

BUSINESS INTELLIGENCE

The Magazine of Hull & Humber Chamber of Commerce

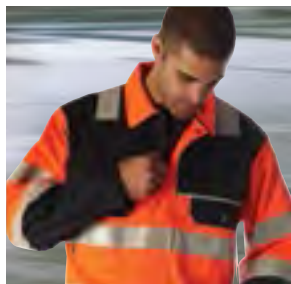
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Front Cover Image - Chamber President Tim Durkin (left) and Grimsby MP Austin Mitchell pictured during the Chamber lunch with Shadow Transport Secretary Mary Creagh at the Oaklands Hall Hotel, near Grimsby. Full story - Page 15.



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National Award Bolsters University's Business Credentials

An innovative partnership between the University of Hull and the region's businesses is paying dividends after being recognised in two major national awards.

The University has won The Guardian University Award for Business Partnership 2014 for its pioneering work with For Entrepreneurs Only (FEO), an organisation comprising 100 of Hull and East Riding's leading entrepreneurs.

The partnership has also been shortlisted in The Times Higher Education's Leadership and Management Awards.

With a joint turnover of £3bn and employing 16,000 people, FEO was set up as a Community Interest Company in November 2012, with the aim of boosting economic prospects and employment opportunities across the region.

The University has been involved from the outset through its Knowledge Exchange – a department that connects businesses of all sizes to engage with academics, Hull University Business School, and other faculties that are relevant to business. In April 2013, FEO cemented the relationship by establishing its offices in the University's Enterprise Centre.

Bill Walker, director of the Knowledge Exchange and of FEO, said: "The founders of For Entrepreneurs Only recognised early on the advantages of partnering with The University as an innovative driver of the change required in the region.

"The relationship sits perfectly with the University's strategic objective to be an 'anchor institution' within the community, providing a valued source of intellectual and cultural leadership, raising educational aspirations and contributing significantly to economic and social redevelopment and growth."

FEO has also now become a member of the Business School's Corporate Partners scheme.

The partnership between the University and FEO was described by Business Secretary Vince Cable MP as 'unique' and 'pioneering' and HRH the Duke of York made a special visit to Hull earlier this year to see how the relationship worked.

The University's Enterprise Centre has created more than 140 new businesses since it was opened by HRH the Duke of Edinburgh in December 2008.



From left, Margaret Meyers, Peter Sykes, Lord Mayor of Hull Councillor Nadine Fudge, Colin Inglis, Lady Mayoress Leanne Fudge, Martin Mancey, Karen Mulligan and Ian Kelly at the Chamber of Commerce lunch to celebrate the tenth anniversary of Acorn Fund. Picture: Jerome Ellerby, Hull Daily Mail.

Lunch With Lord Mayor To Celebrate Acorn Fund's 10th Anniversary

The Chamber's Acorn Fund celebrated its 10th anniversary with a special celebratory lunch in the Lord Mayor's Parlour at the Guildhall.

Some of the companies the Acorn Fund helped to get started and who have gone on to become successful businesses were among the invited guests.

Acorn Fund manager, Peter Sykes, told guests that he believes the financial crash has changed the banking system forever and banking support for small companies will never return to pre-recession levels.

He doubts traditional city finance houses have the confidence or the will to aid Britain's smallest companies, even though they make up about 95 per cent of the country's industry.

Mr Sykes said this had led to a £1.3bn 'finance gap' for businesses, which are capable of thriving but find the traditional loan route blocked.

Speaking at a Hull and Humber Chamber of Commerce lunch to celebrate the fund's tenth anniversary, he said: "While the Government has introduced a number of new initiatives to try to stimulate the sector, they have failed to acknowledge the banks will never return to anywhere near the pre-recession levels of bank lending, having had their inadequacies exposed.

"Despite seeing a steady improvement in the economy recently, there remains a lack of available working capital to maintain this growth with the banks risk-averse to business lending following their historic collapse.

"Statistics show a large percentage of businesses struggle to borrow from the banks at the moment and a large proportion of owners are afraid to go to the banks because they fear the answer will be negative."

Lenders like the Acorn Fund offer an excellent alternative, former banker Mr Sykes said.

It is a Community Development Finance Institution (CDFI), part of a 50-strong national network aimed

at helping companies unable to secure cash from traditional sources.

Since its creation with £3m support through Neighbourhood Renewal and ERDF funding, the group has created or protected 4400 jobs.

Mr Sykes said: "We are prepared to work with businesses to make things happen, an appetite the banks do not have, despite what a banker may say.

"As a result, it is great shame that despite much lobbying of Ministers, the Government, while acknowledging the work CDFIs do, has not seen fit to extend its various lending bank schemes to us.

"Although the Chamber Acorn Fund is now a self-sustaining fund and has managed to increase its capital base year on year, it could achieve much more given more capital for local jobs."

Chamber Chief Executive Ian Kelly echoed Mr Sykes's views.

He believes there is a finance revolution going on, with groups like the fund becoming part of the financial structure of the future.

Dr Kelly said: "We're recycling money in our local business community and allowing businesses to make a difference where perhaps the big lenders and national banks are not serving this country as well as they once did.

"We are transforming the local small business community and much of this has been under the radar.

"We have genuinely created wealth, jobs and prosperity in a provable way in this city and supported the Acorn Fund."

Colin Inglis, who was city Council leader and supported the Acorn fund when it was set up, agreed. He believed it has made a huge difference.

Cllr Inglis said: "It does appear to have been a considerable success and I'm very happy about that and the council's key support for it."



Kirk Akdemir outside the AA Global offices at Hull Marina

Chamber Expo Introduction Helps AA Global Enhance Services

A Sponsor of the Chamber's International Trade Department is stepping up plans to deliver further improvements to clients and suppliers after concluding a major deal which was initiated at the Chamber Expo 2014.

AA Global Language Services Ltd has engaged business data specialists Vensis to overhaul and integrate separate databases which carry details of clients, projects and the company's 5,000 translators and interpreters.

Kirk Akdemir, Chief Executive of AA Global, said the investment will support the ongoing development of the company, which has grown significantly since expanding from Worcester to open a Hull office early in 2012.

Specialising in translation and interpreting services for the public and private sectors, AA Global has built its customer base and its network of specialist staff, with a team of six now operating from Global House next to Hull Marina.

Kirk said: "We always exhibit at Chamber Expo because it is very important to have a presence at such an important business event and you never know what sort of opportunities might come along.

"This year we met Vensis, and we found out how they could help us bring together the data on our clients, our interpreters and our jobs into one seamless operation. Our business is growing all the time and with the help of Vensis we can make sure we can continue to hit high levels of efficiency."

Matt Allison, Managing Director of Melton-based Vensis, said: "This is the perfect project for us. We looked at where AA Global is going and how the company needs to handle its information and we are providing a system which automatically matches the needs of clients with the location of an interpreter, the languages they have and the specialist sector skills."



Cynthia Richardson, Finance Director of LeighTec; Ian Atkinson of Finance Yorkshire; Ian Parsons of Parsons Accountants; and Bob Leigh, Managing Director of LeighTec.

Flourishing Ventilation Business Attracts Investment

An ambitious ventilation firm based in Goole has attracted a £50,000 investment from Finance Yorkshire.

LeighTec, which has established itself as the UK's leading specialist in commercial kitchen ventilation systems, will use the Business Loan to develop existing contracts and establish a duct manufacturing facility in-house.

Finance Yorkshire has made significant investments in a number of companies across Hull and Humber. It provides seedcorn, loan and equity linked investments, ranging from £15,000 to £2m, to help a range of small and medium sized businesses to meet their funding requirements for growth and development.

Businesses use the Finance Yorkshire investment to develop new products and services, gain footholds in new markets and consequently create new jobs.

To date, Finance Yorkshire has made 609 investments totalling £76 million in businesses based or moving to areas within Yorkshire, North Lincolnshire and North East Lincolnshire.

As a result, a total of 7,877 jobs have been created and safeguarded with an additional £148.8 million generated in private sector

leverage. More than 370 businesses have received Finance Yorkshire funding and a further 40 businesses have been created as a result of Finance Yorkshire involvement.

LeighTec designs, manufactures and installs bespoke ventilation systems, and is committed to developing newer and more innovative methods of ventilation control and eco-friendly technology.

The firm, which counts Claridges, the Houses of Parliament and the OXO Tower among its clients, is also rapidly winning public sector contracts, particularly with schools and universities.

Commenting on the investment, LeighTec Managing Director Robert Leigh said: "This is a period of growth for the business. We have a good order book for the Summer and the Business

Loan from Finance Yorkshire will allow us to make the investments needed."

The deal was introduced to Finance Yorkshire by Ian Parsons of Parsons Accountants.

Finance Yorkshire Chief Executive Alex McWhirter said: "LeighTec is an established company with a committed management team which has been bold in looking to expand the business post-recession.

"We have every confidence that this Business Loan will be a catalyst for their further growth, particularly in the public sector."

Finance Yorkshire is supported financially by the European Union. It has attracted £30million investment from the European Regional Development Fund (ERDF), as part of Europe's support for the region's economic development through the Yorkshire and Humber ERDF Programme, £15million from UK Government and £45million match funding from the European Investment Bank.



Alex McWhirter, Finance Yorkshire



For more information about Finance Yorkshire, please visit **www.finance-yorkshire.com** or call **0845 649 0000**.



Bridge McFarland Solicitors Become Chamber Patrons

Bridge McFarland has become the latest organisation to become a Patron of the Hull & Humber Chamber of Commerce.

They were presented with a special Patron's Plaque during the network lunch at Chamber Expo 2014.

Becoming a Patron of the Chamber gives companies a higher profile in the Chamber's marketing activities, regular slots in this magazine and at events, as well as invitations to the Annual Patrons' Lunch with the Lord Mayor. It also brings public relations benefits, as Patrons are seen to be helping the Chamber support its Membership.

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Picture shows new HullBID Board members (from left) Julie Buffey, Steve Allbones and Claire Suggitt.

New Directors Appointed to HullBID Board

HullBID has announced the appointment of three new Directors.

Steve Allbones, Julie Buffey and Claire Suggitt have worked in the Hull area for a number of years and are well known in the local business community.

Jim Harris, Manager of St Stephen's Shopping Centre and Chairman of the HullBID Board, said: "All three bring experience, ability and contacts in different areas but what particularly impresses me is their energy and commitment."

Julie, who owns the Roisin Dubh shop in Hepworths Arcade and also established Trinity Open Market, coincidentally won the City Ambassador Award at the inaugural HullBID Awards for her work to revitalise the Old Town.

She said: "I am proud to represent independent businesses. The work BID does really supports businesses in the city centre."

Claire took over earlier this year as Centre Manager at Princes Quay Shopping Centre, where she joined the team more than two years ago.

She said: "Princes Quay is in a pivotal position in the city centre and HullBID has given me fantastic support. I am working to build partnerships with the key players in the city to increase footfall and help the businesses in my centre."

Steve was a HullBID Director until he left the city and his job at KC in 2012 to take up media industry roles in Lincolnshire. Now back at KC, he has returned to the Board.

He said: "On returning to Hull I've found a lot more optimism and cohesion. As a business we are trying to be part of local life. Employing local people and supporting a thriving city are really important to us."

The Board holds bi-monthly meetings to discuss the activities, management and progress of Hull BID. The Directors are unpaid.

Employees Charity Bike Ride Raises £10k for Yorkshire Air Ambulance



Employees from Cranswick Country Foods rode their bikes from the Preston, Hull, site to the Cranswick Norfolk site and raised £10,000 for Yorkshire Air Ambulance.

The first annual Flying Pigs Charity Bike Ride saw 15 employees complete the 136 miles between the two Cranswick sites in one day – the first finishing in 7 hours and 45 mins and the last man completing in 16 hours and 30 mins.

The Yorkshire Air Ambulance landed at the Cranswick Country Foods head office on the outskirts of Preston to collect the money from the Cranswick staff and other fundraising cheques from community groups in Holderness.

Chris Aldersley, Managing Director – Fresh Pork, who completed the ride in 10 hours 28 minutes, said: It was a real team effort and although we are all keen cyclists, this was a long route to undertake. We were delighted to reach the finishing line and have so many generous supporters sponsoring our efforts.

“Supporting local charities is important to us

at Cranswick, we are proud to be a part of this region – we invest heavily in jobs and facilities, but it remains important to us to give charitable support and we are delighted to be able to donate this amount to the Yorkshire Air Ambulance, who serve us all.”

On receiving the £10,000 cheque, Bob Smailes, Regional Fundraising Manager for Yorkshire Air Ambulance, said: “This is a phenomenal amount to raise – a really superb effort by everyone involved at Cranswick. To be supported by all

levels of employees from across the business is real testament to their charity effort for us.

“This money will go directly towards helping run the Yorkshire Air Ambulances and saving lives on the ground. We are very grateful for everyone’s generosity, not only for the time given to do the bike ride, but also for the sponsorships of the riders. Their achievements will make a real difference to us.”

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CAMtol Ltd Harnesses the Power of 3D Printing

3D Printing has evolved rapidly over the past few years and at Hull-based CAMtol Ltd, they use the very latest technology to produce truly amazing results.

CAMtol Ltd has much to offer your business, by reducing the cost of prototyping from thousands of pounds to just hundreds of pounds, while reducing

the time, from months to days, of taking an idea through to finished prototype model, an edge that UK businesses need to embrace.

3D printing is an environmentally-friendly process, as very little waste is produced. 3D printing is an additive process, so only the material required is used, plus a small amount of support material.

However, perhaps the most exciting aspect 3D printing can offer to engineers is shapes and mechanisms which were previously impossible to manufacture.

The flexibility of 3D printing allows fully assembled moving components to be printed together as one component, i.e. working hinges, moving cogs etc

CAMtol's specialist team has embraced this new technology; link this with their extensive 3D CAD/CAM experience and you have something special to offer.

They like to work closely with customers so as to produce 3D CAD models that are better suited to 3D printing, allowing companies to produce better components in fewer stages, reducing costs and time.

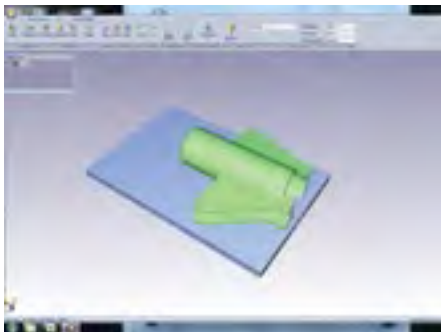
Many big names in business have recognised the benefits of this technology and the likes of GKN, ITP and Rolls Royce have worked with CAMtol



over several years.

The UK manufacturing sector is growing and 3D printing is helping UK businesses stay at the cutting edge. Why not see what it could do for your business?

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Dementia Awareness Training Begins

Hull-based East Yorkshire Motor Services (EYMS) has joined forces with the Hull Dementia Academy to incorporate dementia awareness into its disability awareness training.

It will be part of the training received by all EYMS drivers and other staff dealing with customers.

The City of Hull has recently been announced as one of the UK's leading cities for increasing awareness and understanding of dementia and for helping local firms to train staff to recognise the symptoms in customers and to react accordingly.

According to the Dementia Action Alliance, EYMS is one of the first UK bus companies to take this

on as part of their training programmes and the company was recently awarded a certificate from the Hull Dementia Academy to recognise EYMS' involvement in this initiative.

Louise Eastwood, Older People Mental Health Team Manager, Hull City Council, said: "The Academy is very excited that EYMS has signed up to provide dementia awareness training to its drivers and other staff. This is a landmark in the drive to help Hull become a dementia friendly community."

Darren Kendrew, Training Manager for EYMS and Scarborough and District, said "I am delighted to be taking the initial steps in enhancing the Company's training courses for the benefit of EYMS staff and the wider community".

EYMS Chairman Peter Shipp said "I think it is very important that our drivers, and indeed our other staff, are made aware of the genuine problems for dementia sufferers, trained to recognise this and offer help accordingly."



New Marine Division Delivers Success

Henderson Insurance Brokers has set up a new marine division as the UK maritime and ports sector continues to grow.

Building on the company's existing marine client base, the new division is already proving successful, having won new insurance work for ports, workboats, the movement of goods, and storage of high valued items.

Offering a comprehensive selection of marine insurance products, Henderson Insurance Brokers is backed by A-rated UK and international carriers, as well as Lloyd's of London, and can cover most types of marine cargo, plus vessels, ports and harbours.

Steve Gordon, associate director, marine, said: "We identified an opportunity in the market, as there is not much specialist marine insurance done outside London in some of the traditional lines such as hull and machinery, protection and indemnity, charterers' liability and ports and terminals.

"It is quite rare for specialist London-based brokers to work with regional clients in the UK, which generally creates a skills gap in the marine sector."

The company has an established client base among the major UK ports and harbour operators, ship owners and charterers, but is also able to insure clients with small to medium-sized operations in the maritime sector.

Andy Wakefield, director at the Hessle office, said: "The company's success over the years has been partly due to a focus on bespoke services for business operating in key sectors such as logistics and construction; the same, can now be said of marine.

"There is a buoyant and growing marine sector in the Humber region where we are already active in the insurance of ports, harbours and vessels – we fully expect an increase in the new work we have already seen, which includes offshore wind farm workboats."

Freshney Place's Customer Service Team Presented With Award

Freshney Place Shopping Centre's Customer Service Team received the award for 'Customer Service Team of the Year' at the annual SCEPTRE Awards.

The SCEPTRE Awards are now in their 15th year and recognise teams that demonstrate real quality and excellence. The Awards took place on Tuesday 24th June at the Dorchester in London.

Freshney Place in Grimsby was up against strong competitors including: Bluewater, Silverburn, Westfield London / Stratford City, Whiteley's and local shopping centre St Stephen's in Hull.

Amanda Austin, Centre Director of Freshney Place Shopping Centre, said: "We are over the moon with the outcome and see it as a great reward for all the hard work the team put in year in and year out. It is our job to satisfy our customers in all areas when they enter the centre and to

have recognition for this at one of the biggest award ceremonies in the industry is a fantastic achievement for everyone involved."

The Customer Service team at the centre is made up of both full time and part time staff. Matt Lundie, Customer Service and Security Manager added, "This is an outstanding achievement for everyone in the team and something we have always strived to meet. It's amazing and overwhelming that our team has been recognised and stood out from some brilliant competition.

"We received strong feedback from the judges particularly on all our staff being certified in First Aid, proactively acting on customer feedback seven days a week and successfully supporting all campaigns and community events run by the centre. Well done to everyone in the team for all their efforts."

Bans and Flexibility – A Review of Recent Employment Law Changes



a minimum of 26 weeks' service) have the right to request flexible working. These changes came into effect on 30 June 2014 and have implications for employer and employee alike, as David explains:

"Previously, only certain employees - such as those with child care requirements or an adult in need of care - had the right to ask for flexible working. Now, all employees can request flexible working. Although, it is unlikely that this will open the floodgates for flexible working requests, the extended rights may well have an impact in the workplace and it is important employers are alert to the changes."

The extended regime still only provides a right to 'request', but employers have to consider all requests in a 'reasonable manner' and respond within a three month time-frame. Requests can only be rejected on grounds which come within the prescribed eight statutory business reasons, which haven't changed. Employee requests have to be made in writing and only one request can be made in a 12 month period.

David adds: "Prioritising requests may be a challenge for some employers, particularly if requests start to come in from a wide range of staff. Employers need to be mindful that all requests need to be dealt with objectively and even-handedly if they want to avoid discrimination claims."



For further details contact David at Wilkin Chapman Grange either by phone **01472 262626** or by email **dbuckle@wilkinchapmangrange.co.uk**

Website: **www.wilkinchapman.co.uk**

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In the last few months the media spotlight has been shining, once again, on employment law changes.

In June, the government announced that exclusivity clauses were to be banned in zero-hours contracts, and this was swiftly followed by another announcement which gives all workers the right to request flexible working. David Buckle, partner and specialist employment lawyer at Wilkin Chapman Grange, explains what these changes mean in practice.

"Zero-hours contracts have been in the public spotlight for some months now and have sparked considerable debate across the political spectrum. In 2012, the Office for National Statistics estimated that around 250,000 individuals were on zero-hours contracts - a figure which is widely believed to be much lower than the reality. The Chartered Institute of Personnel and Development estimates the number is more likely to be around one million," says David.

It is generally accepted that the increase in use

of these contracts over recent years has been as a direct response to economic pressures on employers, who benefit from the flexibility. Individuals on zero-hours contracts have tended to work across the economy, with a particular focus on distribution, accommodation and food service industries.

On 25 June, the government announced that it will ban the use of exclusivity clauses and increase the availability of information on zero-hours contracts for employees. What this means in reality is that employees on zero-hours contracts will have the freedom to find work with more than one employer. Employers will no longer be able to enforce any exclusivity clauses which prohibit the employee working elsewhere or under another contract without the employer's consent.

Hot on the heels of these changes, the government announced that all employees (with

From Region's 'Best Kept Secret' To Top Destination

One of East Yorkshire's 'best kept secrets' is reaping the rewards of making an investment of more than £1m into transforming acres of picturesque Wolds woodland into a luxurious and relaxing retreat.

The KP in Pocklington has long been popular with golfers across East Yorkshire, given it boasts a championship standard 18-hole course.

Now, following a phased site development, its luxury accommodation complex is complete and is seeing increasing numbers of visitors in both the business and leisure breaks market.

Boasting 26 two, three and four bedroomed luxury woodland lodges – each with contemporary décor and their own private outdoor hot-tubs – the site is already fully booked months ahead on weekends, with New Year breaks also almost sold out.

An increasing corporate customer base is also being secured, with businesses booking conference facilities, but also corporate team-building days, golf competitions and overnight stops.

Emily Stephenson, Events and Marketing Manager at The KP, said that the club – between Hull and York – is reaping the rewards from taking a leap of faith when deciding to become much more than simply a stunning golf club.

She said: "From the very start, the ambition at The KP has been to provide first-class facilities to match the stunning setting we are very fortunate to have here. The development has been phased carefully to ensure we have grown at a sensible rate.

"We started with our first lodges in 2009 and at that time we had just 10. Now, we have 26 lodges and 28 hotel rooms and suites in total.

"To think we opened the Glasshouse restaurant in May 2008, we can look back and see how far we have come."



Handelsbanken Opens Third Branch In East Yorkshire

Swedish bank Handelsbanken has chosen Marina Court in Hull as the location for its third branch in East Yorkshire, reflecting its expansion plans for the region. The new branch is centrally located at Marina Court and includes on site parking.

Heading the team for the new office is Branch Manager Ian Gatenby, who joined Handelsbanken in 2008 and moves from his previous role of Branch Manager in Beverley.

His team includes four other experienced banking professionals : Mark Wannan (Corporate Manager), Rob Hill (Corporate Manager), Emma Boyes (Individual Banking Manager) and Stephen

Harley (Account Manager Support).

Handelsbanken is one of the largest banks in Sweden and extended its operations into the UK in the early 1980s.

Ian said "Handelsbanken chose Marina Court in Hull for its 171st UK branch, as part of its continuing expansion plans. My team and I are very much looking forward to continuing the development of the Bank's business across Hull and the East Riding and to forming strong relationships with both local people and fellow professionals alike".

A Better Way To Communicate

Kirmington based digital agency, Mediademon are proud to announce Read & Sign – their latest piece of innovative software designed to help medium to large enterprises improve communication within their company.

In an age of information overload, Read & Sign makes it easy to publish policies, procedures, safety notices, minutes or any other document to employees, outside agencies or groups. Recipients acknowledge the receipt and their understanding of notices promoting increased responsibility, awareness and efficiency within the organisation. Tools are provided to show who hasn't acknowledged notices and to prompt recipients to respond.

Read & Sign is accessible via computers and mobile devices via the Internet.

To receive more information please get in touch via **01522 790600**. Or sign up for exclusive updates at **www.readsign.co.uk**





'Making a splash in the National Wine glass.'

DPRM Celebrate two years with Expansion Plans.

Whilst the primary objectives for the wholesale division of the company remain focused on attracting more volume sales with major symbol, pub, and leisure group operators the directors have decided to trade within the retail and on line sector.

The company has a small portfolio of restaurants and café bars that currently stock our Italian wines. This is about to change with the introduction of wines from all the over world. A sales team has been set up and will expand our on trade business within the corporate entertainment sector with clients already in place.

The corporate opportunities will be further enhanced from the mobile bar and event management company "Chameleon Bars & Events"

The directors have been involved in the licenced trade for thirty years and have been involved in developing and operating festivals within the Hull and East Riding of Yorkshire for the last five years.

In 2013 the company purchased the necessary equipment and had bars purpose built to ensure quality and reliability through not be reliant on third parties.

The company can operate with an existing framework or can produce a full turnkey function or festival.



This year the company appointed an in house design and management consultant to enable the business to produce bar and set designs more directional to the corporate market than the current festival market.

Transferring business direction to the corporate sector will be more beneficial to the main core of our wine operation.



September 2014 the company will launch there on line web shop. With agreements in place to start the sale of our exclusive wines on well-known UK deal sites, our wines are set to make a splash in the coming months. Work on our website has already begun to take it forward into this exciting new area for DPRM. The future for us is a bright one with these plans in motion we are beginning our hunt for new premises for the online sales and dispatch departments of our company. So why not come and see us at an event, Taste our wines, or just keep your eyes out for DPRM "Making a splash in the national wine glass."



The Journey so far...

The story started in May 2012 for DPRM when Robert Mays and Dave Pride began the journey selling fish in bulk. During a meeting with a possible new supplier for frozen fish they were asked the question do you know anyone that can get wine in large quantities?

"The answer to the question was yes and the two friends now have a thriving wine wholesale business."

The success so far has been based on securing Italian entry level wines direct from the vineyard and securing a supply contract with a large hotel group, various independent wholesalers and recently the company has secured a new contract with a major brewer commencing at the beginning of 2015.

A recent trip to Madrid culminated in the company successfully negotiating with twelve vineyards to import Spanish wines from the main regions of Spain.

The entry-level wines have already been contracted to a company in London and the fine wines will be included in the new business sector of the company.



When Being Hospitable Pays Off

In an age that seems increasingly reliant on technology, corporate entertainment remains a key business tool. The main reason is that it helps companies to maintain personal relationships with their clients.

In a fast-moving age dominated by the Internet, texting and Cloud Computing, the personal touch remains highly valued because it is often when client and customer are together, and relaxed, that business is done, that relationships are forged and deals struck.

Creating that kind of environment takes many forms. For many companies, it often revolves around sporting events, a trip to the races, a day at the cricket or perhaps a meal followed by watching a football match.

However, there are other options for the more adventurous, daytrips, teambuilding events, extreme sports challenges, or for the more cultural, events such as trips to the theatre or to take in a show.

They may be diverse events in nature but the key to them all is that they represent time spent away from the office and a sense that the company staging the corporate hospitality truly values those whom it has invited, that their presence is seen as important.

Those companies that are prepared to invest in corporate entertainment do so if they can see something to be gained from showing clients and staff alike that there is life after work. And that can pay dividends.



Christmas
at Tapasya

To celebrate Christmas in style, look no further than Tapasya.

Hull's newest and most luxurious Indian fine dining restaurant was recognised as one of the best restaurants in the region in this year's Awardable East Yorkshire Tourism Awards.

We are taking bookings now for our special festive menu which will be available at lunchtimes and evenings.

Enjoy a sumptuous three-course meal for £29.95 or £16 per person. Parties of 10 or more receive a glass of prosecco and a Christmas dessert per person with our compliments.

To book call us on 01482 242606 or visit www.Tapasya.org.uk

Please ask about our facilities for private festive dining.

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Whether it's a catch-up, a shindig or a celebration, why not add some style to the festivities and host your Christmas event at The Sugar Mill. With six bars, five rooms and exclusive booths on offer, you can book as many areas as you like to suit the size of your party.

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(L-R) Chamber President Tim Durkin, Mary Creagh, Austin Mitchell MP and Grimsby transport campaigner Chris Swale.

MP Backs Campaign To Save Rail Link

SHADOW Transport Secretary Mary Creagh backed the Chamber's campaign to retain a direct rail link to Manchester Airport during a sell-out lunch at the Oaklands Hotel near Grimsby in July.

Having been presented with the Chamber's Transport Priorities for the region, she told Chamber Members about transport plans under a potential Labour Government after the next Election.

Top issue of the day was the direct rail service, which is under threat as part of franchise reviews, and could result in Cleethorpes, Grimsby and Scunthorpe losing the direct express rail service to Meadowhall and Manchester Airport.

Under new Government proposals, which are out to consultation, the current service will cease, being replaced with a reduced service with passengers having to change at either Doncaster or Sheffield.

The Chamber is lobbying hard, along with MPs Austin Mitchell, who made an impassioned plea to Mary Creagh at the lunch, and Martin Vickers, who secured a debate in Parliament the evening before the event, to retain what is regarded as a vital rail link. If lost, this could harm growth and future investment in the area's rail services for years to come. North and North East Lincolnshire Councils and the Grimsby and Scunthorpe Telegraphs are also campaigning to ensure the service is retained.

Mary Creagh said: "The link between Cleethorpes and Manchester is clearly an important one and

we want to make sure people are able to visit the East Coast. The economic benefits such a link can bring are critical to the area. Economic growth can only happen with good road and rail links and I strongly believe that without this link, the area cannot grow."

Mr Mitchell condemned plans to ship out rolling stock to other parts of the country, something Mrs Creagh said was influenced by a lack of certainty about longevity.

"This proposal must be withdrawn and the consultation extended. To cut off a direct service to Manchester Airport is a serious blow to travel in this area."

Talking about the Chamber-backed efforts to get a direct service to London reinstated after many years without one, Mr Mitchell said: "We need a direct connection. We are the only place with a population of 150,000 within 220 miles of London which hasn't got a direct service. We need it for development of the economy, we need electrification and we need strengthening of the track. Built on marsh, the speed limit is less than the speed limit of the motorway that runs alongside it. It is ridiculous."

Mary Creagh also discussed the importance of different methods of transport being linked up. She said: "Good aviation links are vital for competitiveness and future economic success. We want better integration with airports, and I want to see regional airports flourish."



Humber Region 'On The UP'

While the changes aren't dramatic, the research carried out by the Hull & Humber Chamber of Commerce in our second Quarterly Economic Survey of 2014 does reinforce the air of optimism coming through from business leaders at the Chamber's regional area council meetings in recent months. This is no doubt boosted by the wave of business successes the Humber region is currently enjoying.

The number of firms reporting a stable workforce rose by 11 points to 29 per cent, while the number reporting a decrease in their staffing levels fell slightly, with the balance figure rising by 14 points to 17, the highest it's been since the third quarter of last year.

Firms expecting to increase their workforce also rose, up 11 points to 41 per cent, the highest it's been for some time, with the balance also reaching a recent high at 34, up 9%.

Recruitment was fairly evenly split this quarter, with 75% of vacancies being for full-time posts, a slight rise on last quarter, but still below the figures for the last two quarters of 2013.

As a further indication of a steadily improving economic picture, 71% of firms said they were expecting their turnover to improve, with only 7% saying they expected it to drop.

Exports, which have led the way in the last few surveys, seem to have found their level, but are still slightly ahead of the last quarter. Export sales are up four points with a balance of 71 and export orders are up seven points on the first quarter with a balance of 74, but that is still two points down on the last quarter of 2013, perhaps reflecting the current strength of the pound.



Would You Like Your Business Promoted For Free?

Chamber Bridlington & Yorkshire Coast Business Awards 2014 - At The Spa, Friday 10th October 2014

Are you aware of the benefits of entering your business to win an Award?

If you have achieved something that you are proud of, recognition of it is a great way to reward and motivate your team.

Entry to win an Award in the Chamber Bridlington & Yorkshire Coast Business Awards is free. All entrants in the 10 differing categories will receive a listing on the 'Entries' page of the event website, hyperlinked to your own website if you supply an address when entering. You can enter your business, yourself, or nominate other businesses and business people that you believe deserve recognition for their achievements.

Entry is free and easy. Simply visit **www.cbycba.co.uk** and click on the 'Entry

Form' button on the Home page.

There will be three finalists in each category. At this stage, all finalists can expect media coverage and two complimentary tickets to attend the event. Once at the event, all finalists will receive an Award recognising their achievement, with highly commended awards and category winners' awards included.

All finalists are automatically entered for the Judges Award for Business Innovation, plus category winners will be entered into the award for the overall Business of the Year.

There will be opportunities galore at the event, and following it for media coverage and press releases. Furthermore, you will have copious opportunity at and following the event to network with other businesses in attendance, potentially leading to genuine business opportunities within the entire Yorkshire Coast business region.

If you like the sound of this opportunity for promotion of your business, or indeed yourself as a business person, simply visit **www.cbycba.co.uk** and get started.

If you have any queries, or would like further information, please contact Geof Humphrey on **01262 603777 / 07528 522592** or by email at **nesl@btconnect.com**

Wishing you all good fortune.



Could Your Business Get Involved With Dove House Hospice?

Dove House Hospice is the only adult's hospice in Hull and East Yorkshire and provides free of charge specialist care to people living with life limiting illnesses.

We are deeply aware that we couldn't continue to provide such vital care without the support of the local business community and we know that getting involved with the hospice would be great for your business too.

Working with a charity is a great way to engage with staff and customers alike as well as providing

alternative promotional opportunities and there are so many ways you can get involved with Dove House Hospice:

Employee Fundraising – whether you adopt us as your charity of the year or hold one-off events for us, getting the staff together to support a local cause is a great way to build morale in the workplace.

Sponsorship – we have sponsorship opportunities starting at £300 and by putting your logo next to ours you can show current and new customers that you give back to the local community whilst helping us offset our costs.

Events – we have a full calendar of events for businesses to get involved in, including our annual It's a Knockout competition and Lock up Your Boss.

Lottery – with a weekly prize fund of £3000 joining and promoting our Lottery is an easy way to support the hospice whilst giving staff and customers the chance to win.

Volunteering – we are always in need of volunteers to help at events or with tasks here at the hospice.



Donation stations – our shops are always in need of stock and setting up a donation station is a convenient way for your staff or customers to drop off their unwanted goods.

Supporting the hospice is not always about handing over a cheque and can instead be a great way to add a new energy to your business.

If you're interested in working with Dove House Hospice please contact our Corporate Fundraising Coordinator Jethro Shearring on **01482 785743** who will work alongside you to ensure you're getting as much out of the partnership as the hospice is.

Make a difference and help us continue to be there for local people when they need us the most.



Towards 2017 – HULL City of Culture

The Hull Choral Union is looking forward to involvement in Hull's Year of Culture 2017. Hull & Humber Chamber of Commerce companies are invited to link with HCU by, for example, becoming a Corporate Patron or advertising in concert programmes or sponsoring part of its forward programmes leading to this celebration.

Benefits will include being involved with live music, acknowledgement in all pre-concert publicity, ticket price concessions and providing support for local singers and instrumentalists. Provision for pre-concert corporate entertaining in Hull City Hall can be made available.

The Hull Choral Union, a mixed four-part choir of local singers, has been singing classical and modern choral music in Hull City Hall for over 85 Years and currently presents three concerts each Season in this venue. The concerts include professional soloists, an orchestra and an organist, as the music requires. Many well-known soloists have sung with the choir whilst learning their craft including Dame Lesley Garrett and Elin Manahan-Thomas.

Since 1929 the 53 chosen composers have ranged from JS Bach to Henry Wood and included Gershwin, Handel, Jenkins, Orff, and Verdi. Over 90 works of great variety have been performed viz: St Matthew Passion, Porgy & Bess, Messiah, The Armed Man, Carmina Burana, Aida, Fantasia on British Sea Songs (of 'Last Night of the Proms' fame!) - a full list is on the website **www.hullchoralunion.org**

Performances for season 2014-2015

Thursday 6th November - In Remembrance of WW1

Haydn: Paukenmesse - Mass in Time of War,
Rutter: Requiem

Wednesday 3rd December - Handel: Messiah

Thursday 30th April - Purcell: Come, Ye Sons of Art, Vivaldi: Magnificat

Please contact Gaynel Munn, HCU Publicity Officer **feedback@hullchoralunion.org** to discuss supporting Hull Choral Union Registered Charity No. 1071325.



Because All Security is Not the Same

Brian Coggin BSc MBCS has run Bespoke Computer Solutions for the past ten years and built up a good reputation for his services and expertise. He has supplied a range of Information Security Services and products to customers across the region and beyond. He holds Professional membership of the British Computer Society and sits on the Committee of the Humberside Branch. He also works as a volunteer for Get Safe Online, the UK Government's website for advice on Information Security, giving presentations to community groups on online safety.



Brian Coggin BSc MBCS
Owner, Bespoke Computer Solutions

Q. What is Information Security?

A. Information Security is the safe-guarding of data from unauthorised access or modification to ensure its availability, confidentiality, and integrity. It includes cyber or computer security and online commerce. I personally believe it applies to everyone who uses a computer or smart phone.

Q. I thought Cyber Security and Information Security were separate fields?

A. No, Cyber Security started in the 1970s when computer systems began to communicate over networks. Information Security covers a wide range of topics and can trace its roots back over 2000 years and includes everything from data backup and secure storage and even planning how to restore business functions after, for example, a flood.

Q. Can you give me an example of its history?

A. Of course. In ancient Egypt they made a superior glaze for their pots and other regions wanted to get their hands on it. They wrote down the recipe in code to keep it safe from their competitors.

Q. What is the hardest part to understand about modern information Security?

A. The level of risk is difficult to comprehend. Cyber criminals are experts in attacking businesses and individuals. They combine psychology and technology to mount attacks that often escape detection for some time. It may take only one infection or mistake by an employee to bring a business to its knees. Personal Identifiable Information is the real prize and it is very valuable to cyber criminals.

Q. How much damage do cyber-attacks do?

A. I read recently that a successful attack on a large business will cost between £600,000 and £1.15 million in damages plus damage to their reputation. A small business will often suffer major damage that they will find hard to recover from, in fact a third of all small businesses who suffer a major security incident fold within 12 months.

Q So how can we defend against these problems?

A. The most cost effective way is to train every member of a business or organisation, including executives, in Information Security awareness. It has been proven time and time again that staff often unwittingly are the main weakness in any defences. Once they have been trained they require refresher training at least yearly. It is important to invest in good quality training no matter what the size of a business or organisation.

The second way is to check your software and keep it patched especially your anti-virus package.

Q. Is it possible to be totally secure?

A. No it is not, every system has a weakness and no matter how high your budget you will never have a totally secure system. My job is to identify the highest risks that a business faces and then offer solutions that will reduce their exposure to those risks.

Q. Do you find training staff difficult?

A. No, but all training must be tailored to fit a business or organisation. It should be fun and simple to remember when the staff return to their jobs. Most of the skills I demonstrate do not cost anything to implement in the business but they can make a massive difference. I really enjoy helping people see some of the security problems they face and then helping them understand how to reduce them. Even mobile phones get malware and can damage the security of an individual or business so I include them in my security awareness course.

Q. What skills do you need to have to work in Information Security?

A. Well, a very high level of expertise in Information Technology is the starting point. Really the most important skills are the soft skills which can only be learnt over time. You must be willing to learn new skills as the threats evolve and never assume you know everything. I have over 30 years' experience in computing and security and a degree in Computer Science and I still keep learning something new every day.

Q. What do you want people to take away from this piece?

A. Never place your trust solely in technology. I talk to businesses all the time who tell me they have antivirus and security packages and they are fine. Out of every 100 security incidents in a business half are caused by untrained staff making mistakes like opening an email attachment containing malware. 20 or so are caused deliberately by staff to harm the business and 30 are covered by technology, for instance a failure in the security packages or hard disk failure. Well trained staff and a flexible approach are the key to any successful defence.

You can contact him on **07789008520** or email **brian@bespokecomputersolutions.co.uk**



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WINNER Rookie Coach of the Year EMEA 2014



The ActionCoach plan

Using the ActionCOACH formula of "six steps to building a better business," owners can grow their business by learning to build a solid foundation; generating consistent cash flow by having and maximising a niche; leveraging through systems, marketing and sales; developing and recruiting a great team and aligning all of these elements.

So ask the question, "Am I really achieving the results I want in my business"?

If not, what is the reason?

Call to explore how business coaching may be the step you need to take your business to the next level.

433 Hedon Road,
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HU9 1RA,
East Yorkshire

pamfeatherstone@actioncoach.com
actioncoach.com/pamfeatherstone

In her first year as an ActionCoach Pam Featherstone won Best Clients Results for Yorkshire and Lincolnshire 2013. She was named North UK Coach of the Year 2014 in January. Then in April, after fighting off competition from the rest of Europe, Middle East and Africa (EMEA), she was voted top Rookie Coach in this year's ActionCOACH EMEA awards, bringing her international recognition. The most up to date rankings now see Pam ranked in the top 25 business coaches with ActionCOACH Worldwide.

"It really is fantastic to see so many business owners turning to coaching to help develop and grow their businesses.

"It's about inspiring self-belief, motivating them into action and helping to consciously create their future.

After successfully running her own businesses for 30 years, Pam wanted to share that knowledge with as many business owners as possible through one-to-one coaching and group coaching.

Pam's coaching programmes help business owners master time management, leverage, generating cashflow, marketing, team management, finances, creating systems so that everything runs smoothly and so on.

During one-to-one coaching sessions she gets right into the heart of a business to see what's working and what's not working. She works together with her client to come up with a plan to move forward, grow the business and make more profit.



- coaching guides the owner to achieve immediate and effective improvements throughout the business.



- 6 month group business education, held twice each month.



- quarterly group 90 day planning session see below for next session.

Forthcoming events are as follows:

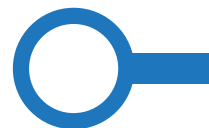
Growth Accelerator seminar

Venue: Village Hotel, Priory Way, Hull. Date: 25th September 2014 Time: 9am-11am
Learn how to increase your profits by 61% and find out about available funding that supports your business development and growth.



GrowthCLUB 90 day planning

Venue: 433 Hedon Road, Hull. Date: 24th September 2014. Time : 9am-2pm
An intensive practical planning session. You will get focus and clarity what action you need to take in the next 90 days to ensure you achieve your goals.



Buying Customers seminar hosted by Brad Sugar

Venue: New Dock Hall, Leeds. Date 14th October 2014. Time: 6pm-9:30pm
"Buying Customers" will give you new insights and strategies to turn your marketing investments into guaranteed sales and profit outcomes!



Share-Based Maritime Recruitment Agency - Working to Build Contacts in the Region

I would like to introduce myself as managing director of a niche shore based shipping recruitment consultancy for permanent positions in the shipping, offshore energy, ports and logistic sector across Europe and Asia.

I am excited about joining the Chamber of Commerce in Hull & Humber to build relationships with clients involved in the shipping related services, offshore, multi-modal logistics, freight forwarding sectors and organisations with import/export managers.

Terrapin is focused on positions in areas such as marine/offshore energy/cargo insurance, legal, claims, chartering, operations, accountancy, sales, shipbroking, ship agency, freight forwarding, commodity trading, purchasing, technical/nautical superintendents, HSEQ, Fleet managers and so on.

Based in Leeds city centre, Terrapin will continue to work with existing clients in overseas locations such as Rotterdam, Hong Kong and Hamburg, but plans to build new relationships with clients in the north of England and across the UK.

Please consider contacting for further information

**Ray Carr Managing Director/
Headhunter/Recruitment
Consultant.**

Email: jobs@terrapin-globalshippingrecruitment.co.uk

Web: www.terrapin-globalshippingrecruitment.co.uk

Tel: + 44 (0) 113 328 1124

**Address: 15 Queen Square,
Leeds LS2 8AJ**



Bringing Properties Back To Life

Councillor Mary Glew visited derelict and disused properties in Hull that are being brought back to life with a renovation programme, undertaken by not-for-profit company Probe, assisted by a workforce of students and apprentices from Hull College.

As advisers on the project, chartered building surveyors Delaney Marling Partnership Ltd (DMP) teamed up with Probe to provide guidance on the condition of each property, in order to assist in the decision process on whether to proceed with the purchase and on the best method of repair for the buildings.

Councillor Glew said: "We are really excited about working with Probe and Hull College in promoting jobs for young people in our area and think the work that they are doing is absolutely wonderful.

"We have been talking about the problem of these derelict properties in the Southcoates West Ward. They have been desperate for work to be done and now Probe is solving two problems - that of dereliction and also much needed training for skills and employment of Hull's young people."

Jayne Brindley, project manager at Probe said: "Overall Probe is responding to a number of issues in the City of Hull. Firstly the housing shortage - there are approximately 9,000 applicants awaiting suitable accommodation and, secondly, - high unemployment and the major skills shortage. At present the gap is wide as we don't have enough skilled individuals to undertake the trades required

for renovating the much needed properties.

"In response, with funding provided by the Department for Communities and Local Government, Probe's mission is to work with local people and local businesses to help build prosperous, safe and attractive neighbourhoods by supporting local people to fulfil their potential. The services we provide directly help to improve community safety and attractiveness. This is achieved through training and getting locals into employment to create sustainable jobs and encourage trainees to start up businesses of their own.

"We have been working with Delaney Marling Partnership who are looking at each property to help us find out if renovation is realistic for us to undertake when training apprentices."

Simon Delaney, chartered building surveyor at Delaney Marling Partnership said: "It gives a great sense of pride to see these properties restored to be lived in by local people at a price they can afford. The works are also providing the all important training ground to help young people get into work."

Properties currently being worked on together by Probe, Delaney Marling Partnership and Ettridge Architecture (who are part of the team working on the commercial properties) include derelict homes on Middleburg Street in East Hull, The Lion Pub off Hessle Road, The 'Rank' house on Holderness Road, the Good News Bookshop on Wright Street in Hull City centre and the Belmont Club in East Hull.

School Leaver Awarded Accounting Scholarship Worth £15,000

Seventeen year-old Emma Jackson from Hull is one of just 18 young people to be selected from 300 applicants for an Accountancy Scholarship with Kaplan.

Each year, Kaplan awards school-leavers from across the UK with Accountancy scholarships worth £15,000 each to study for an Accountancy Apprenticeship (ACCA, CIMA, ICAEW, CIPFA or CTA) followed by the chance to carry out further professional Accountancy qualifications.

Emma succeeded at each stage of the selection process by impressing the panel of interviewers with her passion for numbers, ability to solve problems and desire to work in an Accountancy-related field.

The interviewers said Emma "did not put a foot wrong" and had researched everything expected of her, showing a strong desire to succeed with her application. Upon deliberation, the panel could not find a single reason to mark Emma down on any areas of her presentation or interview and she was awarded the Scholarship for Hull. Emma has also secured herself a job at local accountancy firm, Smailes Goldie.

Nicki Shipley, Partner at Smailes Goldie said: "We are delighted to support the Kaplan scholarship scheme because this is a great opportunity for school leavers in an extremely competitive job market. Everyone at Smailes Goldie is looking forward to welcoming Emma to the team and working alongside her. She has worked so hard to get to this point and should be very proud of herself."

Emma said: "I'm thrilled to have been selected for the Accountancy Scholarship. Once I'd made up my mind to become an Accountant I became worried about the huge amount of debt I would come out with after studying. Winning the Scholarship is such a huge weight off my shoulders and now I can't wait to start my Apprenticeship and start earning money."

Jenny Mason, Kaplan Apprenticeship Co-ordinator added: "Being awarded the Kaplan Scholarship is a fantastic opportunity and Emma can be reassured



she has a bright future ahead of her, which is important when it's so hard for young adults to find employment. Apprenticeships are a real viable career option to become a qualified Accountant without getting into debt. I wish Emma the best of luck with her Apprenticeship."

The Kaplan Scholarship applications for 2015 opened in August 2014 and are available to young people in years 11 and 13 across England and Glasgow.

£2M Broadband Pilot Awarded To Quickline

East Yorkshire-based Quickline Communications has won a £2 million contract to run a pilot exploring how to achieve superfast broadband coverage beyond 95% of the United Kingdom.

The pilot schemes are expected to change the face of broadband delivery in the UK and enable the Department of Culture Media and Sport achieve its 2015+ targets. Broadband Delivery UK (BDUK) has commissioned Quickline to deliver its services in North Lincolnshire.

BDUK provided additional funds to its original programme which is aiming to provide Superfast broadband to 90% of premises in the UK. To increase coverage of superfast broadband to 95% a further £250m has been allocated to ensure this level of coverage is achieved by the end of 2017.

Culture Secretary Sajid Javid said: Our nationwide rollout is progressing at a terrific rate

and each week superfast speeds are becoming a reality for tens of thousands of homes and businesses in rural areas across the UK. We know how important this has become which is why we are investing £10m in these pilots to explore how we can extend coverage beyond the 95% of the UK we are on track to deliver by 2017.

Steve Jagger, Managing Director of Quickline Communications, said: "As an independent wireless internet service provider this pilot scheme contract is an unprecedented win, the largest in this tendering process.

"This project combines two sub projects; one technical innovation and one financial innovation. The purpose of the technical project is to build a large scale pilot encompassing various locations and remote communities.

"The financial project will create a white paper on the feasibility of a loan at a preferential rate

to facilitate the building of a superfast wireless network. This is to be combined with a BDUK funded voucher scheme to address digital social exclusion.

"The legacy of this project will be a commercially managed fully functioning sustainable network and a white paper on this innovative route to delivering a superfast broadband to all, at low cost. This will be alongside a technical whitepaper on the most suitable technologies to use and their performance in the real world."

Cllr Neil Poole, cabinet member for policy and resources at North Lincolnshire Council said: "This is fantastic news for North Lincolnshire and the region. It means that even more people could benefit from superfast broadband."

Quickline is partnering with the University of Hull's Communications Research Group to deliver outcomes for BDUK.

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ITC Overseas Trade Visits 2014

Turkey and Breakbulk Turkey Istanbul, Turkey - 18 - 19 November 2014

The Hull & Humber Chamber of Commerce is working in partnership with the Bondholders to promote the Humber region and its ports at the Breakbulk Turkey Exhibition taking place in Istanbul on the 18th and 19th November, 2014.

Turkey is a large, rapidly developing country. Its natural position as a gateway to Asia and the Middle East, and its European business ethics and modern management practices make it an attractive place to do business. As a result there are opportunities for collaboration with Turkish companies to do business in third markets such as central Asia and south Caucasus.

Trade with the UK is up by almost 40% since 2009 (worth \$11 billion a year). Top UK exports to Turkey include: machinery, mechanical appliances, pharmaceuticals, vehicles, iron and steel and plastics. Consequently opportunities arise for the ports and logistics sector in Turkey and as a gateway to Asia and beyond.

At Breakbulk Turkey you will network with cargo owners/shippers, carriers, freight forwarders,

ports and terminals that have a vested interest in building strong business relationships with UK companies.

Exhibit on the 'Humber Stand' and share costs with co-exhibitors. The package consists of:

- Humber Stand pre-built and logoed
- Free exhibition passes
- Attendance at the networking lunch
- Three nights accommodation and breakfast at the Intercontinental Hotel, Istanbul (arriving on the 17th November and departing on the 20th November)
- Fly direct from Manchester to Istanbul with Turkish Airlines
- Airport transfers

Assistance with interpreting and translating

Further information about these events and all future international trade events can be found on our website or by contacting Alison Burnett at a.burnett@hull-humber-chamber.co.uk



International Business Opportunities Alert Service

From professional services, creative and media, as well as traditional manufacturing sectors such as automotive, aerospace, energy to clothing and food and drink, the opportunities sourced by UK embassies overseas and BCC accredited overseas Chambers and business organisations vary considerably.

If you are looking for new international customers, this free business opportunities alert service could quickly and easily help you grow your business.

Around one in three companies already registered reported a direct financial benefit:

- 75% forecasted over £50K new sales
- 15% reported over £2m in new sales
- Over half of the companies registered for this service reported other business benefits:
- 40% of companies said it gave them access to new contacts
- 40% of companies said it gave them access to unique information
- Nearly 1 in 3 said it aided their overseas market knowledge
- 1 in 4 said it helped their company's credibility
- 1 in 5 said it assisted in delivering their marketing strategy

For further information about this free service, please contact Lorraine Holt at l.holt@hull-humber-chamber.co.uk

International FoodTec India 2014 Mumbai, India 14 - 16 November 2014

The Indian Food and Drink industry is one of the fastest growing industry sectors in India and is expected to grow at an encouraging pace of 15% -20% over the next five years. FoodTec India meets all the needs of the food and drink processing industry, from processing to packaging to storage and distribution.

As Indian multinationals invest to build market share there is a growing need for technology to upgrade the suppliers to the food and drink industry. The show is an offshoot of Anuga FoodTec in Cologne and is organised by Koelnmesse whose international strategy involves staging trade fairs in rapidly growing emerging markets.

The complete range of industry requirements will be displayed and supplemented by the Show's concurrent events dedicated to the dairy industry,

the sweets and snacks processing industry and the packaging industry.

Why attend and exhibit?

- To showcase British technology on the British Stand, from processing to packaging (please see full list of opportunities on www.foodtecindia.com)
- In-market briefing by industry experts
- Meet decision-makers
- Gather market intelligence by participating in b2b meetings and seminars
- Have your company listed in the official programme
- Benefit from coverage, press releases
- Benefit from UKTI Trade Access Programme grant of £2,500 per eligible company



Reasons To Be Cheerful In The Construction Sector

All the signs are there. The construction industry is finally on the up, having emerged from some of the darkest times witnessed in recent decades, to mount a strong recovery.

Companies across the Humber region are among those reporting a new-found optimism as both the public and private sectors once more invest in projects which are breathing life into a construction industry that suffered horribly during the recent recession.

Whether it be new schools or spin-offs from the area's burgeoning specialism in renewables, the message coming over is an optimistic one.

Underpinning the confidence is a whole raft of statistics which suggest that a post-recession recovery that began in the south of England is spreading out across the country, including to northern counties.

One of the most recent reports was the Construction Products Association's latest State of Trade Survey which showed strong growth in sales of construction products in Q2.

According to the association, firms are showing increasing signs of optimism and, for the first time

in five years, product manufacturers reported increases in levels of capital investment across all areas of their business.

Kallum Pickering, Senior Economist at the Construction Products Association, said: "These results confirm that the construction products industry is firmly on the path of recovery. All firms reported that sales increased compared with the second quarter of last year and, looking forward, no firms expect sales to fall over the coming year. These findings fall in line with the recent broadening of growth across private construction. There are clear signals that firms are looking to capitalise on the positive growth outlook."

One of the local companies reflecting that sense of optimism is Chamber Member C. R. Parrott Consultants Ltd, which has offices in Scunthorpe and Grimsby.

The company, which employs 17 people providing a comprehensive range of architectural, structural design engineering and project management

services, works across the whole of Lincolnshire, Yorkshire and Humber region and as well as further afield across the UK.

Managing director Chris Parrott, who established the company twenty years ago, said: "Since the business was established, we have experienced some highs and lows. However we are very optimistic as we go forward."

"This recovery feels sustainable. There has been a real confidence around, both in the private and public sectors, particularly in the past six months, in these still challenging times."

Several factors are driving the construction industry's recovery, a key one of which is the Government's Regional Growth Fund (RGF), which was established because Coalition ministers said that certain parts of the country were too dependent on the public sector.

Designed to create alternative options, the RGF is a flexible and competitive £3.2 billion fund

operating across England from 2011 to 2017 with the aim of creating jobs.

Selected projects must meet the RGF funding criteria and Chris believes that this is encouraging innovation.

He said: "RGF is making a difference. It really is the best thing that could have happened in the region and lots of opportunities are being created.

"We think we are now seeing the private sector more prepared to invest in projects.

"Companies still need to find some of the funding themselves and need to be innovative when dealing with requests for finance. Generally, though, RGF is creating opportunities."

"Demand across various sections is increasing."

"There is more confidence in the region with the great news from the Renewables Sectors as the area becomes the energy region for the UK. Other companies providing new technologies are now investing in the area also and the bodes well for the future."

"It is an optimistic picture."



"These results confirm that the construction products industry is firmly on the path of recovery. All firms reported that sales increased compared with the second quarter of last year and, looking forward, no firms expect sales to fall over the coming year."

Business Ready To Take Advantage Of Renewed Confidence In The Construction Sector

Andy Torn
Managing Director, A Torn Construction

Andy Torn was once told that he would never make site manager. Today, running his own multi-million pound construction business, it is safe to say that he's proved that manager wrong.

Along with wife Mandy, the 46-year-old established A Torn Construction in 2006 after years spent learning his craft while working for other companies in the sector.

He said: "I went into construction on leaving school but, at that time, I did not really know what I wanted to do.

"I chanced upon a diploma in civil engineering at North Lindsey College and worked as a labourer during the holidays.

"I decided that I wanted to stay in the construction sector and completed a degree at Leeds University. I liked the idea of being a white collar worker but I was not sure I was clever enough.

"However, I also knew that I did not want to spend my days cooped up in an office. Construction gave me the balance I was looking for."

He went on to work for a number of the industry's big names, each time gaining valuable experience in the skills required of a construction specialist and adding to his managerial credentials.

Gradually, the idea began to develop that he should consider running his own business. That sense was strengthened by a feeling that his ambitions would not be realised while he was working for someone else.

He said: "At one of my annual staff reviews, I said that I wanted to be a site manager by the time I was 30 and was told not to be ridiculous.

"In the end I achieved contracts manager by 32 and managing director by 38. The road to creating my own business began when I left my job at one company because the challenge had gone and I felt too comfortable.

"I went to work for another big company but within a week it was clear that it was the wrong company for me.

"My father had run a couple of his own

businesses, so I knew what was involved but myself and Mandy decided to start our company anyway.

"It was a big decision. We had a young family but we wrote a business plan and were surprised by how well it was received by the bank manager.

"To begin with, we targeted five companies, out of the first five calls we made, four placed work with us. It was the only marketing we did."

Based in Kirton in Lindsey, Gainsborough, Lincolnshire, A Torn Construction Ltd specialises in civil engineering, commercial building, marine, bridges, petrochemical and anaerobic digestion plants.

In those early days, the couple worked all hours. Andy said: "I was out on site, digging the holes, doing the job, and as a family we made sacrifices, but soon we were able to take on a project manager and some staff.

"In the first year we turned over £350,000 and haven't looked back since. Even with the recession we have stabilised the business and continued to grow.

"I think it has helped that we place great emphasis on looking after our clients, providing a quality service safely which is confirmed by our high level of repeat business and the blue chip clients that we work for.

"We also emphasise to all our staff that, although we are a small firm, we should think and operate like a big national one.

"That philosophy was a result of what I had seen while working for other companies, how their systems and processes worked in areas such as health and safety and quality control. From day one we adopted a similar approach.

"We can only achieve this philosophy if we employ high quality motivated people. Twice a year we get all our employees together and update them on how the company is doing. We make sure that we are reviewing and improving with training and open discussion. It is important that we don't let our standards drop.

The philosophy has worked; in 2008, as the financial crisis was beginning to hit the construction sector, the firm's turnover was still £1.6m and by last year it had grown to £5.8 million with the company now directly employing more than 20 people.

Andy confirms that talk of a recovery in the sector is based on solid foundations and that the North is witnessing the renewed confidence being voiced in the construction sector in southern England.

He said: "We are definitely seeing the confidence returning to the construction sector. Our tendering activity has increased and the number of potential projects has grown, from both new and existing clients. There is generally a more positive outlook out there. Having just moved in to our new purpose built head office we are looking forward to an exciting few years ahead."





Delaney Marling Partnership - Construction Monitoring For Residential Lettings



Kevin Marling and Simon Delaney

Kevin Marling from DMP explains:

"As chartered building surveyors we monitor the progress of the development in order that they receive this type of financing. Following each of a series of six site visits, our reports assured the finance company/lender that the works are fit for purpose and the funding can be drawn down for the developer."

Nichola Hunter explains:

"The whole process took four years from start to finish but I am delighted to say that both properties are now let to happy tenants. The most stressful part was the planning, but the build was seamless. DMP were brilliant, following each site visit they swiftly wrote their report, sent it to Heritage Commercial Finance and the money was in my bank within a few days so I could pay the builder."

"Anyone considering a similar project should take advice from a chartered building surveyor at the very beginning to avoid delays. DMP were punctual and very thorough, with them you're in safe hands and it helps to guarantee the success of your project."

Contact Delaney Marling Partnership via www.delaneymarlingpartnership.co.uk and dmp-lincs.co.uk. Follow us on Twitter @DMP_Surveying or call 01482 623955 and 01472 729964.



As a letting agent and property developer, Nichola Hunter, aged 32, enjoys refurbishing properties.

Progressing to a bigger project, building two, three bedroom properties in Keyingham, East Yorkshire,

Nichola and her partner approached Welton based Heritage Commercial Finance for funding, who introduced chartered surveyors, Delaney Marling Partnership (DMP) for the construction monitoring.



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Train Cleaner, Tata Steel

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For All Your Architectural & Structural Needs

Over the last 12 months C R Parrott Consultants Limited has seen an increasing positive outlook in the construction related arena.

This has been marked by the decision to open its Grimsby Office at the Europarc Innovation Centre in October 2013. The new facility offers its main base for the Architectural services of the Professional Consultancy and Project Management Services business.

The multi – disciplinary design / project management practice was established 20 years ago covering a varied range and scale of projects for Client's within Lincolnshire and South Yorkshire regions.

The existing and new client portfolio has further strengthened with the additional resources now available and regardless of the scale of the project the company always adopts an approach predicated on early communication and dialogue to fully identify client need, programme and budget and match these to the opportunities and constraints presented by the site.

The team has the ability to assist Clients to maximise their growth potential, not only through their in-house professional expertise, but also through their knowledge of the way grant schemes like the Regional Growth Fund (RGF) work. There have been numerous schemes which they have assisted through the process and a recent example shows that a North Lincolnshire based national manufacturing company received a RGF grant of £230,000 towards their £1.6m project, allowing the company to make a positive decision to expand its business and further their opportunities.

Recent schemes have included development work on several residential schemes in the area providing both Architectural and Structural Engineering Services. Recent work includes CDM and other associated project management services at Humberside Airport for a new hangar / training facility. Schemes further afield also include new Care Home Accommodation facilities at Ripon (60 bed) and Stourport, Birmingham (70 bed).

As well as providing traditional design procurement schemes for Client's, C R Parrott Consultants Limited also provide design and build services provision in the ever changing construction market place.

The key values to our Clients in undertaking their requirements and delivering a successful project.

The company has also become more involved in the local business community and were delighted to sponsor the 'New Business Award' at the recent Northern Lincolnshire Business Awards, held at Grimsby Auditorium. Furthermore their Finance Director, Kathy Fillingham has recently been voted onto the Chamber of Commerce North Lincolnshire Council as Vice Chair, following several years on the committee.

C R Parrott Consultants Limited, as part of the company's ongoing development and growth, are always looking for quality, professional staff in an ever challenging environment.



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Quality The Watchword For Rapidly Expanding Company

SJG Temporary Works Ltd is a rapidly growing Yorkshire-based company that enjoys an enviable reputation for excellence throughout the UK construction industry.

The Temporary Works, Construction & Engineering consultancy does regular business with some of the industry's biggest names, carrying out key works, which allow construction sites to operating efficiently and safely to British Standards.

Temporary works are engineered solutions used to support or protect existing structures during construction and require highly specialist companies; which is where SJG Temporary Works Ltd is so important to major contractors. These engineered solutions are provided by SJG's expert and efficient design staff, whose workload has increased exponentially over the last two years, resulting in the imminent launch of SJG design Ltd this August. SJG pride themselves on the ability to deliver value engineered solutions and deliver enhanced cost savings for their clients.

The expertise of SJG's team includes everything from Geotechnics; such as excavations, temporary slopes and stockpiles; structures, including formwork, falsework, propping, façade retention, shoring, scaffolding, site hoarding and signage and equipment; including tower crane bases, supports, anchors and ties for construction hoists, mobile cranes and piling rigs.

The company was formed two years ago and has already become a leading 'one-stop place' for temporary works requirements, whether you are a large contractor or a smaller organisation. Managing Director – Simon Goldsmith explains: "Things have gone exceptionally well since the business started. After two years, we are already where our business

plan originally stated we would be in year four.

"We have a highly motivated, responsive and driven team which strives to find the right solutions for customers and we have doubled our year one turnover in year two." He added "As a company, we are looking to expand further. We are always on the lookout for skilled engineers to add to our team.

"We are seeing our workload increasing as the industry emerges from the recession and we are doing a lot of work in Hull and Humber as well as across the UK. A number of sectors are doing well, including residential construction."

The company has been able to take advantage of the upturn because its team has vast experience in temporary works, geotechnics, structures and equipment and proprietary solutions.

SJG's knowledge of how construction sites and subcontractors work is invaluable and has helped it secure work with major industry names including Scunthorpe-based company Clugstons and Lincoln-based Simons Construction. Major contractors cannot ignore Temporary Works procedures and designs due to the HSE's increased interest in the matter. SJG can provide a service of writing Temporary Works policies and procedures for contractors to implement in order to ensure work on numerous cases is meeting the criteria set out in the British Standard (BS5975).

In addition to providing solutions and working directly on site the company is passing on their expertise by offering a range of training courses in temporary works. The series of training courses developed, include:

- Temporary Works Coordinator (TWC) Training

- Temporary Works Supervisor (TWS) Training

- Temporary Works Awareness Training for Planners/Estimators/QS's

Simon said: "Every site using temporary works needs a Temporary Works Co-Ordinator. We can supply them as part of our service but we also want to pass on our expertise through our high quality training courses. In our first two years we have trained over 600 industry professionals."

"SJG Temporary Works Ltd has developed a design service for everything from scaffolding, falsework, piling platforms and tower crane bases to hoardings and fencing, façade retention, mobile crane outrigger bases and excavation support. We can meet every design requirement involved in temporary works."

Simon went on to explain how the recent changes in Scaffolding standards (TG20:13) could further increase the need for companies such as SJG, as their design team can provide compliance sheets and scaffold design audits. This service not only helps contractors to meet HSE and NASC standards, but also takes pressure away from scaffolding companies to provide high quality design checks under the watchful eyes of authorities.

For all information about the services SJG can offer you visit their website: www.BS5975.com or contact their friendly commercial team on: **01653 609 052**.

Any enquiries about work or live recruitment can be sent to: info@sigtwld.co.uk.



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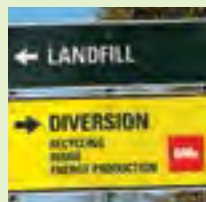
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Supporting The Skills Needs Of The Sector

North Lindsey College has established a Shared Apprenticeship Scheme in partnership with major local employers to create flexible apprenticeship opportunities for local businesses.

The project aims to take the risk out of recruiting apprentices by offering SMEs the opportunity to take on an apprentice for a short term fixed period through an Apprenticeship Training Agency (ATA). The ATA employs the apprentices and manages the placement of the apprentices into businesses. This enables an SME, which may not be able to consider the long term commitment to a trainee, to take on someone for a shorter period of time – usually about three, six or 12 months. The delivery of the training and assessment of the apprenticeship frameworks will be provided by the College.

The College currently has over 480 apprentices across the region in a broad range of apprenticeships. Apprenticeships offer individuals from age 16 the opportunity to learn new skills, gain experience and achieve qualifications relevant to specific job roles with an employer and it is often their first major step into

employment. Over 96% of employers who take on apprentices report positive benefits including improved productivity, staff retention, loyalty and commitment. For both the employer and apprentice they also have the support of a training provider who is responsible for ensuring the training provided meets national standards and who will support them during the early stages of employment.

What support can the College offer employers? Help can include identifying if a job role is suitable for an apprenticeship; helping develop a job description; promoting the vacancy - internally to College students, externally through recruitment channels; helping an employer in the selection process; facilitating access to grants; providing apprentice training, development and assessment; and supporting both employer and apprentice during the apprenticeship period.

North Lindsey College also works with employers to deliver other qualifications and training across a broad range of needs. The College has trained over 2000 employees in 2013-14 across a



range of sectors. There is also the potential to access funding particularly targeted at SMEs and, depending on eligibility criteria, this funding can support bespoke, industry and national qualifications. The College delivers training and development to employers, both on site and at College premises. Their 2014 Ofsted report stated 'The College has a very high reputation amongst its partners, including the local authority, Jobcentre Plus and employers. It is seen as highly responsive, both to individual employer needs and in terms of its contribution to a number of large-scale initiatives aimed at the economic regeneration of the local area.'

To find out more about North Lindsey College employer provision contact **01724 295363** or email **employertraining@northlindsey.ac.uk**

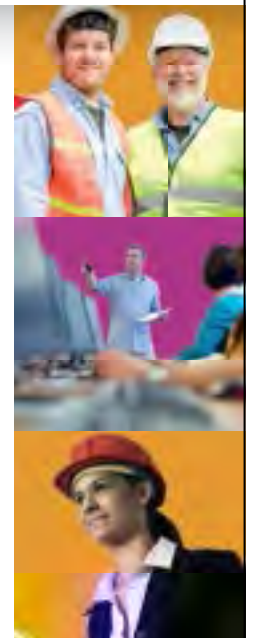


We have a broad training & development offer for employers including accredited, non-accredited and bespoke programmes. Our provision includes:

- Construction Apprenticeship Partnership - using the services of our local Apprenticeship Training Agency to offer short and long term apprenticeship placements.
- Funding support for training for SMEs including leadership & management, business management, construction, engineering, and health & safety. Depending on funding criteria this can include bespoke and industry qualifications.
- Apprenticeships across a broad range of sectors including construction, engineering, leadership and management, warehousing, business administration and customer service.

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Innovation Bridges Gaps For Business

Product innovation is driving change in the accounting software and IT market as vendors look to aid the growth and expansion of all businesses.

Thanks to advances in cloud-based technology, providers such as Sage are now producing variations of their software in order to bridge a significant gap for SME businesses who, up until now, have found it difficult to transition operations smoothly during times of growth.

On board with the new direction after praising the product innovation, IT software specialists HBP Systems are stepping up their efforts to help raise awareness and bring these new solutions to businesses, with commercial director Phil Denham outlining a notorious problem SMEs face with accounting software.

He said: "For many SMEs who have grown to need the functionality of accounting software packages, products like Sage 50 have been the perfect introductory route.

"However, the demand for innovation has stemmed from the issues these businesses face when the time comes to upgrade to the next level, in particular Sage 200, which, until very recently, has required significant capital investment in IT infrastructure.

"Unfortunately, this isn't always a viable option, leaving companies stuck with software limiting their operations."

The solution has come in the form of Sage 200 Online; a cloud-based version of the widely used software which opens up the option of monthly

payment plans, without the need for implementing an extensive IT infrastructure to support it and the subsequent maintenance required.

"The choice of accounting software for any business is made with the future in mind. Thanks to the flexible option of Sage 200 Online, SMEs can now feel more relaxed about taking that next step with a product that grows alongside the business, offering the same features and capabilities of the on-premise version" said Phil

"And since the service is hosted online, it suits mobile businesses operating across multiple locations, in addition to further specific features which we've recently demonstrated through our new website."



Adopting the cloud has been a major focus for developers large and small, in anticipation of the predicted cultural shift in the way business will operate, communicate, and share data in the near future.

Looking toward this new direction, HBP Systems technical director, Tony Pearson, summarised just what developments in cloud-based applications means for businesses in the region and beyond; "Adopting these new solutions will modernise operations. They'll take business beyond existing barriers to operate more flexibly, both physically and financially, whilst making sustainable growth even more achievable."

Systematic Recognised As The UK's Best Print Management Business

Systematic Print Management, based in Caistor, have won a coveted industry award from the authority on print, the Independent Print Industry Association (IPIA).

The award, 'Best Print Management Company', sees Systematic recognised as the best at what they do in the UK. The award is extra-special for the Systematic team, as it is voted for by their peers and trade partners in the industry.

Managing Director Chris Robey said: "As I collected this prestigious, national award I was acutely aware that I was doing so on behalf of my colleagues, past and present, who have consistently set the highest of standards and helped us to create strong partnerships in print."

This latest addition to Systematic's trophy display sits alongside their Heart of the Community Award from the Lincolnshire Business Awards in October, as well as their Royal Warrant certificate.



Chris Robey, Managing Director and Paul Bingham, Business Development Manager, receiving the award at the IPIA Conference

Celebrating A 15 Year Anniversary

Hull business software and mobile application specialist StyleTech Solutions is celebrating its 15 year anniversary.

StyleTech is well known for its history in designing and delivering award-winning business systems.

David Scotney, Managing Director, said: "Our achievements are attributed to our valued clients and dedicated team. It is with sincere thanks to all our clients for their continued support and for entrusting their business critical systems into the care of the team.

"It is also with thanks to the StyleTech team for continually delivering quality and innovation and instilling their passion into every project, these are some of the fundamentals that will continue to differentiate the StyleTech team."

StyleTech develop bespoke software applications and business systems for web, desktop, mobile, tablet and cloud. They work in partnership throughout the UK with an extensive range of industry sectors from NHS through to manufacturing and retail

Over the past 15 years, the company has seen tremendous growth, increasing its Hull based team by 30% within the past two years alone.

StyleTech is now also working as development partners for several market leading organisations that complement StyleTech's skillset, including NDL (supporting systems and mobile interoperability) and Axida (supporting supply chain, logistics and distribution industries with 'fleXipod' the mobile (ePOD) electronic proof of delivery and job fulfilment system).

StyleTech was started as a bespoke dot.com development company in 1999 and was one of the first organisations to build and deliver business systems that were optimised to work efficiently and securely over the Internet.

David said: "People often ask if we could have foreseen the company ending up where we are today.

"On one hand, it was always our vision to be valued for our wide range of development expertise and to be thought of by our clients as a quality, trustworthy bespoke software development team. We believe this is where we are today and we are proud to be here with our roots firmly placed within our digital hub, here in the City of Hull.

"On the other hand, I could never have predicted the path that we have travelled to arrive at this point and that has been the excitement of the journey."



Job Creation Continues In Steel Areas

UK Steel Enterprise has now helped create a total of 75,000 jobs in steel areas of the UK.

More than 15,000 of those are in UK Steel Enterprise's Yorkshire, Humberside and Midlands region; one of four regions managed by UK Steel Enterprise in England, Scotland and Wales.

Announcing the passing of the milestone figure, the Tata Steel business support subsidiary praised the valuable contribution made to the economy by small and medium sized businesses.

The Yorkshire, Humber and Midlands region has benefitted from more than £20m of UKSE investment and an additional £5m spent developing the Innovation Centre in Sheffield.

Set up as British Steel (Industry) Ltd in 1975 to help the regeneration of areas affected by changes in the steel industry, UK Steel Enterprise now has almost 40 years of experience in providing tailored finance packages, managed

business premises, advice and support to new and expanding businesses.

"The figure of 75,000 jobs is a significant milestone for us," said Keith Williams, Regional Manager for UK Steel Enterprise.

"It shows what a valuable role small and medium sized enterprises play in job creation and in building a strong UK economy.

"The number of new jobs that a business expects to create is an important consideration for us and some of the companies that we backed in their earlier stages are now major employers and competing successfully world-wide."

Nationally, more than 6,000 investments have backed companies with £80m of true risk capital, £33m has been invested in workspace and £8m allocated to support community projects.

Keith Williams



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Through Social Networking The World Has Been Given A Voice, But Who is Listening?

Potential customers, that's who!

A social presence for your business is now an absolute necessity and Social Networking Services (SNS), like Facebook and Twitter, should definitely be tools in your marketing arsenal. Why? Simply because everyone using SNS is a possible customer, web visitor and advocate, ready to hear your message and promote your business. With informative and entertaining content, SNS can greatly benefit your business. Careful use of images and videos can dramatically increase the amount of engagement you will achieve, directly affecting conversion rates, resulting in more followers and possible customers for your business.

There are many SNS websites to choose from, e.g. Facebook, Twitter, LinkedIn, Google+, YouTube, Pinterest and Instagram. Making sure your target audience is fully engaged; discussing, sharing and commenting, is key to the success of any

campaign, which would utilise most if not all of these networks to maximise coverage.

So you've set up your social networks and bragged that you are the next best thing since sliced bread. How does this translate into results? Social posts will surely increase your website traffic, and your search engine ranking will benefit. Each post helps further define your site's content and keywords, whilst providing links to further information and encouraging sharing, commenting and interaction with your website.

Social networking affords you many opportunities, and is essential within business today.

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We run hundreds of events, both nationally and locally to bring marketers together. Our next Humber region events take place on the run up to Christmas and are open to CIM and non CIM members.

Using content marketing to fuel social media engagement
 21 October 2014, University of Hull, 18:00


This event is relevant to businesses of all sizes looking to improve their insight, knowledge and skills on content marketing this is the must attend digital event of 2014.

Our speaker, Dave Chaffey is the author of five successful business books and provides training and consultancy to marketing professionals and students on digital marketing.

Hull, City of Culture 2017 - one year on...
 11 November 2014, University of Hull, 18:00

A year on, Jacqui Gay and Jon Pywell share the full story of the city's journey from shortlist to victory. Find out about the impact of the award so far, what we are planning to do to deliver the title and where they see the key impacts and opportunities for local people and businesses.

To find out more about the CIM and to book our events visit www.cim.co.uk




find out more at www.be-everywhere.co.uk

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Creating An Effective Marketing Strategy

By Mark Loaring, Senior Account Handler at Bluestorm

An effective, integrated marketing strategy is all about creating clear messages to drive results that directly affect the bottom line of your business. So, which approach should you adopt and where should you start?

There are a number of challenges associated with delivering an integrated marketing strategy. Firstly, you must ensure that organisational and campaign objectives are clearly aligned. It's important for marketers to get to know you and your industry and understand how your business operates and what you are trying to achieve. This must be carried out before any integrated strategy is developed – there are no shortcuts here.

Invest in a team who will provide you with honest and impartial advice, but that will fit in perfectly

as an extension of your internal marketing department. It's also a good move to keep all services under 'one roof' meaning the full marketing mix can be aligned and co-ordinated to support your commercial goals and give you a healthy return on investment.

Bluestorm's client services team has the expertise and experience to create hard-hitting and practical marketing campaigns, providing a level of implementation and support that's right for you. Our approach includes research, planning,

management and evaluation, and our team has the cross-sector experience to provide you with a broad range of web, design, public relations, SEO, strategic marketing and advertising services.

If you would like to discuss how integrated marketing communications can bring you the results you're looking for contact **mark.loaring@bluestormdesign.co.uk** or visit **www.bluestormdesign.co.uk**



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brighter thinking.

Achiever Award Ceremony

Chamber Training staff join Rix to celebrate their recent achievements in a variety of awards including Team Leading, Business Administration and Customer Service.

Rachel Mendham, Head of Training said "Rix have given their staff the opportunity to achieve a range of qualifications and it is nice to see them reward their efforts and acknowledge their hard work. We hope to continue to provide quality training to Rix and look forward to continuing working with them now and in the future."

"Rix were delighted to be able to offer our teams the opportunity to study towards their work based learning qualifications. Over the course of the 12 months each person showed real commitment, supported by their assigned assessor from Chamber Training and it was wonderful to be able to celebrate their hard work and success with the Directors of our business."



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Carol Gill on **01482 611896** or email **c.gill@chambertraining.com**

LATEST NEWS

There have been changes in government funding where an Advanced Learning Loan was required for Level 3 and above Apprenticeships for anyone aged 24+.

NEW CHANGES (From Feb 2014) are now in place allowing us to FUND Level 3 Apprenticeships for this age group (Subject to eligibility)

(Level 3 and above stand alone qualifications are not covered by this funding and will continue to require the Advanced Learning Loan).



Glastonbury Job In Cereal Success For Rising Star She Knows

A health and safety contract for the Glastonbury Festival was music to the ears of Linda Crossland-Clarke, managing director at SHE Knows Health & Safety.

The Hull-based company was contracted to provide all health and safety risk assessments on one of the show stopping main stages throughout the festival.

The Arcadia Spectacular was a giant alien-like spider, which seemed to have landed in the middle of the Wiltshire countryside – complete

with lasers, pyrotechnics, aerial performers, rave music and DJs in the head of the spider.

SHE Knows was responsible for ongoing health and safety risk assessments including helping to test all of the lasers and pyrotechnics, with a mixture of international contractors and artists, while liaising with the festival's own health and safety team.

Linda Crossland-Clarke said: "It wasn't our everyday sort of job, really. It was full on and hectic as we pretty much had to be on site for 18 hours a day making sure that everything was in order."

This is the latest contract for the health and safety specialist, which has also recently won work with Weetabix for its expanding Mission Room side of the business.

The Mission Room is a unique training room

system which creates a fully interactive and dynamic training environment, with 360° panoramic stills and video training content based on existing or unique, bespoke media.

Two new consultants have joined the company to support the Mission Room, Ges Almond, a health and safety consultant, and Alan Searle, a behavioural consultant.

A safety week at the Northamptonshire breakfast cereal and food processor company Weetabix utilised the Mission Room to help improve the company's culture of health and safety reporting.

The company has also provided health and safety awareness training at Bridlington Spa as part of an East Riding of Yorkshire Council health and safety awareness week for all personnel, including site managers and training managers.

Bringing Food Choice to a Gluten Free Lifestyle

GF Foods (York) Ltd is a specialist Gluten & Wheat Free company that pride themselves on having a true understanding of life and diet without gluten and wheat ingredients.

This is due to the founder and MD of the company, Sally being gluten and wheat intolerant.

In 2004 Sally & her husband Stuart created an e-commerce website, buying and selling other Gluten free brands. After the success of the e-commerce website Sally decided to create her own brand and recipes, the FEEL FREE brand.

The brand was created to address the demand from consumers for high quality tasting products. Following the success of the savoury items, the FEEL FREE brand continues to grow including Pastas, Eastern Savouries, Cereals and a range of wholesome pies.

The FEEL FREE range of products are developed using only the finest and naturally gluten free ingredients, recipes are then carefully created and produced by their enthusiastic team. Their products offer consumers variety, quality and ultimately, bringing food choice to a gluten free lifestyle.

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Helping To Connect Businesses

KC Media has continued its digital agenda of getting businesses online with affordable mobile ready websites.

Recent research shows that more than 40% of small to medium sized businesses in Hull and East Yorkshire do not have a website to promote their business online.

Delving deeper, the reason why was clear: the myth that websites are expensive, time consuming and difficult to keep up to date put many businesses off.

Armed with this knowledge, KC Media set to work and now have a solution for businesses which is affordable and future proof.

For just £249 a business can have a 5 page website with expert design and copy writing along with 10 images. It's Search Engine friendly meaning Google, Yahoo and Bing will notice and rank the website. This ensures that when customers are searching for that business or a product they sell – the website will show.

And possibly most importantly the website is future proof; working across all mobile and tablet devices – so no matter what a customer uses to access the website they can navigate around it easily and get a great experience.

The five page websites are proving a huge hit with businesses that are new to the online world.



Local plumber, Simon Jeffery of S & R Jeffery Plumbing & Heating, was one of KC Media's first customers and said "I've known that I'd need a website for my business for a while, but the thought of doing it myself was very daunting and not an option. When I saw the KC website prices and what was included, I decided now was the time to take the leap to online."

For any businesses that are already online and have a website, KC Media can migrate an existing website, refresh its content and ensure it works across all mobile and tablet devices giving businesses a website they'll be proud of and will want to share with their customers.

For more information visit www.kcwebsites.co.uk or call the local digital team on **835 555**



Signs Of Expansion At Bridge Mcfarland

A fast-growing law firm and Chamber Patron has signalled the strength of its commitment to Hull city centre by taking additional space at its premises alongside the Marina.

Bridge McFarland Solicitors moved into Marina Court three years ago, expanding from the office in Posterngate which they had occupied since 2001. The new signage on walls and windows marks the completion of an expansion programme which has seen the practice take more space and bring in more people.

Lee Whiting, who is from Hull and is a Partner in the firm, said: "We are keen to support the local economy and to invest in the area by employing local people."

"It is our aim to offer another option when it comes to corporate legal services. We already serve some big corporate clients and SMEs on both sides of the Humber and, with Hull expanding, we expect to see more businesses starting up, growing and re-locating into the area."

Leanne Foston, the firm's Managing Partner in Hull, added: "I am delighted to see the expansion of the business from my first days at the Hull office in 2001 starting with a modest three staff, to now employing 33 who offer a range of corporate and private client services"

Suspension Bridge Project Shortlisted In Awards

Specialist engineering business Spencer Group has been shortlisted in a construction industry awards for an innovative project on one of the world's longest suspension bridges.

Hull-based Spencer's work to dehumidify the main cables on the Great Belt crossing in Denmark, using the company's Cable Crawler system, has been nominated as one of eight projects in the Temporary Works – Civil Engineering category of the British Construction Industry Awards.

The awards are the longest-established in the UK construction industry. Spencer is shortlisted alongside some of the leading companies in the industry and some of the largest construction projects, including Crossrail – the biggest infrastructure project in Europe.

Spencer is currently delivering the world's largest retro-fit cable dehumidification project to prevent corrosion of the main cables on the East Bridge, the third largest suspension bridge in the world and part of the giant Great Belt Crossing linking the eastern and western parts of Denmark.



Spencer Project Director Jim Mawson said: "We are delighted and honoured that our use of the Cable Crawler system for the Great Belt project has been shortlisted for such a prestigious award."

"This is deserved recognition after seven years of design, development, deployment and continuous improvement of the Cable Crawler. It recognises that this is a tried and tested, world-class solution for suspension bridge maintenance, giving our teams uninterrupted access, for the duration of the project, to every inch of the main cable, at heights of up to 250m, while not interrupting the traffic below."

New Appointment To Bolster Associated British Ports' Commercial Team On The Humber

Associated British Ports (ABP) has announced the appointment of James Leeson to the role of Head of Commercial, Humber.

The move follows a number of significant developments for ABP's Humber operations, including the announcement that Siemens and ABP will be investing more than £300 million in wind turbine manufacturing facilities at the Port of Hull, a £100 million Humber-wide agreement with Drax Power Ltd and the opening of the £26 million Grimsby River Terminal.

James' role will involve working closely with customers to ensure their requirements are met, and also generating new business for the four Humber ports of Hull, Goole, Grimsby and Immingham.

He said: "Now that both north and south banks have been brought under one directorate I'm looking forward to exploring how we can respond more effectively to the needs of our customers and adding value to their businesses."

"I'm also planning on looking at ways we can exploit the synergies between the ports themselves in order to meet market demands."

James, who hails from South Yorkshire, comes to ABP from Inchcape Shipping Services, where he was Global Key Account Manager.

Prior to embarking on a career in the maritime industry, James joined Yorkshire Bank's graduate trainee scheme and worked at one of the company's Hull branches before joining a similar scheme at Harrison Line, in Liverpool.

James continued: "I wanted to use the languages I'd studied at university, as well as expand my knowledge of international business, and moving to Harrison Line proved to be a great decision."

"Company policy meant that you would complete the trainee scheme and then go abroad as an owner's representative. For me this involved spending four years in Puerto Rico working on business development for the container shipping line in conjunction with agents, which was a fantastic experience and very steep learning curve."

After P&O Nedlloyd (PONL) took over the trading rights to Harrison Line, James moved to the PONL head offices in London as Trade Manager for Latin America, before P&O Nedlloyd was itself bought by Maersk. This meant another move, this time to Paris and then onto Madrid, where he looked after refrigeration business in Spain, Portugal, France and North Africa.

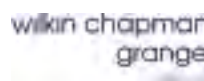
A final move to Tilbury Container Services (now London Container Terminal) saw James' first involvement with ABP in its former role as shareholder in the company.

ABP Director, Humber, John Fitzgerald, said: "James comes to ABP with a wealth of sector experience and I'm pleased to have him on board."



James Leeson at the Port of Hull (image courtesy of Paul Leeson-Taylor Photography)

"This is an exciting time for ABP and for the region as a whole, and I'm confident James' knowledge and enthusiasm will enable the commercial team here on the Humber to develop and grow in order to deliver more fantastic opportunities for ABP, its employees, customers and the communities in which we operate."



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Strawberry Recruiting For New Agency

Strawberry, one of Hull and East Yorkshire's leading creative marketing agencies, is launching a search for local web, marketing and design talent to staff its new design and digital agency, StrawberryToo.

The new business will be officially launching in late summer and will be staffed by university and college leavers, apprentices and interns.

The aim of StrawberryToo is to employ, train and mentor local talent in a real working environment, with a view to helping them secure careers in the local marketing sector once their training period has been completed.

StrawberryToo was the brainchild of Strawberry's Directors Jonathan Leafe, James Greenwood and Dominic Love, who are all keen to help local talent and prevent the 'brain drain' to cities such as Leeds and Manchester.

StrawberryToo is a unique concept and will support Hull's growing digital and design hub by encouraging creative graduates to stay in the area. The new agency will be based at The Maltings in Hull City Centre.

James Greenwood, Strawberry's Digital Director, said: "Strawberry has always been committed to offering work experience and apprenticeships, so we feel this is a natural progression to help Hull's creative and digital sector become better and stronger."

Dominic Love, Strawberry's Creative Director, said: "The aim of StrawberryToo will be to recruit the brightest of local talent and give them some real life experience whilst helping to boost their confidence."

Jonathan Leafe, Strawberry's Managing Director, said: "We genuinely believe the concept of StrawberryToo is a first for the UK. Not only will the StrawberryToo team members gain fantastic experience that will help them to gain employment, either with Strawberry or within the local marketing and design industry, it will also benefit local businesses, too."



Strawberry's Digital Director, James Greenwood and Creative Director, Dominic Love at StrawberryToo's studio at The Maltings.

We Coach and Train Your Staff So Your Company Achieves Success

Inspirachieve, the performance coaching and sales training consultancy in Beverley, is offering businesses in the Yorkshire, Hull and Humber area a free one hour YB 12 'Your Best Year Ever' talk to their teams all about how they can make their next 12 months their best ever at work and in their own lives.

The focus of the talk is on how to beat procrastination, get more done in less time and on how to develop a positive and winning mind-set. The free session results in a significant and immediate impact on staff productivity and challenges individuals to break through the change barrier and provides tools and techniques to do so.

The YB 12 coaching programme was established 22 years ago in Australia and has received

high accolade by many leading organisations including, Nestle, Honda, Nissan and Macquarie Bank. Richard Hilleard, founder of Inspirachieve and YB 12 Corporate Coach, says; "YB 12 is all about making a positive difference in people's lives, too many never discover what they are really capable of and many are held back by learned patterns of self-thought and negative self-limiting behaviour.

"It is no secret that positive and empowered individuals make better employees that contribute significantly to business performance, I am proud to be representing YB 12 in the Hull and Humber Region and look forward to working with new clients towards a dynamic, prosperous and exciting future."

Call Richard to arrange your free YB 12 team talk on **07703 564499** or e mail **Richard@inspirachieve.com**

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- 11:30pm** Key Note Speech: with John Olivant & Steve Bentley:
What putting a man on the moon and building a successful business
have in common. It's not rocket science! *Free Seminar.*
- 1:00pm** Who Do I Speak To Next / Growing Your Network
with Bob Spence Federation of Small Businesses: *Free Seminar.*
- 1:45pm** Free Speed Networking - sponsored by The BizNiz
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with Pam Featherstone Action Coach: *Free Seminar.*
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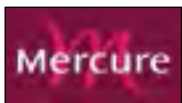
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Name

Russell Smith

Company

Avensure Limited

Job Title

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Health & Safety Consultant

Being born in the 'summer of punk' in cold, bleak, Hartlepool, I knew my life would never be straightforward! An average education led to an average higher education which led to a career with Royal Mail. Six years later I was thrust into the world of, 'Employment Law Consultancy'. As a 'field consultant' with Aversure, I wake up every day knowing I am proud to be part of, and have the full support and backing of, one of the UK's leading Employment Law consultancies. Knowing every day, every meeting and every client is different, is what keeps me loving my career.

What did you want to be when you were young?

Older! (And now I'm older I'm desperate to be younger!)

What could you not live without?

I currently have five items I could not live without:

1. My memories
2. My children
3. My worn out LP of 'Meat is Murder' by The Smiths
4. My battered copy of 'On the Road' by Jack Kerouac
5. My framed 'Screamadelica' print hand signed by the late, great Paul Cannell

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

The wonderful island of Zanzibar.

What makes you angry?

Intolerance, racism and prejudice. I only discriminate against those who discriminate against others!

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

Both of my Grandfathers. They both died before I could gather any real 'grown up' influence from them, which would have helped me in later life. They both had a wonderful history pre and post Second World War which I never fully appreciated or understood when I was very young and knew them.

What is the best thing about this area?

Being an, 'outsider' living just up the East Coast, I see how amazing Humberside is as a business model. It's far enough away from anywhere to retain its business secrets, yet it's close enough to anywhere to be able to export its goods and be a thriving success! The port developments can only lead to huge success whilst the, 'City of Culture' status will provide a fresh perspective and opportunity for the both the city and the surrounding areas.

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

I would give each of my daughters 33p each and tell them to invest it in something they believe in. I would then toss the final penny in a wishing well and hope they all live long and successful lives.

What is in your opinion the greatest invention ever?

Penicillin, despite being deadly allergic to it.

What is most valuable lesson you have learnt in life?

Fear outlives Love, every time!

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

Anything that manages to get more than six hours sleep per night. I can't remember the last time I slept for more than six hours without waking up and being ready to face the day ahead.

Chamber Events Diary 2014

Members' Speed Networking and Lunch

Friday 26 September 2014

Tickton Grange, Beverley

Sponsored by KC Contact Centres

Chamber Bridlington & Yorkshire Coast Business Awards 2014

Friday 10 October 2014

The Spa, Bridlington

Members' Speed Networking and Lunch

Friday 24 October 2014

Forest Pines Hotel & Golf Resort, Brigg

Sponsored by KC Contact Centres

Members' Speed Networking and Lunch

Friday 28 November 2014

Goole High School Conference Centre

Take advantage of your Chamber Membership by attending the wide range of events we organise to help you to meet potential clients and develop valuable business relationships. Please note that dates are subject to change. An up-to-date events diary is available on our website: www.hull-humber-chamber.co.uk

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