



East Midlands

The official membership magazine of the IoD in the East Midlands

■ Autumn 2016

The great taste of success

**Women as Leaders
Convention strives
to close gender and
diversity gap in the
UK's boardrooms**



IoD events diary · Director development



*Inspiring business
East Midlands*



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Convention proves wisdom of real family-friendly policies

Garry Smith
Chairman, IoD East Midlands

I'd like to start this issue's welcome message with a look back at our recent Women as Leaders Convention.

Coming as it did at the same time as Donald Trump's particularly offensive comments the contrast between the event and the would-be US president could not have been starker.

The women business leaders in the room came across as focused, very determined to succeed and incredibly inspirational. The day involved much discussion on the particular challenges women face if they are to gain senior roles, and how organisations such as the IoD can help them on the way.

It was a great event, filled with presentations that could not help but inspire. What was obvious to me – and referenced several times from our panel – was that it is no longer a question of fighting for equality, rather, championing diversity. It is not a battle of the sexes, with one claiming victory over the other; it was more

promoting the understanding that the sexes bring different but equally valid skills to the table, and in particular, to the boardroom table.

The best teams are mixed; men and women offer different perspectives and talent sets, both of which are needed.

The IoD has long championed this concept of diversity not for diversity's sake, but because it is the right thing to do and provides the most effective way to run a business.

One of the things that has held women back in the past has been a lack of mentors to guide them, and many of the presenters paid tribute to those people who had helped them on the right path.

Interestingly, a number referenced an older man as their most active promoter, someone who spotted their talents and helped them on their rise up the career ladder.

The question of juggling family life was one of the biggest challenges many of the speakers faced, and while I know many families where responsibility for the

children, for example, is shared, it does seem that more of the burden for this still falls on women. Perhaps it is more that men are allowed to focus on their careers unencumbered with family issues in a way that few women can. That's why it is vital that businesses put in place family-friendly policies that allow all workers to flourish and make the most of their talents. By allowing staggered start and finish times and understanding a need for flexibility, businesses can make themselves more attractive to female workers in a way that simply adding a few pounds on the pay slip cannot.

Statistically, the UK is getting better at creating genuine equality: we now have a near 50:50 split in senior management in the 30-40 age group, while in the under 30s, there are more women in professional services than men, as well as more women at university.

The statistics we see today should translate to real equality for the next generation of women.

Slow progress, perhaps, but at least we are finally on the right road.

Moving away from bald statistics on gender splits, the convention gave me a chance to talk to delegates about how the economy was faring for them, particularly post-Brexit.

There, I said it: the B-word.

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Department for
International Trade

Convention proves wisdom of real family-friendly policies

Continued from page 3

Generally speaking, the economy looks robust but I have a feeling that the storms created by the referendum will continue to batter us from time to time for some years. We are currently weathering the first very choppy spell after a summer of calm, caused by money markets' concerns over the strength of Sterling after a suggested 'hard Brexit'.

This will be the nature of things in the months, possibly years, to come, I fear. The underlying strength of the British economy will help us weather the blows, I'm sure, and I hope we don't get trapped in a cycle of continually talking down the economy. We seem trapped between those who think everything is rosy because it chimes with their Leave rhetoric, while Remainers are leaping on every nugget of bad news and doubt as proof of the wisdom of their case.

The negotiations will be long and protracted, and I just hope that all sides sit around the negotiating table with a desire to really negotiate, not just stick their heels in on previously entrenched positions.

My advice to business is try to ignore the rumours and whispers emanating from Westminster and Brussels: I trust they are early shots across the bow, with people attempting to set out initial negotiating positions. Let's hope compromise is in everyone's lexicon!

From a purely business perspective, the question we must ask is, can we survive with a two-year hiatus in trade while the politicians thrash out a deal, post-Article 50? The answer is we cannot NOT cope; business must go on. Yet we all know that while for smaller companies life will carry on, bigger investments in the private sector may be parked, awaiting the outcome. Perhaps we will look to Government

to inject the much-needed stimulus into the economy. What is needed are shovel-ready projects that can help absorb any slow-down from the private sector.

Across the East Midlands, then, business is steeling itself for the consequences of Brexit, preparing to rise to whatever challenges it throws at us. We are a confident bunch and I'm sure the business community can maintain its drive and forward momentum.

For us at the IoD, we will be there to offer our support, particularly through our ever-growing portfolio of events. Many will be focused on the current needs of the business community in the Brexit world, and will be a handy dispenser of advice and pathways to future growth and new markets.

I urge you to take advantage of the events on offer and see what you can learn from your peers.



Top 10 fly East Midlands flag at IoD awards

Winners and representatives at the IoD East Midlands Director of the Year Awards 2016

Ten East Midlands people will be among the 85 national finalists at the IoD Director of the Year UK event at the London Lancaster Hotel.

The regional winners, who gained East Midlands director awards in June, are from Leicestershire, Lincolnshire, Northamptonshire and Nottinghamshire.

Ron Lynch, IoD East Midlands Regional Director, commented: "This is an incredible achievement for the region and its business leaders and we wish them all the best of luck at the UK finals."

The East Midlands finalists are:

Mid Market Business: Darren Crookes, Managing Director of Acorn Partitions and Storage Systems Ltd of Lincoln and Shahid Sheikh OBE, Managing Director, Clifton Packaging Group Ltd, Leicester.

Public/Third Sector: Malcolm Barham, Chief Executive, YMCA Lincolnshire of Lincoln.

SME: Cuan Forrest, Managing Director, Ellipse Energy Ltd, Leicester.

Family Business: Becky Valentine, Chief Operating Officer, Spencebeck, Nottingham and Steve Miller, Managing Director, The Workplace Depot, Bingham, Notts.

Corporate Responsibility: Abhai Rajguru, CFO, DBV Finance Ltd, Milton Keynes Business Centre. (Northamptonshire).

Non-Executive: Chris Trigg, Managing Director, Crucis Consultants Ltd, Lincoln.

Young Director: Marc Wileman, Managing Director, Sublime Science, Leicester.

Student Award: Ross Testa, a Nottingham Trent University BA Business Management student from Biddenham, Bedford.

Good luck to all our finalists!



Left, Darren Crookes and Malcolm Barham





Can we tell you about our IoD members' evenings?

The IoD hosts regular members evenings at the Nottingham Conference Centre to highlight the various benefits that your membership brings. Whether you have been a member for two months or 20 years it is worth coming along – we serve wine and canapés too!

We also host events at which we throw down the welcome mat to new and about-to-join members, and the latest of these evenings saw more than 30 people get to know a little more about the IoD.

East Midlands Regional Director Ron Lynch and Sue Charlesworth, Head of Business Development, outlined the many benefits of IoD membership. Ron spoke of the IoD's recent activity in relation to national policy developments. He outlined how the IoD is *on your side* in representing views to Government and *at your side* in

providing professional development, meeting facilities and many other services.

Over wine and canapés in the Nottingham Conference Centre, new members, including NTU students, networked with existing members.

There was a preview of forthcoming regional events and Georgina Phillips of the NTU Employability team spoke about opportunities for mentoring.

A tour of the IoD's meeting facilities at Nottingham Conference Centre concluded the event.

Want to know more?

For more details and to attend a future event, contact Sue Charlesworth, IoD East Midlands' Head of Business Development on 07939 584962 or sue.charlesworth@iod.com

IoD gives Lucy a warm welcome



We are pleased to announce that Lucy Hoyes, a student at Nottingham Trent University, has joined the IoD on a year's placement.

Lucy will work with Monique Sylvester as an events administrator, helping organise our events. Currently on a three-year fast track degree programme in BA Business Management, Lucy will be with us until August 2017. She'll be welcoming you at the next IoD event!

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

IoD membership in the East Midlands comprises directors of businesses large and small and provides a cross-section of entrepreneurs and corporate level networkers.

Let's keep the networking growing by recommending a friend or contact to join. If you do recommend a friend, we have a great range of gifts on offer as a 'thank you'.

Choose from six bottles of wine, an Amazon Kindle or £50 voucher against IoD products and services – including your own membership.

For more details or to nominate potential member contact Sue Charlesworth, Head of Business Development East Midlands, at Sue.charlesworth@iod.com or tel 0115 848 6190.



Sue Charlesworth

Inspiring women at regional leaders event

Janet Wootton
IoD East Midlands Press Officer

Nearly 100 of the region's successful and aspiring businesswomen, all striving to bridge the gender and diversity gaps in the UK's senior executive roles and boardrooms, celebrated progress and shared ideas at the IoD's East Midlands Women as Leaders Convention.

Support and well-being was a theme running throughout the event as speakers discussed how they had developed their careers and businesses, the particular personal and professional issues they had faced and the challenges ahead for women in business.

Serial entrepreneur **Carrie Bate**, who despite health, personal and business crises started The Little Coffee Bag Company, appeared on *Dragon's Den* and is now launching her third business, was the keynote speaker. Carrie, mother-to-four children, spoke of her determination to rise above her problems.

The event was held at the Radisson Blue Hotel, East Midlands Airport and was hosted by local businesswoman Sue Dewey and sponsored by Rachel

Hargrave Consulting.

Seamus Nevin, the IoD's head of employment and skills policy, said the institute was actively promoting equal opportunities, campaigning for greater gender diversity and complete parity of opportunity for men and women in the workplace. He said: "Globally, women are triumphing in historically male-dominated areas. The UK now has seven women party leaders, one-third of MPs are women. But the real game is at the executive level where the important operational and strategic decisions are made. Unfortunately, there are still too few women here."

In considering how to get more women into executive positions Seamus said we need to understand the primary issues:

Occupational segregation- the higher concentration of female employees in low wage sectors which limits career progression.

The Generational lag effect- historically, women were less likely to receive a university education, and this has held older generations back from achieving executive roles.



• Above, left to right, are:
• Penny Coates; Helen Amery
• (Wild Fig Solutions); Rachel
• Hargrave; Emma Hallam
• (Alex's Wish); Pam Merr
• (Rachel Hargrave); Joanna
• Garland of Garlands
• Leisure Ltd and Kari Mellon
• of Grant Thornton

• Below left are Sarah
• Canning (left) and Penny
• Coates

• Below, left to right:
• Deborah Garlick of
• Henpicked.net; Carrie Bate;
• Seamus Nevin, IoD Head of
• Employability and Skills
• policy; Sue Dewey
• (compere), Kari Mellon of
• Grant Thornton, Joanne
• Ward of Nottinghamshire
• Fire and Rescue





Above are panel speakers (from left) Deborah Garlick, Penny Coates, Joanne Ward, Emma Hallam and Kari Mellon

Pictured right are Deborah Labbatte, Amita Sawhney



The ‘Motherhood penalty’ – due to childcare responsibilities, women are far more likely to take time out of work or be in part-time roles, and there have historically been few of these in senior management positions.

A panel of East Midlands speakers shared experiences in their careers and growth in business. They included Deborah Garlick, founder of Henpicked.net, the community web-site aimed at women over 40.

Joanne Ward of Nottinghamshire Fire Service spoke of the challenges facing women in an historically male-dominated environment. She was juggling her professional role and personal life as a working mother and partner, alongside her contribution to inclusion, equality and positive action for the recruitment and progression of women in the Fire and Rescue Service. Joanne said being in the fire services was a great career choice for women but only four per cent of the UK’s firefighters in the UK were women.

It was, she said, the most sex-segregated sector, but commented that some of the biggest opposition for more women to join the service came from other women.

Penny Coates, former Managing Director of East Midlands Airport and an experienced executive and non-executive director across a range of business and voluntary sectors, spoke of the importance of women having the right career support and a mentor. Penny’s career tips were: to do what you love; remain true to yourself; and find the right support via an active promoter and mentor.

Emma Hallam, of the Leicestershire-based charity



The real game is at the executive level where the important operational and strategic decisions are made... unfortunately, there are still too few women here...

Seamus Nevin, IoD

Alex’s Wish – named after her ten year old son who has Duchenne Muscular Dystrophy – spoke of the considerable change from being a brand and marketing director, to setting up the charity. A raffle prize draw at the event raised £460 for Alex’s Wish.

Kari Mellon of Grant Thornton’s East Midlands management team spoke about an international business report looking at

women in business. Among her more surprising statistics was that 36 per cent of businesses in the UK don’t have women in senior roles.

She stressed that there remained a pressing need for mentors and supporters of women who were aspiring to fill senior roles, while the Government must do more to ensure there was flexible and affordable childcare.

Group looking to connect Notts and Derbys business leaders

Lynn Bleakley, Chair of the Nottinghamshire and Derbyshire Leadership Group talks about recent events in that branch

I am delighted that through this magazine we will regularly be able to update members of this branch on what is happening in the IoD Notts and Derbys area.

It also gives us an opportunity to let you know about the members of the Leadership Group and what we are aiming to do for the IoD community here. We hope as a result that we can develop closer contact and dialogue with you as members.

Overall, the Leadership Group seeks to bring a mix of business education, development, networking, interest and enjoyment to members, all with an eye to making and strengthening links with the wider Nottinghamshire, Derbyshire and East Midlands

business community.

A special aspect of this is the IoD's strong local links with university business schools. These add an invigorating dimension where not only can IoD members gain from meeting and hearing from university experts, but also become involved in encouraging youth enterprise and passing on their experience by mentoring undergraduates in business training exercises.

About a year ago our group began contacting as many new members as possible, welcoming them, asking what they particularly wanted from their membership and providing information or putting them in touch with relevant people to help them achieve this.

All responses to our calls have been very positive and we are keen to widen it to include existing members.



Lynn Bleakley

Meet the committee

Lynn Bleakley

Position: Chair

Career: Solicitor/consultant at Cartwright King – speciality keeping business people out of prison. Defends individuals/ businesses subject to regulatory/fraud investigations and prosecutions.

Away from the office: Sings with UK champion barbershop chorus; has made appearances at the London Palladium and in the USA, most recently Las Vegas. Exercises/exhausts via European cycling holidays

Contact: 07909 684178 or

lynn.bleakley@cartwrightking.co.uk

Philip Walters

Position: Vice Chair

Career: Chartered Director and a Fellow of IoD, the Institution of Engineering & Technology and Chartered Management Institute.

Originally engineer officer – Submarine branch, Royal Navy. Latterly, Chief Operating Officer, MD, director roles - international IT plc and then large retail group.

Away from the office: Gets hands dirty restoring old series Land Rover, then "washes" them by long distance open water swimming.

Contact: 07891 965798 or

philip.walter@thebairdgroup.co.uk

Duncan & Toplis to scan horizon for clues to the future

Event: Directors' Briefing:
Scanning the Horizon.

Venue: Belton Woods Hotel,
Grantham NG32 2LN

Date: November 25

Time: 8.30am- 1pm
(followed by buffet lunch)

IoD East Midlands members looking for a steer as to the future direction of business and the economy should attend a unique event on November 25, when chartered accountants Duncan & Toplis hosts **Directors' Briefing: Scanning the Horizon**.

The event will focus on upcoming changes and the opportunities they will bring – as well as the threats to be wary of.

Although it is not a 'Brexit-themed' event, the post-referendum picture for the UK is obviously a hugely important topic, and the panel of speakers will offer their own insights into what may happen in the future from a range of different perspectives.

Speakers will include the current Director General of the IoD, Simon Walker (right), who steps down later this year. He will be joined by Mark Berrisford-Smith, HSBC's head of economics, Stephen Phillips QC MP, MP for Sleaford & North Hykeham, and Ursula Lidbetter MBE, chief executive of Greater



Lincolnshire LEP, Tony Brooks, leadership specialist at the Leadership Training Workshop and Neil Everatt, CEO, Software Europe.

The panel is completed by James Marshall, chief technologist for SMB at Microsoft UK and Duncan & Toplis' director and head of tax, Nicholas Smith.

This morning meeting offers you a chance to grab a quick snapshot of the current and future outlook at a time of

real change for the UK.
To book on this event, see
www.duntop.co.uk

East Mids boss takes over helm at the IoD



The Institute of Directors has announced that Stephen Martin, currently chief executive of the Clugston Group in Scunthorpe, has been selected to replace Simon Walker as its Director General, when Simon completes his term of office towards the end of this year.

His North Lincolnshire base makes him the first IoD East Midlands member to take this role!

Stephen has led the Clugston Group, a large privately-owned construction, logistics and property company based in Scunthorpe, since 2006. During this time, the firm has featured in *The Sunday Times* Profit Track 100, *The Sunday Times* Top Track 250, and been celebrated in the London Stock Exchange's 1,000 Companies To Inspire Britain report.

Originally from Northern Ireland, Stephen has been recognised personally with several construction industry awards, and has been highly commended twice in the IoD's own Director of the Year Awards.

He has had a high media profile too: in 2009, Stephen took part in the Channel 4 TV show, *Undercover Boss*, which saw him going incognito in his own company to learn what employees really thought of the firm.

Lady Barbara Judge, Chairman of the IoD, congratulated Stephen on his appointment: "I am very pleased we have found such a strong leader to take over as Director General at the IoD. He has demonstrated his commercial ability at large and small companies over many years and will continue the excellent work of Simon Walker in making sure we continue to provide the best possible support, training and representation for British business leaders.

"Stephen is a long-standing IoD Fellow who has played an active part in the business community in Yorkshire, the Humber and East Midlands. He understands the challenges faced by company directors across the UK and I look forward to working closely with him as we help our members adapt to the new world we find ourselves in after the Brexit vote."

Simon Walker, who has been Director General of the IoD since 2011, also welcomed his successor: "Many congratulations to Stephen on his appointment. The last five years have been a tumultuous time for businesses, but the IoD is in very good shape to support members through the challenging times ahead.

"I have every confidence that Stephen, working

alongside Barbara, will be able to take the organisation to even greater heights."

Stephen Martin said: "I am very excited to be taking on this new challenge at the IoD, working together with Lady Judge to make sure we are the organisation of choice for all company directors.

"I have found the support IoD membership provides invaluable in my role running a business based in North Lincolnshire, and want to further strengthen the Institute's position in all regions and nations of the UK. The IoD's mission to provide excellent professional development for directors is hugely important to ensuring British companies are well-run, and I look forward to continuing innovation in director training."

Stephen Martin began his career as a quantity surveyor, before going on to hold a series of management positions at engineering and construction companies. In 2006 he became group chief executive of the Clugston Group, which combines construction, civil engineering, logistics, property development, property investments and facilities management businesses.

Founded in Scunthorpe in 1937, Clugston has over 600 staff.

Stephen has played an active role in his local business community, acting as a business mentor to start-ups in the region and an Apprenticeship Ambassador.



I have found the support IoD membership provides invaluable ... and want to further strengthen the institute's position in all regions and nations of the UK. The IoD's mission to provide excellent professional development for directors is hugely important...

Stephen Martin biography

Born: 3 February 1966

Education: London Business School, London MBA 2003; University of Ulster, Belfast, Bachelors, Quantity Surveying 1988

Career experience:

Clugston Group Ltd.
Scunthorpe, North Lincolnshire: Group Chief Executive Officer, 2006-2016

Barhale Construction Plc
Walsall, West Midlands
Chief Executive Officer, 2004-2006

Amey Rail Ltd.
Bristol, South Gloucestershire
Commercial Director, 2000-2004

Kvaerner Metals Ltd.
Sheffield, South Yorkshire
Procurement, Estimating & Quality Control Manager, 1998-2000

Westinghouse Security Systems Ltd,
Commercial Director, 1992-1998

When disaster strikes, how will you face the media?

When a tragedy occurs that's linked to your business, how would you react? Calmly, professionally, compassionately... or just plain 'rabbit-in-the-headlights' scared? Here's **Rachel Hargrave's** thoughts on how Merlin Entertainments responded to last year's Alton Towers disaster on the Smiler rollercoaster

Few of us in this region can be unaware of the devastating accident which took place at one of our region's biggest tourist attractions – Alton Towers.

On the 2nd June 2015, 16 people were injured when their carriage collided with an empty train on the Smiler rollercoaster, with witnesses describing the accident as a mid-air "car crash". Two people were so seriously injured that they each had to have a leg amputated.

While there was some criticism of the initial reaction from Alton Towers (largely focussing on the fact that a claim was made that no other incidents had been reported on that particular rollercoaster prior to the accident; a claim which was incorrect), by and large their reaction to the incident and their handling of the communications has been very good.

Nick Varney, CEO of Alton Towers owner Merlin Entertainments, was quick to issue a heartfelt statement apologising to the victims and their families. Varney fronted the media interviews himself and was calm and measured in response to difficult questions, including a question about how the incident would affect the share price of the company. His response? "You'll forgive me if I'm not really focused on the share price at the moment."

His response after the court hearing which saw Merlin Entertainments fined £5million for failures leading to the disaster, was also well thought through and appeared to be genuine and heartfelt.

Varney said, "From the beginning the company has accepted full responsibility for the terrible accident at Alton Towers and has made sincere and heartfelt apologies to those who were injured. I repeat those sentiments here today as we did in court yesterday.

"In accepting responsibility and liability very early on we have tried to make the healing and compensation process as trouble-free as possible for all those involved.

"We have strived to fulfil our promise to support them

in every way and I promise that this support will continue as long as they need it."

We have written in these pages previously about crisis communications (*"The price of silence... why silence in business is very rarely golden"*) and urged readers to follow our own golden rules:

- Plan ahead and be prepared
- Identify your communications team, ensure they are properly trained and task them to maintain ongoing dialogue
- Tackle questions
- Create communication allies both internally and externally
- Be consistent in messaging and develop holding statements that are regularly reviewed and updated as necessary
- Convince leaders on feedback and establish notification and monitoring systems
- Involve senior management
- Consider external help

For us, Varney's response was more than textbook. It was refreshing because;

- He came out and fronted the response himself, and not every CEO will / does
- He ensured his responses were heartfelt and appeared to be genuine
- He ensured that it was clear that Merlin Entertainments / Alton Towers took full responsibility for the accident and was clear on what would happen at each point throughout the process
- He kept his cool even in the face of some trying and difficult / insensitive questions.

"For us, Varney's response was more than textbook. It was refreshing..."



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- Raise your profile?
- Protect your reputation?



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commission us to design and deliver something specifically tailored to your business and its needs. With a proven track record and excellent feedback from attendees, our courses will develop you / your team to tackle not only issues that can arise but also the opportunities available to us all.

PR Courses.... with Rachel Hargrave Consulting

An Introduction to PR

Morning & afternoon sessions

Courses run in Nottingham, Leicester and Northamptonshire

Cost: ½ day, £150

Includes sessions on:

- What is PR?
- Creating meaningful PR campaign objectives
- The strategic PR plan!
- How to write a press release
- The power and importance of photography

PR and Social Media

Morning & afternoon sessions

Courses run in Nottingham, Leicester and Northamptonshire

Cost: ½ day, £150

Includes sessions on:

- The importance of social media to your strategic PR plan
- Let's look at Twitter
- Let's look at LinkedIn
- Using Hootsuite
- The importance of a Social Media Policy

PR and the Web

Morning & afternoon sessions

Courses run in Nottingham, Leicester and Northamptonshire

Cost: ½ day, £150

Includes sessions on:

- The vital importance of the web to your PR campaign
- Blogging – the do's and don'ts
- Media / press / news pages on your website
- Engaging with online forums; the good, the bad and the ugly

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- What is crisis comms?
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- Being reactive; reacting to a crisis – the do's and don'ts
- Responding to the press
- What to do if it all goes legal

Media Training

Morning & afternoon sessions

Courses run in Nottingham & Leicester

Cost: ½ day, £300

Includes sessions on:

- How do the media operate?
- What do you need to know about journalists?
- How to prepare for an interview with a member of the media
- Live interview and feedback session

Media Training

Full day sessions

Courses run in Nottingham & Leicester

One day, £600

All of the content from the ½ day workshop but the one-day course also includes recording a taped interview, feedback on the interview and recording a second taped interview.

FREE consultation for IoD members

Rachel Hargrave Consulting specialises in harnessing the power of brand and marketing communications to help businesses achieve their desired results faster and more effectively. Using the latest techniques and tools we ensure that our clients are communicating in the most powerful and engaging way possible which, in turn, makes real the results that they are looking for.

For more information about Rachel Hargrave Consulting, or to claim your FREE of charge initial two-hour confidential conversation (available to all IoD members), please contact Rachel Hargrave on 07976 806 578 or via email: rachel.hargrave@rachelhargraveconsulting.com

Places are strictly limited to ensure all attendees get the absolute maximum from attending. Prices quoted are per attendee.

A 25% discount is available to members of the IoD.

For further information or to discuss bespoke training requirements please contact Rachel Hargrave at

Rachel Hargrave Consulting via email: rachel.hargrave@rachelhargraveconsulting.com or by calling: 07976 806 578.

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of Midlands
Engine

Established with the enthusiastic support of the then Chancellor of the Exchequer George Osborne, the term 'Northern Powerhouse' has become a well-known phrase, even if the concept of what it was set up to deliver is less obvious.

In a typically more subdued manner, its Midlands counterpart, the 'Midlands Engine', was launched earlier this year and despite its more low-key arrival, through the work of 86 local authorities, 27 universities, many businesses and other stakeholders, is developing at a pace.

But what is Midlands Engine?

Ultimately it's about growing the Midlands economy through collaboration at a local level. Working as a region is a sensible approach when presenting opportunities to Government and foreign investors, or tackling challenges such as skills and infrastructure.

Midlands Engine is not a statutory body but a brand jointly owned by the Government and a group of stakeholders made up of 10 LEPs (Local Enterprise Partnerships) stretching from the Welsh border across to the North Sea, and from the northern Home Counties to the Peak District. It covers a population of just over 11.5 million people and makes an annual contribution of £222 billion in GVA to the national economy. (see map on facing page for geographical reach).



Headed by respected businessman Sir John Peace, The Midlands Engine has a Supervisory Board overseeing its work in several theme areas. Its 28 members are senior leaders drawn from universities, further education, local authorities and LEPs. The key areas of focus are:

Finance for Business – to oversee the Midlands Engine Investment Fund of £250 million and other sources of finance to support SMEs

Innovation – to deliver the government's Science and Innovation Audit to identify future opportunities for investment and strengths to promote

Midlands Connect – to develop a long-term transport investment strategy by 2017 that will identify the major infrastructure priorities needed to improve the region's connectivity and reduce journey times

Promotion – to promote and support the

Midlands Engine brand, bring investable sites to market, develop compelling propositions of the region's strengths, assets and opportunities to key target domestic and overseas audiences

Skills – to develop and oversee a Midlands Manufacturing Skills Investment Plan and a manufacturing apprenticeship proposition.

The Midlands Engine sees the private sector as the primary driver of economic growth, and is designed to accelerate greater economic growth.

The official Government Minister charged with promoting the concept is Greg Clark MP, the Secretary of State for Business, Energy and Industrial Strategy.

It's important to stress that the Midlands Engine will not receive devolved powers or funding streams from Whitehall, but rather focuses on connectivity, innovation, skills and promotions and marketing.

For funding it bids for money for programmes and projects from already established Government funding pots.



... as it picks up speed

In an attempt to avoid further newspaper-type metaphors about engines 'firing on all cylinders' or 'leaving stations' etc, let's stick to some of the impressive facts about the economic powerhouse that is the Midlands Engine:

- The Midlands Engine region makes a £222bn (14.6 per cent) annual contribution in GVA to the UK economy, and this has grown 30 per cent in the last decade.

- In 2015, exports of goods from the Midlands increased by 37.5 per cent to £48.3bn, compared to 2010. This is the largest increase in the UK.

- The Midlands economy is responsible for 24 per cent of England's manufacturing output, with particular strengths in automotive, motorsport, aerospace and rail.

The Midlands Engine is also home to some of the world's most globally recognised brands: Aston Martin, Bombardier, Boots, Cadbury, Jaguar Land Rover, Rolls-Royce – the list goes on.

A programme of exciting market visits has been devised to showcase what the Midlands has to offer, in both the trade and investment arena; the first of these jetted off to Chicago on 18th September, with 21 food and drink companies from the Midlands Engine region taking their wares to the United States for the first time.

While there they took part in a fantastic programme of activities hosted by Department



for International Trade staff in the Consulate, which included a visit to Tate & Lyle's Commercial and Food Innovation Centre and an evening business reception at the British Consul General's Residence. The delegation was accompanied by Secretary of State for Communities and Local Government, Sajid Javid.

Following hot on the heels of this mid-west trip is one to **China, from 30th October to 5th November**. This visit will encompass all sectors and a diverse range of cities according to company interest.

Next up is a visit to **'The Big 5' exhibition in Dubai from 21st – 24th November**. This is a must for those construction firms who are interested in working in the region giving them, as it does, the opportunity to visit the show and participate in one to one meetings with buyers and market experts.



Secretary of State for Communities and Local Government, Sajid Javid was helping Midlands Engine companies in the United States. Below, Dubai's 'Big 5' expo will feature a host of local businesses in November

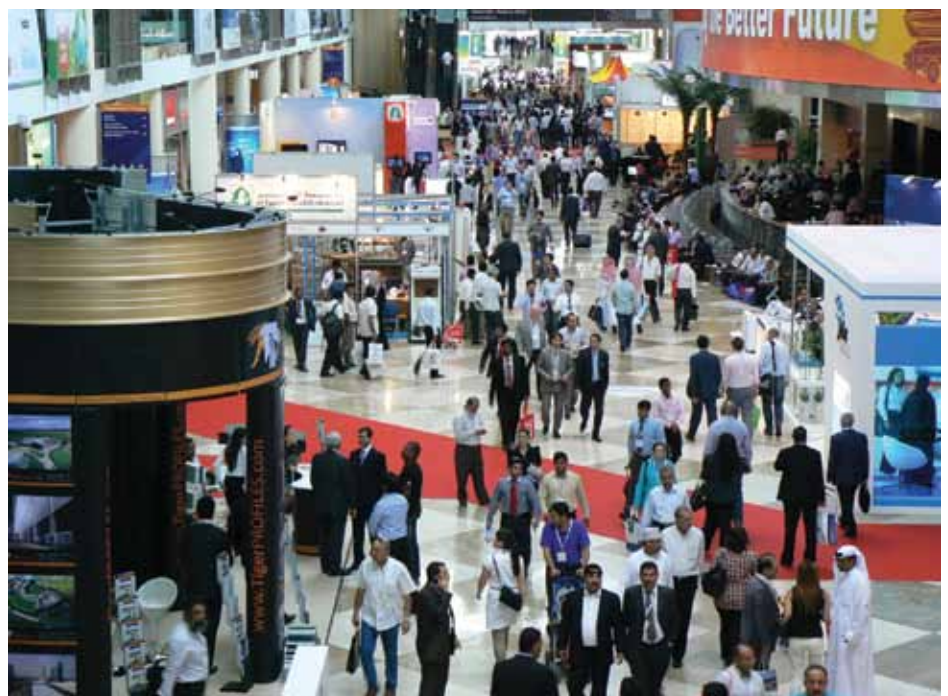
Companies will also have the opportunity to take part in additional activity, including a networking reception and onward trip to Abu Dhabi.

If you are working in the healthcare sector, then the second show-based market visit is definitely for you. **Arab Health runs from the 30th January to 2nd February** and is held in Dubai. The Midlands Engine team will be taking a delegation of companies to attend the event and take part in one-to-one meetings and a networking reception.

Finally, a trip to India is scheduled for March 2017 and details are currently in the making.

This is a stunning array of visits designed to showcase what the region has to offer and we would love you to join us. For further information, please contact events@uktiem.co.uk

Where we are: The Midlands Engine covers land from the Welsh border to the North Sea, the south Pennines to the northern-most Home Counties



The '99' that has them all licked

The IoD's 99 membership is an innovative way for young entrepreneurs to access our services at a more affordable level as they start-up their businesses.

Sacha Atherton, founder of Premier Parents Recruitment, explains how she became an enthusiastic member

When I launched Premier Parents back in April, I didn't know how to be a business owner or an entrepreneur. In fact, it freaked me out a little each time I saw my name next to the word 'Director'.

I've been around directors all my life and none of them looked like me.

What I do know is how to be a mum and a survivor, so I had a think about what transferable skills I could use to help me on this exciting yet terrifying journey. I did my research, spoke to a few people, thought about what I needed immediately and the things that came to mind were 1) support and 2) clients.

I came across the IoD a while before I actually joined. Looking at all of the company names, pictures of successful, happy people and the cost of membership just made me feel like it wasn't for me. I thought it was for established people who have years of success behind them, I don't belong here.

That, combined with the fact that I was running on a small business loan and every penny spent made me cringe, left me doubtful as to the wisdom of joining the IoD.

I had generated a strong talent pool of over 100 candidates and bagged some impressive PR



even before I had launched, so I really wanted to do everything I could to keep that momentum going and get down to business. I had a huge task ahead of me and I was doing everything alone so I needed to be proactive, I knew that. I sent an email to the IoD explaining that I was a start-up and while the membership seemed extremely beneficial, I would struggle to afford it.

Well, you can imagine my joy when I got that 'IoD 99' email back: a special membership for young entrepreneurs and wait for it... It's only £99, result!

Since launching, I've made some really good



progress. My hard work is slowly starting to pay off, I'm working with more and more employers, helping them to meet their equality and diversity obligations without getting stung and connecting them with highly skilled parents.

We still have a long way to go though. Workplace diversity is a huge challenge at the moment, particularly around unemployed working parents, no matter how skilled they are.

I look forward to surrounding myself with like-minded people through the IoD, it can be quite isolating running a business and if like me, you don't have much of a support network, quite overwhelming.

I enjoyed the 'Women As Leaders Convention' in October, it was a great experience. I've had some really positive meetings with Ron Lynch at the head office and the team and look forward to working together in the future and keeping the momentum going.

To join The 99, see www.iod.com/membership/iod-99 or contact sue.charlesworth@iod.com

There is more to IoD membership than you might expect...

"Membership bodies are able to satisfy some of my professional developments but they do not meet my need to engage with, and discuss ideas with, other senior leaders. The IoD provides that more expansive, senior engagement that I need"

Gary Headland, Chairman, IoD Lincolnshire

Developing directors, with IoD taster sessions

Continuous learning is vital to improvement: creating space for learning and reflection will enable professional growth and build increased confidence in your leadership role. Continuing Professional Development (CPD) can help you to develop your board-level knowledge and skills in a focused way, while demonstrating an ongoing commitment to fulfilling your professional duties as a director.

The IoD offers a range of applied and learning-focused sessions which cover the latest in strategy, leadership and governance best practice. Designed specifically for the modern director, these 90-minute CPD workshops are based around engaging case studies and practical exercises. They provide a convenient taste of the high-quality content and dynamic delivery that is the hallmark of our professional development courses and qualifications.

For details of IoD professional development courses, see the IoD website at www.iod.com/emidlandsevents



“Very good, short, sharp introduction to the subject... would recommend to a colleague

Steve Wickwar, Mortons Media Group, talking about the IoD's Risk Governance CPD taster session he attended on October 11

Appointment of two Independent Non-Executive Directors

British Parachute Association Ltd is looking to appoint two volunteer Independent Non-Executive Directors, and invites applications

At the British Parachute Association we have totally modernised our governance structure to make us an organisation fit for the future. To help us continue with these changes we are looking to appoint, for the first time, two **Volunteer Independent Non Executive Directors**, to help us develop our vision, mission, values and identity to reach our target demographics.

We seek individuals with strong leadership skills who can continue to develop and maintain BPA's strategic focus and help to direct the organisation towards its future.

Applicants need to be able to make a commitment to BPA and devote the necessary time, have strategic vision, independent judgement, an ability to think creatively and a willingness to speak their mind.

We are looking for candidates who have skills in one or more of the following areas:

- Organisational development and managing change
- Income generation and sponsorship
- Legal
- Branding, promotion and marketing
- Digital technology and social media.

- **British Parachute Association (BPA)**, founded in 1961, is the not-for-profit National Governing Body of Sport Parachuting in the UK. We have over 6,000 full members, and nearly 60,000 student members each year. Find out more about us, including our board structure and the role, at www.bpa.org.uk

Interested in developing your NXD career with this exciting not-for-profit organisation?

Please e-mail your up-to-date CV with details of two referees, to: Martin Shuttleworth, Secretary-General - martin@bpa.org.uk

Salary: Expenses only. Contract: Fixed-term, initially for one x 1 year, one x 2 year; then eligible for 3-year re-appointment
The closing date for applications is noon on **Friday, 28 October 2016**.



British Parachute Association
bpa.org.uk

Patron: HRH The Prince of Wales.

IoD East Midlands Events Diary

Date	Event Title	Branch	Location	Time
20.10.16	Lincolnshire Business Week: Lifelong Learning with Seamus Nevin	Lincolnshire	Lincoln College	7.45am – 10am
21.10.16	Director of The Year Awards	National	Lancaster Hotel, London	12pm – 5pm
25.10.16	Nottingham in Parliament Day	Notts/Derbys	House of Parliament, London	All day
26.10.16	The business of E-Commerce distribution	Leicestershire	Green Bank, Saxby Rd, Melton Mowbary	5pm – 7pm
28.10.16	Derbyshire Professionals Lunch Sponsored by Nelsons	Derbyshire	3aaa County Ground, Derbyshire County Cricket Club	12:30pm – 2pm
01.11.16	Entrepreneurs' Champions League – Leicester Business Festival	Leicestershire	National Space Museum	7.30am – 9.30am
02.11.16	Membership Evening	East Midlands	Nottingham Conference Centre	5pm – 7pm
09.11.16	Nottingham Professionals Lunch Sponsored by Nelsons	Notts/Derbys	Memsaab, Nottingham	12.30pm – 2pm
16.11.16	Growth Workshop – How to Grow your Business in Nottingham	Notts /Derbys	Broadway Cinema, Broad St, Nottingham	12pm – 2pm
24.11.16	CPD – Board Effectiveness: Dynamics and processes	East Midlands	Nottingham Conference Centre	9am – 11am
25.11.16	Directors' Briefing 2016: Scanning the horizon Lincolnshire Book for this event at www.duntop.co.uk	Belton Woods Hotel	Duncan & Toplis website	Book via the
29.11.16	CPD – Practical Tips for Becoming a Non-Executive Director	East Midlands	Ipro Stadium, Pride Park, Derby	9am – 11am
02.12.16	Annual Lincolnshire Lunch Sponsored by Chattertons Solicitors	Lincolnshire	The Bentley Hotel	12pm – 3pm
08.12.16	Leicester Professionals Lunch Sponsored by Nelsons	Leicestershire	Chutney Ivy, Leicester	12.30pm – 2pm
15.12.16	Notts and Derbys Christmas Lunch	Notts/Derbys	Nottingham Belfry Hotel	12pm – 2.30pm
24.02.17	YDF Convention	East Midlands	Radisson Blu Hotel, East Midlands Airport	12.30pm – 3pm

For more details about events or should you wish to book online, visit our website at www.iod.com/emidlandsevents

To book for any of the events above please call the IoD Events team on 0115 848 6190

This diary is just a flavour of the events organised by IoD East Midlands, with more being added regularly. For instant updates see the website above.

Nottingham Business School offers a half-fee Executive MBA to IoD member

Nottingham Business School is offering a half-fee scholarship to a member of the IoD or a nominated employee starting the Executive MBA (EMBA) in January 2017.

Nature of the scholarship: This competitive scholarship will be awarded to a candidate who most closely meets the criteria for the award, through their personal statement and discussion question answer. The scholarship decision will be made by an awarding committee and all decisions made

by that awarding committee are final.

The scholarship will be available in the form of a tuition fee reduction and if you are awarded the scholarship your fee will be adjusted before enrolment.

The scholarship will only be awarded if you meet the entry criteria for the EMBA course. For further information on the course entry criteria please visit www.ntu.ac.uk/EMBA. Sponsored students (full / part) are not eligible to apply for the scholarship.

Application process: Applications must

consist of a fully completed scholarship application form which includes a 1,000 word competitive essay submission.

The qualifying question and more details of the scholarship and the MBA can be found on the website.

Please return your completed scholarship application form and supporting documents to iod.scholarship@ntu.ac.uk before 4 pm on December 1, 2016.

Applicants will be notified of the scholarship panel outcome by 15 December.

Networking on the menu for region's professionals

nelsons
www.nelsonslaw.co.uk

On all the IoD Professional Lunch series, book for two lunches and receive 10 per cent off (phone bookings only).

IoD East Midlands is delighted to announce the latest dates in its popular Professionals Lunches, held in conjunction with Nelsons Solicitors.

IoD Derbyshire

Date: Friday, 28th October
Venue: The 3aaa County Ground, Derbyshire County Cricket Club
Time: 12pm for 12:30pm start
Cost: Members £17.50 + VAT; Non-members, £19.50 + VAT (including a drink, courtesy of Nelsons)

The IoD East Midlands Professionals Lunch series has been a great success in Leicester and, more recently, in Nottingham – and now that event series is being rolled out to Derbyshire.

We held our first Derbyshire Professionals Lunch at the iPro Stadium, Derby, on 26th April and it proved popular with members and guests. The event will be held again on 28th October, though in our new venue of Derbyshire County Cricket Club where you will have another chance to network with fellow professionals in a relaxed environment alongside a delicious light lunch.

A reception drink is included in the price, with thanks to our branch sponsor Nelsons Solicitors.

IoD Nottinghamshire

Date: Wednesday, 9th November
Venue: Memsaab, Nottingham NG1 6HS
Time: 12.30pm - 1pm start
Cost: £19 + 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 networking. It is already a firm favourite with professional firms from across the county.

Network with fellow professionals in a relaxed environment over a delicious Indian lunch.

Memsaab



IoD Leicestershire

Date: Thursday 8th December
Venue: Chutney Ivy Restaurant, Leicester LE1 1TR
Time: 12.30pm for 1pm start
Cost: £17.50 + VAT (includes a drink courtesy of Nelsons)

Join us for one of our popular quarterly networking events at the award-winning Chutney Ivy Restaurant in Leicester.

This is always a convivial and interesting affair, drawing attendees from professional firms across the East Midlands.

Network with fellow professionals in a relaxed environment over a delicious Indian buffet.



Chutney Ivy

The business of E-commerce distribution

Event: The world of E-Commerce distribution, with Chris Hall, Hallmark Consumer Services, Melton Mowbray

Date: 26 October
Venue: Green Bank, Saxby Rd, Melton Mowbray
Time: 5pm - 7pm
Cost: Members, £12 + VAT; Non-members, £17 + VAT

The apparently relentless growth in internet shopping has been well documented but what about the operational issues this form of shopping raises? How do companies who service the major internet retailers structure their operations to ensure efficiency at a profit?

A leading company operating in this sector is right here in the East Midlands. Hallmark

Consumer Services, based in Melton Mowbray, counts some of the industry's biggest names on its client list. Chris Hall, CEO, will explain how the company has developed, the challenges he has faced in areas such as staffing, managing demand, client service, succession planning and incorporating new disciplines such as reverse logistics in creating a very successful business.

Chris formed the company to handle marketing promotions because he saw the opportunity to offer better support to clients. Since then the company has diversified into direct mail and mail order fulfilment. With the advent of internet shopping, 85 per cent of the sales incomes now come from fulfilling e-commerce for clients, including leading charities.

Refreshments will be offered during the evening.



Suitable for IoD 99



It's a Nottingham takeover of Parliament

Event: Nottingham in Parliament Day
Tuesday, 25th October

Join us for an annual, one-day takeover of Westminster at Nottingham in Parliament Day – a day-long event that showcases and celebrates the institutions, businesses and people that make Nottingham great.

The University of Nottingham is leading on planning and delivering an exciting and innovative day of activity across the Houses of Parliament in London on October 25th. There will be events in and around the House of Parliament throughout the day, with high-profile speakers from the worlds of politics, business, sports and entertainment flying the flag for the city and county.

This high-profile day will incorporate speeches, debates, receptions and media opportunities with a range of civic and corporate organisations to showcase the very best of our city.

The initiative is being collaboratively



developed by a number of organisations including the IoD, BioCity, MediCity, East Midlands Airport, Boots, the University of Nottingham, both the city's football clubs and a host of private sector businesses. Events will start during the early morning till early evening (8.30am – 7pm approximately).

The day's events are an eclectic range that

offer a flavour of life in Nottingham and the county.

For more information on Nottingham in Parliament Day, contact Alex Miles:
E: alex.miles@nottingham.ac.uk
T: 07917115197; or see www.nottinghaminparliamentday.uk

The IoD recommends two workshops to attend during Nottingham in Parliament Day

Exercise The Mind: How lessons from Mental Fitness practice in elite athletes can give UK businesses and policymakers a productivity boost!

A panel will consider whether it is possible to learn lessons from the world of sport, and if implementing robust psychological wellbeing policies in the workplace really can improve performance, productivity and engender a positive organisational culture.

Can we encourage a social movement in UK that reduces stigma and promotes positive, proactive approaches to Mental Fitness at government and industry level?

Panellists include: Rachel O'Connor, Wise Self Wellbeing Consultancy; Beverley Smith, Shakespeare Martineau Solicitors; Lydia Greenway, Former England Cricketer; Ron Lynch, IoD.

NTU Thinkubator Challenge & Women in Leadership Roundtable

Nottingham Trent University's Thinkubator® Challenge sees students collaborate to solve some of the toughest challenges currently facing Government and the economy, such as issues around social mobility, industrial strategy and transportation – and all of this in just a morning! While students are getting to grips with these topics, the University will also host a roundtable discussion on Women in Leadership, with a live link back to students in Nottingham so they can contribute to the discussion.

Speakers are Baroness Diana Warwick – chair; Sue Fish (Chief Constable, Nottinghamshire Police); and Judy Naake (High Sheriff of Nottinghamshire and entrepreneur, founder of the St Tropez tanning brand)

Nottingham in Parliament Day Workshops: Strictly advanced bookings only via E: Monique.sylvester@iod.com or T: 0115 848 6190

Developing the skills that can boost your business

Event: IoD Lincolnshire Lifelong Learning
Date: Thursday, 20th October
Venue: Lincoln College, Monks Rd, Lincoln LN2 5HQ
Price: Free of charge
Starts 7.45am till 9am

IoD Lincolnshire is teaming up with Lincoln College Group and the Federation of Small Businesses to host a training and skills breakfast event during Lincolnshire Business Week.

The IoD's national Head of Employment and Skills Policy, Seamus Nevin, will be headline speaker at the event, titled *Growing Your*

Business Through Lifelong Learning.

This free business breakfast will focus on the need for employers to invest in professional training, apprenticeships and emerging training models to ensure financial health and stimulate innovation and growth

The event will also provide the latest updates on training and skills reform, including the Apprenticeship Levy. Lincoln College Group will discuss training case studies with local firms and problem-solve barriers to training for businesses.

Mr Nevin said the event was a great opportunity for local firms to discuss the

blockers to investment and find ways to overcome them.

Free tea, coffee and breakfast will be provided and all attendees will be invited to book a training needs analysis with Lincoln College Group Account Managers on arrival.

For more on the IoD's view on future employment trends, see our Lifelong Learning paper at www.iod.com/news-campaigns/news/articles/Lifelong-Learning-Report

Growth on the agenda at business event

Event: Growth Workshop - How to Grow your Business in Nottingham

Date: Wednesday, 16 November

Venue: Broadway Cinema, Broad St, Nottingham

Time: 12pm – 2pm

This lunchtime workshop is a collaboration between Impression, Nottingham Trent University and the University of Nottingham, with support from IoD East Midlands, Nottingham City Council and Nottingham County Council.

This two-hour workshop will include a keynote address by IoD East Midlands regional director Ron Lynch.

Ron is a long-term supporter of Nottingham business, having worked closely with directors and local students through the IoD.

In his keynote, Ron will discuss the importance of growth and how to create a growth mindset in your company.

Other sessions will include:

- Five ways to grow your business online: essential tools and techniques, by Aaron Dicks, Managing Director, Impression
- Business case study: Buying Butler

- What I learned on my placement year: Student case study

- Student placement and graduate opportunities for Nottingham businesses

The workshop will be followed by a free buffet lunch and networking opportunity.

To book see www.iod.com/EMidlandsEvents

Suitable for
IoD 99



Government adviser has look at Christmas future

Event: IoD Lincolnshire Annual Christmas Lunch

Date: Friday, 2nd December

Venue: Bentley Hotel, Lincoln

Time: Noon - 3pm

Cost: £38 + VAT

Sponsored by Chattertons



Dr Lynette Nusbacher

We invite you to join the IoD Lincolnshire branch for this ever-popular event. This year's guest speaker is Dr Lynette Nusbacher, a strategist and futurologist. Her credentials include acting as Devil's Advocate to Britain's Joint Intelligence Committee and founder of the Cabinet Office's national security horizon scanning unit.

This year's annual lunch promises to be a lively and entertaining afternoon, offering members and the wider business community an opportunity to enjoy relaxed networking

and an excellent three-course festive meal.

There will also be an array of fantastic prizes to win in the charity raffle, all in aid of the Bomber Command memorial.

You can make great savings by booking a table of 8 or 10 so why not invite your colleagues or clients.

- Individual ticket prices are £38 exc VAT
- Table of 8 for £266 exc VAT
- Tables of 10 for £342 exc VAT

For more details www.iod.com/emidlandsevents

Can you rise to the £10 challenge?

Businesses sought for new corporate charity fund-raising event

IoD East Midlands has supported student members at Nottingham Trent University since 2012 through its student membership programme and mentoring.

It sees 200 students drawn from a variety of courses attend IoD events, and their membership includes an opportunity to take part in the £10 Business Challenge.

Split into teams of five, they undertake 'enterprising activities' to raise money for the John Van Geest Cancer Research Centre, starting with that seed capital of just £10.

Last year the students raised an amazing £13,000.

Following that success we are pleased to announce the launch of the IoD Corporate Challenge. We're looking for local businesses to enter teams of five into the Challenge to see how much money they can raise over a few weeks, in a similar manner to the students.

It's a great opportunity for small groups to benefit from a concentrated period of team working, problem solving and enterprising behaviour while raising funds for a great local cause.

The Challenge will launch at a networking event in mid-January, and will end on '1in2 Day' on 24th February 2017, to be followed by the awards presentation in March. All monies raised will be used by the John van Geest Cancer Research Centre at Nottingham Trent University to develop new ways to diagnose and treat the one in two of us who will be diagnosed with cancer during our lifetime.

To receive more information and to register your interest please email admin.emids@iod.com

JOHN VAN GEEST
CANCER RESEARCH CENTRE
Nottingham Trent University

The benefits of membership

Event: IoD Membership Evening
Date: Wednesday, 2nd November
Venue: Nottingham Conference Centre
Time: 5pm till 7pm
Cost: Free of charge (Includes wine and canapés)

Whether you've been a member for two months or 20 years, are you sure you understand all the benefits IoD membership gives you?

We are continuing with our series of events in 2016, aimed at making sure you know all the benefits of joining an organisation which is on your side in representing your views to Government and at your side in providing advice, training and events.

The evening will include a short presentation on full benefits of membership, an opportunity to meet the regional team, alongside a tour of the facilities that members can use.

If you have already attended a members evening you are more than welcome to attend again should you wish.

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

If you are unable to attend but would like a chat about benefits of membership, please contact Sue Charlesworth at sue.charlesworth@iod.com or phone on 0115 848 6190.



The National Space Centre, Leicester: an out-of-this-world venue for this event



Be an out-of-this world entrepreneurial champion

Event: Entrepreneurs' Champions League
Date: Tuesday, 1 November
Venue: National Space Centre, Leicester
Time: 7.30am-9am
Cost: Free of charge for all attendees

As part of Leicester Business Festival, the IoD has collaborated with the FSB (Federation of Small Businesses) and LBV (Leicester Business Voice) to present the Entrepreneurs Champions' League.

A panel of young entrepreneurs will share their success and challenges in business and open the floor to questions from the audience as they divulge the support they've received along their business journey.

The event is scheduled for 7.30am networking with an 8am start. Breakfast rolls will be available alongside tea, coffee and juice during the morning. Join us for an informative event, perfect for IoD 99 members!



Pathway for an NED

Event: Practical Tips for Becoming a NED
Date: Tuesday, 29th November
Venue: Pride Park, Derby
Time: 9am-11am
Cost: Members, £50 + VAT
 Non-members, £100 + VAT

The decision to become a non-executive director could be promoted by a desire for a lifestyle change or a thirst to use the knowledge you've gained in an executive environment.

Whatever the reason, becoming an NED demands a set of essential skills. This workshop will identify what skills you have and need to hone for future NED positions and how to make yourself a distinctive candidate.

It will give you advice on how to make yourself more attractive in a market place where multiple applicants may be attempting to secure a prime role.

It will also help you to write a compelling CV and give you a prepared list of questions in order to proceed.

To book for this event email Monique at: Monique.sylvester@iod.com.



The future of data protection – what you need to know

Data protection might not be the most glamorous of subjects but it is vital directors understand where they stand within the law. Commerce and technology associate at Nelsons Solicitors, **Harpreet Sandhu**, highlights some of the key points...



nelsons
www.nelsonslaw.co.uk

Data protection is not the most glamorous of subjects. You probably dealt with 'that data protection issue' years ago when the Data Protection Act 1998 came along, made sure all your processes and contracts were fully compliant and gave yourself a pat on the back as a result.

Well, after years of discussion and debate, things are changing again – so say hello to the EU's brand new General Data Protection Regulation (GDPR).

First, congratulations: you have overcome the first hurdle – you now know the GDPR exists. The second step is understanding the new data protection regulations and how they will affect your organisation.

But let's start with the B-word: **Brexit**. You may read this thinking that, given Brexit, the GDPR is now irrelevant. This is not true and the GDPR will automatically come into force in every EU member state in May 2018 – at a time when the UK is still very likely to be part of the EU. Therefore, your business will need to comply. Even after Brexit, the GDPR will continue to apply if your business:

- has a presence in the EU; or
- 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).

Those of you familiar with the existing regulations may notice this is a departure from current legislation which applies only if personal data is processed within the walls of the EU.

Consent: The requirements for consent will be tightened. 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 that you used to obtain it 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.

Also formalised is the requirement of Privacy Impact Assessments (PIAs). You will need to complete a PIA before doing any 'high risk' data processing. If you cannot mitigate the risk of such high risk processing, you will be required to consult the Information Commissioner's Office.

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.

Right to erasure: More commonly known as the 'right to be forgotten', whilst not absolute, it will give data subjects the right to have their personal data erased in specific circumstances – such as where the personal data is no longer necessary for the purpose for which it was

originally collected or processed.

Data portability: This is a new concept. It will oblige you to provide to the data subject personal data you hold about them in a structured, commonly used and machine readable form. Interestingly, it will only apply to personal data the data subject has supplied to you themselves. There is uncertainty about how this will work in practice, but it is likely to result in additional administration for you and less for your customer.

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 up to €10,000,000 or two per cent of the total worldwide annual turnover in the preceding year – whichever is higher.

For the most serious breaches the penalty is doubled to €20,000,000 or four per cent of total worldwide revenues. You have been warned!

Want to know more?

It is not too early to start planning ahead for these changes. If you would like to know more (and there is a much, much more), please contact Harpreet Sandhu, Associate at Nelsons Solicitors, for further information about the GDPR and how this will impact your business or for advice on any other commercial, IT or IP issue. Harpreet can be contacted on 0800 024 1976 or email, Harpreet.Sandhu@nelsonslaw.co.uk

The importance of human connection in the digital age

The IoD was pleased to join with our colleagues at Lincolnshire Chamber of Commerce and the Chartered Institute of Marketing for an event which discussed the importance of human connections in our digital age.

Keynote speaker Richard Beevers stressed the human element of any communication and gave a highly entertaining presentation about how brands connect with their customers.

The event was held at the Doubletree by Hilton at Brayford Wharf in Lincoln and it is hoped to repeat this collaboration in the future.



‘Mad’ Marc shares secrets of his business success

Janet Wootton,
IoD East Midlands Press Officer

He may be the self-styled ‘Mad’ Marc Wileman but those attending the recent IoD networking lunch at the Nottingham Conference Centre were left in no doubt that this was a man on a very serious – and logical – mission.

Marc, managing director of Sublime Science and this year’s East Midlands Young Director of the Year, gave a refreshing account of his business model.

The company’s mission statement is as simple as it is powerful: Make science awesome for one million kids. A former *Dragon’s Den* candidate, Marc was assisted in the early days of his business by The Prince’s Trust and was recently given the Queen’s Award for Enterprise and Innovation 2016.

He shared with members and guests his own three challenges which he said were lack of time, an issue around cash and profitability and how overwhelmed he often became at the enormity of his project.

Today, the success of Sublime Science has proved how capably Marc dealt with the



Speaker Mark Wileman (centre) with delegates (from left) Gaynor England, Justin Donne, Haydn Bowley and Stephanie Chawner at the regional networking lunch


challenges. Now an established national business it has organised over 10,000 children’s parties through its network of Sublime Scientists across the country, been invited to hundreds of schools, received awards galore – including the prestigious Netmums’ Children’s Party of the Year – and royal approval – and even got away with blowing smoke rings at TV’s

Dragons... and still got their endorsement and investment!

Following this inspirational address, Georgina Phillips reminded those present of the opportunity to be business mentors in the upcoming £10 Challenge which is a joint event between NTU Nottingham Business School and the IoD.

There is more to IoD membership than you might expect...

“The IoD is committed to promoting links between education and business. The introduction of our Student Membership grade means that not only do students benefit hugely from networking with business people, but those directors who are committed to giving something back find it rewarding to mentor the students...”



NBS offers to think a way out of your business problem

Are you grappling with a challenge that's holding your business back?

Organisations looking for fresh ideas to stimulate growth are being invited to take part in this year's Thinkubator Challenge at Nottingham Business School (NBS) on Wednesday, 16 November.

For one day each year, NBS dedicates its full resource to solving real business challenges submitted by a variety of organisations. A recent global accreditation which recognises the quality of research and teaching at NBS means that businesses taking part will receive free support from one of the top business schools in the world.

And it's all free!

- Is your order book full but you can't finance production?
- Do you need advice on new products or services and new markets for these?
- Are you looking at new routes to market?
- Do you have issues with innovation?
- Are you struggling to find the right employees with the right skills or talent?
- Do you need help attracting investment?

If you're facing these or any other business issues, our Thinkubator Challenge® hub teams want to hear from you.

Dean of Nottingham Business School, Professor Baback Yazdani, said: "Our close connections with industry mean we know the challenges businesses face, particularly SMEs, and we can offer the support they need. Each year we receive

NOTTINGHAM BUSINESS SCHOOL

NOTTINGHAM TRENT UNIVERSITY 

feedback that the ideas presented at Thinkubator have had a real impact on the organisations which took part, and we know that the students gain a great deal from this close networking with businesses."

Thinkubator is the only event of its kind in Europe and since its launch in 2013 has helped to solve over 140 problems put forward by businesses. Last year, 81 per cent of the challenges came from companies with head offices in the East Midlands and 93 per cent from SMEs. The groups tackled a variety of issues ranging from human resources and marketing through to management and finance.

Businesses are invited to submit their business problems via our website www.thinkubatorchallenge.com or by talking to one of the Thinkubator team on 0115 848 8681. **The closing date for all applications is 31 October 2016.**

See www.thinkubatorchallenge.com or call Thinkubator team on 0115 848 8681. The closing date for all applications is October 31.



Far left, James Longthorne Stewart with one of the company's highly trained apprentice craftsmen



Left, company owners James Longthorne and Elaine Stewart with the IoD's Graham Rae and Sarah Canning



Sarah Canning and Elaine Stewart

Northants family business on target

by Janet Wootton
IoD East Midlands PR Officer

Longthorne Guns, the Northampton-based family run business with an international clientele, was the location for an informative visit and tour by IoD Northamptonshire members and guests.

Managing Director James Longthorne Stewart and his wife, Elaine, who is the company's marketing director, were on hand to greet guests and explain the background behind the development of this wholly English shotgun manufacturing company.

English the company may be but its products are

much sought after around the world, such is the quality of their products.

Sarah Canning, IoD Northamptonshire Chair, commented: "The visit was an opportunity to hear and see another example of the excellence of industry here in Northamptonshire.

Innovation is a key to Longthorne's success. The company moved to the county having been attracted by the Northamptonshire Enterprise Zone and the county's well-established roots in high performance engineering."

The Longthorne family are originally from Lancashire. James is from a tool-making and engineering background and Elaine with experience of technical sales and marketing. Their daughter Chloe originally joined the company part-time and is now artistic director. The company was granted a UK patent in 2015 relating to its innovative barrel technology.

The company moved to its state-of -the art Millbrook Close, Northampton factory in 2015.

In thanking the Stewarts for the visit, Sarah Canning spoke of the bespoke engineering, creativity, the passion and personal attention to detail so evident in their products. James Stewart said Northampton had proved to be an ideal location for the expanding company because of the good transport communications, proximity to London and the availability of skilled workers.



Some examples of the Stewarts' lovingly crafted shotguns

There is more to IoD membership than you might expect...

I joined the IoD as a means to meeting with and having the opportunity to talk with fellow directors and professionals. To share experiences and build relationships that would help me develop as a leader and potentially develop my business. **Paul Banton, Ruddocks**

I love this story! It's beautifully told and I love the way it shows the power of the imagination to take you wherever you want to go... a great story and has something to say to all children...

Malorie Blackman Children's Laureate 2013-15

The Unstoppable Maggie McGee

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The castle today and (above) how it looked in 1471, according to an artist of the time



2020 vision for historic castle's restoration

Richard Tresidder, Trustee, Nottingham Castle Trust and member of the IoD

Nottingham Castle is known around the world thanks to the story of Robin Hood.

And now that story looks set to take-off like one of his legendary arrows with the start of a £24 million makeover that will transform the 1,000-year-old castle site, attracting visitors from around the world who will learn about the legend of Robin Hood... and much more.

In the 1870s, Nottingham's emerging and ambitious industrialists came together with the old town corporation to rebuild the old Restoration palace after its destruction by Reform Bill rioters 40 years earlier. It became the country's first provincial art gallery and museum. Nottingham was determined to show it was going places.

Sadly, that bold initiative disappeared over the years, and in more recent times the castle has been starved of investment. However, with the help of £13 million from the Heritage Lottery Fund and other money, it will be now be renovated to host major art exhibitions.

At the heart of the transformation is a new gallery dedicated to the history of rebellion and democracy and the castle's role in both, from the day in August 1642 when King Charles I raised his standard in Nottingham, marking the beginning of the English Civil War; to the reform bill rioters who set it on fire in 1831 and, centuries earlier, to Robin Hood, who penetrated its Norman walls to anger the Sheriff.

When the castle reopens in 2020 – it is expected to close for two years for building works – visitors will be treated to a state-of-the-art experience narrating

interactively the legend of Robin Hood and his Merry Men; revolution and the role of rebellion in the evolution of democracy; the widening of the franchise and how to influence peaceful change today in which social media plays a powerful role.

This is all very exciting but does not overlook the regional importance of the original art gallery and museum, which will be renovated to modern standards so the permanent collection will be seen at its best and explained properly to all. Expect national and international exhibitions.

In 1878, when the Prince of Wales, the future King Edward VII, re-opened the castle, Nottingham put down a municipal marker of its ambitions. Twinned with the Victoria & Albert Museum in London, it showed the town was at the centre of the design and manufacture of textiles. The College of Art, in the vanguard of such education, had been launched 30 years earlier to train designers for the lace industry. The Castle Museum and Art Gallery put Nottingham on the provincial map. The restoration project will carry on that work, albeit nearly 15 years later.

Up to 4,000 jobs are expected to be created in the leisure sector in the next decade, according to Nottingham's Growth Plan, helped by the boost in visitor numbers to the castle; management are setting an ambitious target of 400,000 annual visitors, twice the present number.

Nottingham Castle Trust was set up to raise more than £3 million towards the overall costs of the project and is preferred operator of it once it has been completed.

With the support of trusts, foundations and businesses, the trust firmly believes the restored castle will once again be at the heart of Nottingham life and set down a new marker of the city's ambitions and hopes for the future. So put 2020 in your diary now.



The main man: The restoration project hopes to boost visitor numbers to 400,000 a year, all eager to find out more about Robin Hood. For more details see www.nottinghamcastle.org.uk

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