

# BUSINESS INTELLIGENCE

The Magazine of Hull & Humber Chamber of Commerce

October/November 2012

Issue 10

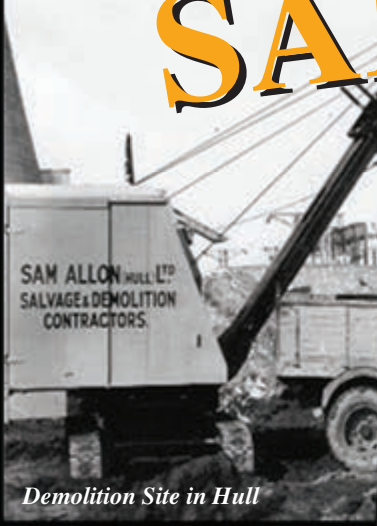


## Conferences and exhibitions

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*Sean McCafferty (Apprentice), Phil Denham (Marketing Manager, HBP Systems Ltd), Adyn Hemmings (Apprentice), Natalie Milner (Apprentice), Liam Ridgill (Apprentice), Wayne Miller (Employer Account Manager, National Apprenticeship Service), Joshua Ashton (Apprentice) and Joanne Hill (Managing Director, HBP Systems Ltd).*

# Company Looks to the Future with Apprentices

HBP Systems Ltd has expanded its workforce with the addition of six apprentices to join the team, based on Woodhouse Road in Scunthorpe.

The apprentices will take part in a 12-month scheme with HBP and work towards full time positions with the company.

Four of the apprentices will spend three months in each of the Marketing, Finance, Software Support and IT Support Departments, with two fixed roles in Purchasing and Software Development.

The training programme is being led by Phil Denham, Marketing Manager, and Katie Maud, Finance Manager.

Phil said: "We're really positive about the scheme and are aiming to have six new members of staff at the end of the 12 months. We feel that we've selected some really promising young people to join our company and with the structured training programmes we've got in place we're confident of a successful outcome for them all.

"This is the first time we've had proper structure when taking on apprentices and the first time we've taken on any more than one at a time, so it's quite a big challenge. If all goes well, then we'll look to run a similar scheme in 2013, too, as we really believe this is a great way to employ and train young people."

As one of the leading providers of Sage accounting and CRM software in the UK, HBP has seen an increase in business over the past twelve months as more and more businesses look to invest in IT and their business software systems.

To find out more about HBP Systems Ltd, please visit [www.hbpsystems.co.uk](http://www.hbpsystems.co.uk)

## Company Wins Major Contract with Global Mobile Phone Provider

Hessle-based branding and communications agency H&H beat off international competition to win a major new contract with global Mobile Phone company Tigo. H&H is developing an internal communications strategy to launch Tigo's new brand to more than 15,000 employees.

Tigo is one of the largest mobile-phone providers in the world, operating mainly in the emerging markets of Africa and Latin America. H&H's new campaign will be translated into multiple languages and rolled out to Tigo staff in fourteen countries, including Guatemala, Congo, El Salvador and Chad.

MD Helen Bissett said: "We believe that for a company to succeed, its employees have to be truly engaged with the company's mission and message.

"Because Tigo operates mainly in Africa and Latin America, its sales are mostly made by a door-to-door sales force. In many ways, Tigo's employees are its brand – so it's vital they feel deeply connected to the brand."



Chris Tofton, Phil Gibbs, David Manifold and Tony Ashbridge (Rotary Club)

## Engineering Firm Scoops Half Marathon Accolade

The organisers of the Humber Bridge Half Marathon crowned Hull engineering group Spencer as the winning corporate team for the second successive year.

The Rotary Club of Hull presented trophies to Phil Gibbs, Dave Manifold and Chris Tofton in a ceremony at the Village Hotel in Hessle.

Phil finished 14th in the race with an impressive time of 1.24.55, with the other team members not far behind.

Each year, a host of companies which operate in the local area support the race, including this year's main sponsor The Co-operative, and the Village Hotel – which has sponsored the corporate trophy.

Phil said: "For Spencer, this is one of those days where we pull together for a great cause. Each year, our staff also man one of the water tables in Barton, so it's good to know we have that support, and get to see some familiar faces as we run by."

John Curry, from the Rotary Club, said: "I'm pleased to say that this year we hope to have raised almost £30,000, which is a great result, considering the economic difficulties being felt across the country. The main benefitting charity this year was the Teenage Cancer Trust, alongside other Rotary Charities, such as St. John Ambulance. Money raised for runners' charities of their own choice will potentially double the amount raised."

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What does it mean to 'be green'?  **Heal & Oliver.**  
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Qu: We have all seen the headlines about 'going green', but what does it mean?

H&O: In truth, there are as many definitions as there are individual problems to solve. The challenges may not be new but they have gained increasing prominence, even during this time of austerity.

Qu: But if I don't know what it means, how do I know I need 'it'?

H&O: We are not advocating that businesses go looking for challenges but those that seek opportunity tend to be most successful.

By considering sustainability as an opportunity, so it is possible to create a gap between you and your competition

Qu: But being green is expensive?!

H&O: By replacing the word 'sustainable' with 'resource efficiency', does this change your perceptions? Being sustainable can be about doing more with less.

Qu: How do I find out more?

H&O: Post your questions to richard.oliver@healandoliver.co.uk for possible inclusion in the next edition of Business Intelligence.

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Clients include KC, St Stephen's Shopping Centre, Lincoln University, KCOM Group plc, The Shepherd Group plc, the Consumer Credit Association, Eurocell plc, The Money Shop and the Consumer Finance Association. It also provides outsourced support to local marketing agencies.

Its creative PR approach results in consistent media coverage and share of voice for clients. This includes regular coverage in the local and regional press, including the Hull Daily Mail; right through to the national broadsheets and red tops, including The FT, Independent, Telegraph, Guardian and Daily Mail, as well as TV, radio and trade press.

The company also lobbies Government on behalf of clients with a desire to shape the national and regional policies that impact on their businesses.

Invigorate is quickly developing a strong track record in delivering winning award submissions.



Karen Butler

More than 90% of award entries written by its team have been successful.

To discuss how they can help your business achieve more, please email [invigoratepr@gmail.com](mailto:invigoratepr@gmail.com) or call Karen Butler on 07791 665991, or Richard Griffiths on 07875 653959



## Napoleons Hull Unveils Glitzy Extended Restaurant

Napoleons Casino & Restaurant on George Street, Hull has unveiled extended stylish restaurant facilities split over two levels.

The extension came following customer feedback and is due to the increasing demand for the restaurant

To launch the new facilities, General Manager Tony Armstrong invited customers and local business people to the unveiling of the new restaurant extension and to enjoy a three-course dinner and champagne reception.

For further details please visit [www.napoleons-casinos.co.uk](http://www.napoleons-casinos.co.uk) call 01482 221133 or email [hull@napoleons-casinos.co.uk](mailto:hull@napoleons-casinos.co.uk)

## Golf Day Raises £3,000 for Injured Servicemen

A golf day was held to raise funds for the On Course Foundation, which was created to offer injured servicemen, women and veterans the chance to play golf as well as to provide work-experience and employment within the industry.

The On Course team also arrange golf tuition at home and abroad and it was on a course in the Algarve, Portugal, that Denise Hutchinson, of Spire Hull & East Riding, Hospital first met some of its people.

Returning home, Denise arranged the first charity day for On Course with the Hull & York Medical School at Ganton Golf Course, Hull, raising £1,800. This year, Denise and Spire Healthcare arranged another day at Ganton with 17 teams raising just over £3,000.

To find out more, visit [www.oncoursefoundation.com](http://www.oncoursefoundation.com)  
To play in the 2013 event, email [denise.hutchinson@spirehealthcare.com](mailto:denise.hutchinson@spirehealthcare.com)



From left, participants Peter Sedman, Denise Hutchinson, Gregg Stevenson and Chris Royston.



## Getting the Electrical Safety Right

Landlords are required by law to carry out a gas safety check at their properties once yearly to ensure the gas appliances are safe for use. Electricians, on the other hand, often get forgotten, because it is not a legal requirement as such.

However, many landlords can be prosecuted by HSE if they have not shown due diligence and someone gets hurt as a result of defective electricians and appliances.

RapidServ work with a number of the local leading letting agents and private landlords and highlight the importance of carrying out an electrical safety check and the benefits of electrical safety.

Top five tips for using electrical equipment safely

1. Use appliances according to the manufacturer's instructions

2. Check that any adaptor you use is safe. It should comply with British Standards and be adequately rated for the connected load

3. Remove plugs from sockets carefully. Pulling out a plug by the cable puts a strain on the wiring and can be dangerous

4. Don't take mains-powered portable appliances such as radios, heaters or hairdryers into the bathroom

5. Don't use adaptors plugged into other adaptors.

For more information, please call Louise at RapidServ on **01482842802** or visit our website [www.rapidserv.biz](http://www.rapidserv.biz)

## Yorkshire Companies Work Together to Win Print Tender

East Yorkshire company Salesbridge, in association with York-based Vspleeds.co.uk, has won a tender to supply Warwickshire councils with wide format print for the next four years.

Steve Spruce, of Salesbridge, said: "This proves that by working with small companies, Salesbridge's innovative solutions can help to make the difference and win business that was once the preserve of the large established companies."

## Signal Telecom

Signal Telecom's history dates back to 1992 when founders and co-directors Neil Arkwright and Chris Nichols began trading separately in Lancashire and North Yorkshire.

They met through their individual partnerships with the Cellnet network which later went on to become O2.

For many years, the pair would share ideas and realised that there was great benefit in collaboration and, by the early 2000s, had formed a joint venture which became Signal Telecom.

Signal is one of the select accredited O2 Centres of Excellences and is consistently monitored by the network on performance and customer satisfaction.

It provides business solutions for mobile voice and data, tracking, fixed line, broadband and hosted unified solutions.

The company says: "Often in the telecom industry, clients only compare headline tariff charges, when the real potential for change is within the scope to make your company much more agile and dynamic. We help you find the easy route to better working by assessing your current situation, understanding your requirements and implementing solutions."

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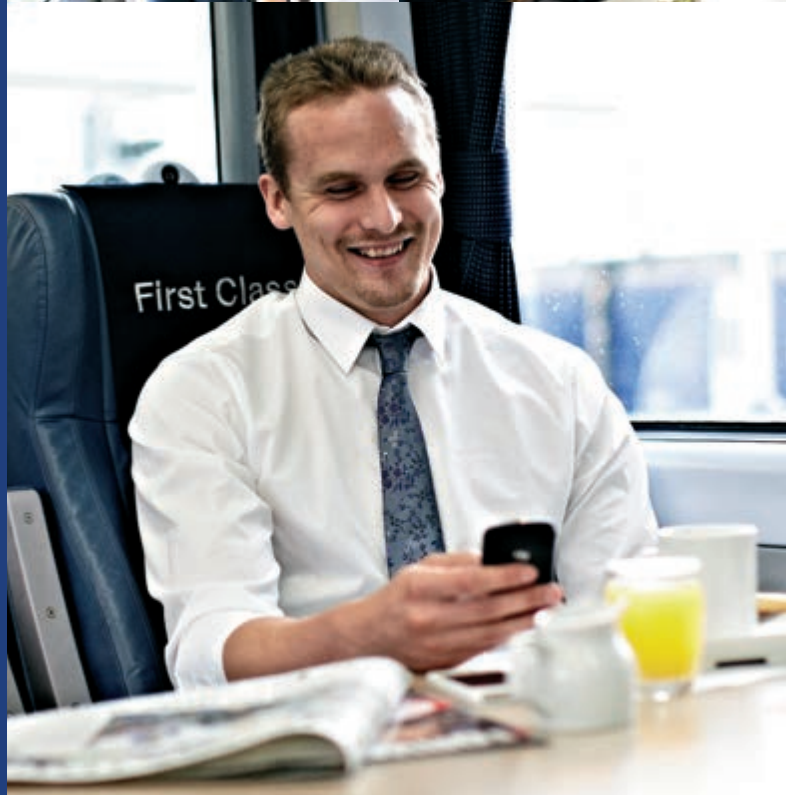
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# Chamber Responds to Plan for Introduction of 0.1% Low Sulphur Fuel in 2015

The EU Governments have agreed legislation to limit the maximum sulphur content on shipping fuels that will come into effect in Europe. The Hull & Humber Chamber of Commerce's Shipping Committee has written to Mike Penning MP, Parliamentary Under-Secretary of State for Transport, with concerns relating to the overall impact on the region's shipping industry.

Our concerns around the introduction focus on the legislation, timescales for the introduction and the economic impact.

Companies represented on the Chamber's Shipping Committee include Associated British Ports, GXD Logistics, LV Shipping, CILT and Finlines UK Limited.

The Humber is the UK's busiest trading route and the new legislation could have a serious impact on both the local, regional and national economy.

The seas around the UK are suspected to be the most highly regulated in the world in ship design and environmental compliance, not to mention social and safety compliance too. To sell into Europe (60% of our exports), UK exporters need their products to be better or cheaper than their competitors in mainland Europe. Already disadvantaged by being an island set apart from the mainland, therefore driving up our transport costs to the main European markets, the last thing the UK needs is another tax which will disproportionately hit UK northern-based manufacturers over and above our central European competitors

Summarising the thoughts of our Members, Graham Cross of GXD Logistics and Chair of the Chamber's Shipping Committee comments:

## Economic Impact

"The regulation will lead to increased costs on the North Sea, which are becoming intolerable, not only for ship operators but also for exporters, thus leading to a detrimental effect on our region's exporters.

"We estimate that the introduction of the 0.1% sulphur fuel will lead to increases in fuel costs of up to 87% for ships operating in Emissions Control Areas off the southern and eastern coasts."

Increased costs are expected due to:

The need for scrubbers, despite current scrubbers

not currently being fit for purpose of this requirement;

## The cost of the fuel

Repair costs due to expected degradation of pipes and seals, as well as additional costs of additives to limit the degradation caused by the fuel.

## Tourism

"The number of tourists coming through our ports could be severely affected. Ferry operators, in order to overcome the increased expenditure, will in turn have to pass costs on to their customers, or alternatively reduce their services."

## Social Impact

"Through the increased costs, this is expected to lead to reduced shipping activity, which in turn will lead to job losses within the ports and shipping sectors within Emission Control Areas. The region is already suffering and we cannot afford to see more job losses."

## Environmental Impact

"Whilst we understand the impact of existing fuel on the local environment, in terms of air pollution and effects on health, our Members are raising concerns that the introduction will lead to a significant modal shift to less environmentally friendly transport by road as opposed to transport by sea. Therefore increases in air and noise pollution will be shifted elsewhere as there will be increases in congestion on the region's roads, potentially leading to increased accidents, which are already in need of improvements."

## Transport Impacts

"We are anticipating a modal shift to transport by road, which will lead to increased congestions, particularly around the ports area. Roadlinks such as the A63 Castle Street in Hull and the A160/A180

in Immingham may have funding for preparatory work for improvements, which will hopefully get the go ahead in 2015. However this will not include increases that could occur with this introduction.

"Negative consequences may also become apparent for the road haulage sector. Profit margins are already incredibly narrow, and with shipping operators needing to increase their charges to customers to cover their own increased costs, road haulage firms may see it necessary to travel longer distances by road to shorter sea crossings. It could also instigate local road haulage firms re-locating to other areas of the UK where the implications of the fuel cost increase will be less apparent."

## Availability

"Concerns are already apparent about the availability of the 0.1% sulphur fuel and whether there would be enough to meet demand. If demand cannot be met, this in turn will damage the region's shipping economy."

## Timescales

"The introduction is proposed for 2015. This does not provide enough time for shipping companies to make the appropriate and necessary adjustments to their vessels.

"The use of scrubbers could be beneficial but concerns have been raised by our Members that they are not currently fit for purpose. If this introduction is going to occur, there is a need to allow for enough time to ensure the scrubbers are effective, reliable and capable of continuous operation."

For further information, please contact Hannah Crookes, External Affairs Manager via email or telephone **01482 324976**.



# QES Results:

## Sales and Exports held up over the Summer but Confidence and Expectations now a Major Concern in Latest Survey Results

The economic figures over the summer showed business holding up across the Humber, but the latest research by the Hull & Humber Chamber of Commerce has indicated that business confidence going forward has dipped significantly.

With positive figures for UK Sales (balance of 6%) over the summer, results were a marked improvement compared to the same period last year, though still not as high as observed earlier this year.

Exports also continued to be a bright spot over the summer too, with a small increase noted in Export sales. Overall, export sales rose 2% to 64%. However, going forward, export orders have dropped to 54%, which is comparatively higher than other areas within the Yorkshire and Humber region.

An additional worrying trend is that cashflow has also significantly fallen by 15% going further into negative balance. There have also been decreases in investment for training and plant and machinery; and a fall in profit expectations by 9%.

More Humber businesses have reported that they will have to increase their prices, at 32%, in the next three months (up 9%), with many continuing to cite the price pressures of raw material costs, 11% up to 36%. Pay settlements, by contrast, have dipped 1% to 21% as a concern.

Dr Ian Kelly, Chamber Chief Executive comments:

“The performance of UK sales and exports over the summer were of some comfort, being a good deal better than this time last year. However, significant falls in confidence, profit expectations, cashflow and employment prospects are a significant matter of concern going forward into the autumn.”

He went on to say: “It’s vital that all sides of the Coalition Government push on strongly with their offshore renewables ambitions for the Humber and that the upcoming Energy Bill, to go before parliament soon, delivers the certainty and confidence multi-national investors need to push on with their investments. Fast forwarding improvement work on key transport infrastructure, such as Castle Street and the A160 into Immingham, would also boost local confidence in the face of increasing business concerns about the future.”

### Q3 2012 - Key QES results – Hull & Humber from Hull & Humber Chamber of Commerce

#### Sales and orders:

35% of companies reported an increase in domestic sales, up on Q2 2012. 29% reported a decrease, down 2%.

31% increased their domestic orders, equal to Q2. 29% reported a decrease, up 1%.

74% increased their export sales, up 3%. 10% reported a decrease, up 1%.

68% increased their export orders, equal to Q2. 14% reported a decrease, up 7%.

#### For the next 3 months:

26% of companies expect to increase their workforce, up 3%. 5% expect to decrease it, down 3%.

32% of companies expect to increase their prices, up 9%. 4% expect to decrease them, down 2%.

#### In the last 3 months:

The proportion of businesses which recruited was 47%, equal to last quarter.

12% reported an increase in cashflow, down 10%, and 35% a decrease, up 5%.

24% increased their investment plans for plant and machinery (down 8%). 23% increased their investment plans for training (down 1%).

#### For the next 12 months:

48% expect to increase their turnover; down 4%; 17% expect it to decrease, down 6%.

41% expect their profitability to improve, down 1%; those who expect it to worsen increased by 8% to 33%.

#### Pressures:

The cost of overheads remained the top pressure on prices (49%), followed by the cost of raw materials (36%).

Inflation (51%), competition (32%), tax (32%) and business rates (27%) top businesses’ list of external concerns.

## Chamber Supports ERDF Northern Lincolnshire Broadband Project

The Northern Lincolnshire Broadband project has reached its target of surveys. We are pleased to hear that the ambitious target, of 5,000 residents and 500 business surveys, was exceeded from local people who have endorsed the urgent need for better broadband.

The project is currently finalising the submission of a £3.8m European funding bid which will be submitted to government shortly. This funding bid is part of the overall funding package that will deliver the improved broadband infrastructure and business support. The outline application for the European funding has already been successful and the full business plan has been finalised and submitted in September.

Anne Tate, Northern Lincolnshire Manager of the Hull & Humber Chamber of Commerce comments:

“The project is an ideal initiative to assist local businesses and community groups in accessing superfast broadband provision.

“This ERDF project will assist small businesses with, for example, the promotion of innovation and research and development, stimulating and supporting successful enterprise, and developing sustainable communities within the Northern Lincolnshire area. Through this, outputs such as job creation and retention, and improvements to the GDP will not only benefit North Lincolnshire but also the Humber and the UK as a whole.

“We are therefore pleased to support the ERDF Northern Lincolnshire Broadband project.”

For more information please visit <http://www.northernlincsbroadband.info/home>, where it is also still possible to register your support and complete the survey for superfast broadband in Northern Lincolnshire.

Day 5	Re date	Coupon	Ratings S*	M*	F*	Bid price	Bid yield	Day's chge yield	Mth's chge yield	Spread vs US
High Yield US\$ Europe	05/15	7.75	B+	Ba3	BB-	105.55	4.84	-	-0.16	4.24
	04/15	7.88	B	B2	B-	101.39	7.33	-	0.49	6.01
	10/15	7.25	NR	B1	-	111.00	7.72	0.00	0.02	5.65
High Yield Euro	01/14		BB	Ba2	-	100.40	5.45	0.04	-0.41	3.45
	02/17			B2	B-	94.20	8.16	-	0.16	5.40
Emerging US\$	01/15		BBB-			117.25	3.24	-0.01	-0.20	
Bulgaria	02/15					123.75	3.10	-0.52		1.21
Brazil	03/15									0.97
Mexico	04/15									38.75
Argentina	05/15									1.88

## Growing Demand from Emerging Markets Provides Optimism for Hull and Humber Businesses



Ronald Martin, HSBC Senior International Commercial Manager

The economic picture for many countries in Europe remains difficult and, as a result, businesses across the UK are finding themselves negotiating a difficult path. We believe now more than ever that it is the businesses looking beyond our shores to grow that are seeing the most success whilst also continuing to drive the UK's road to recovery.

This International optimism is supported by the findings of our Global Connection and Trade Confidence research which highlights huge potential opportunities for British businesses. UK SMEs are forecast to increase international business activity by 66% over the next 15 years and, in addition to this,

the report predicts that demand for imports from emerging markets will grow faster than the level of exports they produce over the next five years. This will see emerging markets developing into more of a 'consumer' market and is fantastic news for businesses in the Hull and Humber region that currently export, or are looking for opportunities to expand into new markets. The report also suggests that UK exports are expected to exceed imports as they fulfil the increased demand for goods and services from emerging markets. This will balance the trade deficit we've seen in previous years and hopefully help to trade the economy out of recession.

So what are the next practical steps if you're a small business looking to trade internationally for the first time? At HSBC we want businesses to make the most of International opportunities but it's not a step that should be taken without careful planning. Here are some of our top tips for businesses looking to grow internationally:

Before setting out to do business in a new market, you should reflect on reasons for stepping overseas, having this in mind will help you make better decisions along the way.

Find out about UK Trade & Investment conferences and seminars in your local area to meet like-minded businesses leaders.

Speak to key advisers such as your accountant or bank about your plans, they may have experience of working with other companies that trade with suppliers or customers in the same location you are looking to trade.

Ensure the right research and advice is undertaken in advance. This will help businesses identify possible risks in advance and take steps to avoid mistakes.

Having the right resources and commitment to put towards becoming international is crucial and can often be fulfilled by making the most of skills that staff already possess, such as languages or familiarity with foreign currencies. If these don't exist within the organisation, perhaps look to recruit or arrange training for staff.

**HSBC**   
Commercial Banking



# Hull Lawyer Speaks Out About Proposed Changes to Insurance Contract Law



Hull shipping and insurance lawyer John Habbergham of Myton Law spoke at the Association Internationale de Droit des Assurances (AIDA) Europe Conference, a key gathering of around 300 international insurance law experts, in London in September.

The invitation to speak came about after Myton Law joined the Hull & Humber Chamber of Commerce & Shipping trade mission to Turkey this spring.

During the visit Myton Law met Dr Samim Unan, a leading insurance law academic based in Istanbul, who, as chair of the AIDA conference Consumer Protection working party, asked Habbergham to speak at the event.

Keen to represent the interests of Myton's insurance company and broker clients, John Habbergham was pleased to have the opportunity to address insurance law academics, major insurers and insurance lawyers on concerns over proposed reforms to warranty law to be introduced in the UK in 2013.

"Though currently under review by the Law Commission with the prospect of major changes next year, UK insurance contract law, which is largely based on The Marine Insurance Act 1906, is still highly regarded internationally," said John Habbergham, who has contributed to the current Law Commission review.

"In my opinion, though there is a pressing need for separate new legislation to cover consumer insurance law, our current insurance legislation is well respected as far as business insurance is concerned. Businesses desire clarity and certainty and with the history of the Act extending back for some 100 years, they have that. That isn't to say that there should never be changes in courts' interpretation of legislation in accordance with contemporary business practice."

Speakers and delegates came from as far afield as Australia, Chile and Argentina, as well as from around Europe, for the two day AIDA Europe Conference, which was organised in association with the British Insurance Law Association. Karel van Hulle, European Commission Head of Unit for Insurance and Pensions DG Internal Market and Services, was the keynote speaker.

Myton Law is based at The Deep Business Centre on the banks of the Humber in Hull. The firm advises ship owners, insurers, insurance brokers, companies involved in international trade, distribution and in engineering on a range of legal matters.

AIDA is a non-profit making international association, formed in 1960, for the purpose of promoting and developing, at an international level, collaboration between its members with a view to increasing the study and knowledge of international and national insurance law. It is AIDA's aim to propose measures with a view to the insurance industry adopting them at a national and international level, leading to harmonisation of insurance law or means for resolution of insurance disputes.

[www.mytonlaw.co.uk](http://www.mytonlaw.co.uk)

## International Trade Centre



### IMPORTING & EXPORTING

Doing Business Outside the EU?  
The Chamber and HMRC Are Here To Help



**Tuesday, 30<sup>th</sup> October, 2012.**

This event will prove informative and beneficial for those companies who are looking at doing business outside of the EU and also those who are already experienced in international trade. Topics to be covered include:

- ✓ **Current import and export requirements**  
Declarations; Customs Tariff and Commodity Codes; Valuation for Duty
- ✓ **Procedures to help save time and money**  
Inward and Outward Processing Relief; Customs Warehousing; Preferential Rates of Duty; Returned Goods Relief, AEO
- ✓ **New developments in EU legislation which may impact on international trade business**

### PREFERENCE

How your goods can attract a lower or nil rate of duty

**Wednesday, 7th November, 2012**

Export Preference is a procedure in which a company is able to declare that their goods originate in the EU, enabling their customer abroad to pay a lower, or nil, rate of duty. However, this is subject to the goods meeting strict origin criteria. Additionally, not all countries give preference.

This seminar will provide you with a greater awareness of origin rules and how your goods can qualify for preferential rates of duty. The following will be covered on the day:

- ≡ What is preferential trade?
- ≡ The aims and benefits of preference
- ≡ Preference conditions
- ≡ Preference documentation
- ≡ Simplified procedures
- ≡ Cumulation



## Hull & Humber Chamber of Commerce offers Members a Market Leading Foreign Exchange Service in Association with Moneycorp

### Chamber Foreign Exchange helps businesses trade internationally

The Hull & Humber Chamber of Commerce has announced a new partnership with Moneycorp, the foreign exchange and payments specialist, with the launch of a new service designed to help businesses trading internationally. Chamber Foreign Exchange is available to Members of Hull & Humber Chamber, as part of an exclusive deal negotiated by the British Chambers of Commerce (BCC).

Chamber Foreign Exchange is a package of products helping companies save money and reduce the risks surrounding foreign exchange transactions. The service allows businesses to make and receive overseas payments and hedge currency risk; for example by fixing rates in advance to help deal with currency fluctuations. In addition, businesses can benefit from competitive exchange rates, free online

currency accounts, reduced transfer fees and fast, online transactions, as well as practical guidance and a foreign exchange health check of their FX requirements.

Pauline Wade, International Trade Director at the Hull & Humber Chamber of Commerce, said;

“Chamber Foreign Exchange is designed to help businesses manage foreign exchange transactions of all sizes. Firms are looking to new markets, particularly those outside the EU, to grow their business, and so the importance of managing the risks associated with foreign exchange transactions is growing. According to the latest figures from the Office for National Statistics, more than half of British exports in the three months to May went to countries outside the EU, an increase of 13% on the same quarter last year. Moneycorp is a trusted and recognised provider of foreign exchange products and services and we’re excited to offer Chamber Members a new service to help them expand into new markets, and grow.”

Paddy Earnshaw, Chief Commercial Officer, Moneycorp, said:

“Chamber Foreign Exchange will help businesses trading internationally eliminate some of the risks associated with currency fluctuations.”

“The service allows firms to improve their FX trading by fixing exchange rates through a range of tools, meaning not only will they protect themselves from currency falls in value, but take advantage of any positive currency moves.

“In addition the Chamber Foreign Exchange service provides a sophisticated payments platform to ensure your FX payments are quick, efficient and secure/safe. We’re delighted to be able to provide this service along with several exclusive offers and savings, to Members of Accredited Chambers, in association with the BCC.”

For further information about this new service, please visit the International pages of the Chamber’s website, [www.hull-humber-chamber.co.uk](http://www.hull-humber-chamber.co.uk)



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## Lake Marketing and Events

Lake Marketing and Events was set up in April 2012 by friends Steve Rusling and Richard Lake.

Richard has many years experience in web design and promotional merchandise and Steve has had the opportunity to work in graphic design, marketing and events with some leading UK businesses.

The company has been growing steadily over the first few months offering a complete marketing solution to businesses, ranging from business cards, pens and leaflets to a full marketing solution, which could include radio, television or press advertising.

Richard and Steve both understand that with the difficult economy at the moment, businesses have limited budgets and they go out of their way to make sure prices are kept low without compromising on quality or customer service.

They also feel that it is their responsibility as a local business to give back to the community. This year they have already assisted the YMCA and VANEL youth projects at their Community Games day, which took place at the John Whitgift Academy, Grimsby and a new local radio station, Estuary Radio, with a family fun day at Homebase. Later this year they are planning to raise money for Age UK by organising an event for this highly respected charity.

If you would like to speak to Richard or Steve you can give them a call on 01472 350026 or have a look at their website: [www.lakemarketingandevents.co.uk](http://www.lakemarketingandevents.co.uk)



L-R: Steve Rusling and Richard Lake

## It's All Happening at the Mercure Royal Hotel Hull

Enjoy the excitement of a glamorous and stylish Black, White and Diamonds party night, whether it's family and friends, work colleagues or a private company event.

Be dazzled by the stunning themed event room and dress to impress, following the black and white theme if you choose – diamonds are also optional! The Mercure Royal Hotel Hull is the ideal place to have your party, with great entertainment, mouth-watering food, and fabulous festive surroundings.

Why not make a night of it with the 'Stay and Play'

special bedroom rate just £30.00 per person to include bed and full English breakfast?

And it doesn't just stop there. With its iconic status as one of the central landmarks of the city, the hotel offers the splendour of Victorian architecture with a dramatic, luxurious and modern twist in decor and style. Making it a perfect location for any kind of conference or event, not forgetting our unique all inclusive weddings.

Ideally located in Hull City Centre, adjacent to the Railway station and within easy reach of the M62 Motorway, the hotel has free car parking and free WiFi for all guests, a fabulous lounge and a range of dining options plus nine fully functional conference rooms. All 155 bedrooms have flat screen digital televisions plus Sky Sports is available separately on a large screen in the Prince of Wales suite.

For more information, contact Tyler or Nikki on 01482 598503 or email [events@hotels-hull.co.uk](mailto:events@hotels-hull.co.uk)

## New Conference Centre in the Heart of East Yorkshire

Situated in the heart of East Yorkshire with close links to the motorway, the new 'think' Conference, Media and IT Centre in Goole is the perfect place to facilitate any event.

The facilities include a Conference Hall with audio visual equipment and intelligent lighting with the capacity to seat 400 people, a wide variety of meeting rooms with specialist ICT facilities as well as a dedicated ICT suite with 20 computers and interactive whiteboard.

Proud hosts of the Chamber Goole and Howdenshire Business Excellence Awards for 2012, the centre prides itself on excellent service and facilities.

To enhance your event, it also offers a variety of services including print, web and video media support and a marketing and ticket sales services. For further information, contact 01405 768621 extension number 208 or visit [www.thinkgoole.co.uk](http://www.thinkgoole.co.uk)



L-R: Daryl Birden (Chair of Northern Lincolnshire Chamber Council) and Dave Grimes of Growth Accelerator

# Lunch a Success

During July Members gathered at Scunthorpe United's football ground to take part in the Chamber's July networking event.

Fifty Members took part in the speed networking before others joined them for a fabulous three course carvery style lunch.

Before the meal, Members heard from Sponsor Dave Grimes of Growth Accelerator, a new premier service that helps ambitious businesses achieve rapid and sustainable growth.

The aim of Growth Accelerator is to help businesses double their profits within three years. They will help you seize new business opportunities, open doors to the right funding and match you with expert business coaches close to you and within your sector.

They'll also suggest ways to boost your innovation, develop your products and grow your markets. To

be eligible you need to be a business registered in England with fewer than 250 employees and a turnover of less than approximately £40m. Just as importantly, you should have the potential for rapid, sustained growth and want to double or better within three years.

To find out more visit [www.growthaccelerator.com](http://www.growthaccelerator.com)

Subsequent to the lunch, Dave Grimes reported that the event had been successful in meeting Growth Accelerator's aims with good interest levels from Member companies. If you would like to find out more about Sponsoring a Chamber event contact Anne Tate for south bank events and Bruce Massie for north bank events. [a.tate@hull-humber-chamber.co.uk](mailto:a.tate@hull-humber-chamber.co.uk) or [b.massie@hull-humber-chamber.co.uk](mailto:b.massie@hull-humber-chamber.co.uk)



## Chamber Events Diary 2012/2013

- Take advantage of your Chamber Membership by attending the wide range of events we organise to help you to meet potential clients and develop valuable business relationships

- **Members' Speaker Networking Breakfast with Spencer Dale, the Bank of England's Chief Economist**

Thursday 22 November 2012  
Mercure Hull West, Willerby

- **Members' Speed Networking and Lunch**

Friday 30 November 2012  
Goole High School Conference Centre

- **Chamber Annual Dinner**

Friday 25 January 2013  
KC Stadium, Hull  
Sponsor: Nabarro LLP

- **Members' Speed Networking and Lunch**

Friday 1 Feb 2013  
Humber Royal Hotel, Grimsby

- **AGM/Members' Speed Networking and Lunch**

Friday 1 March 2013  
KC Stadium, Hull

- **Members' Speed Networking and Lunch**

Friday 15 March 2013  
Grimsby Town Football Club

- **Members' Speed Networking and Lunch**

Friday 26 April 2013  
Cave Castle Hotel & Country Club

- **Chamber Expo 2013**

Tuesday 4 & Wednesday 5 June 2013  
The Bonus Arena, Walton Street, Hull

Please note that dates are subject to change. An up-to-date events diary is available on our website:

[www.hull-humber-chamber.co.uk](http://www.hull-humber-chamber.co.uk)

## FLEETRIGHT UK

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By paying for periodical training, your staff will become safer drivers and save your company money in areas you may not have considered.

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- Less wear and tear (brakes, tyres, clutches, gearbox)
- Less collisions
- Better residual value of vehicles
- Health and Safety compliance

### Benefits to driver

- Less driving related stress
- Less chance of personal injury
- Improved efficiency
- Feeling of worth
- Benefits overall
- Training pays for itself through cost savings
- Added benefits of Health and Safety compliance (Health and Safety at Work Act section 2)
- Corporate Social Responsibility
- Better image as a local employer (damaged vehicles do not inspire confidence)

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Tracey Hammett 0775 2258 293 [Tracey.hammett@fleetrighuk.co.uk](mailto:Tracey.hammett@fleetrighuk.co.uk)

John Roberts 0793 0396 035 [John.roberts@fleetrighuk.co.uk](mailto:John.roberts@fleetrighuk.co.uk)

## Need to Mediate

### Conflict Management in the Workplace



Between 25-40% of a manager's time is spent resolving small conflicts. That time can be better spent.

Our training course aims to:

- Help identify individual's strengths and differences
- Give you a better understanding of managing conflict in the workplace
- Provide you with skills and strategies to deal with conflict
- Show you how to get more out of your staff

### Course Details

We currently have 3 course dates in Hull. The cost is £120 per delegate.

To reserve your place phone Sankie Evans from Need to Mediate on :

t. 01482 342634 e. [info@need2mediate.co.uk](mailto:info@need2mediate.co.uk) w. [www.need2mediate.co.uk](http://www.need2mediate.co.uk)



## Jim Doyle

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### I can add value on a non-executive basis at little risk as a freelance director.

**Growth brings with it two key cash dynamics – the need for adequate working capital and investment capital to fuel and meet its retrospective and ongoing commitments, particularly to its suppliers, staff and HMRC.**

Growth does not happen by accident however. Successful growth results from clear, strategic thinking, top down corporate planning and control, belief in the product, and an ability to positively react to unforeseen, unplanned, events whether economic or political.

I am non-executive Chairman of a radiotherapy 3D training software provider, Vertual Ltd of Hull, a 'spin out' business. The Company was incorporated in 2007. Its systems are 'big ticket' items yet it has made solid progress in implementing its international marketing strategy during a period of challenging global economic conditions.

Despite cuts in education budgets across the developed world and the associated delays and cancellations of new capital expenditure, through the building of robust relationships and investment in establishing distribution networks over a number of years, Vertual has succeeded in installing a total of 80 systems around the world, including in 2011 the installation of five of its largest systems to Australian universities providing training in radiotherapy.

Chamber members who are facing the challenge of revenue and capacity growth can tap into my experience of strategic expansion. They would also benefit from my commercial knowledge outwith the confines of a traditional finance and IT function. I have had Board Director experience of Treasury, Refinancing, Foreign Exchange management, Turnaround Situations, Distribution, Property Dealing, Commercial Insurance, Purchasing and HR Retainers.

I am looking forward to hearing from you.

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*(a wholly owned subsidiary of Hull and Humber Chamber of Commerce)*



AXA PPP healthcare – providing you and your employees with

**FREE health and wellbeing events**



**AXA PPP healthcare** is proud to be partnering with the British Chambers of Commerce to provide health and wellbeing expertise in conjunction with the ‘**Business is Good for Britain**’ campaign.

As part of the Chambers healthcare package, if you take out a private health insurance plan with AXA PPP healthcare for large companies, they can offer you a range of FREE health and wellbeing events for you and your employees, depending on how many employees you wish to cover.

### Know Your Numbers Assessment

Available from 65 up to 199 insured members

**What's it for?**

The purpose of the Know Your Numbers assessment is to provide employees with information and measurement of key health indicators.

**What does it measure?**

The following metrics will be taken during the assessment and provide the basis of the feedback from the physiologist:

- Weight, BMI
- Blood pressure
- Resting heart rate
- Total cholesterol test
- Blood glucose test

■ Take away questionnaire about psychological resilience that refers employees to your EAP if appropriate.

**What happens next?**

At the end of the assessment employees are presented with a report of all measurements and observations as well as a self-assessed stress questionnaire. They may then follow up with the relevant department/EAP provider/healthcare professional as required.

The health and wellbeing events will help you to understand what the key health risks amongst your workforce are. They are designed to help you plan your wellbeing strategy and to help keep your staff healthy.

**Please see below for more details, if you have any further queries please speak to your local Chamber of Commerce.**

### Health and Wellbeing Roadshow

Available for 200+ insured members

**What's it for?**

The purpose of the Health and Wellbeing roadshow is to address lifestyle issues associated with positive health:

- Healthy eating and weight management
- Pressure management
- Men's and women's health (cancer and coronary heart disease prevention)
- Physical activity

**What is included**

- Four display boards with educational interactive zones and testing equipment (delivery set up and break down of equipment)
- Experienced practitioners
- Online booking system
- Information sheets
- 'Know Your Numbers' scorecards
- Marketing and communication support
- Post-event evaluation

**What happens next?**

At the end of the roadshow employees are presented with a report of all measurements and observations.

The employee may then follow up with the relevant department / EAP provider/ healthcare professional as required.

Terms and Conditions:

- This offer is only available to new customers of AXA PPP healthcare.
- This offer is only available with AXA PPP healthcare on a direct basis.
- This offer is available to groups of 65 insured employees or more
- This offer is only available to current members of the Chambers of Commerce.



# New Hospital Treatment Insurance Available to Chamber Members

An innovative new corporate health insurance product offering Members fast access to a wide range of surgical and medical procedures has been launched by Westfield Health.

Hospital Treatment Insurance provides affordable private cover for non-urgent surgical procedures, many of which now involve longer waiting times on the NHS.

Westfield Health Executive Director – Sales and Marketing, Paul Shires, said: “While the NHS is excellent at providing care for life-threatening illnesses and emergencies, such as cancer and heart disease, patients requiring non-urgent treatments may begin to suffer, and face longer waiting times for routine surgery and scans as the NHS attempts to save £20 billion by 2015.

“Delays in non-urgent medical care can increase sickness absence and place a heavy financial burden on employers. Hospital Treatment Insurance will help employers to manage staffing levels more effectively and lower costs, while employees – many of whom will be able to access private care for the first time –

will benefit hugely from quick treatment and having more choice and control over where and when they have their surgery.”

With cover starting from £1.24 per employee, per week and two levels to choose from, Hospital Treatment Insurance enables employees to receive treatment at any hospital in the UK where private treatment packages are available.

A wide range of common medical and surgical procedures are covered, such as hip and knee replacements, slipped discs, varicose veins, cataracts, abdominal hernias and gynaecological problems.

Following referral from a consultant, employees are allocated a case manager who will source and arrange a private treatment package to suit their needs.

Paul Shires added: “There is no excess to pay when a claim is made and premiums are community rated, so everyone pays the same price regardless of age or location. No medical is required and a cash benefit is available if an employee receives NHS treatment.”



*Westfield Health Executive Director – Sales and Marketing, Paul Shires*

Hospital Treatment Insurance is now available to all Members of the Hull and Humber Chamber with five or more employees, either as a stand alone product or, for more comprehensive cover, it can be used in conjunction with Westfield’s Chamber Primary Health Plan.

For more information, please visit [www.westfieldhealth.com/hti](http://www.westfieldhealth.com/hti) or call 0845 602 1629, available 8am to 6pm Monday to Friday.

# Complete Hire Services

Complete Hire Services Ltd is an independent family-owned small plant and tool hire company established in Hull in 2004.

Together with sister company Complete Diamond Drilling Services, the company is committed to providing high quality tools and up-to-date equipment to assist its customers to comply with Health and Safety regulations such as Hand Arm Vibration, Work at Height and Kerb Handling.

Complete Hire Services is a member of Hire Association Europe and is working towards CHAS accreditation and Safe Hire.

Complete Hire Services stocks a range of equipment selected to ensure that it complies with the latest noise, vibration and Health and Safety legislation.

It is a specialist in access equipment, including aluminium tower, trestles with handrail system, podiums and POPUP scissor lifts.

It hires a range of lifting equipment, can advise on the

best available equipment and also offers insurance to cover against the loss, theft or damage to hire equipment when this is not covered by customers’ own insurance policies.

Complete Hire Services repair centre operates a computerised service management system and extends these services to customers, from the full Management package to simple service reminders, PAT Testing and Lifting Certification.

Complete Hire Services stocks a comprehensive range of Abrasive, Diamond, PPE and Consumable products at competitive prices.





## Niki Shephard

Business Development Manager

Lincolnshire Events Centre

• Lincolnshire Showground

• Grange-de-Lings • Lincoln

Tel: 01522 585508

E: nshephard@lincs-events.co.uk

Niki worked in France for most of her twenties then landed her first 'proper job' in publishing in London. This eventually took her to Asia where she ran the advertising department for a large Asian telecoms publication in Singapore.

After returning to the UK, she spent seven years in Brighton where she worked for publishing house CAT Publications, before moving into event management.

She returned to Lincoln in 2007 and has since worked for Lincolnshire Tourism, before landing the position of Sales and Marketing manager at the new DoubleTree by Hilton Lincoln, which she helped open last year.

When the opening came up at the Lincolnshire Events Centre, she jumped at the chance. It's a great venue with so much potential and she is passionate about putting Lincoln on the map as a conference destination.

### What is your view of the sector in which you work in terms of its economic health?

Obviously, the sector has been affected by some extent by the economic climate, especially with the cuts in the public sector. However, the need for meetings is still strong within both the public and private sectors. People still like to do business face-to-face despite the ever-changing advances in technology, so all in all we are faring pretty well.

### How has your venue fared during the recession?

We still continue to attract a diverse range of events here at the Lincolnshire Events Centre, aimed at both the public and business-to-business. We have enjoyed a busy summer season despite the weather, and are now looking at a very busy end to the year, with some exciting new events taking place.

Our bookings for 2013 are healthy as well. We are



fortunate as we have many loyal clients that bring a great deal of repeat business to the venue, which is the best endorsement a business can have.

### What are the strengths that allowed you and the area to survive?

As a business, we continue to retain an exceptional level of service which is fundamental to everything we do here. Ensuring we deliver the best possible service, and nurturing relationships is key and at the heart of our culture.

We are also one of the only venues throughout the area that can cater for large-scale events. For example we can dine up to 1200 within the Epic Centre, we have over 200 acres of showground and free parking for up to 13,000 cars.

However, we are equally geared up to host smaller events, and offer a wide range of options to suit most requirements. We work with high-quality suppliers, and our staff are always on hand throughout.

The Epic Centre is also one of the UK's first purpose-built 'green' conference centres ('EPIC' actually standing for 'Environment, Protection, Innovation and Contemplation'), and has achieved a BREEAM rating of excellence, as well as winning Lincolnshire's 'Environmental Business of the Year' just a few days before we opened in 2008. So we are

the perfect venue for those looking to lower their carbon footprint whilst hosting an event.

As for the area, Lincoln appears to be weathering the economic storm pretty well and remains buoyant compared to many UK cities. There is still a great deal of investment in the city, and the local business community works very hard to retain this level of growth. This was particularly evident when we hosted the Lincolnshire Business Awards here in September.

### What is the area's USP?

Lincoln is somewhat of a hidden gem. It's a beautiful, historic city packed full of heritage and culture, yet it remains undiscovered by many in the UK. This only adds to its charm. It's a friendly place, yet has so many important industries tucked in the county such as defence, engineering and agriculture.

Lincolnshire's transport links have improved a great deal over recent years, and the introduction of the University has been such a huge asset to the area.

### Are companies still investing in conferences and exhibitions?

Yes, definitely. People still see networking and face-to-face meetings as important, and I do believe that exhibitions and conferences are still the best way to engage with your customers.

### What are the main challenges facing you and the sector during 2013?

There are some sectors which don't have as much budget to spend on events as they once used to, which can only be expected. We would be foolish not to acknowledge this. Therefore, it is essential we continue to attract new business and retain the excellence level of service we offer to our existing clients.



“As a business, we continue to retain an exceptional level of service which is fundamental to everything we do here. Ensuring we deliver the best possible service, and nurturing relationships is key and at the heart of our culture.”

As a special offer to all Hull and Humber Chamber of Commerce Members we would like to offer a 10% discount off either our day delegate rates or room hire rate between the months of October 2012-February 2013.

This offer is subject to availability and is only applicable to one booking per company.

For more information and to receive your discount please telephone our events team on **01522 522900** and quote 'Hull Chamber'.

Or visit [www.lincs-events.co.uk](http://www.lincs-events.co.uk)

Niki Shephard

# Fine Dining at Farthings

“Successful restaurants offer a seamless dining experience – you only notice what good restaurants do so well when you experience the same things going wrongly in bad restaurants.”

So although I suspect it would be a lot easier to write about what makes a bad restaurant, I'll try instead to pinpoint what it is that makes a good one.

For me, part of the fun in eating out is the fact that it's an unhurried social experience, with plenty of time to interact with your dining companions. There's something about the restaurant setting that encourages relaxed conversation and enjoyment of food and wine. For this to happen, though, a number of ingredients must be in place.

First, the restaurant needs to be appropriately busy. It doesn't need to be crammed so full that the noise level becomes intolerable, but equally there's nothing quite as bad as being the only diners in an eerily silent room. And the tables need to be spaced far enough apart that you don't feel you are being eavesdropped in your conversation. What creates the buzz or mood of a place is indefinable, but it's an important factor.

Talking of noise levels, I'm aware this is quite a personal choice, but I don't like background music when I'm dining out. Music has such an ability to colour the atmosphere of an evening it's very hard for restaurants to get it right, and most often they don't.

Service is a key issue. Again, it's a question of balance, and it's another area where you tend to notice it more if it is bad. Good service is unself-conscious, it's unfussy and it's appropriately attentive. I don't want wait staff hovering around, anxious to interrupt at the slightest nod, but then again I don't want to have to sit there for 20 minutes before I can get someone to bring another bottle of fizzy water. I appreciate friendly service, but I don't want wait staff to engage me in too much conversation, or be ingratiating. And I can't bear it when the proprietor comes out and pretends I'm his best friend and most loyal customer. I'm sorry that sounds a bit mean and antisocial, but it's true.



As in so many walks of life, timing is everything. The restaurant staff have can a major effect on the success or failure of an evening by getting the timing right or wrong. I want a gap between courses, but it's got to be just right or things feel hurried or drawn out. Restaurants have a frustrating knack of slowing things down too much towards the end of the meal, when it can take an epoch to order coffee, and even longer to get the bill – probably my number one complaint about restaurants in general.

Restaurant wine is a contentious subject. Restaurants typically use the margins on drinks to make their profits. It's ironic that while most of the work in a restaurant goes into preparation of the food, the margins on the raw ingredients are modest compared with that on drinks, where the only skill required is being able to pull a cork or twist a screwcap and pour.

I don't begrudge restaurateurs their profits – they've got to make a living somehow – but it's a shame that serious wine nuts are penalised more than most when eating out. A typical mark-up on restaurant wine is at least three times retail. This doesn't hurt too much when you are buying a £5 bottle of wine for £15, but if you are plumping for something decent that would retail for £20, you'll be paying the proprietor £40 plus just for pulling a cork.

That most restaurateurs are a little embarrassed by their pricing is indicated by the fact that many merchants who specialise in supplying eateries make 'on trade'-only brands and labels. This is so that you won't be able to buy the same wine in Tesco or Oddbins and see just how extravagant the mark-up is.

For me, a good restaurant is one where the wine list is imaginative, with a well chosen selection of wines, and where the pricing isn't too rapacious. Credit to any restaurateur who has a sliding scale of mark-ups, with a smaller percentage on pricier bottles, so that people aren't put off drinking more expensive

wines. Many restaurants buy just from one merchant. As a result, the list has a rather formulaic feel, with a few hits and lots of misses. It's rare to find a restaurant where much thought and work has gone into the wine list, where wines have been carefully sourced from a variety of suppliers, but these are the restaurants I tend to reward with my custom. I'm happy to pay a decent mark-up where I feel the owner has taken some care in choosing decent wines that match her cooking. If a restaurant can offer mature vintages of fine wines (and not just off-vintages of famous names – a typical trick to snare the less wary), then all the better. The glassware also matters: even a humble house wine can taste much more interesting out of proper generous-sized glasses.

For many restaurants, the cost of assembling and stocking a decent wine list with mature fine wines is prohibitive. This is where BYO (bring your own) comes in handy. I wouldn't expect every restaurant to allow customers to BYO wine for free – although this is usually the case in Australia, for example – but it is a wine-friendly policy to allow customers to bring special bottles by arrangement, assuming that these are not on the wine list. I'm happy to pay a corkage fee for this to make up for the restaurant's lost profit, which, depending on the restaurant, could be as high as £15. But sadly most proprietors won't even consider this, which is a shame.

I've saved possibly the most important aspect of the restaurant experience to last – the food. Style of food is a largely matter of taste. But whatever the style, I tend to value simple cooking with good quality ingredients over fussy and over-elaborate food. Some chefs mistake novelty for innovation, mixing in bizarre combinations of flavours. Not for me, I'm afraid. I also value authenticity: If I'm eating Italian, for instance, I don't want some ersatz theme-park-style mock-up of an Italian restaurant with fake stylised food, but instead I'd opt for modest surroundings with genuine Italian dishes made from the best ingredients.

Most of all, I want to go to the sort of restaurant where the proprietor is passionate about food and wine, and whose primary goal is excellence, not making a fortune. Decent restaurants should be cherished and valued, and we should reward them with our custom.”

**By Paul Chambers**

*Farthings*

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The KC Stadium in West Park has established itself as the premier venue for conferences and events in Hull. The variety of rooms at the KC Stadium can accommodate meetings, lunches and dinners from 10 to 450 people. The 10 conference rooms provide the facilities for conference organisers to arrange seminars and syndicate groups for the largest conferences.

All rooms have natural daylight, air conditioning and complimentary wifi. The Circle Restaurant and the 28 Executive Boxes

on the second floor all overlook the pitch with impressive views of the 25,000 seater stadium.

The Stadium has 1000 free car parking spaces, a dedicated conference reception and is furnished to the highest specifications in order to provide a setting to match the prestige and importance of your event.

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## Conferences, Business Events and Exhibitions are Estimated to be Worth £18.8 billion\* to the UK Economy

Hosting conferences and events can be a great economical boost to an area. In the past two years Hull, East Yorkshire and the Humber Region has seen delegates from 41 countries attend a wide variety of conferences, from major medical conferences to the Bram Stoker Centenary Conference.

Hull and East Yorkshire offers great value for money alongside a superb selection of traditional, contemporary and unique venues in a diverse range of locations; from the historic waterfront city of Hull and the rugged East Yorkshire heritage coastline to the tranquil rolling countryside of the Wolds.

In Hull centre is an array of venues to suit all types of event. The new Hull Truck Theatre provides state-of-the-art conference facilities for up to 440. Since opening in 2009 Hull Truck Theatre has proved a popular conference venue, hosting over 250 leading healthcare professionals from around the world for their conference 'Reflux and Its Consequences' and also as the venue of choice for over 300 Rotarians for their 2012 annual conference.

For a more traditional offering, Hull Guildhall, one of the North's most impressive venues, is ideal for conferences and formal dinners. This prestigious building offers hospitality within an historic setting and has provided the backdrop for both the Association of Surgeons in Training and the International Sustainable Development Research conferences' gala dinners.

For residential events the city's largest hotel, the Mercure Royal Hotel, a Victorian Grade II listed building adjacent to the railway station, has 155 bedrooms and a variety of flexible meeting spaces with contemporary elegant décor.

Away from the hustle and bustle of the city centre take your pick of exclusive venues in rural settings, the Hallmark, Hull's only four star hotel, offer affordable luxury with stunning views of the Humber Bridge. For smaller meetings and training sessions Rudstone Walk, a traditional stone barn conversion on the edge of the picturesque Yorkshire Wolds, can provide the perfect setting away from the office.

For those events that want to give their international delegates a traditional English experience, East Yorkshire has a lot to offer: Beverley Tickton Grange Hotel, a beautiful grade II listed Georgian country house, has everything to ensure a successful conference, plus an award-winning restaurant. In November delegates from across Europe attending the 2012 VERSO Conference will experience the medieval splendour of castellated manor house Cave Castle Hotel & Country Club.

Bridlington, with its award-winning beaches and historic harbour, is home to the Spa. Set on the seafront it can seat up to 1700 delegates. Since its £20m refurbishment the Spa has hosted numerous conferences and events including the prestigious annual Yorkshire International Business Convention. To complement the magnificently restored 1930s Art Deco Ballroom and the Edwardian Theatre are new and refurbished rooms, many with stunning views of the beach, sea and promenade.

Every great conference needs to offer its delegates some unique down time. Hull and East Yorkshire has a vibrant mix of culture, shopping and nightlife that makes mixing business with pleasure effortless. Many conference organisers have impressed their delegates with an exclusive evening at the iconic award-winning visitor attraction The Deep, home to over 3,500 fish including sharks and rays.

For something more sporty the area has great golf facilities - ideal for mini tournaments and team-building. KP is a new development set in a 200 acre countryside estate, with stunning glasshouses and beautiful 18-hole parkland golf course. Just across the spectacular Humber Bridge you will find the luxurious four star Forest Pines Hotel and Golf Resort. The stunning 27-hole golf course offers challenging fairways and greens that unroll through ancient woods and wild heathland.

There are several potential developments in the pipeline for the future, including new hotels and a purpose built conference centre, to make the area's conference offer even greater. So for quality venues offering great value for money, in outstanding locations in a destination that has a bright future, Hull and East Yorkshire is a great place for conferences and events.

\*UK Events Market Trends Survey



## Free Conference Support and Advice Every Step of the Way

Arranging a conference can be a daunting task and just finding a venue for a small meeting or training seminar can be very time consuming. The friendly and knowledgeable team at Hull & East Yorkshire Conferences, part of the local tourist organisation Visit Hull and East Yorkshire, offer advice and support at every step, from the planning right through to delivery of your event. Working in partnership with hotels, venues and event service providers, the team are able to offer a one-stop-shop approach to help make organising an event easier and ultimately a success.

Hull & East Yorkshire Conferences team offer a full range of free services to help take the leg-work out of organising an event in the area.

- **Venue Finding** – The team can find a venue for any type of occasion, providing rates and availability for your specific event.
- **Accommodation Bookings** – The team can arrange hotel bookings for just one visitor or a large group. We can negotiate hotel rates and provide a bespoke online accommodation booking site, so delegates can book their accommodation when it suits them.
- **Social Programmes** - If you want to provide delegates or their partners with a taste of the area the team can suggest and arrange numerous activities from a visit to the races to guided walks, and gala dinners with the wow factor.
- **Event Services** – The team can put you in touch with local suppliers, whether you need coaches or the latest technical equipment.
- **Promotional Materials** - Fantastic images, video footage and brochures are available to help promote your event.

The team at Hull & East Yorkshire Conferences provide event support services which are second to none, but don't take our word for it:

“The Association of Surgeons in Training (ASiT) chose Hull & East Yorkshire as our Conference destination for a number of reasons.

“The most important factor in this was the HEY Conferences team. From a clear and informative bid, through to organising tours of potential venues, we were impressed by their support, local knowledge and enthusiasm for hosting our conference. We needed a team that could support and work with us and we found that in Hull and East Yorkshire.

“However, that alone would not have been sufficient without suitable venues. We found in Hull and East Yorkshire venues that perfectly suited our medium-sized event. Add into this the excellent value offered by venues and local hotels, the central UK location together with good transport links and we were convinced that Hull and East Yorkshire was the right place for us”

Ed Fitzgerald Conference Organiser and Past President of ASiT.

Alongside our core services Hull and East Yorkshire Conferences also run a Conference Ambassador programme, aimed at anyone who is passionate about their specialist field and is keen to bring their professional conference to Hull and East Yorkshire to showcase their work and to champion the destination.

Conference Ambassadors are able to tap into additional services including Bid Preparation. The team can assist with bid documents and letters of support etc, to help attract your professional conference to Hull and East Yorkshire.

Universities play an increasingly important role in the association conference market, and the University of Hull is a key player in attracting conferences to the area. Many academics have tapped into the Conference Ambassador programme, including Dr Kevin Orr, Director for the Centre for Organisational Futures. Dr Orr's successful bid for the Organisational Learning, Knowledge and Capabilities Conference attracted 150 delegates from 17 countries, including Australia, Canada, Israel, Slovenia and South Africa.

“HEY Conferences provided excellent help and support throughout our OLKC conference. Their professionalism and commitment to the cause played a big part in the success of the event. Among other things, we benefited from advice about venues for the social programme, accommodation and transportation. HEY Conferences worked with us to make it a memorable conference.”

Dr Kevin Orr, Director, Centre for Organisational Futures.

For more information on our free services or the Conference Ambassador programme contact Hull & East Yorkshire Conferences.

Tel. 01482 486500 Email [conference.bureau@vhey.co.uk](mailto:conference.bureau@vhey.co.uk)  
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# Saville Lights Up the Big Yorkshire Conference



Kevin Keegan

The Yorkshire International Business Convention has been a highlight of the region's business calendar for the past seventeen years.

The event has brought together some of the world's most inspirational and influential speakers, from Bill Clinton to Mikhail Gorbachev, using staging and AV facilities regularly provided by Saville Audio Visual.

This year's sell-out dual event was run in a purpose-built marquee in Leeds with a simultaneous

presentation at Bridlington Spa, where the stage set, projection, lighting and audio facilities were supplied by the Saville team from Hull.

Saville Hull conference and live events manager Mark Green said: "At Leeds, dynamic graphic sequences with projected backdrop themes were used to suit each presentation. At both venues, we provided the stage sets, live video camera feeds and atmospheric lighting, which helped to create two impressive and memorable events."

This year's keynote speaker was His Holiness the Dalai Lama, who addressed the subject of ethics in business for both audiences. Other speakers included retail guru turned government advisor, Mary Portas, and political heavyweight Michael Portillo, plus former England football manager Kevin Keegan and TV impressionist Rory Bremner.

YIBC founder and chief executive, Mike Firth said: "Saville have always provided an excellent service. They listen and understand the brief. They work to a budget, they are creative and produce wonderful stages and backdrops – most importantly they deliver on the day. Our event brings world-class speakers and Saville's relaxed professionalism always puts them at ease – essential for a good show."

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His Holiness the Dalai Lama

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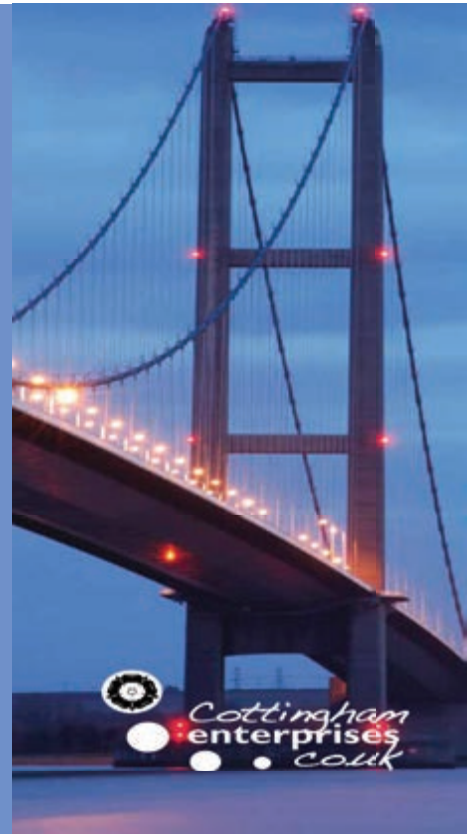
## Facility Hire at Cottingham High School, Enterprise Centre

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We pride ourselves on actively engaging with our Community, which in turn sustains our Students futures.

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## St James Hotel, Grimsby

For over four decades St. James Hotel has been in the heart of Grimsby's town centre providing cosy accommodation for visitors and offering an excellent service to customers.

Within the Hotel there are 124 rooms, all of which boast an en-suite bathroom, some of which have just been newly refurbished. Tea and coffee making facilities, a telephone, television and free Wi-Fi. On the ground floor is the Chantry Restaurant which serves a variety of tasty dishes throughout the day, 7 days a week. The restaurant along with the relaxing bar and lounge area is available for hire for a wide variety of functions.

St. James Hotel has 6 conference rooms which are suitable for seminars, presentations and meetings can be customised to suit individual requirements and essential equipment is provided along with refreshments and meals.

One reason for the continued success of St. James Hotel is its ideal location; it is close to a number of family-friendly amenities, a bustling shopping centre and a thriving nightlife. From here there is easy access to the A16 and M180 which will quickly lead to the M1, as well as being only a short walk to the nearby train and bus stations.

The key to any successful business is quality service, and that is something St. James Hotel provides. Friendly, efficient staff is always on hand to help and some have been with the Hotel for over 30 years proving their loyalty and pride in the Hotel.

Now the St. James is looking to the future starting with an interior revamp. After the success of 3rd floor redecoration, the 42 bedrooms on the 2nd floor have undergone a soft refurbishment with a fresh look of a new coat of paint, new carpets, new television and new furniture has been installed. Guests can expect new bedding and curtains to give the rooms a more stylish modern look.

For more information about St. James Hotel telephone **0844 736 8612** or visit the website at [www.corushotels.com](http://www.corushotels.com)

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## Greener Cities - Dawn of a New Humber Region

**Grow Your Business Expo Event**  
Tuesday 20<sup>th</sup> November 2012 @ 9.30am - 4.00pm

Book your exhibition stand at this popular business to business event or simply come along and network with the exhibitors and visitors. An ideal opportunity to forge important links and grow your business during this tough economic time.

- Exhibition stands @ £75.00 + VAT
- Three free business workshops during the day
- Two free speed networking sessions



**The Dawn of a New Humber Conference**  
Wednesday 21<sup>st</sup> November 2012 @ 10.30am - 3.00pm

Secure your place at this prestigious conference examining Hull and the changes the region needs to embrace in its growing green agenda. Join industry specialists and hear their ideas and visions for the future of Hull & The Humber.

- Lord John Prescott confirmed as a key note speaker
- Lunch and refreshments for all delegates
- £25.00 + VAT per person



**Shape Your Community Expo Event**  
Thursday 22<sup>nd</sup> November 2012 @ 9.30am - 3.30pm

Book a stand at this Community Expo event or come along and browse the exhibition stands. Discover the local services on offer in the area and the benefits of using these.

- Learn about the recently awarded Big Lottery Green Prosperity Project
- Make links with other community providers
- Find out what's on in your community
- Community service stands @ £10.00 + VAT








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## Building on the success of previous years, The Freedom Centre is hosting 'Humber Expo Week 2012'.

From Monday 19th November until Friday 23rd November the focus at the venue will

be on creating and strengthening business links, showcasing community services, analysing the changes planned for Hull and the region whilst offering environmental, renewable, financial and economic advice and support.

If you would like further information or would like to attend or exhibit at the Humber Expo, please contact Sarah or Lucy on Tel: 01482 710100





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This newcomer to the Beverley dining scene is already making a name for itself among the East Riding's lovers of mouthwatering steak and meats dishes. After noticing a gap in the market for 'good wholesome' English food at affordable prices, the owners of Farthing's Steak Emporium jumped at the chance to move into the ideal town centre property, in Beverley's historic North Bar Within where it opened in June.

"We primarily serve fantastic steaks, but also serve fresh fish, chicken, pork, salads and sandwiches," says the restaurant manager. "But our main focus is consistently to provide Beverley with somewhere to go for a fantastic steak."

With an ever-changing special menu that can include anything from fresh lobsters and shellfish to large sharing steaks, such as cote de boeuf, chateaubriand, full beef ribs, Porterhouse steaks, game, fish and smoked barbecue, this is a place that will have meat lovers' mouths watering in anticipation from the moment they walk in. As befitting a steak house, the atmosphere is relaxed, fun and friendly with the emphasis on lighthearted and warm - so book in now if you want to be introduced to the best, most succulent steak you've ever had in your life.

We are open from 11am - 11pm for drinks and serving food from 11.30 - 3pm and 5pm - 10.30pm.

## FARTHING'S STEAK EMPORIUM

3 North Bar Within, Beverley, HU17 8AP

T: 01482 888868

www.farthings.co.uk

*We had an excellent meal at the recently opened steakhouse Farthings Steak Emporium in Beverley. The whole evening was perfect, the food was gorgeous, the portions not too much or too little and the taste lovely. The staff are very helpful and knowledgeable but not too overbearing. The kitchen is open plan so you can literally watch the whole process of your food being cooked, if you choose to! The decor is light, airy and has a great welcoming atmosphere. Desserts are all locally sourced, mainly from the authentic French patisserie a few doors down, and we were informed the chocolates served with the coffees come from a local chocolate company. Overall we were very impressed. This place caters to all ages and groups. I even saw a couple with their children, although we didnt sample the kids menu, but it did look nice. Can't wait to return again to sample more of the menu! Highly recommended.*





# Nothing is left to chance...

## ABOUT ANTHONY...

Anthony is a Graduate of the 'Guild of Professional Toastmasters' and has a long career in the hospitality industry both afloat aboard luxury cruise hoteliners and ashore as Chief Executive of a 5 Star International Conference Centre and Hotel.

Anthony's career started with military service as a Naval Logistics/Supply Officer with the Royal Fleet Auxiliary Service supporting British Forces world-wide and seeing service in several conflicts and natural disaster aid relief. This required meticulous planning and direction to ensure essential personnel, stores and equipment were in the right place at the right time.

One of his career highlights was to be appointed General Manager of m.s. 'The World' the only floating resort constantly circumnavigating the globe where apartment owners can live permanently onboard should they so choose. During his career Anthony has also worked on projects associated with Royalty.

With such an impressive career Anthony is ideally qualified to plan, co-ordinate and execute your function no matter how large or small, be it in a village hall or large hotel, 'I'm here to make life easier for you and take away the pressures of planning and managing your special event.'

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## THE GUILD

Formed in 1966, the Guild of Professional Toastmasters has stood for excellence in the administration of every conceivable type of event, ceremony, conference, or social function.

Consequently the Guild has justly earned and retained an unrivalled reputation for its professionalism in managing functions of all sizes and nature whether it be a small wedding in a village hall or a major corporate conference in a large city venue.

Guild Toastmasters display meticulous attention to detail with efficiency, courtesy and understanding

towards guests needs and desires, managing each function to allow an event to proceed in a timely and structured but relaxed atmosphere.

Another advantage of contacting Anthony is that as a graduate of the Guild of Professional Toastmasters, if Anthony is engaged on the date of your function then he has the benefit of the Guild's computerised Appointments Bureau behind him from which he will almost certainly be able to recommend an equally qualified Guild colleague who will be able to accept your engagement.



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# Christmas Market



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# Switch On for Hull Business Supplying Next Generation Lighting

A former aeronautical engineer has launched a new business supplying ultra-low energy lighting around the world.

Tony Carter said a growing demand to reduce electricity bills and cut carbon emissions makes LED light bulbs a rapidly-expanding market.

His new Hull-based company, Switch2LEDs, is already supplying businesses and domestic customers in the UK and overseas with products made by the likes of Philips and Toshiba.

He said: "LEDs represent the next-generation of lighting. These are no ordinary light bulbs and the energy saved usually gives a payback in less than a year – making it one of the most cost-effective ways to save energy."

Switch2LEDs specialises in the supply of LED-based replacement lighting and light bulbs from branded manufacturers at wholesale prices.

In addition to the energy savings – being up to 90 per cent more efficient than traditional light bulbs – other benefits of the technology include lower maintenance costs, being shatterproof and zero flickering or buzzing. Industry experts predict that by 2015, 80 per cent of all lighting products sold across the world will be LED-based.

Tony said: "Having been in full time employment for 25 years, I'd been looking at running my own business for quite a while. In today's tough economic climate I realised the safety net of working for a large company didn't apply anymore and I wanted a future I could have more control over, rather than some accountant deciding a company's strategy."



Tony Carter, owner of Switch2LEDs

## The Deep Lights Up Tropical Lagoon with LEDs

A huge tropical fish lagoon at East Yorkshire's award-winning The Deep aquarium is being illuminated with new, hi-tech, sustainable lighting.

The attraction's Lagoon of Light display, which features vivid colours and 66 different species, is now floodlit by a series of light-emitting diodes (LEDs).

Hull-based Bonus Electrical secured the contract to supply the environmentally-friendly lights at the centre.

The LEDs offer a more sustainable way of lighting the lagoon, lasting up to 10-times longer than the lamps they replaced and offering an 80 per cent reduction in energy use.

Andrew Mcleod, assistant curator at The Deep, said: "These advanced LEDs provide a very intense, vivid, type of light that recreates the environment you find

on a tropical island where there is a great deal of sunshine.

"We have considered LEDs before but have been waiting for the technology's development and progress. Now, the designs have become a lot more advanced and these particular high-power floodlights offer the type of intensity that we need at The Deep."

Bonus Electrical is working with The Deep on further applications for the LEDs, from being installed in the centre's car parks to being used to grow coral in captivity.

Rob Carter, sales manager of Bonus Electrical, said: "As the use at The Deep shows, there's no downside to advanced LED technology and the products offer a sustainable, energy-efficient and cost-effective alternative to traditional lighting."



Andrew Mcleod, assistant curator at The Deep, and Rob Carter, sales manager of Bonus Electrical, view the Lagoon of Light at the Hull aquarium, which is now illuminated by LED lights.





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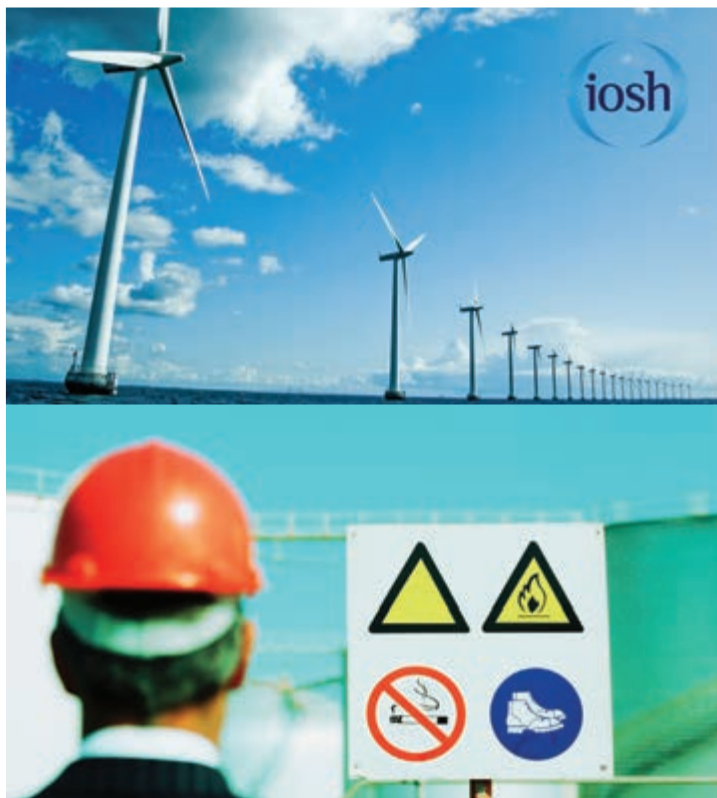
## Hull Studio School can energise your business

**Are you seeking a fresh approach to your business?** At Hull Studio School our students learn by undertaking commissioned work on your behalf, in which you can have as much or as little involvement as you wish. Our students will work to your project brief, supported by a professional team of staff with both education and business experience, providing a real world model where quality, commitment and hard work are rewarded through a bidding process that you approve.

Themed projects will consider students' individual skills and interests alongside the development of an understanding of society and their place in it. Combining this approach with a developed understanding of the world offers up the Studio School as a unique business consultancy that will allow you to develop your business through the eyes of your future customers. This may be product design or testing, marketing activity, customer research or any number of activities commissioned by business and community sector organisations.

The Studio School concept enables all of its students to undertake work placement. These placements are designed to be long term commitments between the young person and the employer to enable you to develop that young person and gain maximum benefit from having them in your workplace. The skills we will develop in those young people with your assistance will enable them to self-start in the workplace, identify business improvement opportunities and link back with the Studio School to generate effective solutions to business issues.

Contact Paul Cliff on 07931 806518 / 01482 598882 or Twitter @HullsNewEnergy



### Workplace accidents happen...

Workplace accidents happen but if you fail to follow regulations you could face fines and/or imprisonment. It's your responsibility to ensure that all members of staff are properly trained so this never happens to you.

One of our clients had a series of workplace accidents. The HSE was called in and hefty fines were issued. The HSE identified a gap in health and safety training and the company called on us to help. After we properly trained key members of staff on the IOOSH Managing Safety course, the HSE are now satisfied and the company is now in full compliance.

Could something like this happen to you and your company? Of course it could. Even worse, what if you had to call a loved one to say there has been a serious accident at work and you won't be coming home. Now imagine you had to call the family of a colleague to explain the same thing. How would that make you feel?

Ensure you and your staff are properly trained in the basics of health and safety in the workplace by booking on our IOOSH Managing Safety Course.

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# The Value of Great Customer Service

Paragon Data Services (PDS) specialise in installing structured network and data cabling solutions.

From the inception of any project to the design and installation, PDS deliver complex cabling systems which improve their clients' communications and data sharing.

The company's installations mean productivity and profitability can be improved.

With vast experience in developing networks to deliver comprehensive telephone, ethernet, CCTV and public announcement systems, PDS tailor the latest technological advances for its wide range of customers across the public, private and voluntary sectors.

One of the company's latest projects was to provide a bank of 14 monitors for Norwegian gas giant, Gassco, at its Langede Receiving Facility in Easington.

Since October 2006, gas has been brought into the UK direct from the Norwegian Sleipner gas field via the Langede pipeline, the world's longest subsea pipeline, owned and managed by Gassco.

The company needed a control centre where they could access a collection of complex CCTV and monitoring systems.

Ian Livingstone, Gassco's Terminal Manager, said: "Nothing was too much trouble, from the very beginning of what was always going to be a complex operation, we knew we were in safe hands when dealing with PDS.

"They understood exactly what we wanted and exactly how to deliver it on time and to budget. Their expertise made the process very simple for us.

"From an initial brief they developed an outstanding system that exceeded our expectations and went well beyond what we even knew was possible.

"Not only that they future proofed it so it could be further developed should we need to.

"The service is first class and I wouldn't dream of going anywhere else in the future. Obviously in our industry, safety is paramount and their tender was considered in its approach to this important matter.

"PDS were a one-stop shop and brought in all the tradesmen needed under the guidance of their project manager. It helps only having to deal with one company, especially when they are so efficient."

With its headquarters at the Geneva Way Business Park in Leads Road, Hull, the company is ideally situated to cover its core client base across Yorkshire and beyond.

PDS was established in Hull and is run by a team of people who are incredibly passionate about the city and wider region. The company is committed to staying in the area, creating jobs for local people and promoting the city at every opportunity.

With continued growth across the last few years, those ambitions are being met with a continued increase in staff numbers despite the financial difficulties being faced by many firms.

Iain Bland, Managing Director.



Although having its base firmly rooted in the city, PDS has more recently been expanding its market across Europe and the Far East.

Managing Director Iain Bland said: "Our global reach is certainly growing with contracts recently secured in China as well as many countries across Europe, including Poland, France and Spain.

"This growth gives us greater experience and knowledge and only helps us get better at what we do.

"There are times when the engineers go above and beyond to deliver the projects. We pride ourselves on making sure our customers, through our expert knowledge, get the systems they need to help their businesses function efficiently and effectively."

Although specialising in the creation of new networks, the company's highly skilled staff can also move existing data and phone lines, repair and renew existing systems.

**"Our greatest asset is the customer - at Paragon Data Services we treat each customer as if they are our only one."**





# Revolving our world around our customers...

**"I wouldn't go  
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An exceptional  
team!"**

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brilliant. On time  
safe delivery - we  
really couldn't  
ask for more"**

**"Great value  
solutions"**

**"We had a problem,  
PDS found the solution.  
They epitomise all that  
is great in customer  
service"**

**"People expect good  
service, but this can  
sometimes be very  
difficult to find. Not at PDS  
they exceed expectations  
in all they do"**

**"No nonsense!  
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they will and to a very  
high standard"**

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# University Aims for a Flourishing Humber Economy

The economic potential of the Humber region is coming under the spotlight in a major new research project by the University of Hull.

The University is funding the £50,000 Humber Economic Futures project to map out the future economic landscape of the region based on a survey of current trends and developments.

Bringing together expertise from Hull University Business School and the University's Faculties of Science and Arts and Social Science, the project is considering the potential economic and environmental impact of a wide range of industries, from port developments to the burgeoning renewable energy sector.



*Professor David Grant*

Professor David Grant, of Hull University Business School, said that the aim was to support the region's businesses and communities, establishing strategies that would generate the right skills, education, business support and environmental policies to allow the Humber's economy and environment to flourish.

He said: "As proposals to establish a major offshore wind turbine manufacturing facility in Hull gain momentum, these are exciting times for the Humber region.

"But there is more to the region's future economic prosperity than wind turbines. The region is poised

to capitalise on growth in a number of other renewable energy projects, from bio-fuels to tidal power. Add to that substantial opportunities offered by the region's ports and the picture becomes even more complex.

"Our aim with this project is to take a holistic view of all the major enterprises that are taking root around the Humber and try to show how they can reach their potential, while ensuring that developers fulfil their social and environmental responsibilities."

Professor Chee Wong, of Hull University Business School, said: "We are carrying out the research so that we can contribute to the region gaining the maximum economic benefit and new employment through the opportunities in renewable energy.

"Critical issues and barriers will be identified with associated recommendations so that stakeholders can work together to allow the region to thrive in this new sector."

The research team is working closely with key stakeholders in the region, in particular the Humber Local Enterprise Partnership (LEP).



*Professor Chee Wong*



## Racing Stars Lift Leger Line Up

Doncaster Racecourse welcomed horseracing stars of the past as it played host to its Leger Legends raceday, the opening fixture of the Ladbrokes St Leger meeting.

Among the star-studded line up of ex-jockeys in attendance were Lester Piggott and Willie Carson, with 16 ex-stars taking a break from retirement to battle it out in the Leger Legends Race.

Richard Hills and Mick Kinane were among those taking to the saddle for a fixture that raised funds for the Injured Jockeys Fund and The House That Jack Built.

For more information, go to [www.doncaster-racecourse.co.uk](http://www.doncaster-racecourse.co.uk)



# Taking Care of a Special Legacy

We want to look after you!

Robin Matthews is determined to ensure that his wife's legacy is respected as he seeks to ensure that the business she started in Hull continues to be a success.

He says: "Professional Washroom Services in Hull was established in 1994 by my late wife Diana. She was the driving force behind the business.

"When she passed away in 2009, having lost her fight to cancer, my world fell apart. I had no interest in myself, let alone the business. But with the strong support of my Operations Manager, Julie Cockin, and a committed workforce, here we are today.

"We are taking PWS forward to a new level, with the same core values of a family business. We are dedicated, dependable and highly regarded in the hygiene service industry, something about which Diana would be proud.

"Our experience in the field has seen us withstand the economic downturn and



Robin Matthews

grow from strength to strength. Our size is not to be underestimated; we have increased our geographical coverage to suit our existing customers and have the ability and committed team to do so further if required.

"I don't believe economies of scale wins contracts. Our company policy is and always has been to offer our customer the best financial and professional package available, complete with the highest quality of service they so rightly deserve.

"One thing I have learnt over the years is, to stay strong in business you have to move forward with the times, look and listen to what's going on."

## A way to save money

Robin says: "Everyone today is looking at ways to save money, working to targets and budgets. That's why I'm excited about our latest product."

"That latest product is the Retro-fit Waterless Urinal. Did you know 25% of your water bill goes through urinals? Saving water and money must be a win-win situation! The Retro-fit Waterless Urinal is already in use by Vue cinemas, HSBC, RBS bank and Aviva Stadium to name just a few."

See the case studies and obtain more details on this and all our other products and services at [www.pws-northern.co.uk](http://www.pws-northern.co.uk) or call one of our team on **01482 222450**.



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2. Replace one-way valve every 6-12 months (takes 5 minutes)

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1. Disconnect the water supply to your cistern
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3. Connect lower section of Stream-less system to the waste, adjusting the telescopic section as necessary
4. Screw the upper section of the Stream-less system from above the urinal bowl down into the thread of the lower section
5. Put cartridge in place



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## New Round of Staff Promotions at PwC in Hull Focus on Growth

**PwC has announced a series of staff promotions in its Hull office.**

Pete Adams has been promoted to director in the Assurance practice. He joined the firm ten years ago and specialises in the consumer manufacturing, chemical processing and construction sectors. He has strong connections through the Hull and Humber business community and his client-base is drawn from listed, private equity and family-owned businesses in the region. Pete's new role will see him join the firm's leadership team taking responsibility for practice development and recruitment. Nicola Craven has been promoted to senior manager. She completed the firm's 'flying start' programme at Newcastle University, a unique programme that combines a degree with paid work placements with the firm throughout university. Nicola joined the assurance practice in 2006. She works with a number of local clients covering family owned, private equity and listed business,

having experience in a number of sectors including manufacturing, chemical processing and construction.

Mark Hawley has been promoted to manager. He joined the firm in 2007 as a Financial Mathematics graduate from the University of Hull. His portfolio predominantly consists of both local and international manufacturing clients who are based in the East Yorkshire region.

Matthew Renshaw has also become a manager. He joined PwC in 2010 after qualifying as an auditor at a small firm in Grimsby. He specialises in external audits for a range of clients.

Richard Bunter, senior partner in PwC's Hull office said: "I am very pleased to congratulate all of our staff who have been promoted across the office. These promotions reflect our strategy of building the broadest and deepest range of specialists as possible. We are fortunate to be able to recruit and retain the best talent in these challenging economic



Pete Adams

conditions and these promotions reflect our continuing success as a growing business and focus on delivering outstanding client service in the Hull and Humber region."

## New Appointments at Rollitts

Hull law firm Rollitts has promoted three members of staff - including two to partner - as it continues to invest in talent.

Chris Crystal (property) and Andrew Digwood (dispute resolution) have been promoted to partner. Chris, who joined Rollitts in 2006 is a commercial property lawyer specialising in secured lending and corporate support in transactions work. Andrew specialises in intellectual property and property disputes. He spent three years in the commercial and intellectual property department of a national law firm before moving to Rollitts in 2004.

Clair Douglas (property), who has been with the

firm since 2001, has been promoted to the role of senior solicitor. She specialises in commercial property law, including land sales and purchases, wind farm development work and commercial leases, as well as high-value residential sales and purchases for private clients.

Rollitts Managing Partner Richard Field said: "We are delighted to invest in the existing talent we have in the firm. Chris, Andrew and Clair are excellent lawyers who have proved their worth through hard work and commitment to the firm and our clients. We congratulate them on their well-deserved promotions which are an acknowledgement of the hard work they have put in over the years."

The firm's core business sectors are company and commercial (including employment), commercial property, commercial dispute resolution and private capital (high net worth private clients, families and trusts and substantial charitable organisations).

"We are delighted to invest in the existing talent we have in the firm. Chris, Andrew and Clair are excellent lawyers who have proved their worth through hard work and commitment to the firm and our clients. We congratulate them on their well-deserved promotions which are an acknowledgement of the hard work they have put in over the years."





# KC Wins Best Business Customer Service Award at ISPAs

**KC has won the Best Business Customer Service category of the 2012 Internet Service Providers' Association (ISPA) awards.**

ISPA is the UK's Trade Association for providers of internet services and its awards programme, in its fourteenth year, is highly regarded.

The Best Business Customer Service award recognises business broadband providers for outstanding customer service and in winning KC pipped national providers Plusnet, Exa Networks and Fluidata to the post.

The judges were impressed with KC's range of contract options, free technical support and investment in new digital and technology business start-ups and the community.

KC Chief Executive Kevin Walsh said: "Winning this award is external recognition of the outstanding service that we provide our customers. This award also recognises a team effort and I am very proud of all those involved in providing a brilliant experience to our customers."

As well as winning the Business Customer Service award, KC was also highly commended in the Internet Safety and Security category for its security portfolio, annual health checks and walk-in library service.



KC was shortlisted in five awards in total including Best Consumer Fixed Broadband, Best Consumer Customer Service and Best Internet Telephony categories. Providers are shortlisted following three months' independent testing of real customer connections.

More information about the ISPAs is available at [www.ispaawards.org.uk](http://www.ispaawards.org.uk)

# Arlington Moore

**Arlington Moore Search & Selection Ltd is a consultancy based Recruitment Agency.**

The company work with an increasing number of clients throughout Yorkshire and Lincolnshire from SMEs to PLCs. Arlington Moore are now proud to have joined the Hull & Humber Chamber of Commerce as Patrons.

The company specialises in Permanent, Interim and Temporary jobs for Non Management, Management and Director levels.

There are divisions within Arlington Moore offering recruitment services in Manufacturing and Operations, Supply Chain and Logistics, Engineering and Design, Finance and Accounts, Sales and Marketing, Human Resources, Information Technology, Science and Laboratory, Quality, Print and Repro and General Office.

Arlington Moore are unique because we really get to know our clients business and we care about long term business relationships.

For further information contact a member of the team on **01482 638468** or email us [joanne@arlingtonmoore.co.uk](mailto:joanne@arlingtonmoore.co.uk)

# Port Signs Storage Deal

**Associated British Ports' (ABP) Port of Hull has signed a five-year agreement with Jenkins Shipping for the handling and storage of paper and forest products.**

As a result, a new 9,500 sq m state-of-the-art warehouse in Queen Elizabeth Dock, Hull, is now under construction by ABP to handle a contract, won by Jenkins Shipping, for the import of paper reels manufactured in Sweden by Holmen Paper AB.

The warehouse is in addition to the 133,500 sq m, or 33 acres, of covered storage space dedicated to handling paper and forest products in the Port of Hull.

Matt Jukes, ABP Port Director Hull & Goole, said: "We are delighted to have signed this agreement with Jenkins Shipping to make the Port of Hull the main hub for Holmen Paper's UK business. Our investment in the new warehouse consolidates the Port of Hull's position as the natural distribution centre for paper and forest products from Scandinavia and the Baltic. To exploit our key location we have the skills required by Jenkins Shipping to provide a seamless service."

Rob Stewart, Commercial Director at Jenkins Shipping, said: "We are very pleased to be entering into this agreement with ABP which expands upon our existing business together. We have a close working relationship with ABP in Hull and we trust them to deliver. Our aim is to provide world-class facilities, service, and care to Holmen Paper and to expand the Hull service to other Jenkins customers."

In 2011 ABP's Port of Hull handled 700,000 tonnes of paper and forest products. Jenkins Shipping handles around one million tonnes of forest products at its facilities throughout the UK and Ireland.

*The MKM Macclesfield Team*

## MKM Continues Expansion Strategy

MKM, the UK's largest chain of independent builders' merchants, has opened its 39th branch in Macclesfield.

The branch has created 14 new jobs and is the latest development in MKM's current £20M expansion strategy.

David Kilburn, Executive Chairman of Hull-based MKM, said: "The opening of MKM Macclesfield is an exciting new development for us as we expand our network into the North West. We have been planning the Macclesfield branch for several years so it is fantastic now to be up and running and serving the local community. We have opened two new branches in the UK over the past year as part of

our expansion programme and continue to look for opportunities."

MKM's expansion strategy will see it open ten new branches in England and Scotland within 18 months, generating up to 200 jobs. Over the past year, the company has undertaken a £1m refurbishment of its HQ in Hull and opened branches in Kent and Perth.

MKM was established in 1995 and operates from 39 branches around the UK with more than 700 employees. The company, which was founded in Hull, supplies a wide range of materials for building, joinery, plumbing and landscaping and also stocks a variety of high quality kitchen and bathroom suites.

## Hallmark Hotel – Hull, a Gem Waiting to be Discovered!

A number of quotes could describe the result of the £3.5 million refurbishment that the Hallmark Hotel in North Ferriby (Hull) has undertaken in the recent 18 months. However do you really know what is proving to be the region's best kept secret of a hotel?

Having recently moved over from Forest Pines to become the newly appointed Director of Sales at the Hallmark Hotel, Serena Walters is excited to be able to promote this fabulous venue.

Proudly part of the Hallmark group, a portfolio of seven individually styled hotels in the UK, the Hallmark in Hull has an enviable location just off the A63; with close proximity to Humberside Airport.

Boasting as the only four Star Rated hotel in the Hull area, facilities include 95 boutique-inspired bedrooms, five meeting rooms, a Brasserie and Lounge Areas, along with it's own Heliport, jogging trail and various

beauty facilities; NOT forgetting the most sought-after panoramic views over the Humber Estuary.....

So..... what are you waiting for?

Corporate accommodation rates available from £60.00 B&B, Day Delegate Rates from £26.00 and 24 Hour Delegate Rates from £99.00. All within a relaxed and personable ambience; yet delivered with professional service. THE PERFECT CORPORATE TWIST!

Not forgetting our fun-filled 2012 Christmas Party programme of events!

For further details, or to arrange a show-round of the fabulous facilities, please contact Serena Walters, Director of Sales – **07500 787512**.

**Serena.walters@hallmarkhotels.co.uk**  
**www.hallmarkhotels.co.uk**



Photo (courtesy of Andy Crozier - Insight)  
Left to right... back row: Jamie Cartledge, Matty Jones, Mike Jones, MD Neogain - front row: Lewis Beedham

## Web Company Takes on Apprentices

Neogain, the growing Hull-based full service internet marketing company, has employed three apprenticeship students.

Lewis Beedham and Jamie Cartledge joined as Junior Website Developers and Matty Jones joined having finished school.

All three apprentices will not only gain a qualification but also receive training that provides them with the necessary skills to progress with website development.

The firm has been working with the Yorkshire and Humber Apprenticeship Training Agency and Hull College to develop its programme.

Mike Jones, Managing Director of Neogain, said: "I have always recognised the need for businesses to support the development of local school leavers.

"I believe that our apprentices have a lot to offer to the company so, combining our experience with the apprentice's raw talent, we have an attractive prospect to our clients.

"We really do hope this is the start of great things to come as we are keen to see more development with local education providers to offer school leavers exciting new qualifications, which support the rapidly growing online marketing industry."

*Photography) – higher resolution image available, please contact edmoss@maykit.me.uk if required*

# New & Unique Dining Experience

Swadh is the first South Indian restaurant in Hull and East Yorkshire with a new dining experience. 'Swadh' is derived from Sanskrit word 'SvAda' which means taste.

Highly-experienced chefs have been employed to create the best quality meals for any dining occasion. Every dish is prepared fresh to order – so customers can expect to enjoy one of the tastiest dining experiences they have ever had at Swadh.

British and continental menus are also available to suit every customer's taste. Express lunches are available on the South Indian and British and Continental menus, perfect for business customers.

For more formal occasions, the hotel also has dedicated meeting and conference rooms,



accommodating anything from a one-to-one to a meeting with 300 delegates.

Trinity's function rooms are the perfect choice for any special occasion, be it a birthday, christening or wedding – the hotel is licensed for civil ceremonies – and catering can be perfectly tailored to suit customer requirements.

# Goals Soccer Centres

At Goals Soccer Centres we live and breathe football and we have created a state-of-the-art facility to make your experience the best in Hull. Having been open just over 12 months we already have the largest league program in the city and have delivered some great corporate tournaments for customers such as Hull Children's University, HANA, ASDA, QHotels, and Jackson's Bakery.

We work extremely hard to ensure your match goes beautifully, whether you want to join a league, enter or hold a corporate tournament or just have a casual kick around with your friends or colleagues. It's not just the adults we cater for, we offer kids coaching, leagues and football parties for all upcoming budding footballers.

Europe's top clubs insist on all-weather, rubber crumb, synthetic grass, and so do we! You'll find excellent car parking facilities, plus modern changing rooms.

Our corporate tournament packages includes full event management, web-based fixture programme

and results service, a dedicated news-page on the Goals website, live plasma display screen results and tables, state-of-the-art pitch hire, footballs and fully qualified referees. And if you want something a little different, we can tailor an event specifically to your requirements.

Our air-conditioned bar is a great place to hold a function for any celebration, be that for staff Christmas parties, birthday celebrations or even a Christening! Our friendly, helpful staff will ensure a great night.

To enquire and for more information relating to our products please contact:

Graham Richardson  
General Manager  
Ipark, Innovation Drive, Hull HU5 1SG  
01482730100  
hull@goalsfootball.co.uk  
www.goalsfootball.co.uk



## Your Chance to Put Something Back

The Humberside Police Lifestyle project is now in its 24th year and there are many ways in which your business can become involved in one of the area's leading youth initiatives. Lifestyle aims to encourage young people aged between 10 and 16 years to team up with their friends and help local communities by carrying out a wide variety of activities, diverting them from crime/nuisance over holiday breaks. Examples of projects include renovating community and green areas, entertaining the elderly at care homes, raising awareness of water safety in local parks, to organising mini Olympics in public spaces for the whole community to get involved in! On average, more than 4,000 young people take part in Lifestyle every year and the young participants are rewarded for their endeavours entirely from external funding. We have a number of opportunities for you to reward teams' endeavours over the holidays at our prestigious Lifestyle Awards to be held at the Hull City Hall in November.

The Humberside Police Youth Engagement team also bring Rock Challenge performing arts competition to our area, which encourages young people to be their best through performance, without the need for artificial stimulants. In excess of 3,500 local young people participated in 2012, and, building upon the success this year, we introduced the first Rock Challenge Youth Division aimed at young people outside mainstream education.

We also run a Night Challenge orienteering experience, which was added to our portfolio of youth activities five years ago, and this annual event challenges young people to complete a 13 mile overnight hike, with interesting challenges en-route.

For more information on how you can be part of any of these projects please contact Lisa Whitton or PC Kate Atkins on 01482 220702 or email Lifestyle@humberside.pnn.police.uk and we will be more than happy to meet to discuss further.



## Supporting you to deliver services more effectively and efficiently.



In today's environment, managing a business and maintaining efficiency is increasingly challenging. The experienced Agencia team will work with you to address your challenges in areas such as:

- Systems planning, evaluation and re-design
- Development of partnership working
- Developing your organisation capacity and capability
- Project management
- Market research and public consultation
- People development – training and coaching

Agencia don't sell off the shelf packages; we listen to your needs and support you to develop and grow. Contact us to find out more. [www.agenciaconsulting.com](http://www.agenciaconsulting.com) Tel: 01482 649900



human  
RESOURCE  
management

health  
& safety



let us ADD value to your business

### SERVICES

We can offer advice and assistance on matters affecting the employment relationship between you and the employee. Our human resource policies and strategies will reflect your organisations' overall purpose and culture.

We can review your current personnel and H&S policies and procedures to make sure they are fit for purpose, ensuring they:-

- meet the minimum statutory requirements
- are relevant and meet the needs of your business

As your business grows we can continue to help Implement strategies to ensure legislative compliance and effective working practices

### CASE STUDIES

*"I have recently put together a contract of employment, probation measures and key policies for a client who is taking on his first employee. I cannot stress the importance of managing expectations of both parties within the employment relationship and the foundation of this is a clear set of employment terms and conditions.*

*Another example has been in developing an employee handbook for a company which has more than 20 employees. As a company grows it is important to have a set of HR policies and procedures that ensure fair and consistent treatment of employees whilst also maintaining the goodwill between employer and employee which small and medium sized enterprises (SME's) heavily rely on. Our main aim is one of pragmatism; we want to minimise potential litigation risk for the employer but also ADD value to the bottom line.*

*In SME's a people problem is a business problem as it can have a significant impact upon your product or service delivery. It is in our experience that if these issues remain unresolved they can easily escalate and adversely affect employees and their performance. It is important that companies have clear procedures for dealing with employee issues and we are happy to have a telephone conversation or meet up with an employer for a FREE AUDIT of their HR policies and procedures and discuss the options available to them"*

ADD HR Solutions Ltd 271 Hull Road, Woodmansey, Beverley, East Yorkshire HU17 0RR

Tel: 01482 864338 Mob: 07960 943361 E: [adavies@addhrsolutions.co.uk](mailto:adavies@addhrsolutions.co.uk) website: <http://www.addhrsolutions.co.uk>

# New Members

Andrew Moulds

**AA Jones Electric**

HULL

01482 589015

*Electrical Wholesale/Distribution*

Alison Davies

**ADD HR Solutions Limited**

BEVERLEY

01482 864338

*Human Resource and Health & Safety Consultancy*

James Robinson

**Afex (Associated Foreign Exchange Ltd)**

HULL

07792 559701

*Foreign Exchange Broker*

Paige Daniel

**Best Contract Cleaning Ltd**

HULL

01482 646770

*Contract Cleaning Services*

Amy Jagger

**Carlton Towers Events**

GOOLE

01405 861662

*Weddings, Conference, Social & Corporate Entertainment*

Catherine Richardson

**Catherine B Richardson Wealth Management Ltd**

Thorngumbald

07801 261208

*Financial Services*

Noel Johnson

**Cityworks Training**

HULL

01482 210114

*Training*

Peter Houldridge

**Complete Diamond Drilling Services Ltd**

HULL

01482 878889

*Specialist Drilling & Cutting Contractors*

Liz Briggs

**East Riding Voluntary Action Services Ltd**

BEVERLEY

01482 871077

*Local Development Agency Supporting Not For Profit*

Julia Thompson

**Eastcoast Pictures**

CLEETHORPES

07867 804151

*Video for Business Online and Local TV*

Tony King

**Embroidery by Dezig Ltd**

HULL

01482 240064

*Embroidery*

Peter Milner

**Excel Publishing Co Ltd**

MANCHESTER

0161 2362782

*Publishers*

Simon Maloney

**Fresh Print**

SCUNTHORPE

01724 335458

*Print/Display/Exhibition/Corporate*

John Olivant

**Give Back Works (Hull & Beverley)**

HULL

01482 408585

*Marketing (Membership Organisation)*

Graham Richardson

**Goals Soccer Centres Hull**

HULL

01482 730100

*5-a-Side Football Centres*

Gareth Hird

**Graybrowne Limited**

HULL

01482 225564

*Accountants*

Anne Cannell

**Grimley Smith Associates Environmental Ltd**

BRIGG

01652 600250

*Engineering Consultancy and Design*

Andrew Farr

**Holgate Infrastructure & Motorway Services (UK) Ltd**

SCUNTHORPE

01724 230090

*Aluminium Parapets*

Lorna Neal

**Hornsby Accounts Ltd**

SCUNTHORPE

01724 737244

*Accountancy Services*

Sandra Ackroyd

**Hull and East Riding Institute For The Blind**

HULL

01482 342297

*Local Charity Supporting People with Visual Impairment*

Joanne Jenkinson

**Humber Solar and Heating Ltd**

COTTINGHAM

01482 845840

*Solar and Heating*

Ron Parkinson

**Industrial Paint Supplies (Hull) Ltd**

HULL

01482 321154

*Industrial Paint Distributor*

Karen Butler

**Invigorate Communications Ltd**

HULL

01482 714869

*Public Relations, Copywriting & Marketing Agency*

Steve Rusling

**Lake Marketing and Events Ltd**

GRIMSBY

01472 350026

*Marketing, Events, Online Advertising*

Tony Hallwood

**Leeds Bradford Airport**

LEEDS

0871 2882288

*Airport*

John Green

**Lincolnshire Portraits**

CLEETHORPES

01472 235741

*Portrait Artist*

Elizabeth Grant

**Longbridge Veterinary Services Ltd**

YORK

01347 811770

*Veterinary Health Certification*

Steve Ellerington

**Magnum Services**

GOOLE

01405 762047

*Document Management Specialist*

Elaine M Bass

**Michael Bass Grimsby Limited**

GRIMSBY

01472 828279

*Builder & Coldstore Construction*

Russ Waterman

**Minerva Social Enterprise (Hull) Ltd**

HULL

01482 319332

*Social Enterprise*

Mr P Hart

**North Sea Ventilation Ltd**

HULL

01482 834050

*Design, Manufacture and Installation of Heating*

Julie & Andrew Johnson

**Nu-Life Ltd**

HESSLE

01482 629282

*Galvanic/Beauty/Counselling Services*

Richard Booth

**Richard Booth Wealth Management**

BRIDLINGTON

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*Financial Advisory Services*

Neil Arkwright

**Signal Telecom**

Catterick Garrison

01748 835599

*Business Telecommunications*

Andrea Turner

**Source-Plus Ltd**

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*Marketing & Business Consultancy*

Janine Boanas

**The Bizniz**

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01482 317328

*Business Networking*

Mr Gary Leahair

**Time Solutions**

SOUTH CAVE

077740 32815

*Independent Motor Vehicle Assessor*

Dick Tyson

**Tyson Associates**

BRIGG

07742 452513

*Process and Business Management Improvement Consultancy*

Mark Mullaney

**University of Hull - Commercial Services**

HULL

01482 465341

*Conference & Events Venue*

Mrs Lyza Williamson

**WILLIAMSON Innovation Ltd**

HULL

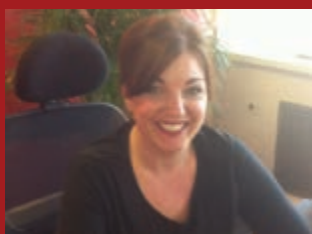
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*Sales & Marketing Strategist*

Name  
Joanne Norman

Company  
Arlington Moore Ltd

Job title  
Managing Director



Born and raised in rural Norfolk, moved to Hull at the age of 18 to go to University to study Law and Psychology. Following graduation fell into recruitment after responding to an advert for Telesales. Worked for a small company and then moved to a global Recruitment company where I worked my way up to Branch Manager. After leaving this company I worked in sales for a major PLC manufacturing company where I had to relocate to Manchester. Hull had a major pull for me and I ended up moving back and landed a job with a national Recruitment company where I worked my way up to Regional Operations Manager. I left this company in 2006 to start up Arlington Moore immediately after the birth of my second child, how I got through that I don't know!

**What did you want to be when you were young?**

A Designer, either fashion or interiors, I also wanted to have my own business as I was always very driven and wanted the best for myself, I had a lot to prove for various reasons.

**What could you not live without?**

My children, although I have aged considerably since having them!

**If you could build a house anywhere in the world where would it be?**

Cornwall or East Yorkshire, nowhere exotic as with that comes the horrid things such as spiders, natural disasters, snakes etc. For me East Yorkshire and Cornwall are the two most beautiful places in the UK.

**What makes you angry?**

Poor customer service.

**If you could invite any two people to dinner who would they be and why?**

Katie Piper would be the first one, I think she is an absolute inspiration to us all, she has gone through so much pain and had so much taken away but she has come out on top. The second one would be Martin Lewis as I am always interested in ways to save money, I would get him drunk and give him my laptop and paperwork and sit him in the corner so that he could do all my cost savings for me.

**What is the best thing about this area?**

Where do I start, I love East Yorkshire, it has everything, beautiful coastline, access to major cities and motorway links. Hull has the most beautiful dock area, history, parks, museums, fresh air,

roaring countryside. The people are also real.

**If you only had a £1 left in the whole world what would you spend it on?**

Not a lottery ticket as I am not a gambler. I would ring a farmer and ask him to borrow a field, telling him I will organise a car boot sale and I would then give him 30% for doing nothing, and I would spend the £1.00 on poster paper and a permanent marker to advertise the event. I would then make more money and then go from there.

**What is in your opinion the greatest invention ever?**

Well so many, however the most amazing one is an apple peeler which I saw in a magazine. It was so big, the size of an average sausage dog! It made me laugh, I really didn't see the point and wondered who would buy it!

**What is most valuable lesson you have learnt in life?**

I have learnt two things, one is to put up a fight when I need to and I have also learnt to question things if it doesn't seem right, no matter who is administering the information to you and no matter how authoritative they may seem.

**If you could come back as an animal in your next life what would it be and why?**

Well not a horse that's for sure, you don't really get a say in the size of the rider do you! I would come back as a Shih Tzu puppy, I have just bought one for the kids recently and it is gorgeous. It sleeps most of the time in a cozy bed and that sounds great!



Andrew and Helen Gibson

## It's a Family Affair at Agencia

Agencia Consulting has announced the appointment of Helen Gibson as Joint Managing Director. Helen, 33, joins her father Andrew, 60, the founder of Agencia, in leading the company.

The move is part of a succession planning process which has seen the Agencia management team strengthen during recent months, with the appointment of Business Development Manager Victoria Austin and Sector Advisors Steve Pitts (International & Justice) and Mike Robson (Health & Social Care).

Andrew said: "It's obviously a double pleasure for me not only to be able to plan my own future commitments, but to welcome a member of the family as my ultimate successor.

"Helen has a great reputation as a skilled consultant, and I am very confident that, over the next few years, we will be able to work together to develop her skills even further, ready for an eventual transition to her being the sole MD. My own commitment to the company will not reduce, as I hope to take on a Non-Executive Chairman role in Agencia at that point."

Agencia, formed in 1997, is renowned for its expertise in change management UK and internationally in supporting, amongst others, Health Service and Justice reform.



## Niki Takes Up New Position at Events Centre

Niki Shephard has been appointed Business Development Manager for the Lincolnshire Events Centre, based at the Lincolnshire Showground in Grange-de-Lings.

She worked in France for most of her twenties then landed a job in publishing in London, which eventually took her to Asia where she ran the advertising department for a large Asian telecoms publication in Singapore.

After returning to the UK, she spent seven years in Brighton where she worked for publishing house CAT Publications, before moving into event management.

She returned to Lincoln in 2007 and has since worked for Lincolnshire Tourism, before landing the position of Sales & Marketing manager at the new DoubleTree by Hilton Lincoln which she helped open last year. She then moved to the Lincolnshire Events Centre.



# Business mentoring tailored to **your** needs



## Client Case Study: Chillipeeps

Are your business aspirations unfulfilled, or maybe you are stuck in a rut and planning your next move?

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SCY can give you independent, objective advice and support, fully-funded for eligible clients\*

SCY is one of the leading companies in the region for business innovation.

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- ▶ Helping to create over 100 companies and thousands of jobs
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#### SCY helped Chillipeeps to:

- ▶ Complete the successful journey from product concept to market
- ▶ Establish a reliable manufacturing base
- ▶ Reach their target market and achieve their first sales

#### The outcome:

- ▶ A rapidly growing business with huge growth potential
- ▶ A manufacturing and supply chain able to respond to customer-led demand
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“The support we’ve received through SCY has been critical to the survival of our business. We trust our SCY Mentor and their advice implicitly.”

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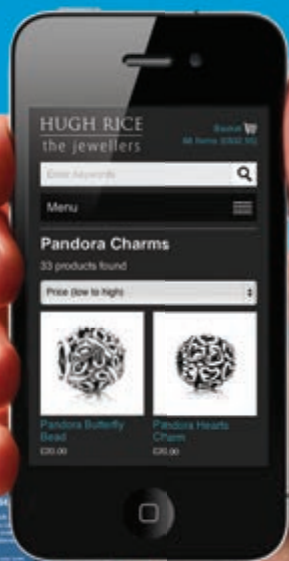
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Creating Value Through Innovation



\*Full eligibility criteria available from SCY T 01904 217101

# Want your ecommerce to perform better?



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Our ecommerce solution is aimed at retailers who currently turnover more than £10k a month but want to do much better. If that sounds like you, we'll help you get there.

We design fluid, intelligent, attractive websites on the back of our own technology, which can be customised to integrate specifically for you.

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Get in touch with us today to see what we can do for you.

## Contact

**Jenna on 01482 337144**

or [jenna.lakhdari@strawberry.co.uk](mailto:jenna.lakhdari@strawberry.co.uk)

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