

BUSINESS INTELLIGENCE

The Magazine of Hull & Humber Chamber of Commerce

October/November 2020

Issue 58

Drax: Delivering a Zero Carbon Humber

See page 22



Richard Gwilliam - working to decarbonise the Humber



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New UK Distribution Agreement

Compatible diversification for Steven Tradewell and True-Budget Accommodation as TBA collaborate with Airvia Medical.

Since 2004 TBA have specialised in helping Contractors and Merchandising Companies control their accommodation costs by sourcing accommodation for staff working away from home. Now TBA are set to help Hotels increase their turnover and welcome guests back to their accommodation by providing top grade portable, Air Purifiers, supplied by AIRVIA Medical.

Ex-hotelier Mr Tradewell said, 'Recognising that hotels now need to go that extra mile in protecting the health of their employees and guests, I researched the benefits of Air Purifiers and to see what the industry has to offer. AIRVIA Medical appeared to be the only supplier offering cylindrical units with a 360° air intake, combining 8 different purification technologies to provide clean air free of germs, nanoparticles and allergens.'

Lock down caused the hospitality industry, like many others, to lose a significant amount of income; due to the measures imposed to fight COVID-19. To spend resources on an AIRVIA Medical Air Purifiers may, therefore, seem an unnecessary expense. However, strict cleaning protocols post "lock down" have seen Hotels and other Accommodation providers forced to limit the number of rooms available, as rooms may be left empty for a number of days, after a guest has vacated, to minimise any potential risk.

An AIRVIA Medical Air Purifier running whilst rooms are being serviced will clean the air, helping to protect staff from air-borne and surface bacteria, viruses and other pollutants, and reduce bed room "downtime", whilst giving guests the peace

of mind that the Hotel has done all that is possible to ensure that the rooms are safe for use.

The larger of the two units is able to clean a large area of up to circa 150m squared in a matter of minutes; perfect for meeting and conference rooms, ensuring that delegates are content in the knowledge that the air has been purified before the start of any meeting. Of further benefit is the fact that the units have several speed settings, the lowest of which is so quiet that it may be left to run without disturbing the meeting.

Furthermore, the units are a potential revenue stream. Not only may guests choose to rent a, smaller, unit for constant use during their respective visit but Meeting and conference organisers may like to hire a unit to have running during their event to give delegates peace of mind. These options would mean the return on your investment would be measured in weeks rather than years.

To aid the movement of the units between rooms, TBA, have teamed up with local company, Hawk Furniture Ltd, to produce a bespoke trolley, which may be purchased for an extra fee.

Keeping things local, the well-respected Chartered Health and Safety Director at Abbey Construction Consultants Ltd, Heather McQueen Pearson, has provided a comprehensive Risk Assessment.

For further information regarding this press release please contact Steven Tradewell on **07946 264088, 01482 679101** or **01430 422683**.

Heather McQueen Pearson,
Tel: **01482 240904 / 07766 251632**

BA Wellbeing Centre

A holistic team of professionals who put you first

We understand that your family comes first but at the BA Wellbeing centre we give you the flexibility to put yourself first for a change.

We also understand that life isn't always straight forward, and one service may not be enough.

The BA Wellbeing Centre was born from the needs of our clients, to create a place where all of your needs can be met in one place.

For example, if you have weight gain due to emotional problems, you may find personal training and food advice, combined with hypnotherapy or counselling would work for you. Because we work as a team, you can be sure we are all working to a common goal.

We have an amazing team of professionals who work together in a holistic manner to provide combined support should you require it. We offer a free no-obligation consultation to discuss all your needs.

We have a spacious and private fitness studio for one to one Personal Training with a female trainer, with in-house links to other therapists, where emotional needs can be met, or personal barriers can be broken down.

Following the COVID-19 pandemic, we have all necessary PPE and safety precautions in place as per the Government guidelines, to keep staff and customers safe.

Services we currently offer include:

Personal Training, Sports Massage, Food intolerance testing, Hypnotherapy, Psychotherapy, Acupuncture, Reiki, Life coaching and counselling.



Hull Post Brexit: A Brave New World?

Four years after the referendum vote – in which Hull voted 68% to 32% in favour of leaving – and a period of unprecedented political uncertainty, the (real) end to our EU membership is nigh.

While we officially left in January, the real business of leaving comes in January 2021 when the transitional arrangements come to an end and we face the world as the only ex-EU member.

Recent news reports have talked about the likelihood of a no-deal exit, something that given its implications to significant local industries such as haulage and manufacturing as well as the sectors that support them such as my own, insurance broking, is of more than passing interest to the Hull business community.

As we approach the deadline it's my belief that we have to a) accept it and b) try and look at this as positively as we can. There's no going back – at least not in the short-term – and from Hull's perspective I believe there are reasons for optimism, including:

Hull as a 'free port' – the port has never been in better shape thanks to the £60m investment by ABP and its opening up to deep sea container vessels. In a no deal scenario the government would be free – as is their stated aim – to create a 'free port' (effective tax-free zone). The Centre for Policy Studies has suggested that these ports could create 86,000 new jobs in the UK and as Hull is ideally placed to become one, that could mean work and millions in fresh investment

Haulage boom – if Hull does become a free port then there's going to be a lot more goods in and out and that's going to need a lot more

trucks. We've seen demand for truck insurance quotes rise sharply in the last few years – hardly a surprise given Hull and Immingham have grown by 41% since 2013 – and that looks set to continue. Also, if we do leave with no deal and tariffs/extra costs are placed on European hauliers, UK-based operators would be well-placed to take advantage

New trading partners – when the referendum result was announced the then Secretary of State for International Trade Liam Fox said that nations including Japan, Australia, South Korea and the US were all looking for trade deals. If they can be brought off then Hull's manufacturing and hi-tech sectors could find new markets opening up, ones they would doubtless be quick to exploit

Hull Post Brexit: A Brave New World?

Uncertainty and fear of the unknown have dogged us all over the past few years. But speaking as someone who has owned and run a business in Hull since 2005 and who has seen the city reinvent itself into the bright, forward-thinking place it is today, I'm convinced that we can make Brexit – hard or soft – work. That's just what the people of Hull do, we make things work!

Andy Price

Managing Director

Coversure Hull

Activa Contracts – The Personal Touch

Activa Contracts prides itself on the personal touch when helping companies manage their company car and van fleets more efficiently.

Our strapline – Company Cars Powered by People reinforces that real people are on hand to help you through every single process of managing your company vehicle policy. People are on the phone to answer questions or manage queries to ultimately deliver an efficient fleet policy for your company.

Whether it's advising on the best funding options, answering questions about electric or hybrid cars or getting the best rates on new cars or vans, our team have it covered. We can even help you estimate your fleet's CO2 emissions and work with you to reduce your fleet's impact on the environment and reduce costs at the same time.

Of course, it helps that we are part of the Arnold Clark Group, which is the largest dealer group in Europe. Representing 24 manufacturers across 220 dealers in England

and Scotland Arnold Clark gives us access to some of the best new car prices in the country.

Privately owned the group's philosophy is to deliver long term customer satisfaction whether you run five, 50 or 500 vehicles. Activa is 20 years old this year and based on this customer-centric approach it has grown into one of the top 10 contract hire and leasing businesses in the UK.

From its base in Milton Keynes it manages vehicles on behalf of some of the country's top businesses. Kay Piggott is our regional sales colleague for Hull and Humber – get in touch with Kay to find out how we can help you run a more efficient car and van fleet – mobile **07741 766149** or at **Kay.Piggott@activacontracts.co.uk**



Support and Information to Help You Start, Grow and Protect your Business

The Business & IP Centre Hull provides specialist business information and resources for anyone thinking about self-employment, setting up, or growing a business.

Trained staff offer practical support to help you start, grow and protect your business, with access through any Hull library.

As a member of the national network of BIPC's and PatLib UK, we have access to a network of skills and resources. Find out more here: <https://www.bl.uk/business-and-ip-centre/national-network> and PATLIB UK <https://www.gov.uk/government/publications/uk-patlib-network>

The BIPC provides a variety of resources, tools, expertise and contacts to help you build the confidence and skills needed to create a successful business:

- Guidance on Intellectual Property (IP) – copyright, trademarks, designs, patents
- Business reference resources accessed remotely from the office or your own home
- Specialist company and market research databases
- The Business Lounge

In October 2020 will see the expansion of the BIPC national network, including a 'Bounce Back' programme of support delivered through a variety of workshops, expert clinics and one to one support sessions, followed by the establishment of 4 local BIPC's across the region and 36 BIPC Information Points.



Space to Dream, Plan and Grow in the Business Lounge at Hull Central Library. For businesses large and small, for start-ups and entrepreneurs, this space is created to provide a relaxed working environment with access to essential business resources and networking opportunities.

Membership starts at £25pm, including:

- Flexible work space with free WiFi and free refreshments
- Regular networking opportunities, expert clinics and workshops

- Space to enhance creativity and develop your ideas
- BIPC resources and display cases for members use

For more info email: Businessloungehull@hcandl.co.uk or call 01482 210 000

Our Bespoke Business Support for Hull resident's, supported by Community Led Local Development (CLLD), European Structural and Investment Funds ERDF, is to help those living in certain areas of the city to start or grow a business.

Support includes:

- An allocated key contact who will support you and work with you
- An assessment of needs
- Supported networking activities
- Signposting and help to access other local support
- Access to all BIPC services including interactive workshops, expert clinics and events.

For more info email: **Reference.library@hcandl.co.uk** or call **01482 223 344**

Wellbeing in the Workplace. Does it matter to you?



1 in 6 workers will experience a mental health problem.

Over the last few months, businesses all across the country were affected in some way. Some businesses were required to close their doors, quickly adapt to new ways of working, and make difficult decisions regarding furlough and redundancies. We know that this may have affected lots of people and had a huge impact on their mental health and wellbeing.

Mindworks Training is a part of Hull and East Yorkshire Mind. We deliver exceptional mental health training and consultancy services across the public, private and third sector organisations. We aim to raise awareness around the diverse area of mental health, as well as working towards breaking down the stigma around mental health in the workplace.

We are able to help organisations and individuals to have a better understanding of mental health. We also train and consult organisations in how to support and manage people experiencing mental health problems in the work place.

We offer a unique perspective which goes beyond generic mental health awareness training and are able to tailor the training to meet the individual needs of an organisation.

More recently, our trainers have started to use platforms such as Zoom, and Microsoft Teams to enable employees to learn from the comfort of their own homes.

For more information call 01482 240134 or email mindworks@heymind.org.uk.

Alternatively, visit www.mindworkstraining.org.uk



Need support at work?

We can help you to retain your employment if you are or think you are at risk of losing your job due to your mental health. We can work with you to achieve the best possible outcome.

If you feel it would benefit you, we can also work with your employer. This could include mediation, training, and support with returning to work as well as helping them to understand your personal experiences. Our employment support service aims to build your confidence and self-esteem.

If you would like more information please get in touch on 01482 240200 or email info@heymind.org.uk



Hull and East
Yorkshire

Wilkin Chapman Solicitors are looking forward optimistically

As the world continues to fight against the on-going coronavirus threat, there is evidence that regional and national businesses can, and are, bucking the national trend. Here, we hear from Wilkin Chapman Solicitors with news that offers reason for considerable optimism in the months ahead.

THE completion of six corporate deals, including the sale of a national pallets company and a logistics specialist with global interests, are a sign of positive economic activity amid the on-going Covid crisis.

The buoyant news from Wilkin Chapman solicitors, the region's largest law firm, is evidence that it is 'business as usual' across a variety of sectors with successful mergers and acquisitions continuing to steam ahead.

The firm's Grimsby-based Corporate and Commercial team, led by Partner Ian Sherburn, steered the deals to success during the summer months – some of which were started prior to the outbreak in the spring, whilst others commenced and completed within the last six months.

They included:

- The sale of Caistor Distribution Limited, which provides specialised logistics services in the UK and internationally to EFS Global;
- The sale of the Kingsway Hotel in Cleethorpes to local buyers;
- The sale of Bedfordshire based Direct Pallets Ltd to Scott Timber Group of Dunfermline, which has 34 sites across the UK. Direct Pallets supplies more than 30,000 reconditioned pallets to customers each week.

Commenting on the recent activity, Ian said: "Certainly in terms of activity here at Wilkin Chapman in Grimsby we have experienced a very busy summer, I would say one of our busiest, advising on a number of transactions. In August alone, six deals were completed."

"With a large number of ongoing merger and acquisition instructions too, Wilkin Chapman does seem to be bucking the national downturn reported by other firms," he added.

In East Yorkshire, Corporate and Commercial Partner Nasim Sharf and his Beverley-based Wilkin Chapman team have also witnessed good market activity. Nasim, who is also a tax specialist, is confident that the commercial wheels will continue to keep turning in the weeks and months ahead.

Nasim said: "For me, the story of Covid has been the story of resilience - personal and business. Staff across all businesses have made a tremendous effort to keep business going with agile working. Business leaders have striven to deliver their strategies whilst reacting to events beyond their control.

"Wilkin Chapman's Corporate and Commercial team has remained busy in all areas of work and we continue to work closely with the many excellent accountants and other professionals in our region."

Nasim highlighted the following activity:

- The sale and succession in a professional services firm;
- Advising a substantial group on buying out its private equity funder;
- The demerger of a property business;
- A complex demerger of mixed property and trading businesses;
- Advising on shares schemes;
- Succession planning in diversified farming businesses;

- Bespoke equity arrangements for key employees;
- Estate planning including the use of family investment companies (FICs);
- The incorporation of a property business.

"With our stamp duty/SDLT expertise we have helped clients save substantial sums on property purchases. We are also active in several major transactions, some of which we hope to announce to the market in the coming weeks," he added.

Nasim is supported by newly promoted senior solicitor Sarah Elizabeth Kemp. An expert within the caravan and holiday park sector, Sarah also has good news on that front with business 'booming' in recent weeks.

"The sale of static caravans has sky-rocketed since the opening of the parks following lockdown, as people are choosing to invest their money in staycations for the long term. Meanwhile park owners are looking to vary their current site licences, enabling them to extend this year's season later into the autumn. They are expecting the October half term to be extremely busy," she added.

The Wilkin Chapman teams in both Grimsby and Beverley have extensive knowledge of their specialist fields, with colleagues offering expertise in all areas of law, including commercial property and employment.

For more advice on this, vital issue, please contact Ian Sherburn on **01472 262610**
Nasim Sharf/Sarah Elizabeth Kemp on **01482 398398** or visit **wilkinchapman.co.uk**

wilkin chapman llp
solicitors



Ian Sherburn

“With a large number of ongoing merger and acquisition instructions too, Wilkin Chapman does seem to be bucking the national downturn reported by other firms.”



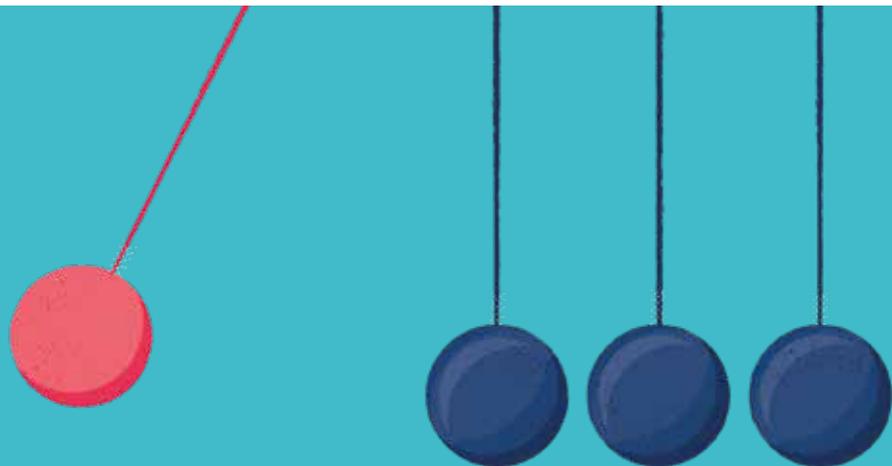
Nasim Sharf

“Wilkin Chapman’s Corporate and Commercial team has remained busy in all areas of work and we continue to work closely with the many excellent accountants and other professionals in our region.”



Sarah Elizabeth Kemp

“The sale of static caravans has sky-rocketed since the opening of the parks following lockdown, as people are choosing to invest their money in staycations for the long term.”



a catalyst for business success

From complex corporate transactions to day-to-day commercial issues, our legal specialists have the local knowledge and national expertise to deliver tailored solutions to drive your business forward.

There for you for better business

Business “Helper” Shares Stories from 40 Years of High-Fliers – and a Few Flops

A “helper” who has guided the development of an array of successful businesses has shared some of the techniques behind his 40-year career after using lockdown to sharpen his writing skills.

At 71, David Hall says his fifth book, “Telling Tales”, will be his last. He compiled it from a “series of blogs” because he hopes it will assist businesses with their Covid-19 survival plans.

He also wrote it because he received the blessing of so many people who have built and developed major businesses – including many Chamber members.

Thomas Martin, Chairman of Arco, said: “In a world where France has no word for entrepreneur, Yorkshire has two: David Hall. You simply cannot read only one of the ‘stories’ at a time, they are compelling, educational and very entertaining.”

David Kilburn, Executive Chairman of MKM, said: “David delivered his step change programme to all of our branch directors and when the penny dropped the results were staggering with improved sales and profitability.”



David Hall.

Martin Lauer, Founder and Managing Director of The One Point, said: “David’s frank advice founded on a wealth of experience and sound research has helped me grow my business over 10 times its start and provide sustained shareholder value.”

“Telling Tales – Lessons from a lifetime helping businesses succeed”, uses case studies to illustrate business principles and

processes which David has devised himself, drawn on from his global network of contacts, or supported businesses in developing themselves.

The book tells how wayward careers advice pushed him into construction before psychometric testing earmarked him as a future management consultant, even though he didn’t know what that was. He formed views about teamwork after battling against Fred Trueman and meeting Geoff Boycott during trials for Yorkshire.

He said: “Inspiring others is the focus and purpose of this book – particularly relevant now as businesses struggle to recover from the Covid-19 nightmare.”

“Telling Tales – Lessons from a lifetime helping businesses succeed”, written by David Hall and published by Management Books 2000 Ltd, is available online.

Deep Business Centre Invests to Put Flexibility First

A leading business centre is investing to improve facilities for flexible working as it supports resident firms with their return to work.

In addition to installing hand sanitiser stations and introducing social distancing measures, The Deep Business Centre has equipped all of its meeting rooms with state-of-the-art kit which will enable hybrid meetings.

All audio visual equipment was sourced and fitted by one of the business centre’s clients, Procom Professional Services. It adds to the existing facilities in the Centre’s conference suite, which meets the needs of larger groups.

Another business based at the Centre, K2 Training Services Ltd, has enhanced its own capabilities during lockdown and delivered more than 150 training sessions since May using Microsoft Teams.

Freya Cross, Business and Corporate Manager at The Deep and Chair of the Flexible Space Association, the UK’s flexible workspace trade body, said the impact of Covid-19 has prompted employers and individuals to look closely at how they work and many of the findings point to a growing demand for flexible workspace.

Freya said: “Studies show that during the last five years the flexible space market grew by 50 per cent. We expect that expansion to accelerate as a result of the fall-out from Covid-19 and we are ready to facilitate and accommodate this requirement.

“There is no doubt that employers and their staff are eager to get back to work. Our priority is to enable them to do that safely and to connect with colleagues and clients who for whatever reason are unable to be in the same room.

“We are also able to help businesses whose space requirements have changed because of the increased need for regional offices to minimise travel. We also expect to see an increase in the number of start-ups which will benefit from flexibility of office accommodation, whether that’s the ability to expand quickly, use of a virtual office or even a desk for a day.”



Pictures shows work in progress on installing the new equipment in the Gentoo room, the last of the meeting rooms to be fitted out at The Deep Business Centre.



Freya Cross

Launching your new product can be more of a finance boost than you think



A product launch is always a fantastic opportunity for a company to celebrate their success.

However, this year it's a bit different, you won't be doing a hard launch on a stage at a fantastic business exhibition with 100s of your potential customers in front of you. You are going to have a soft launch in a magazine that your customers will read and hope that the phone rings.

But this year you've read this article in this magazine, and instead of following in the footsteps of a significant number of your peers and competitors, or indeed your own business last year, you've realized that your product launch also represents the point at which a significant failure arises often without anyone really noticing, or even worse caring. This year you're going to do something different, you're going to pick up the phone and have a conversation about Research and Development Tax Credits with an expert.

It's one of those, "unknown, unknown" moments that exist everywhere in business, but after being around for 20 years Research and Development Tax Credits should no longer be one of them, but it is, despite a plethora of "experts" popping up all over the space, shouting about it to accountants and to businesses alike. Alas, thousands of businesses continue to miss their right to claim this most generous of tax reliefs.

We are but one of those experts, but we do have some substance behind our claims, we've been operating for 7 years now (our birthday was 1st September) and have supported nearly 200 companies to claim more than £16m in R&D Tax Credits claims.

But back to your new product, it's taken you a while to get from concept to launch, along the way you've had Eureka moments and more abject failures than perhaps you would care to mention in polite company. You've and you're team have no doubt had several more ideas during the same time period and may be one or two of them are still going through the product development process (despite everything Covid threw at you in 2020) and you're hoping to launch it in 2021 to a live audience.

Well the good news is those failures are great news for your cashflow, they clearly weren't at the time, but they are now. "Why" do I hear you ask? Well, normally your failure would go hand in hand with a scientific or technological challenge that you were trying to overcome. After all, we don't set out to fail, it just seems to happen naturally! Something that you thought would be straightforward, turned out to be a massive obstacle in your path to success.

We celebrate your failure as much, perhaps more than we celebrate your success. It sounds strange and we are in no way some sort of strange voyeur watching your business with a voodoo doll and giving it a prick every now and again just to see what happens. We celebrate your failure because we know that the failure while difficult in the short term, will open up the opportunity for you to claim Research and Development Tax Credits, whether you are paying tax or not they can boost your cashflow.

The over-riding fundamentals for a successful claim for R&D Tax Relief are:

- There has to be a project (developing a new/improved product)

- There has to be an advance in science or technology (you probably aren't going to launch a new product that is worse than what you already have, or than the market already has)
- The advance has to be achieved by overcoming some form of scientific or technological challenge (the only way to overcome these is by learning and adapting through failure)
- The solution to the challenge cannot be readily deducible by a competent professional operating in the field.

If you look back through your new product development, you'll no doubt see it littered with failures and the one or two products that do make it to the point of launch didn't get there by some fluke, they got there through overcoming every single technical or scientific challenge you were presented with.

Now you just have one final hurdle to get over, and that hurdle is of your own making, you just have to talk to an expert to confirm that you can claim. Go on, dare you, go to your browser, type in www.calendly.com/simon-bulteel, or if you are reading the online version click on the link. Book a Find Out in Fifteen Minutes discovery section with our Director, Simon Bulteel and start your next journey, we promise it will be worth it, just to know, for sure! Speak to you soon.





Andrew Jackson Advises SMS Towage On Multi-Million Pound Vessel Purchases

Andrew Jackson Solicitors LLP is delighted to have advised leading marine firm SMS Towage Limited (SMS) on numerous vessel purchases worth in excess of £19 million, as the East Yorkshire-based company continues to expand its fleet across the UK.

Rebecca Hardy of Andrew Jackson's shipping and transport team advised SMS on the purchase of a new tractor tug, the "ROMAN", equipped with two Deutz main engines capable of developing 3,500 HP, together with the purchase of the "MANXMAN" and "MARKSMAN" vessels from the Dutch builders Damen.

Having previously operated the "MANXMAN" and "MARKSMAN" under a lease hire agreement, SMS's refinancing of the vessels takes its fleet to 18. These two vessels currently operate in the River Humber and in Portsmouth.

Gareth Escreet, managing director of SMS

Towage, said: "The arrival and purchase of the two Damen tugs provides a clear message to our very supportive client base of our desire to provide modern towage assets of the very latest design, capable of safely handling the larger vessels, which visit the ports where we operate. In recent times the "MANXMAN" has been utilised to berth large tankers and ore carriers on the Humber, whilst the "MARKSMAN" has been used to assist the Royal Navy in berthing the aircraft carrier "QUEEN ELIZABETH".

"We continue to be delighted with the advice and help we receive from Andrew Jackson's shipping and transport team. Rebecca helped us overcome a number of complicated

hurdles relating to the purchase of our latest tug the "ROMAN", including some very difficult negotiations with lawyers representing the previous owners. She also dealt quickly with the refinancing and subsequent purchases of the "MANXMAN" and "MARKSMAN", liaising promptly with the RSS in Cardiff, ensuring a smooth transition of ownership."

Dominic Ward, senior partner and head of Andrew Jackson's shipping and transport team, said: - "Andrew Jackson has worked with SMS Towage for over 20 years, so it is particularly pleasing that we have been able to assist our long-standing client with the purchase of these latest additions to their growing fleet."

Digital Catalyst: Designed to Get Your Business Back Up and Running

During lockdown, businesses, employees and customers have rapidly started using digital technology.

It is estimated that two years' worth of digital adoption has occurred in just two months and those businesses who already operated in the cloud and traded online have found it easier to adapt and pivot.

The continued use of Digital Technology will be critical to getting your business back up and running during the restart phase and thriving as the recovery takes hold. It is shown that businesses that effectively adopt digital technology are 20% more profitable. The support available under Digital Catalyst, has been designed to meet the changing needs of businesses, to manage and overcome some of the current challenges being faced.

Part-funded by the European Regional Development Fund, Digital Catalyst is free to eligible businesses and is delivered by Winning Moves, on behalf of the Humber Business Growth Hub.

Using our three-step process of Plan > Review > Implement, our Digital Catalyst Experts will help you identify critical actions, finance and resource that you need to get your business back up and running. We'll work with you to show you how you can use digital and technology to:

- Adapt your operations to conform to social distancing rules;
 - Develop new ways of attracting new and existing customers;
 - Identify how you can continue to deliver a great customer experience;
 - Develop a more flexible and resilient business model;
 - Identify ways to reduce costs and manage cash flow;
 - Protect against an increased rate of cyber attacks;
- And many others.....
- Digital Catalyst is tailored to you, to make a difference.

When is a van not a van?

You would think it would be quite straight forward but a recent ruling by The Court of Appeal challenges everything we thought we knew about 'what constitutes a van'.

A recent and long running case concerning whether crew-cab vehicles should be treated as cars or vans for company benefit purposes has been concluded in HMRC's favour with potentially significant implications for businesses and staff that use these types of vehicles.

Paul Tofton, partner at Forrester Boyd explains. At the core of the Coca-Cola case was the definition of a goods vehicle which is "a vehicle of a construction primarily suited for the conveyance of goods or burden". The Court of Appeal has now ruled in the case that if the vehicle is equally suitable to carrying either goods or people, it fails "to be primarily suited for any purpose" and therefore defaults to being treated as a car for the purpose of benefit in kind (BIK).

The binding decision at the Court of Appeal means that 2020/21 P11D's will need to reflect the outcome of the case very carefully (subject to any Appeal to the Supreme Court). This will

not simply be a case of reviewing those van benefits already being declared to HMRC, as it may also affect 'vans' that have historically not been considered a benefit as they are simply taken home by employees overnight and used for commuting.

It's important for employers to review their fleet and fuel provision for any crew-cab vehicles and consider their options carefully and any businesses looking to buy a crew-cab vehicle should also be aware of the implications for Income Tax.

You can read the HMRC guidance along with the Upper Tribunal hearing and Court of Appeal judgement here.

HMRC's car or van guidance: EIM23110

Upper Tribunal: HMRC v Payne, Garbett and Coca-Cola

Court of Appeal: Payne, Garbett and Coca-Cola v HMRC



Taking the Pain Out of Paperwork...

In 2011 Anota was formed with the aim of helping businesses streamline their processes by implementing the DocuWare DMS. 9 years on and organisations including Eddie Stobart, Tunstall Healthcare, WS Transportation and Stobart Air have benefitted from our expertise.



"Businesses now more than ever need to be agile, lean and responsive. Anota specialise in delivering affordable solutions that facilitate paradigm shifts for client partners, empowering them to maximise their asset potential." said Antony Dickson, Managing Director. "Reducing the pain of paperwork, intelligently capturing data and integrating with other systems is what we do best, and our continued growth is testament to the reputation we have as the DocuWare partner that can, when others can't. With the recent announcement of the new £20m grant fund to assist SMEs in adopting technology to help with the new working normal, our solution is even more affordable for any business now."

Anota are gearing up for global push into 2021, the springboard for which is the recently

released AP invoice processing tool "VertoSuite Line Items" that integrates with ERP systems including SYSPRO, Oracle Netsuite, Xero and Sage 50/200. Positioned alongside DocuWare the line items tool can reduce human/document interaction by up to 80%, allowing for end to end automation from receipt of invoice to posting into the Accounts/ERP system.

Anota don't just implement solutions for large clients, with cloud-based systems beginning at around £1500 a year (plus configuration) for a 4 user system, DocuWare is available for any organisation. If you are interested in seeing the power of the cloud and would like a no-obligation demonstration of DocuWare then please visit www.anota.co.uk, call 0113 887 2400 or email info@anota.co.uk.



AS now motoring with AP automation

Part of the Trigano group, Auto Sleepers employs approximately 500 people across multiple sites and has a turnover of around £140m.

With nearly 60 years' experience in building quality motorhomes they take great pride in their design expertise and craftsmanship.

In support of this the AP team handle over 3000 invoices a month and manually entering, checking, and approving all those with a team of just 4 was a monumental effort. Thanks however to the expertise of Anota, the functionality of the VertoSuite Line Item tool and the versatility of the DocuWare system, Auto Sleepers has shifted up a gear and is now processing over 80% of these documents with a single click.

Invoices and Credit Notes are automatically received into DocuWare with the VertoSuite tool then undertaking a range of checks against data held in the ERP system, flagging invoices or line items that are outside of tolerance, present a GRN mismatch or, require signoff. Those needing intervention are routed within DocuWare to the right person and those that are ready to post are



presented to the AP team member for final approval and subsequent automated posting.

Angela Gittus –Purchase Ledger Supervisor said "Without DocuWare and the VertoSuite Line Item tool our working week would be a lot more stressful. The integration with our ERP system means that processing speed and accuracy has greatly increased. We love the Line Items tool and taking it away is not an option!"

For more information on Anota, DocuWare or the VertoSuite Line Item tool please visit www.anota.co.uk, email info@anota.co.uk or call 0113 887 2400.



Welcome to the World's Largest Tech Experiment?

As we round the corner towards the end of 2020, I usually like to spend this part of the year reflecting on the previous 12 months and making plans for the next.

...well, there's certainly been a lot to reflect on this year. And many of the plans we're making come with an awful lot of caveats and question marks.

COVID-19 has provided us all with enough emotional and mental strain to last a lifetime. From a business point of view, everyone has run a gauntlet of money worries, staffing concerns, and changing practices.

I started thinking about the steep learning curve and rushed preparations we all faced with shifting to a predominantly remote (and often reduced) workforce. It has been the world's largest experiment in the ability of businesses (and schools and everything) to adopt new technology and swiftly adapt to a changing landscape.

So what have we learned from this experiment? What worked? What didn't? And what do we do with that information?

What worked for us as a team?

As a tech company that offers a cloud based solution, we were already pretty well placed to transition our whole team out of the office. Everything we did was already cloud based, from our phones to our CRM, so no one was reliant on their actual work PC.

Many companies who'd never been interested in using cloud services suddenly found themselves in a race to get signed up, set up, and trained up on them.

That shift from in-office software to cloud services that has been happening over the last decade suddenly ramped up. The market analyst firm Canalis have found that investment in cloud services climbed by 31% in Q2 across the globe!

Some companies were also suddenly faced with a question of the security of how people were accessing all of this business data. People who never heard of or expressed interest in using VPNs (Virtual Private Networks) were scrambling to get set up...and get their team using them reliably.

Similar to our heavy use of cloud technologies, our previous commitment to the security of our infrastructure and general practices gave us a real edge in our transition to remote working.

Any member of our team that had possibly even considered maybe working from home on an occasional basis was already set up. They'd completed our security requirements for BYOD (bring your own device) and now just had to find a corner of their home to set up.

This meant that when the word came to move out of the office and into lockdown, we only had a small group of people who needed to get their computers set up.

And our whole network was already secure, so they could access it without worry.

As a business we were lucky. We had already



jumped on the cloud bandwagon and taken the necessary steps to ensure the security of remote access. So when lockdown hit, it was just a matter of changing where we were sitting.

...at least when it came to the tools we needed to do our jobs.

What didn't work for us?

The first thing we found when we went into lockdown was a loss in that old team spirit and comradery. We all missed those incidental chats we had in the kitchen or across our desks. People felt isolated.

We also found that our awareness of what was going on in our own team and in other departments was reduced. Because we didn't hear our sales team on the phone, we didn't always know how busy they were or get familiar with the names of new customers. We didn't hear the training or support calls, so couldn't lend a hand and send over a tip to one of our colleagues.

In short, our ability to support each other suddenly disappeared and we all felt the lack.

Now we already had a service that would allow us to video call, but we'd never really needed it before. Or at least not often.

Like so many companies, though, that changed fast!

A recent article from the Financial Times (dated 19 July), found that a certain video conferencing service that shall remain nameless (let's call it Boom) found that use of their services increased by a factor of 20. That's 20 times more video calls than before anyone had heard of Coronavirus.

We introduced a morning Tea & Toast session before the start of the day. Instead of just chatting or calling to discuss something, we adopted video calls to have these longer

conversations.

Now inevitably, those longer "work" conversations often ended with a digression into a more general chit chat. But it would have done that in the office too and I personally think that made a real difference to rebuilding the community feel of our team.

Well...what now?

It's going to be a long time before the world is "back to normal." And there's no way to know what other big changes might be coming our way. You can't always predict these things, but you can help to protect yourself from business changes.

I've always said that spending the time to draw up plans for business continuity is important. But in this instance, our discussions about people working from home due to adverse weather meant that we had already thought about VPNs and video calling.

Taking the time to imagine and plan for possible interruptions to your business is the best way to ensure you're prepared for something you didn't imagine. My mistake was not thinking about how this would affect our emotion wellbeing, because I never saw that kind of interruption lasting more than a day or two.

But you can believe I'm going back to our plans and thinking about it now.



Graham Anderson, is the CEO and founder of OpenCRM, one of the UK's leading customer relationship management systems.

openCRM

The KCOM Stadium is Prepared

It seems an eternity ago that we closed our doors as lockdown began. So much has changed and so much is still changing.

One thing that has never changed is our desire to welcome clients, guests and friends back to the stadium as soon as we possibly could.

As government guidelines changed and reopening suddenly became a possibility, the team started work on ensuring that we could do so safely.

Since then, an incredible amount of work has gone into preparing the stadium for meetings and events to take place once more. Risk assessments, socially distant room layouts, staff training, plotting customer journeys, enhanced cleaning & hygiene procedures, updating menus, track & trace procedures. The list just goes on and on.

All of that hard work paid off and we are absolutely delighted to have been accredited under the "We're Good to Go" scheme with Visit England.

It was incredible (and more than a little emotional) to welcome clients and guests back for our first event since lockdown. Our guests were nervous and we were a little nervous too. The event was a huge success and it was wonderful to receive so much positive feedback as guests declared how safe they'd felt, how well looked after they'd been and how great it was to feel like a little bit of normality had returned to everyone's lives.

Since then, we've been hosting more and more events with clients old and new. Just to see people coming back through the door has been amazing and the fantastic feedback from our clients just keeps coming in.

It sounds a cliché but we have so missed everyone since lockdown began and are thrilled to be open once more.



Give the Gift of Theatre this Christmas at Hull Truck Theatre

Throughout the year, donations to our Give the Gift of Theatre campaign help to support our engagement work with local communities, particularly those experiencing disadvantage who might not otherwise be able to enjoy a transformative visit to the theatre or opportunity to take part in the arts.

The campaign is particularly important at Christmas, when it supports young people and their families to experience a festive treat together.

Thanks to donations made last year, hundreds of young people from disadvantaged backgrounds have attended performances at the theatre, who would not otherwise have been able to afford to visit. Many of these visits were part of school groups, organised in partnership with Hull & East Yorkshire Children's University.

Over the last year, donations from members of the public and support from our Spotlight corporate partners have been used to:

- Enable people from disadvantaged areas of Hull to visit the theatre, often for the first time.
- Deliver half-term workshops for 3 - 6 year olds in Orchard Park and Thornton Estate.
- Live stream performances into hospitals and care homes.
- Support children aged 3 - 6 from disadvantaged areas of Hull attend Great Adventures in Storyland with their families.
- Provide bursaries for young people aged 8 - 21 to join our youth theatre.
- Help school groups from disadvantaged areas of our region attend our Christmas show.

Donations can be made online at www.hulltruck.co.uk/donate, or over the phone or in person at the Box Office.

Davide Calogero, Director of Development at Hull Truck Theatre, said:

"The Give The Gift of Theatre scheme is close to our hearts at Hull Truck Theatre. Although the scheme has run year-round for the last few years, last year's Christmas campaign saw our biggest result yet and this year we hope it will continue to grow. We really love working with local charity, Hull & East Yorkshire Children's University and hope that this year's campaign will encourage people to give more than ever before so that we can provide as many children as possible the opportunity to experience the magic of live theatre."

Natasha Banke, Director of Hull & East Yorkshire Children's University, said:

"Each year Hull Truck Theatre is able to provide us with hundreds of tickets that we then give to children living in foster care and schools in areas of disadvantage. These children have never been to the theatre before and it's an incredible opportunity for them. A person who visits the theatre as a child is twice as likely to return as an adult, so this programme really does give children the gift of theatre for life."



Guarding Against Phishing Attacks

In phishing attacks, scammers send fake emails attempting to trick the recipient into revealing sensitive information or install malicious software.

Using a reputable antivirus software is essential as part of your defence against this, but the best deterrent is education. Being informed could make the difference between being compromised or not.

Phishing emails can be incredibly convincing, often using publicly available information about you to make them appear genuine.

Tell-tale signs of phishing can include a generic salutation – “Dear Customer” for instance, although many now will show your full name. They will likely contain grammatical errors and spelling mistakes. They often allude to a security breach or a call to take urgent action in order to panic the recipient. Avoid clicking on links in emails unless you are 100% sure of their authenticity.

Hover over links to see the actual website you will be taken too, the domain part at the beginning is the most important bit to verify, but beware and read carefully as the scammers often use domains that look very similar to the genuine one, simply transposing two letters for instance. It's always best not to use links within emails, instead type the URL directly into your browser.

Ensure you and your staff browse the web or check emails using an account without administrator privileges, this will reduce the impact of successful phishing attacks. Report immediately if you think you think you've clicked a bad link.



Pictures show Claire Levy, Fundraiser at the Daisy Appeal, with one of the daisies

Daisy Appeal Offers Last Chance to Purchase Fund-Raising Flowers

A leading charity is urging supporters to say it with flowers and back their campaign to tackle cancer, heart disease and dementia in the Hull and Humber region.

The Daisy Appeal now has fewer than 100 of the hand-crafted ceramic daisies which formed a stunning display at Beverley Minster before being “replanted” at the Queens Centre, Castle Hill Hospital.

Appeal organisers are now offering a last chance to buy the blooms and take the charity closer to its target as it raises funds to provide a radiochemistry and cyclotron unit.

The daisies, which have a 7cm diameter and 40cm stems, were created for the charity by Mark Teale at Wentworth Pottery, Aldbrough, and have been selling for £15 each. The charity hopes people will give generously to snap up the remaining pieces.

Claire Levy, Fundraiser at the Daisy Appeal, said: “People have had a lot of fun with the daisies and their purchases have made an important contribution to the Appeal. But the flowers have been forgotten to a degree since moving from Beverley Minster and we want to remind people that we still have some available.

“They make a lovely gift for home or to brighten up an office and we hope people will give generously and not feel bound by the original price tag!”

The Daisy Appeal has a target of £8.2-million to complete a radiochemistry and cyclotron unit which will produce radioactive tracers at Castle Hill Hospital to improve accuracy and detection rates for cancer, heart disease and dementia in Hull, East Yorkshire and North Lincolnshire.

The new facility will provide the opportunity for patients to receive more personalised care leading to earlier diagnosis and giving them better treatment and quality of life.

To support the Daisy Appeal by ordering one of the daisies please contact the Daisy Appeal Manager, Jane Kitson by email at jane@daisyappeal.org

To find out more about the Daisy Appeal please visit www.daisyappeal.org



Sustainable Savings That Boost Your Profits

Hart Procurement has been working with Manufacturing business in our local region and providing them with sustainable solutions to increase their bottom-line profits.

Frank at Hart Procurement has a unique model to ensure customers always win!

With no upfront costs or day rates, Hart Procurement are really putting their money where their mouth is.

Frank Hart (Managing Director) said 'I enjoy the challenge of working with a new client, learning how they work and what makes them tick. We are very driven and love to find cost benefitting solutions for them. At Hart Procurement, we leverage our Knowledge, our Experience, and our Supplier Network, to achieve substantial savings for our customers. On average we can achieve a saving of 15-20%, and we have not yet worked for a company who did not save. We charge only a percentage of the annual savings achieved, and with staggered payments, the customer is never out of pocket'

Finding the time to review all the areas of a Supply Chain can be difficult, and often some meaty categories left unchecked.

Experience shows that most manufacturers have their top 20 purchases (or main production products) nailed down to the best deal, but indirect products, such as packaging and PPE, are usually not focused on so heavily due to time constraints and/or a lack of specialist knowledge. These are often areas where the opportunity to make additional savings goes unrecognised.

"Getting away from the laptop and in front of the team on the shop floor is how I like to work, really understanding what goes on and how procurement can benefit the team and the business alike"

Assuming this type of service and savings would be beneficial to you, please get in touch with Hart Procurement.



Covid-19 Testing for Peace of Mind from Atropa Pharmacy

A rapidly developing online business from Hull providing prescription delivery and private clinical services across the UK, has launched a Covid-19 testing solution for employers in Yorkshire and The Humber from their new Blood Clinic on National Avenue.

As lockdown eases and places of work begin to re-open, employers must plan how they can return to the workplace in a way that cares for their people and safeguards their health and wellbeing.

Employers have a duty of care to identify and manage risks to ensure that the workplace is sufficiently safe to return to and need to take their time with gradual returns to work to test necessary health and safety measures.

Atropa Director Bryn Smales explains: "Many employers want to avoid extended quarantine or isolation requirements that prevent their employees from returning to the workplace for weeks and disrupt their operations and are now introducing a return to work Covid-19 testing strategy.

"At Atropa Pharmacy, we are supporting employers from both small and large organisations keeping their people safe by providing Covid-19 testing services designed to meet the latest government guidelines.

From their brand new Blood Clinic on National Avenue, Atropa can carry out either a PCR swab test to check whether staff have got the virus, or an Antibody Test to check whether they have had the virus or built up any immunity.

Atropa's specialist clinical team is on hand to look after you throughout the testing procedure and can return results within 48

hours of receipt by the laboratory.

For larger groups and to avoid downtime, Atropa can even visit your place of work. By observing strict government medical guidelines and protocols, their clinicians will attend site in full PPE to carry out testing on employees.

PCR testing for overseas travel

Proof of a negative Covid-19 test result for people travelling abroad is also becoming increasingly necessary.

As more countries start to enforce local immigration restrictions, travellers now face the prospect of requiring a PCR swab test and certificate to prove that they are Covid-19 free.

With a fast turn around and affordable prices, Atropa Pharmacy can return a PCR test result within 48 hours of receipt by the laboratory to ensure your employees can look ahead to their trip safe in the knowledge that they are 'fit to fly'.

To enquire about Covid-19 testing for your workforce, please call the Blood Clinic on 01482 351209

To find out about our full range of services including private blood testing, travel vaccinations and prescription delivery visit: www.atropapharmacy.co.uk

New Cadets for Humber Maritime College

Humber Maritime College (HMC) welcomed their third cohort of Navigation and Engineering Cadets.

The cadets, who are from across the UK, are sponsored through various shipping companies which are managed by Clyde Marine Training and Ship Safe Training Group. They will undertake a three-year programme which upon successful completion will see them qualify as Navigation and Engineering Officers.

Throughout lockdown, the relationship between HMC and Clyde Marine has continued to develop, with both teams working closely to implement a course delivery which allows the cadets to return to site and undertake their studies.

Hugh Callaway, Managing Director of Humber Maritime College, said:

“HMC is part of a wider group of dynamic and innovative colleges. Throughout lockdown we were able to deliver online content and teaching of an extremely high level, however we are very pleased to see the cadets back on site and returning to normal lessons. They will now undertake their normal timetables with full access to the college’s state-of-the-art maritime simulators.

“The cadetships are a fantastic opportunity for a rewarding career, and we are seeing our numbers



here at HMC continue to grow. The cadets are fully sponsored by shipping companies, with all of their tuition and training fees covered.”

Kenneth Fullerton, Operations Manager of Clyde Marine Training added his own congratulations to the college and the starting cadets: “Whilst it has been hugely encouraging to see how well the colleges and students have adapted to the new learning environment caused by COVID, it is obviously fantastic to see cadets return to college proper, studying alongside their peers.

“Since opening last year, Humber Maritime College have shown themselves to be an

excellent and progressive partner in the training process, and we look forward to seeing the first generation of cadets graduate from here in 2 years’ time, and those that follow.”

Engineering Cadet, Shaun De-Ste-Croix said “The course so far has been really good and exciting, all of the rewards and benefits for the end of the course are unprecedented”

Navigation Cadet, Reanne Lewis also added “Induction week has been really good and the college have been preparing us for what will happen over the next three-years, including sea time”.

Protecting the City Against Coronavirus Has Always Been a Collective Effort

Julia Weldon, Hull’s director of Public Health, has spoken of her admiration for the city’s business sector, praising its cooperation and response to the coronavirus pandemic.

She has also urged businesses to contact Hull City Council quickly if they are made aware of positive or suspected coronavirus cases.

Ms Weldon said: “From the very start of the pandemic, Hull’s business community has shown incredible understanding and responsibility, with businesses from across all sectors engaging with public health officers to put in place practices to protect staff, customers and businesses.

“Protecting the city against coronavirus has always been a collective effort. It’s vital that when businesses are made aware of confirmed or suspected Covid-19 cases that they contact Hull City Council immediately so that together we can limit the spread of transmission and limit the impact on a business.”

“The aim is to have in place an early

identification and response process to aid the gathering of local intelligence on the virus and to reduce the likelihood or impact of potential local outbreaks or clusters. This is very important in protecting businesses, employees and the wider community.”

Businesses are urged to promptly report suspected or confirmed cases to Hull City Council’s Public Protection Team by sending an e-mail to FoodandHealth&Safety@hullcc.gov.uk

They should include a named contact and telephone number if that is how they prefer to be contacted.

Once a business has reported a case/cases, public health officers will make contact and help mitigate the risks to the business, with the minimum amount of disruption to essential business operations.



Government guidance for businesses is available on a number of easy to use Action Cards which can be obtained by visiting www.gov.uk. There are a range of Action Cards for different businesses.



Businesses Should Seek Advice Early to Give Themselves Breathing Room

You're probably as tired as I am of hearing about the 'new normal'. In fact, it's difficult to interpret the current climate as anything but abnormal – but in order to ensure things can get back to some level of normality on an economic level, we all need to acclimatise in the short term.

That doesn't mean accepting our post-Covid way of life; it means riding out the storm in the hope that your business is fighting fit in 2021.

The challenges facing businesses across the Humber region, Yorkshire, and the wider UK are – to coin another now wearisome phrase – unprecedented. But there's no time to feel despondent. Nobody had foresight of this pandemic at the turn of the year but we all have hindsight of the months that have passed, and the businesses that can display agility and decisiveness will stand a better chance of surviving this bolt from the blue.

If we engross ourselves in the news, it can

be difficult to find anything uplifting but what we're seeing at Begbies Traynor Group is that for every negative business outcome at the moment, there are positive narratives too.

The good, the bad, and the unknown

The good news is that by taking early advice, businesses can often get breathing space from operational difficulties. For those businesses that were profitable pre-Covid but now need help to ensure viability going forward, a fast-track Company Voluntary Arrangement is a shining example of a rescue solution suited to small and medium-sized businesses.

If your business is struggling under the weight of mounting liabilities caused by trading restrictions in the last six months, the fast-track CVA offers a real opportunity for viable businesses to release creditor pressure and safeguard the business itself. Eligible businesses can take quick action to prevent further financial decline, without detriment to creditors who typically receive greater returns under a CVA than if the company had to liquidate.

The CVA is conducted by a licensed insolvency practitioner and can only be initiated if the insolvency practitioner is confident that your business will be able to maintain payments consistently, as by

failing to do so could lead to permanent closure.

There are other rescue and recovery measures that you may wish to seek advice on, depending on the individual circumstances your business is facing. This may involve negotiating with creditors to reduce your monthly overheads and ease immediate pressure, accessing emergency funding to boost cash flow, or placing your company into a formal insolvency process such as administration while a route forward is planned.

If the business is operationally sound - and you simply need a capital injection to plug a financial gap caused by lockdown restrictions - sourcing third-party funding could be a solution. Our expert commercial finance team are able to source emergency funding and private equity finance through a number of competitive and trusted providers and we will scour the market to ensure you can access the most appropriate form of funding at the best price possible.

Just last week, we managed to match a director with a private equity investor simply because that director rang for free advice. He was unsure whether his business should close, could be rescued, or even selling the company was an option. The business was highly profitable pre-Covid but had seen an 80% drop in revenue as the business relied on events taking place with capacity crowds. Concerned about his staff, his personal guarantees, and the business liabilities mounting, we were able to assess all possible options; one of these being a huge cash injection through private equity that will secure the future of the business in the medium term until - hopefully - events can get going once again. This business rescue started with a simple phone call and wasn't something that could have been answered and serviced through a Google enquiry - sometimes it's just good to talk.

The bad news in recent times is unescapable and some sectors have been hit harder than others. Business closures



Mike Day is a Director at Begbies Traynor Group, working in the firm's Yorkshire and Humber offices. Born and bred in the Humber region, Mike is passionate about supporting local businesses and specialises in advisory services and sourcing finance.

are inevitable and directors must seek early advice if they acknowledge that their company has become insolvent and they have a fiduciary duty to creditors in doing so. Our director and shareholder consultations are always free of charge and in the strictest confidence.

At the moment we're seeing incredible pressure on the hospitality, leisure, and night-time economy industries in particular and the latest round of Government restrictions (10pm bar and restaurant closures) has been another hammer to the heart of this embattled sector. To avoid business closure through liquidation, we cannot emphasise enough the need for early advice. When liabilities are escalating and cash flow is dwindling, the options on

the table begin to dwindle too.

And so, to the unknown - until a working vaccine is available across the population, businesses will continue to live through restrictions but that doesn't have to mean limitations. There is support available in the form of government loans and potentially grants too - but this support is beginning to taper off so time is of the essence. Our Advisory team at Begbies Traynor Group can assist with your finance and funding queries along with other specialist services through our Corporate Finance division for mergers and acquisitions, our Eddisons division for property and asset valuations, and our recoveries team who help businesses struggling to get paid. Regardless of the operational difficulties you might be facing at present, our expertise is just a phone call away and our suite of services means we can usually find the most efficient solution. Hopefully, by taking early advice, we can help steer your business towards new possibilities rather than simply accepting the 'new normal'.

Mike Day
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"If your business is struggling under the weight of mounting liabilities caused by trading restrictions in the last six months, the fast-track CVA offers a real opportunity for viable businesses to release creditor pressure and safeguard the business itself."

Drax: Delivering a Zero Carbon Humber



This week, Drax is submitting a joint bid with 11 other companies to advance plans to decarbonise the Humber – the UK's most carbon-intensive industrial region – by 2040.



By Richard Gwilliam
Drax Head of Cluster Development

Zero Carbon Humber (ZCH) is a bold scheme that is essential to UK efforts to achieve its net zero target by 2050 to tackle the climate emergency. It also preserves jobs in the region's traditional heavy industry and creates new opportunities for clean growth after the Covid pandemic to help rejuvenate northern England and beyond.

Decarbonising the Humber would have a greater impact addressing the climate crisis than anywhere else in the UK. It could reduce the UK's annual emissions by 15%, safeguard around 55,000 industrial jobs and save industry around £27.5 billion in carbon taxes by 2040.

For Drax, the ZCH bid represents a further step in the company's journey to become carbon negative by 2030 using bioenergy with carbon capture and storage (BECCS) – a groundbreaking negative emissions technology needed in the UK and globally to reach net zero and address the climate crisis.

Drax Power Station in North Yorkshire is the country's largest, producing enough reliable and flexible renewable electricity for four million homes and has been the backbone of electricity generation in the UK since 1974.

Since converting two thirds of the power station from coal to use sustainable biomass, Drax has reduced emissions by more than 80% making it the biggest decarbonisation project in Europe. It has helped the UK's electricity grid decarbonise faster than any other country in Europe.

Drax's conversion to sustainable biomass has created a supply chain that supports 5,700 jobs in the north and generates around £600 million a year for the region's economy.

Drax has already successfully proven BECCS at the power station in North Yorkshire. BECCS uses a chemical process to capture the CO₂ emitted when electricity is produced, permanently removing it from the atmosphere and safely locking it away in storage. Uniquely - BECCS also produces renewable electricity.

Both the UK's Committee on Climate Change (CCC) - and National Grid in its latest report - say the UK cannot meet net zero without negative emissions from BECCS. The UN's IPCC says that BECCS will be needed globally to help offset emissions from sectors that are harder to decarbonise, such as agriculture and aviation.

BECCS uses biomass from sustainably managed forests that absorb CO₂ from the



atmosphere as they grow. Because these forests are replanted and remain as forests, they are continuously sequestering carbon, making the biomass carbon neutral.

Combining biomass power generation with carbon capture and storage delivers negative emissions as more CO₂ is permanently removed from the atmosphere and stored underground than is emitted, including emissions from Drax's supply chain.

Under the ZCH plans, a regional pipeline network will take the CO₂ captured at Drax Power Station and transport it through energy-intensive industrial sites in the Humber – enabling those businesses to also decarbonise.

The pipeline network will terminate on the East Yorkshire coast where the CO₂ would be

Drax's conversion to sustainable biomass has created a supply chain that already supports 5,700 jobs in the north and generates around £600 million a year for the region's economy.

THE STRATEGIC IMPORTANCE OF THE HUMBER TO THE UK ECONOMY

The region contributes

£18bn

towards the UK economy each year, driven largely by its deep expertise in industrial processes such as refining, **petrochemicals and manufacturing**

The Humber's chemical sector includes around **100 chemical and refining companies** whom employ approximately

6,000 people

and generate a combined annual turnover of **£8bn**. This accounts for **12% of the UK chemicals employment**, second only to North-West England.

The Humber is home to several power stations and **two of the UK's six major oil refineries** providing

27%

of the UK's **oil refinery production**

South Yorkshire

has the largest concentration of steel conversion companies and precision forgers in the UK.

The Humber Ports (Grimsby, Goole, Hull, Immingham) together handle more than

77 million

tonnes of cargo annually (worth approximately £75bn), supporting over 33,000 jobs in the region and contributing £2.5bn to the UK economy.

19,000 people

are employed in the energy sector. **5%** of employment in the region.

55,000

people are employed in manufacturing and engineering. **15%** of employment in the region.

The steel industry employs

10,000 people

with an average wage of **£35,000**

Overall, there are approximately

29,000 businesses

in the region providing over 400,000 jobs for the local area.

The region has over **20+** onshore windfarms, which alone provide power for over **200,000** UK homes and provides access to over **400** offshore wind turbines. It currently deploys **1.87GW** of power with a further **11GW** to be commissioned by 2030, **85% of the UK's planned development**

compressed before being transported in an offshore pipeline for safe storage in an aquifer under the seabed in the Southern North Sea.

The first BECCS unit at Drax could be up and running in the mid-2020s. All four units would deliver 16 million tonnes of negative emissions a year, enabling the Humber to go zero carbon by 2040, and delivering a significant portion of the 51 million tonnes the CCC says is needed from BECCS for the UK to achieve net zero by 2050.

Scaling up BECCS at Drax can help position the UK – and the Humber – as a global leader in the development of a vital negative emissions technology that will be needed globally to combat climate change.

The ZCH Partnership supporting the bid brings together a mix of energy, industry, engineering and logistics companies that want to tackle the climate crisis and create jobs. These include Associated British Ports, British Steel, Centrica Storage Ltd, Drax Group, Equinor, Mitsubishi, National Grid Ventures, px Group, SSE Thermal,

Saltend Cogeneration Company Limited, Uniper and the University of Sheffield's Advanced Manufacturing Research Centre.

The ZCH Partnership is applying for support from Phase Two of the government's Industrial Strategy Challenge Fund. The companies in the partnership will also invest to supplement the funding. Phase Two builds on the partnership's successful application for Phase One funding, which was announced in April.

Through its coal to biomass conversion Drax has already demonstrated that large-scale transformation is possible. We want to go further and deliver negative emissions to support Britain's net zero target while supporting jobs, skills and opportunities in the Humber.

But time is of the essence. Through the ZCH partnership we can work together to achieve large-scale transformation that will deliver for the climate, our communities and the economy.

drax.com



We're proud to support education and skills across our communities in the Humber region

Enabling a zero carbon, lower cost energy future.

Learn more at [drax.com](https://www.drax.com)

drax

Businesses Offered Help to Reduce Energy Costs

YORSwitch, Cheaper Business Energy, is an initiative run by East Riding of Yorkshire Council, to make it easier for local small and medium enterprises get a better value deal on their energy and reduce unnecessary costs.

YORSwitch uses a trusted energy broker to help local businesses, charities and representatives from community buildings see if they could save money on their energy bills.

Businesses are encouraged to visit www.eastriding.gov.uk/yorswitchbusiness where they can submit their contact details and one of the energy experts will get in touch to discuss business energy needs. The team search the whole market for the best energy deals available, compare prices from different suppliers and help choose the right tariff and set up contracts. There is no obligation to accept any offer.

There is no fee as the energy broker is paid a referral fee by the energy suppliers each time a business switches. For more information visit www.eastriding.gov.uk/yorswitchbusiness



www.eastriding.gov.uk



Could you **save money** on your **business energy bills**?

If you've never switched your business energy you could cut your bills by as much as **35%**



East Riding of Yorkshire Council has appointed an energy broker to help local businesses see if they could save money on their energy bills.

Hassle Free. Obligation Free. Cost Free.

To see if you could save, visit www.eastriding.gov.uk/yorswitchbusiness



New Green Energy Park Proposed for Melton

A new green energy park which will convert existing waste into clean electricity and gas has been approved for a site on Gibson Lane in Melton.

The scheme, which could create up to 100 new jobs, will take waste from the existing Transwaste transfer station and create green energy through anaerobic digestion and an energy-from-waste plant. With two wind turbines currently on site and three more planned, the energy park will be able to offer cheaper, green electricity to local businesses, making it an even more attractive area for businesses to locate, giving a further boost to employment in the area.

The scheme will also greatly reduce the number of lorry movements in the area, since waste which is currently sent for export to energy plants abroad will no longer need leave the site.

Chris Tute, development consultant on the project commented:

"The Melton Green Energy Park will be a state-of-the-art plant generating green energy using the latest clean technology. It will mean waste can be processed much faster, reducing the time it spends on site and the risk of odours developing.



"The UK is becoming increasingly reliant on imported fuel such as oil and gas. Having the ability to generate energy from our own waste improves our energy resilience, reduces costs, reduces waste sent to landfill and has a lower carbon footprint than importing fuel.

"The Melton Green Energy Park will help expand the existing Humber renewables cluster and will support the zero carbon Humber initiative."

As well as securing existing jobs and supporting the local supply chain, the scheme could eventually see up to 100 new jobs created, many of them skilled engineering roles which the company is keen to see go to local people.

A consultation exercise on the plans will be undertaken in the autumn.

Clean and green...

Creating energy and jobs for the future.



Over 30 MW
of green electricity
generated on site
from waste and wind



629 m³
of gas created
from anaerobic
digestion



Up to
100
new jobs
created

Cheaper energy



for local businesses -
driving economic growth



Lower UK
carbon
footprint

- reduced need to
import/export fuel



Reduced local
lorry movements
as waste no longer
sent for export



Expanding the
Humber renewables
centre of excellence



Melton Green
Energy Park

Is your impact on the environment sustainable?

Managing the impact of your activities, product or services on the environment is critical to longer term business sustainability.

Now is the perfect time to think about how you are using energy to power your activities or materials to make your product, and the impact of this in terms of the waste that's produced or the associated carbon emissions – they've got to go somewhere! And there is much attention both locally and nationally being given to how we reduce their impact on our planet and people.

At Environmental Strategies Ltd (ESL) we are helping organisations understand what they need to think about in terms of a sustainability goal, how this can be managed in a cost-effective way and how this can be integrated into existing business processes so that sustainable management of your environmental, carbon, waste or energy impacts just becomes "the way you do business."

"ESL were a great help to us as a small business, finding our feet in terms of sustainability and energy efficiencies that make sense. We don't have a lot of spare resources or money, but they were able to come



into both of our sites, audit our facilities and manufacturing processes with a high degree of expertise and local knowledge when it came to additional funding and support. They have helped us to identify a realistic strategy towards energy and waste that has already started to excite our employees and allow us to create a solid foundation for sustainable management."

People and Sustainability Manager, Equinox
Please do get in touch for a no obligations discussion. Our consultants are happy to

answer any queries you may have in this area or see our website for more sustainability information.

t: 01482 841164

e: info@esltd.co.uk

www.esltd.co.uk





Have you joined The Supply Chain Network Supplier Directory?

The Supply Chain Network is a free to access, central hub for the region's suppliers. It has been developed to allow suppliers, investors and developers to identify and pursue strong commercial partnerships.

Create your free business listing at www.theSupplyChainNetwork.co.uk or contact The Supply Chain Network team on 01482 331540 or email supplychain@eastriding.gov.uk

[in](#) [t](#) @Supplychainnet

Register your business to:

- Showcase your company's products and services
- Increase your visibility
- Generate enquiries
- Access information on developments and opportunities
- Receive alerts to new opportunities / tenders




Helping your business to access a Network of Opportunity

Is your business making the most of the supply chain opportunities that are available in the Yorkshire and Humber region?

The Supply Chain Network, whose aim is to raise the aspirations of businesses in the region by supporting them with specialist advice and information, earlier this year launched a new directory to help businesses access supply chain opportunities.

Why join our Supplier Directory?

Registering your business with the Supplier Directory will showcase your products and services, providing you with the opportunity to develop strong commercial partnerships. As well as assisting the continued growth and development of your own business, it will also support a sustainable supply chain by sourcing locally and regionally and keeping investment rooted in our region.

Additionally, once your business is visible on the Supplier Directory, your listing could generate inbound enquiries through the central hub, have access to information on new developments and opportunities, and receive alerts for new tenders.

If you are looking for new ways to raise the profile of your business and access exciting new supply chain opportunities, you can register your business with the Supplier Directory for free, visit **www.supplychainnetwork.co.uk** or email the team on **supplychain@eastriding.gov.uk**

Travelling With Confidence: Good Travel Management Launch COVID-19 Travel Guidance Hub

To help their clients rebuild a safe travel programme, Good Travel Management have launched a COVID-19 Travel Guidance Hub, providing resources and content to support businesses back into travelling at the right time.

The COVID-19 Travel Guidance Hub has been designed to help organisations from all industry sectors who are thinking of making plans for a return to business travel either in the immediate, or near future. Recognising that some sectors are already travellers if they are key workers or in sectors such as marine and ship's crew, The Hub itself contains a range of supporting content including a Frequently Asked Questions to guide you through the whole business travel process, taking you from before you book, to during your trip and finally what to do when you return as well as resources such as a 'Pop up Travel Policy'.

Good Travel Management recognised that at a time like this, it's not good to 'go it alone' when it comes to Business Travel and this is why the Covid-19 Travel Guidance Hub ensures Business Travellers have the confidence they need, to be able to get moving again.

Managing Director, Kevin Harrison commented on the launch "As a Travel Management Company, we quickly recognised the necessity of a source of information to provide confidence and expert guidance for organisations who need to travel for business again now or in the future. For them business travel is very often an essential to trade, but it must be done carefully. Having the Covid-19 Travel Guidance Hub means we can support new and existing clients throughout the whole travel management process"

You can visit the HUB here – <https://good-travel.co.uk/covid-hub/>

For more information visit www.good-travel.co.uk, email sales@good-travel.co.uk or alternatively call **0330 004 0520**



Chantelle Akdemir and Kirk Akdemir of AA Global.

AA Global Announces New Appointment and Major Investment

A major supporter of the Chamber's International Trade Centre has announced a new appointment and significant investment to bolster its overseas activities.

AA Global Language Services has appointed Chantelle Akdemir as Head of the Translation Department.

A key responsibility will be for Chantelle to maximise the benefits of a new IT project in partnership with colleagues Andrei Sparling, the company's Director of Operations, and Special Development Projects Manager Ignas Mikoliunas.

Kirk Akdemir, CEO of AA Global, said: "Chantelle's appointment coupled with the new investment will add an important new dimension to our business by enabling us to expand our international activity and sell into other countries more effectively.

"It will help us become a truly international businesses and it is being driven by a new generation of directors and managers."

AA Global was launched in Worcester 27 years ago and it will be 10 years in 2021 since the company expanded to Hull. Now the company has a larger Hull office and the initial workforce of two has grown to around 25, with a vast increase in the number of

linguists operating around the world.

Kirk said: "When we launched we had six linguists offering two languages and over the years that has increased to around 15,000 working with 500 languages and dialects.

"When we started the work was purely written translations to private sector businesses but now AA Global is one of the most predominant language service providers to the public sector. The investment will help us increase our private sector business, especially overseas, and update our systems to manage that process much more efficiently.

"Our current system works well but we are looking to the future, improving our technology and empowering young people to change the way we work.

"We invested significantly last year in upgrading the system for managing interpreters and now we are building on that. It will make a big difference to the way we work, making communication between our people more effective and more secure."

Knapton Wright Appoint Digital Marketing Expert Tim Pritchard as Creative Development Manager

Creative marketing agency Knapton Wright has appointed Tim Pritchard as Creative Development Manager from September 2020.

This follows the appointment of Rob Jefferson as Director of Marketing in October 2019, and increases the Brigg-based team to 8 employees.

Tim studied 3D Animation at university and went on to work in Digital Marketing at HBP Systems Ltd for almost 15 years. He will add to the company's existing marketing services offering, bringing with him vast experience and expertise in website creation, graphics and animation.

"My career to date has been very varied within the field of internet technology. I think of myself as a digital problem solver," said Tim. "Knapton Wright shares my enthusiasm to use technology to solve client problems and enable businesses to succeed. I can't wait to get to grips with my new role."

As a North Lincolnshire resident, he's also keen to help Knapton Wright promote the area and support local businesses in particular. He said "There's so much positive business activity in North Lincolnshire and the Humber region at the moment, and we need to keep shouting about it so everyone feels great about the area. Technology is key to this."



Picture shows Tom Hewitt, Manager of Furley & Co, which is one of the businesses taking part in Dine Wednesdays.

HullBID Launches Dine Wednesdays to Deliver City Centre Food Discounts

Food and beverage businesses in Hull city centre are joining forces to boost their autumn trade with the help of HullBID.

Hot on the heels of the government's Eat Out to Help Out offer, HullBID has brought together pubs, restaurants, café bars and hotels for Dine Wednesdays.

The scheme encourages operators to offer midweek discounts and special menus to keep customers coming through the doors and help build business in readiness for the Christmas rush.

Kathryn Shillito, HullBID Executive Director, said: "Feedback from the food and beverage sector in the city centre indicates that they did very well as a result of Eat Out to Help Out but there were concerns about what would happen next.

"Some of them continued the Eat Out offer at their own cost because they saw it as a good way of rewarding regular diners and showcasing their food, drink and service to new customers, but we are stepping up to offer support to the sector as a whole."

Businesses throughout the city centre have signed up to Dine Wednesdays and will be

offering deals such as two courses for £10, three courses for £15 or special menus from 4pm until 9pm every Wednesday until the end of November.

HullBID is promoting the offers by printing and distributing marketing materials including tent cards, flyers and window vinyls and with activity online and on social media.

Kathryn said: "HullBID has a strong track record for supporting the food and beverage sector, most recently with Hull Street Food Nights which have attracted thousands of people into the city centre.

"Dine Wednesdays is designed to dish up some great food discounts, introduce diners to our fantastic pubs, restaurants, café bars and hotels and hopefully keep them coming back for more."

For the latest details of businesses which are taking part please visit the Dine Wednesdays Facebook page.



Break Through the Noise

Digital marketing shouldn't be scary. At Be Everywhere, we understand how complex today's marketing landscape is portrayed, which is why we thrive on helping our customers to find their digital voice.

Our services provide an effective solution to growing your brand online, helping you to reach and engage with audiences both genuine and relevant to your business.

Strategy

By thoroughly profiling your business, we implement a bespoke digital marketing strategy, clarifying the objectives, messaging, channels and audiences of your campaign.

Social Media

Across a range of social media channels, we strategically help your brand to promote itself and build engagement, influence and trust with relevant audiences.

Design

We create eye-catching visual campaigns consistent with your branding to help you stand out from the crowd and from your

competitors and build memorable brand awareness.

Content Marketing

From social media messaging to blogging and press releases, we replicate your brand's tone of voice and research your industry to create compelling and targeted content.

Email Marketing

We help you to directly reach and engage with your target audience and customers through email marketing campaigns, that are both tactical and GDPR compliant.

Analytics

From content performance to audience and engagement, our analytics give you and your business a deeper insight into your activity and helps to strategise digital growth.

"Working with Be Everywhere has assisted us in taking a more strategic and holistic approach to communications across our social media channels."

Testimonials

"A testament to a great media package that I can't fault! A heartfelt thanks from my team."

"I would happily recommend them to anyone wanting to get more exposure through social media."

"They are proactive, full of great creative ideas and are always there when I need them."

Let us help your business find its digital voice. Get in touch for an informal and informative chat –

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www.be-everywhere.co.uk



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NORTH Lincs TYRES



01472 360369
info@northlincstyreslimited.co.uk
www.northlincstyreslimited.co.uk

North Lincs Tyres Limited was established in Grimsby in 1994 and has grown to be one of the area's leading tyre companies. We have earned a reputation for providing a high quality and personal service to meet requirements of a wide range of customer.

Three directors who collectively have over 90 years experience in the industry manage the Company on a day-to-day basis. The fitting staff of eleven is fully trained in every aspect of tyre, battery and exhaust fitting as well as wheel alignment.

The Company prides itself on being an innovator, using the latest technology to enhance the customer service from Retail to commercial customers.

Heavy Goods Vehicles

North Lincs Tyres operate a modern fleet of Mercedes service vehicles all equipped with the latest fitting technology, 2 way radios and tracking systems.

Fleet Audit

Fleet Audits are carried out using the latest handheld computer system. This allows us to manage tyre wear and replacement planning in conjunction with our customers.

Roadside Assistance

We offer a full 24 hour roadside assistance service both locally and throughout the UK, using the Independent Tyre Distribution Network for national coverage.



Earthmover

The area's Earthmover tyre specialists maintaining the majority of all dockside equipment as we have done since incorporation in 1994.

Forklift

North Lincs Tyres offer a full solid and pneumatic fitting service. Carrying a large variety of stock allows us to provide a fast and efficient response to all forklift tyre problems.

25 YEARS
IN BUSINESS

Green Plan Sets Construction Industry Standard

Staff shape company's core values with green plan to care for the environment.

An employee consultation asked staff at KWL in Hull to vote on company values, finding being a friend to the environment was central to its core.

A plan has emerged to become a zero carbon organisation, with KWL initiatives and company wide training in action to achieve targets.

Mally Findlay, Performance and Quality Manager heads up the Environmental Group. He explains:

"Caring for the environment received one the highest scores as voted by our team members. Understanding the importance of this, the KWL Environmental Group has implemented a series of initiatives to achieve zero carbon status.

"With the Investors in the Environment (IIE) accreditation scheme, we had already maintained the Green Level Award since 2015 and employees have now been tasked with finding key ways to reduce our impact on the environment.

"This consists of working towards high-level criteria and targets followed by an official audit. It demonstrates our commitment to minimise environmental impact and sets a standard for similar businesses.

"This includes generating our own electricity using solar panels on our roofs, reducing print within the office and converting to LED lighting. This activity alone has improved the energy performance of the building to B42 which is a 'good' rating.

"We have also considered the other impacts our business has on the environment; ninety-nine per cent of employees live within the HU postcode area, therefore reducing the travel footprint, a cycle to work scheme is used by office-based staff, investment in hybrid and electric vehicles, continually reviewing materials we purchase in exchange for harmless substances, implementing a paperless document management system and we have been able to reduce waste going to landfill to just six per cent.

"In the last 12 months we made a reduction of fifty-three percent across the business by making savings on utilities. As well as waste, fuel and carbon emissions.



Pictured left to right: Roger Grannon, Chief Operations Officer and Mally Findlay, Performance and Quality Manager.

"To keep achieving this year on year we have tasked members of the Environmental Group to find new improvements and this involves a concerted effort from every employee at KWL."

Roger Grannon, Chief Operations Officer at KWL says:

"The UK target for net zero greenhouse gas by 2050 won't happen on its own. We all have a part to play, as government said; a moral obligation to leave the planet in a better condition than we inherited.

"This short-term cost is an investment in our future and the team at KWL - from Directors through to the frontline workers, is onboard with the environmental challenge, each year looking for ways to improve our rating.

"I personally completed an environmental qualification and joined the Institute of Environmental Management and Assessment (IEMA). The reality is that doing the right things for the environment is generally good for

business - if we can reduce the amount of waste we produce, our waste disposal costs reduce; if we reduce the amount of gas/electric/water we use; utility bills reduce; if we travel fewer miles, fuel and wear and tear bills reduce; print less, buy less paper/ink/toner, and so on.

"We just need to keep coming up with ways to continue this and ultimately it makes KWL a more sustainable business.

"It is our responsibility to set standards across the industry and we feel our core values reflect our ability to do so; appreciating our people, caring about the environment, an unwavering commitment to customer services, acting responsibly and supporting the local community and economy."

As a holder of the Green Level Award, KWL is classed as a green leader, helping to set the standard for other businesses.

For more information, please visit www.kwl.co.uk.

Keyfort Helps to Increase Tree Coverage

Keyfort's Managing Director Roy Clayton has been appointed Chairman of the One Hull of a Forest charity with a view to defining scope, developing structure, mustering staff and aligning resources to engage with the community to increase tree coverage in Hull and its surrounds. The target for the planting season October 2020 to March 2021 has been set at 15,000 tree saplings, 20,000 tree saplings for the 2021/22 season and a legacy

Post Traumatic Growth Centre providing therapeutic horticultural training and a sapling nursery within Hull starting in 2021. For this last target, detailed discussions are already in progress with Hull College.

Roy said 'it was an honour to be given the role and to have the opportunity to work with so many creative people in the community. We already have further exciting announcements in the pipeline'.



Trees Enhance Mental Health

With the advent of the Northern Forest and the commitment to plant 50 million trees, there has been significant interest in tree-planting.

There has also been an increase in research surrounding mental health and the natural environment. Research shows that those undertaking nature-based tasks get significant benefits from their work. PATT founder Andrew Steel, an ex-serviceman, looked to tackle this issue along with the mammoth task of planting 50 Million trees.

Andrew said: "There was a lot of energy being put into the funding of trees, but they wouldn't jump into the ground themselves and reliance on volunteers to accomplish that task could not be guaranteed. There had to be a solution that covered multiple bases and with the advent of nature-based therapy the solution was simple." He continues: "Why not engage veterans on tree-planting projects and assist in tackling mental health issues too, an avenue could potentially exist to 'employ' the veterans." Working closely with Dr Shaun Allan a former Royal Marine, the basis of the 'Green Task Force' was born.

"So many veterans suffer from PTSD and the focus has too often been on the problem and not the solution. If we reframe the situation and talk about Post Traumatic Growth, we can engage individuals and tackle the problem putting veterans on a pathway to recovery. The solution is simple and the timing could not be more perfect to help benefit the environment, wildlife and our worthy veterans."

To find out more about the Green Task Force, email info@pattfoundation.org.



Image: Emmerson Films

Combining Copywriting and Social Media to Convey Clear Messages

With more people than ever before using the internet and online tools to research products and services, businesses need to ensure that their online platforms are in line with their marketing goals.

Rich Sutherland is the Managing Director of sobananapenguin, a digital marketing agency in Hull that provides copywriting, social media management and PR campaigns to companies across the Humber region and beyond. Having worked in the sector for over a decade, he has seen huge changes in how consumers discover and explore information:

"Millennials are people who were born between 1981 and 1996, and those who are categorised as Gen Z were born after 1996. At the moment, these groups account for 38% of the workforce, which is set to increase to 58% in the next decade. GlobalWebIndex shows that social media is used just as much as search engines by these generations when researching products and services. It's crystal clear that digital communication plays a leading role in both brand growth and retail transactions, which is why businesses need to effectively incorporate it into their marketing activity."

Keeping a company's social media channels active, relevant and engaging is easier than it

sounds, as there are multiple skills required as part of their management:

"I often see posts that are badly worded or use poor imagery," says Rich. "Then there are those that lack a call to action or go completely the other way, coming across as blatant adverts that many users will simply ignore. The key is to convey the company's voice in every post and open up conversations, all while sharing a combination of messages that promote services and celebrate the human side of the business."

Over the years, Rich and his team have delivered blog content, social media activity and PR campaigns for a wide variety of local organisations, including Hull Trains, Hull Truck Theatre, Hull University Union, Airco Training, Hull Jazz Festival and Atom Beers. He believes that blogs and social media will continue to rise in popularity, further increasing their impact on lead generation, customer acquisition and brand advocacy.

Myton Law Acts for Parkol Marine in Multi-Million Pound Boat Building Contracts

Hull-based Myton Law has acted for Whitby boat builder Parkol Marine Engineering to negotiate build contracts, worth in total over £5 million, for two new vessels just launched for sea trials.

200-ton, twin-rig trawler Reliance III was launched at Whitby Harbour on September 4 watched by members of Parkol Marine Engineering's 80-strong team. Reliance III is destined for Banffshire where it will work netting prawns and white fish. 260-ton Havara was launched at Middlesbrough on September 10, a salmon feed support vessel it is eventually headed for the Shetland Islands.

Specialist shipping, rail and logistics law firm Myton Law has acted for Parkol Marine Engineering for a number of years writing and negotiating boat build contracts. Shipping lawyer John Habbergham said, "Parkol is widely recognised as one of the leading boat builders in this sector in the UK and Myton Law is proud to advise the highly regarded Parkol team. After working on the contract detail for these two vessels it is exciting to see them take to the water."

Director Sally Atkinson, who is the company's Project Manager, said "It is always a pleasure to work with John and his team. We have completed numerous contracts together, some of which have been very challenging. We have always been able to rely on Myton Law to provide a professional service and to have our best interests at heart."

Parkol Marine Engineering was established around 50 years ago in Whitby as a boat repair company. A second yard was opened in Middlesbrough in 2017 to service growing demand and build larger and more diverse types of vessel. Today Parkol is one of the most successful boat, ship and trawler builders in the UK designing every new vessel to each customer's specific requirements and providing leading-edge design and engineering for enhanced crew safety and comfort, fuel efficiency and productivity.



Myton Law provides specialist shipping, rail and logistics legal services for clients in the Yorkshire region, across the UK and beyond from its Hull offices overlooking the River Humber. The firm's expertise also includes insurance, commercial property, renewables and international trade law.

Rollits Announces Two New Appointments

Leading law firm Rollits LLP has announced the appointment of a new solicitor and a new trainee solicitor.

Lucy Trynka, who joined the firm in September 2018 as a trainee, becomes a newly qualified solicitor and moves into the firm's six-strong, highly regarded employment team.

A former student at Hymers College in Hull, Lucy gained her LLB Hons at Newcastle University in 2017 and then completed a one-year Legal Practice Course at the University of Law in Leeds, which she passed with Distinction, before joining Rollits' Hull office.

Lucy said: "As a trainee solicitor I have really enjoyed the challenge of working across the many different areas of law and adapting to the differing needs of each team within the firm but I'm looking forward very much to concentrating on the specialist work of a single department and putting my experience into practice."

Abbie Bielby, a former pupil of Longcroft School, Beverley, steps up to the role of trainee solicitor after spending two years with the firm as a paralegal.

Abbie joined the team in Rollits' York office in September 2018 after leaving BPP University Law School in Leeds and adding an LPC LMM to her LLB (Hons) from Queen Mary University of London.

Specialising in property matters, Abbie focused on residential property sales and purchases in addition to social housing matters including work for residential social landlords.

Abbie said: "The last few years have been very hard work but also really enjoyable. Everybody at Rollits has been immensely supportive and I'm looking forward to working and learning with them in my new role."

Ralph Gilbert, Managing Partner at Rollits said "Despite Covid, we are pleased to have been able to offer jobs to Lucy and Abbie. Over the last two years they have proved themselves to be valued members of the Rollits team and we look forward to helping them develop and learn as they move along their chosen career paths."





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Rare opportunity as 'highest quality' business facility placed on market to let - 'ready-made' for horticulture and food sectors

Property specialists says a large warehouse, distribution, processing and chilling facility which has been placed on the market to let provides a 'rare, ready-made, and exceptional opportunity' for businesses in the horticulture and food sectors.

The 140,000 sq ft (13,028 square metres) East Yorkshire property, part of the Dianthus Business Park which sits directly off the A63 at Newport, is coming available as the current tenant's lease expires at the end of the year.

However, having only been built in 2009, David Garness, Managing Director of commercial property agents Garness Jones, who are marketing the property, says it presents a unique opportunity.

"Rarely do you find a property of this exceptional quality coming onto the market where, for the right kind of business, it could provide a ready-made fit to move into quickly," he said.

"We have produced an extensive video tour of the property and site, including aerial footage, but people really need to visit to appreciate

firstly the high quality of the development, and also the excellent work environment it offers.

"A major selling point is its location at the intersection of the M62 and A63, providing direct links to the Humber Ports and motorway networks, which is again ideal for a business operating in the horticulture and food sectors and needing good transport links.

"If a client came to us and asked us to find a modern site like this, boasting all the facilities it has in terms of both business operation and staff welfare, it would often be a very difficult task. It is a rare opportunity."

The site, which is heated by renewable energy, could be divided up to accommodate more than

one business and would also be suitable for other industries.

It includes 22 dock level access doors for delivery and distribution, a central processing facility and partitioned chilled areas for goods coming in and out.

The first floor includes extensive modern offices with a large boardroom and meeting room, and staff facilities including canteen, a gymnasium and locker rooms. There are also 114 parking spaces on site.

Interested parties should contact either David Garness on 01482 312360 or david.garness@garnessjones.co.uk, or Chris Hyam on 01482 296691 or chris.hyam@garnessjones.co.uk

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Yorkshire Coast BID

Kerry Carruthers
Scarborough
07803 307679
Business Improvement District



Name:
Lorraine Hamilton

Company:
MIND

Job Title:
Training Co-ordinator



What was your first job and what was the pay packet?

My first job was as a chambermaid in a seaside hotel and it's such a long time ago I can't remember the pay packet but it won't have been much. Because I was only young it probably felt like a fortune.

What do you always carry with you to work?

Lots of spare pens. I'm always lending them out to people.

What is the biggest challenge facing your business?

Letting other businesses know the breadth of training we can deliver for them around the subject of mental health and wellbeing and how much it can benefit them.

If you were Prime Minister, what one thing would you change to help business?

I'd look at business rates and reduce them to a sensible level which allows business growth.

What can you see from your office window?

At the moment I'm working from home so I can see my garden and the birds on the birdfeeder. It makes a change from the iconic Welly Club on Beverley Road.

If you could do another job what would it be?

Anything outdoors and involving animals probably.

As a business person, what are your three main qualities?

I am reliable, organised and a good problem solver

What was your biggest mistake in business?

Not having a full understanding of the finances.

What advice would you give to aspiring entrepreneurs?

Self-belief is very important. If you don't believe in yourself you can't expect others to.

Who do you admire most in business?

Deborah Meaden from Dragons Den. I like her green credentials but also think she's a very astute business woman.



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