



## From your Chairman

Hello Everyone,

Hopefully many of you will have been enjoying getting out more and perhaps took advantage of the “Eat Out to Help Out” initiative.

Chatting recently with several of our Members and other businesses, I was delighted to learn that many are getting back on track, some even thriving. Restaurants with no vacancies, hotels fully booked, shops busy, outdoor centres active and estate agents reporting good sales for residential and commercial properties. Hopefully this burst at the end of the season will help carry the vulnerable through to next year.

The daily COVID graph, however, shows only too clearly that we must remain cautious and considerate. The accelerating rise in recent cases is quite alarming but fortunately the tragic death rate remains flatlined near the bottom – so far.

Overseas travel remains questionable and many have been caught out by the Governments’ short notice decisions to enforce isolation for those returning from rising COVID hot spots. We cannot yet be sure where we may go that is free from that threat so perhaps stay here and support our local UK businesses where possible.

We held our first online networking Zoom get together last week, which you can read more about further on from our Vice Chairman Jeremy, who hosted it. Suffice to say we found it interesting and good fun so please join us next month.

Dennis Pugh, our recently retired Vice Chairman, celebrated his 90th birthday on the 27th July. Dennis and Anne moved to Cardiff a few months ago to be nearer their family and I sent him a birthday card on behalf of us all for which he was most grateful.

Mike Mason, who was Vice Chairman prior to Dennis, stepped down from that post last year due to ill health but remained a Committee Member. He has now decided he feels unable to continue as a Committee Member and it was with much disappointment that we agreed to his request. In recognition of his long-term support as a Member, Committee Member and Vice-Chairman, your Committee decided to award him Honorary Membership. Thank you Mike for your many years of constructive support and we send you our very best wishes.

With Mike standing down we had a spare seat on the Committee which I am very pleased to tell you has been filled by our long-standing and supportive member Paul Levy. You can read more about Paul further on, and I take the opportunity here to welcome him onto the Club’s Management Committee.

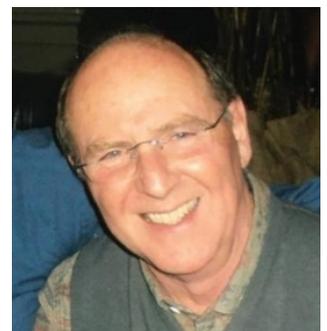
A reminder that our Charity Quiz in aid of St David’s Hospice is being held online this year on the 24th September. Valuable prizes to be won, fun to be had and our local Hospice to be supported. Please join in if only for the raffle. For the more adventurous, Rupert Moon will be there to challenge you.

Please get in touch with Sophie to tell us what’s happening in your business, for better or for worse we’d like to hear from you.

My very best wishes,

**Mel**

Mel Herman, Chairman.



# North Wales Business Club Networking Session

On Tuesday the 8th September, NWBC held its first "Network Breakout" virtual networking session via Zoom.

Following an excellent overview of what has happened on the global equity markets from Colin Wickens of Dragon Investments Managers Limited, attendees were split out into small breakout rooms for some unscripted chat and social interaction.

On everyone coming back into the main meeting, a couple of fun polls were run querying how people dressed for Zoom meetings and whether they considered themselves 'Mad Mid-Lifers' or 'Groovy Grandparents'. Poll results were anonymous but there were undoubtedly some very suspect responses!

A further breakout session, followed by general questions, mainly with Colin about forward contracts on Cheese!, a final poll and then the event was drawn to a close at 6.30.

Whilst numbers were disappointing, everyone enjoyed the interaction and format, and agreed that it should become a standing order on the second Tuesday of every month at 5.00 pm, for approx. 1 hour.

Please put in your diary the next event, on the 13th October at 5.00 pm, links and joining details will be sent out to all members, well in advance. If you fancy making the initial presentation – 5-10 minutes, then please let us know.

Written by **Jeremy Salisbury**



# North Wales Business Club Charity Quiz in aid of St David's Hospice

By way of a reminder, there is also the annual Charity Quiz in aid of St David's Hospice which last year, in conjunction with Barclays and the Hospice, attracted over 200 contestants and raised nearly £16,000. Due to restrictions in meeting face to face this year we have taken the quiz online. This "Fun in a Good Cause" event will be taking place on the evening of 24th September 2020 as an online event when the host, former international rugby star, Rupert Moon will be Quizmaster. Individual Entry Fee- to include a ticket for the raffle is £10 per person payable with the entry form although all donations welcome. Each additional £10 will include an extra entry into the raffle. We have some great prizes which have kindly been donated as follows:

## Raffle Prizes

A night at Rowton Hall Hotel, Chester– donated by the St. George's Hotel

Afternoon Tea for 2 at the Bodysgallen Hall Hotel

A Bottle of Penderyn Whisky – donated by the North Wales Business Club

Afternoon Tea for 2 at the Quay Hotel

Aquarist for a Day Gift Package at the Anglesey Sea Zoo

Voucher for the Langley Spa, Deganwy

In addition to the support given by Barclays we would also like to take this opportunity of thanking our main sponsors:



And also our category sponsors:



And our Trophy Sponsor:



**Non-Members are welcome to join and further details are on [www.nwbc.org.uk](http://www.nwbc.org.uk) or please download an application form here <https://www.nwbc.org.uk/Calendar-of-Events> or email Jean [jean@barlowstalyfan.co.uk](mailto:jean@barlowstalyfan.co.uk)**

## **LEGAL FIRM AARON & PARTNERS, HAS PRODUCED A LIST OF TOP TIPS AIMED AT HELPING UK BUSINESS OWNERS AND MANAGERS RETURNING TO THE WORKPLACE.**

Ben from Aaron & Partners writes:

“Despite lockdown now easing, a significant number of the UK’s employees remain working from home. Successful remote working will continue to play a key role in keeping businesses operating and helping to ease the transition back into the workplace.

### **COMMUNICATE REGULARLY**

The decrease in day-to-day social interaction that employees would usually experience within an office environment places greater importance on the need for employers to be in regular contact with all members of the team. Interaction amongst teams promotes engagement and employers will benefit from opening multiple channels of communication with staff.

### **UTILISE VIDEO CONFERENCING**

Managing your workforce by way of video conferencing can promote inclusion amongst staff and provide the opportunity to see the people you previously worked with, talked to or managed on a daily basis. The value in video conferencing is that colleagues can see each other, are able to read body language and can feel more connected overall.

### **BE FLEXIBLE**

In a time of need, flexibility can be the saving grace for many staff. Employers should consider allowing staff to work in different patterns provided that this meets the needs of the business. As staff members begin to return to the workplace, employers should consider whether to put a flexible rota into place and should support employees who may be juggling work and home life. Asking employees to return to work on a part-time basis may also assist employers who are seeking to reduce the footfall into the office on a daily basis and to maintain social distancing.

### **FOCUS ON ACCOMPLISHMENT RATHER THAN ACTIVITY**

Managers should steer away from micromanagement, firstly to convey a level of trust which will help build professional relationships, but also to shift the focus towards accomplishments rather than activity.

### **ESTABLISH A GOOD RELATIONSHIP**

Strong business relationships lay the foundations for staff productivity and empathy is key to understanding the people you work with both on a professional and a personal level. Managers should check in with their staff often and discuss topics outside of work. Supporting the success of staff rather than being blindly focused on the numbers can often work favourably. It is important to build these relationships with each individual member of the team.

### **RECOGNISE LONELINESS AND ISOLATION**

Coming into the office every day may be the only form of social interaction and engagement some staff regularly have and being thrust into this new way of working runs the risk of taking all social interaction away, potentially leading to loneliness. Managers should recognise this, engage staff socially where possible and encourage regular breaks. Social interaction is still limited under current rules and if businesses now have a range of employees working from home and in the office, they should consider different ways to ensure those that work from home more regularly are recognised and consider different forums for social interaction.

### **CREATE A CLEAR SCHEDULE**

Working from home places greater importance on scheduling, especially given that the workforce is going to be spread out. Managers should schedule time to sit down and properly discuss with staff any matters, issues or concerns and ensure they are dealt with in order to maintain continuity outside of the office.

### **NEVER CANCEL A ONE-TO-ONE**

Making plans for one-to-one’s and sticking to them can ease the pressure that all businesses face right now by combating loneliness and isolation, improving connectivity and investing in the value of relationships.

### **PRIORITISE YOUR COMPANY CULTURE**

Maintaining the core values of the business, even in times of adversity, is testament to the strength of the brand. Businesses that encourage an open and inclusive environment will be best placed to survive even the most unusual circumstances which we find ourselves in.

### **CAREFULLY MANAGE A RETURN TO THE WORKPLACE**

Welsh government advice remains to continue working from home where possible. Employers are under a duty to carry out a Covid-related risk assessment, and it is their responsibility to ensure that they are operating a safe workplace. Consider providing training for employees and managers to ensure that everybody is clear on their responsibilities and any new processes or procedures. Most importantly, employers should keep their workplace guidance under review as government guidance is changing on a frequent basis and should ensure that any changes are clearly communicated to staff.

For advice and assistance on managing your workforce remotely, you can contact

**Ben Mason**

on [ben.mason@aaronandpartners.com](mailto:ben.mason@aaronandpartners.com) or call 01743 294129.

# The Power of Big Data

At the start of the year, Oliver from Paradigm Analytics was about to launch a new company from his base in Conwy that focused on Data Analytics and Machine Learning. COVID-19 hit which put a temporary halt to his plans until he realised that there was probably a never more important time for companies to use data to monitor costs, productivity and analyse the future; so Paradigm Analytics was launched.

So what is a data analytical company?

Every day our data is harvested, and data analytics techniques can reveal trends and metrics that would otherwise be lost in the mass of information. This information can then be used to optimise processes to increase the overall efficiency of a business or system.

Large corporations have used data analytics for years, collecting 'Big Data'; we are now at a point where SME companies can also take advantage of data analytics. Big data allows small businesses to gain significant insight into the beliefs and

shopping preferences of their customers. Companies can use data to understand how best to manage their supply chain or services, which ultimately leads to better productivity or more sales, e.g. haulage companies can work out the best time to carry out maintenance to prevent major breakdowns; Hotels can learn guest preferences and offer in-house services accordingly which sees revenue rise.

We now have software that can automate admin duties, resulting in more efficient staff focused on critical responsibilities. With the launch of Paradigm Analytics and over ten years experience of dealing with data Oliver believes they are well placed to help SME's become more cost-efficient, improve productivity and create expert forecasting during these unpredictable times.

**You can email Oliver at:**

[oliver.t@paradigmanalytics.co.uk](mailto:oliver.t@paradigmanalytics.co.uk) or visit [paradigmanalytics.co.uk](http://paradigmanalytics.co.uk) for more information

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## Welcome New Committee Member Paul Levy



We are delighted to welcome Paul Levy onto the committee with immediate effect.

After gaining his B. Eng. Degree at the University of Salford Paul began his career with Dowty Rotor as a Stress and Performance Engineer working on the Airbus A321. In 1996 he gained a Postgraduate Certificate in Education then joined Prestatyn High School teaching Technology and Science.

In 2000 he became a director of LiveTech, a digital agency based in Llandudno where for the last 20 years he has been specialising in Website and Web Marketing services, Search Engine Optimisation and Pay-Per-Click advertising. The company has UK-wide niches in the Tourism, Marine Brokerage, Mental Health, Industrial and Geotechnical sectors.

In his leisure time, he likes to keep up with current affairs, spend time outdoors and sings with Amici del Canto, a North Wales based chamber choir specialising in early and baroque period music.

## Congratulations



Dennis and Anne "Making the most of things" on Dennis's 90th birthday.

Happy birthday from all NWBC Members Dennis. No need to ask whether that's a Penderyn in his glass!

## In Memorium



We were very sad to learn of Colonel Philip Chaganis OBE sudden death. He was a loyal supporter of the Club and we send his wife Denise and the rest of their family our sincere condolences. After leaving the Army in 2004, Philip designed and delivered leadership and management courses for senior managers, worked for one of the UK's leading political parties and spent three years as the logistics director of The Logistics Academy in Abu Dhabi. In the UK, he was a long term member of the Royal United Services Institute and a Fellow of the Institute of Leadership and Management. He was a truly an innovative and established thought leader who inspired professionals all over the world.

# And for a more lighthearted but interesting read

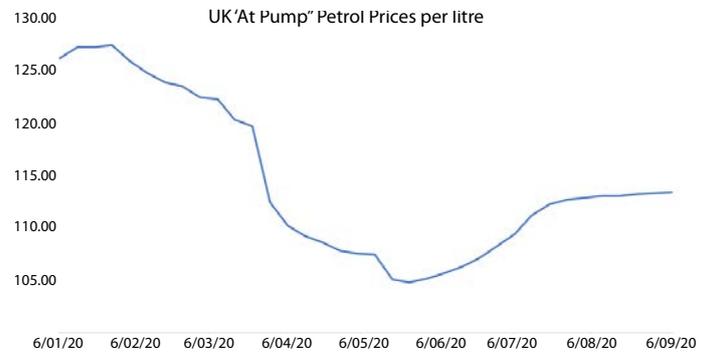
Colin from Dragon Investment writes

During a recent Zoom Networking event, I was asked how the Pandemic had affected the price of toilet rolls. As a professional Investment manager I felt I should know the answer as there had indeed been a huge increase in demand. I am still to see a reasonable reason as to why this increase occurred or to meet anyone that actually ran out of toilet roll but that it a different question.



I have also looked at what happened to petrol as anyone who travelled during the early stages will recall just how quiet the roads were and it can be seen in the graph on the right how the price of petrol was affected at the pumps but very few people actually enjoyed this cheap opportunity. Of course the price of Oil dropping for other reasons may have contributed to the price drop but I would like to think it was the lack of cars on the road that was the major contributor.

I could not find any realistic price chart as I think any price increase would have been severely frowned upon, but I did find the following price chart of Lysol Disinfectant. As can be seen the price was a steady \$24 per bottle ahead of the Virus event and then in February/March this year jumped to \$55 per bottle as demand soared but then has fallen recently due to huge increases in supply plus probably a little bit of panic being realised.



Now if everybody could stay off the roads for a few weeks please as I need to fill up the car very soon, I would greatly appreciate it and then you can all get back on the road again!!

**Colin**

## A note from your editor



Dear NWBC members,

I have been to some dreadful parties in my time. I've also been to some pretty good ones. A few have been truly memorable. The difference has never come down to theming, décor, entertainment, food, or quantity of alcoholic beverage on offer. It has always been about the people in the room. But

more than that. How the people in the room meet and mingle. A good party is always a party where you meet someone new, find common ground, arrange to meet again.

In this staggered shift to virtual and online conferences and networking, to make an online event or meeting memorable, you need to be a master at being a digital host.

Let's remember that there are two types of hosting. Technical hosting is easy. Social hosting, in a digital setting, much more difficult. Networking online is socially awkward, but it doesn't have to be. We have the technology to meet virtually and no doubt there will be an increasing number of digital solutions to choose from. But I predict that the people who will run the best online experiences will ultimately be the people who know how to host the best parties. The people who make sure that everyone has someone to talk to. That everyone gets asked to dance at least once. The people who understand completely what good networking, be that physical or digital, looks like.

We must not leave the tacit exchange of knowledge to virtual chance. To do so will mean that we lose a whole year of good professional knowledge transfer and exchange. If we go online, we need to make sure that we meet, meaningfully, when we do.

Chance online encounters leading to the tacit exchange of knowledge will become the new measure of conference and networking success in this COVID19 era, quickly replacing more traditional ROI or ROO rankings.

Plan your online conference, meeting or networking event like you would plan your best party and remember it is all about who you meet, not how you meet.

"The value of networking is not measured by the number of people we meet but by the number of people we introduce to others".

Simon Sinek

If you would like to join us in our own NWBC Networking Breakout 'Party' keep the 13th October free in your diary.

Thank you all once again for your contributions. Should you wish to share any of your thoughts or indeed reach out to the broader NWBC community, please don't hesitate to email me at [nwbcnews@gmail.com](mailto:nwbcnews@gmail.com)

Stay safe,

**Sophie**

[nwbcnews@gmail.com](mailto:nwbcnews@gmail.com)

*Disclaimer: The details shared in this newsletter are contributions from our members, and as such the NWBC Committee cannot guarantee accuracy.*

Hosbis  
Dewi Sant



St David's  
Hospice

# VIRTUAL ONLINE QUIZ AND RAFFLE

6PM THURSDAY 24TH SEPTEMBER

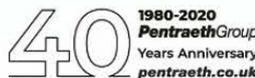
ENTRY: £10 PER PERSON

ENTRY INCLUDES RAFFLE TICKET



## QUIZ MASTER RUPERT MOON

FOR MORE INFORMATION OR TO ENTER  
EMAIL: [JEAN@BARLOWSTALYFAN.CO.UK](mailto:JEAN@BARLOWSTALYFAN.CO.UK)



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