

Welcome to the North London Chamber of Commerce Official Publication

BUSINESSLEADER



IMPROVING BUSINESS IN NORTH LONDON

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April 2008

[Calling all golfers... Last chance to book for this low cost/high quality day](#)

[10/09/08 – brunch, 18 holes of golf, 3 course dinner, prize giving, charity raffle and fantastic networking only £55pp for members](#)

[Dartford Tolls](#)

[New tolls introduced at Dartford tunnel. Click here to find out more and whether you are exempt](#)

[The 7 critical marketing mistakes nearly every business owner makes... And what you can do to avoid them](#)

[Discover how you can claim a free white paper, worth £30, as well as weekly success strategies sent straight to your inbox](#)

[Your business could be a prize winner](#)

[Click here to read more about the North & West London Business Awards](#)

SUPPORT & ADVICE

THE 7 CRITICAL MARKETING MISTAKES...AND HOW TO AVOID THEM

EVENTS

WATCH THIS SPACE!!
NLCC GOLF DAY 2008 – 10/09/08

LAST CHANCE TO BOOK!!

The NLCC Golf day is now

MEMBER S MENTIO NS

EXCELLENCE AWARD FOR CURWENS!

Curwens, a leading regional law firm, has been awarded the prestigious *Lexcel* quality mark. *Lexcel* is the Law Society's management and service standard, signifying that the badge-holder delivers 'Legal Excellence' in all its services. The award puts Curwens in an elite group of around 7% of UK law firms who have achieved *Lexcel*. Their success comes after twelve months of preparation by management and staff. Throughout this period rigorous assessments, carried out by both internal and external assessors, have proved their progress, until finally achievement of the full standard was recently confirmed.

Commenting upon the achievement, Senior Partner, Graham Fry said: *"This is great news! It is a real tribute to the staff who have put a huge effort into achieving Lexcel in a relatively short time. It also means that our clients can be sure that we do what we say we will*



Clients are the lifeblood of your business... Without them you're in big trouble! An obvious statement, yet time and time again, business owners -- who are great at what they do -- consistently struggle to communicate this "greatness" and engage with their audience.

Andrew Ludlam, of Maverick Marketing Consultancy, has put together the whitepaper "The 7 Critical Marketing Mistakes Nearly Every Business Owner Makes... And What You Can Do To Avoid Them!" which explores the key marketing mistakes he finds, are made by almost 95% of business owners. These include:

- ✓ **Putting Out Institutional Instead Of Direct Response Messages...**
- ✓ **Failing To Understand That Everything Is A TEST...**
- ✓ **Failing To Understand The Life Time Value Of A Client...**
- ✓ **Failing To Develop A Range Of Products or Services...**

However this is more than a report simply put together to 'scare' you; contained in this white paper are not only the key mistakes, but more importantly the solutions and client attraction strategies you can implement -- and most of all -- profit from!

Click [here](#) to discover how you can claim this **FREE** white paper, valued at £30, and receive weekly **Business Success Strategies** sent straight to your **Inbox**.

TOP 10 TIPS FOR SUCCESSFUL RECRUITMENT & SELECTION

Click here to find out how to recruit successfully in 10 easy steps!

Article courtesy of Marjorie Bremner, Berg Kaprow Lewis www.bkl.co.uk

approaching fast but there is just about space available for a couple of teams and sponsorships!!

Sponsorships start from £100+vat and to play it is only £55+vat pp for members and £65+vat for non-members. Cost includes brunch, 18 holes of golf, delicious 3 course dinner, prize giving, charity raffle, corporate gifts and wonderful networking opportunities – not be missed! Places are extremely limited so call Margarita [now](#) for bookings – 020 8443 4464 or click [here](#) for further information



UPCOMING NETWORKING OPPORTUNITIES



NLCC hold networking meetings every month – it's a great way to build contacts, raise your business profile and keep up to date with the north London business community:

September 16 | Purely Networking Lunch | Outback Steakhouse | Enfield – [click here](#)



October 9 | Purely Networking Lunch | Avenue House | Barnet | [click here](#)

NB: our sponsors TNG and InBiz will be available to you at the event with free business advice!



do”.

Practice Manager Kim Hobbs, was also instrumental in the achievement of the award. He joined the firm just before Curwens began the push towards accreditation and was pleased to observe its impact on the firm. **“Lexcel is a really useful management tool. Though we have now passed the standard, it will continue to help us improve our services to clients by seeing what we do well and what we could do better”.**

Curwens can trace its roots back some 250 years in East Herts and Essex. With some 40 lawyers offering an extensive range of services and expertise, Curwens has established itself as a leading firm, enjoying an excellent reputation across the region. Services are available for both the commercial and private client, including residential and commercial property, company and commercial law, employment law as well as the full range of high street legal services. Offices are located in Enfield, Waltham Abbey, Cheshunt, Hoddesdon and Royston.

www.curwens.co.uk

NEW HR SERVICES LAUNCHED AT BERG KAPROW

ROAD TEST YOUR BUSINESS IDEAS

VentureNavigator (www.venturenavigator.co.uk) is a free online service for start ups and entrepreneurs which lets you take your business ideas for a road test without leaving the comfort of your desk.

Click here for full article

LOCAL NEWS

NORTH & WEST LONDON BUSINESS AWARDS

The awards are being organised by Archant London, publisher of the Haringey & Camden Journal plus many more and will culminate in the presentation of the trophies at the Emirates Stadium, the Arsenal Football Club home in north London, on Friday, December 5. Lloyds TSB Commercial has become the main sponsor of the awards, and each of the 15 categories being competed for are being supported by local companies and organisations. The keynote speech will be given by Lord Charles Falconer, and hosting the evening will be award-winning columnist, presenter and producer Paul Ross. He will be naming the winners from among the finalists in each category, and presenting them with the prestigious trophy for them to display at their premises.

Click here for further details

CHANGES TO CHARGES AT DARTFORD THURROCK CROSSING

This is to let you know that new charges start at 10pm on 15 November 2008. Additionally from the 11th August a new customer centre will be open at the Dartford Crossing offices for drivers wishing to apply for the new Local Resident, Exemption and DART-Tag schemes.

For further information please visit the project [Home Page](#).

EXPORT WORKSHOPS: SUCCESSFUL MARKET RESEARCH – 17/07/08

If you want to know how to win business from around the globe you will need to know your target market – Come along to this FREE workshop to find out how. International trade expert Nicola Bridgett will cover: Why you need to research | what you need to know | Where the information is | What support is available as well as Regulations and legislation, a case study and use of copyright

[Click here for further information and registration](#)



REVIEWS

SPEED NETWORKING EVENT REVIEW – 17/07/08



Above: Forty Hall Banqueting Suite

Nearly 100 businesses came along to the NLCC and Enterprise Enfield Speed Networking Lunch at Forty Hall, our sponsors for the event.

Guests sampled the new and delicious 'bowl food' menu, enjoyed the grand surroundings and mingled with like-minded business people before taking part in the mini-speed networking sessions. Unlike previous speed networking sessions in your seats this session kept delegates on their toes encouraging them to move around the room seeking delegates from the opposite team to pitch to. There was a great buzz in the room

LEWIS

Outsourced HR and HR Retainer services

We offer a competitively priced fixed fee HR retainer service providing ongoing telephone support leaving you free to concentrate on running your business. We will draft any letters you may require concerning recruitment, employee relations and other issues connected with contractual or statutory employment related matters.

Redundancy and redundancy counseling

The last thing an employer needs in difficult financial circumstances is an unfair dismissal or discrimination claim with the attendant costs and stress. Irrespective of how justifiable the business reason for the redundancy, if the proper procedure is not followed, it will be an unfair dismissal. BKL HR can guide employers and provide support at this time. In the event that redundancies are inevitable, we are also able to provide redundancy counseling i.e. to assist redundant employees with CV preparation, job searches and interview techniques and generally coming to terms with the redundancy.

HR Expert Marjorie Bremner from BKL has also provided the NLCC network with her top tips for successful recruitment and selection. To read

LONDON 2012

PROGRESS ON THE LONDON 2012 OLYMPIC PARK BECOMES CLEARLY VISIBLE

Over 100 columns, each five meters tall, have already been constructed and act as the support for the podium of the Stadium's west and south stands. This also forms the lower ground floor of the west stand which houses the athletes' changing rooms, a 60 metre long call track and other back of house facilities such as doping control and treatment rooms.



ODA Chairman John Armit said: ***'As the eyes of the world turn from Beijing to London, they will see that real progress is being made to create the new venues and infrastructure for the 2012 Games.'***

'As these new images show, the Olympic Stadium is already beginning to rise out of the ground and over the coming months, we will begin to see the size and scale of this flagship venue. There is still a long way to go and we are not complacent about the challenges ahead, but we have made a strong start out of the blocks.'

Click here for full article

For more info regarding this newsletter, to give feedback or get involved please contact Margarita Ktoris at mktoris@nlcc.co.uk.

To be removed from this list please reply to this message with 'unsubscribe' in the title bar

and the feedback shows that everybody made some useful contacts and comments included ***"Brilliant"*** and ***"Wonderful"***!



PARTNER ACTIVITY

ENTERPRISE ENFIELD CURRENT SUPPORT PROGRAMMES

Click on the links below to read the latest news on Enterprises Enfield's current support programmes.

[CEOs Empower High Growth Businesses](#)

[Charity Empowers Women to Start Their Own Businesses](#)

www.EnterpriseEnfield.org

*the article please
click [here](#)
www.bkl.co.uk*

