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Burgess Hill

BUSINESS PARKS ASSOCIATION

Weekly Newsletter - Every Friday Morning

Opening Remarks

We have the latest updates and statistics from the Mid Sussex Crime Partnership with Burgess Hill leading the charge to reduce low level crime in Mid Sussex.

In other news...worldwide

Like billions of others you may have recently seen, on TV or online, a bunch of bear cubs swanning around on a lake, larking about on a pedalo. PR is that secret sauce that advertising is not. We hear how that audience was grabbed worldwide.

Calling all with a Science, Technology, Engineering or Maths background

Mid Sussex Science Week is now in its third year in Burgess Hill and is also now running again in Haywards Heath. We are looking for businesses keen to encourage local primary school children in the study of STEM subjects - can you help?

This year's awards

We are asking our members to donate to the selection of prizes for our raffle on the big night. See details below.

World Earth Day is upon us soon, one of our members reflects on our collective responsibilities.

Keep the stories coming in: richard.cox@bhbpa.co.uk

Become part of the fastest growing business group in Sussex - [Join Here](#) .



TICKETS NOW ON SALE!
EARLY BIRD PRICES
FOR A LIMITED TIME ONLY

Individual tickets only £75 per head.
Any block booking of more than 8 tickets only £65 per head

BOOK HERE

Happy Earth Day

***Have you done your bit this week?
Have you done just a little more?
Planet Earth needs extra help,
now more than ever before!***

***An annual reminder is on its way,
to show us what we must do,
its name is Earth Day, and it's
coming on April twenty-two.***

***All around our gorgeous globe, in
almost every single nation,
You'll find events and activities all
for us to change the situation!***

***This year the fight against plastic
use, is the over-riding theme,
So ditch that single-usage now,
and get behind the team!***



Take a flight into our beautiful county of Sussex with inspiration from www.golark.co.uk and see what Planet Earth has to offer.

From visiting our beautiful beaches and charming hideaways to strolling around urban gems and rolling hills; at GoLark, we have something for everyone where you will feel inspired to visit new places you might not even realise are there to be explored.

Don't forget to follow us on [Instagram](#) , [LinkedIn](#) and [Facebook](#)
Happy larking!

Raffle Prizes Required

An opportunity for us to raise funds for St Peter & St James Hospice

May 24th from 6.30pm - 1.00am

The Grand Gala Awards Evening at the AmEx Stadium, with 250-400 guests expected.

During the evening the hospice team will be offering raffle tickets and we hope to offer a fantastic selection of raffle prizes.

Just because your company makes widgets doesn't mean you have to offer a widget related raffle prize. It could be an experience you've purchased to give away, like a day out at the races, or a wine tasting tour, a weekend break somewhere in a nice hotel, an exciting race day at Silverstone or Goodwood...or simply a lovely bottle of wine, a fancy box of the finest chocolate, or perhaps a wonderful hamper of the finest Sussex comestibles.

If you'd like to offer something, drop me a line with all the details.
Contact me: Richard Cox **07393 728788** richard.cox@bhbpa.co.uk

Bring your pop-up banner to the Amex stadium on the big night

And don't forget, when you buy your tickets to our event, the final part of the ticket purchasing process asks if you'd like to pay £30 for the privilege of having your banner in the room while the awards ceremony plays out. Just as in previous years, this fee is another way in which we raise funds for St Peter & St James Hospice with 100% of that going towards our fundraising total on the night for the hospice.

The First Raffle Prize Announced

A Tour & Tasting

[Ridgeview](#) are happy to support the raffle prize draw on the night of the BHBiz awards, to support St. Peter & St. James Hospice. We are offering a chance to escape to the vineyard & winery for a relaxed tour & tasting for two people at our breathtaking wine estate in the South Downs National Park. Discover the quality & craftsmanship behind our traditional method sparkling wines and learn more about our pioneering history and sustainable future, as leaders in the English sparkling wine industry.



Media Partners for the BH Biz Awards

Introducing our Media Partners

totalsensemedia [Total Sense Media Limited](#) are proud to be the media partner for the BHBPA Awards.



Locally owned and based in Burgess Hill, our Sussex brands include More Radio, More Radio Retro, Sussex Living magazine and the digital membership scheme Hidden.

We help hundreds of local businesses to increase their turnover through multimedia marketing campaigns that incorporate radio, print, digital, social media and events.

Our events include The Child of Sussex Awards, The Sussex Business Conference and Awards, More Radio Live and The Sussex Living Garden Party.

We are proud to be a Sussex based business and regularly 'give back' to the local community through our many CSR initiatives that include, but are not limited to, our Christmas Toy Appeal, 10,000 Tins and the forthcoming Mud Monster Challenge Run where we are raising funds for St Peter & St James Hospice.

In addition to our Sussex brands, we also own Isle of Wight Radio, Beacon Magazine and the national title Living with Disability magazine.

We would like to wish everyone who has been nominated for a BHBPA award all the very best and many congratulations to the winners.

Our 2024 Sponsors

We thank the generous support of our sponsors



Headline Sponsor

[Sherrards Employment Law Solicitors](#)

The team at Sherrards Employment Law Solicitors are delighted that the firm are Headline Sponsors of the BHBPA BH Biz Star 2024 Business Awards.

We have been members of the BHBPA for a number of years now and really value our membership within the local business community. The association offers fantastic opportunities to network and keep in touch with like-minded local businesses keen to firmly put our area on the map.

2024 is an important year for Sherrards as we celebrate 25 years in business! Over those years we have worked with and supported many businesses in Burgess Hill and the wider Sussex area and we are really looking forward to recognising and highlighting BHBPA member's achievements through the eleven award categories for the BH Biz Star 2024 Business Awards.

And the BHBPA Awards Category Sponsors....



Charity Champion
Sponsored by **[St Peter & St James Hospice](#)**



Business Person of the Year
Sponsored by **[Rubix VT](#)**



Community Champion
Sponsored by **[Plumpton Racecourse](#)**



Best Business
Sponsored by **[Mayo Wynne Baxter](#)**



Green Champion
Sponsored by
[Edwards](#)



Bright Star
Sponsored by
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Winning Workplace
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Winner's Prizes
Sponsored by
[Ridgeview](#)

Mid Sussex Science Week

Become a STEM Ambassador - Inspire the next generation

We need your assistance during one week in early summer.

You would need to visit the school a couple of times during the week for anywhere between 90-120 minutes to help them with their ideas. You'd introduce yourself and what your job entails, perhaps how you use science, technology, engineering or maths in your everyday work activities. The teacher is mainly responsible and leads the project with them.

You would also need to be available to attend the event on Friday where the children will show their projects to the judges.

We need to hear from you soon, as we begin the onboarding process at the end of this month. [Mid Sussex Science Week](#) runs from July 8th to July 12th.

Contact me for more information:

richard.cox@bhbp.co.uk or call **07393 728688**

A Global Audience of Billions

Rose Media Group secures outstanding coverage for a leisure industry client with the swan pedalo bear news reaching almost 3.21B global audience within three weeks



Story of black bears cruising on swan pedalo goes viral thanks to Woburn's un-bear-lievable video, with media outreach from Rose Media Group.

Burgess Hill based PR agency Rose Media Group celebrates a triumphant few weeks of intense press coverage of the now famous North American black bears cruising a swan pedalo. The bear story generated over 264 pieces of coverage within a couple of weeks, bringing total coverage for their client, Woburn Safari Park to a whopping 725 pieces in the first four months of 2024. A record for the agency, and for their client of nine years.

Since January 2024, the audience reach for Woburn Safari Park's news overall has been expanding rapidly and the bear story catapulted this to impressive heights, accomplishing:

- 42.3M views
- 720 pieces of coverage
- 3.64B audience reach
- 88.5M Twitter followers
- 5.33K social shares

As the entire world seemed to go berserk following Woburn's TikTok video of the young bears enjoying a swan boat cruise, Rose Media Group worked round the clock to meet media demand.

The agency, headed up by Aneela Rose, continues to supply content to the media as the bears at Bedfordshire based Woburn Safari Park take the world by storm. The timing seems perfect, as the positive news has been uplifting for everyone, with hundreds of thousands of fun comments, shares and likes globally.

Aneela Rose, MD of Rose Media Group stated: *"This video came at the right time, as it's cheered people up given the awful situations in the world at the moment. This is what PR is all about, communicating the right news at the right time!"*

A successful PR campaign with coverage in high-profile media around the world, including:

- UK Media: The Guardian, BBC Radio 2, Sky News, ITVX, cbbc, BBC News, Metro, Mail Online
- US Media: Fox News, CNN, NY Breaking News
- EU Media: Der Spiegel, Het Nieuwsblad, Novinky.cz, Vugla
- Asian Media: Aljadeed, Geo.tv, Bastille Post

- Australian Media: Daily Telegraph, Times now
- Online news sites: Yahoo! News, MSN
- Social Media: LB Observer (Twitter), ABC News (Facebook)

"I am so proud of our Ree Khan, who has been managing the PR activity here at the agency, often working with international media through the night.

Aneela added: *"We've loved working with Woburn on these brilliant animal stories these past 9 years, and this story has been the most popular."*

The Sussex-based PR specialist was set up by [A neela Rose](#) in 2004, and works for clients in automotive, aviation, retail, food and leisure industries. They've won several business awards for impressive success across traditional and digital PR campaigns. A small agency packing a punch!

Other clients, past and present include Tower Bridge, City of London Corporation, Panasonic, Hill Biscuits and itsu.



Please get in touch with us today at hello@rosemediagroup.co.uk if you wish to take your brand awareness to new heights.

An advertisement for Extech Cloud. On the left, the text reads "extech cloud" in orange and black, with "Your local Microsoft Solutions Partner" below it. The Microsoft logo and "Microsoft Solutions Partner" text are also present. In the center is a silhouette of a person in a hoodie using a laptop. On the right, the text says "We'll show you how Microsoft can help you beat the cyber criminals." Below this are two circular logos: "CYBER ESSENTIALS CERTIFIED" and "CYBER ESSENTIALS CERTIFIED PLUS". At the bottom left, the contact information "Call: 01444 443 200" and "www.extechcloud.com" is displayed.

Mid Sussex Business Crime Partnership

The latest statistics from the [Mid Sussex Business Crime Partnership](#)

This is a programme of support for identifying shoplifters and those involved in other business thievery, graffiti and anti-social behaviour. Supported and funded by the Sussex Crime Commissioner for three years in Mid Sussex and now approaching its first year. It covers the whole of Mid Sussex and its three towns and outlying villages. In the online photo galleries available to users some miscreants will appear in more than one town. Each town has its own statistics on identified or unidentified suspects, caught on CCTV or mobile footage. The 'unidentified' will often later become the 'identified'.

There is also now an instant messaging service, to share images about incidents, all within the DISC app, making it even more effective. Unlike other platforms such as WhatsApp, this is a very secure, GDPR compliant system, fully supported and used by members who report incidents and crimes into the portal. Underage culprits are also effectively and properly managed by the police monitors, while remaining, for obvious reasons, hidden from general user-members. It also incorporates PubWatch and is helping to reduce night-time-economy incidents in the town.

Burgess Hill is the most active of the three towns in the scheme. BHBPA has been a member of the committee of the Mid Sussex Business Crime Partnership (MSBCP) from its inception and is now, through CEO Richard Cox, a member of the recently

from its inception and is now, through CEO Richard Cox, a member of the recently constituted Board for the Mid Sussex Business Crime Partnership. This Board includes representatives from the other towns, MSDC and Sussex Police.

Town Centre Coverage

If you are not already signed up as a business owner or outlet manager in the town, particularly the town centre, operating as a retail outlet or other business, then you should be part of the reporting platform. It's easy to pick up and gain access then to a weekly newsletter detailing the latest suspects caught red handed on camera. Training is also provided. If you run a licensed premises you are probably already on board through the affiliated (but separate) PubWatch scheme which is incorporated into the MSBCP.

Business Parks Coverage

If as a business on our business parks you are affected by criminal behaviour, such as stealing metal or cabling scrap, or pellet guns and catapults being used to break windows, then let me know.

We had reports of windows broken with pellets in Victoria Way during the recent Easter school holidays. We've had other reports earlier in the year of BB gun pellets falling from the air across the Sheddingdean Business Park. Valuable scrap has been stolen from large sites on the Victoria Business Park. Never hesitate to report.

Richard Cox acts as the DISC 'member' for these areas where the level of crime is more sporadic. Sometimes these thefts, particularly scrap materials, can be considerable. I'll need any photo or video materials you have, the location and brief description of what happened and the time the crime took place if you have that information. I then post a report to the DISC portal.

Contact Richard Cox for more information on the DISC system

Email: richard.cox@bhbpa.co.uk

Direct Dial: **07393 728688**

The graphic features a teal background with a large white circle on the left containing the text 'MID SUSSEX DISC STATS'. To the right of the circle are two logos: the Mid Sussex Business Crime Partnership logo and the DISC logo. Below the logos is a blue box with the text 'Contact Disc Please email das@littoralis.com'. At the bottom, a dark teal section contains statistics for March, including the number of members (521), gallery subjects (278), total incident reports received (35), total incidents involving theft & attempt theft (22), and unknown subjects identified (14). To the right of these statistics is a section titled 'Incidents by location' with a location pin icon, listing Burgess Hill (23), East Grinstead (5), and Haywards Heath (5).

MID SUSSEX

DISC STATS

Dear members, thank you all for your continued efforts toward reporting and sharing via the Mid-Sussex Business Crime Partnership Disc app.

We are seeing Disc users and subjects growing month on month and here are some stats covering the last full month of March then 12 months to date.

Contact Disc
Please email
das@littoralis.com

March

Number of members: **521**

Gallery Subjects: **278**

Total incident reports received: **35**

Total Incidents involving theft & attempt theft: **22**

Unknown subjects identified: **14**

Incidents by location

Burgess Hill : **23**

East Grinstead: **5**

Haywards Heath: **5**

Crime reports submitted: **11**

12 months
to date

Total incident reports received: **520**

Total Incidents involving theft & attempt theft: **302**

Unknown subjects identified: **87**

Crime reports submitted: **219**

Incidents by location

Burgess Hill : **315**

East Grinstead: **60**

Haywards Heath: **92**

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All Upcoming BHBPA Events

24 April 2024
5.00 - 8.00pm

Joint event with HHBA, EGBA & GDB
SOLD OUT

To be held at Porsche Centre Mid Sussex
Huge joint event with 165+ bookings
FREE for all members

24 May 2024
7.00pm - 1.00am

The BH Biz Awards Evening
The AmEx Stadium - We expect between 300-400 guests
Dress to Impress. Early Bird tickets - **BUY THEM HERE**

Please **ALWAYS** book our events on our website

Whether it's an online event, or a site tour at one of our members, or a networking event at a venue. We need to know how many are attending. Spaces can sometimes be limited and we are finding increased demand. So book early!

Book all Events - [CLICK HERE](#)

Closing Remarks

We are keen to hear your stories, awards won, apprenticeships completed, sustainability improvements, your involvement with local schools and all and everything going on in various business parks in and around the town.

Let's celebrate your successes and achievements!

Deadline for copy each week is Thursday noon.

Contact me directly - richard.cox@bhbpa.co.uk



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