

NEXUS™

ARE YOU AN **OXFORDSHIRE BUSINESS** LOOKING FOR THE FOLLOWING?

- The opportunity to partner with a local charity, social enterprise or start-up business (your affiliate) helping to create a feel good factor for your team and a positive contribution to workplace wellbeing
- Access to a wider business community to help you and your affiliate develop your business connections, increase your profile and knowledge from local experts
- A wide range of platforms available to you to promote the great work that you and your affiliate do together
- Access to a wide range of networking events throughout the year with some of Oxfordshire's leading businesses

IF SO, FIND OUT MORE INSIDE

WWW.NEXUS.B4-BUSINESS.COM

JOIN US AT AN INTRODUCTION EVENT

SEE BACK COVER FOR MORE DETAILS

A group of people's hands are stacked in a high-five gesture in an office setting. The hands are of various skin tones, and the people are wearing different types of clothing, including a grey sweater, a brown jacket, and a blue checkered shirt. The background shows office desks with laptops and a window with a grid pattern. Two large yellow triangles are overlaid on the image, one pointing downwards and one pointing upwards, framing the central text.

"We are absolutely thrilled and honoured to be working with Tim and the team at Sobell! What a privilege."

Jonna Mundy, You HR

"It is vital, as one of the county's larger businesses, that we set the example and encourage more businesses to become more responsible."

Dominic Hare, Blenheim Palace

WHAT IS NEXUS ?

B4, Oxfordshire's leading B2B networking community, has developed **NEXUS**, a programme which partners local businesses (**Supporters**) with charities, social enterprises and start-up businesses (**Affiliates**) to provide them with a huge variety of profile, learning, experience and connection opportunities through **B4's** wide range of media platforms for **a period of 12 months**.

In addition, partnering with a local business provides additional opportunities for you to both benefit from.

See **Page 4** for more details about the benefits of **NEXUS**.

AS A SUPPORTER WHAT AM I EXPECTED TO DO?

Supporter's pay £1,500+VAT for the benefits as outlined on Page 4 which covers both the **Supporter's** and the **Affiliate's** benefits. Your **Affiliate** may well offer you an equivalent value of benefits to attract you to partner with them.

B4 will manage the benefits for your **Affiliate** so you only need to liaise with us regarding your exposure and other benefits.

WHAT IF I COLLABORATE WITH MY AFFILIATE ON EVENTS AND OTHER INITIATIVES?

If you choose to work with your **Affiliate** on initiatives between you then please do tell us about them so that we can promote whatever this might be in **B4 Magazine** and social media where possible. It will all help to create a fantastic spirit of goodwill surrounding the **NEXUS** partnership.

"I think when businesses consider partnerships with charities, they underestimate the positive impact on their business, not just the impact they can have by supporting a charity."

Tony Hobbs,
Chapman, Robinson & Moore



WHAT ARE THE BENEFITS OF NEXUS ?

Benefits can be classified under the following two headings:

- A. The possible benefits of the collaboration with your **Affiliate**
- B. The benefits provided to you by **B4**

A. SUPPORTER BENEFITS COULD INCLUDE:

- Just being associated with your **Affiliate** could provide your organisation with credibility.
- Your **Affiliate** might be able to provide you with opportunities such as team-building for your staff, a particular skill they have developed or an amount of product they can give you at a discount.
- There are endless ways in which a you as a **Supporter** might be able to support charitable and social enterprises through their events / fundraising activities during the year which we at B4 can promote in the magazine and on the B4 website.
- **Supporters** can act as mentors for **Affiliates** to provide them with expert and much needed Advice – a very positive way for you to interact with your **Affiliate**.
- All **Supporters** can promote that they are supporting a great local charity, social enterprise or start-up business which can only be good for profile.

B. BENEFITS PROVIDED BY B4:

Gold Speaker slot (20 minutes up to 40 delegates) or Gold Exhibition Stand at BIO2020	✓
Tickets for BIO2020	✓
Access to BIO2020 Support Workshops	✓
B4 Silver Membership for 12 months – including one page in B4 Magazine	✓
Additional Page in B4 Magazine (so two pages in B4 Magazine for both Supporter and Affiliate)	✓
Oxfordshire Voice Forum Partnership for 12 months	✓

The value of B4 services above is in excess of £2,500+VAT for both Supporter and Affiliate so in excess of £5,000+VAT combined.

"I work with a lot of social enterprises who find it difficult to secure profile and connections, but NEXUS delivers both, at no cost."

Grant Hayward, Collaborent

MORE **ABOUT**



B4 isn't just a networking group. We work to develop business relationships that will last a lifetime and bring you success and valuable connections for years.

Through a wide variety of events from casual mingling in beautiful venues, to fine dining in prestigious establishments where you can forge excellent relationships with some great characters in the **B4** community, **B4** has it all.

www.b4-business.com



BIO2020, the three-day thought-provoking event that helps 'Change the Way You Think'. Organised and curated annually by **B4, Business in Oxford** is the biggest business networking and showcase event in the county.

Now in its 7th year, **BIO2020** will look at how to cultivate the right behaviours and adopt proven best practices to achieve and expand commercial business success.

www.businessinoxford.com



Oxfordshire Voice is a unique collaboration between public and private sector organisations in Oxfordshire who work together to not only promote the positive aspects of Oxfordshire but also discuss solutions to help Oxfordshire continue its impressive history of growth.

Oxfordshire is one of the most vibrant regions in the country, but growth comes at a cost with growing housing, transport, social and skills problems presenting very real challenges to continued economic prosperity.

www.oxvoice.co.uk

NEXUS™

Just some of the partnerships already formed



SECURING AN AFFILIATE

There are three ways you can secure a **Affiliate**:

1. An **Affiliate** who knows you may approach you directly.
2. You can approach a potential **Affiliate** that you know already and suggest you can support them.
3. You can visit the **NEXUS** website where there is a list of available **Affiliates**.

STRATEGIC PARTNERSHIPS

Where possible there should be a good fit with your **Affiliate**. For example, shared interests in a particular social or environmental issue or a particular skill which is relevant to both the **Affiliate** and **Supporter**.

NO EXCLUSIVITY

NEXUS Partnerships don't preclude a **Supporter** working with other **Affiliates** and vice versa, in fact we actively encourage it.

WHAT HAPPENS AT THE END OF YOUR 12 MONTH PARTNERSHIP?

It's up to the **Supporter** and the **Affiliate**. You might want to go your separate ways and choose a new **Affiliate** or stay together.



IN PARTNERSHIP MODUS ACCOUNTANTS & OXFORD UNITED IN THE COMMUNITY

Mike Foster, Managing Director, Modus Accountants said: "Modus Accountants are delighted to be sponsoring Oxford United in the Community to become part of the B4 network via the **NEXUS** initiative.

"I've worked closely with the charity for some time and we wanted to support the great work that they are undertaking in support of the local community on behalf of the football club.

"As supporters of grassroots football and development, we saw this as the perfect partnership for Modus and we are excited about exploring how we can work together in support of the charity's new strategy."

Chris Lowes, Head of Charity, Oxford United in the Community said: "Thank you to Modus Accountants for your generous support. Being part of **NEXUS** will further connect the charity in the county's active and engaging business community. Working in partnership with businesses and other charities will be vital to our ability to deliver increased social impact."

"NEXUS demonstrates that inspirational people with great ideas and energy can be harnessed positively and implement initiatives for real societal and economic change."

John Kennedy,
Chief Marketing & Brand
Strategist

NEXUS™



WHO WILL YOU SUPPORT?

INTRODUCTION EVENTS

4th February, 9th March, 8th April & 13th May
at JURYS INN OXFORD

PLEASE REGISTER AT: [HTTPS://B4NEXUS.EVENTBRITE.COM](https://B4NEXUS.EVENTBRITE.COM)

If you would like to discuss **NEXUS** with the **B4** team, please call us on **01865 742 211**
or email us at NEXUS@B4-BUSINESS.COM

or for further information visit
WWW.NEXUS.B4-BUSINESS.COM