

# YOU ARE INVITED TO JOIN OUR EXCLUSIVE NATIONAL NETWORK







# INTRODUCING B4

B4 has been connecting business in Oxfordshire for 15 years. In 2021 B4 is launching a national network of B4 communities and we would like you to be involved.

Whilst B4 grew up as a networking organisation for businesses of all sizes and across all sectors in Oxfordshire, the pandemic signalled a turning point to a digital future, a future where we could expand beyond the borders of Oxfordshire, whilst connecting our members remaining at the heart of everything we do.

Please take a few minutes to read more about B4 and find out why you should be part of our exciting and growing community. We think you'll like what you see.

**Richard Rosser**  
**CEO, B4**





# B4 IS EXPANDING

**In 2021 we will be launching B4 in 34 new areas.**

Following the success of B4 since lockdown in March 2020, we have added a crucial extra dimension to the community that we have built over the last fourteen years – regular digital content culminating with the launch of B4TV in June 2021.

In fact, this transformation has been so impactful that we can now see, much more clearly than before lockdown, a national network of digital B4 communities. The heartbeat of these communities will be the members, limited to 100 in each area, picked from the very best local experts from a wide range of sectors.

As in Oxford, these experts will deliver digital content both independently and collaboratively through our various digital platforms, building credibility in their local areas and establishing much tighter relationships with other B4 members and the wider business community.

**See page 14 for a full list of the new communities B4 will be launching in 2021.**

**Are you an expert in your field looking to gain recognition beyond your current customers?**

**Do you lack the time and resources to invest in generating content?**

**Do you need a support network to help you grow your business?**

**Would you like to be part of our growing national community?**

If so, please read on.

***“B4’s pivot to a digital platform has been nothing short of remarkable and should be a Harvard Business School case study. We’re proud to be part of B4 and fully supportive of the exciting expansion.”***

Dominic Hare, CEO, Blenheim Palace

**BLENHEIM**

# CONNECT AND COLLABORATE

**Connections have always been and will continue to be at the heart of everything we do at B4, so a great way to build relationships with other B4 members is to create content together.**

Members have access to all other B4 members, which provides a great opportunity to tap into their expertise and add collaborative depth to articles. This helps to strengthen relationships between members, amplify the visibility of the co-created content, thus supercharging your credibility and expertise.



***“The team at B4 seem to know everyone in Oxfordshire! They never fail to put you in contact with someone useful. But it is the individual service that really makes the difference to building our local network. We’re right behind the expansion.”***

Elaine McKechnie, Head of Marketing, Oxford Innovation

oxford  
innovation 



# MINIMUM INPUT FOR MAXIMUM OUTPUT



***“B4 have been a huge support for Oxford Business Park with editorial, video and engagement with the wider business community in Oxfordshire. We’re excited to be partnering with B4 as they grow to new territories so that our other locations can enjoy the benefits of the growing B4 community.”***

Dan Williams, Development Director, Oxford Business Park





# B4 ARTICLES

Let B4 share your expertise with the world via high quality, professionally designed articles.

Write alone or collaborate with other B4 members to boost your credibility even further.

B4 creates interesting layouts, high quality graphics, and proofreads your article for you. If we host you for a follow-up B4TV (see page 8) appearance on the same topic as your article, we will set this up for you and add a call-to-action to your article to drive registrations.

B4 articles are shared to over 20,000 connections within the B4 community (social media connections, e-newsletter subscribers and website visitors) but this doesn't include content shared by our members through their own networks (website and social media). The B4 website has seen a 200% increase in traffic since September 2020. All of this is just for Oxfordshire – imagine the reach with a growing national network?

We share your articles on the following platforms:



B4 Website



Google News



Apple News



LinkedIn



Twitter



Instagram



Facebook

***“B4 have enabled us to connect effectively with the local business community in Oxfordshire and are a key part of our business development activity.”***

Sarah Foster, Managing Partner, Freeths

**FREETHS  
SOLICITORS**





EQUALITY,  
DIVERSITY &  
INCLUSION  
DAY



BUILDING  
BRIDGES  
BETWEEN  
BUSINESSES

WHAT'S YOUR NEW  
WATER COOLER  
MOMENT?



BUILDING  
BRIDGES  
BETWEEN  
BUSINESSES

WHAT ARE  
YOUR HOPES  
AND FEARS  
FOR THE NEXT  
GENERATION?



BUILDING  
BRIDGES  
BETWEEN  
BUSINESSES

WINNING  
NEW CLIENTS  
IN A COVID  
CHALLENGED  
WORLD



BUILDING  
BRIDGES  
BETWEEN  
BUSINESSES

THE  
FUTURE OF  
CHRISTMAS  
PARTIES



BUILDING  
BRIDGES  
BETWEEN  
BUSINESSES

DON'T LEAVE  
YOUR SUCCESS UP  
TO CHANCE IN  
2021, GET YOUR  
STRATEGY



BUILDING  
BRIDGES  
BETWEEN  
BUSINESSES

WHAT'S THE POINT  
OF PURPOSE?  
AND WHAT DOES  
IT MEAN FOR  
PEOPLE IN  
BUSINESS AND  
PROFIT?



BUILDING  
BRIDGES  
BETWEEN  
BUSINESSES

HOW YOUR  
CUSTOMER'S  
EXPERIENCE  
HAS CHANGED  
IN 2020



BUILDING  
BRIDGES  
BETWEEN  
BUSINESSES



# B4TV LIVE

**We have delivered over 250 webinars since March, with 102 alone in a three day period in June, in total attracting a combined live and follow up audience in excess of 5,000. So we know what is required to make a live show really shine for both the speakers and the audience.**

B4TV will ramp up its delivery of regular broadcasts from members, increasing in frequency throughout 2021, helping us to build a fantastic schedule of high quality content.

Whilst many of our broadcasts (to date and in future) focus on functional business topics such as sales & marketing, strategy and finance, we will be

featuring ‘The Real Meaning of Business’ (see page 15) stories showcasing responsible and purposeful businesses which are embracing, amongst other things, workplace wellbeing, sustainability and EDI (equality, diversity & inclusion). We’ll also focus on key dates such as ‘Small Business Saturday’ and the Budget.

B4TV will officially launch on our 15th Anniversary – June 29th – which will mark the start of B4TV delivering regular content from our TV studio in Oxfordshire, engaging with members countrywide for content, either via video call, pre-recorded content or live in the studio.

We can’t wait to have you involved.



Youtube

***“B4 has proven to be an invaluable partner to the Ashmolean and the wider university, business & not-for-profit community in Oxfordshire. Well done B4 for insights, connections, informed editorial, events and diversity....”***

Wendy Ball, Head of Events, Catering & Corporate Relations, Ashmolean Museum





# B4TV ON-DEMAND

Once you've featured on B4TV, we'll convert your live broadcast to video format (accessed via You Tube) so it can be seen on demand, gaining you even more traction.

As with all B4 content, your video will be shared on all of our platforms to increase its reach.

B4TV views to date: over 50,000 for Oxfordshire alone.



Youtube

*"We have been working with Richard and the team at B4 for the past ten years. B4 has undoubtedly helped us to develop our business beyond our region and provide us with excellent exposure online. A truly trusted partner."*

James White, James White Sales Success



Oxfordshire Housing Video

10,084 views



The B4 Interview Oxford Bus Company

1,945 views



B4 Interview Karthik Ramana

1,700 views



Marshall Motor Group Interview

885 views



B4 One - Workplace Wellbeing

748 views



B4 One LIVE: Equality, Diversity & Inclusion

391 views



# B4 PODCASTS

**We have entered the ever-growing world of podcasts and look forward to giving your content yet another dimension to reach new audiences. Once you've featured on B4TV, as for videos on demand, you just leave the rest to us.**

Not every B4TV show will be appropriate for a podcast, such as those which rely heavily on visuals/powerpoints, but in most cases we can create a professional podcast for you without you needing to lift a finger.

In addition to the B4 website and social media, our podcasts are available on all major streaming platforms.



Apple Podcast



Spotify



Google Podcast

***“Quite simply, without B4 we wouldn’t have met, worked and partnered with some of the people we now act for.”***

Tony Haines, Partner, Wenn Townsend



**B4 Podcast: Tim Vorley, Pro Vice-Chancellor and Dean of Oxford Brookes Business School**



**B4 Podcast: Angus Horner of Harwell Science & Innovation Campus**



**B4 Podcast: Phil Southall, Managing Director, Oxford Bus Company**



**B4 Podcast: Digitisation – Opportunity Or Threat? with Frank Nigriello from Unipart and Simon Biltcliffe of Webmart**



**B4 Podcast: Mike Feerick, CEO, Alison.com**



**B4 Podcast: One size does not fit all with Tony Hobbs of Chapman Robinson & Moore**



# B4 NEWS

**The B4 News page is a great way to get your company announcements seen by the B4 community and further afield.**

Since the new B4 website launched in September 2020, web traffic has increased by 200% with over 400 page impressions per day (12,000 p/m).

We've also made it very easy for members to upload their latest news which is why we now have over 800 news items on the B4 website, including new hires, product launches, events, acquisitions and more.

In addition to the B4 website and social media, we also share your press releases on these third party platforms:



B4 Website



Google News



Apple News



LinkedIn



Twitter



Instagram



Facebook

***“Oxfordshire LEP are delighted to be part of your thriving community.”***

Nigel Tipple, Chief Executive, Oxfordshire LEP



PRESS RELEASE



NEWS | BUSINESS PARKS, COMMERCIAL PROPERTY, PROPERTY PROFESSIONAL SERVICES

## WPP find new home at Seacourt Tower

By: **VSL and Partners** 7th December, 2020 86

Ogilvy Health, a WPP company is moving to Seacourt Tower in a deal agreed by commercial property consultants VSL & Partners during the COVID-19 lockdown.

PRESS RELEASE



NEWS | COMMERCIAL PROPERTY, RESIDENTIAL PROPERTY

## Businesses still need help to 'get ready for Brexit' Blake Morgan conference show

By: **Blake Morgan LLP** 7th December, 2020 66

'There is still much to do to get ready for Brexit' was the key message coming out of a virtual conference held for UK business leaders by leading law firm Blake Morgan LLP last week.

PRESS RELEASE



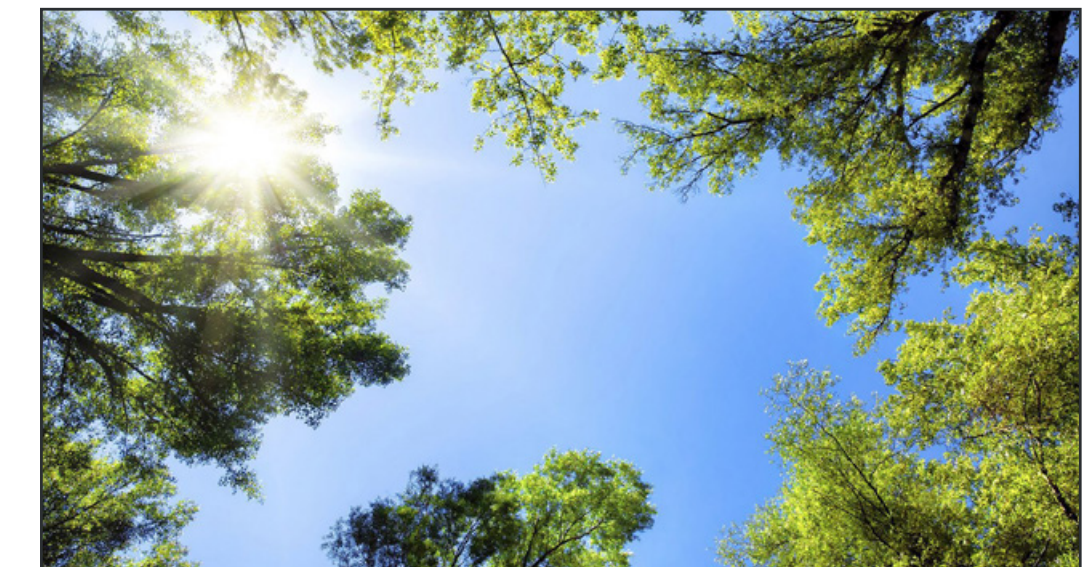
NEWS | CHARITIES, COMMUNITY BUILDING, HEALTH, TRAINING

## Help close the education gap with our match fund

By: **Oxfordshire Community Foundation** 1st December, 2020 90

Every pound donated up to £30,000 will be doubled to help disadvantaged communities improve children's school readiness with our match-funding initiative on The Good Exchange. The match starts on Giving Tuesday and runs for the next 10 months.

PRESS RELEASE



NEWS | SALES & MARKETING

## Want More Sales? Want to Take More Sales Action?

By: **The Walking Business Coach** 3rd December, 2020 81

Business Owners and Professionals Responsible For Sales wanted for Sales Energy Day Trial Is this you? Do you ever say that you are going to do some business development tasks and somehow you don't get round to them? Are you guilty of procrastinating? Would accountability make you do it? Sales Energy Days involve you doing...



# **TIMELINE TO LAUNCH**

We have an exciting plan to grow B4 as follows:

## **January 2021**

B4 members, exclusively, can invite their networks to join B4 without vetting, but subject to availability in each area.

## **January 2021 to May 2021**

Soft launch of new B4 communities. New members (outside of Oxfordshire) will appear on the B4 website and can post content.

## **February 2021**

B4 membership open to all companies by application and subject to availability.

## **May 2021: Spotlight on Cambridge**

B4TV launches the first of our new communities (see page 13).

## **June 2021**

B4TV is broadcast from our new studios in Oxfordshire with regular shows engaging members from the wider B4 community.

## **July 2021 onwards**

New B4 communities launched on a phased basis.



# SPOTLIGHT ON

**To provide the B4 community with an insight into business in the new B4 communities, we'll be capturing content from around the UK on a regular basis to broadcast live on B4TV.**

Starting with our broadcast from Cambridge in May, B4TV will feature B4 member organisations from a wide range of sectors to give you a flavour of exciting and inspirational businesses operating around the UK.

Each mini documentary will feature on location footage from the premises of B4 members, interviews with key personnel and in addition we'll be giving our viewers an overview of our new communities to find out what makes them what they are, what drives them, what are their challenges and what are their successes.

**See page 14 for a full list of the new communities B4 will be launching in 2021.**

**For more information regarding hosting, speaking, sponsorship and exposure opportunities, please contact B4 as per our contact information on the back page.**





# **PROPOSED NEW B4 COMMUNITIES IN 2021**

**Bath**  
**Belfast**  
**Birmingham**  
**Bournemouth**  
**Brighton**  
**Bristol**  
**Cambridge**  
**Canterbury**  
**Cardiff**  
**Cheltenham**

**Chester**  
**Coventry**  
**Dublin**  
**Durham**  
**Edinburgh**  
**Exeter**  
**Glasgow**  
**Gloucester**  
**Ipswich**  
**Leeds**

**Leicester**  
**Liverpool**  
**London**  
**Manchester**  
**Milton Keynes**  
**Newcastle**  
**Norwich**  
**Nottingham**  
**Reading**

**Sheffield**  
**Southampton**  
**Swansea**  
**Worcester**  
**York**





# THE REAL MEANING OF BUSINESS

**Whilst B4 provides the platforms for increased visibility and connection, B4 has three strong heartbeats:**

## **1 SHARED VALUES**

B4 members all understand that trust, respect and reciprocation of business are vital aspects of the community.

B4 members also recognise that they have a part to play in nurturing the wider business community, working with local suppliers where possible, stimulating the economy around them to ensure that everyone prospers.

## **2 WHY YOUR BUSINESS MATTERS**

Workplace wellbeing, community building, EDI (equality, diversity & inclusion), sustainability and responsible business are all terms familiar to businesses striving to

make a difference in business, not just make a profit. So B4 profiles the exemplars that all businesses, not just B4 members, can all learn from. Reputation, legacy and purpose are vital for any business which wants to survive, especially in the world we now live in. B4 will shine a light on the good, challenge the bad and transform the ugly.

We will be featuring exemplars in the B4 community that we can all learn from in regular B4TV features.

## **3 NEXUS**

The NEXUS programme enables B4 members to engage local charities, social enterprises, co-ops, fair trade organisations and start-ups who benefit from B4 membership without having to invest financially.

See next page for more information.



***“B4 has provided us with an excellent platform to promote the responsible business agenda to Oxfordshire companies.”***

Frank Nigriello, Director of Corporate Affairs, Unipart Group







# Your opportunity to support

**Responsible businesses recognise that they have a part to play in nurturing the wider business community.**

Our B4 NEXUS programme gives B4 members the opportunity to provide B4 member benefits to charities, social enterprises, co-ops, fair trade organisations, start-ups and small businesses or sole traders. Not only do B4 NEXUS members benefit from the B4 community, the B4 community also benefits from the B4 NEXUS members and their expertise.

B4 NEXUS was launched in 2019 to give charities and social enterprises the opportunity to enjoy complimentary

benefits of B4 membership when partnered with a B4 member, and is designed to grow a spirit of collaboration, sharing and support for those organisations which might not otherwise have the opportunity to secure the benefits of B4.

As a result of the challenges posed since March 2020, we have expanded the B4 NEXUS programme to extend this supportive relationship to any business which clearly demonstrates it would benefit, subject to certain key criteria.

NB All B4 members can appoint a NEXUS partner at no additional cost to either party.



# FUTURE DEVELOPMENTS

**We're looking forward to bringing our community exciting new developments later this year. Here's two we've got in the pipeline, one new and one old friend.**

We were sad to let B4 Magazine go when the pandemic set in but had to make some tough decisions, like most businesses. The great news is that we'll be reviving B4 Magazine in a digital format later this year. This will be an excellent opportunity for us to look back on the great news that we've promoted through B4, either on the website or via B4TV.

The B4 PASS will provide employees of existing B4 member organisations with exclusive access to premium content delivered by B4TV and discounted courses hosted by B4 members on B4TV. The B4 PASS will also be available to purchase by non-members wanting to take advantage of exclusive content and a growing range of additional benefits such as member offers.

***"We're delighted to be supporting B4's national expansion. For us in the Thames Valley, B4 are the 'go to' when we have news to distribute. Quick, professional and effective - what more can you ask for?"***

Jim Rogers, Thames Valley Practice Leader, Grant Thornton

 Grant Thornton





# MEMBERSHIP PACKAGES

Because B4 won't be launched formally in all areas until later in 2021, all B4 members\* and sponsors joining the community before 30th April 2021 will run for a period of 18 months. There are three levels of membership..

\*with the exception of Oxfordshire

## **Level 1 membership**

£500 per annum (55 available)

## **Level 2 membership**

£1,000 per annum (30 available)

## **Level 3 membership**

£2,500 per annum (15 available)



**See full packages and apply on line here**



# **SPONSORSHIP PACKAGES**

There are a number of packages for you to consider, both national and local.

## **NATIONAL SPONSORSHIP**

### **National Sponsor**

£10,000 per annum (10 available)

### **Premium National Sponsor**

£15,000 per annum (12 available)

## **CITY SPONSORSHIP**

### **City Sponsor**

£3,000 per annum (3 available)

### **Premium City Sponsor**

£5,000 per annum (3 available)

..... → **See full packages and apply on line here**



# LOCAL DIRECTORS

As from January onwards we will be appointing Local Directors representing B4 in each area.

Local Directors will work with B4 to grow the new communities, inviting organisations into B4 that share our community values.

The B4 team will support Local Directors and help evolve the new communities with over fifty years of B4 experience between us. Keith, Lorna and Rob are the engine room behind B4 in Oxford and have all the expertise necessary to support the growing national network.

Whilst the new communities won't include events as part of the initial membership benefits, there's no reason these can't become part of the B4 offering in due course (with the obvious exception of virus-related circumstances). In Oxford, events have been the foundation of B4 for fifteen years with a mixture of social drinks, venue tours, black tie dinners and full-scale conferences. The prospect of live B4 events countrywide is an exciting prospect.

We'd like to hear from you if you like what we do and believe you could emulate our success.

**Interested parties should apply at the link [HERE](#)**

**Richard Rosser** - Chief Executive, B4

## B4 TEAM



Chief Executive  
richard@b4-business.com



Production Manager  
lorna@b4-business.com



Senior Designer  
keith@b4-business.com



Designer/Video Editor  
rob@b4-business.com

***“B4 really is the best networking group in the county! Having tried a fair few now, I’m speaking from experience – it’s not about the ‘hard sale’ and simply handing out business cards, it’s about learning, sharing and building quality relationships.”***

Jonna Mundy, CEO, You HR Consultancy





BE SEEN,  
BE HEARD,  
CONNECT &  
GROW WITH US

[www.b4-business.com](http://www.b4-business.com)



BUILDING  
BRIDGES  
BETWEEN  
BUSINESSES

