

# BUSINESS INTELLIGENCE

The Magazine of Hull & Humber Chamber of Commerce

December 2011

Issue 05



## Fish 'n' chips

Grimsbys industry is evolving from traditional to high tech.

page 24



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# Lord Haskins Appointed Chair of Humber Local Enterprise Partnership

**Lord Haskins of Skidby, former chairman of Northern Foods and Express Dairies, has been appointed chairman of the Humber Local Enterprise Partnership.**

He is currently a member of the Lords Cabinet Office Equality and Reform Group Board, Pro-Chancellor of the Open University and a non-executive Director of JSR Farms Ltd.

As a former Board member of Yorkshire Forward Regional Development Agency (1998-2008), he brings a wealth of experience in regional development and regeneration.

Lord Haskins was appointed by an independent selection panel after an open recruitment process for private sector members of the LEP Board. He will appoint the remainder of the Board members with the selection panel in the coming weeks.

As well as chairing the LEP's Board meetings and representing the LEP in public, Lord Haskins will also lead meetings with Ministers and be the LEP's voice in Whitehall and Parliament.

Lord Haskins said: "The Humber LEP has a crucial role to play in making sure our area rises to the many challenges and opportunities ahead. The task ahead of us is huge but I know that the business community and our partners are committed and determined that we will succeed. I am honoured to have been asked to chair this organisation and I will look forward to working with everyone who shares our aims over the next few years."



Lord Haskins

John Clugston, outgoing interim Chair of the Humber LEP, said: "I am delighted to hand over the baton to such a well-qualified and experienced Chair. Christopher will provide the strong business leadership the LEP needs to take it through its next phase and help to make the Humber the success it has the potential to be."

Howard O'Neill, President of Hull and Humber Chamber of Commerce, said: "Christopher Haskins will make an excellent Chair of the LEP, so it's great news for businesses in the Humber that he has accepted the panel's offer."

Chris Shaw, leader of North East Lincolnshire Council added: "I welcome the news that Lord Haskins has been appointed as the Chair of the Humber LEP and look forward to working with him for the benefit of the Humber region."

## Grimsby Company in Running for Top Business Award

Innovative Grimsby grocery wholesaler and Chamber Member Ramsden International, which specialises in exporting British food and drink, has picked up a regional award for Finding New International Markets, sponsored by RBS and NatWest.

The business, employs 48 people at its Adam Smith Street head office, and was a national winner in last year's Awards.

John Longworth, Director General of the British Chambers of Commerce, said: "The health of the UK's economy relies upon the confidence of our businesses to grow, invest and create jobs. That's why the British Chambers of Commerce has been working hard to ensure the government makes good on its promises to encourage enterprise, and does everything in its power to help businesses grow.

"All the good things we want to see in society depend

on business and wealth creation. These awards provide a snapshot of some of the most impressive companies from across the country. Many of these business owners are working day in day out to build upon the companies they have built from scratch, creating jobs in local communities and contributing to the economic recovery we so desperately need. We're delighted to be able to celebrate the success of these companies through the Chamber Awards."

Ramsden plans to double sales within the next five years. Last year alone, the company generated more than £600,000 worth of additional sales through exporting British food and drink to new markets including Slovakia, Mauritius and Bolivia.

It expects to visit the Baltic States, the Caribbean and Latin America with a view to exporting there in the future, providing future growth for the business.



## Agencia Consulting Listed in Guide

Agencia Consulting has been listed in the Definitive Guide to UK Consulting Firms for 2011. The Guide is a comprehensive directory of UK consulting firms and has just been published by the global careers site for management consultants, Top-Consultant.

More than 20,000 copies are expected to be distributed - both electronically and in hardback - as candidates and consulting clients alike turn to it as a source of insight on consulting firms active in the UK market.

"This is testament to the people that make up the Agencia team, the range of clients we are supporting, and the high quality of work we are delivering," said Agencia's Managing Director, Andrew Gibson.

# Companies Urged to Support Business History Project

The Chamber is on the look-out for Hull's oldest established businesses to help celebrate a double anniversary in the city.

The Chamber itself will be 175 years old in 2012 - the year that Hull City Council will elect its 100<sup>th</sup> Lord Mayor.

To mark the occasions - and to tie in with the existing calendar of sporting, social and business activities - both organisations are aiming to involve companies that have been active in Hull for 100 years or more.

The Chamber is currently considering options for the celebration of its 175<sup>th</sup> anniversary, which is on 1st March 2012.

"We are one of the oldest Chambers in the country - older than the London Chamber - and one of the reasons for that is the involvement of some businesses that have been in Hull for a long, long time," said Chamber Chief Executive Ian Kelly.

"We're looking into ideas to celebrate the milestone and one of them is to partner with the City Council to help bring a strong business theme to their own celebrations and to give Chamber Members the chance to promote their own history."

The City Council is planning events next year around the arrival in Hull of the Olympic Torch, the Hull Carnival, the Freedom Festival and Hull Business Week, which includes the Chamber's own Chamber Expo 2012.

Councillor Steven Bayes, the City Council's Portfolio Holder for Economic Regeneration and Employment, said: "These activities themselves provide great opportunities for businesses of all ages in Hull to raise their profile.

"The history adds another dimension and we hope that by working with the Chamber we will be able to get some of the city's oldest companies involved in putting together events that will celebrate Hull's business heritage. We'd like to hear from people who have worked for those businesses over the years, from senior management to the most junior staff."

Businesses who are interesting in knowing more about the project should contact Phil Ascough, one of the Chamber's non-executive directors, by email at [phil@xdnetwork.co.uk](mailto:phil@xdnetwork.co.uk)



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Partners from both firms after the merger was agreed. They are (from left to right) Robert Marris and Mr Pounder of RNS and Mr Cross and Andrew Moody of Stephenson Smart, outside RNS' offices in Oswald Road, Scunthorpe.

# Accountants Join Forces

Two well-known northern Lincolnshire accountancy firms have agreed to join forces.

RNS Chartered Accountants and Stephenson Smart & Co will practice under the RNS brand. The two practices have served northern Lincolnshire clients for 75 years.

The offices of Stephenson Smart in Oswald Road, Scunthorpe and Market Place, Brigg will relocate with staff moving to the premises of RNS further along Oswald Road and Bridge Street, Brigg. Its office on the High Street in Barton will remain open.

Senior partner at RNS Ian Pounder said the impact on existing clients would be minimal. Mr Pounder said RNS, which will now employ more than 50 people in its offices in Scunthorpe, Brigg and Barton, would be able to offer Stephenson Smart clients extended services and levels of expertise should they wish to take advantage.

Kevin Cross, Managing Director of Stephenson Smart & Co, said RNS was the right firm to join forces with, to move the business forward.

# Comet Backs Ethical Business

**Leading electrical retailer Comet has teamed up with Hull-based ethical business Bio-D to sell ethical laundry products in all its stores.**

The initiative sees Sutton Fields business Bio-D's environmentally responsible, hypoallergenic and chemical-free Laundry Liquid and concentrated Lavender Fabric Conditioner on sale alongside washing machines and washer dryers in 250 stores throughout the UK.

Bio-D is offering help to local schools who are considering applying for Eco-Schools awards.

The Eco-Schools programme is focused on nine key topics. These are energy, water, biodiversity, school

grounds, healthy living, transport, litter, waste and global citizenship. Schools initially work towards the Bronze award, then progress to Silver and then the coveted Green Flag.

Bio-D Managing Director Lloyd Atkin said; "Apart from the obvious benefits of encouraging children to respect their environment by minimising waste and encouraging biodiversity, the Eco Schools awards give pupils an opportunity to engage with the local community and this is where we'd like to help."

For more information about how Bio-D can help, please e mail [info@biodegradable.biz](mailto:info@biodegradable.biz)

# Award Winning Marketer Joins Family Firm

Jos Richardson and Son Ltd have announced the appointment of Jane Richardson as Head of Business Development.

Jane is the daughter of Managing Director Tim Richardson and joins the long established family business to take responsibility for Marketing and Human Resources.

She has more than ten years' experience of marketing, mostly for law firms in London, Sydney and Leeds. She joins from Yorkshire law firm Gordons LLP where she headed up the marketing team for nearly four years.

Jane was awarded Marketer of the Year 2011 at the model employee awards in Leeds and has recently gained Chartered Marketer status through recognised industry body, The Chartered Institute of Marketing.

Jane said "this is a great opportunity for me to develop my marketing skills in the retail and consumer sector as well as bring some of my expertise from business to business marketing to assist Jos Richardson and Son to expand their business.

"It is an exciting time to join the firm. There is no doubt that market conditions are tough, but we are in a good position to capitalise on our reputation for providing quality products and excellent customer service"

Tim Richardson, Managing Director said "I am thrilled that Jane has joined the family business. With her brother Joseph, who joined in 2004, they represent the fifth generation of Richardsons working in the business. Jane will bring fresh ideas and her wealth of experience will help us build on our heritage and develop our business even further"



Jane Richardson

## Glyn Atkinson Safety Services

A chartered safety practitioner and consultant, established in 2008, currently recommended by the national IOSH and occupational safety and health practitioner databases from their accreditation process.

Glyn Atkinson is qualified to degree level / OHSAS 18001 lead auditor standard, also certified as an IOSH and CIEH safety trainer.

Business services include office work assessments, specific risk assessments and method statements, rising up to and including full business safety management systems for numerous local, regional and national clients.

The website [www.atkinsonsafety.com](http://www.atkinsonsafety.com) gives more work history and background information.

The current client base is now up to 80 firms and the company is retained as safety consultant for 15, saving them the fees and salaries of employing their own H&S specialist.

As a CHAS scheme document / systems provider for clients requiring accreditation, the firm currently helped more than 40 customers to become suppliers of services to public sector clients, with a 100% success rating.

National clients include Lockheed Martin and the National Physics Laboratory.

Free opening phone consultation on offer – ring Glyn on 01472 313979 / 07977 448540.

The company work ethos – simply keeping people working safely!



## Park Rose Birds of Prey & Animal Park

Winners of Start Up Business of the Year 2011 at the Chamber Bridlington & Wolds Business Awards

Park Rose Birds of Prey and Animal Park is a family-run business. It aims to offer a great family day out at a great price in a park set in wonderful woodland. The park, which is continuing to grow, has a range of birds of prey that offer daily displays and the public can really have a go.

The Meerkats Dot and Com are always happy to meet people as well as the Alpacas Nuzzle and Scratch. The park also has pigs, goats, chickens, peacocks and a small animal holding. Every Sunday

it has its Young Falconers Club and offers courses, experience days and corporate team building.

The park also does outside events as well as group bookings into the park. It has a fun but educational setting for school groups. On the Park Rose site there is also the Original Factory Shop, Cafe, Crazy Golf and Play Barn.

*Park Address:* Park Rose Birds of Prey & Animal Park Covert Lane, Carnaby, Bridlington, East Yorkshire YO15 3QF Tel – **01262 673653**

## Ark Total Solutions

**Ark Total Solutions secured the rights to sell the mini vortex in the UK and Europe in 2010. Vortex being CE, UL AND EU certified, Ark saw this as a great opportunity to begin getting into the renewable energy in the UK.**

The mini vortex is a renewable energy source which is only 7.2ft in diameter. On average, a single household would use around 2600kwh per year and the mini vortex produces enough energy easily to

power a household or small business. The vortex has a low start up speed of just 3mph and will not over-spin in high winds.

Since Ark introduced this product, it has had great interest from the UK and Europe and the company hopes this could be the leading product on the market for household renewable energy.

More information on [www.arkflooddefences.com](http://www.arkflooddefences.com)





# Mediademon: Design And Development Made Devilishly Easy

**Mediademon was established six years ago but the origins of the company date back to 1984 when its sister company Bytron was formed.**

Bytron's goal has always been to automate the flow of business information and to provide flexible and innovative products. Over the years Bytron has developed a range of software aimed specifically at the aviation industry – airlines, airports and related organisations – and it is this development background that provided the skills and expertise and the essential resources from which Mediademon now benefits.

A prime example is Mediademon's Halo business software, which is designed to assist with the day to day management of operations' front and back office to provide a wealth of business benefits. The integrated modules are specifically adapted to suit businesses needs, including boosting profitability, controlling costs, increasing efficiency and helping fine tune business processes.

Mediademon, in consultation with well-respected local restaurants, has over the last 18 months developed 'Halo for Restaurants' which has just been launched at the prestigious London Earls Court Restaurant Show. Amongst other features, the multilingual nature of the software (e.g. orders inputted in English, but printed to chefs in the kitchen in another language), created a lot of interest at the London restaurant show, especially amongst the Chinese Community.

This is an integrated system dedicated to saving costs and improving customer service and manages and controls every aspect of a restaurant.

The different Halo Modules are integrated to provide one solution for both front and back office management. The front of house allows orders to be input via a touch screen PC or an iPad (using the Halo App) with orders printed automatically into chosen areas bar, kitchen etc. The captured data provides a restaurant with a continuously updated overview of restaurant tables, allowing stricter control and improved customer service. The catalogue module allows restaurants to maintain and create their own menus.

Halo for restaurants also includes analytics helping control and management of cash flow. Financial information can be directly integrated with an accounts system meaning no re-keying reducing time and mistakes. All customer records are integrated

into a CRM module, allowing the restaurant to implement its own sales promotion / customer loyalty reward schemes. Menus and Wine lists can also be printed in-house and published to the venue's website with ease.

In addition to 'Halo for Restaurants', Mediademon has developed other Halo business packages to meet the needs of other industries, including the Publishing, Servicing and Beauty sectors.

Mediademon also supplies bespoke professional eCommerce packages to small and medium sized businesses helping to increase market share through on line sales.

This a massive growth area and in April 2011 latest figures from the IMRG Cap Gemini e-Retail Sales Index revealed that shoppers in the UK spent £5.2 billion on online sales, a significant rise of 19% more than April 2010. Over the last six years Mediademon has helped many local businesses tap into this lucrative online market and some have had sales increase by up to 50% per year. Mediademon understand that retailers' time is precious and handle the entire online operation from site development, customer order processing, payments/technical support and much more. With their technical expertise the company can tailor each eCommerce site to meet the needs of clients; for example, integrating online orders with couriers' own delivery booking systems.

Other services that Mediademon provides are Web Hosting, Domain Name Registrations, Web Applications, Mobile Device Development, Intranets and Extranets, Internet SEO Marketing, Multimedia, Content Management (CMS) and Database Development.

Please refer to Mediademon's website for further information and details of case studies

Please feel free to contact the team at Mediademon for a no-obligation discussion to see how the firm can help businesses save time and money; you might be glad you did.

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As a specialist Language College, it has developed a range of partnerships with schools internationally including France, Germany, Uganda, Argentina, Japan, Estonia and Sweden and would welcome support from local businesses and the community to help us develop these partnerships further.

The college works with a range of local businesses and is always seeking to develop further partnerships. Students acknowledge that contact with employers prepares them for the world of work and enhances their skills. Employers recognise that they are helping to motivate our students, enhancing their wider skills, preparing them for the world of work and enhancing the curriculum by making students' learning more real and relevant. We welcome support from businesses we have not worked with before.

The college is also able to offer a range of services to local businesses and the community, including conference room and other facility hire, print and design, and advertising through our newsletter and external display boards.

### Contact details

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

[enquiries@wolfreton.co.uk](mailto:enquiries@wolfreton.co.uk)

01482 659356



# College Wins Excellence Award

Bishop Burton College has won the British Quality Foundation's 2011 UK Excellence Award, the UK's premier business award.

It was chosen by an independent awards jury for its outstanding performance and sustained competitiveness.

Bishop Burton College was presented with its award at the UK Excellence Awards 2011 ceremony which took place in London. The event was hosted by broadcaster and journalist, Louise Minchin, and attended by the BQF's Patron, HRH the Princess Royal.

Principal Jeanette Dawson said: "The whole process [of entering the Award] has invigorated us and created a genuine buzz about the place.

"At Bishop Burton we strive to make a real difference in the lives of our students, and to deliver an excellent experience to our customers. We pride ourselves on our core values and the behaviours these require us all to demonstrate.

"The EFQM Excellence Model offers a workable frame on which you can pin sound business theories, efficient processes and coherent values." Joe Goasdoué, Chief Executive of the BQF, said: "Winning the UK Excellence Award is a fantastic achievement for any organisation. By demonstrating exceptional organisational



(l-r): Presenter and compere Louise Minchin; Bishop Burton College Principal Jeanette Dawson; Bishop Burton College Chair of Governors Mark Flint; HRH The Princess Royal; David Callaghan, President, BQF

excellence, Bishop Burton College has joined the elite club of UK Excellence Award winners. A great performance."



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# Celebrating 23 Years in Business

Last September, The Campanile hotel in Hull celebrated its 23rd year of business. Since its opening in September 1988 the doors remain open 365 days every year, seven days every week except for the daily night closure from 11pm to 7am.

The hotel has seen many changes in the city, in the area of its prime location at the crossroads of Ferensway, Beverley Road and Freetown Way, and within its own premises. It has also seen many changes in staff and general managers in particular.

The current man in charge Abdel Meknassi has now been the longest running manager, serving his eighth year in the position. During his spare time at the weekends, Abdel enjoys spending time with his family and riding his cruiser motorbike.

During the week he is entirely dedicated to his work, constantly finding new ways to improve the standards, the service and the quality of products, the hotel and the restaurant / bar for guests of the hotel and members of the public alike.

Says Abdel: "This year I mainly focused my attention on the exterior of the premises as a whole. Early this year all the trees surrounding the property were cut down to the minimum height of two metres. This has brought light onto the whole property and illuminated inside all the bedrooms with natural daylight as well, making it more enjoyable for our guests during the summer.

"The fence surrounding the property was also repaired, reinforced where necessary and repainted new with the famous Campanile green colour to give the premises a much brighter and fresher look.

"Numerous jobs such as these were completed throughout 2011, and the last one was the installation of a 4.7K brand new CCTV system. It includes 16 night vision cameras that are covering every inch of the premises. The hard drive has 31 days' retention and DVD writers to copy all incidents making it extremely handy to give out to Police requests or insurance company in case of a claim. This, with enhanced flood projectors illuminating the premises means that all guests and members of the public will feel much safer and secure walking back to the hotel during the long dark winter nights.

"In 2012, I am concentrating on the interior. Work has already started in the bedrooms where the walls and ceilings are all being repainted in a Magnolia colour to make it even brighter. All the bathroom tiles are being replaced for new when broken and re-grouted with anti mould grout. All the bath and sink seals are being changed for new with again anti mould sealant and all bathroom ceilings are being repainted new as well.

"New flat screen digital TV will be installed in January 2012 allowing more than 72 freeview channels to be received in all the bedrooms. Also in January, all the linen including bed quilts and pillows, mattress

covers, bathroom linen, such as bath towels, hand towels and bath mats, will be replaced for new, as it is every year.

"There will be much more to follow in 2012 which is an exciting year," says Abdel, "and I am sure that our marketing department will again display a range of fantastic offers that have been so popular this year to book on line at [campanile.com](http://campanile.com) such as our £29 offer, which includes continental breakfast. Available to all guests making a booking five days prior to their arrival or our actual 20/20 offer which allows our guests to get 20% off the rack price when they book 20 days in advance.

"This is completed by our restaurant continuously offering full English and continental breakfast as early as 6.30am; as well as a fabulous mix of English based and continental fresh food in the evening, as late as 9.45pm for last orders.

"I am sure that despite fierce competition Campanile Hull will live on another 23 years or more..."

**Abdel Meknassi**  
General Manager



**Campanile**  
HOTEL RESTAURANT

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# £500m Fund To Unlock the Potential for Economic Growth

**Communities whose ambitions for economic growth have been stuck in the mud could benefit from a multi-million pound boost to help get their building projects off the ground.**

The £500million Growing Places Fund will be available to help boost economic growth by getting the required infrastructure built to enable the creation of new jobs and homes through getting stalled projects moving again.

The Fund will put local businesses and organisations in the driving seat, with the 38 Local Enterprise Partnerships able to apply for the funding and then take decisions about what to prioritise locally. Councils will support these plans with their technical and financial expertise – leaving Local Enterprise Partnerships free of red tape and better able to focus their attentions on ensuring the funds go to where they will be used most effectively.

And to ensure work can start straight away to help get Britain building again, all £500 million will be allocated from the end of January.

The Growing Places Fund can be used to establish revolving funds to take forward a range of projects that can help facilitate economic growth, jobs and housebuilding in the local area, providing returns which can be re-invested locally.

Types of projects could include:

- Early development of strategic link roads and access works to unlock major mixed-use developments,

enabling the delivery of homes and commercial space – leading to the creation of jobs and securing private investment;

- Provision of flood storage capacity to enable development of homes, employment space and retail space; and
- Works to improve local connectivity and reduce congestion through interventions such as extending dual carriageways, enabling developments to be taken forward sustainably.

Ministers recently published indicative allocations of the £500m Growing Places Fund to each of the 38 Local Enterprise Partnerships, with Humber LEP receiving £5.8 million.

Communities Secretary Eric Pickles said: “The £500million Growing Places Fund will unlock much-needed local infrastructure and get the homes we need built. It will be Local Enterprise Partnerships, made up of the people and businesses who know their local areas best, who will decide where this cash boost will be spent. I now want to see these partnerships coming together and finding innovative ways to unlock local sites and help get Britain building again.”

Transport Secretary Justine Greening said: “Transport is key to unlocking growth. The Growing Places fund will let communities provide the transport links that get people and businesses from A to B. This will be crucial in building the balanced and dynamic economy that is essential for our future prosperity.”

Chief Secretary to the Treasury, Danny Alexander, said: “The half a billion pound Growing Places fund will kick start local developments across the country. This is a flexible fix-it fund that will make a real difference on the ground, improving the lives of local residents and boosting the local economy. From building strategic link roads to reducing congestion, the investment will set businesses free and create jobs.”

Lord Christopher Haskins, Chairman of the Humber LEP, said: “The funding allocation from central Government is welcome. Improving the Humber’s infrastructure is essential for growth, so it is good news that we will be able to allocate this according to our area’s priorities. It’s too early to talk about specific projects, but we will look to prioritise options quickly and start delivering this as soon as we can.”

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

“The Government is right to devolve money and decision-making in this way to LEPs. Although the amount of money on offer is small, it is important that business gets a say on how it is spent. Hopefully this will be a sign of things to come because we have many more infrastructure needs in the Humber than this funding can cover.”

## Area Meetings

**At the beginning of autumn, September/October, the Chamber’s area councils, which direct the Chamber’s lobbying work, met to discuss various issues.**

The Hull Area Council was given an update on the Humber LEP and Enterprise Zone. Bill Walker from the University of Hull updated Members on the current status of the bid for a Technology and Innovation Centre and Kathryn Shillito from the Hull Business Improvement District presented the changes to the second BID ballot.

The North East Lincolnshire Area Council received a presentation from Austin Mitchell MP on recent Parliamentary activities and national developments. The Council’s Future Shape programme was discussed with Paul Spencer and the Chamber Chief Executive provided an update on the Humber LEP.

In North Lincolnshire, Members were updated on the state of the South Humber Gateway and the Humber Enterprise Zone by Marcus Walker, Head of Regeneration and Planning at the North Lincolnshire Council and the Chief Executive discussed the new developments of the Humber LEP. The meeting was concluded with a short tour of the new PODS leisure centre in Scunthorpe.

The Bridlington and Goole Members meetings discussed the latest on the Humber LEP and the Enterprise Zone with the Chief Executive, and also received local updates from the Bridlington Renaissance representatives and Goole Renaissance, respectively. In Goole, Garrey Haase provided an update on the Goole and Howdenshire Business Awards and Geof Humphrey updated on the Bridlington and Wolds Business Awards.

At the Chamber Council, Members were joined by Lord Norton of Louth, from the University of Hull, who gave a Parliamentary update on the issue of the coalition government and its prospects for the future. Will Holman from the Bank of England presented the situation in Europe and Members discussed the Humber LEP and Enterprise Zone.

The Chamber Shipping Committee began its meeting with a tour of HOTA, followed by a presentation by Patrick Rigot-Muller on the Low Carbon Shipping Research Consortium and its preliminary results. The Chief Executive provided an update on the Humber LEP and the Enterprise Zone and Capt. Russ Garbutt consulted with the Committee on Ports and Logistics issues. ABP updated on port operations and developments.

# BCC: New Economic Survey Points to Increased Risks Facing UK Recovery

Q3 QES results point to a deterioration in the economic situation, with concerning signs of stagnation in the domestic economy.

John Longworth: "We can avoid a recession, but this relies on the government making some tough policy choices".

The British Chambers of Commerce's latest Quarterly Economic Survey (QES), released recently highlights the risks facing Britain's recovery. The new survey, comprising 6,700 responses from businesses across the UK, shows that while many balances are still in positive territory, indicating growth, this is weaker than in previous quarters. Figures for the domestic market, exports, business confidence, cashflow, and investment in plant and machinery have weakened over the last quarter.

Commenting on the results, John Longworth, Director General of the BCC, said:

"The results of our latest survey are concerning, but not entirely surprising. Many of the balances are in positive territory, but they are not as strong as we'd like to see. The survey shows the real risks facing the economy and the need for the government to act now in putting business growth at the heart of all its policies. For example, cashflow remains a real concern for businesses, indicating they are under financial pressures. Many businesses are faced with unfavourable payment terms and a lack of access to capital.

"The pace of the UK recovery will remain slow. We can avoid a recession, but this relies on the government making some tough policy choices. While it is imperative that the government perseveres with its deficit-cutting plan, there must be a significant reallocation of priorities within the overall spending envelope. We need a much greater focus on those policies that will help businesses expand, take on more staff and export and invest.

"Businesses need continuous reassurance that there is a plan for fiscal stability and a clear road map which will steer us towards a strong recovery. Government must recognize that business is good for Britain and put in place measures to bolster confidence and support those companies that have the potential to grow. That includes a commitment to a Plan A+ for growth, with alternative paths at the ready in case of further shocks from foreign shores."

David Kern, BCC Chief Economist, said:

"The Q3 QES results point to a deterioration in the economic situation, with concerning signs of stagnation in the domestic economy. The disappointing Q3 balances for exports and for investment in plant and machinery, suggest that the much-needed rebalancing of the UK economy is not yet occurring. Negative cashflow balances indicate that firms are facing real financial pressures.

"The forward-looking home order balances moved into negative territory, for both manufacturing and services, pointing to risks of recession. Although recession can be avoided, on the basis of these results our growth forecasts issued early in September will likely be revised downwards for both 2011 and 2012.

"Given the worsening international situation and the acute problems facing the Eurozone, there is a clear need for the MPC and the government to make every effort to avert risks of recession. The recent increase in the QE programme to £275 billion is welcomed, but more radical measures are needed. These should be mainly concentrated on purchasing securitised SME loans and other private sector assets. On its part, the government must reprioritise its spending plans to promote growth and wealth creation."

# BCC: Reinforce Improved GDP Growth with Policies to Help Business

• GDP in Q3 up 0.5% on the quarter; up 0.5% on the year

Commenting on the preliminary figures for the third quarter of 2011, published recently by the ONS, David Kern, Chief Economist at the British Chambers of Commerce (BCC), said: "The figures for Q3 are better than expected, though they follow particularly disappointing 0.1% growth in the previous quarter, which was affected by special factors. Over the last year growth has been relatively weak at only 0.5%, but it is reassuring that fears of a recession have so far been unfounded. There are still risks ahead. Early indications from the fourth quarter are concerning, and if the situation in the Eurozone worsens there could be serious adverse repercussions for the UK.

"It is right for the government to persevere with reducing the deficit, and calls for a Plan B are unjustified. But there is a clear need to reallocate priorities within the current spending envelope to support business growth.

"The government must make use of the considerable flexibility within its current fiscal plan. The Autumn Statement at the end of November provided a real opportunity for the Chancellor to remove obstacles facing businesses, and take additional measures to improve the flow of credit to companies, particularly SMEs. The MPC must persevere with its current expansionary policies and reassess its reluctance to engage in credit easing policies."

## QES Results: Economic Picture Increasingly Gloomy

Weak sales performance and falling employment expectations point to an increasingly gloomy economic picture in the Humber; the latest research from Hull & Humber Chamber of Commerce shows.

The Chamber's Quarterly Economic Survey for Q3 2011, which was published recently, found that UK sales fell for 36% of companies over the previous three months, whereas only half as many – 23% – increased them. Export sales were stable but down on the previous quarter, with equal numbers (26%) reporting increases and decreases.

Looking ahead, 26% of companies said their home orders had increased in Q3 (35% decreased) and 26% said their export orders had increased (22% decreased).

Over half of companies (52%) are concerned about inflation – the highest number for at least a decade.

49% recruited staff in the last quarter, but only 19% created new jobs. Almost as many (18%) decreased their workforces. 13% expect to create jobs in the next three months, but 20% expect to decrease employment – the worst overall result for two years.

45% expect to increase their turnover over the next 12 months, but 31% expect it to decrease. 42% expect to increase their profitability, but 39% expect it to decrease.

Only 16% of companies are operating at full capacity, down from 29% in Q2.

33% of companies expect to increase their prices over the next three months and only 9% expect to decrease them. Overheads, such as utility bills and the rising cost of raw materials, were blamed by most.

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

"This quarter's results are disappointing and suggest that the recovery in the Humber has not gathered momentum. Sales results have been weak and there is growing concern about inflation. Exporters are still outperforming the domestic market, but the global economic situation has affected performance there as well. Cashflow remains problematic and more companies are cutting back investment plans than are increasing them.

"Despite the fairly gloomy picture, there is still optimism about the future and the majority of companies do expect to grow over the next year. The Bank of England was right to increase Quantitative Easing recently, but it is essential that Government increases its focus on growth. While persevering with cutting the deficit is imperative, there can still be reallocations within the spending envelope to do more to support growth.

"Investing in infrastructure, increasing capital allowances and reducing tax on empty properties would all encourage growth. We lobbied the Chancellor to include these measures in his Autumn Statement last month."



# International Expansion

The domestic business market in the UK is tough at the moment and the Hull and Humber area is not exempt from feeling the strain. But whereas today's business world is one characterised by change and uncertainty, organisations are taking this challenge head on by looking at the opportunities of international expansion.



*Ronald Martin,  
International  
Commercial Manager,  
HSBC*

This is supported by findings from HSBC's recent Trade Connections report, a new global trade forecast which found that, by 2025, the UK is set to increase its international trade by 60%. This means that British businesses are expected to increase their import and export activity from current levels of \$933.7 billion to \$1,360.7 billion in the next 15 years.

Businesses in the North East region have a great opportunity to capitalise on their strong reputation

for innovation and industrial change. In particular, HSBC's recent Future of Business report identified resurgence in manufacturing in the North East, harnessing technological advances and making the UK known for prototyping, plasronics and advanced composites.

The next 15 years represent an exciting period for businesses in the region, if they take steps to capitalise on how the world is changing now. For businesses that are looking to grow, international trade is a great opportunity and it is important for businesses to shape their future strategy based on meaningful insights by ensuring the right strategic partners are in place. Learning from peers and contacts who can provide valuable insights, considering alliances/partnerships and looking at supply chain risk will all help to prepare for the new venture.

International markets will always be subject to fluctuations, so businesses should conduct research and strengthen their knowledge about the markets

they plan to trade with – from projected economic outlook, to relevant legislation and specific industry restrictions or regulations.

With the right advice and preparation, what may initially seem to be a daunting prospect can result in a diverse business, leading to exciting new growth opportunities. As well as the obvious business potential, broadening a company's horizons and improve the skills and knowledge of its staff are extra benefits of overseas trading.

**HSBC**   
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L-R: Kirk Akdemir, Lorraine Holt, Pauline Wade and Kevin Harrison

## Partnerships Strengthen International Service

The Chamber's International Trade Centre has enhanced its package for exporters by securing a partnership deal with a rapidly-expanding translation company.

AA Global Language Services Limited will support the International Trade Centre with immediate effect, joining existing partners Good Travel Management. Their combined involvement will enable the Chamber to improve the services which it offers to businesses involved in exports and will specifically provide enhanced travel and translation services.

"The Chamber is delighted with the new partnership and to have the support of two businesses which are so well established in international trade," said Pauline Wade, the Chamber's Director of International Trade.

"We recognise these businesses as our preferred suppliers in their field who offer a first class package

of services to exporters, and we will be working with them to promote that."

The partnerships emerged as a result of the close co-operation between the Chamber and the two businesses around the activities of the International Trade Centre. In particular Good Travel Management organised the package which last month took a Chamber trade mission to Poland. AA Global used its own connections in Poland to support elements of the visit.

Good Travel Management recently added an office in the West Midlands to its centres in Grimsby and Hull, where the parent company John Good Shipping was founded in 1833.

"We recognise these businesses as our preferred suppliers who offer a first class package of services to exporters, and we will be working with them to promote that."

The travel side of the business developed from the shipping company's services to the Baltic in the late 19<sup>th</sup> and early 20<sup>th</sup> centuries. Good Travel Management became one of the region's leading independent travel agencies and is recognised as a specialist in corporate and trade mission work.

AA Global was launched by Kirk Akdemir 25 years ago, is based in Worcester and is in the process of opening a new office in Hull to reinforce its work in the local area. The company operates in the private and public sectors and has a team of more than 4,000 highly qualified and experienced linguists who between them cover more than 250 languages.

The company's services include translation and interpreting and embrace a wide range of business sectors including legal, financial, technical and commercial.

"I am looking forward to working with the Chamber and finding ways to help local businesses with their international dealings," said Kirk, Managing Director of AA Global.

"We are one of the few language businesses that is certified to the ISO9001 standard. We are very experienced and very professional in our approach. We are a one-stop-shop for all linguistic requirements and we can handle all languages from Afrikaans to Zulu."

Kevin Harrison, Associate Director of Good Travel Management, added: "We have been working with the Chamber for many years and our business benefited in particular from Pauline's help in terms of international knowledge and business leads.

"As a long-standing Hull business it is very important to us to be aligned with the Chamber in this way."

Pauline said both businesses will be expected to help the Chamber build on its status as one of only five in the country to have been accredited as 'excellent' for its international trade services by the British Chambers of Commerce (BCC).

# Company Prepares to Mark 75 Years in Business

**Next year will see one of the South Bank's best known companies celebrate its 75th birthday, an achievement made all the more remarkable because of the challenging market places in which it has operated down the decades.**

The Clugston Group has played a key role in various heavy industries and as each one has experienced decline and change, so the company has proved itself adaptable enough to survive and thrive.

As a result, the Group has expanded over the years to become a well established organisation with a leading reputation in construction, civil engineering, logistics, property development and facilities management. Its success has been such that it employs more than 500 people engaged in operations stretching across the UK.

Clugstons can trace its beginnings back to the entrepreneurial J G Clugston, who came to Scunthorpe from Cumbria in 1895 and worked for a building company, before setting up his own timber and builders merchants business.

In time, he and his son Leonard moved into the slag business, processing slag from the town's steelworks, which led to the formal creation of Clugstons 74 years ago.

Ahead of next year's 75th anniversary, today's Chairman John, Leonard's son, has been researching the company's history and said that a pattern had emerged to explain Clugston's staying power three quarters of a century later.

He said: "The company has always been flexible, always seeking out new opportunities. That has been crucial to our development.

"So many industries have undergone significant changes down the years and we have constantly diversified and adapted.

"For instance, we have always done a lot of work in steelwork support services but downsizing in that industry over recent years has meant that that has largely disappeared. However, we have evolved our service and provide niche facilities management to the industry. Also, in the early years, a lot of our slag went for road building but as less of that was needed, we moved into road construction – and during the 50s and 60s we surfaced a hundred miles of motorways on the M6, M5, M1 and M62.

"From that initial involvement in contracting we moved into other areas of construction where we have evolved and changed over the years, especially as recessions have been and gone - but recession hits the industry hard. For instance, an example of the recent downturn was that we lost building opportunities where we were due to build three schools but with public sector cutbacks that did not happen. We therefore had to refocus ourselves and using our civil engineering skills have

moved into building waste to energy plants, where today we have a number of projects on the go in this and other emerging renewables sectors."

For all it has been prepared to change, the company has also kept alive its connection with its earliest days. John said: "Although we have diversified, there are still links with our past. For example, our business these days includes logistics - something we were involved in right at the start with my grandfather - and we also work in construction, which goes back to J G Clugston's days as a builder."

However, it is the future and not the past that has been occupying his mind as, until recently, John was Interim Chair of the area's Local Enterprise Partnerships, which seeks to support the economy on the North Bank, East Yorkshire and Hull City, the South Bank, North Lincolnshire and North East Lincolnshire.

As Chair of the Task Force looking into the impact of job losses at Tata Steel in Scunthorpe, he believes that the LEP's role in attracting new work to the area is vitally important - and that the renewables sector could be one of the solutions.



John Clugston



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## Ballot Success Bring Good News for Businesses

Hull BID has embarked on delivering a new programme of benefits for business after winning the ballot to secure a further five-year term.

While Hull city centre businesses were casting their votes the BID team continued their efforts to keep the streets safe and clean and also organised a wide range of events.

The ballot success enables Hull BID City Centre Manager Kathryn Shillito to step up her long-term planning and commitment to continuing initiatives as well as developing new ones and making the events programme bigger and better for 2012 and beyond.

"We've had a great year for events during 2011 and with a mandate for a further five years we can now build on that success," said Kathryn.

"We were working hard while the ballot was under way - keeping the streets free of graffiti, supporting

the police and businesses in their fight against crime and organising events to attract people into the city centre.

"Through our network of contacts, Hull BID is increasingly becoming the conduit between city centre businesses and the local authority, the police and other stakeholders, steering the way on almost any subject affecting business in the city centre."

Among the events delivered by BID in the build-up to the vote and during the ballot period were a highly successful Yum! Food Festival and a first Hull Trinity Music Festival. They were followed by Hull Dine Week and by Hull BID's support for the Hull Comedy Festival.

Then came preparations for the Christmas campaign, with small, independent traders benefiting from the greater awareness of their activities generated by Hull BID's Hidden Gems brochure.

Kathryn said: "We are working hard to improve the city centre and we are pleased that businesses have recognised this by voting in favour during the ballot.

"We are very grateful to the large and small businesses who supported Hull BID's campaign for

a yes vote, particularly as these are difficult times economically. We maintain that the Hull BID levy represents good value for money and we would remind all levy payers that they have a say in how it is spent. We hope those people who oppose BID and who voted against will join us in helping to make the city centre a better place in which to do business."

Victoria Jackson, Chairman of Hull BID, added: "As someone who has been in business in Hull city centre for the last 26 years I am pleased with the outcome of the ballot.

"A no vote would have been a sad day for the city as it would have taken away direct revenue and demonstrated a lack of confidence among the business community.

"The BID team has conducted a positive ballot campaign highlighting a record of real achievement, while at the same time delivering the services that are bringing improvements to the city. That has taken a real effort and I would like to congratulate Kathryn and her team for all their commitment. The ballot outcome is no more than they deserve and is undoubtedly the right result for business."





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## Ladies Day at St Leger Races

The recent Chamber event at Ladies Day at the Doncaster St Leger Races proved a resounding success when Hull and Humber Chamber combined with Doncaster Chamber of Commerce in a shared marquee.

With over 200 attendees it provided excellent networking opportunities. Following a joint welcome by Hull and Humber President Howard O' Neill and Doncaster President Nigel Brewster, the Mayor of

Doncaster Peter Davies helped with a few tips and a most enjoyable day was had by all.

In his opening comments Howard said that the Chambers are neighbours and should work together more often for the mutual benefit of Members. Both Presidents are on their respective LEP Boards and the areas are linked by strategic transport networks that are equally important to Hull and Humber

and Doncaster. Hopefully this will be the first of a number of similar events in the future.

- 01 Chamber President Howard O'Neill and wife Elizabeth
- 02 Colin and Vanessa Wilson of Geodis Wilson
- 03 Chamber Chair in N E Lincs Simon Brett of ABP with wife Paula
- 04 Get a Hat Get Ahead – Guests enjoy their day
- 05 Chamber Members Caritas enjoy the sunshine
- 06 Colin Wilson of Geodis Wilson and guests

## Chamber Lunch a Hallmark of Success

The Chamber hosted a very busy Members' Network Lunch and Speed Networking session at the Hallmark Hotel, North Ferriby, on Friday 23<sup>rd</sup> September.

The Chamber is very grateful to Humberside International Airport for their Sponsorship of the event, thereby providing valuable support to the Chamber in meeting our aim of encouraging business people to meet up and work together. We would particularly like to thank Paul Litten, Head of Business Development at the airport, for his part in arranging the Sponsorship and for his address to the guests.

The event was very well-attended, with 70 business people enjoying a fruitful hour of Speed Networking, during which they were guaranteed to meet around twenty delegates, to swap business cards and give information about their company. After a short break a two-course lunch was hosted by Immediate Past Chamber President Russ Garbutt. Nearly 100 Members were present and more business contacts were gained by each guest.

The aim of these events is to enable Members to build up their contacts amongst each other and raise the profile of their business. All Members are encouraged to attend these events – all staff can do so. Chamber occasions are very informal and socially enjoyable to attend.

All Chamber events are open for Sponsorship. For further information, please contact Anne Tate (for South Bank events) at [a.tate@hull-humber-chamber.co.uk](mailto:a.tate@hull-humber-chamber.co.uk) or ring 01472 342981.



Russ Garbutt and Paul Litten with colleagues from Humberside International Airport

For North Bank events contact Bruce Massie at [b.massie@hull-humber-chamber.co.uk](mailto:b.massie@hull-humber-chamber.co.uk) or call 01482 324976.

# Local Businesses Shine at The Chamber Bridlington and Wolds Awards

The business community from Bridlington and further afield gathered to celebrate a year of achievement at a glitzy awards ceremony. Nearly 350 people packed out Bridlington Spa's Royal Hall on Friday 15th October for The Chamber Bridlington and Wolds Business Awards, the showpiece event of Wolds Business Week.

The event showcased business achievement throughout the region - which is thriving despite the continued effects of a prolonged recession. Event organiser Geof Humphrey, of Nexus Group in Bridlington, described the 2011 awards as a 'huge success', thanking other organisers, sponsors and nominated businesses for making it a 'night to remember'. "It was a tremendous occasion and a great way to celebrate the local business community in what are difficult times. We have had some terrific testimonials in already which commend the evening for the entertainment and venue - some have said it was like being at the Oscars! We had a local Bridlington success story with Park Rose Birds of Prey who have worked very hard to create a successful business.

The winner of the Overall Business of the year, picked from the winners of seven categories on the night, was Hull firm HOTA, a training provider who offer professional offshore and onshore training.

Linda Ellis of HOTA, who also won the Medium to Large Business of the year award, said: "We are absolutely delighted to be recognised and win the best Medium to Large business. To win the first award was a real shock but to win Overall Business of the Year is a huge honour and something that we are very grateful for. We couldn't do it without all of our team, so a big thank you to them."

David Dowson, chairman of the Sponsors of the Overall Business of the Year award, Lloyd Dowson Chartered Accountants, of Bridlington, said: "We are in a deep, dark recession and this is a remarkable gathering and an indication of the potential opportunities that will arise with the approval of the Area Action Plan (AAP) which will change this town completely. This is proof of the strength of local businesses."

The Park Rose Birds of Prey centre won the Start-up Business of the Year award, capping a remarkable 18 months since opening.

Winner of the International Business of the Year award was Blue Keld Springs, of Cranswick, who said they 'couldn't believe' they had won. Andrew Cressey, export sales manager, said: "We are very much the little guy in terms of the award so it is absolutely fabulous to win. Normally the big guys win. We would like to thank all of our staff - we couldn't have done it without them."



*HOTA winners of the Medium/Large Business of the Year award and the Overall business of the Year Award*

Winner of the Small Business of the Year was Wholecrop Marketing, of Kirkburn.

Beverley's Perfect 32 dental practice triumphed in the Training Business of the Year category. Practice manager, Nicki Rowland, said: "Winning the award is a tribute to the team - we have the best staff and this is dedicated to them. We have launched a new initiative checking our patients for the early signs of oral cancer and if something like that can save just one life, then the whole thing is worth it." Guy Newsam of Hull based Bio-D, who won the Green Business of the Year award, thanked the judges for choosing them. They produce environmentally friendly detergents and cleaning products and Mr Newsam said the award "came as a bit of shock, but it is a fantastic feeling to receive an award."

Winner of the Social Enterprise of the Year gong was H.A.R.T of Hornsea, who provide community transport to medical appointments for those most in need.

BBC Look North presenter Crispin Rolfe was compere for the evening, and introduced entertainment from singers including Vicky Hart and Andy Hart, as well a performance of the spoken word by Hull based poets Joe Hakim and Mike Watts. Bridlington Mayor, Cyril Marsburg, described the awards as 'a wonderful evening.' He said: "These are the second awards I have been to as Mayor and they seem to have got better every year." A raffle on the evening raised £1,385 for the St Catherine's Hospice, which cares for people with life limiting or life threatening conditions. Director of fundraising and development, David Marshall, said: "It has been absolutely tremendous and it is overwhelming to receive such support. We'd like to thank the organisers for choosing us as their charity and for everyone who contributed."

## Chamber Events Diary 2012

**Members' Speed Networking and Lunch**  
Friday 20 January 2012  
Humber Royal Hotel Grimsby  
*Sponsor: Humberside Airport*

**Chamber Annual Dinner**  
Friday 27 January 2012  
Mercure Hull West (formerly Ramada Willerby)

**The Chamber Goole & Hlowdenshire Business Excellence Awards 2012**  
Thursday 1 March 2012  
Goole Academy Conference Centre

**AGM/Members' Speed Networking and Lunch**  
Friday 2 March 2012  
KC Stadium, Hull

**Members' Speed Networking and Lunch**  
Friday 16 March 2012  
Ashbourne Hotel, Immingham

**Members' Speed Networking and Lunch**  
Friday 27 April 2012  
Country Park Inn

**North Lincolnshire Business Awards**  
Friday 18 May 2012  
Grimsby Auditorium

**Members' Speed Networking and Lunch**  
Friday 25 May 2012  
Blundell Park, Grimsby Town FC

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

**Members' Speed Networking and Lunch**  
Friday 29 June 2012  
Holiday Inn Hull Marina

**Members' Speed Networking and Lunch**  
Friday 13 July 2012  
Glanford Park, Scunthorpe United FC

**Members' Speed Networking and Lunch**  
Friday 28 September 2012  
Beverley Racecourse

**Members' Speed Networking and Lunch**  
Friday 19 October 2012  
Forest Pines Hotel & Golf Resort

**Members' Speed Networking and Lunch**  
Friday 30 November 2012  
The Vikings Hotel, Goole

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

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



# Chamber October Lunch

Members enjoyed their October networking event at Forest Pines Hotel Scunthorpe.

With more new Members than usual coming along there were plenty of new contacts to be made. The speed networking was followed by a lunch introduced by Daryl Birden of Singleton Birch, Vice Chairman of the North Lincolnshire Area Council of the Chamber.

A Patrons plaque was presented to Mike Johnson and Sarah Quinn of the P & A Partnership and the company was thanked for its support. Sponsors of the event were Travellincs and Transportation Officer Anthony Snell gave a short presentation on the benefits of car sharing.

He commented that the Travellincs site was the largest car share to work site in this region and urged Members to register to get in touch with others making the same journey.

Check out [www.travellincs.com](http://www.travellincs.com) for more information.



*Sponsors from N.E. Lincolnshire Council's Travel to Work scheme at the Pre-Lunch networking*



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# Annual Dinner

**Friday 27th January 2012**

**Mercure Hull West**  
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- \* **Black tie event**
- \* **7.30pm for 8.00pm start**
- \* **Carriages 12.30am**
- \* **Guest speaker Alan Johnson MP**
- \* **Entertainment Steve Womack**

**Tickets**

**£49.50 +VAT per person**  
**(£490 +VAT per table of 10)**



**Alan Johnson MP**



**Steve Womack**

Humber Bridge photograph courtesy Lee Beel [www.lee-beel-photography.co.uk](http://www.lee-beel-photography.co.uk)



# Taking Hull's Schools into a Brave New World

Education has rarely experienced such change as it has during current times and Sam Whitaker, head of Hull Esteem Consortium, is at the heart of that revolution in Hull.



**Sam Whitaker**  
General Manager Hull Esteem Consortium

Sam has been overseeing the city's Building Schools for the Future (BSF) programme, which has been constantly coming up with innovative designs to transform education.

The scheme is the largest regeneration project to take place in the city. The programme is being delivered by a partnership of Morgan Sindall Investments, Robertson Capital Projects and the locally-based Sewell Group, working closely with the city council and its BSF project team.

It has already seen the successful completion of Archbishop Sentamu Academy and Winifred Holtby and Tweendykes School, and expects to complete work on six more schools by January 2013, with work beginning on another seven due for completion by 2015.

The BSF programme came close to being a victim of the government's spending review. The national BSF programme was designed to replace ageing school buildings, but virtually all of the planned projects were

scrapped on financial grounds in 2010. Hull was one of few places where it survived.

Sam, who was part of the senior team that put together the winning consortium, said: "The initial idea was to invest £45 billion in the nation's secondary schools but only three areas survived and Hull was one of them.

"Our objective is to contribute positively towards Hull's improving education standards, especially at a time when youth unemployment is at a record high and young people need the best start possible for a good chance of a successful future."

Thanks to the BSF programme, Hull now stands out as one of the best cities for educational development. The £400 million project has propelled Hull's schools to the forefront of learning, with pupils being exposed to the best facilities and resources available.

"The BSF programme is really starting to have an impact across the city now, not just on the physical condition of buildings but also on the local economy. The opportunities presented by such a massive regeneration project are very rare so it is crucial that we capitalise on this once in a generation chance really to push Hull forward."

In a recent ceremony that saw the topping out for the new Thomas Ferens Academy, key people involved in the development came together to celebrate what has been achieved so far. Those involved ranged from schoolchildren and builders, to head business figures and politicians.

Sam Whitaker said: "The ceremony was a significant stage in the construction of the Thomas Ferens Academy and it is great that so many people are coming together to recognise the hard work that has taken place so far. This project is being delivered by people from Hull for the people of Hull and we are delighted and proud to be responsible for providing Hull's next generation of schools.

"Key to shaping the success of the programme has been the communication between all parties involved. During the design process the designers worked with those who would use the buildings, reflecting the ethos of the entire programme.

"Sometimes it can take as much time to carry out the design process as it does to do the construction itself. It is about ensuring that we get the right culture for the schools. This is a journey and we have to make sure that everyone positively accompanies us on it."

Hull Esteem Consortium provides a central point for everyone involved in the programme and strives to ensure that the pupils at the core of Hull's educational developments are not left out.

"The external agencies we work with that support young people are all key to the overall programme. We focus on building and maintaining strong relationships with everyone involved and that's not forgetting the pupils. They are the ones central to the developments and that's why we set up The Exchange," said Sam.

Based in Wilberforce Court in Hull city centre, The Exchange provides a hub for the city's pupils to learn all about the BSF programme as well as being able to access a range of resources surrounding all aspects of their education.

From advice on employment or training, assistance in gaining work experience and gaining life skills, The Exchange provides a range of services to young people in an environment centred around them. It hosts conference and teaching areas and is proving to be an integral part of the BSF programme.

Also included in the communications process is Hull Esteem Consortium's relationship with Hull City Council and Partnerships for Schools, designed to form a local education partnership that can ensure that the BSF programme is delivered on time and on budget. The planning does not stop with the buildings themselves, but the education that will take place there:

"We want to create buildings that people want to go to, but it is also important that we take into account the needs of the head teacher, the staff who work there, the students and the people living nearby. Every head teacher delivers education a little differently and we try to accommodate that in our design.

"Every project must be regarded as different. For some it is a case of having a blank canvas if we are building something new, for others it is a case of coming up with ways to transform what is already there.

"Although each project is different, there is a golden thread running through what we do and that is sharing best practice. Certainly the feedback we have had to our projects has been positive."



# A bright new future...

**Hull stands at the edge of a bright new future as the city's education estate is transformed beyond recognition. The £400m Building Schools for the Future (BSF) programme is going to change the way Hull learns and earns. At the forefront of this once in a generation change is Hull Esteem Consortium.**

A tripartite of companies are combining their experience and expertise to vastly enhance Hull's school infrastructure. Morgan Sindall Investments Limited, a nationally recognised name in project development and construction, Sewell Group, a locally based multidiscipline organisation, and Robertson Capital Projects Limited, an investment company experienced in delivering Public Private Partnership projects, make up Hull Esteem Consortium and have been appointed by Hull City Council to deliver the BSF programme.

The BSF programme is the single largest regeneration project ever to take place in the city and Hull Esteem Consortium is proud to have been given such an opportunity. Despite the scale of the project our two sample schemes have already been completed. Opened in September this year, these are unlike any schools seen in the area before. Archbishop Sentamu Academy and Winifred Holtby boast state-of-the-art, efficient and sustainable facilities - places fit for 21st century learning.

At each of our sites we are building more than just schools, we are also forging strong and lasting links with the local communities. Regeneration is about more than just bricks and mortar and we are committed to having a wider positive influence on local people and community groups. Once the transformation of Hull's schools is complete we aim to look back on the relationships we have created and maintain the strong roots we are establishing now.

Our commitment and passion for benefitting the community is demonstrated by our impact on the local economy. The project uses local labour wherever possible and we hold expos and masterclasses for local businesses, equipping them with the tools and knowledge they need to play a part in the BSF programme. These are Hull projects being delivered by Hull people. Hull Esteem Consortium's capacity to deliver is based upon the strength of our constituent parts. The three companies we comprise of, and all our sub-contractors, are working together for the benefit of our children and young people, now and for decades to come.

Another programme incentive is our promise to deliver a minimum of 210 apprenticeships during the BSF programme. Already, only 18 months in, we have seen over 100 young people undertake apprenticeships in a variety of disciplines, from bricklaying, IT, admin and joinery. This defines the lasting legacy of Hull Esteem Consortium and the BSF programme. Tangible results have real benefits to Hull's people and economy, but the BSF programme is not where Hull Esteem Consortium ends. Our knowledge, practical experience and depth of expertise make us ideal to help this region maximise its future investment. The BSF programme is the building block on which this area can create sustained success and economic stability. With a myriad of exciting opportunities coming up, especially those offered by advances in renewable and green energy, we are poised to enjoy a long and mutually beneficial relationship with Hull and the Humber subregion for many years to come.

For more information please contact

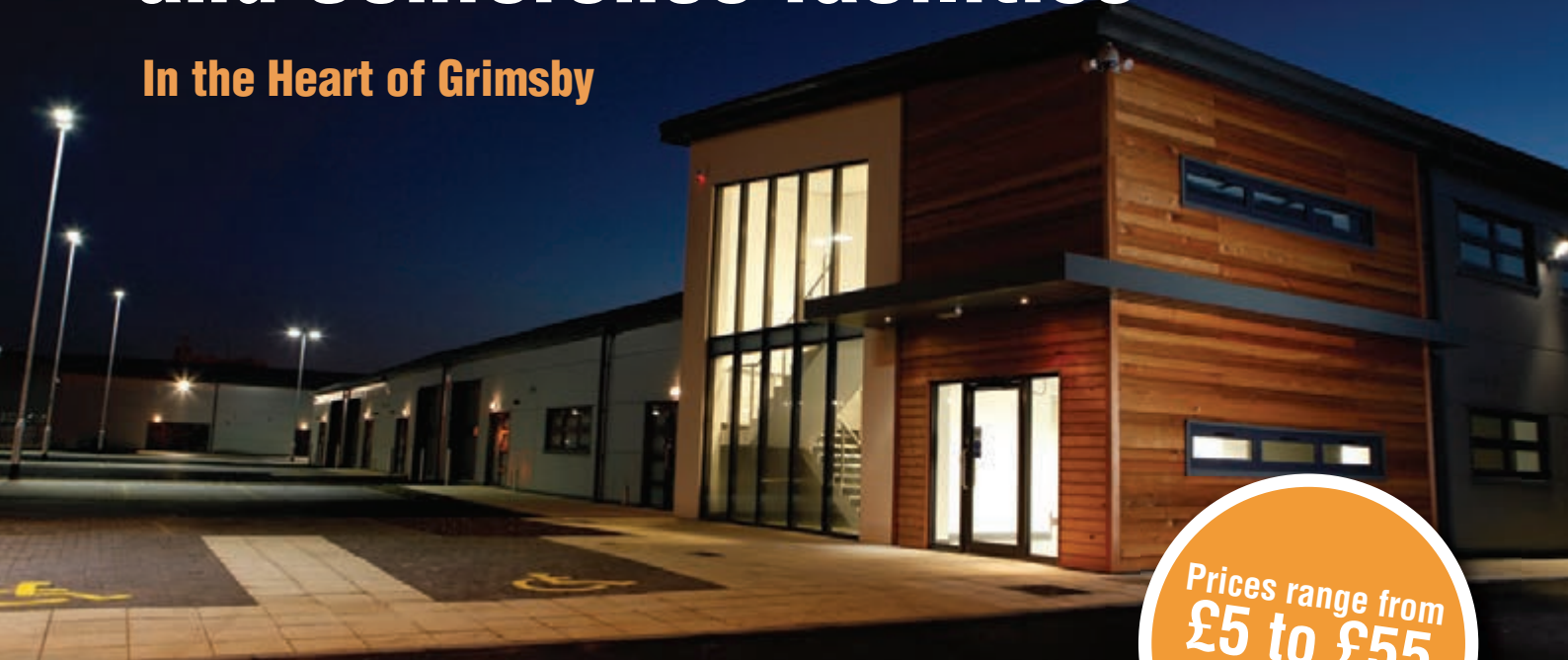
**Sam Whitaker,**  
**General Manager at Hull Esteem Consortium:**  
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# Celebrating the Attractions of Grimsby

Grimsby is one of those areas that offers so much for new businesses.

Those promoting the area, including North East Lincolnshire Council, point to a range of impressive statistics.

For instance, the area has:

- the busiest port complex in the UK by tonnage
- the largest concentration of food companies
- a wide range of renewable energy opportunities
- the biggest strategic employment sites
- the lowest operating costs

Those seeking to bring new investors to the area also point to the area's location with its world-famous port and Europe's Food Town, the popular seaside holiday resort Cleethorpes, Immingham with its emphasis on heavy industry and logistics and the Wolds villages – an area of outstanding natural beauty.

The area also has strong international links thanks to its maritime and fishing heritage, those links are particularly strong with businesses in Scandinavia.

Grimsby and the surrounding area is home to a number of thriving business sectors:

## The food industry

Greater Grimsby is home to around 500 food-related companies making it one of the largest concentrations of food manufacturing, research, storage and distribution in Europe. That's why it has been known for more than 15 years as 'Europe's Food Town'. At the UK Cluster Mark Awards 2010, the local seafood supply-chain was recognised as the UK's leading industrial cluster.

There are several areas of opportunity for companies involved in biotechnology, including:

- potential use of fish waste in biotech research
- extraction of Omega-3 oils from fish
- development of functional foods and nutraceuticals
- use of microorganisms in the food-processing industry
- food safety and biotech-based diagnostic testing

The range of skills in the pharmaceutical and drug-development sector that have been developed thanks to major manufacturers, offer a significant overlapping opportunity with the area's food industry. Research and development labs at the Humber Seafood Institute enable cutting-edge innovation and testing around seafood.

## Renewables

Building on its long-standing expertise in the power sector, Grimsby is now becoming a major centre for green renewables energy and is the UK's emerging capital of the offshore wind industry.

In terms of steaming distance, Grimsby is 10-50 miles from existing and planned turbines off the Lincolnshire coast in the North Sea, where a further 4,000 turbines are to be built. Key operations and maintenance (O&M) operators have already chosen Grimsby as the base for their activities and it is anticipated that the renewable functions, major manufacturers, component suppliers and R&D for the renewables industry will also locate in the area.

Further significant expansion across the area is planned as more wind turbines come on line.



### BioEnergy

The area is home to some of Europe's most important green energy investments, including bio-diesel, biomass and bioethanol plants, and companies working to produce other forms of renewable electricity.

All around Grimsby, there are hundreds of specialist construction, engineering, logistics and many other service companies that provide a vital supply-chain to the major manufacturers in the sector.

### Chemicals

Grimsby supports a large number of companies in the process industries from speciality chemicals to pharmaceuticals. The area offers 50 years' experience of process industries, the UK's largest port capable of handling major projects, expertise in engineering and construction, leadership in new fuels and green processes, a ready and able workforce and the lowest operating costs in the UK.

The process industries in Grimsby include:

- petrochemicals
- commodity chemicals
- speciality chemicals
- composite materials
- pigments and paints
- pharmaceuticals
- supporting services

There are a number of advantages for businesses investing in the area

### Gateway to the world

As a deep-water location on the Humber Estuary, Grimsby and Immingham port complex provides excellent access to the trade routes between the UK and mainland Europe. The port's links extend throughout Europe, to North and South America, Africa, Australia, the Middle East and the Far East.



Because it is just 200 miles from the global logistics hub of Rotterdam, many logistics operators use Immingham for 'short sea shipping' solutions. This involves international shipments going into Rotterdam and smaller vessels bringing in cargo on the final leg of the journey into Immingham. This puts goods right into the heart of the UK.

The main advantages for this type of shipping are alleviation of congestion, decrease of pollution and overall cost savings to the shipper. There are 40,000 international shipping movements each year in Humber Estuary.

### Air Links

Humbly Grove Airport, conveniently located just a few miles from the area's main towns, is a key national and international gateway connecting over half a million passengers to 30 destinations every year, with daily flights to Amsterdam's Schiphol Airport, the world's third largest international airport.

### A skilled workforce

Grimsby has a local workforce with:

90,000 people within a 15-minute catchment

350,000 within a 45-minute drive

Recent economic conditions mean that there is a ready-made labour-force, eager and willing to work.

Local workers have demonstrated over the years a willingness to adapt and retrain to suit the needs of different industries. The area offers companies a range of skills and experience from specialist



construction, engineering and logistics, to laboratory-based research and development work and office jobs in global headquarters.

The Centre for the Assessment of Technical Competency (CATCH) has been developed to enable processing, energy, manufacturing businesses and the associated support services in the Humber to adopt best practice in approaches to workforce development and competence assessment. CATCH is undergoing a second expansion phase since its development in 2006, and it is anticipated further growth will be necessary to accommodate offshore training requirements.

Grimsby Institute is also a key partner in ensuring that the area continues to produce people with the right skills for the industries of today and the jobs of the future. Several Centres of Vocational Excellence provide work-based training ranging from engineering to broadcasting.

### A profitable location

Property and labour costs are among the lowest in the UK.

Grimsby is a cost-effective business location.

Compared with similar locations, this area has the:

- Lowest average wage costs
- Lowest industrial rents
- Lowest office costs

In difficult times, the ability to keep your cost-base to a minimum helps to keep businesses afloat and protects jobs. Living costs are low with housing among the cheapest in the country, enabling a choice of urban and country lifestyle.



### A bright future

Grimsby is undergoing a radical transformation.

The vision for Grimsby involves making a town which is attractive and an economically and socially desirable place to live, visit, work and play. The aim is to bring new life to the town centre by creating quality surroundings and rejuvenating the historic and traditional Victorian areas of the borough for the enjoyment of all.

CONTINUES ON PAGE 27





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## Did you know?

- Grimsby has a population of about 91,000
- The name Grimsby means 'Grim's village' and is said to refer to a fisherman named Grim who established a settlement here selling fish
- Much of the town's buildings date from the 19th-century, including the 350ft high Dock Tower.
- Grimsby is listed in the Domesday Book, having a population of around 200, a priest, a mill and a ferry (probably to take people across the Humber to Hull)
- Grimsby has access to 40 million consumers within a four hour drive.
- Grimsby is home to the largest fish market in the UK
- Grimsby, Immingham and Cleethorpes together form the economic area known as North East Lincolnshire.
- The main sectors of the Grimsby economy are food and drink; ports and logistics; renewable energy; chemicals and process industries, tourism and digital media
- Grimsby Traditional Smoked Fish has a Protected Geographical Indication (PGI), one of only 43 such products in the UK.
- The football team is Grimsby Town F.C., nicknamed 'The Mariners', who play in the Blue Square Premier League.

The area is home to a fabulous array of restaurants, as evidenced by The Grimsby Telegraph's Restaurants of the Year 2011, which included:

JOINT INDIAN & OVERALL WINNER  
**Me2Raj, Market Place, Cleethorpes**

JOINT INDIAN & OVERALL WINNER  
**Miller's, Waltham, Grimsby**

EUROPEAN RESTAURANT WINNER  
**Beach Restaurant, Cleethorpes**

HOTEL RESTAURANT WINNER  
**Dovedale Restaurant, Cleethorpes**

CAFE/BISTRO RESTAURANT WINNER  
**Fizz Champagne Bar & Restaurant, Cleethorpes**

ORIENTAL RESTAURANT WINNER  
**The Landings Hotel & Restaurant, Grimsby**

PUB RESTAURANT WINNER  
**Livesey Arms, Ludborough**

FISH & CHIP RESTAURANT WINNER  
**Ocean Fish Bar & Restaurant, Cleethorpes**



## Promoting Healthy Workplaces

Help is on hand for businesses in North East Lincolnshire who want to put the feel-good factor into their workplace.

The website [www.nelhwp.co.uk](http://www.nelhwp.co.uk) has been created by North East Lincolnshire Council's specialist health promotion team, which is interactive and gives advice to companies.

Dan Pyrah, Health in the Workplace programme manager, said: "We have been running a healthy workplace programme for some time. We had a lot of big organisations involved, but there was a gap when it came to SMEs. We did some market research and built up a picture of what was wanted, rather than what we thought was wanted, and came up with a this new programme."

Step one is signing up, which takes a couple of minutes but means a business is registered. Step two takes it further, creating interactive programmes for the workplace to improve health and wellbeing of staff. Health champions within an organisation are trained then to roll out the programme to colleagues.

Step three features an eight-area focus with bronze silver and gold levels already being used by companies like Coldwater, Grimsby Institute and Young's Seafood.

Mr Pyrah said: "This is much more about sustainability for the employer and the organisation – making sure the programme has a long life.

"It is a very robust programme. It is for everybody and we really want to engage with some of the smaller organisations too. One of the big things that came out of the research was that employers do think and do consider staff health and wellbeing, but did not know what we were about and that there was a service to offer for free. That is quite a big deal, particularly in the current climate," he said.

Mike Mortlock, Health in the Workplace programme co-ordinator, said: "The key findings from the research were the desire to reduce sick days and increase productivity, which basically boils down to cost and money.

"The programme can also be a big asset when it comes to staff morale. Ultimately, it is a free resource people can access and hopefully – if done right – it can have a positive impact on the business."

For more information call **(01472) 325454** or email [info@nelhwp.co.uk](mailto:info@nelhwp.co.uk)

# “Poor mental health is poor business: it’s just a fact”

*Dame Carol Black, National Director for Work and Health*



As well as ethical and moral reasons, there is a strong financial evidence base for businesses to prioritise and enable the health of their workforce.

The World Health Organisation confirms that 1 person in 4 will suffer from a mental health problem, that’s 25% of your workforce. By effectively managing health at work you can significantly reduce:

- Conflict • Sickness absence • Poor performance
- Poor staff retention • Complaints • Grievances

In the current economic climate, can you afford not to take care of staff health and well-being? You may be missing out on a chance to make big savings and increase profits.

According to the HSE, for every £1 spent on your employee being, the average return on your investment will equate to £12.

Big Ambitions can offer tailored support packages to your business that will maximise savings and benefit your pocket and workforce. This can include

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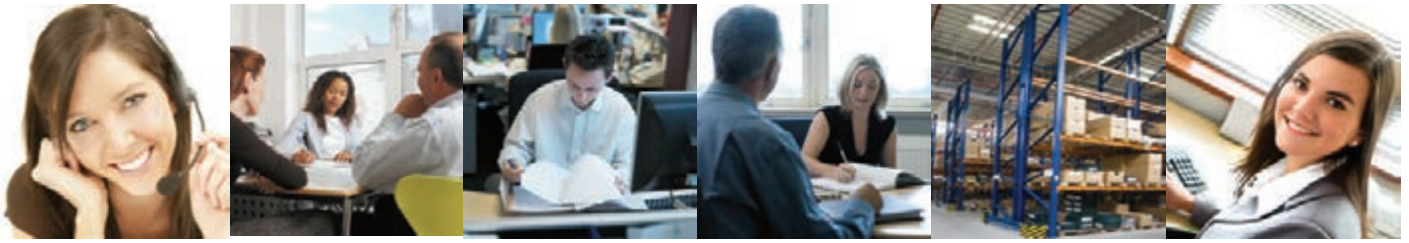
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# Develop your team your way ...and keep training costs down

East Riding College offers free and low cost apprenticeships across a wide range of subjects. New government funding priorities mean apprenticeships are now the most cost effective way to develop the skills of existing and new employees. Many no longer require day release for college attendance.

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# How Do We Train Our Employees when Times are Hard and Money is Tight?



Apprenticeships are the answer, says Rachael Owen, employer response manager at East Riding College.

**Any organisation is only as good as its workforce, to paraphrase the well-used axiom. It stands to reason, then, that the ongoing success of a business is tied to the ongoing development of that workforce.**

We are quick to tell people when we are developing our employees and we hang our Investors in People certificate in the most prominent place we can find. We are proud we look after our staff and we know it makes business sense.

How strange, then, that training budgets are among the first to suffer when times are hard, that something so essential to keeping ahead of our competitors is deemed frivolous when we tighten our belts.

Fortunately, over recent years, employers have been able to tap into the rich vein that was Train to Gain, an initiative introduced following the Leitch Review of Skills (2006).

Lord Sandy Leitch, in drawing up recommendations to find the skills mix which would help the UK maximise 'economic growth, productivity and social justice' by 2020, emphasised the need for hundreds of thousands of additional workers to gain level two and three qualifications.

How would this be achieved? Under Train to Gain, the qualifications would be free.

The reception from employers was understandably very favourable and in no time at all tens of thousands of workers were enrolled on level two and three NVQs.

But now that Train to Gain is no more and the economic downturn is continuing to cast a shadow across the country, where do we stand with achieving Lord Leitch's targets?

How do businesses that are struggling to pay the bills afford to keep their team's skills up to date and ensure they are equipped to survive this enduring economic winter?

The government's answer is: Apprenticeships.

We have all heard of apprenticeships, haven't we? Apprentices work at the local garage and for electricians and plumbers, don't they?

Well, yes, but that describes what apprenticeships used to be, not what they are now. Apprenticeships cover nearly 200 subjects from accountancy to zoology (well, animal care) and everything in between. As well as the expected – such as retail, customer service and administration – they cover

niche roles like farriery and nuclear working. Think of just about any job role and there's an apprenticeship to fit.

The National Apprenticeship Service has been working hard for several years to delete from the collective psyche this perception that they are for young lads who want to be mechanics or tradesmen.

Switched-on businesses got the message some time ago and have seen many an apprentice learn their craft before moving through the ranks into positions of authority.

The benefits are clear: The apprentice learns the skills you need them to have during their work days and then brings back the latest practices from their day at College. Apprentices are also exempt from the national minimum wage.

The government's support for apprenticeships means they are heavily subsidised. The training cost for 16 to 18-year-old apprentices is zero and for adults it can be as little as £250, maybe less.

As well as being an excellent way to train up new employees, they are the most cost-effective way of training existing staff in a large number of areas.

They are available at levels two, three and four, so they enable the apprentice to progress from learning basic skills to the more advanced and those needed for more senior, supervisory roles.

The feedback from those who employ apprentices is overwhelmingly positive: 83 per cent rely on their Apprenticeships programme to provide the skilled workers that they need for the future and 81 per cent say they make their businesses more productive.

So, when you are sitting wondering how to make your training budget stretch to meet your development needs, look no further. Reap the benefits of employing an apprentice, as thousands upon thousands of organisations already do.





Brew a ne







# new way of thinking...

6<sup>th</sup> February 2012

Melton Business park, Gibson lane, Melton Hull.

Unlike tea-sets, mind-sets can be difficult to replace, don't come in fetching floral patterns, and only occasionally harbour Earl Grey tea leaves. Brew a new way of thinking for as little as £450 for a five day Neuro-linguistic programming practitioner course with Advance Forward HNLPT Ltd.

Personal and professional skills working and intertwining within a business environment are given a re-direction and focus by specialists using Neuro-linguistic programming techniques.

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Funding may be available depending on eligibility. [www.advanceforward.co.uk](http://www.advanceforward.co.uk)

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# Apprentices



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# Identifying the Right People for a New Age

In difficult economic times, it is even more important than ever to select the right member of staff - and in the search for loyal, hard-working creative people, companies need all the help they can get.

That means using the recruitment industry, which specialises in helping businesses select the right people, a function which is particularly valued at times like these when there are so many jobseekers on the market.

For companies working in the East Yorkshire and North Lincolnshire area, one of the big challenges in the field of recruitment has been taking advantage of the opportunities offered by the renewables industry.

The sector has been identified as one rich for development and more and more companies are recognising that the green revolution offers business opportunities for them, from building wind turbines to supporting companies in sectors

such as solar power and hydrogen technology.

Key to the growth of the sector are transferable skills, those skills that may have been honed in more 'traditional' work, but which can be readily adapted to the needs of renewables companies.

One example is the area's chemical industry which already has many of the skills required. The same is true of people working in fields such as advanced engineering, fabrication and advanced computer technologies.

The challenge for recruitment companies is identifying those talented individuals who can fill the needs of clients wishing to set up or expand renewables businesses.

Using a professional recruitment company makes a lot of sense because it takes the pain out of the process, as such businesses handle everything from the advertising of posts to the analysis of applications.

At a time when business people must be 100 per cent focused on their companies, having someone to deal with all the paperwork and administer the processes is a real benefit.

This area is blessed with a number of excellent recruitment companies, whose teams understand the jobs markets in which they work and who can bring great experience to the process.

## Permanent Solutions for Your Temporary Labour

**Jark Industrial, based on George Street in Hull, is a leading recruitment business across the region known for unique and innovative service.**

The recruitment company provide a full staffing solution service throughout Hull and the surrounding areas. Jark Industrial is successful due to its dedicated staff, and adopting a professional hands-on approach to recruitment.

Jark provide a range of options including temporary workers, contract and permanent staff.

The experts are fully trained on the recent Agency Workers Regulations, offering a full free consultation on the best and most viable approach for each client, which came into force on 1 October 2011.

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



*Jark team: Graeme Sutton (far left) and his team*

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, and use stringent compliance procedures throughout our recruitment processes."

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# Business Awards Honours Successful Companies

ActionCOACH Yorkshire and the North East Client Awards 2011 were held at Harewood House, near Leeds.

Judged by David Streater of Lloyds TSB, Keith Madeley and Jonathan Jones of Squire, Sanders and Dempsey (UK) LLP, the six award categories were bestowed on companies that have embraced the coaching process and, as a result, were able to demonstrate outstanding business performance.

The most sought after award on the night, 'Business of the Year Award 2011', was won by GXD Logistics Ltd from Goole. Managing Director Graham Cross has been coached by ActionCOACH Mandy Hildred of York over the past two years. The coaching programme has enabled him to develop his leadership skills in order now to focus his time on growing the business. The company's success, despite the current climate, has enabled it to increase turnover by more than £300,000 and generate an increased net profit of 36%.

The other awards were:

**Marketing Award** - Freshly Maid coached by ActionCOACH Hayley Erner

**Team Award** - Greyhound Box coached by ActionCOACH Andrew Cussons

**Innovation** - Drummonds Kitchens and Bathrooms coached by ActionCOACH John Sutherland

**Financial** - Russell Smith Chartered Accountants coached by ActionCOACH Hayley Erner



*Photo of the winner of 'Business of the Year 2011', Graham Cross, Managing Director of GXD Logistics Ltd, Goole, with his York based ActionCOACH Mandy Hildred.*

**Entrepreneurial** - PDS Concepts coached by ActionCOACH Stuart Johnson

ActionCOACH, founded by Australian-born business growth guru and author Brad Sugars, provides coaching to more than 15,000 businesses a week in a total of 39 countries, with its national network of coaches across the UK, including 13 based in Yorkshire.

# Development Faces 'Tidal Wave' of Change

Local development is being affected by a 'tidal wave of change' according to a new report from property firm Savills.

The report argues that the UK house-building and construction sectors have probably never before faced a time when so many challenges have come at once. The result is that viability assessments on potential development sites now matter more than ever.

## Key findings of the report include:

New policy could prolong the focus on equity rich markets, but, if ambitious housing targets are to be met, first time buyer and investor markets need to be considered.

The development industry faces a tidal wave of change and players must evolve to survive.

New measures of viability are needed in a new age of equity funding and the sector must create vehicles to attract this equity, particularly institutional.

Land value and developer margin remain key to viability assumptions – new analysis shows that in low value markets only half of all 10+ acre transactions were paid upfront.

Yolande Barnes, head of Savills residential research, said: "We would dare to venture that nothing is the same as it was in the summer of 2007 – except perhaps the people and companies involved which are fewer in number. Not only have changes in the finance world changed the nature and scarcity of development funding but a fundamental shift from purchase to renting has altered the DNA of the UK housing market.

"The successful players will be those in development and investment who are nimble enough to adapt to survive."

# Investment Helps Photocopier Business Modernise for 21<sup>st</sup> Century

Investment from Finance Yorkshire is helping a photocopier specialist that has been trading for more than 25 years modernise for a new era.

East Yorkshire company KRL Group Limited sells and services photocopiers to customers across Yorkshire, the Humber and parts of Lincolnshire and recently underwent a management buyout (MBO).

Business loans totalling £130,000 from Finance Yorkshire, combined with an Invoice Finance facility from Lloyds TSB Commercial Finance, have helped KRL move on from the MBO by modernising the business while maintaining its regional roots.

Based in Willerby, near Hull, KRL is the main dealer for Konica Minolta machines and has also recently become a dealer for Ricoh.

KRL managing director George Baker said: "In 2009 my two business partners wanted to sell up but I decided to go it alone. However the recession meant it was the worst time to try and do an MBO and we struggled to get the right finance.

"However, last year we began working with Finance Yorkshire and Lloyds TSB and the help we have had from both of them has been great."

The investment will also be used to help KRL explore new markets, expand a Leeds-based office, fund training for engineering, sales and administration staff, as well as assist with stock purchase for the company's growing sales order book.



*(L-R) Ian Atkinson of Finance Yorkshire with KRL's George Baker and Glenn Parrish*

# Hull-Made Furniture Used to Equip Prize Winner

The team at Lab Systems Furniture in Hull were watching this year's RIBA Stirling Prize Awards with keen interest because seven schools, academies and colleges fitted by the company were in the running for the UK's most prestigious architectural prize.

In the event, Evelyn Grace Academy, designed by Zaha Hadid Architects, won the RIBA Stirling Prize 2011 for the best building of the year. Lab Systems had worked with contractor Mace Plus to provide all the fitted furniture for the new secondary school in Brixton, South London.

In contracts worth nearly £1.9 million for the Hull business, Lab Systems also designed and manufactured fitted furniture for RIBA regional prize winners City of Westminster College and Michael Faraday Community School, as well as for nominated schemes Open Academy in Norwich, Westminster City School, Suffolk One 6th Form College and Milton Keynes Academy.

"The Evelyn Grace Academy is an astonishing building and we were excited to be involved with a brief to produce fitted furniture to match the stunning architecture," said Geoff Lound, director of Lab Systems.



A team of 25 are employed at Lab Systems' Bontoft Avenue manufacturing site providing bespoke and off-the-shelf furniture. The company's business also supports around another 20 jobs via sub-contractors.

## Reduction on Large Scale FITs does not Affect Homeowners

The Government recently announced a cut in the level of Feed in Tariff (FIT) for new large-scale solar installations from August 2011. These cuts are only applicable to larger scale solar installations over 50kW capacity. Domestic household schemes are typically around 2.4kW capacity so will not be affected by this cut.

The homeowner tariff will be reduced year on year to encourage early take up of the scheme, which after April 2012 will be a reduction of approximately 0.03p. However the homeowner is guaranteed the figure at their level of entry, index linked and tax free for the whole 25 years from installation. This ensures Solar Photovoltaic is still a viable investment and with the added benefits of reduced electricity bills and cutting your household carbon emissions.

You will qualify for the full FIT payments if:

- The technology was installed between 15th July 2009 and 31st March 2010 and you transferred to FITs before 1st April; OR

- It is installed after 1st April 2010 using an MCS certificated product and installer;

The Microgeneration Certification Scheme (MCS) is a scheme that certifies Microgeneration products under 50kW and installers. Installers must meet and conform to high standards put in place.

Emma Oakley, Administration Assistant for RapidServ, said "We have been overwhelmed with the level of interest we have received since becoming MSC Accredited and launching our Solar PV product. It is really refreshing customers are genuinely interested in reducing their carbon emissions, as well as being able to benefit from the Feed in Tariff" For further information call the RapidServ team on 01482 842802.

## John Good Consolidates Operation

**Hull shipping and travel group John Good & Sons Ltd has consolidated its North East Lincolnshire operations into a single office on premier Grimsby business location, Europarc.**

John Good Shipping and subsidiary company, Dan Shipping, which were both run out of separate premises on Immingham dock, have joined Good Travel Management – already on Europarc – in a large, single office in the Humber Seafood Institute.

According to Steve Pullen, commercial director of Dan Shipping, the move not only cuts group operating costs, it also allows the businesses more easily to identify synergies between their activities.

Mr Pullen said: "It is a great move for us all. Although we will be sharing a single, large office, we will continue to operate as three individual businesses. However, as we are in similar sectors, naturally there are some areas where we can help each other or work closely together and these opportunities can be much more easily identified by sharing the same work space."

Julie Ornsby, account manager at Good Travel Management in Grimsby, said Europarc was the natural choice to consolidate the businesses due to the quality of the facilities on the site.

She said: "We're pleased to be staying on site as it has been our home since we opened our Grimsby office. But, as the business has grown over that time, we need more space so moving into a new office will allow us to continue developing the business."



L-R – Steve Pullen of Dan Shipping; Julie Ornsby of Good Travel Management, and; Ian Sheard of John Good Shipping outside their new home on Europarc.

Dominic Gibbons, managing director of Hull property company, Vykeland Group, which recently purchased Yorkshire Forward's stake in Europarc to become sole owner, said he was delighted about John Good & Sons' decision to move on to the park.



# More Expansion for Pepperells

2011 has seen the ongoing expansion of Hull and Scunthorpe-based law firm Pepperells Solicitors. The firm, established in Scunthorpe in 1985, incorporated long-standing Hull practice Ivesons in 2009 and, since then, the business has gone from strength to strength.

With the procurement and impressive refurbishment of one of Alfred Gelder Street's most stunning buildings, Hull was left in no doubt that Pepperells meant business. Founding Partner Stewart Pepperell confirmed "All of the Partners and staff here at Pepperells are proud of the service that we offer to our clients. With over 40 staff, Pepperells are of sufficient size and reach to offer truly quality services in all areas of law."

Pepperells advises a variety of clients from private individuals through to local SMEs and multinational organisations. The firm can boast expertise in a wide range of legal areas, including Family Law, Civil and Commercial Litigation, Employment Law, Commercial and Residential Property, Criminal Law, Personal Injury, Wills and Probate and even Sports Law, to name but a few. By hand-picking the top lawyers in the area, Pepperells' clients can rest assured that the lawyers acting on their behalf have the high level legal skills required to meet their needs. The Pepperells team are easily accessible when an urgent matter arises and can act swiftly and decisively when required. It is Pepperells' mission always to be on hand to guide clients through the burdensome, complex and ever-changing minefield of legal issues, thereby allowing its clients to focus on their businesses and personal lives rather than having to worry about legal compliance.

The range of skills within the Pepperells' team means that, as varying legal issues arise, clients can benefit from high quality, collective knowledge and advice. The quality of Pepperells' legal service provision and client care is such that, in these dour economic times, the firm is still able to hold its head high. This, in turn, has had a positive



effect on local employment levels. Partner Ben Pepperell, based at the firm's Hull office, commented that "the changes have been so rapid and we've been inundated with new work. This has resulted in the need to increase our talented workforce".

The firm has recently recruited a new head of its Civil and Commercial Litigation department and has also seen expansion in its Family Law teams. Furthermore, the firm's appetite for long-term success is evident from its highly regarded trainee solicitor programme, which, in early October, saw yet another trainee admitted to the Roll of Solicitors. With three more trainees due to qualify in spring 2012, the future success of Pepperells looks certain. The firm prides itself on having the perfect blend of expertise, experience, drive and ambition.

Aside from the day-to-day provision of valued legal work, Pepperells also takes its social

responsibility very seriously. The firm is heavily involved with local charity and volunteer work; lending a helping hand to organisations such as the Humber Sports Partnership, Young Enterprise, the Lindsey Lodge Hospice and the Active Community Team. In addition, Pepperells' commitment to the local community can also be seen through its sponsorship of numerous local sports teams.

Overall, the growth of Pepperells Solicitors in recent years has in large part been due to its dynamic strategies and modern approach despite the onset of the recession. The firm continues to recruit people with the right qualities to ensure, at all times, that client satisfaction is achieved. Client care remains the firm's priority and it is this ethos that has led to its continued success.



## Shipping Firm and University Unite on Recruitment Drive

**In an initiative with the University of Hull Law School, specialist shipping, transport, insurance and engineering law firm Myton Law has taken on its second new recruit in the space of three months.**

Myton Law worked with the University of Hull's Law School to identify capable graduates who have studied maritime law, a subject taught by only a few universities around the country.

Among them is Sam Minall, who joined Hull-based Myton Law in September. A former University of Hull graduate with a degree covering admiralty law and carriage of good by sea, Sam has since taken a master degree in Maritime Law at Bristol and acquired experience at a London firm.

"Sam is our second appointment with a law degree from the University of Hull," explains Myton Law director John Habergham. "It is good to be able to work with the university to identify talented former graduates who can contribute to our highly specialist business. We commend the university for equipping students with a good grounding in this complex and challenging area of law."

In July Myton Law appointed native Polish speaker Katarzyna Wujec. Katarzyna is also a University of Hull law graduate who specialised in carriage of goods by sea, followed by a masters degree in International Business Law and work for the International Cooperation and EU Law Department of the Ministry of Justice in Poland.



Based at The Deep Business Centre on Hull's Humber river front, Myton Law was established in 2010 as Yorkshire's first firm specialising in international shipping legal expertise.

## Fund Invests £1.5 Million in Businesses

**Tata Steel's subsidiary UK Steel Enterprise is set to inject £1.5 million into the North Lincolnshire and Scunthorpe economy with a three-part package of support for local businesses.**

New Chamber Member UK Steel Enterprise (UKSE) was established to help the economic regeneration of communities affected by changes in the steel industry. The £1.5m support is part of the company's response to the restructuring affecting its Long Products business in Scunthorpe.

Keith Williams, Regional Manager for UKSE and a member of the Economic Response Task Force said: "This is a package of support to help boost businesses and employment in the local area. We want to help people to create new businesses and support existing companies in creating more jobs so that the local economy improves and the surrounding communities can prosper."

Part one of the package will provide support for existing businesses in the area that have the capacity to grow and take on more employees.

The second part will provide support for start-up businesses and to assist people looking to take on self-employment while the third part will offer assistance for community initiatives that support local regeneration.

Working closely with other local organisations and the Tata Steel Economic Response Task Force, the



Keith Williams (L) of UKSE with John Drayton of Colour Worx, a Scunthorpe custom paint-shop business previously assisted by UKSE.

package will include:

- Low-cost loans from £25,000 for established companies creating jobs
- Business advice to people considering self-employment, starting a new business or expanding an existing small business
- A new UKSE Kickstart Fund providing a combination of grants and smaller loans to new and fledgling businesses
- A community fund to provide support for local projects and initiatives which contribute towards job creation and regeneration

## Graduates Awards Ceremony Deemed a Huge Success

The first graduation ceremony staged by training provider SHEilds Vocational Training (SVT) has been deemed a huge success.

Held at Grimsby Town Hall, it was attended by students from all over the UK, who successfully completed their Diploma NVQs in Occupational Health and Safety attended.

Supported by family and friends, the students were presented with their certificates by Anne Tate, from the Hull & Humber Chamber of Commerce.

Anne said: "Candidates that achieve NVQ Level 5 in such a sought-after discipline as Occupational Health & Safety are without doubt increasing their career prospects. It was a pleasure and an honour to present them with their certificates."

Guest speakers at the event included Mike Watson, Chairman of SVT who spoke of the benefits for practitioners joining the Institute of Occupational Safety & Health.

Mandy Pickard, Managing Director of SVT, announced that the next award ceremony will be held in the spring and twice yearly thereafter.



Mandy Pickard being presented with her NVQ Level 7 Diploma in Management certificate by Anne Tate, and Jim Lennon, SVT Director.



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## Company Put Faith in New Generation of Directors

One of the region's leading firms of chartered surveyors is promising an ongoing improved service for clients as the result of a management shake-up.

Garness Jones, which operates throughout the Humber region and into North Yorkshire from its headquarters in Hull, will increase its commitment to client care and business development in all areas of activity.

The push will be led by Dave Garness, a founder of the business, who becomes Managing Director. He will work closely with Hans Nieuwkerk, who retains his title of Director but will take on an enhanced role, and they will continue to be supported in operating the business by Elaine Dennison, the Company Secretary.

On the commercial side of the business, industrial specialist Dale Gooderham, retail and leisure expert Simon Grainger and office and investment lead Paul



The Garness Jones team. Standing, from left: Dale Gooderham, Colin Garvin, Steve Jackson. Seated, from left: Simon Grainger, Paul White, Dave Garness, Hans Nieuwkerk.

White are all appointed Associate Directors with the authority to drive their own sectors.

Colin Garvin, a Director of Garness Jones for nearly three years, becomes Director of Professional Services in a move which recognises the company's efforts to promote its wider expertise in all aspects of property.

Steve Jackson is appointed Associate Director and has responsibility for the residential property management portfolio.

Garness Jones began in 1996 with a team of three people operating from premises on Anlaby Road, Hull. They moved into their current offices on Beverley Road in 2004 and now have a team of 20.

## Success for Spring Water Company

Blue Keld Springs Ltd, of Cranswick near Driffield, East Yorkshire, has won the Chamber Bridlington & Wold Business Awards 2011 International Business of The Year in recognition of its continued growth in the international market.

The water is drawn from a crystal clear Artesian Spring and continually filtered through chalk over many years, resulting in its high calcium and low sodium content.

In addition to nationwide distribution in the UK (retail and on-trade), Blue Keld's products are exported to Bahrain, China, Denmark, France, Guernsey, Hong Kong, Latvia, Malta, Poland, Russia, Sweden, The Maldives and The Netherlands.

Blue Keld Springs has recently become Members of The Hull & Humber Chamber of Commerce.

## Business Competition Under Way

**The Humber's most anticipated business contest, Who Wants to be an Entrepreneur? has got underway with a challenge to each of the teams to raise £1,000 in just 99 days.**

The competition, which is modelled on hit BBC Television show The Apprentice, includes 15 teams from businesses and organisations across the Humber region and will run until July next year.

In their first task, Grand Designs, the competition's very own Lord Sugar David Kilburn gave each team £100 and said they had until January 11 to turn that into £1,000 by whatever means they choose.

He said: "The task will give you a great opportunity to see what team members are made of and help them to develop their skills when it comes to creativity, marketing and sales, time management, networking and negotiating."

Mr Kilburn, who is Chief Executive of MKM Building Supplies and Chairman of the Yorkshire and Humber



board of Young Enterprise, added that the team that out-performed the rest would receive a special treat for their efforts. But he warned that teams failing to reach the £1,000 target could be on end of Lord Sugar's famous catchphrase, You're Fired.

The complete list of teams this year is: The Entertainment Marketers; Filming; The Submariners; Team NLH; Aspire, Inspire; The One Point; KWL; Strawberry; Meridan; Versatility; MKM; Steelers; Business Springboard; Npower; and Trinity Quarter.

# Skills Day Gives Young People a Vital Helping Hand

Staff from PwC's Hull office joined forces with Brandesburton School recently to assist senior year students with a project designed to encourage them to train as 'enterprise champions'. The skills gained will help give students the knowledge they need to compete in today's tough business environment.

Eighteen 11 year old students were helped by a team of PwC staff to develop a business plan as part of this school project to build a profitable business.

The session at PwC offices started with the students summarising their business ideas, followed by group brainstorming on the importance of a establishing a business plan, together with the need for strong teamwork and communication skills. The PwC staff then provided the students with easy to use spreadsheets and an example of business accounts.

PwC staff will also visit Brandesburton School to provide ongoing guidance to keep the business successful and review how profitable it is so far; they will also get the opportunity to visit the Tuck Shop!



This project is part of PwC's annual firmwide volunteer day. This year's theme is employability, with the aim of making a long-lasting impact in the region by sharing skills and fundraising to help people not only get into work, but sustain their employment and skills into the future. The team in Hull took a particular interest in supporting the region's young people to build up their skills to progress into further education or a career.

Claire Gallafant is a manager in the Accounting Services team and organised the student workshop. She said: "Entrepreneurial skills are a key to success. Entrepreneurs are playing a critical role in today's economy and the skills and passion of the students at Brandesburton School show that they can bring their fantastic ideas to life. We were delighted to support them in their goals."

Hull was one of 25 PwC offices across the UK involved in the annual volunteering day. This is a key part of PwC's corporate sustainability programme that focuses on promoting social inclusion within its local communities by supporting creative and active partnerships which focus on employability, education and the environment. During 2011, over 4,200 staff were involved in employee volunteering programmes during working hours contributing more than 50,000 hours. The value of what PwC contributed to its communities by way of financial support, volunteers' time and the provision of business expertise amounted to £10.3m.

# Hull Firm Remains Top Ranked in UK's Leading Legal Guide



Rob Penrose

Hull-based law firm Andrew Jackson is delighted to announce that, once again, it is the top ranked firm in Hull according to the latest findings of the UK edition of Chambers and Partners ('Chambers'), the leading clients' guide to the legal professional.

The firm is the only Hull practice to achieve a total of 23 recommendations within Chambers' 2012 guide, whose findings are based on extensive client research.

With 11 practice area recommendations and 12 lawyer rankings, the firm's success in Chambers includes:

- achieving the highest rankings among Hull and East Yorkshire firms in the areas of private client and shipping law.
- having lawyers who are the highest ranked individuals in five practice areas in Hull and East Yorkshire.

- being the only Hull-based firm with two of the UK's top ranked mediators: Silas Taylor, in the area of dispute resolution and Hugh Smith, for product liability in relation to food.
- having one of the UK's highest ranked lawyers, Dominic Ward, in the UK-wide category of road transport.
- Being the only East Yorkshire based firm ranked in the area of shipping.

Rob Penrose, managing partner at Andrew Jackson, said: "We focus on providing our clients with high quality legal services and it is terrific to see these efforts recognised by Chambers, whose research findings are largely based on our clients' experience and satisfaction.

"Everyone at the firm should feel proud of these recommendations and for helping to ensure that we remain a genuine alternative to some of the larger national legal practices."





# Chamber Welcomes Three New Patrons

The Chamber has gained three new Patrons into the fold in recent months.

These are The P & A Group of Companies, Wilkin Chapman Grange and C. Spencer Limited. The P & A Group are a business rescue and turnaround, debt collection and commercial finance company. Wilkin Chapman Grange are solicitors and C. Spencer are civil engineers and building contractors.



Mike Johnson (The P & A Partnership), Daryl Birden from Singleton Birch and Sarah Quinn (The P & A Partnership)

The Chamber is very grateful to these companies and all our Patrons. Patronage is a higher level of Chamber Membership and gives vital support to the Chamber. It is largely a public relations exercise in that the Patron is perceived to be a company helping the Chamber; a not-for-profit organisation, in its mission to sustain the local economy by supporting the 1400 Member companies.



Howard O'Neill (Chamber President), Ian Kelly and Charlie Spencer

There are also numerous marketing benefits to be gained by becoming a Chamber Patron. These include the option of sending any mixture of three of the following to the Members, via the Chamber: an e-shot to 3250 business contacts; a flyer in a Chamber mailout to the Members; and utilising the Members' address labels to post out promotional information. Patrons' good news articles are also virtually guaranteed to be published on the Patrons' Pages in the bi-monthly Members' magazine, Business Intelligence.

The Chamber presents a quality plaque to each new Patron as a mark and memento of our relationship. These are handed to the company's representative, usually at a Chamber networking event, with a photo opportunity and often placed prominently in the company's reception area.

Wilkin Chapman Grange received their plaque at the Members' Network Lunch at the Hallmark Hotel, North Ferriby, on 23<sup>rd</sup> September. The P & A Partnership's plaque was presented at the Lunch at Forest Pines Hotel on 14<sup>th</sup> October, with C. Spencer receiving theirs at One Humber Quays (a building they have recently purchased) on 26<sup>th</sup> October.

For a full list of Chamber Patrons please see page three of this magazine.

For further information about the Patronage scheme, please contact Bruce Massie (North Bank) on 01482 324976, or at [b.massie@hull-humber-chamber.co.uk](mailto:b.massie@hull-humber-chamber.co.uk) or Anne Tate (South Bank) on 01472 342981 or at [a.tate@hull-humber-chamber.co.uk](mailto:a.tate@hull-humber-chamber.co.uk)



Mark Carlton (Wilkin Chapman) and Russ Garbutt (Chamber Past President)

## Rollits Advises Riverford Organic on BoxFresh Deal

Rollits Food Group advised Riverford Organic Vegetables on its acquisition of BoxFresh Organics and its wholesale arm Flights Orchard Organics.

Riverford is the UK's largest box scheme supplier of organic fruit, vegetables and other food with a retail turnover of around £44m. BoxFresh is the third largest box scheme operator with 4,000 deliveries a week from its bases in Shropshire and Herefordshire.

Riverford is headquartered at Wash Farm in Devon and has other sites at farms in

Cambridgeshire, Yorkshire and Hampshire, enabling it to provide national coverage of organic vegboxes. MD Jack Slatter said: "We are a good fit with BoxFresh customers and, in areas we already operate in, it will double our wholesale business."

Rollits' Food Group Director Julian Wild said: "Rollits has developed a strong reputation for working with a wide range of high quality food companies. Although we are based in Yorkshire, with offices in Hull and York, this was an excellent opportunity to work with the leading box

scheme company in the country, located near Buckfastleigh in Devon, to acquire a business based in Ledbury, Herefordshire.

"Riverford is a tremendous business and we are delighted to have worked with them on this transaction."

The legal work on behalf of Riverford was led by Rollits' corporate partner, Nasim Sharf with assistance from John Flanagan.

(left to right) Nasim Sharf & Julian Wild of Rollits LLP



# Hallmark Power for All Your Renewable Energy Requirements!!

Hallmark Tractors has been servicing the machinery requirements of farmers and landowners for over 47 years and understand our customers and their businesses.

Our decision to set up the new business of Hallmark Power Ltd and provide renewable energy systems is based upon this understanding and the knowledge that our products can make a real difference to your business. We supply Wind Turbines, Solar PV, and we have recently added Anaerobic Digesters to our product list.

We can provide farms and landowners of any size with a good business opportunity and investment, while at the same time dramatically reducing the costs of both power consumption and CO<sub>2</sub> emissions.

Hallmark Power offers a variety of renewable energy systems ensuring your company can have the most appropriate renewable energy, and in most cases having a combination that will complement and maximize the benefits from renewable energy.

Here at Hallmark we can offer a full project management service looking after every detail of the installation, from initial site survey to planning, grid connection and the full installation and commissioning of the project. Hallmark have heavily invested in an experienced and highly respected installation team ensuring all standards and expectations are met.

Buying a renewable installation is a minimum 20 – 25 year investment and Hallmark will be there alongside you every year to meet all your support and servicing needs. We pride ourselves on the high level and efficiency of our service and that is how we have built our business over the past 47 years.

**Wind turbines** - We have a comprehensive range of turbines between 5kw and 500kw available.

**Solar PV** – Customised systems best to meet your requirements. Competitive quotes and expert installation.

**Land rental** – We are constantly on the lookout for opportunities to rent land to install our own turbines. If you have possible land available or even planning permission for a turbine that you don't wish to install yourself, we offer incredibly competitive rates for your land. Get in touch and see what we can offer you.



# Energy Cost Reduction Service Launched to Help Chamber Members

Chamber Utilities™ has launched a new Energy Cost Reduction Service in response to Members' concerns over their rising energy costs and increasing pressure to control and reduce consumption.



With a stagnant economy and the high cost of raw materials, organisations need to keep costs down in order to remain competitive. At the same time, energy prices are predicted to rise by around 30 per cent by 2030, whilst the Government is introducing further legislation to force organisations to improve energy efficiency and lower CO<sub>2</sub> emissions.

Gary Collins, National Business Manager for Chamber Utilities™ said: "Understandably, businesses are looking for ways to save money. As energy costs are becoming a larger proportion of overall costs, more and more managers need to reduce them." Gary has a number of suggestions:

## Shop around for the best energy prices

"It is not good enough just to accept a supplier's offer as the best, it may well not be. There is now more choice out in the market and Members can use the independent Chamber Utilities™ service to find and compare them."

## Check your utility bills for errors

"We are finding on a regular basis that electricity, gas and water bills are incorrect and contract compliancy is not being followed by the supplier. Put simply - companies are paying for utilities they have not consumed. We recently recovered six years

of overpayments for a customer by checking their historical electricity bills, putting over £30,000 back into their business."

The Chamber Utilities™ Energy Cost Reduction Service can provide a helping hand, with a number of free and excellent value services:

- **Free renewal reminder service:** registering contract termination dates at [www.chamberutilities.co.uk](http://www.chamberutilities.co.uk) can prevent paying over-inflated 'out of contract' rates.
- **Independent electricity and gas broker service:** Chamber Utilities™ are expert at finding the best contract to suit any business.
- **Free water desktop audit:** Water bills are complex to decipher. A free, simple bill check will highlight any inaccuracies and over consumption.
- **Bill validation service:** For as little as £6.25 per month invoices can be validated for their accuracy and discrepancies sorted out.
- **Free market reports:** Free weekly and monthly reports will provide a basic understanding of the energy marketplace and what's affecting current prices.
- **Free energy reduction healthcheck:** Companies with larger energy spends can benefit from a free site visit to identify further areas of savings.
- **Free funding management:** As part of the ENER-G Group, Chamber Utilities™ helps organisations find the investment for energy efficiency improvements
- **Free advice:** With legislation constantly changing, Chamber Utilities™ is happy to provide Members with free advice on any topic concerning energy management.

Contact Chamber Utilities™ on 0844 225 1150, email [enquiries@chamberutilities.co.uk](mailto:enquiries@chamberutilities.co.uk) or go online to [www.chamberutilities.co.uk](http://www.chamberutilities.co.uk)

## Strawberry Appoints Client Services Manager

Strawberry, one of Hull and East Yorkshire's leading marketing and design agencies, has appointed a new member of staff to help manage its growing number of internet marketing and online PR clients.

Jenna Lakhdari took up the role of Client Services Manager in September and will be responsible for managing key accounts.

She joins Strawberry from a Lincolnshire-based marketing agency, where she honed her traditional PR and account management skills.

Jenna worked on several high-profile, international accounts during her time with the agency. However after four years, Jenna decided she wanted a new challenge and to return to her Hull roots.

Jenna has also completed a BA in Business Studies and MSc in Marketing at Hull University.



Jenna Lakhdari, Strawberry's Client Services Manager





# Unlocking the Secrets of Top Google Ranks?

Everyone knows that being at the top of the Google can propel your business to the next level. But just how easy is it to get these ranks for your business?

Former Google employee now Managing Director of leading UK specialists Cagey Media Ltd, Kevin Gray, answers the questions.

**SEO, Search Engine Optimisation, SEM, Search Engine Marketing, Internet Marketing ... we hear so many different terms these days, but what's the difference?**

These terms are generally banded about by the 'armchair experts' as describing the process of applying a number of techniques to a website to achieve a higher ranking across the search engines; and in 99% of the cases that is fairly accurate. However for the the purists, this would be described as 'SEO' or 'search engine optimisation' and the other terms would relate to a process that whilst similar is designed to achieve different goals.

**So where did this confusion come from?**

Quite simply from the enormous number of people that have entered the industry in the last 3-4 years. Whereas the 70's was the era of the infamous 'double glazing salesman', we are now in the era of the 'incompetent SEO salesman'. Personally, I would advise anyone thinking of investing in SEO with a particular company to perform one simple check: search for them on Google. Do not search for them by name, but instead if they tell you they are 'a major SEO company in Hull' for example, then search Google for "SEO in hull". If they cannot get their own site at the top of Google, they're hardly likely to be able to do anything credible for your site.

**So why is SEO so important?** In the current economic climate, money is tight so consumers are going to be looking for the best deal they can. Gone are the days of sitting with the phonebook and telephoning half a dozen people for meaningless paper quotes. An estimated 97% of all people in the UK that are considering purchasing goods or services will search the internet for the best deals, and the first page of Google accounts for 90% of all of the searches. So, it's clear to see from the figures that unless you visible on the first results page, then no matter how good you may be, the consumers that are actively looking in your marketplace simply won't find you.

**I've never thought of it that way.** Let me ask you: If you were buying a new car, or even looking for a reputable builder, how would you find someone?

**I would search on Google.** Precisely. This is why SEO is so important.

**So how hard is it for a company to get their website onto this first page of the Google results?** It actually depends on many factors, such as how the website was built, what (if any) SEO work has been done already, who did it, the target markets that they wish to rank highly for. There are many factors.

**Who did it? Even something like this?** Definitely. We have a client who approached us last year. He wanted a complete website and SEO

solution from us, but his business partner kept telling him that his son was a 'computer whizz'. He built a website for their company, not a good one but it worked. He then started to 'SEO it'. Within 2 months the site was banned by Google.

**Why?** Simply because the 'computer whizz' learned SEO via YouTube. No-one with any reasonable knowledge would post anything like this as we understand that no two projects are the same.

With hindsight, I asked him if he needed any laser eye surgery because I'd just seen a great video (on YouTube) and bought a laser from eBay for £9.99 I think he got the point.

Read the complete interview online at <http://www.cageymedia.com/interview/>

For free advice on solving your SEO problems contact Cagey Media at [info@cageymedia.com](mailto:info@cageymedia.com)

cagey media

# New Members

David Shepherd  
**Able Humber Ports Ltd**  
 BILLINGHAM  
 01642 806080  
*Developer of Able Marine Energy Park*

Peter Mason  
**Addleshaw Goddard LLP**  
 LEEDS  
 0113 2097681  
*Law Firm*

Phill Allen  
**AllpaQ Packaging Limited**  
 GRIMSBY  
 01472 800373  
*Pharmaceutical Packaging*

Christopher Armitage-White  
**ArmitageWhite Property**  
 MELTON  
 01482 638530  
*Estate Agent*

Andrew Cressey  
**Blue Keld Springs Ltd**  
 DRIFFIELD  
 01377 271207  
*Mineral Water Bottlers*

Nathan Ablott  
**Boat Intercoms Ltd**  
 SCUNTHORPE  
 01724 720720  
*Waterproof Communications*

Kevin Gray  
**Cagey Media Limited**  
 HULL  
 0844 4145455  
*SEO, Web Development & E-Commerce*

Beverley Hudson  
**Chase and Holland**  
 SCUNTHORPE  
 01724 707777  
*Finance & HR Recruitment Specialists*

David Christian  
**D Christian Plumbing & Heating**  
 SCUNTHORPE  
 07868 550313  
*Plumbing & Heating*

David George  
**Elite Corporate Solutions - ECS Group**  
 NORTH FERRIBY  
 0844 884 3221  
*Commercial Finance Brokers*

Mark Oldridge  
**Emelo Consulting**  
 Hull  
 07595 290891  
*Management Consultancy*

James Mavor  
**ESG Group**  
 LEEDS  
 0113 2457067  
*National Skills Training Provider*

Verity Glass  
**E-Tech Group Ltd**  
 HULL  
 01482 778550  
*Electrical Engineering*

Jessica Shailes  
**Fluid Marketing Works Ltd**  
 GOOLE  
 01405 862422  
*Marketing & Web*

Glyn Atkinson  
**Glyn Atkinson Safety Services**  
 GRIMSBY  
 01472 313979  
*Health & Safety Consultancy*

Neil Cartwright  
**Green Futures Grimsby**  
 GRIMSBY  
 01472 870609  
*Horticulture - Land Based Environmental*

Mandy Masters  
**Humberside Occupational Health & Safety Group**  
 HULL  
 07983 993634  
*Safety Advice*

Joanne Richardson  
**Joanne Richardson Chartered Management Accountant**  
 BRIGG  
 07825 181180  
*Chartered Management Accountant*

Spencer Finch  
**Kapture Studio**  
 HULL  
 01482 211212  
*Photography & Media*

Anna Walsh  
**Langmaid Business Solutions**  
 GRIMSBY  
 07712 862802  
*Business Improvement Consultant*

Mark Edwards  
**Lincman Freight Agency Ltd**  
 STALLINGBOROUGH  
 01472 851643  
*Freight Forwarding, Storage & Transhipping*

Paul Stevenson  
**Mediation First (Civil & Commercial) Ltd**  
 SCUNTHORPE  
 01724 852097  
*Mediation Services for Business Clients/ Employees and Private Individuals*

Paul Stevenson  
**Mediation First (Family) Ltd**  
 SCUNTHORPE  
 01724 852097  
*Mediation Services Resolving Family Disputes*

Anna Sanderson  
**Mott Macdonald Limited**  
 LEEDS  
 0113 3946691  
*Management, Development and Engineering Consultancy*

Mark Wall  
**Natural Paving Products (UK) Ltd**  
 DONCASTER  
 0845 072 1150  
*Natural Stone Supplier*

Clare Steele  
**Park Rose Birds of Prey & Animal Park**  
 BRIDLINGTON  
 01262 673653  
*Family Attraction*

Rachel Perry  
**Rachel Perry - Social Media Consultant for Business**  
 GAINSBOROUGH  
 07713 595988  
*Social Media Training for Businesses to Communicate Effectively*

Steve Murray  
**Reed**  
 HULL  
 01482 483010  
*Recruitment*

Joanne Richardson  
**Saferoad BLG Ltd**  
 SCUNTHORPE  
 01724 289119  
*Vehicle Restraint Systems & Environmental Barrier*

Glyn Taylor  
**Simply Angelic Ltd**  
 BRIGG  
 0207 8087042  
*Recruitment*

Steve Clarke  
**Smart Wind Ltd**  
 LONDON  
 0207 7765500  
*Offshore Wind Farm Developers*

Richard Wellham  
**The Energy Cell**  
 Kirmington  
 01652 682900  
*Design & Technology Agency*

Peter Tomlinson  
**The UK Solar Panel Shop Ltd**  
 HULL  
 01482 772571  
*Solar PV Installers*

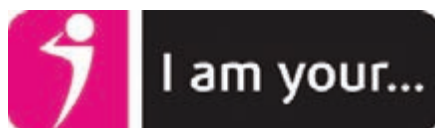
Nicola O'Riordan  
**Think Education Consultancy**  
 HULL  
 01482 345557  
*Education Consultancy Services*

Keith Williams  
**UK Steel Enterprise Ltd**  
 SHEFFIELD  
 0800 915 1188  
*Provision of Business Finance*

Mark S Money  
**Vitalforce FM Ltd/Able Learning**  
 GRIMSBY  
 07538 601755  
*Training Facilitators*

Becky Carver  
**Weston Aviation**  
 KIRMINGTON  
 01652 680922  
*Private Jet & Helicopter Charter Sales/Handling*

Mrs Sandra Lazenby  
**Wolfeaton School & Sixth Form College**  
 KIRKELLA  
 01482 659356  
*School/Education*

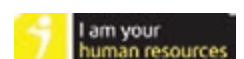
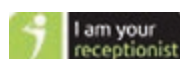


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[info@iamyour.co.uk](mailto:info@iamyour.co.uk)

0845 180 0 180



# LastWord



Name Jon Hilton  
Company Pulse Rate Training Ltd  
Job title Managing Director

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

Rugby player for Hull FC

**What could you not live without?**

The correct answer is my family but if not then my iPhone

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

Australia. Never been but love the place from what I hear and see

**What makes you angry?**

Unprofessionalism

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

Mohammed Ali as he is my greatest idol and Louie Spence because he cracks me up

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

Hull/Yorkshire people tend to look after each other and are proud of who and what they are

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

Lottery ticket or scratch card

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

Medical research equipment

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

Be yourself

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

A Golden Eagle so I can be at the top of my game

Jon has set up a new charity site, which can be found at [www.bullets2business.co.uk](http://www.bullets2business.co.uk)

## New Brochure Helps to Promote Hull's Hidden Gems

**Hull Business Improvement District (BID) is backing the city's small independent retailers with a new guide to help drive business to their shops.**

More than 30 outlets are featured in BID's new Hidden Gems brochure, which was distributed in early November to local residents and businesses as well as through tourism organisations.

Hull BID covered the cost of the initiative. All the businesses had to do was submit an application form with relevant details. The participants range from retailers with only a few weeks of trading behind them to shops that have been in existence for more than 50 years.

What they have in common is that they are all small, independent operators offering bespoke products and services and adding local character to the city centre.

"Small, niche independent outlets are vital to the success of a retail centre and we have some of the best, but sometimes they go unrecognised," said Kathryn Shillito, Hull BID City Centre Manager.

"So to help them promote their business we offered independents within the BID area the opportunity to feature in the brochure. There has been a lot of interest and we are confident the Hidden Gems brochure will live up to its title."

Among the businesses featured in the guide are Dinsdale's - a joke shop in Hepworths Arcade that has been in business for nearly 70 years - and three businesses that have only been in the city centre for a few months - The New Vintage Clothing Company in Princes Quay Shopping Centre, Birdcage Boutique and Pineapple for Interiors in Savile Street and Oresome Gallery in Humber Street.

"These are all fascinating businesses that bring something totally different to the city centre, and there are many more," said Kathryn.

The brochure will also be available in a downloadable version from [www.hullbid.co.uk](http://www.hullbid.co.uk)



We work with other organisations ranging from multi national businesses to community groups. We are all about helping others to create change by working together and solving problems.

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- Greener working and living
- Improving open spaces
- Community work • Youth development



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Suite 1 Danish buildings, 44-46 High Street, Hull, HU1 1PS

[www.yorkshire.groundwork.org.uk](http://www.yorkshire.groundwork.org.uk)





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Hallmark Power Ltd, Smisby Road, Ashby-de-la-Zouch  
Leicestershire, LE65 2UE

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