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Newsletter

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Navigating the social Media Minefield

April 2017



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Social Media is a minefield. Use it well and it can send your company flying up the hot list. Use it badly and it can ruin your reputation. Don't use it? You are missing a key communication and sales generation channel. It's the modern day catch 22!

Book your place now to discover why you shouldn't fear giving your company a voice through Social Media. Featuring an overview of basic channels and some top tips on how to shape your story, this talk will help you focus your marketing energy in the busy digital landscape.

This afternoon tea meeting will be hosted by **Foxhills Club and Resort**, in the Manor House Orangery on **Wednesday April 26th at 3pm**. You are invited to join us by booking your place as soon as possible. Led by Megan McIntyre, The Foxhills Collection's Group Marketing Director, this interactive session may not answer all your questions, but will entertain and start you thinking about how you use social media to grow your business.

With almost 15 years experience in PR and Marketing, Megan has used social media for diverse purposes, from rebranding Las Vegas as an adventure travel destination to utilising sports stars and online tastemakers to revitalise iconic London restaurant, The Rib Room. In her role at The Foxhills Collection, Megan has led the team to the inaugural Hospitality in Social Media Award (Best Golf Club; Farleigh) and Bronze in this month's Surrey Digital Awards (Best Website: Tourism & Hospitality; Foxhills).

As usual, places will be limited and priority will be given to businesses based in the borough of Runnymede

Book your free place now by replying to this email with full name, organisation, job title and 'phone number.

Closing date for booking: Wednesday 12 April – but by then there may be no places left!

We are grateful to Foxhills Club & Resort for generously hosting and presenting the event.

www.foxhills.co.uk

The Runnymede Business Partnership website features a **Business Bulletin** - keep checking this for information on business events, grants, seminars, sources of expert advice and vouchers:

www.runnymedebusinesspartnership.org.uk



Edition 51

The Future Looks Promising

Breakfast Forum Meeting 2nd February 2017

Runnymede Borough Council presented their **proposed budget for 2017-18**, and informed local businesses and organisations on their plans for the next financial year, including council tax, business rates and service provision.

With news of regeneration in Egham and the completion of Phase one of AddlestOne this summer, the future is starting to look promising.

Concerns were raised over the Government plans to change the way business rates are calculated (see next column) and how this might effect some of our smaller businesses in the Borough.

The meeting was held in the Council Chamber at The Civic Offices, in Addlestone. The speakers included, Paul Turrell, Chief Executive and Peter McKenzie, Corporate Head of Resources with input and clarification from Liz Kavanagh, Business Rates Manager.



L-R Peter McKenzie Corp. Head of Resources, Paul Turrell, CEO of RBC



For those of you who attended our Cyber Security forum in April 2016, you may remember the worrying number of ways that cyber security attacks can take place. From large corporate take-downs, to simple emails that encourage you “click on links” that can inevitably cause serious issues – Phishing.

HP have released a series of short films “**The Wolf**” directed by BAFTA and Emmy nominee Lance Acord and starring Christian Slater. In the series, Slater systematically hacks a company from the postroom to the boardroom through overlooked and poorly secured printers and PCs.

This first instalment of short films reinforces that security is no longer just the responsibility of the network, or is something at the perimeter, but a concern for **everyone**.

To find out more [HP “The Wolf”](#)

Business Rates... what it means to you.

At the Spring Budget the Government announced changes on how business rates would be calculated across the country. Some businesses may find themselves better off and others may find a sharpe increase in how much their business needs to pay.

The new Business Rates system has been split into three chargeable schemes

- Supporting Small Businesses
- New Discretionary Relief Scheme
- New Business Rate Relief Scheme for Pubs

For more [Indepth information](#) on the above and for more on [Discretionary relief](#)



News Bites

Have you been reading our Monthly bulletin? Have you any contributions? If so, contact us by using katy.mcgrath@runnymede.gov.uk

Aldi Chertsey

The new store situated in Gogmore lane looks set to open in April 2017, This will be the first Aldi in Runnymede. For up to date news and opening confirmation log on to [ALDI](#)

Chambers of Commerce

ADDLESTONE AND DISTRICT CHAMBER OF COMMERCE

For details of Chamber activities contact

Peggy Broadhead

Tel: 01932 844465

[e-mail:thebroadheads@dsl.pipex.com](mailto:thebroadheads@dsl.pipex.com)

Address: c /o 2 Coombe Drive, Addlestone, KT15 1DB

EGHAM CHAMBER OF COMMERCE

For details of Chamber activities please contact the Chairman,

Mark Adams, on

Tel: 07756 199286,

Address: c/o Strode's College, Egham TW20 9DR.

e-mail admin@eghamchamber.org.uk

www.eghamchamber.org.uk

CHERTSEY CHAMBER OF COMMERCE

For details on the Chamber activities contact:

Chairman, Steve Dennett,

Address: 58 Guildford Street, Chertsey, Surrey, KT16 9BE,

Tel: 01784 460108

e-mail admin@chertseychamber.com

www.chertseychamber.com

Foxhills

Wednesday 26th April 2017

**Venue: The Orangery,
Foxhills Club and Resort
Ottershaw**

Time: 3pm

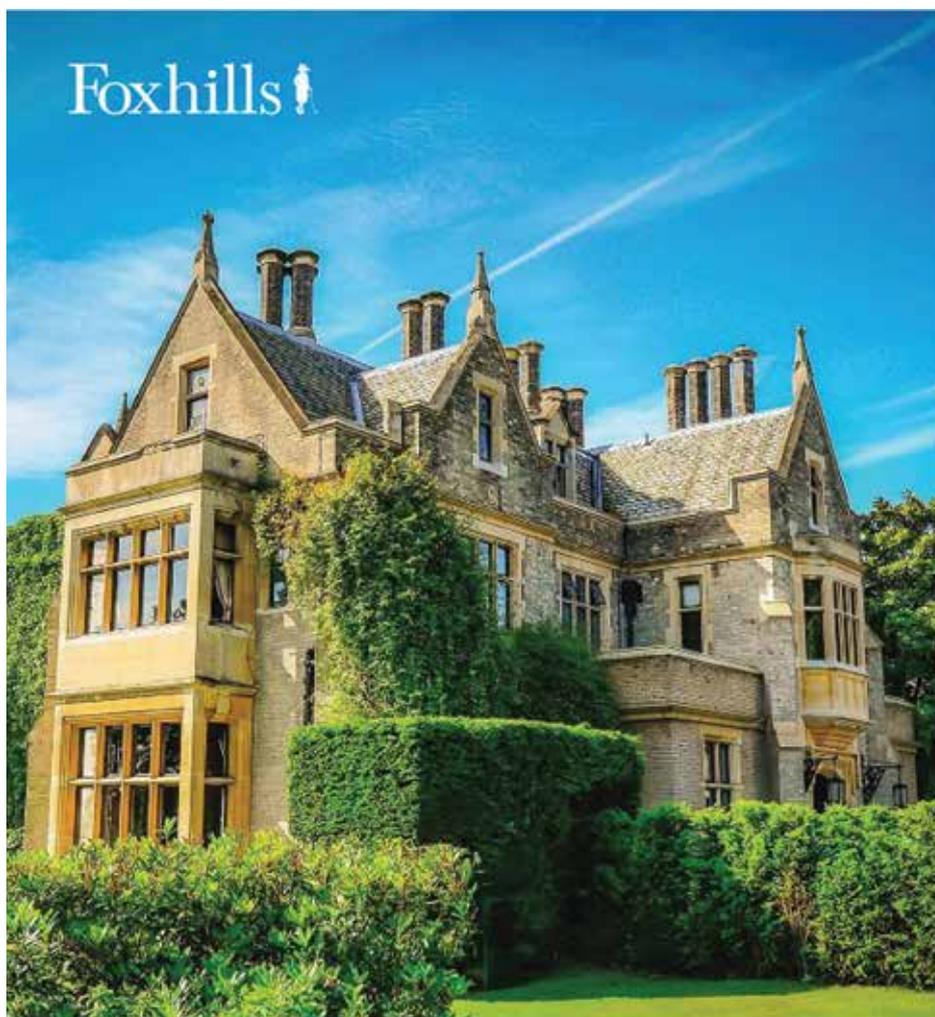
Presentation by

Megan McIntyre,

The Foxhills Collection's Group
Marketing Director

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joanna.swatridge@runnymede.gov.uk



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Surrey KT16 0EL

foxhills.co.uk/meet