

BUSINESS INTELLIGENCE

The Magazine of Hull & Humber Chamber of Commerce

October 2011

Issue 04

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Approval for Humber Enterprise Zone

The Government has announced that the Humber Local Enterprise Partnership's bid for an Enterprise Zone has been successful.

The Humber LEP's bid aims to attract large top tier manufacturing companies in the renewable energy sector. By bringing in these Original Equipment Manufacturers (OEMs), the LEP hopes their supply chains will follow and occupy further sites around the Humber, leading to the development of a renewable energy super cluster unique in the UK and with international scale.

The bid builds on the Humber's existing advantages for companies in the renewable energy sector, including port and transport infrastructure, skills and experience in related sectors, including maritime and engineering, and availability of suitable sites big enough for the assembly of large structures. Another key selling point for offshore wind companies is that the Humber has the shortest sailing times of any location to the huge Round 3 sites off the east coast.

By adding in the Enterprise Zone package, which includes tax breaks and a simplified planning process, the LEP believes it can tip the balance towards the UK and away from competing sites on continental Europe. Capital allowances would be particularly attractive to large manufacturers which would be spending significant amounts of money on high-tech machinery.

The Humber LEP's bid covers 375 hectares on three sites, which between them can accommodate four OEMs:

- Green Port Hull (Alexandra Dock) – 1 OEM
- Queen Elizabeth Dock, Hull – 1 OEM
- Able Marine Energy Park (southern part), North Lincolnshire – 2 OEMs

The Humber's Enterprise Zone is the largest to be announced by the Government to date, and more than double the size of the next biggest.

John Clugston, Chairman of the Humber Local Enterprise Partnership, said:

"The Enterprise Zone will play a crucial role in helping us to become the British centre for renewable energy. We already have the land, the location, the infrastructure and the skills, but the Enterprise Zone takes our offer a step further by speeding up development and adding extra financial

incentives. Having these extra benefits in place will help us all to push on with signing up the top tier manufacturers for the UK against competition abroad.

"The fact that our Enterprise Zone has been approved at more than double the size originally suggested by the Government prospectus shows that there is faith in the level of our ambition and the capability we have to deliver on our plans. However, the Enterprise Zone is not the limit: it is only the beginning of what we hope to achieve. If we are successful there will be many more developments around the fringe, particularly in the supply chain and related industries, and the effect on our economy will be transformative."

The bid was made possible by the approval of the Humber LEP, which was proposed by the Chamber. Only Government-approved LEPs could bid for Enterprise Zones. The bid itself was co-ordinated by the Chamber's Head of Policy & Communications, Richard Kendall, working with the Humber local authorities.

Dr Ian Kelly, Chief Executive of Hull & Humber Chamber of Commerce, said:

"The Humber LEP's Enterprise Zone will have a long-lasting impact on our economy. It should move us a step closer to signing up the big players in renewable energy, together with their supply chains. There will be a ripple effect for local companies around the Humber. Making the bid was our top priority for the LEP. Its success shows what can be achieved by working together across the Humber."



Artist's impression of regenerated Green Port Hull (Alexandra Dock)

Firm Targets New Growth Following Key Appointments

A Hull-based financial services business is going from strength to strength following the appointment of an operations director and the roll-out of a graduate recruitment programme.

Informed Financial Planning (IFP) has seen consistent growth since it began trading in 2004 and extended to operate out of Leeds and Milton Keynes as well as its headquarters on Livingstone Road, Hessle.

The business has now appointed Rebecca Colley as its new operations director. Rebecca, who began her career with IFP in 2007, has been given a remit that includes human resources, compliance and operational duties.

Managing director of IFP, Kevin Ferriby said: "The recent promotion of Rebecca to operations director is a testament of how the business is going from strength to strength."

As well as the appointment of a new operations director, the business is also taking on two new



Rebecca Colley

graduate trainees as research analysts, following a successful graduate recruitment programme implemented last year.

"It's a tough economic climate at the moment but by investing in new talent, we are able to stay at the forefront of our industry," said Kevin.

David Takes Up New Post

David Bagley, has been appointed as chairman of the board of Graduates Yorkshire, the graduate recruitment specialist.

A Chartered Accountant and a well-known figure in the Yorkshire business community, he brings a wealth of experience in business strategy and corporate finance having worked for many years at board-level with a wide range of plcs, mutuals and SMEs in the financial services, manufacturing and service sectors.



David Bagley

Job Creation Scheme Benefits Local Company

Small businesses are being urged to take on a new employee through the Changeworks wage subsidy scheme.

Changeworks has been developed by North East Lincolnshire Council (NELC) and Jobcentre Plus to encourage small to medium sized businesses in North East Lincolnshire to grow their workforce.

The scheme is aimed at employers who have been thinking of creating an additional job but have been holding back because of the financial commitment. Changeworks hopes to address this by offering a financial incentive to employers, half of the wage cost of a newly created job for the first year.

As well as supporting employers the scheme has been established to increase the number of employment opportunities for unemployed residents in the borough.

Be Everything Ltd, a Grimsby based web design company, has recently taken on Jackie North as an administrator through Changeworks.

Alex Willis, a web designer for the company said: "Changeworks is a great idea as in any business time is money. As a result of being able to take on Jackie some of my time has now been freed up so I am able to do more web work and expand the business."

Jackie, who previously had to give up work to care for her son, had found herself unemployed for 18 months when she became available for work again.

She said: "It is great to be back working and using my skills again and I am much happier after searching for work so long."

For more information, visit www.nelincs.gov.uk/changeworks or call the community investment team on (01472) 326142 to apply.



Jackie North



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Region's Finance Providers Discuss Challenge Ahead

The challenge facing banks and their customers was the main topic at a gathering of the region's leading finance providers and business intermediaries.

Finance Yorkshire, which provides seedcorn, loan and equity linked investments, ranging from £15,000 to £2m, brought together a wide range of organisations tasked with providing business finance and support to discuss the sector at the Village Hotel in Hull.

Representatives from Finance Yorkshire joined HSBC, Barclays, NatWest, Santander, Baker Tilly, Moore Dutton, Forrester Boyd and Hull and Humber Chamber of Commerce were at the meeting.

Ian Kelly, director at Finance Yorkshire, said: "It is very important Finance Yorkshire has close links with the finance and business community to ensure the £90million we have available is invested effectively across Yorkshire and the Humber."

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



Ian Kelly, director at Finance Yorkshire, with Alex McWhirter, chief executive of Finance Yorkshire

NHS Rations 'Non-Urgent' Surgery

Hip and knee replacements, tonsil removal and cataracts surgery are just a few of the operations being rationed by the NHS in a bid to save money.

Research by GPonline.com shows that two thirds of Primary Care Trusts (PCTs) are now limiting 'non-urgent' treatments as part of a drive to reduce costs in the NHS by £20 billion over the next four years.

One in three of the 111 PCTs involved in the research have also expanded the list of procedures that they will no longer fund, with some expecting to save more than £1 million by restricting referrals from GPs.

This rationing is leading to significant changes such as hip and knee replacements only being carried out where patients are in severe pain, cataracts operations being put on hold until a patient's sight problems are 'substantially' affecting their ability to work, and children only undergoing tonsil removal if they have suffered from at least seven bouts of tonsillitis in a 12-month period.

Westfield Health, official health cash plan provider to the Hull & Humber Chamber of Commerce,

recognises the importance of having quick and easy access to treatment and surgery. The Chamber Primary Health Plan provides access to a range of cash benefits and services including dental, optical, physiotherapy, diagnostic consultations and scanning.

Westfield's Surgery Choices is also available as an add-on benefit, giving policyholders access to up to 60 different surgical procedures normally classed by the NHS as non-urgent and that typically have long waiting periods. These can include operations for hip and knee problems, cataracts, varicose veins, slipped discs and hernias.

For just an extra £1.24 per employee, per week, employers who purchase the Chamber Plan can also provide their staff with Surgery Choices cover, giving them more choice and control over their own healthcare and helping them to return to work sooner.

The Chamber Primary Health Plan is available to all Members of the Hull & Humber Chamber of Commerce. For more information about the Chamber Plan, please visit www.westfieldhealth.com/chamber or call 0845 602 1629.

Hollywood to Hull:

Renowned sales expert and speaker Nicky Pattinson to speak in Hull

Sales expert Nicky Pattinson is back in the UK after spending the summer speaking and working in the USA. Audiences and companies in New York, Colorado and Hollywood have all given good reviews - and now she's back in Hull putting on a morning at Hull Truck Theatre in October.

Nicky - and special guests - will speak at her 'From Hollywood to Hull' event on October 20th at the Hull Truck Theatre, a day where she will give away all the secrets that have tripled sales in companies.

Tickets are £62 from www.hiyaitsnicky.com and the event will excite all those who want to change the way they are selling themselves, their companies and their products or services.

Nick Dean, a partner in Hull law firm Gosschalks, who has employed Nicky's services, said: "Nicky simply turns things upside down and inside out. She's not what you would expect and is all the better for it."

John Buttrick, of Hull Children's University, said: "I've observed the impact which she's had on both business folk and my students here at the University of Hull. A truly inspirational lady who reaches the very core of one's soul, resulting in bringing one's esteem, confidence and self belief to the forefront of one's thinking and actions."



Nicky Pattinson

Electricity Market Reform

– How To Reduce Added Burden

Since the publication of the Government's Electricity Market Reform White Paper, Chamber Utilities, a free energy service for Chamber Members, has received many calls from worried customers wanting to know what the repercussions will be on energy costs.

Gary Collins, National Procurement Manager for Chamber Utilities, said: "Whilst Chamber Utilities welcomes the Government's commitment to provide the funds needed to move towards low carbon energy generation, we are also concerned about the burden the reform will have on Chamber Members."

Businesses' biggest concern is the suggestion that energy bills need to increase by 30 per cent by

2030. Whilst the Government states that this is less than the +40 per cent increase that would occur if nothing was done, businesses are already paying high energy prices, and the new measures will only increase these further.

The Chamber Utilities team is reassuring customers that there are measures that can be taken to minimise the impact. Earlier this year, Chamber Utilities re-launched with a new range of products and services that can play a vital role in helping reduce energy overheads.

To become involved with the project, contact Chamber Utilities on **0844 225 1650**, **enquiries@chamberutilities.co.uk** **www.chamberutilities.co.uk**



Tourism Newsletter is Published

The first edition of Tourism Matters has been published. It represents a new way of reading about the projects that Visit Hull and East Yorkshire are working on in this region and the plans for the future of our area's tourism industry.

Follow the link <http://62.128.151.219/Library/Al16vi/TourismMattersinHull> to the magazine and discover how businesses around the region have benefitted from participating in locally run activities. For further information on where to stay and what to do in the area go to www.visithullandeastyorkshire.com



President Sets Out on Fact-Finding Mission

President Howard O'Neill has been out and about, meeting Members better to understand their businesses and needs for the Chamber.

He said: "As Chamber President, I want to get out and about this year, meeting Members and understanding your needs in order to ensure you are getting the very best support and service from the Chamber.

"Our aim is to grow membership and be the best Chamber for membership services and it's only by talking to Members and responding to their needs in a constantly changing business environment that we can achieve this."

One of the visits was to Rory Clarke, Director of J.R.Rix & Sons Ltd and his colleague James Doyle, Director of Rix Shipping Co Ltd.



Until the visit, Howard did not realise the business, which has been family owned for more than 140 years, was so diverse. They are involved in stevedoring, warehousing, shipbuilding, fuel distribution, manufacturing and development. They have main sites in Hull and Montrose and are ideally suited to opportunities coming to the region with offshore renewables.

With 500 staff the company has a significant presence in Hull and is firmly focussed on the future. During the visit Howard acknowledged Rory's frequent support and participation in Chamber activity. Rory said: "Although Rix have been Members of the Chamber for many years I think that this is first time that we have had an 'official visit' from the Chamber President."

Rix takes an active part in the Chamber of Commerce, James Doyle attends the meetings of the

Shipping Committee and Rory Clarke is a member of the Chamber Council.

"The Chamber has a lot to offer local businesses and like most things in life you get out of it what you put in," said Rory.

Howard also recently met Julia Whittaker, Chief Executive of new Chamber Patron Wilkin Chapman Grange, at their Grimsby office. It was Howard's first visit to the law firm and he was impressed with both its size and the range of diversified legal services that it offers, including a significant amount of work in the renewable energy sector.



Julia Whittaker has been involved in judging the Chamber's Northern Lincolnshire Business Awards for many years and this year presented Stephen Clarke, Managing Director of Tri-Pack Plastics Ltd, with the Wilkin Chapman Business Person of the Year award at Grimsby auditorium in May.

One of his other visits was to Energy Works, a 'hybrid' power station that promises to revolutionise sustainable power in the UK. Located in the industrial heartland of Hull, it will process 200,000 tonnes of biodegradable organic material and generate enough heat and electricity to power 25,000 homes. By using Advanced Gasification, Anaerobic Digestion, In-vessel Composting and solar and wind power, it will be the only plant of its kind in the UK.

Charlie Spencer, Chief Executive of Spencer, the company responsible for developing the project, said: "Meeting Howard has proven extremely useful to the progression of the project. I was very pleased to meet him and hear about the business support on offer and the Humber-wide renewables industry



already established. I hope to forge partnerships with local Chamber Members to help us develop what will be a very impressive project".

Howard recently visited the Carr Lane headquarters of local communications provider and Chamber Patron KC.

He met KC's Commercial and Finance Director Sean Royce to learn more about the company's operations and also visited KC's contact centre. The contact centre employs more than 100 people who provide customer service and technical support to KC's 100,000-plus local phone and broadband customers.



KC and parent company the KCOM Group employ around 1,000 people in Hull and contribute £150m annually to the local economy.

** If you would like Howard to visit your business please let Bruce or Janice at the Chamber offices know on 01482 324976*

Improving your journey

During 2010, we invested over £2m to carry out extensive interior improvements to our trains, making the passenger environment you travel in more comfortable and user friendly.

All change

Carried out by train refurbishment specialists **Brush Barclay** who are based in Kilmarnock, these **fantastic improvements** are visible all around you, and mean our trains now offer the **highest quality experience** for our passengers.

We listened to you

We received some very **interesting feedback** from our customers and took **on board your comments** when planning our refurbishment.

This included improving the **amount of luggage space** available for passengers, which you stated through our feedback forms, was an important element that we needed to address. There are now also **power points** in all coaches, something which you said was important to you, and something we hope will make travelling with us more **convenient**, particularly for people wishing to **work whilst on the move**.



First Hull Trains

welcoming you on board

“These improvements have made a real difference to our trains and will hopefully make passengers’ journeys more comfortable and enjoyable”

The new **improved seating** now boasts **more leg room**, designed to make longer journeys more comfortable and the new **leather seats in First Class** give a real luxurious feel.

At your service

We have also improved our **on board catering** with the re-introduction of **hot meals** in First Class and also a new range of **fantastic meal deals** in our Café Bar. Our new on board catering facilities make **servicing passengers** whilst on the move much easier.

You will also notice the **improved directional signage** throughout the train, which is designed to help you **find your seat** more easily, whilst also being **clearly visible** at night.



David Townend, Sales and Marketing Manager at First Hull Trains said: “These improvements have made a **real difference** to our trains and will hopefully make passengers’ journeys **more comfortable** and enjoyable. We understand it’s **small things** like this that make a **big difference** to travellers, even down to being able to buy **good quality food** on board rather than having to rush around at the station before travelling and being able to **find their seat quicker** when they join the train.” 

For information and bookings visit:

www.hulltrains.co.uk

or call First Hull Trains Business Travel:

01482 215746



Nation's ¹ Number 1

National Passenger Survey sees First Hull Trains ranked 1st in the UK for customer satisfaction.

First Hull Trains, which runs 14 direct daily trains between Hull and London, is officially amongst the **very best in the country** when it comes to customer satisfaction, an independent survey has recently revealed.

The Spring **2011 National Passenger Survey (NPS)** ranks the award-winning train operator joint first with Heathrow Express, **beating all other** long distance rail operators, when it comes to customer satisfaction – with 95% of passengers stating they were satisfied with the **overall service**.


The result represents a 2% improvement in **customer satisfaction** for Hull Trains since last autumn and is the **highest level** that they have achieved at any time since the company, which is headquartered in Hull, first participated in the **independent survey**.

Out of 22 passenger train operating companies that took part in the survey, First Hull Trains has **topped the table** for the very first time and new Managing Director Cath Bellamy is delighted.

The results from the survey rate the company's services against **strict criteria** measured by Passenger Focus, the independent consumer watchdog for **Britain's rail passengers**.

Cath Bellamy said: “**We are absolutely thrilled** that our customers have rated us so highly in this independent assessment of the services we offer. It is a tribute to the **hard work and dedication** of the wonderful team at First Hull Trains that people think so highly of us and the services we deliver. I would like to say **a big thank you** to my team for their hard work every day and to our customers for their **loyal support**.”



“That being said, **we are not complacent** and we will continue to work really hard to do things even better. Despite this shining result, we know we don't get it right all the time. We remain **firmly committed** to doing the right thing for the people and communities we serve and providing a railway service that **everyone can feel proud of**. We are over the moon with this response and I would like to say a big thank you to everyone concerned.” 

John Longworth Appointed Director General of the British Chambers of Commerce

Following an extensive national search, the British Chambers of Commerce (BCC) has announced the appointment of John Longworth as its new Director General.

Mr Longworth replaced David Frost CBE, who ran the leading business organisation since January 2003, in September. The Hull and Humber Chamber of Commerce is an Accredited member of the BCC.

Mr Longworth has held a number of high-profile roles in business and public life, including stints as a senior executive at Asda and Tesco. He is currently a non-executive director of the Co-operative Group Food Ltd and Nichols plc, is a member of the Competition Commission, and is active in both social enterprise and a Midlands-based venture capital-backed company, SVA Ltd.

Announcing Mr Longworth's appointment as Director General, Neville Reyner CBE DL, President of the British Chambers of Commerce, said:

"John Longworth is an outstanding choice to lead the BCC at a time when its influence on the UK growth agenda has never been higher. John has wide-ranging business experience, a passionate commitment to local growth and a strong understanding of the opportunities and challenges facing Chamber Members across the country. I am confident that the BCC will thrive under his leadership over the coming years.

"John will be building on the achievements of David Frost, whose hard work over the last eight years has made the BCC a peerless voice for businesses of every size and in every part of the UK."

John Longworth added:

"I am delighted to be joining the BCC team at this crucial time in the economic cycle. There is no doubt that the BCC represents the business backbone of the British economy and will make a unique contribution to recovery.

"I have personal experience of running businesses in the UK, large and small. So it's a real privilege to have the opportunity to contribute to a cause about which I am passionate. Above all, I am



excited to engage with our dedicated Chambers of Commerce, who work tirelessly in local communities across the country. Together, we will help stimulate jobs, growth and prosperity."

BCC Survey Reveals Employers' Dissatisfaction with School Leavers and Graduates

A new British Chambers of Commerce survey has revealed that employers are becoming increasingly wary of hiring school leavers and graduates as they lack key skills needed in the work place.

Nearly half of the 2000 businesses surveyed said that they would be 'fairly or very nervous' about hiring someone who had just finished their A-levels.

The report warns: 'Too many young people are coming out with fairly useless degrees in non serious subjects.

"In general, younger people lack numerical skills, research skills, ability to focus and read, plus written English."

Dr Adam Marshall, director of policy at the British Chambers of Commerce, said the fault lies with the education system, not the young people themselves.

He said new courses spring up because there is demand from students – but not necessarily from business.

Dr Marshall said: "There may be a course in underwater basket weaving, but that does not mean anybody will actually want to employ you at the end of it."

"Despite high levels of unemployment, many micro firms are frustrated by the quality of applicants for vacant roles.

"There is a real mismatch between business needs and local skills supply. Many businesses are unable to find school leavers or even graduates with the right mix of skills."

Dr Marshall said he is desperate for the country to listen to business and create the right courses to fit the jobs that are available.

More than half of the micro firms surveyed want to employ new workers over the next four years, but fear they will not be able to find suitable candidates.

When asked how they do hire workers, many said they rely on their own family, personal contacts and people who have been recommended.

PWC in Hull Boosts Team with Three New Graduates and a School Leaver

PWC's office in Hull has welcomed three graduates and a school leaver to bolster its assurance team.

These new starters join a group of 1,200 graduates and school leavers joining PwC offices all across the UK this month, including more than 120 across the North.

Matthew Gamble and Michael Lees, both University of Hull graduates, and Hui Zhang, who studied at Birmingham University, faced stiff competition, competing with 2870 applicants across the North – double the number who applied last year.

The Hull office has hired five graduates this year. These three new starters join Michael Pecora from University of Leeds and Michael Harrop of University of Hull who were recruited earlier this year. In addition, Natalie Smith is one of 12 school leavers across the North to have joined the firm this week through its Headstart programme.

Steve Simpson, assurance director at PwC in Hull, said: "Many of these graduates are the first of the financial crisis' generation, who began to study at the height of the recession. The recession and financial crisis marked a shift in attitudes towards understanding more about employability with students getting work experience earlier, rather

than just relying on the degree to get their foot in the door for a job.

"Those who start building their work experience portfolio early on have a much better chance of securing a rewarding role, and not being left in the frustrating position of post-graduation unemployment.

"The massive increase in applications we've received this year shows that students are back in the game. They are realising that despite many saying otherwise, there are jobs out there with top notch training schemes and excellent prospects."

The graduates will join the firm across its tax, assurance, consulting, actuarial, consulting and advisory practices across the North. This year's intake includes, for the first time, five technology jobs across the North covering IT risk, data assurance and business control systems.

In the first week of joining, the graduates will be involved in welcome activities which are all designed to understand the firm's culture and give an overview of its brand values. A focus of the graduate induction this year is sustainability, and the new joiners will participate in over 30 community volunteer projects across the UK in their first week, experiencing PwC's community programme first hand.

Applications open for 2012 student and graduate vacancies at the end of September, for at least 1,800 A level, internship and full time roles across the UK. The Hull office is planning to recruit another six candidates in 2012.

Health And Safety Made Simple for Humber Businesses

A new web-based guide has now been launched to help businesses understand what they must do to comply with health and safety law without getting tied up in red tape and bureaucracy.

'Health and safety made simple' has been developed by the Health and Safety Executive (HSE) and business organisations and is one of a suite of tools aimed at making things easier for low risk small and medium-sized enterprises.

The new guide is aimed at reducing the number of workplace deaths and injuries in Yorkshire and the Humber, where 23 people were killed last year according to the latest official figures.

The website acts as an entry point for employers who need help knowing where to start in meeting their health and safety responsibilities or for those confused by what is expected of them. It takes users through the process step-by-step, explaining what to do and how to do it. It signposts users to detailed guidance on specific topics and useful interactive tools, such as a quick and easy online risk assessment for offices.

The website also links to the Occupational Safety and Health Consultants Register (OSHCR) through which employers can search for a reputable consultant for extra help or support, though the website makes clear they are likely to be able to manage most aspects of health and safety themselves or with the help of their staff.

Chamber President Howard O'Neill welcomed the new guidance and support. He said:

"Anything that will minimise the burden of red tape for business organisations is to be welcomed. The Chamber is working with organisations like HSE to promote easing legislation and allowing businesses to get on with their real job."

'Health and safety made simple' and OSHCR were recently launched by employment minister Chris Grayling as part of a package of changes to Britain's health and safety system, designed to ease regulatory burdens on business and promote a proportionate approach to managing health and safety.

LEP Brings Changes for Chamber Policy Team

The Chamber's role at the centre of the Humber Local Enterprise Partnership has brought changes to the Chamber's policy team. Head of Policy & Communications Richard Kendall has been seconded to the LEP as Manager, where he will head up a small team of core staff.

Iris Trusca has joined the Chamber on placement from the University of Hull's Politics Department to

support the Chamber's other policy work, including the regular Area Council meetings. Iris can be contacted on **01482 324976** or email **i.trusca@hull-humber-chamber.co.uk**

Policy & Communications Assistant Maddie Childs has meanwhile left the Chamber to relocate with her partner to the South East.



China's expanding economy

China's economy continues to expand rapidly and, along with it, commercial ties with the UK and opportunities for Hull businesses.



Ronald Martin, HSBC

HSBC expects this growth to generate further significant opportunities for businesses looking to develop their products and services in new markets. Recent deregulation has further opened the Chinese market and enables an increasing number of Chinese trade partners to receive cross border payments in their local Renminbi (RMB) currency, in addition to their capacity to make cross border RMB payments.

HSBC launched a new service enabling UK businesses to open a UK domiciled RMB account which can then be used to trade with and make payments to mainland China in the country's own currency.

Therefore, commercial contracts can now be agreed in RMB, allowing Chinese suppliers to invoice and receive settlement from UK buyers in local currency, which enables them to avoid foreign exchange risks and costs.

China is the world's 2nd largest economy, the largest exporter and the fifth largest source of foreign direct investments. HSBC believes that the RMB currency

will become a top three international currency if it becomes fully convertible, with Asia and the emerging markets leading RMB trade and investment. The development of RMB as a global currency has been extremely quick: RMB is going to be not only a currency for China, but is likely to be used in trade settlements both regionally and globally.

Previously RMB was a restricted currency that could not be taken out of China, meaning companies had to change RMB back into US dollars or Euros to hold it outside China: the deregulation of RMB means companies can hold the proceeds of trade settlements in that currency. So first of all you could ask whether your supplier is registered to receive RMB as not all Chinese companies are yet. If they are then you could consider RMB as an alternative to USD payments and build this into your negotiations.

Those businesses seeking to become RMB-enabled first need to check their internal accounting systems can cope e.g. can your systems send out invoices and record payments in RMB? Businesses should also check their bank has the capability to handle RMB transactions – many don't as yet.

As RMB becomes more commonplace in the future, Yorkshire businesses that do not have the capability to transact in RMB may lose out if potential partners prioritise trading with RMB-compatible businesses. Similarly, those who have RMB capabilities may find they can negotiate improved trading terms with Chinese suppliers and purchasers.

While the internationalisation of RMB has begun, the currency is not yet fully convertible and businesses need to observe the existing regulatory

guidelines set out by the Chinese government (HSBC relationship managers are well placed to help businesses keep pace with the fast moving changes and help them understand how best to benefit from these.)

Businesses trading in foreign currencies always need to be mindful of foreign exchange risk; in the near future RMB is likely to be another currency that businesses must include in their considerations. On 24th August 2011 China's Ministry of Commerce said it will try to formally green light for Foreign Direct Investment (FDI) in RMB in September and a meeting on 8th September 2011 between the UK Government and Chinese Vice-Premier Wang Qishan helped cement this. If it is implemented, the rules will expand channels for overseas – acquired RMB funds to flow back into mainland China. The permission of Renminbi FDI may spur the demand and bring in more foreign exchanges.

HSBC has the international RMB advantage with its strength in mainland China and Hong Kong, as well as its global network of customers who want to trade in RMB: in November 2010 we became the first international bank to complete a RMB trade settlement across all six continents. This puts us at the forefront of providing current account capabilities and we're ideally placed to advise businesses on what RMB means for them.

HSBC 
The world's local bank

International Trade Centre Events Diary 2011

EVENTS

CHINA Trade Mission

15th – 21st October, 2011

Visiting Hong Kong – with the opportunity to visit the Canton Fair, Shanghai and Ningbo. Networking events, business match-making services and in-market support for all mission participants.

WT@1: Export Controls

19th October, 2011

The Export Control Organisation will be giving up-to-date advice and guidance on the goods and activities that are controlled, export licences and how to determine if one is required, sanctions in place against overseas countries and their impact on export controls and the support available to exporters.

Importing and Exporting:

3rd November, 2011

This event will provide a wide range of useful information for those companies either already exporting and importing or those who are looking at doing business outside of the EU. Topics will include: current import and export requirements; facilitative procedures to save time and money; new developments in EU legislation and HMRC procedures.

POLAND Trade Mission

14th – 17th November, 2011

This mission is multi-sectoral and has been timed to coincide with two seminars promoting the Humber Region in Poland. Opportunities exist for almost all sectors but particularly in: Agribusiness; Food and Drink; Ports and Logistics; Healthcare; Construction; Environmental; Infrastructure; Marine; Renewable Energy; Legal Services and Consultancy.

Export Preference

22nd November, 2011

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

2012 PREVIEW OF EVENTS

Trade Visits to India

India International Seafood Show
Chennai
February 2012

Viv India

Bangalore
February 2012

Trade Visit to Norway

North Atlantic Seafood 2012
March 2012

INTERNATIONAL TRADE COURSES

Developing Export Sales

Wednesday 16th November
9.15am-4.00pm

Importing

Thursday 24th November
9.15am-4.00pm

For more information about the above events or to reserve your place, please contact Lorraine Holt at l.holt@hull-humber-chamber.co.uk or on **01482 324976**

INTERNATIONAL TRADE CENTRE
WORKING IN PARTNERSHIP WITH



EU/South Korea Free Trade Agreement

The EU/South Korea Free Trade Agreement came into force on 1st July, 2011. The Prime Minister described this as a landmark deal that would reduce tariffs on 97% of all goods and services and that it represents "a huge opportunity to increase trade between both our two countries, to the benefit of business, consumers and economic growth".

He continued that South Korea has been one of Asia's fastest growing economies in recent years but British companies have faced challenges to enter the market in the past. This agreement, which he describes as being "the most comprehensive FTA the EU has ever negotiated", dismantles those barriers and gives British business, large and small, an enormous opportunity to boost exports. The UK attracted £2.25 billion of South Korean investment in 2010, which was more than double that of any other country in Europe.

Business Secretary, Vince Cable has said that South Korea is set to make the 10th largest contribution to world growth over the next five years and will become one of the most attractive export destinations globally.

However, many European firms are unprepared to take advantage of this new agreement and regulatory obstacles persist in several key sectors.

Although many tariffs have theoretically been eliminated, EU exporters must first register with their own customs authorities in order to take advantage of this. UK exporters must apply to HMRC to become an Approved Exporter. In order to become an Approved Exporter, HMRC will first need to carry out checks that products are of EU origin before issuing a Customs Authorization, which has to appear on the invoice to the Korean importer.

This is likely to represent a heavy administrative burden that could lead to a slow start and may discourage many smaller firms. According to the president of the EU Chamber of Commerce in Korea, only 30% of SMEs are likely to take advantage of the FTA.

For further information and guidance on the EU/South Korea FTA and on applying for Approved Exporter Status, please visit the following Chamber web page: <http://www.hull-humber-chamber.co.uk/1118/news/2011/08/eusouth-korea-fta-further-guidance.aspx>



Firms Combine on Hull Base for World-Leading Food Packaging Product

Nippon Gohsei and Neill & Brown Global Logistics have joined forces in a major development of new laboratory, manufacturing, storage and distribution facilities in east Hull.

The Japanese-owned chemical company, which already operates from the Saltend Chemical Park, has seen a huge increase in demand for its world-leading product Soarnol, which is used primarily by the food industry as a packaging material for preserving flavour and freshness.

Part of the new 60,000 sq ft facility at Marfleet Environmental Industries Park on Hedon Road will house new machinery for producing bespoke, compounded grades of the product, a key ingredient in supporting the shift to more sophisticated methods of food packaging.

Neill & Brown Global Logistics, which employs

90 people from its headquarters at Livingstone Road, Hessle, will occupy 40,000 sq ft of the total space to store and distribute Soarnol to customers throughout Europe.

Both companies will take on extra staff, initially creating 13 new jobs, 11 with Nippon Gohsei and two with Neill & Brown.

Noriaki Hamada, managing director of Nippon Gohsei UK, said: "The partnership with Neill & Brown and the new investment will enable us to meet the requirements of customers more efficiently and provide us with more space to carry out additional research and development".

Peter Brown, managing director of Neill & Brown Global Logistics, said: "We developed a good working relationship with Nippon Gohsei over a number of years and our business has grown alongside the success of Soarnol".

Nippon Gohsei started manufacturing the product in Hull in 2004 after being attracted to the area due to its geographical position and the raw materials that could be sourced from BP. It has grown to employ 90 staff at Saltend.

Paul Dixon, director of Warmsale Ltd, which owns Marfleet Environmental Industries Park, said that his board were delighted that the expanding local companies had been attracted to the site.

Hurstons Take on a New Apprentice

Hurstons Accountants and Business Advisors have taken on a new accountancy apprentice. Kirsty Mortimer has joined through Doncaster College as part of their apprentice scheme.

Pat Meadows, Assistant Principal at Doncaster College, said: "We are delighted to be working with Hurstons. It is essential that young people have the opportunity to work with reputable companies to pursue their career and the apprenticeship programme is the preferred route for them to earn while they learn."

Kirsty will be undertaking a two year apprenticeship with Hurstons, under the guidance of partner, Anthony Fairhurst.

He said: "At Hurstons we recognised the difficulty there can be in securing apprenticeships at the moment, as the opportunities don't seem to be available to young people nowadays. We also recognised that there is a need to bring up and coming talent into the accounting profession and we wanted to provide opportunities for young people to be trained into the working ethos of Hurstons."

As well as a new apprentice, Hurstons have also taken on Heather Benson, who has joined the team as a full time book keeper to support the existing accountancy staff. Heather has nine years' experience as the Credit Control Manager and also the Sales and the Purchase Ledger Manager for her previous employer.

Supplier Programme is Launched

Hull business BCG Bridgepoint Ltd launched its new Worthy Supplier Programme on October 12.

In tough times, buyers know they must work harder to identify suppliers who can offer competitive prices and value for money.



The £850 programme helps with the process by providing:

- an initial scoring session to establish your baseline capability,
- six full day workshops (giving you the chance to take ownership, in your own way, of the practices on which competitive success is based), and
- a final scoring session to give evidence of the progress your team has achieved.

Workshops are once a month giving you time to begin implementation before the next workshop. For further information or to book your place please contact Lisa Brewer on **01482 347592** or email lisa.brewer@bcg-bridgepoint.co.uk



Tackling the Fear with I Can Handle It!

Rachael Alexander, the owner of I can handle it!, delivers training workshops in organisations, based on the international best-selling book by Dr Susan Jeffers, Ph.D; 'Feel the Fear and Do It Anyway.'

The strategies create a workplace culture that allows employees to take accountability, responsibility and ownership.

They also help employees to manage their own emotional and mental well-being, preventing long term absenteeism and high staff turnover.

Rachael started the company nearly four years ago after finishing university.

She said: "I am passionate about educating organisations in the Humber region about emotional intelligence. Research shows that organisations who have employees who are high in EI have increased sales, improved customer service and retention, as well as better working relationships with all those involved in an organisation."

More details can be found at www.icanhandleit.co.uk.

Filling Your Vacancies

Pertemps People Development Group is a leading provider of Welfare to Work, training and recruitment services.

Founded in the UK, the group possesses in excess of 50 years' industry experience and expertise and has placed more than 100,000 people into work in the past decade.

It works with a wide range of employers – from multi-national organisations to SMEs.

The group understands that for many businesses, profit margins can be slim and recruitment has traditionally incurred a large cost. Its no-cost customised staffing solutions have been designed to provide maximum flexibility and candidates with extensive capability.

The company specialises in identifying the right people, using a vigorous pre-and post-employment recruitment and selection process.

The range of quality products and services, includes:

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- Free use of our interview facilities
- Competent, reliable and fully-trained candidates
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- Post-employment training solutions, enhancing the skills and productivity of your workforce

For more information, contact Pertemps People Development Group:

Shirethorn House, 37/43 Prospect Street, Kingston-upon-Hull, HU2 8PX

W: www.ppdg.co.uk
T: 01482 730140

A healthy workforce is a more productive workforce!

Do you want to give your staff a helping hand to improve their health and wellbeing?

A new scheme can provide businesses with under 250 employees benefits such as lower levels of absenteeism, increased staff productivity, improved staff morale and improved company brand. And best of all its completely free!

The Hearty Lives Hull scheme is a three year partnership between The British Heart Foundation, NHS Hull and Hull City Council. The workforce health scheme works in partnership with ABL Health to bring Small to Medium Enterprises a **FREE** 12 week programme, delivered onsite at the workplace.

The health in the workplace initiative covers healthy eating, exercise, stop smoking support, alcohol awareness and stress and anxiety management.

We provide a wide range of fun activities from Zumba work outs to smoothie competitions, from alcohol awareness activities, to stress reduction techniques.

In addition your company will be working towards the 'Healthy Workplace Award', a new scheme rolling out across Hull to reward businesses with an interest in their employees health, which can be accessed through NHS Hull. The scheme rewards the efforts and achievements of organisations in building a healthy workforce, a healthy workplace and a healthy organisation

As part of our programme we provide free training to create advocates in health promotion to ensure your healthy workplace is sustained in the long term.

All activities can be delivered during the day, after work or during lunch breaks, and are personalised to the needs of you and your company.

Rory Clarke, the Managing Director for local company J R Rix and Sons, said the programme was a win-win for his company and employees. He said;

“Having a healthy workforce is integral to having a healthy business. We are aiming to cut the number of sick days per year as that is a clear benefit to us, as well as increasing productivity, but our staff will also benefit from improved health, higher energy levels and fewer visits to the doctor. “Hearty Lives Hull is a fantastic programme that shows it is never too late to make small changes in your life which can result in big differences, and Rix is only too pleased to be able to offer these opportunities to our staff.”

Rory Clarke



FREE WORKPLACE HEALTH SERVICE

For more information on the Hearty Lives Hull Workplace Award Scheme please call **01482 303541**, or contact **adminhull@ablhealth.co.uk**



Chamber Goole & Howdenshire Business Excellence Awards

Entries are now being received for the second Chamber Goole & Howdenshire Business Excellence Awards, which will take place on Thursday 1 March 2012 at Goole Academy Conference Centre.

This is a glittering evening with first class entertainment and relaxed networking. If you want to become one of the winners then you need to make sure you don't miss the closing date which is Friday 18th November 2011.

Download your entry form and submit it electronically or post it off without delay.

Here are some great reasons to enter:

- It's free!
- You'll get some great publicity and recognition if you win. Just entering will help you evaluate your success.
- An acknowledgement of the contribution and achievements of your staff will boost their morale and motivation.
- A press release will be presented 'hot off the press' at the awards dinner for all winners. Finalists and winners will be provided with a logo to use on their literature. Winners' individual videos will be produced and will be available after the awards dinner.
- Reaching the finalist stage is a commendable achievement as entries will have been subject to a rigorous judging process.

What are the Categories?

Learning and Development

Tell us about a learning and development activity which has had a real impact on your business performance.

Innovative Business

Here we are looking for how your business has been successful by being innovative. This might be an innovative product or service or an innovative way of doing business.

Contribution to Community (Commercial)

We are really interested to hear from businesses who have had a significant impact on the community, this might be the local residential or business community.

Contribution to the Community (Third Sector)

This category is for charitable or not-for-profit organisations who have made a significant positive impact on the community.

Customer Service Excellence

Here we are looking for a nomination from a customer or client regarding excellent customer service received. This could be from a supplier or trades person in a retail environment.

New Business

This category is open to those businesses established since January 2009 and we want to hear about how you set up, what success you have had and how you have achieved it.

Business of the Year (under 20 employees)

You will have fewer than 20 employees and be able to tell us how you have achieved excellence.

Business of the Year (over 20 employees)

You will have more than 20 employees and be able to tell us how you have achieved excellence.

Employee of the Year

This category is open to businesses who want to nominate an employee who has individually achieved excellence. Please note that you can nominate an employee from any business eg. someone from a supplier that has gone that extra mile for you.

There will also be one overall **Outstanding Business of the Year 2012 award** which will be selected by the judges from all the 8 categories above.

For further information please visit www.goolebusinessawards.co.uk email: info@goolebusinessawards.co.uk or call 07974 079735



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01

Grimsby Networking Event

The July Member's networking event was held at the award-winning Humber Royal Hotel Grimsby, where Members were able to experience at first hand the benefits of the £2 million refurbishment the hotel has recently undergone.

The hotel kindly sponsored a drinks reception and, given the fine day, Members ventured out onto the terrace for a spot of informal networking after speed networking and before lunch.

Sponsors for the event were NELC's Health in the Workplace programme. Programme Manager Dan Pyrah addressed members on the programme of work aimed at improving the health of businesses and their employees in North East Lincolnshire.

The scheme offers free advice and support to local employers; ranging from free training for staff to a comprehensive programme of work leading to recognition by the Healthy Workplace Awards Scheme, as well as subscription to a regular newsletter and online personal well-being resource.

For further information on the programme and to register for the scheme visit www.nelhw.co.uk



02

01 Sponsors N E Lincs Health in the Workplace Dan Pyrah(left) and Mike Mortlock with Richard Rowell(right), Vice Chairman of Chamber in N E Lincs.

02 Simon Moloney (left) of Prontaprint and Ray Nolan of Harlequin enjoy a drink on the Terrace.

Chamber Events Diary 2011/2012

Joint Chamber Business & Networking Event, in association with Lincolnshire Chamber

Thursday 17 November 2011
Market Rasen Racecourse

Members' Speed Networking and Lunch

Friday 25 November 2011
The Vikings Hotel, Goole

Members' Speed Networking and Lunch

Friday 20 January 2012
Venue TBC

Sponsor: Humberside International Airport

Chamber Annual Dinner

Friday 27 January 2012
Ramada Hull Hotel, Willerby

Goole & Howdenshire Chamber Business Excellence Awards

Thursday 1 March 2012
Goole Academy Conference Centre

AGM/Members' Speed Networking and Lunch

Friday 2 March 2012
KC Stadium, Hull

Chamber Expo 2012

Tuesday 12 June & Wednesday 13 June 2012
The Bonus Arena, Walton Street, Hull

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. Any staff of a Chamber Member can attend these.

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



Meeting Sporting Challenges Head-On

Adam Pearson is a man who likes a challenge. Not only is he head of football operations for Hull City but he recently bought the Rugby League club Hull FC.

Adam Pearson

**Owner Hull FC Rugby League Club,
Head of Football Operations
Hull City Association Football Club**

Both clubs are Chamber Members.

Both clubs have found themselves facing tough times in recent years and Adam acknowledges that much work needs to be done to restore them to former glories.

So, given that the football job is in itself a major challenge as the Tigers seek a return to the big-time, what persuaded him to take on another equally big task? And can he do both jobs?

Adam said: "It was not an easy decision to make but it felt right. I think buying the rugby club satisfied an entrepreneurial need within me. There are also similarities between the two clubs; they are both in the sporting field, which is something I enjoy and they share the KC Stadium.

"I have a lot of experience in the sporting field and buying the rugby club was a good opportunity. In addition, Hull is an area I know well so it all made sense.

"I had actually investigated buying the rugby club on 2001 but it did not happen then. This time, the situation was different and the owners agreed to sell.

"I believe I can do both jobs; the rugby club will be run by the executive team, responsible to me as the owner."

"I have a lot of experience in the sporting field and buying the rugby club was a good opportunity. In addition, Hull is an area I know well so it all made sense."

Adam was speaking at Hull City Football Club's Cottingham training ground and his relationship with that club goes back a number of years.

He has been associated with the Tigers since leaving his post as Leeds United commercial director to become City chairman in 2001. He sold the club in June 2007, before becoming executive chairman with Derby County later that same year. He returned to the KC Stadium in November 2009.

For Adam, there is no division of loyalties when it comes to bringing success to both football and rugby club. Indeed, he believes that having three successful sporting clubs - and he includes Hull Kingston Rovers in that - can only benefit the city.

He is excited about the challenges of owning the rugby club, which ended 12 years of control by a five-strong board of directors, led by chairwoman Kath Hetherington.

He said: "The rugby club has a very strong tradition and a good supporter base, but over the past three or four years it has under-achieved on the pitch. I believe there is a lot I can bring to the club, including investing. For instance, the training facilities are poor and there are improvements we can make to the Academy as well as investing in new players.

"This is a club with a great tradition and I think we have to aim to be challenging for a top four Super League spot and for the Challenge Cup inside a year.

"I believe that it is important that the city has three strong sporting clubs. I hear people say that that there is a possibility that Hull FC will merge with Hull Kingston Rovers, which is laughable. I do not want that to happen and neither do they. Yet, however many times I say that the merger will not happen, someone still asks the question.

Apart from anything else, the game would lose a famous name if the two rugby clubs merged.

"I do think we can work closer together, which is why we have reintroduced the friendly match between the clubs, but a merger simply is not going to happen. In my view, it is important for the city to have three successful sporting clubs. I want to see the two rugby clubs and the football club all be successful."

Adam cites business reasons as well as sporting ones to back up that belief. He said: "Having sporting success improves the city's economy. People go into work on a Monday with a smile on their face and productivity goes up. It also improves the city's reputation."

He points to the football club's success and travails over the years to illustrate the point that a successful sporting venture can bring positive outcomes and that a failing one can reflect badly on an area.

Optimistic that the Tigers are heading in the right direction, he said: "If you go back 14-15 years, the football club was bottom of the Football League, propping up the 92 clubs. It had become a ballroom joke.

"Now we are looking to get back into the Premier League as soon as possible. We enjoyed being there last time and we want to get back.

"The football club owes so much to the Allam family. They have put £50 million into this club and without it, it would have gone into liquidation. Not administration, straight into liquidation. They have been unbelievable in their support.

"We have a good squad here, now all we need is a little luck on the pitch."



A Complementary Approach to Modern Healthcare Needs

Not so long ago any mention of needles in connection with healthcare would probably have brought to mind images of syringes for medicine or vaccinations.

But with the rise in popularity of complementary therapies, a reference to needles today could just as easily mean acupuncture.

Acupuncture is a branch of traditional Chinese medicine involving the insertion and manipulation of needles in the body to restore balance and energy and help healing.

According to the British Acupuncture Council: "Today, traditional acupuncture is practised all around the world and clinical trials are now confirming its efficacy. More and more people are able to benefit as traditional acupuncture becomes a recognised option within standard healthcare."

A study compiled by the University of York has highlighted that an increasing number of patients are using acupuncture for supplemental pain relief due to its ability to stimulate the central nervous system. Those patients who received acupuncture reported lower pain levels and used fewer pain killers.

Acupuncture is also playing a bigger part in the way people tackle mental health issues, including stress, depression and phobias. A recent article by Anxiety UK attributed the effectiveness of acupuncture in treating anxiety to helping to establish the causes, not just treating the symptoms themselves.

And as far back as May 2009, the National Institute for Health and Clinical Excellence (NICE) added acupuncture to its list of recommended treatments for back pain sufferers.

Westfield Health recognises the increasing popularity of complementary therapies as well as the importance of keeping health cash plan benefits relevant and appealing.

Westfield's Chamber Primary Health Plan includes a therapy treatments benefit which provides

money back towards the cost of acupuncture, chiropractic treatment, homeopathy, osteopathy and physiotherapy for Members' staff.

Chiropractic treatment is claimed to be beneficial for people with neck, shoulder and lower back problems. Back pain is one of the biggest causes of absence facing UK employers today.

According to the Which? Guide to complementary medicine, homeopathic remedies are thought to be good for hay fever, asthma, eczema, migraine and stress-related problems.

Osteopathy is used to treat a variety of musculoskeletal problems, while physiotherapy uses massage and manipulation to promote healing and wellbeing, often after an injury or in cases of post-operative treatment and rehabilitation. Post-operative recovery time is one of the top three drivers of absence among manual and non-manual workers, according to the Confederation of British Industry.

The Chamber Plan's therapies benefit enables Members' employees to claim money back towards the cost of treatment provided by a qualified and registered practitioner who is a member of an approved professional organisation.

The Westfield Health Chamber Primary Health Plan is available to all Members of Hull & Humber Chamber of Commerce, providing cash back towards the cost of therapy treatments, as well as other forms of healthcare, including eye care, dental treatment, physiotherapy and diagnostic consultations.

The plan also provides fast access to MRI, CT and PET scans, a 24-hour counselling and advice line and up to six face-to-face counselling sessions or cognitive behavioural therapy sessions.

For more information, please contact Westfield Health on **0845 602 1629** or visit **www.westfieldhealth.com/chamber**



The Four Pillars of Negotiation Excellence

Phil Slater, Senior Consultant with Negotiation Resource International, examines proven methods of providing a solid structure and a useful framework in which to plan your journey to the best deals possible.

PILLAR NO 1 – PEOPLE

There are four fundamental areas to focus on here: value, respect, warmth and toughness. Value and respect mean we have to value the other party's view and respect the fact that it will probably be different from ours.

Our approach and behaviour need to be warm with the people but tough on business needs. We need to be assertive at every opportunity as opposed to aggressive or a push over.

PILLAR NO 2 – THE KEY PERSUADERS

These five persuaders are emotion, logic, threat, bargain and compromise. It's always worth remembering that emotion, logic and threat are free one-way movers. If we use these persuasion methods effectively whilst valuing and respecting the other party through a warm and tough approach, they will move towards us without any cost to our business. When we begin to bargain and compromise there is a cost to us.

PILLAR NO 3 – PROCESS

There are six phases to any successful negotiation starting with preparation and planning, then opening, testing, moving, concluding and reviewing. If we manage the process well, we will save time and achieve better results.

PILLAR No 4 – PLOYS

Ploys are the tactics that are used during a negotiation which are often seen as manipulative ways of gaining movement eg. silence. As such, they have their place in a short-term 'winner takes all' negotiation, and certainly the buyer needs to be able to spot when they are being used, but they should be used with caution in any negotiation where the ongoing relationship matters.

Providing a Unique and Innovative Service

Jark Industrial, based on George Street in Hull, is a leading recruitment business across the region which has been established since 1996.

The company provides a unique and innovative service throughout Hull and the surrounding areas. Jark Industrial is successful due to its dedicated staff, and its adoption of a professional hands-on approach to recruitment.

Jark provide a full recruitment solution, from temporary workers to contract and permanent staffing solutions .

The team have a wealth of experience in the local area and are headed up by senior sector manager Graeme Sutton. Graeme has worked in recruitment for more than 10 years and is committed to providing his clients with experienced and knowledgeable temporary workers.

Graeme said: "My team are dedicated to advising on best practice and working in partnership with our clients to make sure we meet each and every one of their needs. We are fully prepared for the Agency Workers Regulations, which came into force



this month (October), and use stringent compliance procedures throughout our recruitment processes."

Jark Industrial can supply: warehouse staff – from picking and packing to fork lift drivers – manufacturing staff, grounds maintenance staff, cleaners and food processing and packaging workers. Jark Industrial are proud to operate a service 24 hours a day, seven days a week.

It has offices throughout the UK but the local branch is at: 11 George Street, Hull, East Yorkshire HU1 3BA

T: 01482 219 777

www.jark.com



How to Bring Solar into Your Business

Solar power is the practical way to secure strong returns on investment thanks to Government led incentives. However, there are ways to get these returns quickly and effectively without disrupting commercial operations.

One company which says it has the right solution for commercial clients is Spencer Solar, part of the Spencer family of companies. Spencer has experience managing projects on industrial estates, ports and power stations and electrical engineering experience up to 33KV. This background puts their solar company in a strong position to deliver 'cradle to grave' solar power to frameworks such as the Yorkshire Purchasing Organisation, Suffolk County Council and Oxfordshire County Council.

Paul Gratton, from Spencer Solar, said: "We can install a 50kW system in Hull for as little as £110,000 with an estimated return on investment of up to 21 per cent. This represents outstanding value and is possible thanks to exclusive distribution agreements which we have acquired.

"Importantly, our teams are well prepared to operate safely and efficiently in all environments. It is not enough for an installer to have just a basic grasp of electrical work, as they must understand

that any kind of disruption to a client's operations will unnecessarily cost the client money. They must also be able to provide bespoke solutions to older roof spaces or unusual site layouts, so a team of well qualified designers and structural engineers is of paramount importance."

For more information, call Spencer Solar on (01469) 532445 or visit www.spencersolar.co.uk



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Delivering Hospitality for more than 20 Years



Chamber Member, The Country Park Inn in Cliff Road on Hessle Foreshore has been located on the banks of the River Humber for more than 20 years.

In that time, it has gone from strength to strength developing from a small public house and restaurant to a fantastic riverside bar, events suite with facilities for up to 400 guests and a separate annexe building housing eight bedrooms.

It is currently awaiting feedback from the planning department for proposed plans for a 50-bedroom extension.

The Shoreline Suite provides two smaller suites which can be adapted to suit all events from

conferences and corporate dinners to weddings. The hotel also holds a Civil wedding and partnership licence, private parties and charity fundraisers.

The hotel has recently introduced a bespoke Asian Celebrations package, which allows the community to tailor their requirements to create their own individual event.

For a copy of any of brochures, including the Christmas Festivities 2011 brochure, please feel free to call one of the team on 01482 644336/640526.

You can also email jason@countryparkinn.co.uk or visit www.countryparkinn.co.uk

Telephone: 01482 640526.

Telephone/Fax 01482 644336



Allguard Legal Services Ltd

Fran and Fred Sellers, who run Allguard Legal Services Lincolnshire, live at and run the business from Scartho, Grimsby.

Prior to becoming Consultants, Fred was a Warrant Officer in the Royal Air Force with 25 years' service and Fran worked for Marks & Spencer.

Allguard Legal Services Limited is part of the Skipton Building Society Group of Companies, making it part of one of the largest and longest established Will Writing Companies in the UK. Fran and Fred are Members of the Society of Will Writers and off P.A.L.S., and are professionally indemnified by a leading P.I. Insurer.

Fred and Fran have two other Consultants, Julie, who works in the Louth area, and Natalie who looks after the Barnetby and Scunthorpe area.

The Legal Team includes a Company Lawyer, as well as associate Trust Lawyers and a team of Will Writers and Legal Admin Staff.

Allguard offer a totally 'bespoke' Will Writing Service. It also has an excellent team of Estate Planners who cover all aspects of Inheritance Tax Planning.

Fred will come to your home, at a time to suit you, and offer a totally confidential service at an extremely competitive price. He be contacted on:

Tel : **0845 056 4437** (24 answering service),

Mob: **0794 0198 634**,

Email: fred.sellers@allguardwills.co.uk

Website www.allguardwills/fred.sellers

Getting the Right Furniture

Simple Office Furniture Ltd, a local office furniture dealer, serving both commercial and home offices, offers low cost office furniture solutions whilst providing a friendly, efficient service.

The company has a great range of products at competitive prices, with payment options to suit everyone.

Simple Office Furniture Ltd can supply products to suit all applications, including offices, factories, educational/training facilities, call-centres and business centres.

Following further investment, the company recently moved into larger premises for the third time in three years.

The company, which is based in Chamberlain Road, Hull, can provide free product advice, CAD design, space planning and project management. More information is available on www.simpleofficefurniture.co.uk to view the full range and offers. Special 10% discount for Hull and Humber Chamber of Commerce Members.

In addition, Simple Enviro Limited has been created to provide a means of recycling office furniture. The company is dedicated to diverting the majority of products from landfill and streaming them towards charity organisations and new 'Start Up' businesses, whilst at the same time looking to offer opportunities for new training skills within the industry.

With the support from Hull City Council and major local companies, the team collects redundant furniture and supplies it to the new business sector and local charity services in the first instance and otherwise for general sale

A partnership with Hull Training provides an opportunity not only to provide new learning skills, but employment wherever possible, to partially disabled people.



We strive to offer excellent value and a genuine, local Lincolnshire service.

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flexible seating for 2 to 6 clients, work stations for files and computers and an electric privacy screen to allow you to hold confidential conversations, make this a flexible, cost effective alternative to rail travel.

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Business conferences, company dinners and corporate entertaining are a normal part of our business.

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The complex is located in a rural setting close to the A63 and M62, within easy reach of Hull. The extensive building is an attractive venue with easy access and extensive parking.

The ground floor has a level entrance leading through a foyer to a large hall with private bar and adjacent patio area. This would be ideal for your civil ceremony or wedding reception.

The first floor has three suites which are ideal for conferences, seminars and presentations or a more intimate wedding ceremony or reception. These rooms can cater for 10 to 50 people. There is disabled access to the first floor by an internal lift.



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APPRENTICESHIP GRANT SCHEME



Help for businesses in North East Lincolnshire

Are you:

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- a business that wants to grow?
- not had an apprentice in the last 12 months?
- can create a new apprentice opportunity that has not existed before?

If you can answer YES to all of the above ...

you may be eligible to a £2,500 grant towards the cost of your apprentice wage

- We will identify your recruitment needs
- We will advertise your vacancy for FREE
- We will select suitable candidates for your selection process
- We will organise the interviews for you
- You make your choice

As an approved training provider we will administer the grant on the partnerships behalf

If you would like to benefit from this grant offered by North East Lincolnshire Council contact us on the number below



WAGE INCREASE FOR APPRENTICES

From the 1st October 2011 a National Minimum Wage (NMW) for apprentices has been introduced for young people aged 16-18 and those aged over 19 in the first year of their Apprenticeship. The new rate is £2.60 per hour. The new NMW applies to time working plus time spent training as this is also part of the Apprenticeship. Anyone not covered by the age category above will be entitled to the NMW appropriate to their age.

BUSINESS COURSES

OCTOBER

- 20th Advanced Sales Business to Business (am)
- 20th Providing Direction (pm)
- 26th Sales Negotiating—Influencing People (am)

NOVEMBER

- 10th Credit Control
- 15th Advanced Management Skills (am)
- 15th Facilitating Change (pm)
- 16th Developing Export Sales
- 23rd Importing

Full course details available upon request

CUSTOMER REVIEWS

Managing Self & Developing Interpersonal Skills – “It was the most enlightening class I’ve ever taken! and a lot more interesting than other management classes I have attended ... I can’t wait to take the next course”

Sales Negotiating – “Excellent course and very informative, will help me progress with my sales career”

Advanced Management Skills – “Could have listened all day and still come back for more!”

Developing Export Sales – “Course was excellent and could not be improved”

We can offer apprentices in the following areas.

- Business and Administration
- Customer Service
- Warehousing and Distribution
- Health and Social Care
- Heating, Ventilation, Air Conditioning and Refrigeration

We can also up-skill your staff in all of the above vocational areas and more including; adult literacy/numeracy or choose from our range of one day business development programmes.



For further information please contact:
Carol Gill on

01482 611896

or email c.gill@chambertraining.com

“Chamber Training is committed to the equal opportunities, welfare and safeguarding of all its learners and expects all staff and partners to share this commitment” - (a wholly owned subsidiary of Hull and Humber Chamber of Commerce)

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Investing in your future

Alan Wood & Partners Engineering skills in Yorkshire & Lincolnshire

Alan Wood & Partners has more than 40 years experience of offering a wide range of services to their clients, as civil and structural consulting engineers, building surveyors and project managers. This expertise has so far been put to good use on more than 30,000 projects for clients including developers, the public sector, the food industry, house builders, construction companies as well as industrial and modular buildings.

Having started in Hull, the practice now also has offices in Scarborough, York, Louth (Lincolnshire) and Sheffield and, according to Managing Director, Chris Medlin, "This remains our key area, although we will carry out commissions for work anywhere. We pride ourselves on being able to offer the full range of civil, structural and surveying consultancy services, either in-house or by working with a local partner to provide the appropriate expertise. The design, draughting and management of civil and structural projects is supplemented by topographic surveys, flood risk assessments, party wall surveying, Geotechnical investigation, traffic assessments, CDM Co-ordinator role, expert witness services, blast design and modular building design. We believe that this is quite novel for a practice of our size, across our five offices. We are small enough to be able to provide a highly professional individual service to our clients and yet large enough to offer a complete package. We have built up a great breadth of clients and in the majority of cases, we have worked with them for many years on repeat business."

With our highly-qualified and skilled specialists, Alan Wood & Partners is an ideal partner for work in the expanding renewable energy sector. Having five offices in the Yorkshire and Lincolnshire areas means we are firmly rooted in a region at the heart of the green energy revolution.

Alan Wood & Partners has experience working on various renewable-related projects including port sites that will form the bases of the offshore wind energy



industry. Previous work has also seen our experts incorporate sustainable and low-energy solutions into award-winning developments.

One of the Practice's specialities is SUDS – Sustainable Drainage Systems – and they have the software to do everything from flood risk assessments to rain water harvesting and on-site water storage. They provide site waste management plans, which clients and contractors now have a legal responsibility to provide and another unique aspect is that one of the Associates in the York office is one of only about 25 CARE engineers in the country, and this enables a growing amount of work on historic buildings.

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- Geo-environmental Investigations
- Historic Building Services
- Land Remediation Advice
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- Marine Works
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- Project Managers
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- Structural Engineering
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- Traffic Assessment



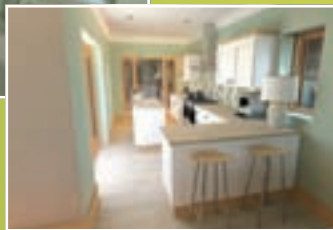
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Hull
HU5 1LD
Hull: 01482 442138

Other offices
Sheffield: 0114 2541307
York: 01904 611594
Scarborough: 01723 865484
Louth: 01507 610784
Email: eng@alanwood.co.uk
Website: www.alanwood.co.uk



Eco Modular Buildings are delighted to announce they have now settled into their new factory in Hull, on Copenhagen Road. We are also proud to welcome the arrival of Mags Greaves & Ken Clark to the management team. "Eco Modular Buildings" are a truly dedicated and enthusiastic team, offering more than a 100 years of technical and associated experience in modular construction, we pride ourselves that we will endeavour to offer our clients a truly bespoke service, our ethos is that "modular buildings" are not just temporary but a long term solution and can be made to look stylish & attractive. When choosing Eco Modular Buildings you know your with a company that strives for perfection and excellence in everything they do.

It gives us great pleasure to unveil our NEW "Cotswold" range, the "Cotswold" gives you a 108 sq metres of luxurious and comfortable open plan living space. The "Cotswold" is our most eco enhanced log cabin to date. The "Cotswold" is built using only FSC certified products low energy heating & LED lighting.



"Eco Modular are a professional and approachable team that worked closely with me to deliver our new office which we are all delighted with at Miniflex. It was a pleasure to work with them and I would highly recommend them."

Miniflex, Paul Ekpenyong



Our new double classroom “think” building offers you 180 sqm of floor space complete with state of the art teaching equipment combined with a comfortable learning environment. “Think” comes with both female, disabled and males toilets along with ample storage facilities, solar panels, sedum L “green” roofs LED lighting and enhanced acoustics, are just a few of the eco friendly products that we can provide to further improve your learning environment.

“Eco Modular have been considered as preferred contractor to deliver the new Sixth Form extension, owing to both a high quality product being offered and a very competitive price. The scheme involves the creation of 4 new classrooms that can accommodate up to 25 students in each one and will be linked to the existing building.”

Senior Project Manager, Justin Harvey Bennett

Unique, beautiful, versatile and enduring, these are just a few of the complimentary comments made about our range of fantastic log cabins. It is a pleasure to work, play or simply relax in a genuine log building, while feeling the cabin 'breathe' around you, creating the aura of a healthy and relaxing environment.

“Rawfield were easy to work with, listened to what we wanted and brought the project in on time and on budget. What more could you want!”

Alnmaritec, James Curry



We were tasked with, coming up with an idea for Selfridges on Oxford Street London to design and build an eco friendly office and archive room, we are now in the final design stage and looking forward to delivering their eco friendly building.

“We chose Eco Modular Buildings because, of their refreshing outlook on design, a highly committed team that is focused on my business, a great partner for my resorts”

The Celtic Lake Resort @ Frisby Park
& The Celtic Lake Resort Lampeter, John Carney



Jobcentre Plus

Jobcentre Plus is an executive agency of the Department for Work and Pensions.

Launched in April 2002, Jobcentre Plus brought together the Employment Service and parts of the Benefits Agency that delivered services to working age people. Its aim is to help more people into work, more employers fill their vacancies and to provide people of working age with the help and support to which they are entitled.

Working with a range of partners, it promotes

work as the best form of welfare, helping unemployed and economically inactive people of working age move closer to the labour market.

Through the Get Britain Working measures, it encourages employers to open up more opportunities to jobless people and addresses the key skill needs in the region and sectors of the local economy.

It provides free high quality and demand-led services to employers, which help them to fill job vacancies quickly and effectively with well-prepared and motivated employees. If you would like to be involved with Get Britain Working or would like to know more, call the team on **01482 584809** or visit www.businesslink.gov.uk

The Value of Partnership

The Hull and East Yorkshire Hospitality Association (HEYHA) is dedicated to improving the business of hospitality in the Hull City Region.

There are currently 17 members representing more than 800 3 or 4 star rooms and event venues, while the Hull Truck Theatre, Hull College School of Catering and True-Budget Accom, a hotel booking agency, are also members.



Now in its fifth year, the association works to encourage visitors to the area. Members take turns to host one of eight meetings a year where there is sharing of best practice and opportunities for referrals and networking. The association also engages in joint lobbying and representation to improve the tourism infrastructure.

It works in partnership with local organisations and festivals to attract more people to the region. In recent years, it has supported VHEY, the Reytas, Larkin 25, The Comedy Festival, Beverley Food Festival, Beverley Folk Festival and the Bid's Yum food festival.

The association also runs joint promotions. Currently, in conjunction with VHEY, members have a 3-for-2 offer for 2011, as a precursor for an Olympics Offer next Summer – London rates are projected to be £350.00 average per night during the games. More information is available from www.heyha.co.uk

**Hull and East Yorkshire
Hospitality Association**

Swish Cars - Travelling in Style

An increasingly common sight at offices, airports, hotels and restaurants around the area is that of a formal business limousine delivering clients.

Richard Wish, the owner of Swish Cars, believes that a car journey should be used productively. This can mean working on a laptop, on files, holding a meeting with clients or colleagues, planning the upcoming appointment or simply relaxing and recuperating with a newspaper, coffee and biscuits.

The ability to stretch out and sleep after a long flight, using the blankets and cushions provided and with the privacy screen raised, can help the tired executive recover and be more productive the next day.

Comfortable occasional seating means that up to six people can be transported in style without reverting to using a people carrier.

The use of a coach-built car means that the limousine presents a professional image yet remains discreet and unobtrusive on the road while making a definite statement of serious intent.

"This is a real business car and clients realise that you have extended actual hospitality and respect to them when they are collected from a station, airport or hotel, or it has been used to go to a party or an evening meal," said Richard.

More information is available from richard@swishcars.co.uk www.swishcars.co.uk

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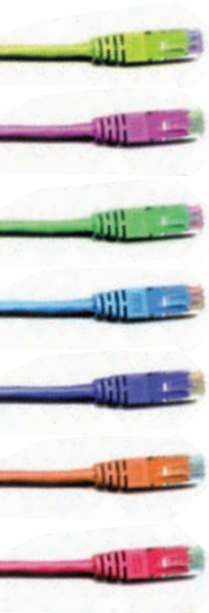
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Famous Plane Makes Landing at Brough



One of the most iconic British bi-planes, The Fairey Swordfish, returned to the skies for public viewing for the first time in more than a decade after being restored by BAE Systems engineers.

The Swordfish LS326 landed at BAE Systems Military Air Solutions at Brough after being displayed at the Southport Air Show. The aircraft, one of three surviving from World War Two, has not been displayed to the public for more than 10 years.

Since 2009 a team of highly-skilled engineers and craftsmen at Brough has worked to replace the wing spars, tailplane, fin, cabane struts and slats of the aircraft.

Nigel Blenkinsop, Brough Site Director said: "We have a long tradition of building naval aircraft, like the Buccaneer, the Phantom, and the Sea Harrier. Wherever possible we like to support endeavours like the restoration of the Swordfish. Our site has some of the most advanced engineering and

manufacturing engineers in the country and they relish the challenge of a restoration project such as this."

LS326 belongs to the Royal Navy Historic Flight (RHNF) at Yeovilton, Somerset, where it has returned after treating one of the key members of the restoration team from Brough, Andy Ayre, with a flight in the aircraft.

Andy said: "It has been a labour of love to return this aircraft to the skies. We have had to return to traditional manufacturing techniques like sewing and taping the aircraft's skin to the airframe. But while you're working on it you recall its history and it makes you determined to restore it to its former glory so it can be enjoyed by future generations."

Saving Money and Energy with Rapidserv

Solar Photovoltaic panels or solar PV panels, use technology which converts daylight into electricity. This can then be used to power homes and businesses. Also, through the Government's 'feed in tariff' you will be paid for all electricity generated whether you use it or not and you will be paid additionally for any electricity fed back in to the national grid.

The Government is offering a guaranteed 25 year incentive for installing a PV system to your home or business. Early take-up is encouraged as the later you leave it the less you will receive.

A 2.4kW retrofit system supplied and installed would cost approximately £11,000 giving a return of £1022.00 per annum.

RapidServ are MCS accredited so you can be confident your solar PV panels will be fitted by professionals. Further to this, the PV installations are covered by a two-year installation warranty. For further information call Louise on 01482 842802

Recycle for the Dove House Hospice Love You 2 Appeal!

The Dove House Hospice 'Love You 2' appeal is looking to raise £2.5 million to enable them to extend and re develop the hospice site on Chamberlain Road, Hull.

The hospice currently provides an extensive range of services completely free of charge to anyone over the age of 18 who has been diagnosed with a life-limiting illness and they also give tremendous support to family members, friends and carers.

There are many ways in which we can all help to raise these vital funds, but one of the easiest is by recycling items that most of us consider useless rubbish. The recycling of used printer cartridges and unwanted mobile phones can potentially generate a substantial and regular income stream as well as help preserve our planet for generations to come.

It is estimated that in the UK alone 30 million empty printer cartridges are dumped into landfill sites,



where they will take 1,000 years to decompose. 90% of these cartridges could be remanufactured or refilled several times before the component parts need to be recycled or disposed of. Any brand of cartridge will be accepted and those with no economic value will be broken down and the parts recycled or disposed of in a responsible way.

Mobile phones contain precious, expensive metals like Gold, Silver, Platinum, Copper, Lead and Mercury. These metals can be extracted from the handset during the recycling process and reused, thus avoiding the need to destroy natural habitats in third world countries caused by mining for these

precious metals. It is estimated that there are 80-90 million unused mobile phones in the UK alone. If you extracted all the gold from 80 million mobile phones and got 0.2 grms out of each, you would end up with 16000000 grms. (about 16 tonnes).

Please help us raise the much needed funds by supporting our recycling program and actively become a Toner Donor or a Phone 'r' Donor. Members of the public are welcome to leave their unwanted cartridges and mobile phones in the bins provided at: The BBC Open Centre (Queens Gardens), The Hull Mail Reception Area (Beverley Road) or KC's Reception Area (Carr Lane). Companies can contact us by email at recycle@loveyou2.co.uk to arrange a collection or, for more information on how you can support the appeal, please contact us by email at loveyou2@dovehouse.org.uk

Hull Set to be a Global Focus of Sustainable Development

The University of Hull is to host a major international conference next year. The 18th International Sustainable Development Research Conference on June 24 – 26, 2012, is expected to attract 350 visitors to the city from more than 40 countries.

Hull won a competitive bid to hold the conference on behalf of the International Sustainable Development Research Society (ISDRS), which aims to foster and communicate the importance of sustainable development in a global economy.

The conference, held in Hong Kong in 2010 and New York this year, will be jointly run by the University's Department of Geography and the Centre for Adaptive Science and Sustainability (CASS).

Dr Pauline Deutz, conference co-chair and a lecturer at the Department of Geography, said: "Given the evident problems that continue to have an impact on both people and the environment today, means to accelerate sustainable development are arguably required urgently."

Prof Stephanie Haywood, conference co-chair and director of CASS, said that it was a major coup to be chosen to host the conference.



From left: Conference co chairs, Professor Stephanie Haywood and Dr Pauline Deutz pictured on Hull's Corporation Pier

Experienced team is filling the gaps in business funding

When the banks can't deliver, MWS Business Management can offer a range of other funding options.

MWS Business Management has a proud history dating back 40 years but its priority now is to help other businesses build a secure and successful future.

Central to that is the recognition that business is tough, raising funding is difficult and banks are less willing and able to help than in the past.

But in spite of the economic climate, MWS Business Management is building on its impressive record of having raised more than £75-million in 10 years – an achievement based on a combination of experience, creativity and contacts.

Melvyn Sadofsky, who set up his own Chartered Accountancy practice 40 years ago, made the move 10 years ago to launch MWS Business Management.

The new business unveiled the concept of the "virtual finance director" and emphasised the importance of producing strong business plans based on accurate and timely management information.

"I did not really see it as a gamble when we launched the business so I can only say we have done slightly better than expected," said Melvyn.

The wider MWS Group consists of more than 20 companies supplying products ranging from Manuka honey to video DJ equipment and from Diamond Jubilee chess sets to power tools. All of them benefit from the expertise within MWS Business Management.

"All of our team are experienced in helping to run a business because of their involvement in MWS Group companies and they use that experience to support the clients of MWS Business Management," said Melvyn.

"They are experienced in dealing with clients who turn over between £1-million and £100-million



Neil Robinson (left) and Melvyn Sadofsky.

a year and who operate locally and nationally in a variety of sectors including manufacturing, distribution and construction."

Associate Directors Mike Gibbin and Sean Maloney have been part of the MWS Business Management team since day one and worked with Melvyn in his previous business.

Neil Robinson joined earlier this year. An experienced corporate banker, Neil learned his trade in Hull before driving the development of Bank of Scotland's SME strategy at national level.

"Neil helps us put together funding packages and is able to see things from a banking perspective," said Melvyn.

"But while we have a strong relationship with most banks it is important for us to have a second line of funding in viable situations where banks do not have the appetite to provide support.

"We can introduce companies to potential investors who will buy a stake in a business, we can find lenders who will support a project if it is viable and we are in touch with a number of equity funds."

An area of activity that has been added to the MWS Business Management portfolio, as a result of Neil's arrival, is business coaching.

"Neil is a qualified and experienced business coach and has enabled us to add a new dimension to our business that fits very well with our existing support to clients," said Melvyn.

"He has helped to develop our team and has also



Sean Maloney (left) and Mike Gibbin.

been contracted to support clients and help them to focus on their own objectives.

"It helps people identify what they are doing now, what they should be doing and how any problems can be resolved. It can be used to convert a negative situation into a positive and to turn a positive situation into an even more positive outcome."

The approach of MWS Business Management has not changed – providing support services that are beyond the scope of most general practitioners and strengthening relationships by becoming an integral part of client businesses.

"It was always the case that MWS would only succeed if our clients succeeded, so I am delighted with the progress so far. Our enthusiasm to expand the business further is as strong as ever," said Melvyn.



CONTACT

MWS Business Management Limited
6 Earls Court, Priory Park East, Hull, HU4 7DY.

Tel 01482 605444

Email mws@mwsbusiness.co.uk

Website www.mwsbusiness.co.uk



HERIB and Strawberry Improve Online Experience for People with Sight Loss

The team at Strawberry was given the opportunity to find out what it is like to use the Internet and access websites whilst suffering a visual impairment.

Their experience came ahead of designing and building a new website for HERIB (the Hull & East Riding Institute for the Blind). HERIB visited Strawberry, one of the region's leading marketing and web development agencies, and used simulation spectacles that recreate visual impairments from limited vision to complete blindness.

The whole team tried them out and were given different tasks to complete whilst wearing them.

James Greenwood, Strawberry's New Media Director, said: "Every website that Strawberry creates uses methodologies that we hope allows users with a visual impairment to use the site successfully. Whilst we've an experienced web team, I can safely say that we have never done this level of testing before and will take on board any lessons we learn along the way."

01 Strawberry's PR Manager, Sarah Roustoby, using HERIB's simulation spectacles with Strawberry's New Media Director, James Greenwood and the team from HERIB.

02 (Right to left) Strawberry web developers Adam Gilleard and Matthew Woods using HERIB's simulation spectacles

Olympic Team Chooses East Yorkshire

The Chinese Modern Pentathlon Team have chosen to base themselves at Bishop Burton College in the run up to the London 2012 Olympic and Paralympic Games.

College principal Jeanette Dawson said: "We are absolutely thrilled. The team of around four athletes will be training here and staying with us in our accommodation.

"It helps raise the profile of the College, both at home and abroad and firmly establishes us as a National sporting venue. It's great for Hull and the East Riding and helps put the region on the map."

The Chinese Modern Pentathlon Team, including the sport's current world champion Qian Chen, will use the training grounds at the College in the run up to the Games. Miss Chen is a real contender for Olympic gold in the

Modern Pentathlon after she took the world championships title in 2009.

Bishop Burton has recently invested £40million in an ambitious campus redevelopment scheme, which includes the Centre for Sport and Fitness and the Olympic-standard Bishop Burton Arena.



Chinese Modern Pentathlon Team - Qian Chen takes the Gold Medal at the 2009 Modern Pentathlon World Championships

"We are absolutely thrilled. The team of around four athletes will be training here and staying with us in our accommodation"

Local Business see Sales Rocket after TV Ad Campaign is success.

Local business Big Picture Media (UK) recently saw the companies' sales rocket following the broadcast of an infomercial they produced themselves promoting their services on Sky TV, the Co based in Grimsby, started promoting their video services to businesses in 2008 and have seen an increase in sales ever since.

Creative Director, Kevin Glancy explained that; "our success has been due to being great at what we do. Over the years we have invested in equipment and staff and believe that we now have the ingredients to produce quality video work for our clients that they can be proud of. On top of this, we also offer a service where they can download and use their videos on their website, promote them on YouTube and in some cases we can offer TV exposures on some of the programmes we produce at no extra charge."

The client base of Big Picture Media has seen them secure contracts with some very large Companies including, Auditel in Winchester whom have now had 6 videos made by the company, The Park Lane Hotel Group in Mayfair

London and the Company has produced over 50 videos for local businesses including, accountants, solicitors, training groups and insurance groups. Big Picture Media UK are now producing more and more infomercials for businesses that allow them to promote their business services and products on TV. Big Picture themselves produced an infomercial for their services that have now secured a further 50 clients and are looking to increase their staffing in production and editing.

The Company have also expanded their business and are shortly about to launch a new website where businesses can build and publish their own websites, and all customers have to pay for is their hosting which is a small monthly fee.

Kevin again explained that "over the last 6 months, we have businesses with us whom were paying a lot to their website designers for hosting, we charge a flat rate of £9.25 per month, this provides clients with not only the ability to design, build and create and take charge of their own websites saving them a small fortune, but we also provide essential tools such as, unlimited

bandwidth, unlimited emails, unlimited databases as well as stats that show the clients how many visits their website actually receives and where visitors come from, all vital for websites to work.

I also believe that clients that already have websites in place are also moving to us for a range of reasons, one we are locally based and contactable, we have a team of experts at hand, have a 99.9% uptime and for every client that moves their website to us or wants to build their own site, we also provide promotion for these websites by ensuring we promote them on our programmes, and of course, we provide an SEO service complete for as little as £40 per month as we know the financial climate and have professional staff that can deliver the services we provide".

If your business could benefit from a video, infomercial for TV, website hosting or want to build your very own website, you can contact us by calling our office **01472 359923** contact Kevin direct on **07961 382 620** or visit our website at **www.bigpicturetv.co.uk**



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without compromise

The Octagon is an award-winning, purpose-built conference facility incorporating a 260-seat conference room and 6 meeting rooms. Emphasis has been placed on design and practicality and the conference centre comes complete with everything you would expect from a first-class venue.

As part of **Goodwin Development Trust**, The Octagon also plays a vital role in investing the community of Hull, since all profits from the venue are used by Goodwin to help to fund projects that are aimed at improving the quality of life for local residents.

If you would like more information on The Octagon and how we can help you with your next event or if you would like a tour of the facilities please call the Hospitality Manager **Caroline Gill** on **01482 387488**, email: **cgill@goodwin-centre.org** or to make a booking email: **bookings@goodwin-centre.org**

For full details and room specifications go to: www.goodwintrust.org/facilities/octagon

www.goodwintrust.org



Local company, local service for the benefit of your business

2011 sees KRL Group Ltd celebrate their 26th anniversary in the photocopier industry. Having recently overcoming a management buyout KRL Group couldn't be stronger, rapidly expanding and taking on new staff to underpin the excellent after-sales and service they are renowned for throughout the city. Based in Willerby, KRL Group are the main dealers locally for Konica Minolta and Develop equipment, along with being an Alliance partner with Ricoh.

Managing Director George Baker said of the buyout: "We wanted to stay local and keep people's jobs here. Other companies may have moved operations down to London and lost local jobs but we wanted to avoid that. Also customer care is very important to us. We don't want to just sell our customers their first photocopier, we want to sell them their second, third and fourth and service the machines for them, too."

To see how we can help your business call **01482 657007**

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We are renowned throughout the area for hosting many conferences, meetings and corporate events.

Burton Mount Ideally situated in a secluded corner of Cherry Burton, far from the madding crowd and yet only five minutes away from Beverley and the motorway network to York, Hull and the M62.

A meeting room to seat up to 15 with the flexibility of two further rooms available for the smaller conferences. These provide a more intimate atmosphere for confidential interviews, business meetings, sales promotions or simply host your prestigious customer? Plus the full privacy of the whole of 'Burton Mount' and all its excellent facilities.

The catering is in the capable hands Pauline Greenwood and her staff who take a personal




and professional pride in their delicious home cooking which can be tailored to meet all your requirements.

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www.burtonmount.co.uk



In safe hands: SHE Knows' managing director Linda Crossland-Clarke

Chamber Member SHE Knows Strikes it Rich Abroad

The Humber health and safety training provider SHE Knows has struck it rich abroad with new contracts in Afghanistan, Kyrgyzstan, Oman, Singapore and Zambia.

From offices in Grimsby and Hull it is training construction workers in Oman and at the Camp Bastion military base in Afghanistan, gold miners in Kyrgyzstan, and copper and lime miners in Zambia.

"We have been able to build up a good level of business with personal recommendations in our key business sectors," says managing director Linda Crossland-Clarke, who founded the company in 2003.

"As well as extensive training for 1,500 contractors at a copper mine in Zambia, we are targeting new

markets in Finland, Peru, Singapore and South Africa."

SHE Knows has a turnover of close to £1m and employs 13 staff, and UK clients that include Conoco-Phillips, HETA and SMEs. The company won the Hull Daily Mail Small Business of the Year award in 2010 and 2009.

In Afghanistan, SHE Knows provided first aid training to construction workers enlarging Camp Bastion.

The contract in Oman, where SHE Knows has had an office since 2008, is for the UK construction company BAM, which is working on a petrochemical development in conjunction with Shell.

In Zambia, the company has secured ongoing work with the Canadian company First Quantum Mines, which has copper and lime mines across the country. This includes two-week CIEH Level 3 and NVQ Level 5 health and safety courses for mine workers.

SHE Knows trainer Bill Hind visited Singapore and Vietnam at the end of May in conjunction with UK Trade and Industry.

See: www.she-knows.com

Hull University Graduate Settles in the City

Fiona Hepworth has chosen to stay in Hull after her degree, rather than returning to her hometown of Huddersfield. Fiona is one of the lucky few who managed to secure employment, and in her chosen discipline, so soon after completing her Bachelor's degree in French with Marketing.

Fiona has been appointed as a Sales & Marketing Assistant with local IT Company, On-Line Computing Ltd. Founded in 1998, it functions as the outsourced IT department for many companies throughout the UK.

When asked why he chose to recruit a graduate, Rod, the Managing Director, confided, "At On-Line we believe in nurturing young talent. It's unfortunate that graduates struggle with that first step onto the career ladder; without companies willing to give them a chance, they are unable to gain that valuable experience."

On-Line employed Fiona based on her interview, which came weeks before her graduation and degree results. The Company was therefore delighted when Fiona discovered she'd obtained a 1st Class Honours degree. "During her interview Fiona demonstrated she was highly motivated, with a zealous enthusiasm to succeed in the world of business," Rod added.

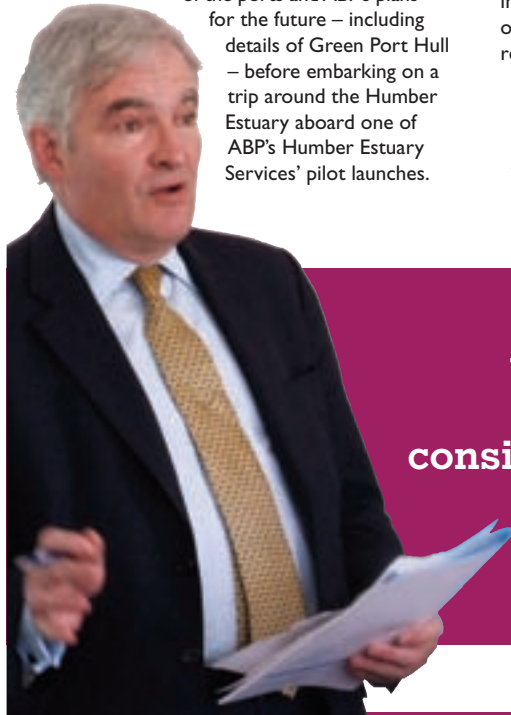
Fiona states, "I'm thrilled to have been given the opportunity to work at On-Line. I understand how hard it is to find a job after graduating; the competition is fierce and most employers are looking for people with years of experience. The work is challenging, but I really enjoy working with the On-Line team. I hope I can complement its already-established reputation in the IT world."

Port Hosts Visit by Under Secretary of State

Associated British Ports' (ABP) Humber Ports of Hull and Immingham hosted a visit by Lord Henley, Parliamentary Under Secretary of State, Environment, Food and Rural Affairs, to mark the forthcoming publication of the transport climate change adaptation reports, as required under the Climate Change Act.

As a reporting authority, ABP was served with Directions to report on the impacts of climate change in relation to its functions as Harbour Authority for the Humber, Hull, Immingham, and Southampton. The subsequent report was created by central and local input from the relevant Harbour Authorities and has been given the seal of approval by Defra.

During his visit, Lord Henley was given an overview of the ports and ABP's plans for the future – including details of Green Port Hull – before embarking on a trip around the Humber Estuary aboard one of ABP's Humber Estuary Services' pilot launches.



Lord Henley said: "I am pleased that ABP is developing a good understanding of the challenges that climate change could pose to its operations and considering these issues in its business practices.

ABP has some exciting projects in the pipeline which will additionally help the UK in its move towards a low-carbon economy."

Tom Jeynes, ABP Sustainable Development Manager Humber, said: "We are delighted to be able to welcome Lord Henley to our Humber ports and show him first-hand the progress we have made in helping to create a new green industry.

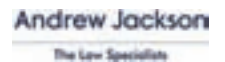
"While climate change impacts pose some risk to our operations, we will look to adapt our operations to cope with change, while we are responding to opportunities, including increases in short sea shipping as a modal shift, as well as opportunities related to the onshore and offshore renewable power."



Above L-R: John Fitzgerald, ABP Port Director Grimsby & Immingham; Lord Henley; Ian Schofield, ABP Engineering Director; Tom Jeynes, ABP Sustainable Development Manager Humber; and Andrew Firman, ABP Pilotage Operations Manager, aboard p.v. Humber Mercury

"I am pleased that ABP is developing a good understanding of the challenges that climate change could pose to its operations and considering these issues in its business practices. ABP has some exciting projects in the pipeline which will additionally help the UK in its move towards a low-carbon economy."

Lord Henley



Getting the Green Word Out

It has been described as the biggest boost to the region's fortunes in a generation.

The work going on to establish the Humber area as the country's renewable energy capital signals an historic opportunity for people and businesses.

With so many different types of organisations able to capitalise on the green energy market, there is a vital need for reliable communication and marketing. This is where Hull-based Footprint Renewables is helping businesses across the Humber.

Footprint Renewables is a public relations and marketing company working exclusively with the renewable energy industry. The company is part of the Mail News Media Group. The firm provides bespoke PR and media communications, print and brand marketing, advertising, research and event management.

Whether a business is new to the green energy sector, or has been established for some time, Footprint Renewables can help a company every step of the way.

Account director Andrew Morton said this support is even more crucial in a relatively new market like renewables, where the pressure to succeed is greater.

He said: "It is clear the Humber is entering a new chapter in its story, one that will see the area placed at the heart of the renewables industry."

"However, this wonderful opportunity also presents a challenge for all of us involved – we need to promote new products, to new markets, in double-quick time. If we don't create strong, powerful and convincing messages, then we will lose out to other areas and rival businesses. But, by carefully considering with whom we need to communicate, and how, then we will be able successfully to build on the work already going on and play a part in establishing the Humber as the leading renewables hub."

And this communication could include talking up the Humber's strengths to potential investors, a business wanting to secure support from decision-makers, or a firm wanting to inform the local community and individuals about its plans or job opportunities.

As a PR and marketing company that only works with the renewables industry, Footprint Renewables has specialist knowledge and relationships with key people – allowing a business to be better projected.

Andrew, a former senior newspaper reporter and news editor, said: "Our core skills and assets are in journalism, marketing, creative design, event management and sales."



"These are drawn from years of experience in journalism roles, market research, brand marketing, advertising and design for both print and digital media."

The specialist PR and marketing firm has played a leading role in the successful *Renewing The Humber* series of business conferences, the first of which was held at the University Of Hull in February, with the second taking place in September at the Forest Pines Hotel, North Lincolnshire.

Karel Newlove, key account manager for Footprint Renewables, said the events highlighted the huge potential of the renewable energy industry and the need for businesses to get their individual message and brand across to potential customers and the wider community.

Karel, who has more than 10 years of experience in sales and planning advertising campaigns, said: "Renewing the Humber has featured a wide range of businesses, from energy companies and engineering firms to training providers and hotels. Each has a role to play in this burgeoning market."

"A lot of work has already been done to help establish this sector in the Humber. But the effort can't stop now. If anything, we have to step up our work and shout louder, and more often, about our area and the unique marketing strengths of individual businesses."

To find out more about Footprint Renewables and how it can help your business, e-mail info@footprintrenewables.co.uk or call 01482 315101.



Law Firm One of First to Gain CQS Accreditation

Andrew Jackson has become one of the first law firms in Hull to secure membership to the Law Society's Conveyancing Quality Scheme (CQS).

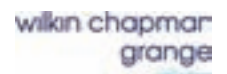
In order to secure CQS status the firm, based on Manor Sreet, Hull, underwent rigorous assessment by the Law Society and had to demonstrate good practice management standards, as well as efficient conveyancing practices. The assessment will be updated annually to ensure the firm maintains the required standards.

Rachel Foulkes, partner and head of residential conveyancing at Andrew Jackson, said: "We are absolutely delighted to have been awarded the CQS. It shows that we are a professional, quality practice, offering consistency of standards and competitively priced services."

Rob Penrose, managing partner at Andrew Jackson said: "Very well done to Rachel and her team for meeting the high standards required by the Law Society, which reflects the expertise of our conveyancing staff and the excellent service we offer to our clients."



Rachel Foulkes



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For more information contact Chris Felton of Ark Flood
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www.arkflooddefences.com

Unit 4, Eden Court, Eden Way,
Leighton Buzzard, LU7 4FY

Humber vehicle hire company gives safe advice

A Humber vehicle hire company has launched a drivers' guide to road safety as part of its commitment to promoting safer driving practises and to help businesses fulfil their duty of care obligations.

Northgate Vehicle Hire, which has seven depots in the region, has written the guide in association with road safety charity, Brake, to give essential road safety advice to motorists and businesses with commercial vehicles.

Northgate Yorkshire and Humber regional sales manager, David Grantham explains: "A main priority for businesses is to ensure that they fulfil their duty of care obligations. Driving is often the most dangerous activity they ask their staff to do on a regular basis, so it is essential that they have high safety standards. What's more, employers have a legal responsibility to take all reasonable and practical steps to ensure the health, safety and welfare of employees at work.

"We have produced the Drivers' Guide to Road Safety to give our customers, businesses with commercial vehicle requirements and other road users a quick access guide for safe driving practices."

The Northgate Drivers' Guide to Road Safety includes top tips such as how to judge stopping distances and maintenance issues to look out for as well a clarification of the laws on drink driving, mobile phone use and speed limits.

The guide also includes a self-audit questionnaire for fleet managers to assess whether they are currently achieving 'best practise'.

You can access the full Drivers' Guide to Road Safety at www.northgatevehiclehire.co.uk

David adds: "At Northgate we constantly strive to provide products and services to help our customers achieve the highest safety standards.

"Safety is at the forefront of what we offer - from

the fundamentals of ensuring that we provide modern vehicles that are regularly serviced to offering comprehensive fleet management tools such as digital vehicle tracking. We can even speed limit customers' vehicles."

Northgate Vehicle Hire is Humber's market leading commercial vehicle hire company with seven depots and supporting workshops in Leeds, Sheffield, Hull, Doncaster, Grimsby, Scunthorpe and Wakefield.

For businesses and long term hire Northgate offers Norflex, a flexible service which allows customers to hire vehicles on a long term basis without the constraints of a fixed period contract or the risks associated with ownership. Norflex allows customers to acquire, return or change vehicles without notice or penalty and offers a range of customising options including livery.

For more information, visit
www.northgatevehiclehire.co.uk

New Funding Support from HSBC Generates Growth at Allam Marine

Allam Marine, a UK-based manufacturer and global supplier of electricity generators, has today announced a refinance from HSBC's Corporate Banking team in Yorkshire.

The funding, which was provided in a deal lead by Corporate Banking Manager Mike Wilson totals £28 million, significantly increasing the company's working capital provision and providing the necessary funding for the development of an additional 65,000 square foot of factory space.

Hull-headquartered Allam Marine was established in 1981 by Assem Allam, an Egyptian-born entrepreneur, and has since grown to deliver sales of £132 million in 2010, with a pre-tax profit of £17 million. In June 2011, the company saw its best ever trading month, with sales of £21 million and a pre-tax profit of £2 million. Exporting currently accounts for 90 per cent of the business and the restructured funding will assist the company in its ongoing international growth plans.

Primarily manufacturing and distributing generating sets to developing nations with poor national grids, the company also supplies UK and European hospitals, schools and airfields with back-up generator systems in case of energy failure. The company has an impressive client list, including the Royal Palace in Dubai and Tottenham Hotspur football club. In addition, Allam Marine was responsible for providing generating sets to the villages of Sri Lanka in the wake of the Boxing Day tsunami in 2004.

Martin Lunt, HSBC's head of corporate banking for Yorkshire and the North East, said: "We have worked with Allam Marine for more than 20 years and have supported its growth from a fledgling business into the global success it is today. The company has established itself as a corner stone of the local business community and its success can be attributed to the forward thinking attitude of Mr Allam and his team in spotting a gap in the market and implementing a strategy to make the

most of the opportunity on an international scale. It is because of this innovative attitude that Allam Marine is thriving, and why we are delighted to continue supporting the business as it takes its next step forward."

Ehab Allam, son of the founder of Allam Marine and operations director at the company, said: "The increased working capital that the refinance has provided will allow us to continue our ambitious growth plans, including a £4million investment into the development of extra factory space which will enable the company to increase turnover by 50 per cent. Exporting is at the heart of our company's strategy and HSBC's extensive global footprint and on-the-ground international expertise make it a natural partner as we carry our plans forward."

Allam Marine's outstanding export strategy has achieved national recognition, twice winning the international trade category of the prestigious Queen's Award for Enterprise. Mr Allam was also recently awarded an Honorary Doctorate in Business and Philanthropy from the University of Hull, acknowledging his contribution to the Hull, and wider Yorkshire business community. The company prides itself on sourcing and using only UK components in its products – a fact reflected in the company strap-line of 'Made in Britain'.



The One Point Crowned Britain's Best Mobile Phone Dealer

LEADING Hull telecoms company The One Point has been crowned the UK's Best Mobile Phone Dealer.

The firm, based on Wincolmlee, beat off stiff competition to win the title of Mobile Industry Awards Dealer of the Year 2011 at a ceremony held at London's The Brewery.

The company was the only finalist from the north of England and triumphed over a number of dealers based in London and the South East to secure the top prize.

It has been hailed as a akin to winning an Oscar by The One Point managing director Martin Lauer, who said it was the highest accolade possible for an independent mobile phone company to win.

Mr Lauer said: "This award is the accumulation of nearly 10 years of hard work by the team. Receiving it is an enormous source of pride for me and proves that The One Point is at the forefront of providing the best mobile solutions available on the market today."

He added that although he had been overjoyed to win, he wasn't surprised the judges had chosen his company.

"We put a tremendous amount of work into all aspects of the business," Mr Lauer said.

According to the judges, The One Point's success was based on its "impressive integrated approach to services, its commercial success and media savvy way of publicising itself".

The company has moved from exclusively selling mobile phones in 2003 to now offering a fully integrated IT, Mobile, Telecoms and Digital Media and Online services to business customers across the UK.

On the night one judge commented: "The company has clearly positioned itself as a one-stop shop for its clients. You can tell they understand that sweet spot in the market and have built brand credibility out of their expertise." The Mobile Industry Dealer of the Year Award 2011 comes after The One Point was announced as runner up in the Royal Society Television awards for its online TV platform HullKR.TV on Monday last week, and winning Yorkshire Business of the Year in 2010.

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Last Word

Name Daryl Birden
Company Singleton Birch Limited
Job title Sales Director



What did you want to be when you were young?

Either a politician or a nuclear physicist – eventually I learned to control these destructive instincts!

What could you not live without?

My wife and children (diplomatic answer), my Amazon Kindle (high-tech answer), the gym (healthy answer), Johnnie Walker Black Label (real answer).

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

At the foot of a mountain, close to a lake, near an international airport and 30 minutes from a major city – any ideas?

What makes you angry?

Unfairness.

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

Bernard Cornwell and John Le Carre. They are my two favourite living authors and I would love to ask them some questions about their novels and to understand their views of the modern world. I guess that they would have fascinating stories to tell and that they might even get on!

What is the best thing about this area?

There is a real sense of community, from local areas right up to the people you meet professionally. There is a sense of common interests, working together with other local businesses in order to strengthen the region. This has practically disappeared in many parts of the UK.

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

A bag of jelly babies – but they would have to be on special offer!

What is in your opinion is the greatest invention ever?

The wheel. It is simple, versatile and efficient. Humans have refined it over tens of thousands of years but the basic principle remains unchanged.

What is most valuable lesson you have learnt in life?

The most rewarding experiences are the most challenging and the least comfortable. If it scares you, that is a great reason to do it!

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

An eagle. Living on top of a mountain and soaring over magnificent countryside all day. I would never tire of it.

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