

BUSINESS INTELLIGENCE

The Magazine of Hull & Humber Chamber of Commerce

August/September 2017

Issue 39



**Keeping Ahead of the
Game in a Changing World**
See Page 29

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Hull & East Yorkshire (Head Office)
34/38 Beverley Road, Hull HU3 1YE

Tel: 01482 324976

Northern Lincolnshire Office
Port Offices, Cleethorpe Road, Grimsby
North East Lincolnshire DN31 3LL

Tel: 01472 342981

www.hull-humber-chamber.co.uk

Email - To help us deal with your message more quickly, please select the most appropriate address from below:

General: info@hull-humber-chamber.co.uk

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Website comments or suggestions:
webmaster@hull-humber-chamber.co.uk

Contributing Editor

John Dean & Francis Griss

Email: deangriss@btinternet.com



13 26
28 43

distinctive
PUBLISHING

Production & Design

Distinctive Publishing
Unit 6b, Floor B, Millburn House, Dean Street,
Newcastle Upon Tyne NE1 1IE

Advertising

Tel: 0845 884 2343

Email: john.neilson@distinctivegroup.co.uk

Tel: 0845 884 2336

Email: angie.smith@distinctivepublishing.co.uk

www.distinctivepublishing.co.uk

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Front Cover Image - Chris Waud of goPhoto

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Events Fuel Optimism

By Phil Ascough, Chamber President

It seems only yesterday that we were looking forward to the day, however distant, when we would see electrification of part of our region's rail network. Not only have the brakes been applied to that proposal but we now find existing services under attack from Transpennine and Northern Rail.

Transpennine say the introduction of additional stops on the route between Hull and Manchester will not have a significant effect on services. We disagree. Northern Rail were quoted as saying they did not plan to carry out public consultation into scrapping the through service from the Bridlington/Hull line to South Yorkshire. We urge them to think again.

These routes are important for business, particularly tourism, and for commuters. More generally, any policy which makes it more difficult to travel to, from, or within our region should be resisted.

Cuts to services, however they are dressed up, undermine our efforts to promote the Hull and Humber region and to develop our relationship with our Northern Powerhouse partners. These are not the only challenges we face, and it is to the credit of our businesses that we continue to display vibrancy in every aspect of the Chamber's activities.

Chamber Council and Area Councils hear of optimism in their round table discussions. The Northern Lincolnshire Business Awards were another triumph, delivering superb entertainment, packaged around inspirational examples of local companies supporting each other in their achievements. Chamber Expo 2017 was abuzz with people sharing success stories and creating new partnerships.

Our International Trade Centre brought over a delegation from the British Caribbean Chamber of Commerce in St Lucia. Business people and musicians enjoyed exhilarating jazz performances at 1884 Dock Street Kitchen and Burton Agnes Hall, showcasing just two of the many attractions in our region which are deserving of their national acclaim.



One of the moths sponsored by businesses as part of the Amy Johnson Festival. Picture by Jerome Whittingham.

Countdown to Deadline for Chamber Culture Fund

The Chamber is urging art and culture practitioners to submit their bids as the countdown continues to the deadline for the Chamber Culture Fund.

Chamber President Phil Ascough, who is also Chair of the panel set up to oversee the Fund, is calling on businesses to support the project and increase the amounts which can be awarded.

Alerts have been distributed through the mainstream media and via arts and culture organisations to raise awareness of the Fund, which aims to award thousands of pounds to projects and practitioners throughout the Hull and Humber region.

The deadline for applications is Monday 2 October. The panel will draw up an initial shortlist and will invite some candidates to attend brief interviews to present their projects. It is intended that the winners will be announced in November.

Phil said: "The Chamber Culture Fund has been launched to commemorate the Chamber's 180th anniversary and Hull's status as 2017 UK City of Culture – but it is not just about Hull.

"We recognise and value the role of art and culture in supporting and developing our communities and we welcome applications from throughout the Hull and Humber region from literature, music, visual art, the performing arts, digital media and performance, or any combination of these.

"We also want to hear from businesses which would like to support the Fund and help us increase its value. We are thinking in particular of businesses which are unable to invest large amounts, and of those which may be interested in adopting and developing some of the art and culture projects which are put forward. Larkin with Toads and the Amy Johnson Festival are great examples of small businesses working together to support affordable, inspirational projects."

To find out more about the application process and about opportunities to support the Chamber Culture Fund please email

President@hull-humber-chamber.co.uk

Cheques Presented



Rob Bradley, Chairman of Chamber in North Lincolnshire, presents Matt McNally from RNLI in Cleethorpes with the proceeds from the Northern Lincolnshire Business Awards raffle. The money is going towards the mayday scheme <https://nli.org/mayday>



Kevin Hopper, Chair of the North East Lincolnshire Area Council of the Hull & Humber Chamber of Commerce and Forrester Boyd partner, presented a cheque on behalf of the Chamber for £1,115.00 to Gemma Summerfield, Fundraising Assistant for 'When you wish upon a star'. The money was raised at the recent Northern Lincolnshire Business Awards held at the Baths Hall, Scunthorpe.

Rock Role for Accessibility Expert

An accessibility consultant from East Yorkshire is providing expert advice to help the government of Gibraltar develop its sporting and cultural facilities.

The British Overseas Territory, which sits at the southern end of the Iberian Peninsula, is investing heavily to improve its infrastructure and to make sure disabled people can enjoy the visitor experience to the full.

Ian Streets, Managing Director of About Access, is guiding the public and private sectors in Gibraltar and has made several visits at the invitation of the government to advise on everything from hotel improvements to conversion of the famous Rock's tunnels into wine cellars.

He said: "The purpose of the trip was to look at the tourist attractions and give some advice on making them more accessible. The government has sold about 150 metres of tunnels under the Rock and it has been bought by a company which wants to build a visitor centre and a wine storage area. It will also be used as a humidior for storing cigars."

The Gibraltar football team is currently taking part in a qualification campaign for the FIFA World Cup for the first time, having also featured in qualifying for the 2016 UEFA European Football Championship.

Although it is not an island, Gibraltar will host the 2019 Island Games, which brings together



competitors from as far afield as the Isle of Man and the Falkland Islands. The quest to improve performances on the pitch and on the track is being matched by a desire to improve facilities for spectators.

Ian added: "There is so much to look at including new venue for international football and cricket and a new sports centre for Special Olympics. I am getting involved early because it is important to address accessibility requirements at the design stage."

Exhibition will Promote The Deep's Cousteau Connection

Art, conservation and the corporate world will come together when The Deep hosts a fund-raising dinner in celebration of its work with the internationally-renowned Equipe Cousteau.

The event on Wednesday 1 November will launch the work of Greek artist and designer Alexander Reichardt from Fish and Olive and will feature a presentation by Pierre-Yves Cousteau, youngest son of the world-famous explorer and conservationist Jacques Cousteau. The works will be the last in a series of marine art exhibitions held as part of The Deep's support for City of Culture.

Freya Cross, Business and Corporate Manager at The Deep, said demand will be high because of the level of interest among the aquarium's conservation and research contacts.

She added: "We host a growing number and great variety of dinners and presentations including business awards, corporate anniversaries and conferences but this is very different and will give people rare insight into the work of our conservation team and its partnership with a world leader."

The event has been initiated by Alexander, who established the Fish and Olive gallery in the ancient village of Halki, Greece, and has close ties with the Cousteau family. The evening will focus on The Deep's work with Equipe Cousteau and their work to protect the manta ray, one of the world's most endangered species.

Suzy Rowe, Marketing and Curatorial Co-ordinator at The Deep, said: "This year we have welcomed six artists to help us celebrate marine art and the diversity of life in the oceans. We hope to auction some of their work to support our efforts in safeguarding manta rays in the Red Sea."

"We are the only aquarium involved in the programme and the exhibition will help us raise awareness in line with the City of Culture Tell the World theme."

Tickets for the dinner are priced at £40. For further information please contact The Deep at events@thedeep.co.uk

Forum Goes from Strength to Strength

Since launching in June 2016, the Humber Business Resilience Forum (HBRF) has gone from strength to strength.

The idea of the forum was conceived at the 2015 Business Week where Norman Mortell of Agenda Screening Services, Dr Dionysios Demetis of the University of Hull and Gordon Meldrum (now Chair of the HBRF) were presenting on insider threats. The feedback led to the birth of the HBRF, a free resource for all organisations within the Humber region to help them to protect themselves against the growing threat of cybercrime.

In liaison with other Humber based membership groups, the HBRF provides support, resources, presentations and workshops to enable organisations to better Prepare For, Respond To and Emerge From the ever-growing threat of cybercrime. It is a 'Shared Endeavour' between the public and private sectors, together with academia and the police, with the following key objectives:

- To make the Humber region more resilient to cyber-attacks and better able to protect interests in cyberspace.
- To assist the Humber region to tackle cybercrime and be one of the most secure places in the UK to do business in cyberspace.
- To assist the Humber region to develop the cross-cutting capacity, capabilities, knowledge and skills to underpin Objectives 1 & 2.

Gordon Meldrum, QPM, Chair of the HBRF, said: "I would encourage all individuals with an interest in cyber-crime prevention and all organisations, to join the HBRF so that we can work together to fight cybercrime!"

One hundred and eighty individuals have signed up for the free membership and the website (www.hbrf.co.uk) is continually updated to provide free resources.

Events include desktop exercises, expert speakers and the sharing of knowledge on cyber related issues, future events are planned that expand on cybercrime issues with a series of subject/sector specific cyber topics such as cyber insurance.

Chamber Affiliates Work Wise Women Celebrate Members' Success at Awards Dinner

This year Work Wise Women are celebrating ten years of Business Networking Success. The group was started in 2007 by Directors Lindsay Henson and Sarah Brattan.

Their Annual Business Awards Dinner was held at Abbys in Grimsby on 11th July when they recognised the many talents and success of their members by awarding trophies for Business Excellence.

Introducing a new award as part of their anniversary celebrations, 'Work Wise Women Business Woman of the Year' was kindly sponsored by Jayne Stevenson of The Courtyard Beauty Salon. The award will go each year to someone who has not only supported Work Wise Women and its members, regularly attending meetings and demonstrating their hard work, professionalism and inspiration, but has also gone that extra mile for women in business.

The award was presented for the first time to a very worthy winner Jayne Anne O'Flynn, Director of Driver Hire Grimsby & Scunthorpe. She, with her husband took the risk and invested in a new business in Feb 2016, having recently relocated to Northern Lincolnshire.

Her business Driver Hire operates from a base within Grimsby's Europarc, offering temporary and permanent driving jobs, non-driving work and driver training, and supplies staff to companies throughout the South Humber area. Through her dedication and hard graft in a new area of the country, she has seen turnover and staff numbers



increase rapidly by delivering an excellent service, not always seen in this area of trade, 365 days a year, even on Christmas day.

Driver Hire Grimsby and Scunthorpe is much focused on giving back to the community and this year was no exception with her charity work.

Jayne organised a golf day and evening dinner, raffle and auction event in support of 'When You Wish Upon A Star', raising £5,500 in order to make dreams come true for sick children locally.

This is a truly remarkable feat for this lady particularly when relatively new to this area in these difficult times where everyone seems to be calling on us for fund raising for good causes - almost daily.

Jayne is photographed here together with all the Work Wise Women award winners.

Photo from left to right:

Award Winners: Jayne Anne O'Flynn, Driver Hire Grimsby & Scunthorpe, named Work Wise Women Business Woman of the Year; Alexis Powell Howard, Fortis Therapy, Excellence in Professional Therapy & Training award; Elly Dolan, Natural Choice Training, Excellence in the Community award; Natalie Clarke, Just Wills and Legal Services, Business Administrator of the year award; Rachael Clark, Hobo Soy Candles, Social Media Entrepreneur of the year award and Joanne Chafer, Joanna Leigh Couture, Creative Designer of the year award.

How Much Could You Save?

Despite the promise of a 'paperless office' many years ago, print volumes still increase due to the sheer amount of data now available to us and our need at times to have a hard copy. Gartner estimate that 3% of turnover is spent on document output so it's imperative your business controls this cost.

The term 'Managed Print Services' (MPS) has been around for several years now and it means different things to different people: from the supply and support of a desktop printer or photocopier to a fleet of hundreds of devices, often with associated document workflow and process automation solutions. Ultimately MPS should put you in control of what is printed, and, when prints are necessary, produce them at the lowest possible cost, and that is what we deliver at Synergy Technology Group.

A recent survey showed that only 43% of MPS customers are satisfied with their current supplier. Most resellers of MPS offer a restricted range of solutions that suit their requirements



rather than the needs of the customer. Sales people are incentivised to promote specific manufacturers or models rather than supplying the equipment that best suits the customer's needs. Also, most suppliers are financially reliant on the pages you print and are therefore reluctant to help you reduce your volumes and digitise paper intensive processes.

At Synergy we don't have the constraints of a traditional MPS provider because uniquely we

are not a Manufacturer nor are we a Reseller restricted to specific ranges of equipment. We are truly independent and use the world's best manufacturers and trusted partners to deliver the service. This unequalled range of technology and solutions, coupled with our Industry leading knowledge and expertise ensures that our customers always use the very best solution for their needs. Solutions that are the most cost effective (typical savings 30%), efficient and designed to meet your needs perfectly, all underpinned by the very best levels of service and support in the industry.

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Adrian Smith welcoming guests of honour Colin Brown and Katy Duke to his stand at Chamber Expo 2017. Picture by Alistair Hooper.

Rating Specialist in Demand at Chamber Expo 2017

The controversial rates revaluation process led to a rush of business for Chamber Member Adrian Smith Rating and more than justified the company's decision to strengthen its presence at this year's Chamber Expo.

Adrian Smith, founder of the company, said he was inundated with enquiries from business owners who remain baffled by the changes months after they were introduced. He added that he expects the confusion to continue as the Valuation Office Agency (VOA) struggles to streamline its 'check, challenge, appeal' system.

Adrian said: "This year at Expo I had four times as much space and there wasn't a gap of more than about five minutes between people coming to see me. That's because the issue of business rates is so topical this year."

Various questions arose from business people making assumptions about information which they had heard from other people involved in rating issues. There were also specific questions from people who wanted to know about their rates liability for only occupying part of a property, and who were concerned about having to pay rates on

premises undergoing major refurbishment.

Adrian said the confusion is compounded by the need for business rates payers to register on the VOA's website before they can check the rateable value of their property.

He said: "Under the new check, challenge, appeal regulations a business owner has the opportunity to check their rating assessment, but first they need to carry out a registration process which can be quite lengthy and complicated.

"You can't check your valuation until you have been through the registration process, and that requirement could put some people off checking and mean they end up paying more than they should. There will be business owners out there who have no idea of what is involved and therefore no idea whether their payments are correct."

Accolade for Harry

Britcom International's apprentice Harry O'Leary has won an award through Hull College for the 'Most Outstanding Student On A Work Based Learning Programme for 2016/2017'.

Harry, who has just completed year two of his five-year apprenticeship in Fabricating & Welding at Hull College, was delighted with the award which was presented at the Hull College Awards ceremony held on Thursday 22nd June.

Harry attends Hull College one day per week and the rest of the working week is spent learning on the job via in house training within Britcom's Commercial Vehicle Chassis Engineering Department.

Given the vast array of services offered by Britcom, including commercial vehicle chassis modifications, body building and trailer building, Harry is gaining valuable experience alongside his college course to give him a career for life within the industry.

Britcom currently employs five apprentices in the areas of Commercial Vehicle Servicing, Chassis Engineering and Bodyshop Services.

Harry with his trophy and certificate from the Awards ceremony.



The future of EU workers in the UK



By Jane Eatock, Partner and employment specialist at Wilkin Chapman Solicitors



Much of UK employment law seems unlikely to change following Brexit; a disappointment perhaps for employers hoping some of the extensive and complex European legislation would be abolished. However, there is one key area where Brexit is already having a significant impact on UK employers – the supply of EU labour.

Many EU nationals work permanently in the UK, in addition to a large seasonal workforce with complete freedom of movement. The agricultural sector in particular benefits considerably from migrant workers. How then could the potential changes to this right affect an employer's ability to hire EU workers?

Amidst much speculation as to how freedom of movement may be affected, it would appear that companies are already seeing a shortage of EU workers, who are put off coming to the UK. There is clearly confusion and uncertainty, well before any deal has been proposed or finalised, leading to a change in behaviour by current and potential employees leaving employers with gaps to fill. The weak pound is also a key factor in this change.

Once the Brexit deal is agreed, businesses will likely have further reduced access to EU workers with potentially tighter immigration controls or even bans on recruitment from EU sources. Exemptions are being discussed for certain key sectors, as it is feared that hospitality and agriculture businesses will struggle without EU migrants. A period of

transition is likely and EU citizens already here are being offered some guarantees about their right to stay, but the outlook remains uncertain.

It is likely that migrant workers will start looking elsewhere following Brexit. Companies may have to look to UK nationals to fill this void, despite difficulty in attracting local employees to do work traditionally done by migrant labour. What is certain is that decision makers on the Brexit deal need to address this issue quickly and provide some level of clarity so businesses can plan for the future.

For further information, please contact Jane Eatock at Wilkin Chapman on **01472 262626**, email jane.eatock@wilkinchapman.co.uk



Students Top up Training at Award-Winning Restaurant

An award-winning restaurant will welcome a new intake of catering students into its kitchens and front-of-house after striking up a partnership at a business supper club.

Students taking up the catering courses from September at East Riding College will get the chance to top up their tuition on the campus by visiting 1884 Wine & Tapas Bar at Wellington Street West, Hull Marina.

John Doris, Vice Principal Finance and Resources at the College, said the hope is that more employers in the region's hospitality sector will follow the example of 1884 Wine & Tapas Bar.

The opportunity arose when organisers of the Monday Night Supper Club, a group which has been holding informal networking dinners in the Hull area for the last three years, broke with tradition by taking a party to a Thursday night opening at the College.

Guests included Deborah Spicer, Director at 1884 Wine & Tapas Bar, and Dan Poole, her Head Chef. Deborah said: "The quality of the food and the service was first class. We had a wonderful evening and had no hesitation in inviting the College to send some of their students to work with us."

John added: "The College has the highest quality modern facilities and excellent teachers to train our region's chefs of the future. We train our students in the full range of services required in the industry and it is always a pleasure to see them providing such wonderful meals and excellent service under the supervision of our staff.

"We have a display board showing where all our ex-students have gone on to in their careers, and this includes some of the finest restaurants in Hull and the East Riding as well as London, the Middle East and Australia. We are grateful to Deborah and Dan for giving us the opportunity to add to that list."

Deborah and Dan with catering students and staff at East Riding College



The East Yorkshire Business Expo celebrates its 10th Anniversary!

This year is the 10th Anniversary East Yorkshire Business Expo and it is being held at the Conference Centre, Mercure Grange Park Hotel, Willerby on Wednesday 4th October from 10am until 4pm.

Around 80+ businesses from across the region, ranging in size from start-up companies to large PLCs. They will be showcasing their products and services on the day. In addition, there will be motivational speakers and speed networking sessions throughout the day. The event is free to attend as a visitor and for any businesses who are looking for a cost-effective platform from which to showcase their business, then the Expo offers stands from just £125.00.

Each year, organisers Dalton Spire Ltd, a local events, publishing and printing company based in Cherry Burton, offer a range of benefits for exhibitors that maximise business exposure on the day and help exhibitors build strong relationships with other exhibitors, forging lasting working

relationships and thus boosting the local economy.

Last year, all the exhibitors enjoyed a free 'Networking Lunch' the week before the Expo, on board P&O Ferries, followed by a motivational speaker and a tour around the ship. This year is no exception and Sales Director, Jane Gough said, "As it is our 10th Anniversary event we really wanted to do something a little outside the box but still give our exhibitors a chance to meet each other before the event, so we are delighted to announce that we have partnered with Super Bowl, Princess Quay in Hull and will be holding our Exhibitor Networking Lunch there! The day will include: refreshments on arrival and open networking, a motivational speaker, buffet lunch and also a team building session of 10 pin bowling! Any company booking their stand before 10th September, will be invited to attend this free event as well".

To book your stand email: ask@daltonspire.co.uk or telephone: **01964 552470**



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provides a platform
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“Promoting Business Growth in East Yorkshire”

Transport for the North Discusses its Strategic Transport Plan in Hull

Transport for the North (TfN) met business and public sector delegates in Hull in July to showcase locally, for the first time, the evidence that will inform its Strategic Transport Plan.

The first of its kind, the Plan is being developed to transform the North's economy through investment in the region's transport infrastructure. It could help create close to a million new jobs and add almost £100 billion to the UK's economy.

The evidence presented in Hull includes a Position Statement, Initial Major Roads Report and Initial Integrated Rail Report. The work has been developed in collaboration with stakeholders and Partners from all over the North. It will help shape the Strategic Transport Plan that TfN will adopt when it becomes the first Statutory Sub-National Transport Body in England.

David Brown, TfN's Chief Executive Officer, said: "TfN has a clear mission to transform the North's economy by intelligently developing our transport infrastructure.

"The publication of this evidence is a pre-cursor to our multi-modal Strategic Transport Plan, which will be published for consultation later this year. The work presents a compelling case for change, underlining the economic and strategic benefits of improving freight and passenger transport across the whole of the North to drive economic growth."

External Affairs Manager for the Hull & Humber Chamber of Commerce, David Hooper, said: "This event has been a useful opportunity directly to raise with Transport for the North the issues which concern our Humber businesses and to support their long-term strategic look at what's required for the future.

"It's good to know that Hull and the Humber has been identified by TfN as a key centre of economic interest with significant potential for growth through investment in vital transport infrastructure links.

"The Chamber recently highlighted its concerns over the proposed downgrading of train services to Leeds and Manchester, the lack of a direct train to London from Grimsby to support its rapidly growing renewables industry and the importance of electrification from Selby to Hull, to ensure long-term connectivity across the Northern Powerhouse area.

"Concerns over the M62 and the increasingly pressing requirement to upgrade the A15 to improve access to our South Bank ports and industries were also discussed.

"We highlighted the potential of HS3, or 'The



David Hooper, (left) External Affairs Manager for Hull and Humber Chamber of Commerce, with Jonathan Spruce, Head of Policy and Strategy for Transport for the North.

Hullapool Line' as we've dubbed it, to make relatively easy wins and connect the two great ports in the West and East of the country.

"The Chamber also raised its concerns over the Castle Street road scheme which is seen as crucial for Hull's future prosperity and, despite years in planning, has still to be given the go-ahead by the Highways Agency. The Chamber asked Transport for the North to exert any influence it can to ensure the scheme is approved promptly.

"The Chamber will look to work closely with Transport for the North going forward to ensure the projects which are crucial to the Humber's future prosperity are raised higher up the organisational agenda".

TfN's Position Statement explains how the Plan will add value for people and businesses across the North and aligns it with economic and transport plans at both a regional and national level. The Plan will be used to inform the agendas of the Department for Transport, Highways England and Network Rail with regional intelligence.

Hull has been identified by Transport for the North as a key centre of economic interest, with significant potential for growth through investment in vital transport infrastructure links.

All documents comprising the Strategic Transport Plan evidence base can be found on TfN's website, www.transportforthenorth.com.

Link Agency Major Growth Plans



Letting specialists Link Agency, which has offices in Beverley, Hull and Goole, are searching for ambitious people to add to their team.

Managing Director Phil Jones said: "We aim to expand our activities. With the team we have in place, we are well positioned and soon we will look to extend beyond our current office base."

The team operates flexibly across the business to ensure that client needs are met. This means that they can deal with peaks in demand as they arise. By using mobile working technology, the Customer Relationship Management system can be accessed remotely from anywhere in the world. To illustrate this, the Financial Controller for the business works permanently from her home in Melbourne, Australia.

The next ten years will be very challenging within the lettings sector and Phil believes that specialisation is the way forward.

Phil said: "Having operated an Estate Agency several years ago, with a good degree of success, we realised that it was not possible to do both things well and better to specialise. This is especially true now, with new regulations emerging constantly, we have to ensure that we are compliant and that our staff fully understand the implications."

Phil trained as an Accountant with KPMG in the early 90s. He is keen on efficiency and controls and is clearly very keen to ensure that the business grows in a controlled way. In the past six months Link Agency has acquired two smaller businesses in the Lettings sector, opened the Beverley office and moved into new stylish accommodation overlooking the Humber in Hull.

If you would like to apply to join the Link Agency team. Email: phil@linkagency.co.uk or ring us on **01482 212 212**.

Unit Calls Upon the Specialist Fire Safety Knowledge

Humber-based HFR Solutions CIC recently delivered fire awareness and fire safety training to a sub-unit of 33 Engineer Regiment (EOD), one of the Royal Engineers specialist bomb disposal units.

This training was delivered to a team of up to 55 individuals comprising of civil servants who work and operate alongside the military as explosive ordnance searchers and military personnel.

The Explosive Ordnance Clearance Group are a UK based specialist unit providing a vital surface and sub-surface search and locate service. Their role is to identify potential unexploded ordnance contamination, and render safe any live threats in order to provide safe spaces and areas for military and public usage.

This annual training is essential to keep the civil servant explosive ordnance searchers operating safely in their essential duties protecting the public

by clearing the UK of unexploded ordnance. As a result delegates have increased their knowledge and understanding of what constitutes best practice fire safety procedures.

SSgt Jamie Lister, 2 Troop Commander, Explosive Ordnance Clearance Group, said: "We would like to express our extreme gratitude to the HFR Solutions CIC team for delivering training to 33 Engineer Regiment (EOD). HFR Solutions CIC not only managed to deliver the training with expertise and enthusiasm, they also carried the credibility that can only be gained by professionals who are intensely knowledgeable within their field of expertise".

This initiative was delivered as part of HFR Solutions community engagement program and helps to meet their vision of making our communities and places of work safer.



Elise Kingston, who has joined Garness Jones as Marketing Executive.

Marketing Specialist Joins Garness Jones

Garness Jones chartered surveyors has strengthened its team with the appointment of Elise Kingston as Marketing Executive.

Elise, who comes from Cleethorpes, previously worked in a marketing share analysis role for Walgreens Boots Alliance in Nottingham. Prior to that she was Group Insight Analyst for Local World, having held a marketing role with the Grimsby and Scunthorpe Media Group.

With Garness Jones she is working across the company's commercial and residential property portfolios, with particular focus on social media and internal communications. She will also support the company's business development activities.

Elise said: "This is a new position within Garness Jones and that gives me a great opportunity and a big responsibility to develop it from scratch. The aim is to market ourselves as effectively as we market our clients."

"The business development role is particularly exciting. Our commercial property activities embrace retail, leisure, office and industry and that variety gives us great insight into the economy of the entire Hull and Humber region."

Dave Garness, Managing Director of Garness Jones, added: "In recent years the practice has become bigger and busier and has also evolved in a proactive way to meet the increasingly sophisticated needs of our clients and the commercial and residential property markets generally.

"Elise has been appointed not just to provide marketing support for the business as it stands now but also to help us strengthen our relationships with clients and to extend awareness of our services."



DIY or Hire an Expert?

For any job out there, you always have two options: do it yourself or hire an expert.

Sometimes, the task at hand is so easy or takes so little time, that you just don't think to hire an expert - making a cup of tea on a morning, for example. But other days, you're running late or forgot to buy milk, so you nip into the nearest coffee shop and ask an expert to do it for you.

Other tasks, of course, are complicated or time consuming enough that your first thought is to hire someone else to do it. Maybe you need to replace the glass in your windscreen or want to add a patio to your garden. Either way, you're probably going to hire (or at least consult) an expert.

The reason is two-fold: 1) the time, 2) the learning curve.

If something is complicated, you need to factor in the amount of time, energy, and expense it will take you to learn enough to be able to do it yourself.

Similarly, if a job is fairly involved, it will likely take up a fair amount of your time, which you're going to have to pay for anyway - either in time off work or in your leisure time.

Another reason, of course, is the experience and expertise an expert brings to the task. They will not only have the tools and knowledge to do it, but they've done it enough times that the quality of the finished product will be higher and they're less likely to make costly mistakes.

So we hire experts to do these complicated and involved jobs. Because you have to pay a price whether you do it or they do...and they'll be faster and make fewer mistakes.

Let's go back to the idea of putting in a new patio.

If you do it yourself, you've got to buy all the tools and supplies, watch some YouTube videos, read a few articles, and then spend a whole weekend actually doing it. The finished product looks great, but there are a few bits you had to re-do after finding the best technique.

Alternatively, if you hire some experts to do it, the outlay cost is probably higher, but they bring all the tools and supplies, as well as the experience of having installed about 10 patios over the last year. The big day comes and you get to spend the weekend out and about, returning just in time to see a finished patio looking great.

There are pros and cons to both. When you DIY, you learn a lot about the process, maybe even enough to do it again down the road or fix any little errors that crop up over the coming years. When you pay for an expert, you may not learn as much, but the finished product is more stable and less likely to have any issues in the future.

When it comes to the customisation of our customers' OpenCRM system, we tend to have three types of projects.

Type 1s want to go it alone, setting up the system, organising the implementation, and getting everyone trained up on it. They will rely on our knowledgebase and asking questions of our support team.

Type 2s will do much of the customisation themselves, but will do so after paying for a few training sessions and a couple of hand-holding sessions to get them feeling confident enough to do so.

Type 3s on the other hand, choose to pay us to customise their system and train their staff. They may want to know how the customisation was done, but really they just want to get on with their normal day job and leave the configuration to our experts.

All three types end up with a finished product that works for their business and have a similar success rate. They've all had to pay some cost, whether it is their own time, our project management rates, or a combination of both.

It comes back to that idea of DIY vs expert - there's a cost either way and it should always be your decision about which you prefer to pay.

To talk to a member of the OpenCRM team about how CRM software can benefit your brand, just call **01748 473000** or visit the website: www.opencrm.co.uk



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

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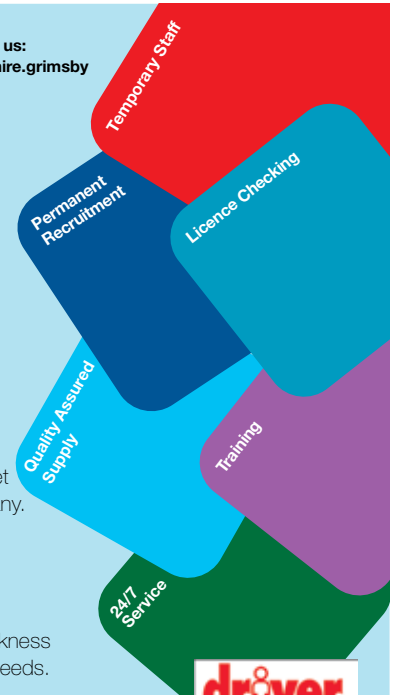
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A Healthier You

Health Buddies is a project aimed at under 25s in the East Marsh area of Grimsby, with a mind to improve client awareness of health issues by taking steps to encourage prevention. At CPO, our well-received methods include creating improved awareness and knowledge of signs and symptoms, as well as cures and prevention techniques for the future. We also offer free gym and fitness facilities to every client as we recognise the effectiveness this has on both physical and mental wellbeing.

Already, Health Buddies has been a huge success.

Our clients continue to engage with and take an interest in the various health assessments we carry out with them so they can ascertain their personal threat levels for particular illnesses and know what to change about their lifestyles to combat this. It has also created new social opportunities for many of our clients, which is additionally building up their confidence and self esteem. In short, the project is quickly leading to a healthier and happier community.

In focus group sessions we have run, we have seen that more clients are now coming forward than in the beginning. For example, they might be suffering

from depression, which in turn has led them to put on weight by changing their eating habits. When issues such as these are brought to light, we can have an informed discussion about how we could try and change things before they get worse. It's great not only for us to be able to help our clients, but for clients to help each other in a solid support network.

When we all put our minds to it, healthy lives will prevail. For more information on this fantastic project and the other work that CPO does, visit www.mycpo.co.uk or contact us directly at: **01472 240440** or info@mycpo.co.uk.

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Regional Development Director

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Regional Development Director
for the North East, Lincolnshire
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Call us on 01482 275 0287 or
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What Does the First Impression Say About Your Business?

How often do you open a window to your business to understand what clients, customers or patients are feeling and thinking? Does the first impression help them to buy? Or are they contacting your competitors?

- When you look at your website do you see that the 'contact us' button is hidden in the corner and not that obvious? You might only have seven seconds for customers to decide to stay or go, on your website.
- What happens when a customer calls? If the person required is not available, who has responsibility for the callback, or do you ask them to ring back?
- How many times do you drive into your business premises without seeing the dusty, stained signage advertising your business? Do your customers also drive past or do they see it?

Looking at your own business from the outside is critical, but equally important is examining it from the inside. Your employees are a reflection of where they work and what they see. Your team might not notice your company's mission statement which is framed on the wall, but they will notice the broken kettle which means they can't make tea or coffee. Do you see what they see? Do you give them an opportunity to talk about what they see? Your team is the face of your business; they need to be happy, motivated and feel valued.

Here are our three top tips for 20/20 vision in relation to YOUR business:

1. Walk your team's own journey (enter your business as an employee, with or without the disguise!)
2. Have your team walk their customer's journey, from the very beginning
3. Compile a list of what you've seen that needs attention and develop an action plan

Shopper Anonymous offers motivational training, customer and staff surveys, and first class customer insight programmes to improve your customer experience and embed positive behaviours in your team.

Email: Ian.Sadler@ShopperAnonymous.co.uk or phone: **07891 631869**.



A leading name in mechanical engineering in the Humber region

Intelect Engineering Limited is one of the Humber region's genuine success stories of recent years

Established only 6 years ago – and with an initial workforce of 10 – the company has become one of the best known names in the field of mechanical engineering.

Working for some of the UK's Blue Chip companies, along with a string of small to medium sized clients, Intelect now employs around 60 people and is planning further expansion.

Intelect's core business remains with the UK's food manufacturing and food

processing sector, but the company continues to break into new areas of manufacturing and process where its specific skills are required.

Intelect Engineering was launched in January 2011. Its management team and most of the workforce are Grimsby men and women who previously worked for other local suppliers to the food industry. The company works nationwide and abroad, having recently completed contracts as far afield as Saudi Arabia, Turkey, Norway, Russia, Holland, Belgium and France.

For more information, visit www.intelectuk.com, call 01472 344901 or email Ray at rj@intelecteng.com

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we're revolutionising the controls market.

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Successful Start-Ups

You started your own business and should be proud of everything you've achieved. But how do you give it the best chance of flourishing from here on in?

To help with your planning, here are some useful tips you may want to consider as you enter the next exciting phase of running your business.

Top 5 Tips:

1. Keep your business plan in focus

And don't be afraid to change it. Always revisit what you set out to do, and keep setting short, medium and long-term goals. If the market changes, so be it. Take a look at what you need to do to stay adaptable and viable – even if that means changing your offering.

2. Pay yourself first

You started a business because you want to earn money doing something you know and enjoy. If you don't remunerate yourself, there's only so long you'll want to keep going, just for the love of it. So, before you plough all of your profits into other aspects of your business, make sure to pay yourself.

3. Employ people you can trust

You're ambitious. So you'll want people working for you who are ambitious too. Find people who share your vision for the company and whom you trust to build strong client relationships. Your people

are the fabric of your business – with the right skills, goals, and personalities you'll be stronger.

4. Learn how to delegate

You've hired your employees because you have a sense of trust in them. So why be afraid to delegate? As your business grows, you're simply not going to be able to do it all. You'll risk burning out if you can't learn to let go and give others responsibility. By delegating you'll free yourself up to look at the bigger picture, think strategically and reduce risks to your business.

5. Reduce your risks

As your business grows, you may be thinking about how to protect everything you've worked towards.

Along with buildings and contents insurance, you may have looked at protecting your business with professional indemnity, public liability and employers' liability insurance. But what about protecting your workforce with private healthcare cover? After all, your people are what power your business; they're your most precious asset.

To find out more visit: axapphealthcare.co.uk/start-ups, call and speak to one of their small business advisers on ***0800 387 754**

Hull & Humber Chamber of Commerce are introducing AXA PPP healthcare to provide affordable health insurance. The private healthcare insurance plans are underwritten by AXA PPP healthcare. AXA PPP healthcare is authorised by the Prudential Regulations Authority and regulated by the Financial Conduct Authority and the Prudential Regulations Authority. Registered in England number 3148119. Registered office: AXA PPP healthcare, 5 Old Broad Street, London. EC2N 1AD

* Lines are open 8:30am - 5:30pm Monday to Friday. Calls may be recorded and/or monitored for quality assurance, training and as a record of our conversation.



Apprenticeships – Moving Businesses Forward

Thanks to the many recent advertising campaigns in the press and on television employers are becoming more aware that apprenticeships may be the way forward for training new staff in a cost effective way.

Apprenticeships are work-based training programmes, with most of the training being ‘on the job’ at the employer’s premises. The type of apprenticeship being studied means that an apprentice attends college for either one day a week or on a block release basis. Depending on the sector and job role an apprenticeship can take anything from between one and four years to complete.

Apprenticeships are designed by the Sector Skills Councils, with business representatives from the relevant industry sector, around the needs of employers and lead to nationally recognised qualifications.

There are many benefits of choosing the apprenticeship route for the training of your staff, with some of these being specific to your own business’s needs. Your apprentice’s training can be tailored to fill any skills gaps within your business, helping to ensure that you have the correctly skilled staff to move your business forward in the future, improve productivity and



increase your competitiveness within the industry.

Your apprentice will have the unique skill set which is necessary for the success of your business – something which may be almost impossible to source on the external job market.

Apprentices tend to be eager, motivated, flexible and loyal to their employer. An apprentice will be with you because they have chosen to be – they have made an active choice to learn on the job and a commitment to a specific career. This commitment

leads to lower turnover of staff and subsequently lower overall training and recruitment costs.

The other side of the coin is that that your existing workforce can benefit from your apprentice’s new skills and knowledge which can help them to keep pace with the latest technology and working practices in your sector.

If you are considering starting out on the apprenticeship journey there is plenty of help provided by colleges and training providers.

Bespoke fully-funded training solutions for your workforce

If you employ less than 250 staff, we have fully funded training available for businesses in Greater Lincolnshire and the Humber region.

Running a business is tough, with lots of things to focus on often means staff training gets overlooked, more so when budgets are tight. But training improves productivity, efficiency, boosts staff motivation and retention and improves profitability. Help is available.

The Grimsby Institute can provide bespoke training solutions for your entire workforce. Our training can be delivered on-site, at our sites or by distance learning.

Our comprehensive range of courses covers all sectors but specialises in:

- Warehouse and Logistics
- Food Production and Manufacturing
- Health and Social Care
- Engineering, Hospitality, Visitor Economy and Creative & Digital

Call: 0800 012 6656 Email: training@grimsby.ac.uk



Why the Apprenticeship Levy was Introduced

The Apprenticeship Levy will help to deliver the government's commitment of 3 million apprenticeship starts by 2020. The levy will make apprenticeship funding sustainable. For the first time, employers will be in control of apprenticeship funding. The aim is to empower employers to get what they need from the training market.

Who does the Apprenticeship Levy affect?

The Apprenticeship Levy will apply to all UK employers in both the private and public sectors. It is payable on annual wage bills of £3 million or more. Employers with an annual wage bill of less than £3 million will not pay the levy. They will instead co-invest 10% with the Government paying the remaining 90%, unless they are an SME with 49 or less employees, then the Government will fund 100% of the apprenticeship training for 16-18 year olds or 19-24 year olds who were formerly in care or have an Education Health Care plan.

How much will Apprenticeship Levy employers have to pay?

The levy will be charged at a rate of 0.5% of an employer's annual wage bill. Levy payments will be collected monthly by HM Revenue and Customs (HMRC) through Pay as You Earn (PAYE), payable



alongside tax and National Insurance. There will be a £15,000 fixed annual allowance for employers to offset against their levy payment. The government will also top up levy funds by 10%, which means that employers get out more than they pay in.

Apprenticeship service

Employers' will be able to access their levy fund via a new digital Apprenticeship Service (AS)

account. This account will allow employers' to pay for training for apprentices; it will support employers to identify an approved training provider; choose an apprenticeship training course and find a suitable candidate.

For more information visit HCUK Training's dedicated website:

www.myapprenticeshiplevy.co.uk

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HETA Unveils £4 Million Investment to Train Engineers of the Future

A training businesses which has been supporting employers for 50 years is to mark its golden anniversary by investing nearly £4 million in a new head office and workshop.

Humberside Engineering Training Association (HETA) expects to move by Easter 2018 to premises in Dansom Lane South, Hull, which were previously occupied by the Eltherington Group.

Iain Elliott, Chief Executive of HETA, said the site provides his organisation with nearly 34,000 square feet of space which will be used to increase the numbers of apprentices and adult learners and to serve employers better.

He said: "We are embarking on this exciting project because we are committed to improving our services to employers and to our learners and to make a significant contribution to raising skills across the Humber region.

"The business has grown over the last 50 years and we need to be able to continue to offer different types of provision, such as renewables, in addition to traditional industry. We also offer higher education qualifications now and we are doing a lot more adult courses than we used to, upskilling people to meet the needs of employers across the region."



Outside the new building are Barry Haslam (Santander), Dave Garness (Garness Jones), Iain Elliott (HETA), Kate Seward (Bridge McFarland) and Joanne Lawson (HETA).

HETA has agreed a funding package with Santander Corporate and Commercial Banking to seal the acquisition. Leading Humber law firm Bridge McFarland Solicitors acted for HETA.

HETA moved to its current, purpose-built site in Copenhagen Road, Hull, 1978. It also owns a centre at Foxhills, Scunthorpe, which opened in 2014 and it leases a third site at CATCH in Stallingborough.

Iain said: "Copenhagen Road is not big enough for what we want to do and the new site will give us twice as much space. We looked at the property market and Garness Jones found some options for us. Our priorities were size and the ability to convert the premises to meet our needs with relative ease."

Expert Witness to Speak on IP in Sport and Culture

Kelvin King



A Chartered Valuation Surveyor who branched into intellectual property after valuing John Lennon's estate will give an insight into the issues around culture and sport when he speaks in Hull later this year.

Kelvin King will address an event in November organised by Steve Evans, a Challenge Cup winner with Hull FC, and hosted by Hull-based law firm Rollits, which is a major sponsor of cultural projects in the region.

The event will take place at Rollits' offices in High Street, Hull, at 4pm on Wednesday 29 November and is being promoted by the Chamber as part of its work to strengthen links between business and culture.

Steve moved into the world of business after retiring from rugby league and now runs his own consultancy, Splendid Effort Limited. He met Kelvin

while working for Herald Trust and specialising in image rights.

Steve said: "Kelvin's early career with the government involved share valuation. He became a specialist in IP valuation after valuing John Lennon's estate. Now he is recognised as a leading authority, having contributed to a number of books and served as an expert witness."

Since leaving the government, Kelvin has worked in IP evaluation for a large accountancy firm and as a consultant to two major investment banks. He is now Senior Partner at London-based Valuation Consulting LLP. His presentation is expected to be of interest to Chartered Accountants, particularly those who have clients in professional sport and entertainment, and to finance directors who want to have more understanding of their company's IP.

Phil Ascough, Chamber President, said: "Sport and culture have become increasingly important in our region. This event brings together professionals who have great expertise and contacts and who can offer guidance to both sectors on protecting and valuing their intellectual property effectively."

To register your interest in the event please email President@hull-humber-chamber.co.uk

Accolade for Company

McAusland Turner Ltd. has announced the achievement of ISO 9001:2015 Quality Management Systems Standard Certification through DNV.

Managing Director Albert Weatherill said: "We are delighted to have achieved this ISO 9001:2015 certification. After almost 130 years of service to the marine industry, it further supports and demonstrates our commitment to continue providing our clients with an unrivalled, world-class system and service.

"For many current and potential clients, particularly in the renewables sector, ISO 9001:2015 is the minimum requirement for suppliers. This accreditation will help us to reinforce and expand existing contracts and confidently to seek out new business. A big 'thank you' also goes out to Green Port Hull for all of the support that they provided to us during the accreditation process..

McAusland Turner was founded in Kingston upon Hull, in 1888 and have been providing advice and support to the marine industry ever since. They have also been official P & I Club Correspondents for more than 100 years and are Lloyds Agents for the East Coast of England.



North Lincolnshire Businesswoman



Accredited by institute for turnaround

Jo Richardson, Director of Tenacity Counts, has been accredited by the Institute for Turnaround (IFT).

The IFT is the professional body of choice for organisations at risk of under-performing, that urgently need the support of independent-minded, proven experts to achieve their goals and

potential. Jo is the only accredited person in the Hull, Humber and North Lincolnshire area.

The recent award from the IFT comes as a result of Jo's proven track record in successfully implementing strategies and processes drastically to improve the fortunes of businesses operating in a number of sectors, including construction, engineering and recycling.

Jo said: "My interest in business was first ignited by 1980s Sunday evening television – surprising I know. Listening to Sir John Harvey Jones critiquing businesses on Troubleshooter was something that stayed with me and ingrained in me that, with the right strategic direction, any businesses can uncover a way to prosper.

"Over the years I developed an appreciation for understanding the true value of hands-on business experience and aligning this with growth strategy. Being part of the IFT demonstrates my track knowledge and enables me to bring a wealth of practical knowledge to potential clients, helping them achieve tangible business results.

"Being accredited by the IFT is an incredible honour and the result of my on-going dedication to delivering meaningful consultancy, insight and processes to my clients."

David Laws Appointed New Chief Executive of Leeds Bradford Airport

Leeds Bradford Airport has appointed David Laws as its new Chief Executive in succession to John Parkin who is retiring, having substantially developed the airport during the past ten years.

The airport now operates to more than 70 destinations in 25 countries and has grown passenger numbers by 6% over the past 12 months to 3.7 million passengers.

LBA is a major contributor to the economic development of the region and new investment is underway to improve and expand the operations. John Parkin will continue as a non Executive Director.

David Laws was previously Chief Executive of Newcastle Airport for ten years and has 39 years' experience in the airport sector. He began his career as a trainee Fireman at Newcastle Airport in April 1979 and went on to become Fire Officer, subsequently becoming the Airport's Safety advisor.

David held a number of roles in airport operations, before becoming Commercial Director responsible for the development of the Airline and Retail business and then Chief Executive.

He said: "My passion is for airport development and ensuring that the customer journey is a truly



David Laws appointed new Chief Executive of Leeds Bradford Airport.

great experience. I am excited about joining Leeds Bradford Airport to improve, expand and develop the business. I look forward to working with the team at Leeds Bradford Airport and all those involved from the airlines, stakeholders and partners to develop the next phase of the airport's growth."

LTP Urges More Focus on Motorcycles in UK Transport Policy

Local Transport Projects (LTP) is calling for greater attention to be paid to motorcycling when planning and designing the country's highways.

LTP recently authored Transport for London's (TfL) 'Urban Motorcycle Design Handbook', a concise guide aimed at helping highways practitioners across the country address the most pressing highway infrastructure issues affecting motorcyclists in London.

Andy Mayo, a director at LTP, feels there is potential for the level of motorcycling use to increase substantially in future, linked to increasing congestion, urban expansion and new technologies around electric and low emission bikes. However, he notes that although motorcycles only currently account for around one per cent of all traffic, they account for 21 per cent of road fatalities in the UK.

"This is something that really needs to change" said Mr Mayo. "To put this into context, in 2015 there were 387 cyclists killed or seriously injured on London's roads, for a mode share of two per cent, compared with 540 motorcyclists and a one per cent mode share."

Although he acknowledges that better highway design will not eradicate the UK's motorcycle collision problem, the TfL handbook outlines a number of simple practical techniques that can be utilised to reduce the likelihood of collisions involving motorcycles.

TfL is using the handbook to incorporate features into existing and future projects, and is promoting it to other traffic authorities and designers. Initially aimed at London, the 'Urban Motorcycle Design Handbook' is equally applicable to other parts of the UK.

Lilli Matson, TfL's head of strategy and outcome planning, said: "The safety of all road users, including motorcyclists, is our primary concern. Alongside road improvements, we are delivering a range of motorcycle training courses for motorcyclists of all abilities, as well as working with the Motorcycle Industry Association to provide accreditation to the highest quality motorcyclist training providers."





Keeping Ahead of the Game in a Changing World

No sector moves quicker than digital technology and keeping up with the advances is crucial for any organisation.

However, for large organisations, particularly those in the public sector, adapting to rapidly changing situations can be a challenge, especially if they have been used to handling things in-house for many years.

Helping them come to terms with the new landscape is the skilled team at Cloud2, which is working to implement digital transformation for many large clients, including a large proportion of the NHS trusts and other organisations.

Founded nine years ago, the company specialises in advising organisations on how best to use

digital technology to streamline their processes, move from paper-based systems and enable advanced content and collaboration. They are especially known for their expertise around Microsoft Office 365, SharePoint and Power BI.

For co-founder and director Simon Hudson, the work is as much human as it is technological, involving the need to persuade large organisations of the need to embrace rapid change and to accept outside help when doing so.

He said: "A lot of what we do is bringing about a change in the culture of organisations that have

always been used to doing these kind of things in-house, something that particularly applies to the public sector.

"We work to persuade them that they can transform their organisation, while using fewer IT resources and the message we communicate to them is that change is rapid and that anyone who stands still will be quickly left behind."

Arguing that, despite the rapid advances of recent years, digital technology is still in its early days, Simon contends that the longer organisations delay the bigger the challenges will become.

He said: "Digital technology is like riding a wave and many public sector organisations are three or four years behind the current technology, so that there is a risk that the slower they are in moving to catch up the more likely they are to fall further behind."

"If you stand still, it is effectively taking a step back, but there is complexity in the new technology choices and adoption approaches and this leads to understandable nervousness, an anxiety skilled partners can assuage."

Healthcare organisations illustrate the challenges perfectly as they gradually move from unreliable paper systems to one using advanced digital technology which not only improves the process but enables analysis which leads to meeting performance targets.

Organisations have the information and data. The challenges come in publishing and managing it into a digital format which is easily accessible, is reliable and which allows analysis. State of the art technology helps, and allows organisations to do things that were largely impossible in previous years.

To this end, Cloud2 is working closely with a number of NHS trusts. An example of what can be achieved came when Cloud2 and Royal Liverpool and Broadgreen University Hospitals NHS Trust joined forces to predict A&E demand.

As one of the largest and busiest trusts in northern England, the Royal Liverpool and Broadgreen University Hospitals NHS Trust served 90,726 A&E patients during 2014-2015. Wishing to improve patient care and match resource to demand, it needs to know how to predict high or low A&E attendance.

Cloud2 used the artificial intelligence capabilities of Microsoft's Azure machine learning to analyse five years of A&E data combined with weather data. The model allows the business intelligence team to analyse and predict A&E attendance for the following week in real-time by the hour. This level of granularity and sensitivity to external effects enables better planning of resources, staff and better patient care.

Meanwhile more than 50 organisations now use Hadron, the company's advanced intranet and digital workspace and, now enjoy instant access to all the organisations' information, documents and colleagues regardless of when and where they are. A typical enterprise saves over £1 million per year in efficiency gains alone. Furthermore it needn't take a long time, Merseyside Police were able to go live within seven weeks.

In another example, their leading edge Advice and Guidance platform enables GPs to confer with local hospital consultants in London to obtain advice on whether to refer a patient or not. The reality is that 2/3rds of outpatient appointments could be avoided if GPs could know everything that their range of specialist colleagues collectively know.

GPs in the eight clinical commissioning groups (CCG) across south London use Kinesis, a cloud-based platform from Cloud2 that enables GPs to



confer with their consultants and rapidly get the insight they need. If a GP isn't sure whether to refer a patient, or simply wants to ask a consultant for advice, they log on to the Kinesis website and choose the consultant or specialism they are interested in.

The GP submits their question, attaching any relevant documents, ECGs, photographs or videos, which the consultant receives via a secure network.

More than a dozen hospital trusts support the initiative, including St George's, Chelsea and Westminster, Guy's and St Thomas's, Kingston and Maidstone Tunbridge Wells. With over 50 specialists and thousands of GPs, this innovative approach has already avoided over 13,000 patient referrals and saved the NHS many millions of pounds

Simon argues that such benefits show why organisations have to overcome their reservations and look at how technology can make the changes sooner rather than later.

He said: "It's an obvious truism that technology changes rapidly. But this is now true like never before. Companies like Microsoft now issue feature updates on a weekly basis so a large part of our work is keeping up with the change and ensuring the insights are shared with our clients."

"As a business, we try to get ahead of the game. Even we find that this is not always possible, but we aim to ride the wave, and help our clients do the same.."

Cloud2's Story

Simon Hudson is an entrepreneur and health sector specialist. He formed Cloud2 in 2008 following a rich career in the international medical device industry and the IT industry. Simon's background encompasses quality assurance, medical device development, international training, business intelligence and international marketing and health related information and technology.

Simon created Cloud2, with colleague and co-director, Taran Sohal, in response to an evident need the NHS has for a partner committed to helping them deliver successful projects based on Microsoft SharePoint. Cloud2 has since expanded outside of health, recognising that companies in the private sector can benefit enormously from the flexibility of SharePoint and Office 365 technologies. In 2016, he founded Kinata Ltd. to enable effective Advice and Guidance in the NHS.

Simon has had a rich career spanning both the UK and the international health industry, with roles that have included quality system auditing, medical device development, international training (advanced wound management) and international marketing. In 2000 he co-founded a software-based Clinical Outcomes measurement start-up in the US. Upon joining ioko in 2004 he created the Carelink division and, as General Manager, drove it to become a multi-million pound business in its own right. The aspirations for Cloud2 are both broader and higher.

He has had articles and editorials published in a variety of knowledge management, clinical benchmarking and health journals and has been a presenter at clinical, KM and media conferences. He holds two patents relating to medical devices. He holds a BSc (Hons) in Physical Science and a PGCE in Physics and Chemistry from the University of Hull.



Complacency the Big Enemy in the Battle Against Cyber Criminals



Many business people who see media reports about cyber crime react in the same way, taking the view that 'it hasn't happened to me, so it won't'.

It is the kind of complacent thinking that the team at Northern based Cyber Security Partnership LLP are working hard to change in order to keep businesses of all sizes secure in the face of numerous threats and attacks from the connected world.

The result of failing to take preventative measures, CSP's cyber security experts argue, is not just lost income, inconvenience and potential fines under the Data Protection Act and GDPR, but also a potentially devastating impact on a business's reputation once word gets out that they have been hacked.

The firm helps businesses of all sizes to protect themselves against threats including hacking, viruses, ransomware, where company data is seized and only released when a ransom is paid, as well as advising businesses on how to protect themselves from actions taken by dishonest employees or those making errors that breach security.



Director Robert Briggs said: "It is not a case of if you are attacked, but when, and one of the important messages we put across is that businesses have to ensure not only their own security but that of their supply chain.

"You may have good controls in place yourself but have you checked that the same applies to your suppliers and customers? After all, they hold your information as well.

"We refer to it as a security eco-system where companies ensure that security is present within your business environment."

Also important, argues Cyber Security Consultant Tony Payne, is the need to guard against the human factor.

He said: "Cyber security is not just about technical procedures. A lot of breaches occur either because of the actions of a disillusioned employee or simply someone making a mistake.

"You can have the best protocols and technology in place but there is not much you can do if a member of your staff clicks on a link which they should ignore and lets the hackers in."

For Robert, complacency is a major enemy. He said: "Ignoring potential Cyber threats is bad for business - attacks on your business will happen and you need to be ready for when it happens.

"The technology used by hackers automatically scours the web looking for companies with gaps in their protection that can be exploited.

"It does not care if you are a big corporation or a small company. Indeed, as bigger organisations become more aware of the dangers and take more precautions, we are seeing smaller ones

falling victim to cyber attack because they have less effective protection.

"We use our extensive experience built up working with national organisations to help local companies put the right technical, people and process controls in place and assisting them to put together a disaster recovery plan, so they can respond when something does happen."

With more than 90 years' experience between them, CSP consultants have extensive experience in delivering cyber security advice to customers. Whether it be to Government Departments, NHS or commercial clients they provide high quality and pragmatic risk and Cyber security advice.

Tony added: "The lack of cyber security experience in local companies is a key issue in identifying the most efficient and cost-effective controls for the risks being faced. With the right advice, you can turn your employees into key elements of your cyber strategy."

It is also becoming increasingly important to demonstrate the quality of Cyber Security to customers by gaining endorsement under recognised schemes and certifications.

Membership of Cyber Essentials, which is UK Government-initiated, demonstrates that a business has taken the cyber threat seriously and is taking action to address it.

Robert said: "Embracing Cyber Essentials and similar programmes is not mandatory for a business but, increasingly, large organisations and public sector bodies are checking that potential suppliers have something like that in place."

You can find out more about how Cyber Security Partnership can help you at:

<http://www.csp.partners/>

"The lack of cyber security experience in local companies is a key issue in identifying the most efficient and cost-effective controls for the risks being faced."



Your trusted Cyber Security Partner

Cyber Essentials

Cyber Essentials is a cyber security standard based on the Government’s 10 Steps to Cyber Security, which identifies the security controls you must have in place to provide a basic level of cyber security and to mitigate the most common internet-based threats. CSP can help you achieve certification through a range of different options which can be tailored to suit your needs.

Packages	Basic £350	Remote Assisted £500	Assisted £1150	Enhanced £1450
Certification Assessment fees included	✓	✓	✓	✓
Review of questionnaire before submission	✓	✓	✓	✓
Questionnaire completed by qualified CE practitioner		✓	✓	✓
Remote support		✓ 2 hours	✓ as required	✓ as required
Onsite review against 5 CE controls			✓ 1 day	
Onsite review against 10 steps				✓ 1.5 days
Recommended actions for achieving CE certification			✓	✓
10 steps improvements report				✓

Security Management as a Service

Security Management as a Service, SMaaS, is a concept with the aim of offering small and medium size enterprises the opportunity to have an “on-demand” security manager. If you need the support and guidance from an experienced Information Security manager but don’t need the commitment of engaging one full time then the CSP SMaaS could be an attractive option.

* We offer a number of fixed price services for selection

** Minimum 12 month contract

Bronze	Silver	Gold
<ul style="list-style-type: none"> • 2 dedicated resource days per month. • Access to a range of highly experienced professionals so that you will always get “the best person for the job”. • A CSP relationship manager. <p>£1,500 pcm, rolling contract**</p>	<ul style="list-style-type: none"> • 3 dedicated resource days per month. • Access to a range of highly experienced professionals so that you will always get “the best person for the job”. • A CSP relationship manager. • One free selection from the rest of our consultancy services range.* <p>£2,500 pcm, rolling contract**</p>	<ul style="list-style-type: none"> • 4 dedicated resource days per month. • Access to a range of highly experienced professionals so that you will always get “the best person for the job”. • A CSP relationship manager. • Two free selections from the rest of our consultancy services range.* <p>£3,500 pcm, rolling contract**</p>

Enable Digital Transformation

Transforming your business with digital technology is a serious undertaking. Whether you are struggling to work out whether to move to the cloud, how to implement Office 365 or how technology can give you the competitive edge and process efficiency to raise your organisation to new levels, help is just a call away. Cloud2 are specialists in digital transformation, a Microsoft Gold Partner with practical business skills and a straightforward approach.

Ask us about:

- Office 365
- Microsoft Azure
- Workflow and eProcesses
- Intranets and extranets, collaboration and document management
- Remote, mobile and flexible working
- Business Intelligence, reporting and dashboards



Or get in touch for a chat if you have concerns about security, governance or anything else around cloud technologies, machine learning, data or almost anything to do with Microsoft. We'd love to help.

Fast-Growing North East Technology Company Nutshell Apps Partners with Industry Giant IBM to Offer Class-Leading Security for Self-Build Mobile Apps

North East based software-as-a-service (SaaS) solution, Nutshell Apps, who are pioneering in zero-code mobile app development, announced their partnership with IBM, providing their clients the most comprehensive enterprise device management solution.

By expanding their portfolio to include MaaS360, Nutshell Apps are addressing the rapidly growing trend of employee smartphone and tablet use in the workplace, and their clients' requirement to manage them securely.

Alex Nichol, Nutshell Apps Product Director, commented: "The biggest question for most organisations when confronting the enormous challenge of enterprise mobility is how to build a suite of multi-platform mobile apps that deliver genuine value quickly, cost-efficiently and with minimal risk."

As Nutshell Apps are the world's only no-code mobile app development platform that enables non-technical people to build, test and deploy their own business apps, without writing a single line of code, they've solved that problem by "allowing business analysts, operations managers



and frontline staff to solve their own mobility challenges without bothering the IT department or burning cash on expensive developers".

Mr Nichol continued: "For most SMEs, Nutshell's built-in encryption and validation tools are everything they need. For larger enterprises, however, especially those in the government or healthcare sectors, security concerns extend well beyond the technology itself and into the prevention of misuse by employees".

This partnership is providing a level of security and data integrity that would fit most enterprise-level clients. They are offering a single platform through which to manage corporate-issued devices and bring-your-own-device (BYOD) initiatives, with a suite of tools that allow companies to control how employees use their mobile devices and how they interact with sensitive data.

"We're thrilled to have partnered with IBM as we continue to help organisations of all sizes drive genuine innovation. We're right there on the frontline, as our clients prepare for the next evolution in enterprise mobility, which is an incredibly exciting place to be." Martyn Cuthbert, MD Nutshell Apps.

Find out more about Nutshell Apps by visiting nutshellapps.com or call **0191 499 8507**



Simple Cyber Security

Organisations of any size or type have a legal duty to keep personal data secure. The arrival of the GDPR next May will extend this duty.

Organisations also have business data they need to secure (e.g. product development plans) to prevent loss of trust with clients. These are the key reasons why organisations need cyber security controls. Just this year there've been several high profile cyber attacks highlighting the risks if appropriate controls aren't in place.

The good news is that there are some simple steps you can take to start reducing these risks. The better news is that they'll give you a great return on a small investment.

Use long, strong passwords. The National Cyber Security Centre's guidance is that passwords should be longer and changed less frequently to improve password security. Also, consider



using multi factor authentication for systems with sensitive data.

Control access to systems, networks, applications, and buildings. Only give access to those people that need it, and then only to what they need. Remember to consider the security of mobile and personal devices if these can be used to access systems. Restrict who can install applications

onto your organisation's devices. Remember the principle of Least Privilege; start by giving people the minimum access they need and then give more if it's required.

Make sure you install reputable anti-virus software and that it's kept up to date. You also need to make sure your devices' operating system (e.g. Windows, OS/X, Android, IOS) and applications have up to date patches applied.

An audit is a simple way to discover gaps in your cyber security controls and create a plan to improve them. Secure Matters has several audits that we can conduct for you, from essential cyber security audits to comprehensive audits covering data protection, the GDPR, and ISO27001.

These are the essential steps to start reducing the risk of becoming part of the next headline. If you'd like help improving your cyber security or an audit, please contact us on **01482 240770** or hello@securematters.co.uk to see if we can help you, or visit www.securematters.co.uk.



IT'S TIME TO REVOLUTIONISE THE WAY YOUR BUSINESS COMMUNICATES



HULL BUSINESSES: CHOOSE THE RIGHT INTERNET CONNECTION FOR YOUR BUSINESS...

PureSpeed is a business only network supplier and ISP offering Hull businesses some of the fastest speeds available. Our flexible, full-fibre network gives PureSpeed customers the opportunity to buy internet services or leased lines that are impossible to outgrow.

With speeds of up to 1Gbps, a PureSpeed connection can help revolutionise the way your business communicates, offering Hull businesses a service that's more resilient, reliable and more responsive than anything they've experienced before.

PureSpeed recognises that the convenience of being able to quickly upload and share large file sizes is more important than ever before. In a digital age where upload speeds are just as important as download speeds, we're working with the UK's largest alternative provider of wholesale fibre network, CityFibre, to help turn Hull into a Gigabit City.

Whether you're a small or medium business, or a larger business looking for multi-site connectivity, we've got a range of packages to best suit the needs of your business.

To browse our range of packages and learn more about PureSpeed, please visit www.pure-speed.net or speak to one of our team today on 01482 241234.



SPEEDS OF UP TO 1GBPS

Your speeds will never drop to less than 300 Mbps, we promise!



NO LANDLINE NEEDED

Our connections are provided on fibre so you don't need a landline



100% PURE FIBRE

Our network is built independently of the KCOM network



CONNECT MULTIPLE SITES

Take control of your network with our Dark Fibre packages

How a Back-Up Internet Provider Can Protect Your Business

It's important for Hull businesses to ensure that they're not being held back by an outdated digital infrastructure and are able to operate with the ultrafast speeds they need and deserve.

It's equally important to consider how the sudden loss of an internet connection could impact your business. For smaller businesses, it can be a costly inconvenience. For medium or larger businesses, it can be a disaster.

The prevailing mind-set in Hull is that businesses don't have a choice when it comes to their internet connection, but PureSpeed is working to transform Hull into a Gigabit City and offer an alternative and foolproof solution to Hull businesses.

In a report carried out last year by Beaming, the specialist business ISP, it is estimated that last internet outages cost UK businesses £12 billion in total, dating from March 2015 – March 2016.

Internet failures can happen for a large number of reasons. Many internet service providers are under a constant threat of cyberattack, and while



many of these providers have their own measures in place to defend against these attacks, some can still break through the initial defence barrier – especially if businesses are operating on an outdated digital infrastructure.

More than one in ten UK businesses said they currently manage their internet outages by

switching to an alternative provider, but nearly a quarter of UK businesses said they were forced to remain open for longer to catch up with time lost due to outages. For businesses working to deadlines and with an increased focus on being able to upload and share large file sizes, an alternative internet provider is a safe way of protecting yourself from a worst-case scenario.

A PureSpeed internet connection is a reliable and responsive way of ensuring your business is protected. PureSpeed's unique services are built on a modern fibre infrastructure which is entirely independent of the KCOM network, helping to bring ultra-fast speeds of up to 1Gbps to Hull businesses. A PureSpeed connection can help revolutionise the way your business communicates, offering Hull businesses a service that's more resilient, reliable and responsive than anything they've tried before.

What would the loss of internet connection mean to your business?

For more information, visit www.pure-speed.net.

I Have a Firewall and Anti-Virus so my Business is Protected, Isn't it?

Stonemere IT Limited

We use (and rely on) IT and technology in its many different forms in all aspects of our lives, professional and personal, at work, home, mobile and for business communication. In many cases, these systems are connected to the internet all the time. Internet of Things (IoT) is the use of everyday, internet-enabled, connected computing devices, used in our homes and businesses such as internet routers, Wi-Fi networks, CCTV systems, alarm systems, VoIP telephony systems in addition to Smart Home Devices such as Amazon Echo, Nest Thermostat, media players such as Apple TV or Amazon Fire TV Stick and even wearables such as Fitbit and Apple Watches.

If one thing can prevent the IoT from transforming the way we live and work, it will be a breakdown in security.

The amount of press and media coverage for Cyberattacks and Cybercrime is unprecedented. Reporting on the relentless and ever-evolving cyberattacks affecting businesses, hospitals and homes alike. From ransomware such as WannaCry, Petra and CryptoLocker demanding payment from firms and institutions through to nasty malware such as NotPetya, viruses and phishing attacks. In 2016, cyberattacks hit half of UK businesses (source: The Telegraph – Technology – 19 April 2017 at 2:37 by Cara McGoogan) and the number of attacks in 2017 is continuing to increase! In 2015, £2.75m was lost to cyber



criminals by local firms in the Humber region between March 2015 and March 2016 (source: Humberside Police) and this only accounts for the crimes that were reported.

Unfortunately, anti-virus software and even a firewall are no longer enough on their own to prevent a cyber-attack on your business. Attitudes to threats need to change and it is highly recommended that you undertake a risk assessment of the IT, technology and security in your business to ensure you are protected and create an action plan – what will you do if a cyberattack hits your business?

Here are 5 things that you can do TODAY in your efforts to protect your business:

1. Use a recommended, branded anti-virus or internet security product on your servers, computers and mobiles and ensure that it is an active subscription that is kept updated against the latest threats. A managed anti-

virus service would be even better having professionals update and manage this for you.

2. Ensure that you have a firewall (preferably a hardware firewall) and the security services are updated so that its always protected as quickly as possible against the latest threats.
3. Implement employee security awareness training to educate staff about cybersecurity and help identify potentially malicious threats.
4. Use a safe and secure business-grade email system e.g. Office 365 (as opposed to free webmail services). Office 365 now has Advanced Threat Protection available (at a small extra monthly cost) for a better level of comprehensive protection per mailbox.
5. Use a managed service provider to manage your IT systems, technology and security in your business. IT professionals know how to correctly configure and secure your network and systems including internet-connected technology such as VoIP telephony and CCTV systems. Make sure that you undertake regular review meetings, have confirmation that all systems are updated and safe and that you have an on-going IT review plan in place to constantly review your technology in your business as an on-going task.

Contact us for more information about the above article on **01482 831100** or email us at info@stonemere.com



Keep Your Staff and Customers by Embracing Technology

Business Leaders under pressure from demanding employees

We now live in a world of ‘consumerised technology’ – just about anyone can operate a smartphone, tablet, and smart TV without thinking. And because this latest tech is so intuitive and easy to operate by design employees cannot fathom why it cannot be so in their workplace. As a result employees have become more demanding of their employers, often boycotting company systems through the use of personal products such as Dropbox and Skype, pining for their ‘home experience at work’. This new trend sees a historic role reversal for businesses as historically it was they who were used to enforcing their system protocols upon their workforces without their buy in or involvement. For example, in my role running The One Point, I have become very accustomed to potential new recruits questioning me upon The One Point’s systems, platforms and communication tools, often with the candidate wanting to see the systems as ‘they do not want to work at a place where their job is made harder to fulfil through clunky tech’. And every day I talk to

business leaders that are feeling the pressure not just to keep up with their customers’ demands, but also the demands of their own staff.

Happier Employees = Happier Customers

At The One Point we help organisations make sense of what they are trying to achieve through technology. Often we speak with employers that want to embrace new technology but are concerned about losing control and the risk of failing new regulatory requirements; such as new Data Security and GDPR policies. But because of tech consumerisation most employers already understand the benefits of a unified technology plan and the efficiencies linked to a successful roll out but are fearful as they have often experienced many costly failed pilots. At The One Point we have helped organisations of all types and sizes from small start-ups through to the NHS, ensuring end user and customer satisfaction whilst keeping them safe and compliant. And a successful roll out has always, in every case, equalled happier employees. And happier employees mean happier customers through faster service delivered by engaged employees.

My Top 3 Tips to ensure successful Tech Projects

Involve your employees from the ‘Get Go’: By involving all stakeholders in a project you are giving your project the very best chance of success whilst reducing the chance of employee rejection. They usually have the best ideas too.

What is your end goal? Know what your end goal is and remain laser focused on it. Most projects fail when you lose focus.

Don’t consider your projects in isolation: Most people I meet consider their Finance, CRM and IT Systems to be separate eco-systems. This is no longer the case. Integrate, Integrate, Integrate.

The One Point Limited – Managed Technology

www.theonepoint.co.uk
01482 420150
info@theonepoint.co.uk

Helpful Responsive Trusted



The Information Age and the Internet of Things – Managing the Risks



Rob Cavill, Operations Director, IT@Spectrum

When historians look back on spring and summer 2017, they will probably write about the unexpected general election result, or the beginning of Brexit negotiations. But perhaps they might also remember it as the time when the world took notice of the threat from cybercriminals.

In May, NHS computer systems containing confidential patient records were hit by a debilitating cyber-attack, believed to have originated in North Korea. A little over a month later MPs found themselves locked out of their emails.

Cyber security has been a challenge since the dawn of the Internet. But information is now growing on an unprecedented scale - by 2020, digital commerce will account for a quarter of the global economy. Every day, more information is created and the risk of it being intercepted, stolen or compromised grows.

This information revolution is incredibly exciting - even given the associated risks - and at IT@

Spectrum we can't wait to see what the next few years will bring. We'll soon need to store the equivalent of 5.2 terabytes of information in digital form. We expect to see 4.7 trillion photos stored digitally this year alone – up 20% on 2016.

All organisations will ultimately need to be part of this information revolution. The possibilities for how technology can improve business are seemingly endless but, crucially, associated risks must also be managed. Given the kinds of sensitive and important data that many organisations hold – there is an increasing responsibility to store data safely and securely and be on the front-foot against cyber threats. Indeed, the growing publicity around the General Data Protection Regulations ('GDPR'), which come into force in May 2018, highlights how seriously data security needs to be taken, from both a business continuity and a legal perspective.

The 'Internet of Things' now goes far beyond fridges and coffee machines thanks to wireless projectors, CCTV, or printers accessed across a company-wide network. These devices are internet-connected, constantly communicating with other appliances, and potentially exchanging private information. Yet

while hackers are lining up to undermine them, it is easier to fall into the trap of giving little thought to making these devices more secure.

Take a printing network. A printer is, essentially, a fully functioning computer that is the interface between your physical and digital world. It is a hugely powerful device, regularly handling everything from letters to emails to invoices, contracts and customer records. Opportunity clearly outweighs the risks when it comes to printers, so it's important they're secure. That means ensuring printers are configured correctly and that security settings are kept under review. It means thinking about the information we send and protecting it as we would if we were making a bank transfer or sending confidential files through the cloud.

IT@Spectrum is excited to be at the forefront of this changing landscape, helping businesses find solutions to the challenges it poses. There will always be cyber criminals, and there will always be threats to information safety and security. But there's no reason for businesses to be held back by this - not when you consider the opportunities of the information age to deliver better services, more efficiently, for the good of us all.

**We Listen.
We Innovate.
We Deliver.**

IT@Spectrum is an award-winning technology business with over 30 years' experience and a track record of helping organisations make significant savings in time and money by introducing highly-efficient, automated business management and print processes.



Print Management



Business Intelligence



Information Management



Support



IT@SPECTRUM

ITSPECTRUM.CO.UK | 01482 586 732 | DISCOVER@ITSPECTRUM.CO.UK



KCOM

**You've built
a business.**

**We'll help you
protect it.**

Protecting your business is more than locking the door on your way out. Cyber-threats can happen at any time, sometimes with devastating effects.

Our managed security services help protect the things that matter the most to you, including your reputation.



heybusiness.kcom.com/yoursecurity

Growing Your Business Online

Technology has transformed the way we shop, entertain ourselves and do business forever. It's only nine years since the first full touchscreen smartphone was launched and now 81% of UK adults are in possession of one. Effectively, that means that over two thirds of adults have access to the internet, their email and social media – all day, every day.

For business this is a game changer as a new breed of B2B buyer has emerged - one who doesn't expect or necessarily want to deal with a person. More than three quarters of all B2B purchases are conducted almost exclusively via digital media with limited interaction with a sales person. A large element of this is driven by research and the need to validate and make decisions based upon peer recommendations and evidence of previous experience and results. Suppliers own and third party websites are a key factor, videos, reviews, blogs and social media also play their part. B2B buyers are adopting the consumer behaviour they would apply to shopping within the business environment.

Unlike retail however, B2B purchasing is very often a protracted and complex process. Research shows that over 80% of all B2B buyers are using this period to view between five to eight sources of content to influence their decision. As with their expectations of online shopping, if they don't encounter a consistent, concise and coherent representation of your business across all touchpoints, they are easily frustrated and could eliminate you from their selection process before any direct contact even occurs.

This is further complicated by the fact that online visitors move from device to device – accessing a website via limitless pathways – paid search, organic search, blogs, reviews, third party sites. The complexity of the digital world and the unpredictability of online behaviour means that it's no longer enough simply to have a website or just focus on one area of marketing. Instead, businesses need to anticipate how and where prospective clients may locate their services through a multidisciplinary approach. Online engagement is therefore ultimately about ensuring that a brand features along these pathways as much as possible.

More than just a 'shop front' for your organisation, your website is the lynchpin of online activity. The key point of information for prospective

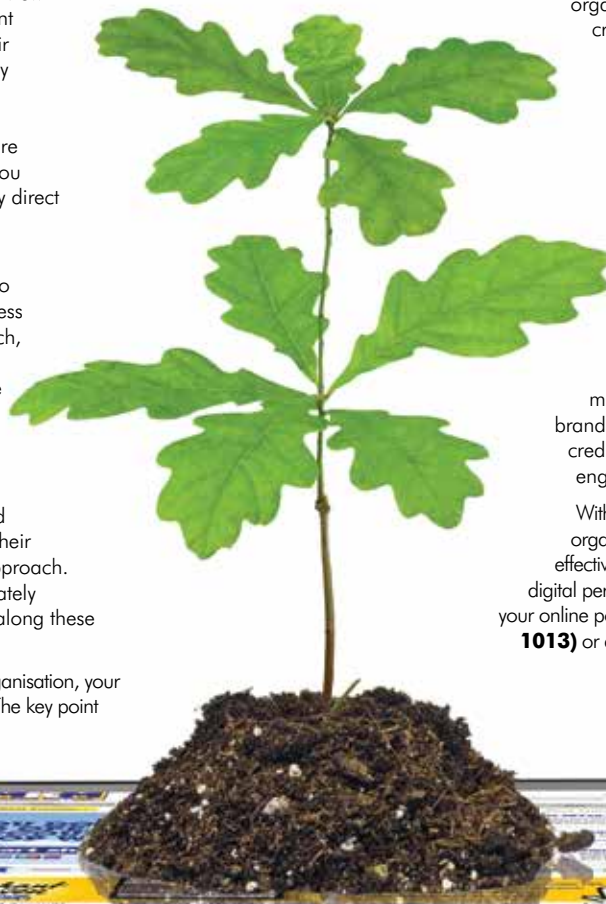
customers, it should clearly communicate who and what your business is. It should also be a source of contextual evidence to create trust and confidence in your capabilities. Keyword research is an essential part of the process. It not only delivers the foundations for effective SEO, but also demonstrates demand, providing guidance for paid search and content marketing.

Keyword research also supports the identification of the best marketing approach and establishes demand on your products or services. Digital media can then be leveraged based upon the profile of your customers to ensure you're communicating with them in the most appropriate way – via paid search, social media channels such as Linked In, Facebook, Pinterest, Instagram or Twitter or third party review or affiliate sites.

Technology has transformed the way in which B2B organisations operate sales strategies. Whilst creating chaos for many organisations it represents a huge business opportunity. Those who are currently successful have adapted and adopted the customer focused principles of retail - understanding where they are, what they want and then working on the best way to leverage online channels to deliver what they are looking for.

Only once you truly understand the nature and habits of your customers can you create valuable content, targeting the right people and concentrating on opportunities that yield high ROI. If utilised in this way digital marketing provides the potential for enhanced brand prominence, increased perceptions of credibility and the foundations for long term brand engagement, resulting in a healthy pipeline.

With over 10 years' experience working with organisations to develop their businesses online with cost effective, engaging solutions we're experts at transforming digital performance. If you'd like to talk to us about growing your online potential give us a call on **0845 862 0416 (ext 1013)** or email **ianc@redfishgroup.co.uk**



Why Ignoring Cyber Crime Can Devastate Businesses

Digital technology has transformed the way we do business but the many opportunities that have opened up, as a result, are accompanied by threats from criminals who seek chinks in companies' protective armour.



Among organisations helping businesses to prevent attacks, and to survive when they do happen, is Gainsborough-based Smile Data Security, whose team have lost count of the times they have seen businesses devastated because they did not take basic precautions.

The result of failing to take such steps is not just inconvenient, the company warns, but the potential for victims to be driven out of business altogether.

Smile Data Security helps businesses of all sizes through its specialist consultancy service and its bespoke UK-based datacentre which provides a secure, encrypted, GDPR-compliant environment for storing company data.

Technical Director Glen Greenwood said: "The key things for us are educating companies about the dangers, helping them to guard against an attack but also being able to recover if it does happen.

"It is not a case of if you will be targeted but when. However, we are seeing so many companies who do not even know where their data is stored and do not understand the way the back-up system works.

"A lot of companies are not doing regular back-ups. We dealt with one company whose back-up disc had dust on it!"

Getting the systems right is crucial to guard against threats including hacking, viruses, ransomware, where company data is seized and only released when a ransom is paid, and actions taken by dishonest employees or those unwittingly making basic errors.

To underline the risks, Glen points to the impact of Locky, the nickname of a strain of ransomware that was so-called because it locked up important files and only released them when a ransom was paid.

Then there was WannaCry ransomware that recently hit large organisations around the world, including the NHS, preying on mainly older systems, taking charge of data and demanding payment for its release.

Glen said: "Ransomware has changed the digital landscape forever. If you fall victim of cyber crime of this type, you have limited options. Once infected, you may have to pay the ransom but if you have viable back-ups you can restore your data fully.

"However, what we see is companies not carrying out proper back-ups. We have experienced many companies that have not been taking adequate back-up of their data and in one particular case a company could only restore their data from their existing backup solution and, unfortunately, the last viable back-up was from 2004.

"It is estimated that when Locky hit, 640 000 businesses were affected worldwide and 70 per cent did not resume trading.

"For example, any small business may be severely affected if they do not adequately protect their data. Ransomware could not only deliver a very heavy blow to their systems but also affect their client-facing operation.

"If a client cannot get a response from the company in question, they may go elsewhere. This has been the case for a lot of businesses that do not take their data systems security seriously. When they have managed to recover, there is no business to return to as most of the client base has moved on.

"A lot of our work is raising awareness. We had one case where a company employee received an email purporting to be from British Gas, a name he could trust. Even though they had no gas in the building, he opened the email anyway and next thing he knew the whole system had been infected.

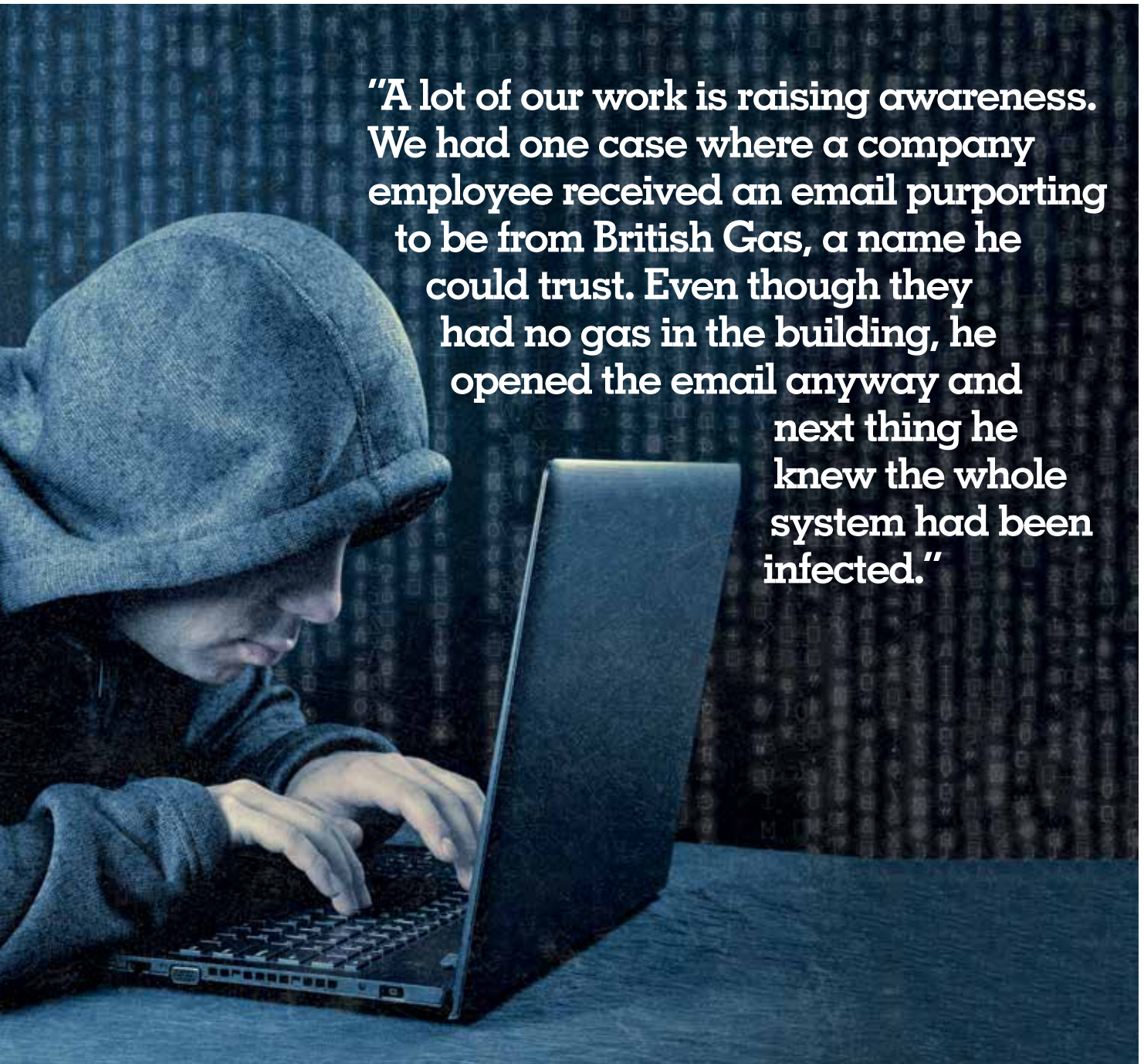
"It is estimated that the time taken to recover from a ransomware attack is 80 days, but the impact on the business is immediate. Customers will assume you are out of business or hear what



has happened and go elsewhere. Next thing you know, you are going out of business."

Smile Data Security offers a storage service that is secure, UK-based and guarantees privacy and Managing Director Phil Hodgson said: "The reason many companies do not take the risk seriously is that they worry that taking protective measures is expensive.

"It is not very expensive and any expense they do incur will be much less than the devastating



“A lot of our work is raising awareness. We had one case where a company employee received an email purporting to be from British Gas, a name he could trust. Even though they had no gas in the building, he opened the email anyway and next thing he knew the whole system had been infected.”

damage to their business if they are attacked and do not have adequate back-up systems in place.”

There is another reason businesses need to get on top of the situation because on the 25 May 2018, the General Data Protection Regulation (GDPR) comes into effect. The impact on business will be significant.

The GDPR is a regulation by which the European Parliament, the European Council and the European Commission intend to strengthen data protection for individuals within the European Union.

With increasing media coverage focusing on and the threat of €20 million fines for those who fail to comply, awareness is growing yet many organisations still remain unsure of what they should actually be doing to prepare.

Glen said: “GDPR will bring about big changes for businesses. Once it comes into force, they will need to understand where and how their data is stored and ensure that their company data is secure. There really will be no alternative. They will have to comply.

“With the impact of GDPR, we believe we are in a fantastic position to help UK-based companies, with our GDPR-compliant encrypted storage product and all data is stored locally within the UK. We can help companies protect their business from some financial penalties and shattering reputational damage.”

You can find out more about how Smile Data Security can help you at www.smiledatasecurity.co.uk
01427 857240

Kirk Akdemir, Chief Executive of AA Global.



AAGlobal Marks Anniversary with Further Recruitment

A language and translation business which is celebrating its 25th anniversary has strengthened its team in Hull with four new appointments.

The new recruits take the total number of staff at AA Global Language Services to 22, with 15 of them based in the Hull office which only opened in 2011.

Kirk Akdemir, Chief Executive of the company, was already an experienced interpreter and translator when he launched in Worcester in 1992. He said: "We opened in Hull to provide a base for our operations in the north and this office has driven our expansion very effectively.

"We opened our Hull office with two people and we're now up to a team of 15 working in a variety

of roles. Some are linguists themselves and others provide vital support for our army of 13,000 interpreters and translators working in the UK and overseas in more than 500 languages and dialects."

As a major supporter of the Chamber's International Trade Centre, AA Global is very active in the private sector and also supports significant public sector organisations, with staff trained in the terminology relevant to the clients.

Kirk, who recently visited Japan to meet top executives from Toyota, said: "Even before I

launched AA Global it was my policy to ensure that my linguists had the specialist skills required for specific business and industry sectors. That approach has helped us make great progress during the last 25 years in meeting the needs of some big organisations.

"Toyota is one example. We have been working with them for nearly 15 years, supporting their conferences and meetings throughout Europe and providing translation services for their technical training material at the production plants, including verbal and written translation as well as software."

Boost Your Business Performance!

Do you want to develop and enhance your international trade knowledge and skills and/or those of your employees?

We are pleased to announce that from September, we will be offering an extensive range of high quality import and export courses covering the different terms, procedures and regulations involved in the world of international trade. We will also be offering bespoke training courses upon request.

The Hull & Humber Chamber will have Institute of Export qualified and highly experienced HMRC trainers to deliver a number of courses that are



accredited by the British Chambers of Commerce (BCC) and other standalone courses.

The courses accredited by the BCC could help you and/or your employees to achieve a Foundation Award in International Trade. This is a nationally

recognised award which delegates will achieve upon successful completion of six accredited courses.

Our programme of international trade courses currently includes:

Understanding Export	BCC Accredited	20th September, 2017
e-zCert Documentation Workshop		17th October, 2017 (am)
Methods of Payment including Letters of Credit	BCC Accredited	24th October, 2017
Union Customs Code (UCC) and Authorised Economic Operator (AEO)		7th November, 2017 (am)
Incoterms	BCC Accredited	21st November, 2017 (am)
Preference Rules of Origin	BCC Accredited	21st November, 2017 (pm)
Customs Procedures and Documentation	BCC Accredited	6th February, 2018
Export Documentation	BCC Accredited	6th March, 2018
Understanding Export	BCC Accredited	2nd May, 2018
Import Procedures including Inward Processing	BCC Accredited	Date TBC



The above courses can be booked individually or as a set of six. Discount is available when booking six or more accredited courses.

For further information or to book on to any of the above courses, please click here or contact Lorraine Holt at l.holt@hull-humber-chamber.co.uk

International Trade Centre
In Partnership With:



Hull & Humber Chamber of Commerce,
34 – 38 Beverley Road, Hull,
HU3 1YE, United Kingdom

Tel: +44 (0) 1482 324976

Fax: +44 (0) 1482 213962

Email: itc@hull-humber-chamber.co.uk

Web: www.hull-humber-chamber.co.uk

Authorised Economic Operator (AEO) – Insulate Yourself Against Political Interference

The introduction of AEO status was the EU's response to the need to secure international supply chains and the introduction of Customs-Trade Against Terrorism (C-TPAT) in the USA and the development of the Safe Framework of standards in the World Customs Organisation (WCO).

The aim is to provide business with an internationally recognised quality mark which will indicate that their role in the international supply chain is secure and their customs controls and procedures are efficient and compliant. An operator with AEO security and safety status implies that, apart from being reliable in the traditional financial and customs terms, they are also compliant in respect of security and safety standards and can therefore be considered as a 'secure' or 'trusted' trader and thus a reliable trading partner.

What are the benefits of AEO to my business?

- ✓ Go to the front of the queue – consignments fast-tracked through customs control
- ✓ A lower risk score – used to determine the frequency of customs physical and documentary checks
- ✓ Reduced requirements for the mandatory pre-arrival/pre-departure Entry Summary Declarations or Exit Summary Declarations (EXS)
- ✓ Moving goods in temporary storage between different member states
- ✓ A notification waiver when making an entry in declarant's records (EIDR)
- ✓ A 70% reduction in a business's deferment account guarantee
- ✓ Undertaking centralised clearance (when available)
- ✓ Completing self assessment (when implemented)
- ✓ Faster application process for customs simplifications, authorisations and reductions or waivers of potential debt guarantees

Anyone involved in the international supply chain that carries out customs related activities in the EU can apply for AEO status irrespective of the size of their business. This includes

- ✓ Manufacturers
- ✓ Exporters
- ✓ Freight Forwarders
- ✓ Warehouse Keepers
- ✓ Customs Agents
- ✓ Carriers
- ✓ Importers



- ✓ Others (e.g. Port Operators, secure freight parking operatives, airline loaders)

- ✓ Brexit and AEO

AEO will not go away when Brexit takes place! It will remain a focal point for Customs facilitation and achieving 'frictionless trade', irrespective of what happens with Brexit. Achieving AEO status is not mandatory but achieving the 'trusted trader' status could help your business counter some of the effects of Brexit.

How the Chamber can help

The Chamber will be running an AEO seminar on 7th November providing an overview of the AEO process, what it means for your business and its

increased relevance since the introduction of the Union Customs Code in 2016.

The Chamber is also able to provide private consultation and/or a 'hand holding' service for businesses who are looking at or who are currently going through the AEO application process.

For further details of AEO and how the Chamber can help you, please contact Lorraine Holt at l.holt@hull-humber-chamber.co.uk



It's Time to Get Involved with the Chamber Yorkshire Coast Business Awards



Entries and nominations are now invited from businesses and business people. There are 10 different categories of which you may enter as many as you wish providing you meet the published criteria on the event website **cbycba.co.uk**

You may also nominate other businesses and business people (with their approval). It is a fantastic opportunity to raise the profile of local businesses within the Yorkshire Coast region. The closing date for entries is 31st August 2017. Entries are free and easy to complete via the website cbycba.co.uk and all finalists in all categories will receive two complimentary tickets each to attend the event. We will also promote all entries with a listing on the website including a hyperlink through to your website.

The event will be held within the Royal Hall of Bridlington Spa on the evening of Friday 20th October 2017. It will commence with a 75 minute reception where 600 guests will enjoy complimentary champagne cocktails and be treated to canapes and tasters from an array of local food and drink providers. These include beer cocktails by Wold Top Brewery, chocolates by Amelia's Chocolate, and canapes by the Yorkshire Wagyu Beef company and Staal Smokehouse for example.

The evening will be a celebration of business innovation and achievement, with plenty more features to keep the guests entertained throughout the event. There will be a three course black tie dinner, keynote speaker, supporting the local RNLI, and entertainment from international dance champions, a jazz band, a comedian and our very own sensational classical soprano singing star Emmie Beckitt.

This is your opportunity to join the local business community for a terrific and memorable night out that is enjoyed by guests year after year.

Tickets are limited, but still available whilst stocks last from **nesl@btconnect.com** or telephone **07528 522592**.

Thanking you in anticipation

Geof Humphrey
Nexus Proficient
Mob – **07528522592**
Email: **nexusproficient@btconnect.com**



Chamber CEO Ian Kelly welcomes Alison Hall and Charlotte Toplass from Marshalls Yard

Networking Event

The July Members' Lunch and Speed Networking event was held at the Ashbourne Hotel, North Killingholme. The lunch was sponsored by Marshalls Yard, the Gainsborough Shopping Centre.

Alison Hall, Centre Manager, spoke about the Yard, its attractiveness for visits by families and friends alike. She noted that, although Marshalls Yard was known for its friendly and welcoming retail offer, it also had a good range of business and office space available to rent.

Anyone interested should contact Alison on **01427 810706**



Left to right: Hamish Purdy, Sarah Davies and Kyran Bracken (ex England Rugby Union Player)

The Insurance Partnership Financial Services Ltd Wins Tech Award

Hull based wealth management company, The Insurance Partnership Financial Services Ltd has won a technology award at the Change the Game Conference in Manchester for 'Most Extensive Use', presented by Hamish Purdy, CEO of Intelliflo.

The Insurance Partnership Financial Services Ltd made a significant investment in Intelligent Office (iO) technology, to streamline office systems in order to enable the team to improve further its service and support to clients.

Intelliflo holds annual conferences in Manchester and London. This year, Sarah Davies and Mandy Scholes from The Insurance Partnership Financial Services Ltd, attended the Change the Game

Conference in Manchester, along with other financial advice firms, providers and industry experts.

At the conference, Hamish Purdy, CEO of Intelliflo said: "Managed superbly by Sarah Davies, The Insurance Partnership Financial Services at their flagship head office in Hull, has continued successfully to expand using iO as its backbone and central administration system. Used across multiple sites, iO provides them with not only the day-to-day management, but tremendous Management Information results to ensure they can continue in accomplishing their expansion and embracing the iO Technology."

Paul Newman, Director of The Insurance Partnership Financial Services, said:

"This is a fantastic accolade for The Insurance Partnership Financial Service Ltd, Sarah Davies has done an excellent job implementing this system throughout the group."

Sarah Davies, Administration & Operations Manager added: "This would not have been possible without the fantastic support from the administration and support staff who have fully embraced the changes we have made over the last 16 months.

"This system has enabled us to make processes more efficient, allowing us to spend more time with our clients. Another valuable aspect is that we are now able to offer clients online access to their portfolio valuations and documents via our client portal."

Hull Port Reaches Recycling Milestone

The All Weather Terminal at ABP's Port of Hull has achieved a recycling award.

ABP is committed to keeping Britain trading in an efficient way to help reduce and make use of waste that would otherwise be destined to landfill.

Recently, the UK's first All Weather Terminal was awarded a 100 tonnes Achievement Award for recycling wood with the Humber Wood Recycling Project.

The self-funded recycling firm, that creates training, volunteering and workplace opportunities, has also created wooden planters and outdoor furniture from some of the recycled materials which will brighten up the port's wellbeing areas.

"It's fantastic that we've smashed such a huge target and to see the waste product being transformed and put to good use to enhance the port," said Adrian Hamilton, terminal manager at the All Weather Terminal.

"We hope to continue our fruitful relationship with Humber Wood Recycling Project which has enabled them to expand their workforce and get disadvantaged people back to work.

"It's a win-win situation; giving back to the community and continuing to work in an efficient, green way."

The All Weather Terminal protects weather sensitive products and it predominately handles steel coil which is used in the production of car parts and other metal products. The waste



timber off the vessels is used to secure the load and once offloaded by ABP it is collected, sorted and graded by volunteers at the Humber Wood Recycling Project's depot in Staveley Road, Hull.

Bob Bunce, director of the Humber Wood Recycling Project, said: "In the three years we have

been operating, it's the first time we have issued a 100 tonne certificate to one of our customers.

"It's important that other companies follow in ABP's footsteps to help reduce landfill waste and we can help by offering a collection service and we also create bespoke pieces from it."



Advedia Announces Launch of 'Hull in a Can'

A marketing specialist who set up her own company to help businesses promote themselves online has launched a spin-off project as one of her own first clients.

Hannah Blackman founded Advedia to offer digital marketing and web development solutions. After sealing a deal with one client to develop an online community for the over-50s, and in the process detecting a general lack of communication between businesses and consumers, she launched Hull Direct.

She said: "It's Hull in a can. We have created an online version of the city and the HU area. Looking around, I felt that Hull needed to connect its parts better. Residents don't communicate with visitors, businesses don't communicate with residents and residents don't communicate with businesses. Hull Direct is designed to unite people and organisations, in new and exciting ways."

Hannah and her team of six, including three apprentices,



The team from Advedia.

have moved into an office at The Deep Business Centre as a start-up with attitude and have joined the Chamber to strengthen their business network.

She said: "We want to work with businesses and with consumers and that's why we joined the Chamber. People need to remember that businesses are also consumers. We hope they also remember that Hull Direct is more than a directory."

"We spent 10 months developing the idea, being as innovative as we can and looking at how we

can improve the online experience of our users as much as possible. It's about giving people a choice and helping them find out what people in their community think of their business."

Freya Cross, Business and Corporate Manager at The Deep, said: "We have a strong track record in supporting start-up businesses and enabling them to concentrate on what they do best. With Advedia that's demonstrating the dynamism and innovation which can transform the online profiles of their clients."

Humberside Airport and KLM are First to Join Hull Truck Theatre's New Partnership Scheme

Hull Truck Theatre have announced Spotlight, their new partnership scheme for businesses and individuals who are passionate about supporting the arts and their local communities. Humberside Airport and KLM have become the first partners to join the new scheme.

The Spotlight partnership scheme brings together like-minded people who share a vision for Hull that includes a producing theatre at its heart, and who want to support the vital work that Hull Truck Theatre does for the local community.

Members of the scheme receive a number of meaningful benefits, including priority tickets and VIP hospitality. They also have the chance to give back to their local community; Hull Truck Theatre will donate 35 tickets on behalf of Spotlight members to a community or school group to attend their annual Christmas show.

The Spotlight scheme is a fantastic legacy for Hull, ensuring that culture continues to have a positive impact on communities long after Hull UK City of Culture 2017.

Spotlight partnership packages start from £950+VAT a year and include the following annual benefits:

- 35 tickets donated on your behalf to a community or school group for our annual Christmas production
- VIP hospitality and priority tickets for 10 people at your choice of any Hull Truck Produced show
- An allocation of 10 tickets a year for any Hull Truck Theatre produced shows
- An invite to the opening night of every Hull Truck Theatre produced Show
- Priority booking

Davide Calogero, Director of Development, said: "We are delighted to welcome Humberside Airport and KLM as our first ever Spotlight Partners. Spotlight Partnerships are a rewarding and affordable way to support and experience arts and culture in Hull. They were created in response to growing demand from local companies who

want to access the city's cultural offering in a way that is both enjoyable and cost-effective. As the value of these packages becomes apparent we expect to welcome many more businesses into our community of Spotlight Partners."

Deborah Zost, Managing Director at Humberside Airport, said: "Humberside Airport is proud to sponsor Hull Truck Theatre's Spotlight scheme in partnership with KLM. This scheme enables individuals to enjoy the theatre, who would otherwise be unable to access the arts."

Warner Rootliep, AIR FRANCE KLM General Manager UK & Ireland, said: "At KLM we are proud of our strong commitment to Humberside International Airport and the surrounding local community, so we are thrilled to be involved with Hull Truck Theatre."





Crowds at Hull Street Food Nights in Zebedee's Yard.

HullBID Hits the Heights with Hull Street Food Nights

HullBID will bring down the curtain on its most successful summer season with two more great events next month.

The last in the series of Hull Street Food Nights will take place on Thursday 21 September. Two days later this year's Hull Trinity Festival will again present an array of top local bands supporting national headline acts.

Kathryn Shillito, HullBID City Centre Manager, said the policy of providing events which are free for the public to attend is proven to bring in big crowds, in turn delivering significant benefits for businesses.

Martin Green, Director of Hull 2017, added: "Hull Street Food Nights is an exciting development for the city, which is already proving a big hit. It is pulling in the crowds, who are enjoying wonderful food that offers tasty cuisine from around the world and complements the events and activities taking place during Hull's City of Culture year.

"Hull Street Food Nights are also a great shop

window for the many restaurants and food outlets operating in the city, as well as bringing in business for others bars, cafes and retailers in the area. It has the potential really to benefit the bottom line and it would be fantastic to see it continue beyond 2017."

Headline acts have been confirmed for Hull Trinity Festival. The Ordinary Boys, whose previous appearances in Hull include supporting The Who at the KCOM Stadium in 2008, are confirmed for the Saturday. The Magic Numbers, whose credits include a UK top 10 album and a slot at Glastonbury this year, will headline on the Sunday.

Kathryn said: "We don't charge entrance fees for these events because we recognise the importance of attracting people into the city centre to experience events at different times of the day. We hope they will then choose to spend their money in surrounding businesses, thereby benefiting everyone."

Brewery Garden Reports Record Visitor Numbers for Charity Opening

A Yorkshire coast brewery garden reported unprecedented visitor numbers at its annual Open Weekend.

Wold Top Brewery, based at the National Garden Scheme 'Yellow Book' garden, Hunmanby Grange, near Wold Newton, welcomed 724 visitors and raised over £4,000 for National Garden Scheme charities when it opened its award-winning brewery and garden to the public.

Brewery owner, trained horticulturalist and National Garden Scheme assistant county organiser for North Yorkshire, Gill Mellor said: "We are always delighted to welcome people to Hunmanby Grange and to raise money for the National Garden Scheme, St Cuthbert's Church at Burton Fleming and Kidney Research UK.

"Everybody enjoyed the gardens, the great food provided by Field and Forage and the ladies of the church, tours of the brewery and, of course, the beer!"

Hunmanby Grange is also the home of Muddy Souls Events and has opened its garden for 24 consecutive years under the National Garden Scheme. A special event is being planned to celebrate Hunmanby Grange's 25th National Garden Scheme Anniversary on festival weekend, 2nd and 3rd June 2018.

The National Garden Scheme is the most significant charitable funder of nursing charities in the country, donating over £50 million since its inception in 1927. For more information, please visit www.ngs.org.uk. Last year, Hunmanby Grange's open weekend raised over £3,000 for National Garden Scheme charities.

For more information and directions to the farm that houses the gardens and the brewery, please visit

www.woldtopbrewery.co.uk or call Gill Mellor on **01723 891636**.





National Technology Awards Winners 2017, featuring Shaun Fielding of Blue Logic, Leeds.

Blue Logic Named 'Best Tech Place to Work'

Blue Logic celebrated awards success picking up the Best Tech Place to Work award at the National Technology Awards. The award recognises leading technology companies in the UK and is in recognition of Blue Logic's commitment to its staff.

Mark Ambler, Managing Director at Blue Logic, said: "The award is fantastic recognition for all Blue Logic staff. We have built a successful environment that encourages our staff to grow and develop in the workplace.

"Winning the Best Tech Place to Work category at the National Technology Awards reflects the skill, dedication, determination and enthusiasm of our team to provide our customers with the best possible service."

The National Technology Awards are the most comprehensive celebration of technology in the year. The awards celebrate the pioneers of new technology and help drive standards and encourage excellence.

The National Technology Awards ceremony and gala dinner was hosted by comedian Holly Walsh and held at the Millennium Hotel London Mayfair. Over 300 guests attended the sold-out ceremony to celebrate technological achievements and excellence across the industry.

This award win follows other recent success, including being shortlisted for a CRN Sales and Marketing Award and being named in the Northern Tech Top 100 companies list.

Hull Trains Supports Hull Pride 2017

Hull Trains, one of the UK's leading rail operators for equality and diversity, shared its love for UK Pride 2017 as it came to its home town.

Hull Trains supported the event through a celebration of colour on-board its trains and a special Hull Trains welcome for visitors at Paragon Interchange.

The company also brought many of Pride's acts, entertainers and VIPs up from the capital across the week, including one of Pride's headline acts which the rail operator is supporting.

Will Dunnett, Managing Director of Hull Trains, said: "We're one of the most innovative and diverse rail operators in the UK and are proud to champion equality and diversity in the workplace. We encourage other major businesses and employers to do the same and further cement equal rights for all in every environment."

Hull Trains has one of the highest levels of colleague equality in the industry. In stark contrast



to the rail industry norm, where only 16% of roles are filled by women, 53% of employees at Hull Trains are female and its Executive Team is 50% female.

The firm also boasts the UK's youngest, female long-distance train driver. Nationally, only 5% of train drivers are female. At Hull Trains, that figure is 25%. Many of the drivers have risen through the ranks from on-board hosts to drivers, thanks to the company providing full training.

DONG Energy Announce Plans for a New Skills Fund for Coastal Areas

DONG Energy have announced plans for a new £75,000 Skills Fund. This forms part of the company's £465,000 East Coast Community Fund annual commitment announced in December last year.

£55,000 will be available through an open application process to experienced organisations that can develop and deliver Science, Technology, Engineering and Maths (STEM) related training or education courses, a one-off event, or a programme of targeted events. The full £55,000 may be awarded to one organisation, or split between a number of groups that apply. The minimum grant organisations can apply for is £10,000, and the closing date for applications is 14 September.

A further £20,000 will be targeted at four colleges within the Fund's coastal area of benefit, and will be used to help finance local students who are unable to access traditional funding streams for support.

Natasha Nanuck, DONG Energy's Stakeholder Advisor said "We are really pleased to launch the Skills Fund which will commit £75,000 each year for 20 years to help to improve local skills and employment opportunities. This is just part of DONG Energy's £9.3 million investment for community and environmental projects in coastal areas of Yorkshire, Lincolnshire and North Norfolk over the next two decades.

The East Coast Community Fund is part of the community engagement programme for DONG Energy's Hornsea Project One and Race Bank offshore wind farms, which are located off the Yorkshire, Lincolnshire and North Norfolk coast.

Combined they will be capable of providing enough energy for over one and a half million homes.

The Fund is being administered by the independent grant-making charity GrantScape. For further information about the Fund and how to apply for a grant, please visit their website

www.grantscape.org.uk or call them on **01908 247634**.

New Members

Advedia

Hannah Blackman
Hull
01482 382017
Digital Development & Marketing

Alfred Bekker API Ltd

Matt Maggs
Driffield
01377 241700
Vehicle Sales/Adaptation

Baltic Training

Ruth Watson
Newton Aycliffe
01325 731050
IT Training/Education/Training Provider

Crystal Pyramid Ltd

Gill Hardy
Cleethorpes
01472 211924
Web Design

David Ellison

David Ellison
North Ferriby
07791 906904
Car Export/Import

Divine Clark PR Limited

Jess Clark
Hull
07722 299461
Public Relations- PR, Social Media, Events, Crisis Management

Hull 4 Heroes

Mr Paul Matson
Hull
07828 055045
Charity (Military, Housing, Veteran Welfare)

Hull Culture & Leisure Limited

Carole Copley
Hull
01482 614290
Leisure, Culture and Libraries

K F Associates

Kathy Fillingham
Brigg
07731 581852

Leaseshop

Chris Marshall
Grimsby
01472 563600
Vehicle Broker

Marketing Profile

Tony Hallwood
Hale
0161 929 4004
Public Relations , Marketing and Events

MetroBank Plc

Riana Azam
Sheffield
07810 813900
Banking

Miller Graphics UK

David Stead
Bridlington
01262 603495
Artwork/Reprographics/Plate Supplier/3d Realisation/Print Consumables

Nepak Ltd

Norman Ellison
Hull
01482 820295
Metal Closures & Components

Norrie Gibson & Co Ltd

A B Rowland
Hull
01482 227218
Chartered Accountants & Registered Auditors

Orion Law Solicitors

Caroline Haraway
Cottingham
01482 244214
Solicitors Firm

Prime Fifty Ltd

Dr Max Gowland
Hessle
01482 307678
Nutritional Supplements

Rebecca Beaton Accountancy Services

Rebecca Beaton
Goxhill
01469 532999
Accountancy Service

Safety Technology Ltd

Mike Dickens
Monmouthshire
01873 840036
Safety Training, Safety Equipment Sales, Equipment Inspection

Savantini Ltd

Julie Harrison
Hull
01482 873377
Online Retailer

Simpatico

Dave Spittlehouse
Beverley
01482 935955
Business Mobile Phones

Solar 21

Michael Bradley
Co. Dublin
353(0)1 4586599
Renewable Energy Investment

Specialist Vocational Training Ltd

Cheryl Watson
Grimsby
01472 240112
Training Provider

Stockcare Ltd

Pippa Bruce
Beverley
01964 543924
Manufacture Gold Label Equine & Canine Products & Contract Packing

Synergy Technology Group Ltd

Paul Taylor
Lincoln
0333 9874141
Managed Print & Office Solutions

TurnerWarran

Kevin Turner
Brigg
01652 650112
Accountants

We Are Your Business

Mark Field
Hessle
0333 456 2477
Telemarketing, Appointment Setting, Lead Generation

Williamson Solicitors

Gordon Sewell
Hull
01482 323697
Solicitors





Name:
Steve Cunningham

Company:
MI Living

Job Title:
Senior Branch Manager

Leading the MI living team, Senior Branch Manager Steve Cunningham has a wealth of property industry experience spanning more than 20 years, working for some of the most respected names in Estate Agency. Steve specialises in Residential Sales & Lettings, Land & New Homes and Country Properties.

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

A Saturday job in a shop fitting shelving units together. I was 13 but my father went in and told them I was 16 to get the job. It worked.

What do you always carry with you to work?

My lunch and mobile phone

What is the biggest challenge facing your business?

Creating a name in the market. MI living is a brand new estate agency business so it's key we stand out in the market for all the right reasons.

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

I'd offer even more support to first time buyers, to help them get on the property ladder.

What can you see from your office window?

Our office looks out on the main road into Scunthorpe, so usually lots of passersby heading to do their shopping.

If you could do another job what would it be?

A bit different from running an estate agents business, but it would have to be fighter pilot.

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

Determination, integrity, professionalism – all of which I believe are such important qualities to have to be able to run a successful company.

What was your biggest mistake in business?

Choosing the wrong business partner.

What advice would you give to aspiring entrepreneurs?

Don't be afraid of failure, it's part of the game, embrace it. It's what will lead you to succeed.

Who do you admire most in business?

JK Rowling. She has worked extremely hard, is ambitious and driven which has clearly led to her huge success.



Chamber Events Diary 2017

St Leger Ladies Day with the Chamber

Thursday 14 September 2017
Doncaster Racecourse

Members' Speed Networking and Lunch

Friday 29 September 2017
Lightstream Stadium, Hull Kingston Rovers RLFC, Hull

Members' Speed Networking and Lunch

Friday 13 October 2017
Forest Pines Hotel & Golf Resort, Brigg, Scunthorpe

Chamber Bridlington & Yorkshire Coast Business Awards

Friday 20 October 2017
The Spa, Bridlington

Members' Speed Networking and Lunch

Friday 24 November 2017
Country Park Inn and Lodge, Hessle

Take advantage of your Chamber Membership to attend the wide range of events we organise to help you meet potential

clients and develop valuable business relationships. Please note that dates are subject to change. An up-to-date events diary is available on our website www.hull-humber-chamber.co.uk.

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be everywhere.



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workforce
SKILLS

APPRENTICESHIPS

DNA

Apprenticeships reforms are making big changes to how businesses use apprentices in their workforce. It needs a new kind of approach and a dedicated partner to help you get the most from this source of funding for training.

Workforce Skills are that partner... agile and effective partnerships, providing solutions that you can trust and that are bespoke to you is in our DNA.

We're working with some of this region's biggest and smallest businesses to find the solution that's right for them and we can do the same for you; whether that's helping to understand and maximise the levy, recruiting apprentices for smaller businesses, using funding for existing employees,

We know there isn't one size that fits all so we spend time to understand your business so we can find the solution that meets your business needs.



TO FIND OUT MORE ABOUT OUR DNA AND WHY IT CAN HELP YOU
CALL 0800 012 6656 OR VISIT WORKFORCESKILLS.CO.UK