success every day. I am immensely proud of their relentless commitment to our shared goals and values.

In closing, I want to express my deepest gratitude for your continued support. Our journey has been remarkable, and it is our privilege to have you alongside us as we continue to reach for greater heights.

If you have any feedback or suggestions, we would be delighted to hear from you. Our success is closely tied to the feedback and collaboration of our clients, partners and friends.

Thank you for your trust and support, and we look forward to the exciting developments that the future holds for Strathallan Business Centre.

PA SERVICES

Strathallan Concierge Team

Strathallan Business Centre provides a range of services that are designed to take away the work headache. Our simplest package includes using one of our sites as a registered address with a instant email notification system for post collection or forwarding.

The Business Centre offers a bespoke administrative service, we are the point of contact from the initial enquiry and follow the job through to completion. The concierge team can provide quotes, book appointments and invoice the customer at the end. Strathallan Business Centre works to understand the individuality of every member and their unique business needs.

Case Study:

Not just Travel have been a client of Strathallan Business Centre since we opened in May 2023. They use Strathallan House as their registered address and telephone answering service between the hours of 10am-6pm. They found the process of moving over to SBC quick and easy and have been extremely happy with the relationship. They are now able to focus on the work that matters to them and feel secure that no messages will be missed.

MARKETING

SBC Marketing

Is your marketing winning you more work?

As part of the Strathallan Business Centre team we work with members to ensure that their marketing achieves four things:

- recognised as a natural choice in the marketplace
- reaching the right audience
- marketing spend is contributing to generating new work
- you are not spending money on things that do not work

One of the first things is to look at **your** brand and we ask "What is your **brand**?" Taking time to think about what you want your brand to portray is really important. It's not just what you want it to look like (ie your logo or the design of your website) it is how do these reflect how you do business; it's the company's fundamental DNA and needs to reflect how the company operates (and not how it thinks clients want it to operate).



Once this is established then it needs to flow through to your written messaging. We always recommend having a set of core messages so that you can reuse and reutilise without having to constantly recreate from scratch.

From this you can then look at your products and services and make sure they feel as though they are part of the overall company. These may be **different** if you are looking at different markets or targeting different customers but overall they should form part of a suite which clients can easily identify.

So why not take a moment and see if your brand is helping you to win more work with our quick quiz:

1. Do you have a logo **and** brand colours which are used by everyone in the company?
2. Do your logo, website and printed collateral look the same?
3. Do employees and customers describe you with the same words?
4. Does everyone in the marketplace recognise your company logo, even if they don't buy from you?
5. Are you **regularly** posting on social media and getting comments from customers?
6. Does your brand truly reflect the business?
7. Are you often **promoted** by others?
8. Are you willing to try new marketing approaches to raise your profile?
9. Do you have someone experienced in marketing within the business?
10. Does your marketing have that touch of magic to make it special?

If you answered 'No' **to** any of these questions why not talk to the team? We offer an initial free marketing conversation to look at how you can promote your brand and use it help you **win** more **work**. Email us at: intouch@strathallanbusinesscentre.co.uk and quote "Newsletter Marketing Magic".

Shared Services

FINANCE

SBC Accounting

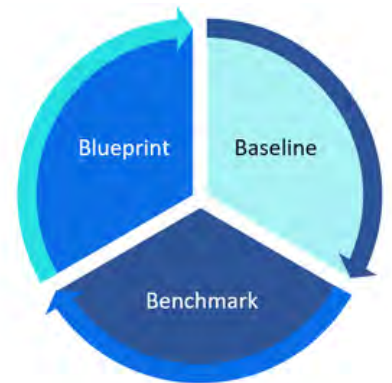
One of our most sought after services is within the construction industry scheme, with over 20 years of working within the scheme our accountants have an extensive knowledge to make sure compliance is met.

We want to work with your business, helping you make business decisions as we are always on hand to run through those ideas you may have no one to bounce off. We have an outstanding track record in dealing with a wide variety of tax and accounting demands. Whatever financial management advice you may need, please contact us to see how we can help you out.

Our services include:

Book keeping : Self Assessment : Limited Company : Annual Accounts : Payroll : CIS : VAT : Software : Management Accounting : Tax : R&D Claims

METHODOLOGY



We provide your company with our BBB assessment. Our methodology allows for constant improvement to your business and to succeed industry standards.

Baseline measurements are used to compare your results at a point in time. The current observations are compared to future improvements.

Benchmark measurements are used to compare your results to the competition, industry standards or your organisations aspirations.

The **Blueprint** establishes the foundations of a coherent future business model that considers the organisation, processes, technology and information as a compelling and comprehensive solution.

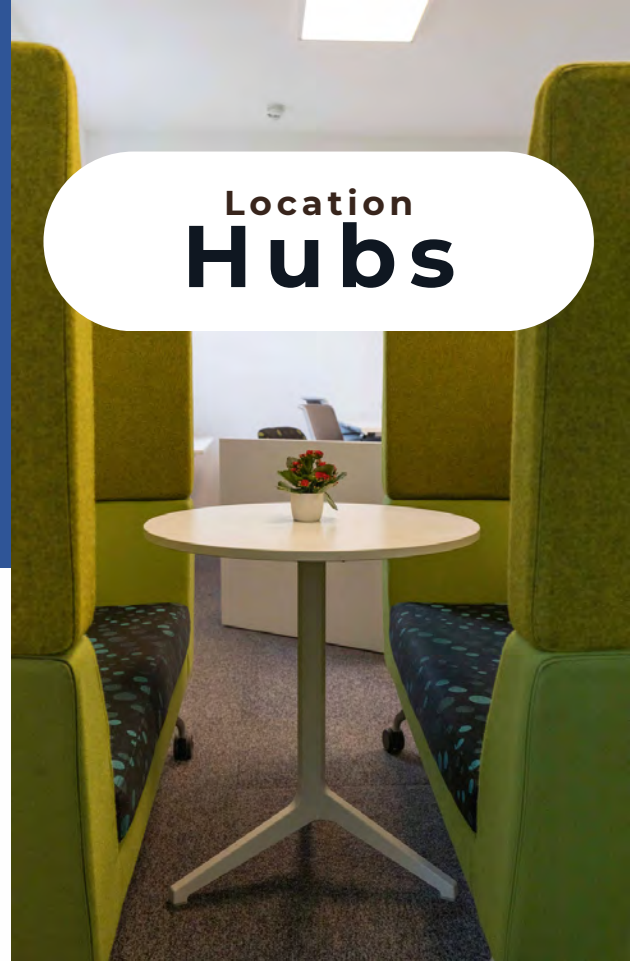
**For all facility hire enquiries please call 0333 339 6003
or email intouch@strathallanbusinesscentre.com**

STRATHALLAN HOUSE

Midland Road, Fernville Lane, Hemel Hempstead, HP2 4LS

The Strathallan House Business Centre was the first in our network. It was officially opened by Sir Mike Penning MP on 17th May 2023 and provides a valuable facility Hemel Hempstead and surrounding areas.

It regularly hosts events for clients around marketing, accounting and business grants and most recently has hosted Mix 92.6 in its media centre as they recorded their morning programme.



Location
Hubs

OAK COURT

Sandridge Park, St Albans, AL3 6PH

We have a number of clients who use our Oaklands Court Business Centre facilities and our shared service. The Project EU team regularly use the office; the hot desks are used by programmers and developers as they work on projects and the Board Room is used for IT workshops to devise environmental solutions for their clients.



SEAGATE HOUSE

132-134 Seagate, Dundee, DD1 2HB

The Seagate House Business Centre provides a central location within Dundee for business owners, start-ups and entrepreneurs. It regularly hosts events for clients around marketing, accounting and business grants and has a pop-up sales space for clients to showcase merchandise.



TAYGATE

Unit 2 Taygate, Colside Road, Dundee, DD3 8DF

Storage space for Strathallan Trade and Logistics members.

The Taygate Business Centre provides a valuable facility for those trades involved in property, landscaping, engineering or construction.

It is designed to help companies and sole-traders to focus on their day-to-day work while we manage the admin side whether it is answering the phone, booking appointments or supplying products.



Event Review

Events to Date

Strathallan Business Centre
Herts Growth Hub - Retention and
Recruitment Event
Radio Mix 92.8
Dacorum Den's Training Day
TAB Session

Seminars and Networking Events

We have versatile spaces across all our locations to accommodate your needs.

Strathallan House, Hemel Hempstead has hosted Hertfordshire Growth Hub's Recruitment and Retention event. The success of the event has been widely shared and the Hemel Hempstead Business Centre has been labelled a 'hidden gem!' We look forward to working with Herts Growth Hub in the future and continuing the success of the most recent event.

Radio station, MIX 92.8, has even hosted their live radio broadcast from Strathallan House's Media Suite. Please go to our website to listen to the recording.

Seagate, Dundee Hub, has shared similar success hosting Project (EU) Ltd and the University of Dundee for their exciting KTP project.



RECRUITMENT AND RETENTION
19.10.2023
8.30am - 12pm

Charity Training Days

Dens

Strathallan Business Centre aims to support charities, especially those where our location hubs are situated. We do this through donations, advertising and providing a space for meetings and training days.

Dacorum Dens has recently used our Hemel Hempstead Hub, Strathallan House, to hold a 25 person training event for their volunteers.

DENS aim is to be the first port of call for people in Dacorum who are facing homelessness, poverty and social exclusion; to support and empower them to take the next positive step in their lives, secure and maintain a long-term housing option and be an active member of their community. They ensure individuals have access to temporary and short-term accommodation, and individuals and families have access to emergency food and provisions.

Christmas Craft Events by The Christmas Elves hosted at ALL Strathallan Business Centre Hubs

Register your interest by emailing
intouch@strathallanbusinesscentre.com
and quote 'Christmas Crafting'.



its

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*In partnership with
The Christmas Elves*

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49 Highstreet

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Seagate House is located above Dundee Carers Centre. Read below about the work they do and how you can help.



Am I a carer?

A 'carer' is an individual who provides or intends to provide unpaid care for another individual. A carer could be caring for someone of any age, with a physical or learning disability, elderly, mental illness, drug or alcohol dependency or who is living with cancer or any other critical or chronic illness.

Caring can be a rewarding experience but it can also have a huge impact on your life. Dundee Carers Centre works with carers of all ages and disabled people.

The support and information we provide varies based on the individual.

Perhaps regular one-to-one support with a worker would work for you, or just coming along to a group in the Centre or your local community suits you better. However we support you, we'll work with you to ensure that you're getting the best support you can.

You can also visit www.carersofdundee.org for a wide range of resources and support that is available in the City.

You can contact us on 01382 200422 or email

centre@dundecarerscentre.org.uk
www.dundecarerscentre.org.uk

info@cmvcontractors.com
01382 413073
Tayside, Angus and Fife

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**Coming Soon
Spring 2024**

KIRKTON BARNES
COUNTRY RETREAT



COMPETITION

Three Names for Three Sisters
Enter our competition to suggest names for our three new arrivals to Kirkton Barns to go in the draw for a weekend break for two when we open next year.

intouch@strathallanbusinesscentre.com

Quote: Kirkton Barns Competition



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Working with the University of Dundee R&D Project

As a niche business analytics consultancy with a background in Oracle and Primavera systems, we made a corporate decision to focus on our environmental experience. We are now involved with a number of carbon and sustainability focused projects, helping us to continue to build and expand our green knowledge. Two of our most recent R&D projects have been working alongside universities.

Creating green construction

We are working with University of Dundee to develop a solution that will mean construction projects of the future could be significantly greener. Our project is to develop new software capable of calculating and managing carbon levels produced throughout the design, building and refurbishment of any project.

The project has funding from Innovate UK, so that our team can develop a carbon analysis tool allowing the sector to utilise data that will allow them to effectively calculate emissions generated throughout the lifetime of any construction project. Identifying the carbon output of any new asset in the built environment before the first designs are created will allow stakeholders to consider the environmental cost of a project from the outset. The pressure to address carbon emissions continues to grow, so we are using technology to help developers know that every design that is turned into a reality is done so in the friendliest way to the environment.

As reporting requirements increasingly involve Environmental, Social and Governance (ESG) metrics, we have been focusing on the carbon metrics for companies." Donna Butchart, MD said. "Our project looks at carbon throughout the life of construction projects from design to build completion. The technology will allow companies to compare and benchmark their performance against industry best practice to create continuous improvement."

Net Zero in cities

Our work on urban environments includes the City Net Zero Tool (CINT) project where we teamed up with the University of Hertfordshire, and St Albans City & District Council to create a tool that gives local people better insight into the environmental impact of developments in their area.

The CINT project is developing a digital platform that will enable the local community to engage with proposed changes to their urban landscape – offering insight into the impact that a new development could have on carbon emissions and other environmental factors.

"Being involved in the CINT project showcased our environmental capability," commented Marc McGurk.

"It utilises our experience in data analysis and data visualisation, together with our growing carbon knowledge. The result of this project will make a difference to how local communities engage with their environs".

Developing a greener future

The team at Project (EU) are highly experienced in helping clients to use their data in their corporate decision making. As we grow, we are offering new opportunities whether as developers, associates or interns, giving them the opportunity to work on our innovative projects. Companies are looking to scenario test how integrating environmentally friendly alternatives into their services and business processes will enhance the business without needing to cost the earth. After-all, green is good for everyone.



The University of Dundee recognises the importance of embedding employability into the curriculum and are keen to provide students with real life work opportunities throughout their time at university. If your organisation is interested in offering a placement or indeed any other form of industry engagement, please contact careers@dundee.ac.uk where a member of our Employer Engagement Team will be more than happy to discuss your proposal.

Top 5 tips for small business owners

The team at Strathallan Business Centre work with business owners across a wide range of sectors, helping to make their business life easier. We spoke to them about the five key things that can make a real difference.

1. Make it easier for yourself.

Easier said than done but think about how you can make running your business simpler. We're all busy these days but grab a coffee and a quiet spot and take 20 minutes to think about what you could change to make running the business take less of your time. This could include:

-Being more organised: whether it's a simple check list, planning your work out for the week or using an online time management app think about how you can start looking at the week ahead.

-Automate: are there repetitive tasks that you are having to do regularly? Whether it's posting on lots of different social media channels, recording your receipts, asking clients for feedback or filing a VAT return think about how you could make this automated. There is a plethora of tech solutions available to help you.

-Delegate: it can be difficult to ask for help, but using a PA service means that you can concentrate on working with customers while someone else is organising the admin things for you.

2. Control your costs

Many small business owners use their bank balance to track their finances. While it's important to have visibility of this there are other things that need to be considered.

-Funding growth: if you want to grow your business then think about how much money is required. Is it something that you can self-fund through the business or do you require a loan or investment to make it happen? Producing a forecast will help to show how much money is needed and what it will be spent on.

-Know what you spend: review where you are currently spending money and see if there are ways to decrease the spend either through bulk buying, seeking alternative supplies or just stop unnecessary purchases.

-Cashflow is king: accountancy software can make it easier to track your cashflow; make sure your accountant works with you to make managing receipts, invoicing and payments simpler.

3. Keep innovating with customers

Sometimes the great ideas you have when you're starting the business become stale and out-dated. Keeping ahead of your competition takes time but does mean that customers keep coming back to you.

-Prioritise the customer: it can be difficult juggling work with answering phones and dealing with customer queries. Think about using a telephone answering service so that customers always have a friendly voice whenever they call.

-Join groups to share ideas: whether it's a formal networking event, informal social gathering or using shared working spaces these can all be great ways to talk about your work and come up with ideas to keep it fresh.

-Keep your digital presence alive: when was the last time you reviewed your website, re-read your brochure or reconsidered your marketing? Make sure your marketing is regularly updated, and if it's not something you have time for then think about using a specialist agency to help you.

4. Create a real work/life balance

That's what we all want – to be able to switch off from work. When it's your own business that can be more tricky but some suggestions are:

-Limit your distractions during the working day: use your to-do list to keep focused and not get diverted by friends' Instagram reels or household jobs.

-Consider time away from your desk: whether it's in an office or working at the kitchen table think about using shared working space to create some distance between home and work.

5. Keep loving what you do

After all that's why you started your business in the first place. So focus on the bits that you enjoy and let someone else help with the rest.



Are you seeking opportunities to give back to the community and create positivity within your team?

Perhaps you are looking for lunchtime staff talks or wellbeing training you can trust?

The OLLIE Foundation is a Hertfordshire based suicide prevention charity, working across the UK supporting business with wellbeing and mental health talks and training.

Set up in 2016 by 3 parents who had tragically each lost a son to suicide, The foundation now work across education, health and corporates doing all we can to ensure no other family, friend or colleague is bereaved by suicide.

Our training and corporate partnerships are open to all businesses -

- Volunteer opportunities
- Charity of the Year
- Fundraising Events

Every donation over £500 generates a free thank you talk for your company AND the option for you to donate the same talk to a local school or community group that you care about.

We can also provide world class training with expert speakers -

- Hack Your Health
- Mums and Sons
- Connecting the Dots of Men's Physical and Mental Health
- MHFA
- ASIST
- The Science of Goals Setting - TOC for personal development
- Talk Safe - What stops people reaching out for help and what stops others reaching in
- Plan Safe - How to create a safe-plan
- Prescription Safe Plans - Vital for HR and occupational health colleagues
- Write to Release - Bereavement support for colleagues

For more information and to find out how you can work with The OLLIE Foundation, please visit our website www.theolliefoundation.org

or contact Debi Roberts debi@theolliefoundation.org

THE CHRISTMAS ELVES

Earn a second income
If you're looking to earn a second income then why not become a Christmas Elves Reseller and make Christmas special for everyone this year?

We have a fantastic range of jewellery, beauty and household products available. Simply choose which bundles you would like to buy, order them and then resell the items as you wish – it couldn't be easier.

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Whether you already have an established reselling business, a market stall, online shop or this is your first foray into the world of reselling we have made our process simple and easy for you to follow so you get started quickly.

We sincerely invite you to join in our Christmas fun.
We hope you can come and share happiness with us
in this celebration.
www.thechristmaselves.co.uk

