

## October 2024 News Roundup

### GREETINGS

Welcome to the second edition of the BABCSD News Round-up. We are pleased to welcome new members, new sponsors, and those who have visited us throughout the year. This organization was founded by the British Business Community, for the British Business Community. Dedicated board members, enthusiastic volunteers and ambassadors have supported our efforts and enabled us to be successful in our first year. The BABCSD is the start of something very special and we are confident that with your support, we will continue to go from strength to strength. We invite you to check out the latest news and welcome your feedback. Together we can grow and expand the British American Business Council San Diego.



### Angus Peacock



Angus is a dynamic and seasoned operations professional and entrepreneurial leader, fluent in English, Mandarin, and French. With a distinguished track record in program development, project management, and operational delivery he has worked in Europe, Asia, and now North America. He has unique expertise overseeing multimillion-dollar federal government and CAPEX-sponsored projects and is the proud owner of Black Dragon Enterprises, deftly handling complexity across diverse sectors, calibrating transformative programs, and delivering project outputs.

An opportunity to relocate to Southern California, in the aftermath of COVID, brought Angus to San Diego where he has since provided fractional services to company owners seeking project execution and program development support. Equally, as a servant to sport, Angus is often found in a classroom coaching coaches dedicated to learning and building rugby programs.

In his spare time, Angus can be found in the sea or the desert, where he combines a love of nature with the thrill of exploration and endurance athletics. Having sailed across the Atlantic Ocean, through the Mediterranean, Baltic and Red Seas, Angus has also competed in marathons, triathlons and ultimately a death-defying march across the Taklamakan desert in Western China. Founder of two sports events and co-creator of a program dedicated to health and well-being, he is an authentic advocate for continuous improvement through movement and learning.

Committed to inclusive leadership, demonstrated by partnerships and collaborations with elite entities, government bodies and listed companies, Angus is the embodiment of empathy, operational excellence, and stakeholder engagement.

## David Basson

David was born in South Africa and has lived in the USA since 1994. He lives with his wife Francine and his twin boys in Del Mar. David enjoys the active, outdoor lifestyle that San Diego has to offer. He visits England each year to see family.

David has been involved in commercial real estate for over 30 years, and is currently with Parkstone Companies. He is focused on commercial property management, leasing and brokerage. He has a base of clients that are mostly high net worth families and individuals.

He joined the BABCSO as he has a strong British family connection, and to support his wife Francine ( current President of BABCSO ).



## Comic-Con

San Diego Hosted Comic-Con from July 25th-28th where it was announced by the Comic-Con museum that the global Dr. Who exhibition will be coming to the museum in March 2025 - a great win for San Diego to host the iconic British sci-fi exhibition. This was also posted in the Times of San Diego here:

<https://timesofsandiego.com/arts/2024/07/25/iconic-british-time-traveler-dr-who-to-be-featured-in-new-exhibit-at-comic-con-museum/>



## UK Department of Transport

Last month we had the UK Department for Transport visiting San Diego to attend the TRB's Annual Automated Road Transportation Symposium ([TRB's Annual Automated Road Transportation Symposium | National Academies](#)) to present on the UK's framework for Automatic Vehicles in the UK – a code of practice that helps us move into the automated vehicle future. This went down really well with the audience!

We also had Visit Britain in San Diego from LA and DC to touch base with relationships in the city. The team met with the Head of UK Government Office and the President of BABCSO.

BABCSO continues to be at the forefront of trade relations between San Diego and the United Kingdom. If you would like some help or a spotlight on your industry, please contact us and we would be happy to assist.

# A Letter From Emily

Dear BABC San Diego Members,

After 4 wonderful years as His Majesty's Consul General for the US South West and Hawaii, my term comes to an end in August 2024. It has been an honour to represent the UK in such a dynamic part of the world and work closely with US partners to strengthen the UK-US relationship economically, culturally and diplomatically.

I want to thank the British American Business Council San Diego – its board and members - for wonderful partnership and dedication during this time. It was wonderful that there is now a new San Diego Chapter, and I was delighted to attend your launch event in San Diego earlier this year.

Highlights during my time as Consul General include the UK this year becoming the largest foreign investor in the State of California by number of jobs created; many wonderful visits to San Diego, as well as across the US South West and Hawaii, to progress partnerships; signing Economic Memorandums of Understanding with the City of Los Angeles and State of Utah; championing UK-US partnerships in the creative industries; and laying the groundwork for longer term opportunities like the Olympic and Paralympic Games.

I have been proud to champion and embed the UK's values throughout our work and activities. Wonderful initiatives I have been proud to champion include partnering with Northern Irish Charity Cinemagic to make a film in a California School on tackling climate change; our first Black Founders Trade Mission to California; championing Gender equity through a series of networking events and initiatives, and more.

I also want to pay tribute to the large and vibrant British community in San Diego, who play an incredible role across all parts of society. Brits are leaders in business, academia, science, social and community issues, creative industries, policy and more. You have been wonderful to partner with, and I have been proud to see what you all accomplish. I am so pleased we have Emily Cowley based in San Diego as the UK Government Office lead.

From a personal perspective, the US will always have a special place in my heart. My daughter has grown from a 1 year old to a 5 year old with a lovely British-American blended accent, epitomising the UK-US special relationship!

Thanks again for all that you do.

Kind regards,

Emily Cloke  
British Consul General



# SPORTS ROUND UP



PARIS 2024

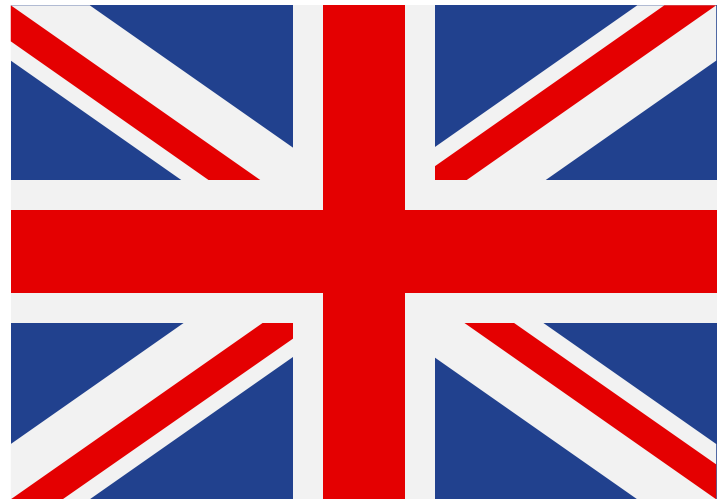


You might say that sport is the glue that binds society together, while food and language provide gateways to culture. Competitive sports can also reflect a nation's status and economic strength.

"Medal power" is one aspect of this, vividly illustrated in the aftermath of the Paris Olympics. Competing nations celebrate both collective and individual achievements through the final medal tally. Smaller nations boast "punching power," where medals per million population highlight impressive accomplishments with limited resources. In contrast, larger nations use their position on the medals table as a testament to their global status.

The world's largest economy, the U.S.A., sits atop the Olympic leaderboard with 126 medals. Across the Atlantic, Great Britain ranks seventh with 65 medals, while holding the position as the sixth-largest economy. (Is Great Britain punching above its weight economically, or underperforming in the Olympics?) Adding to the mix, China ranks second in both medals and economic power, introducing a hint of Cold War rivalry to the competition. Meanwhile, Japan, at third in medals and fourth in the global economy, and France, fifth in medals and seventh economically, showcase how modern Olympic competition is intertwined with the projection of economic strength.

At home, America and Britain share a common passion: football. Historically played on Sundays in industrial towns, football has long been a blue-collar sport in both countries. As both nations' economic stature grew, so did football, reflecting their capitalist nature. Today, it stands as the most-watched sport on either side of the Atlantic. Divided by a common language, Great Britain and the United States are united by football—once a working-class game, now a billion-dollar enterprise. That's a lot of cheddar.





# SPORTS ROUND UP

The British American Business Council is excited to highlight the growing popularity of the NFL in London this season, marking another successful year of transatlantic sporting collaboration. With multiple games taking place at Tottenham Hotspur Stadium and Wembley Stadium, the NFL continues to bring the excitement and energy of American football to an ever-growing UK fanbase. This year's matchups feature top-tier teams and star players, showcasing the sport's expanding global reach and increasing international appeal.

The NFL London Games not only serve as a thrilling spectacle for sports enthusiasts, but also play a pivotal role in strengthening cultural ties between the United States and the United Kingdom. These games offer more than just entertainment; they create significant opportunities for businesses on both sides of the Atlantic. The influx of American fans, media, and corporate sponsors into London has a tangible economic impact, boosting tourism, hospitality, and retail sectors, while also fostering partnerships in areas such as sports marketing, broadcasting, and merchandising.

Moreover, the NFL's presence in London reflects the wider trend of transatlantic cooperation, with shared knowledge and collaboration between British and American industries continuing to thrive. As the NFL continues to grow its international footprint, the ripple effects are felt across multiple sectors, from the media and technology that support live broadcasts to the logistical and commercial efforts that make these large-scale events possible. This dynamic exchange not only enhances the profile of American football in the UK, but also deepens the bonds between the two nations, promoting continued collaboration in sports, business, and beyond.

With growing interest and larger audiences each year, the NFL London Games symbolize the enduring partnership between Britain and America, providing an exciting platform for cross-border engagement and future growth.



## BY THE NUMBERS

### Since our last Newsletter in June we have:

Hosted 4 Monthly Mixers at California English

Hosted 2 England Euro 2024 Viewing Parties at the Hilton San Diego Bayfront

Hosted 1 Day at the Races at Del Mar Race Track

Hosted 1 Manchester United Hospitality Suite at Snap Dragon Stadium

Added 9 New Individual Members

Added 1 New Corporate Member

Added 5 New Sponsors

## A SWEET ENDING

Regular readers will know by now that our editor has a sweet tooth. We are indebted to our members for the submission, However, as it was said with a **Whisper** we are unable to give credit:

There's been a fight in the biscuit tin.

A Bandit called **Rocky** hit a **Penguin** over the head with a **Club**, tied him to a **Wagon Wheel** and made his **Breakaway** in a **Taxi**.

Police say **Rocky** was last seen just **After Eight** by...

a **Viscount** from **Maryland**, **Hobnobbing** with a **Ginger Nut** and an accomplice, only known to the police as **Rich T**.

Unfortunately, they don't have a crumb of evidence, so the **Jammie Dodger** might get away with it.



Please visit our website at [babcsd.org](http://babcsd.org)