

A portrait of Nigel Tipple, a middle-aged man with a goatee, smiling. He is wearing a dark suit jacket, a light blue and white striped shirt, and a dark blue tie. The background is a teal-to-blue gradient.

B4
MINI MAG
ISSUE 01 SEPTEMBER 2021

NIGEL TIPPLE

OxLEP's Chief Executive talks to B4 about support for companies across the county and Oxfordshire's post-COVID recovery.

Business for the Long Term

Building resilience into your
business with Zoho Corp
Page Page 15

Inflation Hedging Strategies

Protecting your portfolio from
inflation with Charles Stanley
Page 20

Finding Your Purpose

Mission, Vision, Values... and now
Purpose - What does it all mean?
Page 22

Purpose-built video & photography studio

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Adapting to a digital world

OCA excel at transforming webinars into attention-grabbing on-demand videos

Over 30 years combined experience

Creators of well known business brands B4, Oxfordshire Voice, Business In Oxford (BIO) and many more

Contact us at www.oxfordcreative.agency

The letters 'OCA' are rendered in a large, bold, white, rounded sans-serif font. The 'O' is a simple vertical oval. The 'C' is a thick, rounded shape that curves to the right. The 'A' is a thick, rounded shape with a vertical stem on the right side.

OXFORD CREATIVE AGENCY

Whats's Inside

14. The Real Meaning of Business

15. Business for the Long Term

17. How to use PR for lead generation

20. Inflation Hedging Strategies

22. Finding Your Purpose

24. Relevant, Realistic Solutions

26. Xero round table discussion

WELCOME

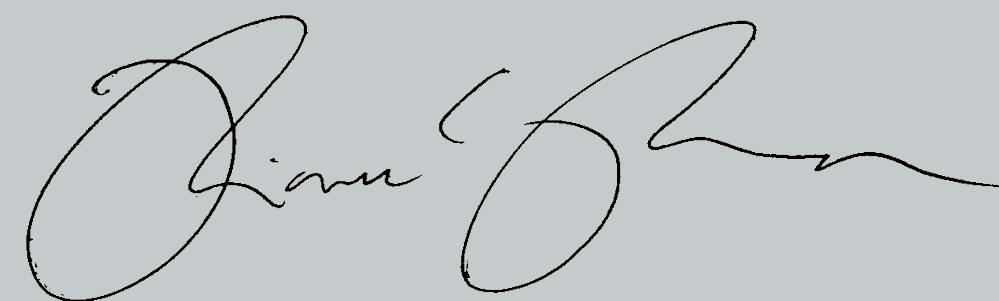
After more than 14 months without a magazine, it's great to be back with the new B4 Mini Mag.

Huge credit to the B4 team for coming up with a format which is interactive, looks great and is packed full of fantastic content. We've provided you with a curated overview of the news and articles published on the B4 website over the past few months PLUS interactive interviews and presentations with B4 Members linking through to webinar and studio videos.

We'd really value your feedback on the format and experience and, of course, we'd love to feature you in the next edition! Historically we have published quarterly and bi-monthly but, with so much valuable content being posted on the B4 website, in addition to the content that we are helping our members create through video, B4 Mini Mag will be published monthly.

We hope you enjoy it.

Best wishes



Richard Rosser, CEO, B4



NIGEL TIPPLE

Nigel Tipple, Chief Executive of Oxfordshire LEP, talks to B4's Richard Rosser about how OxLEP has, and continues to, support companies across the county, as well as highlighting key themes that the county's businesses should engage with.

Following a year-long transformation to a 'digital business model, Nigel was talking at OxLEP's new offices on Harwell Campus, one of the world's most prominent science and technology locations. Nigel explained how OxLEP has supported a huge number of businesses during COVID and Brexit and how OxLEP's events schedule is designed to help businesses during this critical time, with new support programmes in place and a number of

existing programmes that can provide ongoing support for the business community both during and after the Coronavirus pandemic.

'Resetting' the county's economic future has never been more important and Nigel highlights a number of key strategies and plans which will determine how Oxfordshire - and the wider region - will grow and develop over the next few decades.



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THE
VIDEO](#)

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THE
VIDEO**

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videos
click here

Interview with
Nigel Tipple
Chief Executive
OxLEP



NEWS



Further government funding supports phase II R&D lab conversion at The Oxford Trust's Wood Centre for Innovation

The Oxford Trust, the local charity encouraging the pursuit of science and enterprise, is to commence the second phase of its conversion of dedicated high spec laboratory facilities at its Wood Centre for Innovation in Headington, Oxford, following £0.2 million additional Local Growth Fund...

[READ MORE...](#)



Oxford Bus Company employees donate almost £60,000 to Barnardo's

Oxford Bus Company has raised £58,280 via a payroll donation scheme and the charity's tax-efficient workplace lottery scheme, the Winners Club. The money is used by the charity to help deliver its charitable work in the community...

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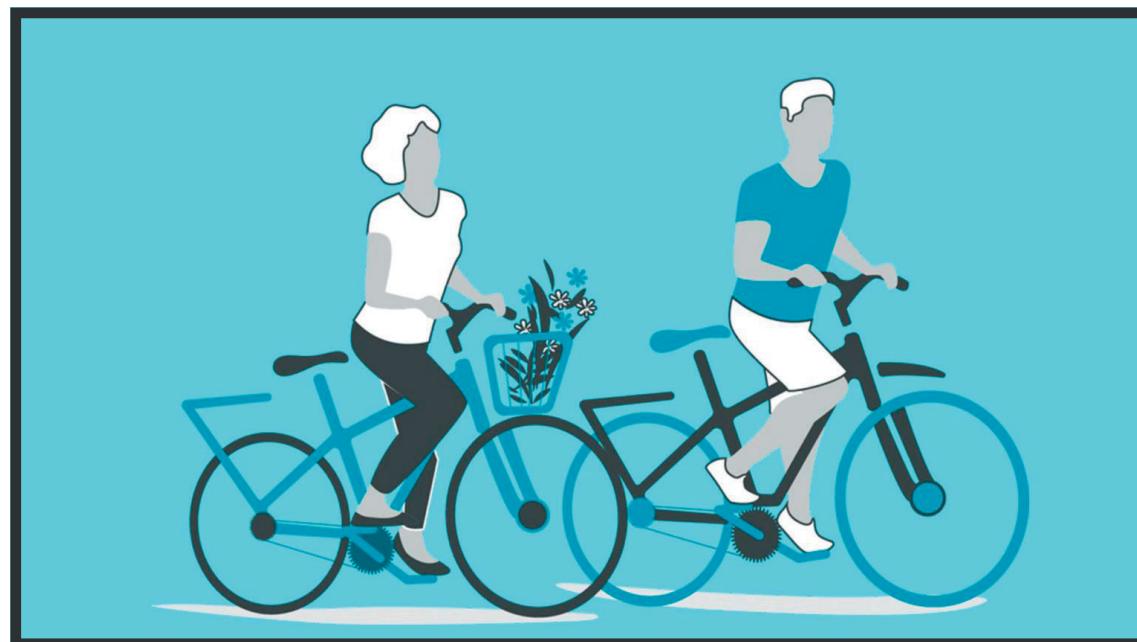


Blenheim Estate Homes Reaches Final of Sustainable Housebuilder of the Year

Blenheim Estate Homes has reached the final of the Sustainable Housebuilder of the Year at the annual Housebuilder Awards. The Housebuilder Awards are the industry's own awards and are held jointly each year by Housebuilder magazine, the Home Builders Federation (HBF)...

[READ MORE...](#)

NEWS



Are we overcoming the polarisation and prejudice that later living schemes face?

In a 2018 article, we highlighted that communities are too often unbalanced and polarised and warned, 'If age segregation is defining our communities today, then action must be taken to prevent it escalating further'. Three years on, Planning & Development Insite considers whether society and our industry has actually...

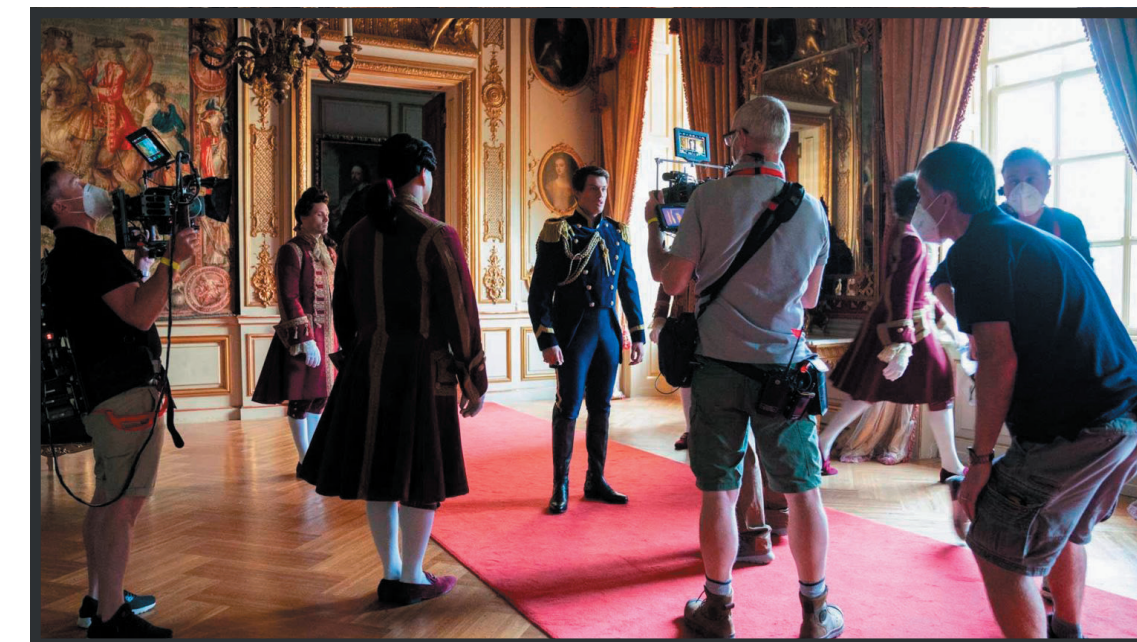
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Hallam Announces International Office Expansion

Digital marketing agency, Hallam, has announced two new office spaces. Opening a new work hub in Leeds, Hallam will also be expanding into international markets, opening in the same area as Google's new HQ in Malaga, Spain. The new work spaces will give Hallam the opportunity to expand their hybrid work strategy...

[READ MORE...](#)



Picture Palace: Blenheim's Starring Role in new Cinderella Blockbuster

Blenheim Palace has a leading role in Amazon Prime Video's new film, Cinderella which launched exclusively around the world in over 240 countries and territories on Friday (September 3rd).

Both the interior and exterior of Britain's 'greatest palace' are featured extensively in the musical...

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WHAT IS B4?

Click the video to find out more



WHAT IS B4?

B4 Events

Members click
to register



Breakfast at Blenheim Palace

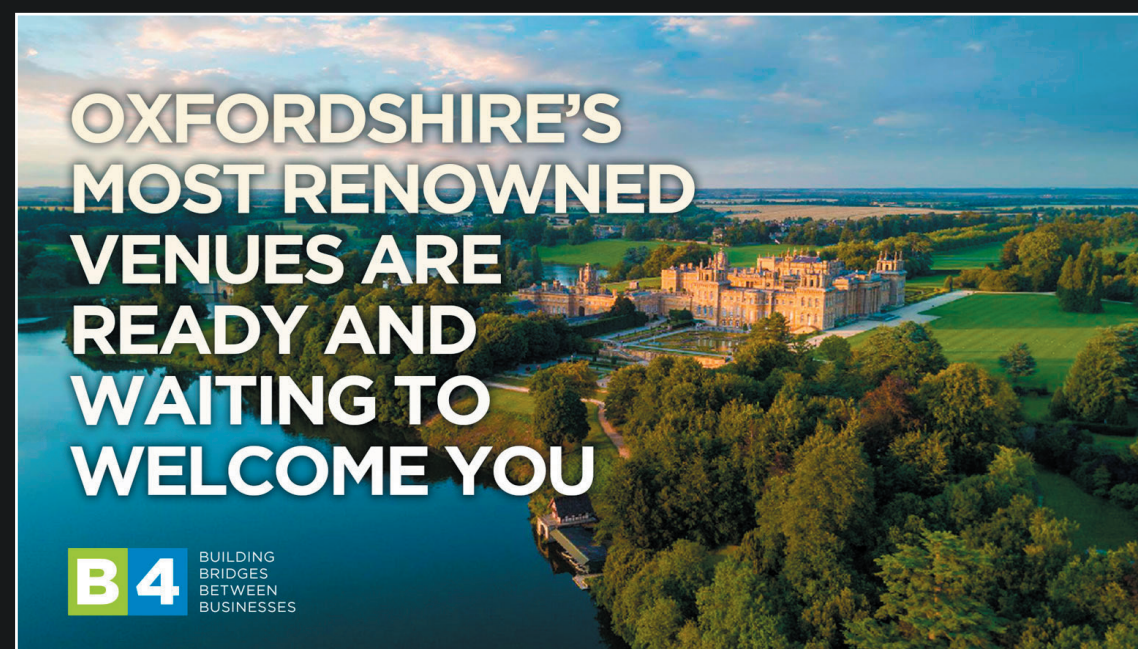
Join B4 Club Platinum Members for a
wonderful networking breakfast at Blenheim
Palace with special guest Roy Cox

**Thu 7th October 2021
8:00am - 10:00am**

BLENHEIM

B4 BUILDING
BRIDGES
BETWEEN
BUSINESSES

ARTICLES



Oxfordshire's most renowned venues are ready and waiting to welcome you back

Freedom is here!! It's time to start making plans and getting excited about moving back to a slightly more 'normal' world, with lockdown restrictions easing we are now able to visit wonderful venues such as Blenheim Palace, Oxford University colleges and The Ashmolean Museum...

[READ MORE...](#)


Oxford Town Hall launches new website and a brand new look...

Oxford Town Hall are delighted to announce the launch of not only a brand new look, but also a new user-friendly website.

Oxford Town Hall is an exceptional building with versatile space; from being a versatile weddings and events venue to an iconic cultural destination with an award-winning museum...

[READ MORE...](#)


Landlords take note – Oxford renews its scheme for houses with multiple occupation

In the last few years, the UK's growing population, coupled with a housing shortage, has led to more and more renters sharing a property in urban areas. The management of such properties, however, has not always been regulated.

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Delivering strategic differentiation

Unlocking the power of your business

- [linkedin.com/company/dynamic-coach-ltd](https://www.linkedin.com/company/dynamic-coach-ltd)
- dynamiccoachgroup.co.uk



ARTICLES



Optimising your social media platforms

We are living in a world that revolves around social media, it's used in all aspects of life, but over recent years businesses have started to take this as an opportunity to increase exposure, gain a following and share what they do to a wider audience. Social media is now a huge part of business and if you aren't on it you're potentially missing out on thousands if not millions of people to connect with and countless opportunities.

[READ MORE...](#)


Britain's visitor economy facts

Since 2010 tourism has been the fastest growing sector in the UK in employment terms. Britain is forecast to have a tourism industry worth over £257 billion by 2025.

The Deloitte Tourism: jobs and growth report found that the marginal revenue required to create a job in UK tourism is estimated to be around £54,000...

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Do crypto assets deserve a place in your portfolio?

Vertiginous rises in prices of cryptocurrencies such as Bitcoin have piqued the interest of many investors. But be under no illusion, this is a very risky place to put your money.

To many seasoned investors, and to many financial professionals, cryptocurrencies are an enigma. Few imagined a nascent asset class could spring out of nowhere and capture the public's imagination in such a dramatic way.

[READ MORE...](#)

ARTICLES



Core Web Vitals: what you need to know and how to prepare

The rise in slow-loading websites, intrusive pop ups and unexpected page shifts has led Google to crack down on poor user experience (UX). With the inclusion of Core Web Vitals to Google's ranking factors, knowing how your website scores and improvements you can make will help you stay afloat once the upcoming updates take effect.

[READ MORE...](#)



The tangible impacts of Urban Element's new website, 3 months on!

Three months ago, our team hit the go-live button on a new website to position us as a fast-growing digital marketing agency, focusing on social media marketing, search marketing, digital marketing, and web design.

In truth, we have long been a fast-growing digital marketing agency with a focus on social, search, digital, and website design.

[READ MORE...](#)



Re-imagine your workspace, transform your business, inspire your teams

Are you pondering the permanence of working from home, rethinking your office requirements? We're here to help you explore your workspace options, balancing cost, productivity, and wellbeing.

This moment of transition back to the office is a unique opportunity for a reset.

[READ MORE...](#)

INTERVIEW

TARGET PR'S JOURNEY TO DISCOVER THE REAL MEANING OF BUSINESS

WITH GRANT HAYWARD & SAM KANDIYAL

In this session Grant Hayward and Sam Kandiyali use the recently developed B4 TRMOB graphic as a tool to highlight the ways in which Target PR use the business for positive social and environmental impact.

Sam will explain the lessons the company has learnt along the journey, the challenges it has faced and the aspirations it has for the ways in which the company can be a force for good and also inspire others as it grows.

CLICK TO WATCH THE VIDEO



INTERVIEW

BUILDING A BUSINESS FOR THE LONG TERM

WITH SRIDHAR IYENGAR OF ZOHO

Building resilience into a company is only possible with long term vision and thinking. Companies must consider what keeps them relevant longer term.

Richard Rosser, CEO of B4 talks to Sridhar Iyengar, Head of Europe and UK at Zoho

Building resilience into a company is only possible with long term vision and thinking. Companies must consider what keeps them relevant longer term. This demands a strategic approach encompassing all aspects of a business from building deep expertise to employee hiring.

With long term planning, companies can also take a wider business responsibility than profit creation. Zoho undertakes many initiatives which are intrinsic to its existence and which greatly benefit communities and their economies.

Companies that get this right see benefits including customer advocacy and loyalty, which in turn keep the business healthy long-term.



INTERVIEW

TRENDS THAT WILL DEFINE THE FUTURE FOR SMALL BUSINESSES

WITH GLEN FOSTER OF XERO

Join Glen Foster, Director, Small Business and Partners at Xero in a discussion with Richard Rosser, CEO at B4, where he shares the trends that Xero believes will define the next few years for small businesses.

COVID-19 has been a testing and turbulent time for small businesses but here, Glen discusses the opportunities that have arisen from the struggles and how SMEs are set to prosper as a result.

CLICK TO WATCH THE VIDEO



INTERVIEW

AN INTRODUCTION TO PR AND HOW TO USE IT TO SUPPORT LEAD GENERATION

WITH VERITY BLAKE OF HEADON PR

Verity Blake of HeadOn PR joins B4 to look at the role of PR in a digital age and how it can support lead generation and long term brand building versus short term marketing.

Verity will also discuss the importance of using PR to capture attention, nurture relationships with customers and stakeholders and ways you can measure the results.

CLICK TO WATCH THE VIDEO



INTERVIEW

AN INTRODUCTION TO HILL CONSTRUCTION

WITH REGIONAL DIRECTOR, RYAN HARRIS

Hills are an award-winning housebuilder, creating a range of beautiful homes across London and the South East.

For over twenty years, Hill’s values have been the consistent thread, rooted in delivering quality, distinctive places to live and to being a trusted partner to those who work with us.

We have taken a bold, generational direction to significantly strengthen our model of governance and decision making, lessen our impact on the environment and elevate the contribution we make to the communities within which we work.

Whilst our values remain strong, our vision has evolved, strengthening our commitment to become the UK’s leading, most trusted house builder, creating exceptional homes and sustainable communities.

“We have adjusted our vision, to reinforce the importance of the sustainability agenda and to better reflect the legacy that we aim to leave in the communities in which we work.”- Andy Hill, Chief Executive

CLICK TO WATCH THE VIDEO

Interview with
Ryan Harris
 Regional Director for Hill’s Western Region

Discusses some key areas of focus for Hill and the construction industry in 2021 at Mosaics – Hill’s flagship Oxfordshire scheme



 Hill 



**Say hello to the IT and
Communications**
**Keeping your business
connected**

DISCUSSION

INFLATION HEDGING STRATEGIES: HOW TO PROTECT YOUR PORTFOLIO FROM INFLATION

CLICK TO WATCH THE VIDEO

WITH REBECCA STEIN OF CHARLES STANLEY WEALTH MANAGERS

Rebecca Stein, Investment Manager at Charles Stanley Wealth Managers, discusses inflation hedging strategies and how to protect your portfolio.

Charles Stanley is one of the UK's leading Wealth Management firms, providing bespoke investment portfolios and tailored financial advice at every stage of your

financial journey. Working with individuals, charities, institutions and professional advisers, they have created financial security for many tens of thousands of people.

DISCUSSION

WHAT IS A B-CORP?

WITH GRANT HAYWARD, CO-CHAIR OF THE OXFORDSHIRE+ B LOCAL

Huge global brands and very small SME's alike are becoming B Corps.

Companies like Ben & Jerry's, Jamie Oliver, Danone, Guardian Media Group, The Body Shop, Tea Pigs, Abel & Cole, Innocent drinks and so many more recognise their companies exist to have a positive impact on society, communities and the environment as well as making a profit.

Grant Hayward, Co-Chair of the Oxfordshire+ B Local, one of the first to be established in the UK, will be asking Kate Sandle, Director of Programmes and Engagement at B Corp UK, to explain more about B Corps, why businesses should consider becoming certified and what we can expect during B Corp Month.



IN DISCUSSION:
WHAT IS A B CORP?

TUE 2ND MARCH
11.30AM TO 12PM
WWW.B4-BUSINESS.COM

The BUSINESS BRUNCH

Certified B Corporation

B4 BUILDING BRIDGES BETWEEN BUSINESSES

DISCUSSION

FINDING YOUR PURPOSE | THE INNOVATION TOOLKIT

CLICK TO WATCH THE VIDEO

WITH STEPHEN SPENCER OF STEPHEN SPENCER ASSOCIATES

In the first of a series exploring tools to help businesses face the challenges of a post-COVID world, Stephen Spencer is joined by Erick Rainey as they discuss the first part of the POSITIVE Compass tool: P for Purpose.

Purpose is a word that is being used a lot right now, along with a few others that we include in the definition of Purpose – that is, Mission, Vision, and Values. So what is Erick’s definition of Purpose and why does it matter – now -for businesses?



DO YOU WANT TO FEATURE IN THE NEXT EDITION OF B4 MINI MAG?



Contact the B4 team at info@b4-business.com for more information about cover features, video interviews, articles and advertising.

Issue 2 copy deadline date: Friday 1st October

DISCUSSION

BLAKE MORGAN: RELEVANT, REALISTIC SOLUTIONS

WITH COMMERCIAL PARTNER
PENNY RINTA-SUKSI OF BLAKE MORGAN

Blake Morgan LLP is a UK law firm providing highly tailored legal solutions to individuals, businesses, not-for-profit and government clients.

In this video Penny explains how Blake Morgan supported a client in need with expert advice in a time critical and, potentially, costly situation.

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TO WATCH
THE VIDEO



SUCCESS STORIES



B4 Community Working Together:
XIST2 create a new website for
Oxford Town Hall



BUILDING
BRIDGES
BETWEEN
BUSINESSES



PANEL TALK

MEET DONNA TORRES OF XERO

CLICK TO WATCH THE VIDEO

WITH DONNA TORRES, DIRECTOR OF SMALL BUSINESS AT XERO

B4 members join Donna Torres for a roundtable discussion about all things Xero.

Donna is a highly successful sales leader with substantial experience of building winning sales teams in varied industries including SaaS. Proactive and focused with excellent team building and a clear leadership style.

As Director of UK & EMEA SMB (small & medium business) Channel

& Commercials Operations, Donna's role is to grow Xero's subscriber base and revenue through the sales team and effective brand and marketing campaigns.

B4 members Stephen Spencer, Jo Bentley and Steve Cook join Donna for a roundtable discussion about all things Xero.

IN DISCUSSION:

MEET DONNA TORRES OF XERO

FRI 9TH APRIL
9.30AM TO 10AM
WWW.B4-BUSINESS.COM

P R O D U C E D B Y

OCCA

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A DIVISION OF **B4**