

Chambers of Commerce

ADDLESTONE AND DISTRICT CHAMBER OF COMMERCE

For details of Chamber activities contact Mollie Cashman
Tel: 01932 528778 or Fax: 01932 598116 or
e-mail: mollie@principal-people.co.uk
Address, c/o Principal People 51-53 Guildford Street,
Chertsey KT16 9BA

EGHAM CHAMBER OF COMMERCE

For details of Chamber activities please contact the
Chairman, Meher Oliaji, on
Tel: 01784 460108,
Address: c/o Strodes College, Egham TW20 9DR.
e-mail admin@eghamchamber.org.uk

CHERTSEY CHAMBER OF COMMERCE

The Chamber meets on the second Monday of the month at
6.00pm at: The Crown Hotel, London Street, Chertsey.
Chairman, Douglas Showell,
Address: Guildford House, 66, Guildford Street, Chertsey,
Surrey, KT16 9BB, Tel: 01784 - 460108
e-mail admin@chertseychamber.com

TAL Computer Services

A Microsoft Gold Partner for
Surrey's SME community

A solutions and services company specialising in the
design, implementation, support and future planning of
network and telephone systems for SMEs

- Network design and installation
- Mobile data and home working solutions
- LAN, WAN and VPNs
- Broadband connectivity
- Telephone systems
- Network upgrades
- Support services

TAL has been serving the Surrey SME community for
over 15 years

TAL Computer Services
www.talcs.co.uk

Telephone: 01784 434350

No 1, Egham Business Village, Crabtree Road, Egham
TW20 8RB



TAL

Breakfast Forum at ELECTRONIC ARTS Smuggling is Our Business

25th February 2005

at 7.30 am

Presented by
Malcolm Nelson
Operational Manager
H.M. Customs & Excise



To reserve your free place
at this event please contact
Joanna Swatridge
Tel 01932 425272 Fax 01932 425271
email
joanna.swatridge@runnymede.gov.uk

Free TAL and Microsoft Seminar

Thursday 3rd March 2005
9.30am to 1pm
Thames Lodge Hotel, Staines

Do you want to reduce costs and improve
efficiency? Are you a business with between 5 and 150
employees?

If yes, then join TAL and Microsoft for a FREE
seminar featuring demonstrations of:

- Small Business Server 2003
- SharePoint and SharePoint Portal Services
- Business Contact Manager

TAL will also be demonstrating the very latest
telephone systems for business from Alcatel
To register:

- Online at www.microsoft.com/uk/events
- Telephone Microsoft on 0870 166 6671
and quote event code 118753750



RUNNYMEDE
BUSINESS
PARTNERSHIP

News

SMUGGLING IS OUR BUSINESS!

YOU MIGHT WONDER why smuggling is the
topic of the Runnymede Business
Partnership **Breakfast Forum** meeting on
25 February. The reason is
that this crime affects us
all. The smuggling of
alcohol and tobacco
alone costs the
country hundreds
of millions of
pounds every year
in lost revenue.
Smuggling is just
as much a problem
today as bootlegging
was centuries ago,
when sailors hid bottles of
rum and brandy in their boots
to smuggle past the Duty men. Little has
changed apart from the ingenious meth-
ods used and the quantities involved;
some people smuggle simply to avoid
paying taxes, while others also illegally
sell on the goods.



HM CUSTOMS & EXCISE officers are the UK's
first line of defence against some of the
most serious and organised criminals.
Our Forum presentation, at **Electronic
Arts HQ in Chertsey**, will be given by
Malcolm Nelson, who has been with
HMCE since 1966, and is now Operations
Manager.

MALCOLM LEADS THE uniformed officers
who carry out the day to day operations at
Heathrow and other inland sites. These
officers deal with the full range of
prohibited goods, as well as
collecting the revenue liable
on excise goods. They
seize millions of pounds
worth of goods every
year and play a major
role, with other govern-
ment departments, in
breaking up and prose-
cuting the many criminal
gangs involved. They are
based at all points of entry
into the UK, and guard the
coast day and night using fast boats
(Cutters). Their sniffer dogs can find drugs
smuggled inside vehicles, containers, lug-
gage concealed on people, and they are
also able to detect large sums of money,
tobacco, meat, firearms and ammunition.
Punishments for smuggling are severe -
often involving long prison sentences,
confiscation of the proceeds of the crimes
(money and possessions) and seizure of
any drug money being moved in or out of
the country.

Book your Place now. See details on the
back page.

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Business Directory
2005



PARTNERSHIP IN EDUCATION

YOU TOO COULD MENTOR!

We were delighted with the excellent support received from Barton Wyatt (Virginia Water), Gemini Cars (Egham) and HSBC Bank (Egham), in sponsoring the three Runnymede Business Partnership cups for the recent school awards event. So, now we're hoping for a big response from potential mentors!

Volunteers are needed from local businesses to mentor Runnymede students of local schools. One-to-one 30/45 minute meetings would be held every 2 to 3 weeks, with approx 10 -15 meetings per year. Mentors would also be invited to attend review sessions for discussion and to give feedback. Although it might seem a huge commitment, those that are already participating say that it is a very worthwhile and positive experience.

Alternatively, could you participate by telephone or E-mentoring?

Businesses are also needed to help out, at a local school, with a Bradford Business Game on 9th & 10th May.

Can you help? If so, please contact **Joanna Swatridge** on joanna.swatridge@runnymede.gov.uk or **01932 425272**

MAKING HIS MARK - NEW CHAIRMAN FOR THE PARTNERSHIP

The Runnymede Business Partnership is pleased to welcome its third Chairman!

MARK ADAMS TOOK OVER as new Chairman last autumn and was presented with his 'badge of office' by our outgoing Chair, Christine Spurling at the Partnership's Breakfast Forum at the Compass HQ in October. During Christine's three years, the activities of the Partnership have expanded into new and worthwhile areas, building on the work of the founding chairman Chris Norman.

MARK IS MARRIED with a 4 year old daughter and twin sons of 20 months and has been involved with the Partnership since July 1999. He has been a committee member of the Egham Chamber of Commerce for over 3 years and has worked for Wilkins Kennedy (Chartered Accountants) for the last 15 years. His specialism is tax planning and compliance for individual clients and small and medium sized businesses.

MARK PLANS TO BUILD on the solid foundations created by his predecessors, and aims to work with the Steering Group and Sub-Groups to continue and improve existing projects and plan new ones. He hopes that the Partnership can continue to tackle the issues being faced by the local business community and will be ready to take on new projects as new issues arise.

WITH MARK TAKING ON the Chairmanship of the Partnership, Dr Brian Perry, Procter & Gamble, has taken over as the new Chairman of the Sub-Group that deals with communication, publicity and promotion including the Business Directory and the popular Breakfast Forums.



Mark Adams and Christine Spurling

BE AFRAID - BE VERY AFRAID WAKE UP TO THE NIGHTMARE ON THE NET

A PACKED AUDIENCE at Compass House in Chertsey enjoyed a highly entertaining and rather alarming talk on the dangers of the Internet. The occasion was the September Business Partnership Breakfast forum and the speaker was Professor Ian Angell of the London School of Economics talking on Internet security. Professor Angell promised to warn us about problems we didn't even know we had yet - and he didn't disappoint. The presentation started with the obvious threats such as theft of computers, the viruses and the ability of those who service computers to know everything about the user - and there is no way of preventing it. Even if you encrypt your files to make them secret, the police can demand that you decrypt them.

ONE OF THE BIGGEST threats to Internet users is identity theft, where your personal data is stolen and used by someone to assume your identity. During Operation Ore, the anti-paedophile initiative, it was found that 20% of those caught in Kent were innocent victims of identity theft. One way that identities are stolen is by thieves setting themselves up as employers using fake websites that ask people to input personal details.

ONCE THE IDENTITIES are stolen they are used for a number of fraudulent activities such as credits card and loan applications, taking over bank accounts and even taking over business identities. According to Visa International, half of all credit card disputes are over Internet transactions, though they make up just 2% of Visa's business. The Internet is also used for spreading various scams such as the 'Nigerian' or 419 scam which offers the chance to earn

a fortune by helping to smuggle billions of dollars from a country in Africa. Great care should be exercised over the content of your own e-mails, remember they could end up being read by anyone because once sent you have no control over where they go and they can always be traced. Professor Angell did advise using e-mails as a tool to establish an audit trail and confirm verbal agreements - always helpful if things go wrong later.

ANOTHER LOOMING PROBLEM is the increasing need to keep all sorts of records, and to be able to make them available for inspection by government officials. The fights against terrorism and organised crime have resulted in the government increasing its powers to demand all sorts of information from organisations. According to Professor Angell the problem is not the Internet itself but managing the complexity that arises when the Internet and other systems are integrated into your business and your home. Security must be taken seriously and, like the Internet itself, is becoming increasingly complex. However there are some basic first steps to security that we can all take for example by making sure we use secure passwords, keep them secret and change them regularly.

THE PRESENTATION WAS ILLUSTRATED with plenty of entertaining examples of people coming to grief through their use of the Internet and left us all with plenty to think about. The Partnership extends its thanks to Professor Angell and to Compass Group for hosting the event and providing an excellent breakfast.



THE YELLOW BUS STORY

The Runnymede Business Partnership has been promoting a series of initiatives over the past five years to reduce traffic congestion in the area. So far it is estimated that the initiatives have reduced the number of (school related) peak hour journeys by 250,000 annually. A key part of the initiative is the Yellow Bus Service (YBS), which provides a safe, secure and reliable service for students attending four large secondary schools in the area. The Partnership would now like to expand the YBS from 6 to 12 buses serving a wide range of local schools and colleges.

HOW CAN THE SERVICE BE EXPANDED?

A Business Improvement District (BID) is a time limited (five years duration) partnership arrangement through which the local business community and the local authority can take schemes forward that will benefit the local business community, subject to the agreement of the business ratepayers. The business ratepayers need to agree to pay an additional levy on their rate bill to finance the BID. The business ratepayers themselves will decide in advance on the way their money is spent and how much they are prepared to pay in addition to their rate bill. Each business ratepayer will be able to vote on whether or not that the BID goes ahead.

A BID FOR RUNNYMEDE

The YBS is currently administered by Runnymede Borough Council on behalf of the Business Partnership. The Council is not an education or transport authority and this type of service is not normally provided. So far, collected fares, development related funding and some business contributions have helped fund the YBS. However, this type of funding does not provide the long term certainty to maintain and grow the YBS. The BID concept is therefore being explored as a mechanism to support the service over the longer term, and thereby help reduce local congestion further.

WHY SHOULD BUSINESS PAY MORE RATES?

The Government is responsible for setting the amount paid in business rate and the Council has no discretion to vary this unless a BID proposal is approved by the local business community. It will cost about £500,000 to operate 12 buses and £350,000 is required through BID funding to support this number. It is proposed to ballot the top 50 largest organisations (hereditaments), with an annual rateable value of £350,000 or more, to provide the required sum. This represents an annual levy of £7,500 for each of these larger organisations for a five year period.

The ballot papers will be issued to the organisations during late January 2005, with the vote being declared in late February 2005. If successful the levy would be applied to these organisations from the 1st April 2005. The new services would be introduced in September 2005.

Discounts?
Two For The Price of One!
With a Runnymede Loyalty Card you don't have to wait for the sales!



With around 90 businesses in Runnymede offering discounts and special offers to Loyalty Card Holders, all year round, there's no need to get into the scrum in the shops at sale time! Using your card not only saves you money, but also supports local businesses and encourages them to continue to offer discounts.

If you're not already one of the 2800 card holders apply now for cards for yourself and the rest of the family, by email: joanna.swatridge@runnymede.gov.uk or telephone 01932 425272.

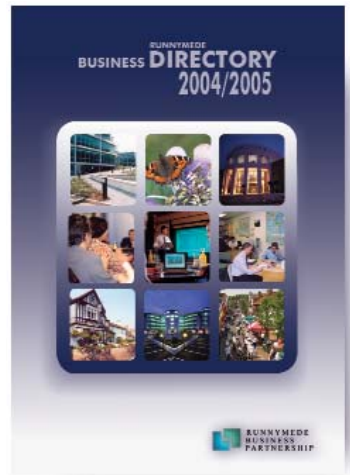
YOUR CHANCE TO SPONSOR THE RUNNYMEDE BUSINESS DIRECTORY 2005

The fifth edition of the highly popular Runnymede Business Directory will be published in the early summer 2005. The Directory contains details of over 1600 companies in the Borough of Runnymede and it includes a contact name for most of them.

The Directory is circulated free of charge to all business in the Borough and is distributed on request to a number of companies throughout the UK. It can also be viewed on line at www.runnymedebp.org.uk. It is a high profile product of the Runnymede Business Partnership. The Partnership operates a number of (sponsored) events throughout the year such as the popular breakfast forums, the loyalty card scheme and even promotes the yellow school buses.

The Directory is sponsored by local companies and this is your chance to raise the profile of your company amongst the local business community by helping to fund its production cost. We are looking to raise £8,000 and are inviting at least 4 sponsors to cover the production cost. Each sponsor will receive one full page in the Directory to promote their company.

To find out more please contact Joanna Swatridge on 01932 425272 or e mail joanna.swatridge@runnymede.gov.uk



New BusinessNew Business***New Business***New Business***New Business***

Area2, Station Road, Egham

Magnum Wines, Guildford Street, Chertsey

Webmasters, The Avenue, Egham