

BUSINESS INTELLIGENCE

The Magazine of Hull & Humber Chamber of Commerce

February 2012

Issue 06



Bustling Beverley

page 24



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Hull & East Yorkshire (head office)
34/38 Beverley Road, Hull HU3 1YE

Tel: 01482 324976

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

Tel: 01472 342981

www.hull-humber-chamber.co.uk

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

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

International Trade: itc@hull-humber-chamber.co.uk

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Press Releases: press@hull-humber-chamber.co.uk

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

Contributing Editor

John Dean & Francis Griss
Email: deangriss@btinternet.com

distinctive
PUBLISHING

Production & Design

Distinctive Publishing
6th floor, Aidan House, Sunderland Road,
Gateshead NE8 3HU

Tel: 0845 884 2385

Email: production@distinctivepublishing.co.uk

www.distinctivepublishing.co.uk

Advertising

Tel: 0845 884 2336

Email: helen.gowland@distinctivepublishing.co.uk

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Kathryn Shillito

Survey of Businesses Will Set Hull BID Agenda

Hull Business Improvement District (BID) is analysing feedback from city centre businesses in response to a survey that will help shape services for the next five years.

Every member business in Hull city centre was encouraged to take part in the project regardless of whether they voted – or how they voted – in last year's BID renewal ballot.

Researchers from H&H, a branding and communications agency based in Hessle, collected the initial findings and then followed up with more detailed studies to gain a better idea of the views of different business sectors.

The findings will be presented to the Hull BID Board in March and will be used to ensure that Hull BID continues to evolve and develop in line with members' needs for its second five-year term.

Previous research during Hull BID's five-year history has led to the organisation identifying five key areas of activity – safety and security, cleaning and maintenance, evening economy, marketing and events and signage and access.

"Everything Hull BID does is based on the requirements of the businesses within Hull city centre who are eligible to vote in the ballot – they tell us what they want and we endeavour to deliver," said Kathryn Shillito, Hull BID City Centre Manager.

"Although we gain feedback from many businesses in our day-to-day operations, when 2012 started it was 18 months since our last survey of all businesses, and this one was even more detailed.

"The process is vital in helping us to deliver to the business agenda so we commissioned research specialists to conduct the survey in an attempt to maximise the number of responses.

"We hope to find that the survey raised awareness and also provided the feedback that will enable Hull BID to deliver the services that will benefit businesses in the city centre."

President's Message

A happy new year to all of our Members and readers and I hope 2012 brings prosperity to you, your business and the Humber Region.

Its certainly been an eventful past year in the Chamber and I strongly believe 2012 will be a great year for the region and opportunities for business.

Hull and Humber Chamber of Commerce is one of the oldest and best respected in the country. We will be celebrating our 175th birthday in March. The Chamber's origins date back to 1837, with the roll call of past Presidents reading like a who's who, including Sir A K Rolitt, Thomas Wilson (the Wilson Line owned the largest private fleet in the world), Thomas James Smith (Smith and Nephew) and Thomas Ferens to name a few.

I have worked with many Chambers in the past and what particularly impresses me about the Hull and Humber Chamber is the team and how its Members work together for the benefit of the region. What is significant about Hull and Humber is its history, the diversity of its businesses, both in size and sector, and, most importantly, its location.

The Chamber has helped to ensure that private business is at the heart of the new Humber Local Enterprise Partnership (LEP) and now acts as the Secretariat. We have now helped to establish two enterprise zones for the region, totalling more than 500 hectares, spanning both banks of the Humber and have in place a very strong private sector lead LEP Board, chaired by Lord Christopher Haskins. Now with the prospect of reduced Humber Bridge Tolls we are in a strong position to move forward with the main sectors of renewables, chemicals and ports and logistics, along with our other strengths of pharmaceuticals, food and tourism.

Our ports are amongst the best and largest and are the nearest gateway to renewable energy fields off the Yorkshire Coast. Please refer to the LEP website at www.humberlep.org for updates, opportunities and new developments. The LEP is a fantastic example of Council Leaders, MPs, the Chamber and private sector pulling together for the benefit of the region.

We've had a fantastic year of events since the AGM with networking lunches, speed networking events, the Chamber Expo 2011, Chamber Presidents/Dove House Hospice and Members Golf Day, business awards evenings in Grimsby and Bridlington and international trade visits. Still to come is the Goole and Howdenshire Business Awards in March. The Annual

Dinner later in January was equally successful, with 350 guests enjoying an excellent evening.

I would like to thank our Patrons for their continued support and welcome our three new patrons The P&A Group of Companies, Wilkin Chapman Grange and C Spencer Ltd. Its also great to see Charlie Spencer moving many of his people into the new HQ at Humber Quays in Hull which will give an additional boost to the economy in that area.

Your support and involvement, not just in Chamber events, but with your views and feedback and assistance with activities which support business in the region generally, is very much appreciated. We also welcome any new Members who wish to join the Chamber or get involved. To finish where I started I wish everyone a prosperous new year.

Howard O' Neill

Weston Aviation

Weston Aviation are a private aircraft and helicopter charter company based at Humberside Airport who also operate their own Business Aviation centre at the airport.

The company is keen to stress the importance of chartering a private aircraft as an important tool in conducting business and that it is not just the domain of the rich and famous.

A large proportion of private aircraft charter flights are time critical trips by sales, technical, middle and senior management employees.

By chartering a private jet, you can take a team in and out or visit numerous companies in a day when normally it would take days to do if flying commercially or travelling by road or rail. Flying privately provides flexible, safe, secure and cost-effective access to hundreds of destinations across the country and abroad that are not well served commercially.

For more information:
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www.westonaviation.com



A Warm Welcome

The Beverley Building Society has recently joined the Hull and Humber Chamber of Commerce. Peter Myers, the Society's Chief Executive will also be joining the Chamber Council.

Ian Kelly, Chief Executive, welcomed the Society as a vibrant and forward thinking Member.

Peter Myers said; "We are very excited about joining the Chamber. The Society has been looking after people's savings, and providing mortgages to help them buy homes, since 1866. We look forward to working with Member businesses, and their employees, something that is very much part of our mutual ethos".

For further information please contact:

Peter Myers,
Chief Executive
07532122483

Graham Carter,
Head of Business Development
07791115903



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Long Service Awards

Ten employees of EYMS received long service awards at a dinner held at Tickton Grange Hotel, near Beverley. Five more achieved long qualifying periods of service with the company but were unable to attend the evening.

Altogether, eight EYMS employees qualified this year for achieving 25 years' continuous service with the company. Four achieved 35 years, one 40 years, whilst two achieved 45 years' continuous service for EYMS in 2011.

EYMS chairman Peter Shipp said that he was delighted and proud to have so many long serving employees.



Standing (left to right): Mike Stainforth, Philip Dixon, Alex Good, Steve Allott, Graham Leach. Seated: Laurie Jones, Mally Rowe, Sheila Cottam, Bruce Allman, Roy Waterhouse.

Companies Announce Merger



Diane Stow and Paul Hodgson

North Yorkshire company Chilburne Spring Ltd and Lincoln-based Lincoln Vending Ltd, has announced a merger with Countrywise Water Coolers Ltd.

Based in Kilburn, Chilburne Spring began in 1994, bottling natural spring mineral water at the foot of the White Horse in the North Yorkshire Moors. The company expanded into Lincolnshire and merged with Lincoln Vending, a small water cooler distributor.

Celebrating 20 years in business, Chamber Member Countrywise is a family-owned organisation that was established in 1991 and has grown into the region's leading supplier, and is based on Dairycoates Industrial Estate in Hull.

Through this acquisition, Countrywise will be able to offer customers a range of cooler services, including installation and maintenance of plumbed in and bottled water coolers, through a dedicated customer service sales team and fleet of drivers.

Diane Stow, Managing Director at Countrywise Water Coolers, said: "The new products and services we can offer through the acquisition will strengthen Countrywise's position within the Lincolnshire and North Yorkshire area and we look forward to working with customers to make sure we continue to provide excellent customer service whilst delivering a spring water which is natural and untreated with a refreshing mineral content."

Paul Hodgson, Managing Director at Chilburne Spring, said: "Countrywise is widely recognised in the region and in the water cooler industry and we are delighted that Chilburne Spring has joined forces with such an experienced and ambitious company that will continue with the same high regard for customer service."

Scanning – The Current Diagnosis

‘Earlier diagnosis, screening more people, and ensuring all patients have access to the best possible treatment, care and support.’ – Chamber Health Plan

There were many positive statements and aims outlined when the Government announced its new cancer strategy.

Improving Outcomes – A Strategy for Cancer described plans to transform cancer care in England by saving an additional 5,000 lives a year through early diagnosis by 2014/15.

Speaking at the launch, Professor Sir Mike Richards, the National Clinical Director for Cancer, said the country’s survival rates lagged behind other European countries because too many people were diagnosed late.

“This is why our strategy focuses on earlier diagnosis which we will achieve through raising the public’s awareness of the signs and symptoms of cancer and also providing better access to diagnostic tests,” he said.

More recently, however, GP newspaper claimed Primary Care Trusts (PCTs) were blocking scans to

cut costs. The paper’s investigation involving Freedom of Information requests found 28 per cent of trusts are benchmarking local practices’ use of some or all diagnostic scans.

The newspaper also claimed five PCTs had decommissioned some direct access schemes to scans including MRI, CT and ultrasounds.

Commenting on the findings in the newspaper’s article, Royal College of General Practitioners Chair Dr Clare Gerada said: “This is about money and finances driving behaviour by the PCT – not about putting patients first.”

Health Secretary Andrew Lansley asked the NHS Chief Executive Sir David Nicholson to write to PCTs warning them not to stop GPs sending patients for scans.

But recent official Department of Health figures showed that an increasing number of patients were

not receiving diagnostic tests such as x-rays and scans within the recommended six-week NHS waiting time.

Westfield Health recognises the importance of providing quick and easy access to diagnostic scans. Waiting for a diagnosis can be a long and stressful process for an individual, while delays in scanning waiting times could also have an impact on employers, whose staff may require longer time off work as a result.

Westfield’s Chamber Primary Health Plan, which is available to all Members of Hull & Humber Chamber of Commerce, includes a scanning benefit, which provides fast access to MRI, CT and PET scanning facilities. These machines can detect serious conditions such as cancer, heart disease and brain disorders at an early, potentially treatable stage.

The plan also provides cash back towards the cost of everyday healthcare, such as dental treatment, optical care, physiotherapy and diagnostic consultations. Cover starts from just £1.10 per employee, per week and provides 100 per cent reimbursement on all cash benefits, up to set limits. For more information about the Chamber Plan, please visit www.westfieldhealth.com/chamber or call **0845 602 1629**.

Emerald Creative

Emerald Creative LTD, which recently celebrated its second birthday, evolved from experience of more than 30 years. Its ethos is based around its team allowing it to keep its outlook simple. It offers effective, efficient, and quality results. The company recognises the current climate is challenging so always offer below budget expectations.

It prides itself on its level of service and the empathy it has with all its clients. It believes in developing strong relationships.

Emerald Creative’s core business offer is Creative Design and Marketing through to digital media, and social networks. Its work ranges from branding, logo design, web design, also covering packaging and any print related graphics.

Through its marketing it specialises in web optimisation (SEO), digital marketing, and social media projects, assisting our clients in getting their name fully visible at the top of search engines, opening their market to them.

Its highly skilled and passionate team are vibrant and bursting with new and exciting ideas. Contact the company through marketing@emeraldcreative.co.uk or call **01430 425949**

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The venue is located fifteen minutes from Hull city centre and its transport interchange, the P & O ferry terminal, and just a short distance from the East Hull and Humber industrial zones, between the villages of Coniston and Skirlaugh. It has recently been taken over by PTT Consulting and has become a thriving hub.

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Links Air

Links Air is a UK airline licensed to operate with the UK Civil Aviation Authority (AOC Number 1091) and based at Humberside Airport. The fleet is crewed by professional full-time pilots and offers ad-hoc charter services, business, group and personal travel to and from any airport in the UK and Europe.

It operates a fleet of Jetstream 31 aircraft, each offering up to 19 seats, plus an additional aircraft dedicated exclusively to the 'executive' market, in a 12-seat configuration. The aircraft are fitted with an additional 'baggage pod' ideal for business equipment, products or even golf clubs! The interiors are clean and light, with comfortable seating and a separate washroom.

Clients set their own schedule, departure day, take-off time, and duration of stay. It's your own on-board office, offering privacy and security.

In addition, Links Air can offer first class handling services with its own dedicated staff and hangar. Should you wish to charter a large jet or executive aircraft, contact either Kevin Dooley (sales executive) Tel: 07812 079921 Email: linksair5@hotmail.com or Links Air Limited Tel: +44 (0) 1652 688062 Email: charter@linksair.co.uk

What is Salesbridge?

Salesbridge is a service that links companies that are looking to purchase goods or services with companies that wish to supply goods or services; in effect Salesbridge is a dating agency for businesses

How does Salesbridge Work?

Requests from potential customers are received, which could be almost anything from one off capital items to regular supplies of stationery or printing, including consultation work and building construction and maintenance etc.

This is then initially offered out to providers that have registered with the system. At the same time Salesbridge will source providers that are capable of fulfilling the requirement, initially (but not exclusively)

from their database, these can be regional, national or international. The deal process is then managed by Salesbridge, the cost of which is born by the product or service providers at a minimal charge, with no costs to the buying company, saving them time and potentially money.

Why should I use Salesbridge?

Salesbridge offers buying companies a no fee cost-effective way to buy products or services, saving time in the process as well as a reverse auction facility for purchases over £250,000.

Selling companies gain a pay-as-you-win route to increase sales through opportunities that are not usually on the open market, with the addition of over 3,000 tenders from local governments, education authorities, hospitals etc. available.

How do I start using Salesbridge?

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CdB and JC & Co is an internationally-focused law firm, offering a wide range of legal services and experience to its clients, principally to assist them in relation to their investment projects in Hong Kong, the Peoples' Republic of China (PRC) and elsewhere in the Asia region.

The type of work undertaken by the partners and various associates of the firm includes:-

- Foreign direct investment from Europe into Asia, in particular the PRC
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The partners, and various associates, of the firm, have experience in sectors including: waste to energy; automotive; fashion/branded products; pharmaceuticals/ medical; private equity; heavy industry/building materials; toys/children's products; aviation; shipping; insurance; international trade and transportation.

For more information, contact partner **Jason Carmichael**, jason.carmichael@cdbc.hk Website, www.cdbc.hk Tel (852) 2522 4300, Fax (852) 2522 1881

AJD Properties

Adrian J Dawson, the founder of AJD Properties, was a member of the Royal Navy and served in the Gulf War. On leaving, he joined a national residential lettings agency, quickly becoming a manager with offices in Hull and York.

AJD Properties is an independent company specialising in residential letting and property management of homes throughout Hull, East Riding of Yorkshire and North Lincolnshire.

With considerable experience in the residential letting industry and extensive knowledge of the property market, AJD properties can provide a high standard of property management and maintenance at all time.

The letting market is ever-expanding throughout the United Kingdom and there is a strong trend away from buying and into renting.

As a new Member to the Chamber, AJD Properties is offering 12 months' free rent guarantee insurance to all new AJD Properties Landlords. For a brochure, call AJD Properties on **01482 579575/579576**, you can also email adrian@ajdproperties.co.uk or visit www.ajdproperties.co.uk

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Unlocking the Secrets of Top Google Ranks?

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

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

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

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

So where did this confusion come from?

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

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

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

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

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

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

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

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

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

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

For free advice on solving your SEO problems contact Cagey Media at info@cageymedia.com



The Chartered Institute of Logistics and Transport (UK)

The Chartered Institute of Logistics and Transport (UK) – CILT – is the leading professional body for transport, logistics and integrated supply chain management.

It aims to be the focus for professional excellence and the development of the most modern techniques in logistics and transport and to encourage the adoption of policies which are both efficient and sustainable.

CILT has 18,000 members involved in all sectors of transport, logistics, supply chain functions of manufacturing and retail, national government and local authority departments, universities and research establishments.

CILT provides education, training and development opportunities for professionals at all levels, with preferential rates being available to members.

It offers unparalleled networking opportunities through its programme of more than 300 regional and national events, lectures, seminars, conferences and local branch activities. Specialist faculties and forums provide professionals with opportunities to network and share best practice experience with colleagues and leaders within their own field.

For more information, contact:

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YHATA Scheme Bears Fruit for Young Apprentice



A warehousing apprenticeship opened up a whole new career path for Edward Wright in early 2010.

Edward faced a highly competitive job market whilst trying to forge a career within the warehousing and logistics industry, with many fellow job-seekers already having years of experience in the trade.

He responded to a call from YHATA, which was short-listing apprentices for wholesale fruit and vegetables supplier Nellist and Co, and began a one-year apprenticeship with the company.

Edward combined his job at Nellist with training and qualifications at Hull College, with support and guidance from YHATA throughout the apprenticeship.

He is now a Trainee Warehouse Manager at Nellist, since taking on a permanent role with the company last year. He said: "My apprenticeship has been nothing but positive, and has allowed me to forge a career for myself."

Edward went on to be named 'employee of the month' and is the first of twenty young people to have gained full-time employment following their apprenticeships through YHATA.

Jamie Nellist, from Nellist & Co, said: "We were looking for a new recruit for some time, but we couldn't find someone that was right for the job.

"Edward was intent on a career within our business, and he's never let me down. He also appreciated that he had plenty of scope for advancement following the

completion of his apprenticeship, and his enthusiasm for what he does is incredible. The apprenticeship has been very successful, and we're pleased to say that in time, we will be taking on more apprentices."

Honour for Company

Grimley Smith Associates, multi-disciplined engineers in North Lincolnshire, has achieved and exceeded the Investors in People professional standard.

Mike Smith, Operations Director at GSA, said: "GSA are delighted to be awarded the Investors in People standard for the second time since 2005.

Our employees are our greatest asset and exceeding the IIP standard demonstrates GSA's strong commitment to continuing the professional development of our workforce."

The Investors in People awarding body visited GSA's offices for an office assessment, interviewing a quarter of the workforce over a three day period.

Humber Local Enterprise Partnership (LEP) Board Announced

The permanent Humber LEP Board, chaired Lord Haskins of Skidby, met for the first time on 16 December. Adding weight to the first Board meeting was news from Mark Prisk, Minister with responsibility for Small Businesses and Enterprise and the Rt Hon Greg Clark, Minister of State for Communities and Local Government, that the Board had been officially recognised by the Government.



Top of the Board meeting agenda was a discussion about plans for the marketing and delivery of the Humber Enterprise Zones, the largest in the country. The enterprise zones are a central part of the LEP's plans to create a renewable energy super cluster around the Humber.

The allocation of Growing Places funding of £6.8million pounds, and the proposed reduction in tolls on the Humber Bridge, was also discussed, with the process of local businesses tendering their expressions of interest expected to complete by mid-February.

The private sector members who have joined the LEP Board are Vice Chairman David Ross, co-founder of the Carphone Warehouse; John Clugston – Chairman Clugston Group; Malcolm Joslin - Communications and External Affairs Manager, BP Chemicals Ltd; Matt Jukes - Port Director, Associated British Ports; Peter Stephenson - Executive Chairman, Able UK Ltd; David Kilburn - Managing Director, MKM Building Supplies and Alan Platt - Managing Director, John Good Shipping.

The Ex Officio Board member is President of the Hull and Humber Chamber of Commerce, Howard O'Neill.

The public sector members of the board, which includes the four local authorities covered by the Humber LEP are Councillor Steven Bayes, Economic Development and Regeneration Portfolio Holder, Hull City Council; Councillor Stephen Parnaby OBE, Leader of East Riding of Yorkshire Council; Councillor Chris Shaw, Leader of North East Lincolnshire Council and Councillor Liz Redfern, Leader of North Lincolnshire Council, with Professor Calie Pistorius, Vice Chancellor University of Hull.

Lord Haskins said, "The Humber LEP Board, like the LEP itself, is all about local businesses and local people, and my first task was to ensure all concerned have good strong links to, as well as an interest in, the Humber economy.

"Now that the Humber has been recognised as the major UK centre for renewables, we need to exploit this and ensure that all parties work together to encourage inward investment into our Enterprise Zones, as well as creating opportunities for local companies.

"We have a lot of work to do, but I have total confidence that my members of the Board will rise to meet this challenge."

"We have a strong board in place that is keen to get down to work. The LEP has some big tasks ahead of it and an important role in helping the Humber to reach its potential. I was impressed by the shared commitment and determination of everyone around the table to make our area a success. By working together we hope to be a force to be reckoned with."

Ministers Prisk and Clark said in their letter to the LEP:

"We share your vision and determination to effect real change across the Humber. We are impressed by the range of business and public sector representatives on the Board reflecting the diverse nature of your economy. We're sure that you and your colleagues will bring a wide range of skills and expertise to the role."

The Humber LEP Welcome Chancellor's Announcement

The A164 Humber Bridge to Beverley Route Improvement Scheme and the A18-A180 Link in North East Lincolnshire are amongst 20 Department for Transport 'development pool' schemes nationally that have been approved.

In November, the LEP wrote to the Department for Transport to lobby for three schemes to go ahead, all of which have now since been approved.

Lord Haskins of Skidby, Chairman of the Humber LEP, said: "Good, uncongested roads are essential for business so it is excellent news that these schemes have got the green light."

As Britain seeks a major slice of offshore Yuan market how can Hull and Humber Businesses prepare for Renminbi?

Britain has recently said it will partner with Hong Kong to develop the City of London as a major offshore centre of trade in China's Yuan (Renminbi) currency. Britain and Hong Kong have agreed to launch a joint private-sector forum to enhance cooperation and support China's efforts to develop the offshore market for the Renminbi (RMB).



*Ronald Martin,
International
Commercial Manager,
HSBC*

China's economy continues to expand rapidly and, along with it, commercial ties with the UK and opportunities for Hull and Humber businesses. Exports of goods from Britain to China leapt 20 per cent in 2010, a measure of the importance of Asia to Britain's long-term economic growth.

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

Last year HSBC launched a service enabling UK businesses to open a UK domiciled RMB account which can then be used to trade with and make payments to mainland China in the country's own currency. Therefore, commercial contracts can now be agreed in RMB, allowing Chinese suppliers to invoice and receive settlement from UK buyers in local currency, which enables them to avoid foreign exchange risks and costs.

As the leading international bank, HSBC are committed to providing business customers with the tools they need to build trading relationships across the globe and our new UK-based Renminbi proposition highlights this.

Why is RMB growing in importance?

China is the world's 2nd largest economy (US\$5.9trnm in 2010), the largest exporter (US\$1.5trn total exports in 2010) and the fifth largest source of foreign direct investments (expected annual growth of 40-50%). HSBC believes that RMB will become a top three international currency if it becomes fully convertible, with Asia and the emerging markets leading RMB trade and investment. The development of RMB as a global currency has been extremely quick. RMB is going to be not only a currency for China, but is likely to be used in trade settlements both regionally and globally.

So what does this mean for businesses in the Hull and Humber region?

Previously RMB was a restricted currency that could not be taken out of China, meaning companies had to change RMB back into US dollars or Euros to hold it outside China. The deregulation of RMB means companies can hold the proceeds of trade settlements in RMB. A natural currency hedge will be achieved for businesses who have existing receivables or payments already in RMB.

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

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

While the internationalisation of RMB has begun, the currency is not yet fully convertible and businesses need to observe the existing regulatory guidelines set out by the Chinese government (HSBC relationship managers are well placed to help businesses keep pace with the fast moving changes and help them understand how best to benefit from these.)

Businesses trading in foreign currencies always need to be mindful of foreign exchange risk but in the near future RMB is likely to be another currency that businesses must include in their considerations.

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

HSBC 
The world's local bank

TRADE MISSION TO TURKEY

visiting

ISTANBUL and IZMIR

The Hull & Humber Chamber of Commerce is pleased to announce their trade mission to Turkey from 14th – 18th May, 2012. The mission will visit Istanbul and Izmir and will include, as part of the official programme, networking events and B2B meetings with members of the Turkish British Chamber of Commerce.

Turkey is the world's 15th and Europe's 6th largest economy. It is forecasted that Turkey will be the world's 3rd fastest growing economy after China and India by 2018. Due to the country's strong banking sector and structural reforms, Turkey has endured the latest global financial crisis and its economy is doing very well, recording a GDP growth of 11% (the world's highest) in the first quarter of 2011.

The UK and Turkey have a deep-rooted, historical relationship and enhancing this relationship has been declared a priority by the UK Government. Turkey is one of the UK's major trading partners and is also one of the most exciting and rapidly growing economies in Europe. UK exports to Turkey are worth £3 billion and over 2200 British businesses are currently doing business there.

Turkey's favourable business environment and its perfect location, with easy and cost effective access to markets around Europe, Eurasia, Middle East and North Africa, provide numerous business opportunities across a wide variety of sectors for UK companies.

Key sectors of opportunity include:

- Ports
- Water
- Education & Skills
- Agriculture
- Airports
- ICT
- Environment
- Financial Services

An attractive travel package is being organised by Good Travel Management, further details of which are available upon registration of interest. To register your interest for this mission or for further information, please contact Lorraine Holt at L.holt@hull-humber-chamber.co.uk

INTERNATIONAL TRADE CENTRE
IN PARTNERSHIP WITH



Independent Insurance Specialist Bucks the Trend

Hessle-based Henderson Insurance Brokers has recorded a steep upturn in business in key Humber industry sectors.

The specialist business insurance provider has taken on new staff and doubled the size of its premises on Redcliff Road to serve a growing list of new clients in the marine sector, including dock work and logistics, and the construction, manufacturing and renewable energy sectors.

The firm has recorded a 30 per cent increase in business over the past 12 months and is now placing in excess of £8m premiums from Hull, with the Henderson group placing around £200m in total.

Henderson, which is an official partner of World Trade Centre Hull & Humber, has a total of 11 regional offices and is the fifth largest independent insurance broker in the UK. The group opened a Hull city centre branch nine years ago, moving to its larger Hessle premises in 2004.

Joining the team, which totals nine, are senior account manager Ian Jacques, commercial broker Carly Spouse, and receptionist and trainee broker, Ashleigh Pipes.



From l to r - Joining the team are commercial broker Carly Spouse, senior account manager Ian Jacques, and receptionist and trainee broker Ashleigh Pipes.



Andy Wakefield, associate director, said: "We are particularly proud to have made such an impact during the present economic climate and to have won business in areas that are crucial to the prosperity of the region.

"The strength of our bespoke services in niche areas and the commitment to providing a personal and supportive service to clients, has enabled us to

gain some very sizeable accounts over the last few months with the largest areas being marine and related industries."

Mr Wakefield said that the company was collaborating with other businesses in the region to help maximise the potential for inward investment and create wealth in the supply chain.

New Appointment

KRL Group has announced the addition of Kevin Gorbitt to its technical support team.

Kevin has a wealth of experience in the trade, starting out more than 20 years ago as a workshop engineer then moving out into the field. Managing Director George Baker said: "Hull is our core area and as our customer base is growing and we are taking

on more and more new accounts each month, we want our customers to be safe in the knowledge that the excellent service levels they have been accustomed to will not drop."

Honour for company



Martin Smith, Andrew Beach, Annaliese Landa, Colin Hart and Jason Bruton of KMS. Picture: Hull Daily Mail

KMS Facilities Group was crowned Mail News & Media's Business of the Year.

The company, which was formed eight years ago to provide repair and maintenance services for social housing, has grown to about 200 employees and an annual turnover of nearly £20 million.

It now comprises a number of additional divisions including renewable energy, commercial fit-out services and IT hardware, software and infrastructure solutions.

Managing Director Jason Bruton said "I'm really proud of this award. It's great for the team to get this kind of external recognition for all their hard work and dedication to both the customer and to KMS. I can honestly say that the people in the business are its biggest asset.

"I believe that diversity is the key to our success. We're not reliant solely on one particular sector, so even during the current tough economic climate, when one area of the business may have taken a downturn, we have the flexibility to change direction and to grow in new areas."

Fluid Web Works

Are you a sole trader or small business, wanting to build a successful online presence, but concerned about the costs?

Fluid Web Works was started to tackle that exact problem, because a good online presence can be critical for business success now.

After years of building websites for small businesses, I found that simply building a site for someone and handing it over, doesn't work for anyone. You need the tools to maintain and build it on an on-going basis. However, sole traders often don't have the budget to hire someone to do that. So I developed Fluid Web Works: a source of free resources, tips and tools in the weekly newsletter, plus a range of online courses with step-by-step guides to build your website YOURSELF. You may be thinking 'build a website...me??' but you'd be surprised at how advances in technology now give you the power to create and maintain a professional website. Your friends and family may not even believe you made it yourself! All the tools are at your fingertips, and I can show you how. To find out for more, go to



www.fluidwebworks.co.uk to sign up for the free weekly newsletter, or try out the first modules of courses by following links.

Being a sole trader can sometimes feel like an uphill struggle, handling EVERY department of your business yourself – but you can cut out years of trial and error and professional fees with a little guidance. Hope to see you soon,
Jess Shailes



Debt Advice

A local company has issued useful advice on post-Christmas debt. Anthony Fairhurst, of Hurstons Accountants and Business Advisors, said: "The first thing to do is not to panic.

Easy to say, but more difficult to put into practice. Dealing with problems with a clear head is a lot easier, and solutions look more optimistic. We would always rather look at the options and find a solution than advising anyone to declare themselves bankrupt. We look at bringing debt down to its root causes, not only to solve the immediate problem, but to prevent it from happening again."

Visit www.hurstonsdebtsolutions.co.uk for more information, or call 01427 873737



L-R; David Marshall receives the cheque from Bruce Massie of the Chamber

Chamber Helps Good Cause

Hull & Humber Chamber of Commerce recently raised the princely sum of £1385 for Saint Catherine's Hospice at the Chamber Bridlington & Wolds Business Awards.

Several items were donated and a raffle held on the evening at The Bridlington Spa. Over 300 business people attended the event which was a glittering occasion and a celebration of business excellence.

The Chamber is a business support and Membership organisation which helps sustain the local economy by organising networking events, publications and other marketing activities, to help enhance businesses.

The Awards' organising group choose a good cause for each year's Awards to benefit from monies raised. It was felt that Saint Catherine's Hospice was very deserving of any assistance that could be given.

Saint Catherine's Hospice's Director of Funding Development, David Marshall, said he was very grateful for the Chamber's support.

"We are delighted that the Hull & Humber Chamber chose Saint Catherine's to benefit from this donation and grateful to those who supported the raffle during the evening," he said.

"Bridlington and the East Riding is a very important area for Saint Catherine's. We care for a lot of

people in the area, particularly through the Wolds Unit at Bridlington Hospital and in the community and appreciate that people here very much regard us as their hospice.

"Aside from the tremendous support we receive from our shop and support groups we benefit from the generous support of businesses in the area, which is very much appreciated.

"Every penny raised goes towards providing hospice services for around 1,500 people a year across the whole area that we cover."

Saint Catherine's Hospice provides in and out-patient care, neurology support, bereavement support and day care for patients across a 1,600 square mile area, including Bridlington, Filey, Hunmanby, Scarborough, Driffield and Whitby.

Each year the hospice treats around 1,500 people from that area, the largest geographical area of any hospice in Britain other than the highlands of Scotland. It costs £4.5m a year for Saint Catherine's to provide its hospice services in the area.

Chamber Goes to the Races



150 Chamber Members took advantage of the Race Day event organised at Market Rasen Racecourse.

Hull & Humber Chamber of Commerce teamed up with the Lincolnshire Chamber of Commerce to put on an exhibition, lunch and free afternoon's racing courtesy of the racecourse. Members took full advantage of the networking opportunities the event offered and feedback has indicated that lots of new business contacts were made.

The event was kindly sponsored by Humberside Airport and Business Development Manager Paul Litten spoke to Members before lunch about facilities for businesses at the airport and new and forthcoming developments.

Sincere thanks go to John Clugston for hosting the event on behalf of both Chambers and to the Racecourse for not only the free afternoon's racing but a wine reception before lunch too.



Staff from Sponsors Humberside International Airport



The Royal Navy Team presenting to Members at the lunch

Chamber Members Network in Goole

The Chamber hosted its final networking event of 2011 at the Vikings Hotel in Goole at the end of November. A total of over 80 Members, from many types of businesses, attended the Speed Networking and Lunch, building up their contacts with a view to gaining business in the near future.

The Lunch featured a superb presentation from the Royal Navy Presentation Team who tour the United Kingdom throughout the year, talking to a wide cross-section of groups and organisations about the role played by the Royal Navy in defending the United Kingdom's interests worldwide. As well as being informative, the presentation was designed to be entertaining and thought provoking.

The team are well versed in discussing leadership and management issues and also offer advice to employers wishing to support reservists within their businesses.

The presentation included a video of Royal Navy personnel in action scenes, which was enlightening and also humbling, due to the dangers they experience.

The event proved popular and was, according to feedback, a success for the Members.

Please get the best out of your Membership by attending these events. For information about north bank events please contact Janice Harrison on **01482 324976** or email j.harrison@hull-humber-chamber.co.uk

For south bank events contact Anne Tate on **01472 342981** or a.tate@hull-humber-chamber.co.uk

Chamber Events Diary 2012

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

AGM/Members' Speed Networking and Lunch
Friday 2 March 2012
KC Stadium, Hull
In partnership with; Apprenticeships

Members' Speed Networking and Lunch
Friday 16 March 2012
Ashbourne Hotel, Immingham
Sponsor; CO2 sense

Budget Breakfast
Friday 23 March 2012
KC Stadium, Hull
In association with; Streets Chartered Accountants

Members' Speed Networking and Lunch
Friday 27 April 2012
Country Park Inn
Sponsor; CO2 sense

North Lincolnshire Business Awards
Friday 18 May 2012
Grimsby Auditorium

Members' Speed Networking and Lunch
Friday 25 May 2012
Grimsby Town Football Club

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

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

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

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

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

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

Take advantage of your Chamber Membership by attending the wide range of events we organise to help you to meet potential clients and develop valuable business relationships

Please note that dates are subject to change.

An up-to-date events diary is available on our website:
www.hull-humber-chamber.co.uk



Harpist Stephanie Halsey



John C. Sharp and Steve Eastwood



L-R John Smales, Sarah Holliday and John Bird



Comedian Steve Womack



Diana Johnson MP with Presidents Wife Elizabeth O'Neill



L-R Howard O'Neill, Rt Hon Alan Johnson & Ian Kelly



Howard O'Neill and Alan Johnson



Guests enjoying themselves

Chamber Annual Dinner a Big Success!

Three hundred and fifty Chamber Members and their guests enjoyed a fantastic night at the Chamber Annual Dinner at the Mercure Hull West at the end of January. The hotel was formerly the Ramada Jarvis.

Guests at this black-tie event were addressed by Alan Johnson, MP for Hull West and Hessle, who gave his view of the future of the region and of how the renewable industry and green port Hull will benefit the local economy.

Howard O'Neill gave an interesting and informative speech, outlining of his year as Chamber President in what is the 175th anniversary of the Chamber's formation.

Then guests were entertained by Steve Womack who is both a top class comedian and musician.

The Chamber would like to express their thanks for the support given by the event Sponsors:

KRL Group Limited – Gold Sponsor

BP Chemicals – Silver Sponsor

Gardener's Country Inn – Event Sponsor

Youngs Seafood – Seafood Sponsor

Associated British Ports/Green Port Hull – Venue Sponsor

Saville Audio Visual – Audio Visual Sponsor

The event was considerably enhanced as a direct result of the help given by these companies.

A raffle raised £2011.60 for the Dove House Hospice 'Love You 2' appeal.

A great evening was had by all, with excellent company and food and next year's Annual Dinner is already in the throes of being organised.!

Photos courtesy of Hull News and Pictures
www.hullnews.co.uk

LEP Chairman Tempers Optimism with Realism

As he settles into his new role as chairman of the Humber Local Enterprise Partnership, Lord Haskins of Skidby has some very clear views on what it can achieve. And what promises it should not be making.

Lord Haskins of Skidby Chairman Humber Local Enterprise Partnership

The highly experienced businessman believes that raising expectations only to see them dashed can be highly damaging, a lesson he believes that the LEP must heed.

He said: "I do not believe in wish-lists. I do not believe that we should draw up a long list of all the things we want to achieve then two years down the line have people asking what happened to all the promises. For the LEP to succeed, we have to be realistic. If that means dampening expectations then we have to do that."

That does not mean he is not optimistic about the future for the region, particularly in the area of renewable energy, but he does believe that everyone involved needs to have a sensible view of what can be achieved.

A former board member of regional development agency Yorkshire Forward between 1998 and 2008, Lord Haskins believes that there was not the need to abolish all the regional development agencies, one of the first decisions taken when the Coalition came to power.

He said: "I think it is a shame they were abolished and I would not have done it. I know they did not all work well but I believe that Yorkshire Forward did a good job. However, we are where we are and we must work with that and our job is to create the right environment for businesses to succeed.

"I think we have to have a clear idea of what the LEP is and what it is not. I am not interested in us doing

the jobs that local council economic development units do. Why should we do that? That is not our job.

"Our task is to be an over-arching organisation that works on behalf of the whole Humber sub-region. We are working with all four local councils and I am encouraged by their response. There has been rivalries in the past, such as between the north and the south bank, it is no use pretending that is not the case, but we have to work together!"

Lord Haskins brings a wealth of experience to the job. A former chairman of Northern Foods and Express Dairies, he is a member of the Lords' Cabinet Office Efficiency & Reform Group Board, Pro-Chancellor of the Open University and a non-executive Director of JSR Farms Ltd.

That experience leads him to believe that the LEP needs to balance the needs for 'offensive' and 'defensive' options.

He said: "I am afraid that a lot of our time in the first years will be taken up with defensive activities, working to save what we already have. I do not believe the economy will pick up for two, maybe three, years and there will be a need to defend what we have in that time.

"But I also want the area to be ready to take advantage when the economy picks up, which is where the 'offensive' activities come into it.

"The main task of the LEP is to focus on the estuary because our areas can all draw something from a successful estuary. And, for me, focusing on the estuary means renewables."

With Siemens progressing plans to establish a wind turbine facility on the Humber, Lord Haskins said: "Renewable energy offers us the opportunity to be a national and international leader in the field. The potential is huge and we are well placed to take advantage of it.



"The Humber has unique qualities which means that a company like Siemens cannot set up on a lot of other rivers. The turbines are so large that they need a wide river and the Humber can accommodate the size of vessels that will be needed.

"But there are not just opportunities for business along the north bank. There are opportunities, for example, for Grimsby, the obvious place for offshore maintenance work, and for Scunthorpe with its steel manufacture.

"If the estuary develops a reputation for renewables then other businesses will come - that creates many more opportunities. This idea of a cluster of businesses has enormous potential."

While acknowledging that the LEP has to be there for a range of sectors, from the chemical companies lined along the Humber to the rural economy of North Lincolnshire, Lord Haskins comes back again to the idea of realism.

He said: "I think we have to focus on what we can achieve as an LEP. We must help create the right environment for businesses to do well.

"One thing we can do is highlight the area in London and that is part of my job. Already, I am seeing more interest in the area in Whitehall and I think that is because, out of our ten parliamentary seats, four are marginals and that concentrates the minds of politicians. We have to take advantage of that."

"I do not believe in wish-lists. I do not believe that we should draw up a long list of all the things we want to achieve then two years down the line have people asking what happened to all the promises. For the LEP to succeed, we have to be realistic. If that means dampening expectations then we have to do that."



HSE CHARGES – ARE YOU READY?


From April 2012, new charges will be levied from the HSE for advice or remedial actions given by them on safety related matters. If your firm can afford to pay out £133 +VAT per hour for that, then please ignore this advert. If you'd rather save your money and only pay for sound, timely advice and help from an IOSH approved Safety Practitioner who will keep your business interests at heart while staying safe and compliant.


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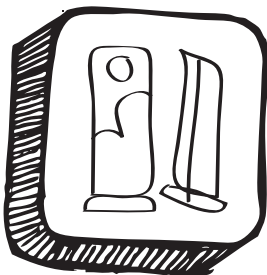
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The Total Solution for Industry





Bustling Beverley is Top of the Shops

Beverley is one of the gems of the East Riding of Yorkshire and retail is at the heart of a lot of its success.

When it comes to shopping, Beverley certainly has history on its side. From as far back as the 12th century, specialist markets were set up to sell products such as corn, cattle, and poultry. A number of the town's streets still reflect their former use, for example Sow Hill, Butcher Row and Butter Ding flags.

Now, niche markets and specialist suppliers are helping the town to buck the trend when it comes to tackling the recent economic difficulties. A stroll through Beverley shows that shop vacancy rates are low, with very few premises untenanted. The town continues to remain a relatively affluent location, which plays a vital role in terms of attracting smaller retailers and independent chains.

Incoming businesses seem likely to be more resilient to recession and have a better understanding of the demographics of their customers.

So what else contributes to success and attracts new businesses to relocate to Beverley?

For a start, the town has obvious physical charms. These include the Georgian high street and a sympathetic renovation of the Wednesday Market and Toll Gavel pedestrian areas in recent years. East Riding of Yorkshire Council is certainly not resting on its laurels, though, and there are further improvements planned for Saturday Market, North Bar and the Town Cross.

Companies moving to Beverley recently have described it as a 'little gem' and 'like an old-fashioned town centre.' It does seem to be the case that the town's pleasant ambience is genuinely contributing to its economic success.

Beverley has a number of other features which are helping it to thrive in challenging times. The Minster and St Mary's church have always attracted visitors

and add to the general appeal of the town. As does Beverley Westwood, a large open space on the edge of the town, which is ideal for picnics, walks and even a round of golf. The Beverley Racecourse has a full calendar, including the popular annual Ladies Day. In addition, the bustling outdoor Saturday Market continues to be a big draw with visitors and residents alike. Recent footfall counts show that pedestrian numbers more than double when the market is on, in comparison to a normal weekday.

Beverley's retail offer manages to combine attractively with the town's heritage and history, whilst still supporting a contemporary lifestyle. Quirky specialist shops and chic boutiques in old and unusual buildings sit well alongside large and bright national chain stores. This balance is well defended, and the town itself is cared for by residents through its renaissance partnership, Chamber of Trade and Business groups, the Town Council and the local Civic Society.

The town is boosting trade by using innovation and promotion. The Beverley Food festival, hosted

by the Town Council and the Festival of Christmas which incorporates a Victorian themed market are excellent examples of how to attract visitors, and just two of the class events run during the year. Other initiatives such as East Riding of Yorkshire Council providing free weekend parking across the Christmas and New Year period bring tangible benefits to local businesses.

This year provides plenty of cause for optimism as well with plans already afoot for the arrival of the Olympic torch and the Diamond Jubilee celebrations in 2012.

Why it makes sense to locate a business in the East Riding of Yorkshire

The area appeals to all sorts of businesses, not just retail. Its advantages include:

Location

The East Riding of Yorkshire is located midway between London and Edinburgh, potentially bringing a market of more than 40 million people within a four-hour drive of the Humber Bridge.

The cities of Hull, York, Leeds, Sheffield and Lincoln are all within a one hour drive and the area has some of the least congested motorways in the UK providing easy access to the rest of the country.

The area has something to offer everyone, from the seaside towns of Bridlington, Hornsea and Withernsea, to the market towns of Beverley, Howden, Hedon and Driffield.

Major investors who have already recognised the benefits of the East Riding of Yorkshire include BP Chemicals, Nippon Gohsei, Guardian Industries, Tesco Distribution, Vivergo Fuels and The Press Association.

Transport

* Beverley is located on both the north/south and east/west motorway systems, M18 and M62. The A1 and M1 are within a 30 minute drive of its larger development sites. The East Riding is also situated on the E20 corridor. This European trading route links Ireland (Limerick) with Russia (St.Petersburg) via the North of England, Germany, and the expanded European Union states of the Baltic Region.

* The port of Goole lies at the heart of the UK's transport network, with immediate access to major motorways, rail and inland waterway links. Together with Hull, offering daily and overnight roll on/ roll off sailings to Rotterdam & Zeebrugge, a European market of over 320 million consumers is within a day's delivery.

* The East Riding of Yorkshire benefits from direct links with the East Coast railway network, through regular connections at Doncaster, York and Hull. Hull to London takes just 2 hours 40 minutes.

* Humberside International Airport and Robin Hood International Airport lie within a 30 minute drive of the East Riding, with Leeds/ Bradford International Airport only 60 minutes away. Manchester and East Midlands airports are also within easy driving distance.



Proposed development at Flemingate, Beverley



Commercial sites and business premises available in the East Riding of Yorkshire

The East Riding of Yorkshire offers a wealth of opportunities for developing business on major commercial sites, smaller industrial estates, business parks and market town developments. Its major strategic development sites are situated along the M62/ A63 corridor with superb access to the national motorway and Humber Port Network.

From the high quality office development at Willerby Hill, to the large industrial estates at Carnaby and Pocklington, as well as smaller developments around Driffield, Beverley and Market Weighton and a network of business centres, the opportunities are as varied as the businesses already located here. More specifically closure of a manufacturing facility in the centre of Beverley has created a mixed use development site in the shadow of the Minster. 95,000 square feet of retail space will be available. In addition the Council has just placed a 12 acre development site on the edge of the town for sale by formal tender.

Obtaining support with relocating a business to the area

East Riding of Yorkshire Council has an Inward

Investment team which offers a free professional service to assist investors in this area. Companies who are looking to expand their existing operations in the East Riding or looking to establish new facilities should contact the Inward Investment team to discuss their proposed projects.

- Support is customised to meet the requirements of each client and can include;
- Locating suitable sites and/ or premises
- Sourcing financial assistance
- Assistance to recruit and train a workforce
- Working with utility providers
- Liaison with other council departments such as planning, highways and environmental health
- Re-location support including guided tours of the area.

For advice and support to relocate your business to the East Riding of Yorkshire, you can contact the inward investment team at
 Email: inward.investment@eastriding.gov.uk
 Telephone: 01482 391612

* Source for information used in this article; East Riding of Yorkshire Council



Beverley Minster

iBreastfeed

Breastfeeding confidence for new parents in Hull

www.ibreastfeed.co.uk

Let's make Hull a Breastfeeding Friendly City

There has been significant reliable evidence produced over recent years to show that breastfeeding is a major contributor to public health and has an important role to play in reducing health inequalities.

Mothers frequently state that they do not consider breastfeeding or they stop breastfeeding earlier than planned because they are concerned about feeding in public. City Health Care Partnership CIC, in conjunction with NHS HULL and Hull children centres are working hard to meet the needs of our local women and their families to make breastfeeding more acceptable.

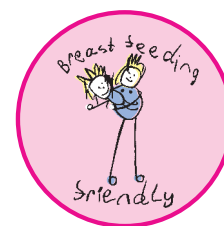
The benefits for babies are numerous but include a reduced incidence of obesity, chest and ear infections and diabetes. Mothers benefit too as they are less likely to develop breast and ovarian cancer in later life and suffer with osteoporosis (thinning of the bones).

These benefits increase the longer the baby breastfeeds which is why we are encouraging local premises to sign up to the Breastfeeding Friendly Premises Award to demonstrate that they welcome breastfeeding mothers.

An application form can be obtained from our local www.ibreastfeed.co.uk website (under the mums section and then links). A booklet containing the premises that have met the criteria is given to all breastfeeding women, the

information is put on the website and you will be given a window sticker and certificate to display. Therefore the potential for families visiting your premises could be increased as they will feel more confident knowing they will be supported.

For more information please contact Debbie Jackson, Infant Feeding Co-ordinator 01482617865



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22nd march	Negotiating - The process of selling
27th march	Customer service
29th march	Providing direction
12th april	Negotiating - The negotiating process
26th april	Steps to personal effectiveness
9th may	Sales B2B
22nd may	Negotiating - Influencing people
12th june	Export letters of credit
20th june	Importing



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The Old Mill Hotel is situated in the Yorkshire Wolds midway between Driffield and Scarborough just off the B1249.

The proprietors, Gary and Kathie have owned the hotel for seven years and during this time have undertaken a general refurbishment throughout. There are nine beautifully appointed en-suite bed rooms, all of which are double with queen sized beds that can be twinned. Wi Fi is available throughout the hotel including all bedrooms and is provided free.

The grounds provide secure off road car parking (with CCTV) for up to 30 vehicles and there is a well tended garden area at the front of the hotel.

The location is conveniently situated for access to Malton, Pickering, Beverley, Scarborough, Bridlington and Driffield, with Hull and York only a 45 minute car journey away. Conferences, parties and meetings can be comfortably accommodated in our function room which seats up to 30 guests banqueting style or 50 theatre style, and we can provide flip charts, screens, and of course Wi Fi for PowerPoint presentations.

Our chefs, Kathie and Joyce, produce a tasty and varied choice of dishes and we offer bar meals, hot and cold sandwiches, snacks, as well as a la carte dining in our 50 cover restaurant.

If desired a hot or cold buffet menu, can be tailored to individual requirements, and any special dietary needs. The tariffs can be based on a daily delegate rate, but we will also hire out the function room on a day or half day basis if required. We pride ourselves in offering a professional, friendly and courteous service for the business client and for those who just want a relaxing break.

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Events Industry has 'Major Role to Play in UK Economic Growth'

If anyone ever doubted the importance of the events industry to the UK economy, then a recently released report underlined the point perfectly.

The report, which was circulated amongst Members of Parliament, outlined ways in which the UK events industry can work together with national and local government to increase Britain's competitiveness internationally, and provide a boost to the economy.

Presented to the All Party Parliamentary Group for Events and other MPs, the report was compiled jointly by the Events Industry Forum and the Business Visits & Events Partnership.

It highlighted opportunities for growth in the UK Events Industry, which it suggested can grow dramatically from its existing £36.1 billion, to £42.2 billion in 2015 and £48.4 billion in 2020, as well as helping the 25,000 companies that rely on it.

The authors said that Ministers needed to offer support for the sector, but MP Nick de Bois said: "This is not just about coming cap in hand to government, but about a collaborative effort to work together.

"Events in Britain represent a major opportunity for growth for UK plc and a chance to underline our place as a centre for global business."

The report says that as well as the economic value of the industry, the sector provides 'invisible benefits', supporting exports and positioning the UK as the centre of international business, intelligence and knowledge sharing.

It also underlined the vital role events play in bringing together 'global leaders and thinkers to discuss, debate, learn and share'.

Phil Mist, representing the Event Industry Forum who provide the secretariat to the Parliamentary Group, said: "With the countdown to the London 2012 Olympic and Paralympics Games and The Queen's Jubilee well under way, the UK events industry will undoubtedly again show the world that organising major outdoor and sporting events is one of our specialities, and because of our expertise, the UK economy as a whole will benefit accordingly". Michael Hirst, Chairman of the Business Visits & Events Partnership, said: "This report comes at a crucial time for the UK economy as the Government considers its growth agenda.

"The UK events sector is well set to play a pivotal role in facilitating economic growth and added employment by showcasing Britain as a world class destination for international conferences and trade shows, as well as staging its great sporting and cultural events and festivals."

Those words ring true for the many business people for whom conferences and exhibitions are the places to create and cement those personal contacts upon which the economy relies, as well as to learn about new products and services.

So what are you looking for if you are trying to organise an event? How do you make sure that it plays its part in economic growth?

Well, one of the key factors is a good location, somewhere that is easy to reach and that looks attractive for delegates.

When assessing the venue you are looking for a number of other important factors. Can the venue cope with the numbers expected to attend, has it got a good meeting room, will it provide equipment like projectors and Internet access, are the staff friendly

and flexible in helping you meet your needs? If the answers to those questions are yes then the event is likely to be a success.

The good venues are the ones that can tailor themselves to providing the exact needs of the event organisers. One approach is to bring in a specialist company to do it. The staff at these companies will have encountered just about every problem presented by the process.

Similarly, specialist help is invaluable when staging an exhibition. Whether it is staff at specialist venues or outside exhibition organisers, they will tell you that there is a lot to think about to make sure it runs smoothly.

The first consideration is the nature of your event. Do you need a large hall or will something a little more intimate work? Is it formal or informal? They are salient questions because atmosphere is important to the success of exhibitions and getting it right matters.

Whatever the choice, it is vital that visitors can easily understand the layout and find their way around with the minimum of fuss. Large exhibitions can be bewildering events so adding to visitors' problems with poor layout can only detract from the success of the event. In a world where business people feel more pressured than ever, wasting time getting lost at an exhibition is unlikely to foster much in the way of goodwill.

One of the other things that makes an exhibition successful is a sense that something is happening so it is useful to have staged areas for demonstrations and performances, or for companies to show their products at work. Such activities, with the interest they attract, makes an exhibition feel like it is alive. All good exhibitions have a touch of theatre about them. It's what singles out the poor ones from the good ones.

I.T. Workshop for the non-IT

Brought to you by



Welcome to the first of what we hope are many articles provided through the Business Intelligence magazine by BSC Solutions. The purpose of this column is to provide a way of providing you with some advice and tips as well as answering / demystifying topics you would like us to cover. In this article, we start off by looking at Software as a Service.



Software as a Service – What is it?

With access to the internet seen as an essential business tool, Software as a Service (or SAAS) has become a massive growth area in the provision of I.T. services.



With companies like Google, Microsoft and Sage delivering SaaS, its clear this it is an option to be considered by all.

The key to this method is that the I.T. company provides you with software to fulfill a specific business need which you access via the internet; typically paying for this monthly.

What's the benefit?

There are clear benefits to the I.T. company where they can keep a clear, accurate track on their user base as well as fix issues and roll them out quickly – with companies like Microsoft, Google and Sage continually making software available; it's obvious that this way of accessing software must be considered.

Benefits to the customer are greater; the initial costs for software procurement are lower. The online services are managed by the software provider meaning that you don't have to worry about backups or installing software on servers - it's all incorporated into the fees; as is the price for upgrading - as all of the services are managed for you; free and automatic upgrades are common.

Its also a great way for new businesses to be able to afford the key software they need when they startup.

Making a decision:

A few bullets of advice for anyone looking into accessing software in this way:

- Do your homework: There are lots of SAAS providers, but before you use one for a key business area, make sure you:
 - Check what feedback they have (in support forums / discussion groups).
 - Ask other people: personal recommendation is always very good; or use Twitter to ask their current users.
- Check for resilience: how do they make sure their service is always available for you to use?
- How do you access their service: obviously the internet, but check if you're able to access their

service from PCs / Macs and more importantly from your Smartphone or Tablet PC (e.g. iPad).

- Make your decision based on your organisations growth plans: whatever is cheap now may not be cheap in the future – watch where you're paying per user that the prices don't get too high.
- Watch your overall spend: when you're buying many software in this manner, its easy to lose focus on how much you're spending per annum.
- Check what you use regularly: not necessarily that cost effective for larger organisations, you should check regularly what features you're getting for your money and if there's a better deal.
- Check how you migrate: make sure that if you're migrating from one service to another that its easy to transfer your data. Some (such as Google) provide migration utilities.

Getting in touch

If you've an area that you'd like us to cover in these I.T. workshops, please drop us a quick email explaining the topic you'd like to know more about. In particular; what aspects you're unsure of and we'll tell you what we think. If we use it in our article, we'll keep your details confidential.

itworkshop@bscsolutions.co.uk

About the Author: Simon Crosby



Simon's expertise is gained from many years' work in the IT industry and covers all aspects of IT projects and solutions. Ranging from requirements gathering, analysis, solution design and project management. He specializes in designing and developing internet based business applications.

simon@bscsolutions.co.uk

Keeping in Touch with your Customers



There was a time when many businesses viewed new technologies with foreboding, intimidated by the dramatic new ways of working which breakthroughs in computing were bringing about.

Those days are long gone and now the most successful businesses are the ones which harness the latest in technologies to make themselves more efficient and provide the best service to their customers.

They are the companies that realise that computer technologies allow them to reap benefits in many areas, one of which is to ensure that tasks that once took many hours can now be done quickly. That can include everything from administrative tasks to scientific analysis.

That is invaluable for any company - especially a small one - because it means that skilled members of staff are not preoccupied with tasks which do not require their creativity. They can instead concentrate on developing new products and exploring opportunities.

More and more companies have realised that a bog standard website is no longer enough when it comes to communicating with clients and potential clients.

They have realised that a good website needs to have a sense of movement about it, to be constantly updated and to make life easier for those visiting it. Ease of use is vital because a client struggling to navigate round a website will soon give up and go elsewhere.

Interactivity is also important and the latest Information Technology systems allow clients to communicate with companies through websites and for the companies to respond quickly and efficiently. It is amazing how much people appreciate the simple courtesies and that includes a reply to a message, even if the initial contact is computer-generated. It makes them feel that someone is listening.

The truly switched-on companies have also realised that new technologies give them terrific ways of directly getting in touch with large numbers of customers through databases.

Such databases allow them to send out mass emails which, rather than simply being advertising tools

more likely to suffer the delete button than to be read, exhibit more thought. Such messages update people on projects and products, answer the questions clients have been asking and seek out their views on improvements that can be made.

And the rapid advance of hand-held technologies is opening up even more opportunities, giving companies the chance to communicate with clients who are on the move. The same is true of social media outlets.

Before computers and associated electronic developments, such tasks were possible but took a huge amount of time and a massive amount of man-hours to administer.

However, technology has changed all that. Today, technology helps companies to seek out new customers, and just as importantly, hang onto them in a competitive market place.

Of course, many companies cannot achieve such successes on their own: they need to bring in expert help and the Humber area has plenty of businesses specialising in Internet technology and supplying and installing the necessary hardware and software.

It is a far cry from those early days when technology was regarded with so much suspicion.

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Outsourcing Companies Seek to Take Advantage of Opportunities

In turbulent times such as these, many businesses find themselves unable to sustain high numbers of employees. However, very often, despite the need to control costs, the work that those people would have done still needs to be carried out.

That is where business support companies come into their own because they can offer the required assistance in areas including financial services, design services, marketing, HR and training.

The advantages of outsourcing for SMEs are many, including the fact that such support companies are often prepared to negotiate advantageous terms and conditions, perhaps based on a job-by-job basis or a fixed price project cost.

That means that, rather than employing a full-time member of staff, an SME can sign a deal that is specifically tailored to its needs and can work out more cost-effective.

And even though the company is not employing a full-time member of staff itself, it is still supporting the economy and jobs within other companies. Indeed, done properly such arrangements can help both parties grow.

Another big advantage is that SMEs can pick and choose the kind of services they require. For instance, they may already have a selection of specialist skills in-house and require additional

support on only a few elements of a project. Going out of house to specialist companies allows them to bring in those skills as and when required.

Many SMEs are, however, tempted to provide everything themselves in-house and sometimes it can work. However, very often a small business does not have the in-depth specialism in all the disciplines it requires and battling on in-house can turn out to be a false economy.

Take HR, for example. Workplace legislation changes at such a rapid rate, an SME needs specialist support to ensure it does not fall foul of employment law. Very often it can be the issues which they never even considered that can cause problems if left unaddressed. That is where a specialist HR company comes into the picture.

Take marketing as another example. Companies can try to do the work themselves but it often makes sense to bring in professionals who can write compelling copy, source professional images, communicate with the media and harness the power of social marketing platforms.

Good marketing experts realise that the companies who fare best in this hothouse of creativity are those who think outside the box. Very often, SME staff working hard to keep their businesses on track simply do not have the time to do that in every field of their operation.

Outsourcing also provides a boost to the local economy, creating and preserving jobs. That is because companies working in the business support services field can see that current difficult economic times can actually provide opportunity.

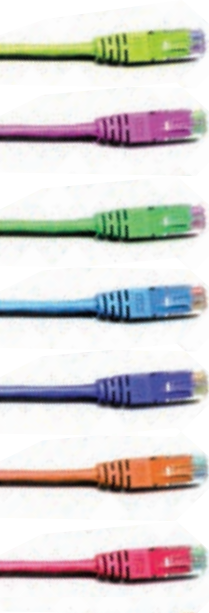
For instance, companies providing such services are benefiting from an increase in outsourcing as local and central government slash budgets in areas including back-office work, HR and marketing.

Not only has that led to more work being outsourced to the private sector but we are also seeing former council employees setting up their own businesses to offer their expertise to a whole new range of clients.



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Paragon Data Services Nobody does it Better!



Ian Bland
Director

In 2011, Paragon Data Services installed over 20,000 data outlets, over 1.5 million metres of copper computer cable, in excess of 50,000 metres of fibre optic cabling and carried out over 800 LCD screen, projector and interactive whiteboard installations – in its words... nobody does it better!

The Hull area's largest IT, network infrastructure and AV solutions provider, Paragon Data Services is a true one stop shop for cutting-edge technologies, designed to ensure both local and national businesses have the technical capacity to run effectively.

The past year saw the thriving company go from strength to strength, with the appointment of new staff members and the completion of some of its biggest projects yet. Paragon Data Services was contracted to be part of a great educational regeneration project throughout Hull under the Building Schools for the Future Programme.

The company provided the new Sirius Academy and Ganton Special School for children with severe learning difficulties with network infrastructure and fibre optics, to ensure that the IT provision is state-of-the-art, enhancing the education of Hull's future generations.

The installation of the very latest technology such as fibre optic cabling on site, enables high transmission rates over longer distances, providing performance and reliability, which is essential for effective learning.

In 2012, Paragon Data Services will also be involved in many exciting new projects, including a prestigious new contract with Gassco, which will see the company supplying and installing a new video wall at the Langed Receiving Facility at Easington.

Passionate about Hull, the city which the company calls home, Paragon Data Services continues to do its bit for the local community and the charity which it holds close to its heart – The Smile Foundation. Throughout the past year, the company has organised and been involved in varying charity events and initiatives, including golf days, awards sponsorship and even 'Challenge Paragon'. This saw Paragon Data Services' managing director, Ian Bland at the helm of a project which encouraged local companies to donate time and services towards a transformation of Sunshine

House, a facility that offers nursing resources, ranging from respite to palliative and terminal care for children. Together, the companies delivered a new conservatory, revamped the garden area, refurbished the sensory room and decorated throughout Sunshine House.

Most recently, Paragon Data Services took the opportunity to extend the efforts of 'Movember', a national campaign to raise awareness of men's health conditions, particularly prostate cancer, in order to benefit other charities.

The company asked men in the East Riding area to keep the razors at bay for a few more weeks until the end of December, with a prize of £500 being awarded to the best efforts, which was to be donated to the winner's charity of choice. Ian, who also participated in the event, decided to donate an additional £250 to the Smile Foundation.

Ian said: "The team and I here at PDS are delighted with what we were all able to achieve last year as a company. We strive to be an innovative and organised team to enable us to deliver to a high and detailed standard, driven to go above and beyond the expectations of the people we work with.

We are committed to every project we work on, no matter how big or small and work with our clients to understand exactly what it is they want, in order to provide a

service to them which will help their business run smoothly and efficiently.

To put it simply, we are proud to be at the helm of the IT, network infrastructure and AV solutions industry in our local area."

**"We
are committed to
every project we work on,
no matter how big or small and
work with our clients to understand
exactly what it is they want, in order
to provide a service to them which
will help their business run
smoothly and efficiently."**





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An Optimistic Look at the Region's Energy Market

Richard Goodfellow, energy partner at Addleshaw Goddard

Addleshaw Goddard predicts an optimistic outlook for the region's energy market due to local expertise, geography and a strong, collaborative approach to raise the profile of what Hull, the Humber and Yorkshire can offer.

Renewables is not just the eye-catching offshore wind or carbon capture and storage (CCS), it is much more than this. It is the supply chain into these industries, research done by Universities, smaller scale projects such as anaerobic digestion, biomethane to grid, the Green Deal and energy efficiency. It is, in summary both the building of assets that generate electricity and also the reduction in impact on the environment of our actions - whether that is CCS or changing our light bulbs. There are opportunities for all - from the largest plc to the smallest SME.

Our region is well placed to take advantage of the growing renewables opportunities. It has the largest concentration of coal fired power stations in the country which makes us the natural CCS cluster, and our geography offers a natural centre for offshore wind and tidal stream and the supply chain that supports these sectors. Also, the significant

agricultural land in the region makes us an obvious location for biomass and anaerobic digestion projects.

Renewable energy is unique as it offers a guaranteed return on investment from the Government, which in today's market offers a huge incentive for investors. Having a fixed-term guarantee on any development opens the channels of investment, which is pivotal to allow the energy sector to grow and flourish.

Companies and individuals are increasingly seeing the benefits of pooling their skills and resources in order to be able better to realise their ambitions in the renewables sector. For example agricultural land owners who are able to provide land and potential fuel supply, such as animal waste, entering into joint venture arrangements with specialists in the anaerobic digestion industry.

Finally, leadership is emerging in Yorkshire and the Humber and it is spearheading the green agenda for our region. Our bid for the Green Investment Bank bid demonstrates this. We have come together to



deliver a credible and real bid, which shows how collaboration can have a huge impact. It is a great opportunity for the region.

There will still be challenges facing the development and financing of the renewables industry, such as the political and economic climate, the ever-changing policy environment and the lack of a central regional hub of renewables information. However, the desire to maximise the potential opportunity within this field will help Yorkshire and the Humber become synonymous with renewables activity in the UK, Europe and internationally in 2012.

For more information please contact the Addleshaw Goddard Energy and Utilities Group:

Richard Goodfellow, Head of Energy and Utilities, on **0113 209 2405** or richard.goodfellow@addleshawgoddard.com

Peter Mason, Managing Associate, Energy and Utilities Group on **0113 209 7681** or peter.mason@addleshawgoddard.com

Handelsbanken Opens Second Branch in East Yorkshire

Swedish bank Handelsbanken has chosen Beverley as the location for its second branch in East Yorkshire, reflecting its expansion plans for the region.

The Beverley branch, which is the first foreign bank to open in the town, is located in The Hall on Lairgate.

Heading the team in the new office is branch manager Ian Gatenby, who joined Handelsbanken in 2008 at the Hull Branch. His team includes three other experienced banking professionals: John Pye (Corporate Manager), James Blake (Individual Banking Manager) and Joanne Langthorp (Account Manager Support).

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

Ian said: "Handelsbanken chose Beverley to be the location for its 95th UK branch, as part of its continuing expansion plans. My team and I are very much looking forward to developing further the bank's business across the East Riding of Yorkshire and to forming strong relationships with both local people and fellow professionals alike."



James Blake, Joanne Langthorp, Ian Gatenby and John Pye

Take Better Care with FREE Services from AXA PPP Healthcare

As a Chamber Member, you can sign up to receive instant access to free support services for you and your employees. These help you look out for your employees' health and wellbeing 24 hours a day, 365 days a year, at no extra cost.

Health at Hand

Our telephone based health information service puts a team of experts on call to your employees and their families day and night – even at Christmas!

Qualified and experienced healthcare professionals, including nurses, are available on the phone to answer questions about any health related issue.

Health at Hand gives you access to fact sheets and leaflets on a wide range of medical issues, conditions and treatments including:

- Family issues – pregnancy, care of the elderly, teenagers, divorce
- Care and counselling - stress, depressions, addiction, bereavement, abuse
- Pills and prescriptions
- Travel information
- Healthy living

We've got all the latest information on specific illnesses, research, treatments and medications and free fact sheets to send to our Members who require more specific information.

While Health at Hand doesn't diagnose or prescribe,

it can give your workforce the invaluable reassurance of knowing that friendly and helpful information is just a phone call away.

Personal Business Assistance

What happens to your business if ill health takes you out of play for a while?

Personal Business Assistance is available to Chamber Members to help keep things moving in your absence.

It helps to ensure that you maintain contact with your customers, prospective clients, suppliers and employees if you have to go to hospital or can't communicate effectively because of a health problem.

One phone call is all it takes to access the support you need. Maybe you just want to let people know you'll be out of action for a time. Perhaps you need help drafting some letters or cancelling and re-arranging meetings.

With Personal Business Assistance you can rely on us to do the donkey work while you concentrate on getting better and back in the saddle.

To sign up for the free services, please visit www.axapphealthcare.co.uk/chambers

Why AXA PPP healthcare?

AXA PPP healthcare has been providing access to private healthcare for over 70 years and offer a wide range of options to suit your needs and budget. When you join you will be allocated a dedicated account manager who will remain with you throughout your Membership to ensure all your queries are handled in the most efficient and personal way.

An exclusive healthcare package for Chamber Members

AXA PPP healthcare is pleased to be able to offer Members of Hull and Humber Chamber affordable private medical insurance with an exclusive offer – for Chambers' Members only.

The Chamber's healthcare package includes a choice of either: 10% yearly cash back on your company's healthcare premium or half price Chamber Membership for three years. Both these offers are available for new direct customers only.

The cashback is paid on the premiums received by AXA PPP healthcare less insurance premium tax. The half price Chamber Membership offer is capped at £125 per employee covered per year. AXA PPP healthcare reserves the right to remove or change these special offers at any time.

Switching is easy

If you already have private medical insurance it's easy to switch. Let us see if we can save you money on your renewal premium. Our dedicated account managers are here to take all the hassle away from switching provider, making the process quick and easy.

Want to find out more?

One of our advisers here at AXA PPP healthcare may be calling you soon to talk about how they may be able to help your business healthcare needs.

Or you can call them today for an instant quotation or more information on: **0800 38 77 54** quoting the name of your Chamber.

(Lines are open Mon-Fri 9am-5pm, we may record and/or monitor calls for quality assurance, training and as a record of our conversation).

You can also visit www.axapphealthcare.co.uk/chambers for more information or to access articles on sickness absence management for small businesses.





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- Corporate events and presentations
- Exhibitions and trade shows
- Entertainment, sporting events and more....

Optimistic outlook

A telecoms provider which has more than 700 customers in the Hull area is aiming to double that figure over the next year.

Nexus Hull, wholesale partners of Kingston Communications since 2007, is promising businesses in Hull a better commercial package and better service.

Managing director Ashley Hunter, who has moved into offices at Melton Park, said: "We have reached 700 without a sales presence or any advertising so we are now working to get our name and our face out there in a measured and controlled way."

Until now those customers have been served solely by the Leeds office. For further information contact Nexus Hull on **0844 414 6677** or visit the website at www.nexushull.com



Santander Launches Scheme to Support Business Growth

Santander UK is launching a programme to support the best and fastest growing businesses in the UK.

Through its Breakthrough programme, Santander is making up to £200 million of growth capital available to fast growth companies looking to invest in and grow their business. The loans are available to businesses with an annual turnover of up to £10 million which have a demonstrated history of high year-on-year growth in turnover, profit or employment.

The £200 million of growth capital includes a £50 million contribution from the Government's Regional Growth Fund to help leverage loans at the smaller end of the investment range and in more economically challenged areas (excluding London and the South East).

Alongside finance, Breakthrough is also offering businesses access to a range of support and development programmes, not usually available to

companies of this size. These include fully-funded overseas trade missions; fully funded internships; opportunities to learn first hand from experienced fast growth companies such as Google and LoveFilm, networking events and training courses.

Steve Pateman, Executive Director of Corporate, Commercial and Business Banking, said: "We know that there is a recognised funding gap for companies with a turnover of under £10 million looking for growth capital, and we want to help fill that gap. This is part of the role that banks can play in supporting a private-sector led recovery and stimulating local economic growth."

Further information can be found on the Breakthrough website:

www.santanderbreakthrough.co.uk



Hallmark Power for all your renewable energy requirements

Hallmark Power provides farms and landowners of any size with a good investment opportunity, while at the same time dramatically reducing the costs of power consumption and lowering CO2 emissions.

We offer a comprehensive range of wind turbines between 5kW and 500kW, customised Solar PV installations and custom built Anaerobic Digestion Plants, ensuring that your company can have the most appropriate system. In some cases having a combination, will complement and maximize the benefits.

If you have land to rent, we offer very competitive rates for your land to site medium sized wind turbines.

We provide a full project management service covering every detail of the installation, from initial site survey, planning, grid connection through to the full installation and commissioning of the project.

Buying a renewable installation is a minimum 20 – 25 year investment and Hallmark will be there alongside you every year to meet all of your support and servicing needs.

Contact Details

Office No: 01530 567044

E-mail: info@hallmarkwind.co.uk

www.hallmarkwind.co.uk





Tulip Healthcare TM
your local washroom services provider

Unit 2, Pegasus Square
Innovation Way, Grimsby
North East Lincolnshire
DN 37 9TJ

01472 345934

www.tuliphealthcare.co.uk

Established in 1999, Tulip Healthcare is an independent company specialising in Feminine Hygiene and Washroom Services. We operate within the Yorkshire and Lincolnshire regions and our trained customer care representatives are dedicated to providing a discreet and professional service of the highest standard with the flexibility to meet your individual requirements.

FEMININE HYGIENE

We provide a very discreet and personal feminine hygiene disposal service. We are able to offer a variety of units to suit your requirements, including our new hands free sanitary disposal unit.

All of the disposal units contain a perfumed germicide to protect against bacteria and odours. To comply with the current Duty of Care regulations, a waste Transfer Note is issued to complete the audit trail from collection to disposal.

AIR FRESHENERS

We offer a range of fragrance and air purification solutions to combat odours in large and small areas

BABY-CARE SERVICES

Tulip Healthcare supply a complete range of baby care products and services, including everything to complete your baby changing room, from nappy disposal, baby changing stations, toddler seats, air fresheners and nappy vending machines.

ENTRANCE MATS

Why not extend your corporate identity with a mat incorporating your company logo to complete any reception area? Alternatively we offer a range of standard mats in various sizes which are laundered on a regular basis.

VENDING MACHINES

We have a number of stylish and robust vending machines designed to complement the modern washroom. All the machines are filled with branded products and are fully serviced and maintained by our staff for complete piece of mind and offering 24 hour availability.

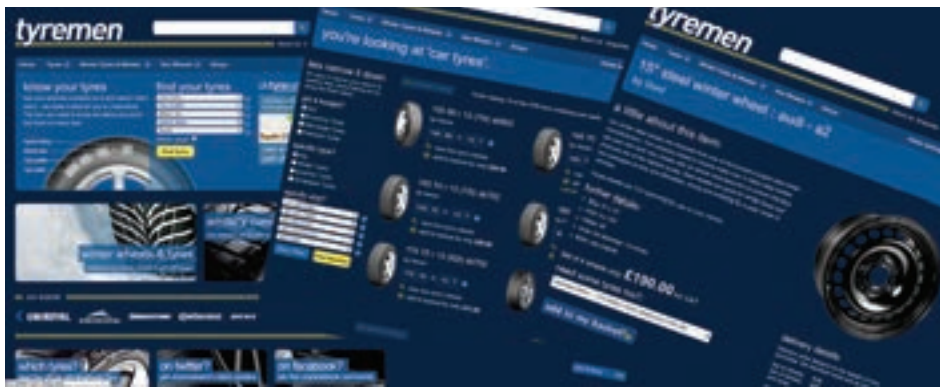
CLEANING PRODUCTS AND PAPER DISPOSABLES

We offer a comprehensive range of cleaning products and a full range of paper products to fit all toilet roll and paper hand towel dispensers. We are able to provide you with the latest in washroom dispensing technology aimed at improving cost-effectiveness and raising the appearance and profile of your washroom environment.

We have solutions for all of your washroom needs, as well as being able to supply all of your ancillary products. This enables us to provide you with a one-stop facility for all your washroom and hygiene service needs.

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Caring for your environment



'Shared-Risk Shared-Reward' Pricing Structure for E-Commerce Websites Proving Popular

E-Commerce software specialists, BSC Solutions and web design agency, Strawberry, who formed a strategic alliance in 2008, to deliver affordable e-commerce for growing retailers have launched a 'shared-risk shared-reward' pricing option for their e-commerce platform – Strawberry Advantage.

As well as the traditional time and materials price option that most agencies offer for websites, Strawberry Advantage offers an alternative for companies who wish to trade online. Strawberry Advantage clients can opt to pay a low set up fee followed by a percentage of monthly transactions, sharing any risk as well as the rewards that come with the success of any new e-commerce website created by the alliance.

Phil Carlin, Managing Director of Tyremen (www.tyremen.co.uk) said, "We knew these guys were confident in their e-commerce abilities when they presented their pricing structure. We agreed to pay a low set up fee plus a percentage of the transactions that go through the site on a monthly basis.

"They were willing to put their money where their mouths are and we liked that. Our site was complex in that it interrogated a lot of data from different sources to present a cohesive e-commerce solution online for our customers. Much of the data was unstructured and full of jargon.

"We knew for it to be successful this data would have to be interpreted into a format that people could clearly understand if they were ever going to buy our tyres regularly online. This pricing structure suits us as the incentive to make it work and make it work well is always there. BSC and Strawberry make a phenomenal team. They have worked together to do a sterling job for us and the site is generating good levels of profit. We are

pleased to share this with them as they continually work closely with us to develop our site to make sure it remains leading edge."

There are many aspects to creating even the simplest of websites and of course E-Commerce websites are, by nature, complicated animals. The 'shared-risk shared-reward' payment structure hones the attention of everyone involved to get all aspects right from day one.

Simon Crosby, Managing Director of BSC Solutions explained, "When creating an e-commerce website there needs to be a solid partnership between supplier and client. Everything has to be right – from the branding and messaging and search engine optimisation to integration with back office systems and the data conversions. There are key responsibilities on both sides and communication has to be spot on."

Since launching Strawberry Advantage in 2008 the BSC Solutions / Strawberry alliance has delivered over 25 e-commerce sites and 100% of them have gone for the 'shared-risk shared-reward' pricing option.

Some other successful example of Strawberry Advantage sites are:

www.hughrice.co.uk
www.tigerleisure.com
www.tonystextiles.co.uk

For more information about BSC Solutions and Strawberry Advantage please contact Simon Crosby on **01482 778704** or s.crosby@bscsolutions.co.uk

Double Staff Success at Lloyd Dowson

Tracy Meredith-Baker ACA FCCA

Tracy Meredith-Baker added to her accountancy qualifications and expertise by successfully qualifying as a Chartered Accountant earlier this year. Tracy has been with Lloyd Dowson Chartered Accountants and Business Advisors for over 18 years. Beginning as a trainee, Tracy qualified as a Certified Accountant in 1999, she has a wide knowledge gained in all areas of accountancy. After the birth of her two children, Tracy successfully completed her Practising Certificate and became one of the company's 'Responsible Individual for Audit' heading up the expanding Audit Department.



James May CTA

James May has qualified as a Chartered Tax Advisor. Already a member of Lloyd Dowson's exceptional team of Tax Professionals, James is involved in all the areas of taxation planning and compliance work undertaken by the Company. Since joining as a trainee in July 2003 James has gained a wealth of experience and continues to enjoy the diversity that the rapidly expanding East Coast practice brings.



Plasticon UK Invests in New Factory

Plasticon UK is relocating to larger premises at Sutton Fields Industrial Estate in Hull. More than £2 million has been invested into the 5.5 acre, 54,000 sq ft site and the move will bring the existing Beverley and Scunthorpe factories into one manufacturing facility. Mike Day, Managing Director of Plasticon UK, said: "This is an exciting time for Plasticon UK, this new manufacturing facility will put Plasticon UK in the forefront of composites infrastructure manufacturing."



The Credit Card's 'Mid-Life Crisis' and the Rise of the Pay-Day Lender

Although overall levels of unsecured borrowing have fallen, credit card borrowing has declined at a faster rate, highlighting the particular challenge faced by this section of the industry

Total outstanding credit card debt fell by 5% in 2011, leaving the average credit card balance at around £1000. Credit cards have lost market share to other payment types – most notably debit cards which have grown by 10% in 2011 and are now used more frequently than cash for the first time.

Credit card providers have also been scarred by the scrutiny they've received from regulators and media over the last few years.

The fact that those consumers that do wish to borrow have found it increasingly difficult to obtain credit has further compounded the issue.

Mark Hannam, partner and Northern head of financial services at PwC, continued:

"Forty-five years since it was first introduced, the credit card is suffering a midlife crisis. Consumers discarded nearly one million cards in 2011, taking the number of credit cards in circulation down to levels not seen for almost a decade. The longer term trend suggests that numbers will continue to decline, with the younger generation showing a preference for debit cards and emerging digital alternatives such as mobile payments. This generation seems unlikely to switch to increased credit card usage in later life, as perhaps they would have done in the past, suggesting that debit cards, mobile payments and other innovations will force the credit card into an ever decreasing market.

"Credit card providers will need to look quickly at ways to attract consumers by exploring digital technologies and mobile payments if they are to continue to compete in the payments market.

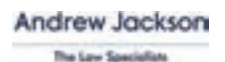
"As the credit card model comes under pressure, there may be a return to annual fees as regulators push for more transparent ways of charging. Other banking products are likely to go the same way, as consumers and regulators look for simpler products and the free bank account may become a thing of the past."

In addition, as consumers turn away from credit cards or are unable to obtain credit from mainstream lenders, there is increasing evidence of consumers seeking alternatives such as so-called 'pay-day loans'. The convenience and innovation offered by alternative lenders are encouraging a broader and more prosperous selection of consumers to choose their services over banks.

Mark Hannam continued: "Mainstream lenders need to be aware that, what may have begun as a last resort, could be an enduring relationship as consumers are pleasantly surprised at the convenient and innovative service they receive from these smaller, more agile providers.

"As these providers become more conventional, we are likely to see them venture further into the mainstream market with their own credit card, longer term loan products or even current accounts."

The chink of light at the end of the tunnel for credit card providers is that write-offs have decreased significantly in 2011 as the impact of improved collection strategies and changes to underwriting criteria filter through.



Patrons' Annual Luncheon

The Lord Mayor and Admiral of the Humber, Councillor Colin Inglis hosted the Annual Patrons Lunch at the Guildhall on Thursday 8 December 2011. Twenty six Patrons enjoyed a three course luncheon, on the specially made Chamber of Commerce China, dating back to 1930, in the prestigious Lord Mayor's Parlour.

The Lord Mayor's Parlour is a first class venue for such an event. With its plush furnishings, wood-panelling and historic artefacts, it provides a superb setting.

The Chamber is very appreciative of the support our Patrons give. Patronage represents a valuable contribution towards enabling us to provide a wide range of services for the smaller Member companies, as well as raising the profile of your Company. It is a higher level of association with the Chamber and carries a very positive PR message.

Should you require further details about becoming a Chamber Patron, contact Bruce Massie at the Chamber on 01482 324976 or email b.massie@hull-humber-chamber.co.uk



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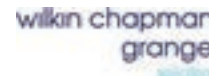
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Counting on Goldings After 30 Years at Forefront of IT Sales and Support

Business PC specialist keeps pace with technology to offer the ultimate online systems, support and training

In a business world of wall-to-wall computers it's difficult to imagine a time when the smooth running of an office – and the business behind it – depended on paper, pens and proficiency with a typewriter.

As a business at the forefront of the PC revolution, Golding Computer Services specialised in guiding clients through the opportunities provided by new technology, and it still does – 30 years on.

Vic Golding, an experienced management accountant who had introduced computer systems for blue-chip businesses, launched the company in 1982 to offer the same benefits to SMEs.

“Over the years we have supplied thousands of businesses with their first computers,” said Vic, Managing Director of Goldings.

“We are delighted that they have stayed with us, and we have grown in order to support them as they have grown.”

From the outset, Goldings has worked with some of the biggest names in the IT industry, including IBM, Sage and Amstrad. The partnership with the top brands continues – Goldings is a valued member of the Sage Circle of Excellence – and the principles of the business remain the same.

“There has been phenomenal change in terms of the technology and the number of businesses using it, but our approach has always been to provide the equipment and the support, often remotely, to help customers get the most out of it,” said Vic.

That included gaining the necessary accreditations from Sage and the International Association of Book-keepers (IAB) to deliver training and award qualifications, with courses tailored to meet the needs of SMEs in terms of cost and time commitment. Under Di Garbera, the Senior Course Tutor, Goldings offers distance learning with full flexibility to train outside working hours and gain an understanding of the full capabilities of the Sage 50 system.

Coreen Strachan, who works at Cleartech Waste Management Services Limited, successfully completed the Computerised Accounting for Business course accredited by Sage and the IAB.

“I was able to work from home in the evenings and at weekends and there always seemed to be



PC PIONEER: Vic Golding, whose company has provided thousands of businesses with their first personal computers, support and training. (Picture courtesy of Hull Daily Mail).

someone available on the other end of the phone,” said Coreen.

“The course covers a lot more than accounts and when my manager went on maternity leave I was comfortable covering all the office procedures.”

Goldings has built a strong track record in securing subsidies from the Skills Enhancement Fund, which is intended to upskill the region's workforce.

“We are able to offer savings of up to 80 per cent on the Sage/IAB courses which have proved so popular with businesses,” said Vic.

“But there is a deadline on the current funding and we need to confirm the applications by the end of February, so anyone who is interested should contact us as soon as possible.

“The courses will still be there in the future, but the subsidies may not be.”

The company's focus is on helping businesses to reduce costs and enhance performance, and on helping people to gain the understanding that will enable them to secure nationally-recognised qualifications.

“Due to the very nature of the computer industry it has always been necessary to stay in touch with developments, to work only with suppliers who provide reliable equipment and are straightforward to deal with and to ensure that our sales, engineering and support teams are trained and accredited to

support everything we supply,” said Vic.

“We are in daily contact with the top UK computer trade distributors and Sage, our main software supplier. We also have extensive contacts throughout the wider industry and we provide the link between our customers and the ever-changing technology.

“We are business computer specialists – we specialise in ensuring that you have a peace-of-mind system and you can get on with what you do best, which is making money.”

CONTACT

Golding Computer Services Limited
52-54 George Street, Hull, HU1 3AJ

Tel **01 482 328706** Email sales@gcs-limited.com
Website www.gcs-limited.com



golding computer services





Hull Company 'On-Line' for Sales Growth

Leading Hull cafe and vending supplier StaintonWard is heading for national success with the launch of an on-line shop

www.staintonward.co.uk was launched to a national audience selling, initially, general tea and coffee products already stocked by the company. StaintonWard own brand products and mainstream brands are available as well as the 'Wilberforce Freedom' brand of Fairtrade coffee, unique to StaintonWard and well known to coffee lovers in the local area.

Director Andy Lawrence said: "With internet shopping increasing year on year, we are expecting the additional sales to help us achieve continued growth, hopefully side stepping any negative effects of the current climate. The internet will continue to be

a driver of business across the UK and we aim to be part of that, not left behind in the wake of others."

StaintonWard has achieved significant growth over the past two years, further cementing its special position as a leading local supplier to both the vending marketplace and the café and hospitality sector.

The new shop and information about the company's full range of services and goods can be seen at www.staintonward.co.uk or they can be contacted direct at **01482 442121**.

Green Port Supply Chain

Chamber Members can register their company to become part of the Green Port Hull supply chain by filling out the online capability audit at www.greenporthull.co.uk

Hover your cursor over the 'Jobs, Training & Contracts' tab then click on 'contract opportunities'.

For further information or assistance please email info@greenporthull.co.uk

This site can also be visited to keep up to date with development at the Green Port, which is hoped to accommodate Siemens' wind turbine factory.

Follow also on [twitter@greenporthull](https://twitter.com/greenporthull)

Trim the Fat off your Training with J A D

It's vital in business to keep pace with the latest methods and legislation. However, many 'off the peg' courses can mean paying for training that's not completely relevant.

This is where the experts at J A D Associates - independent business trainers and consultants - believe they offer something different.

"We sit down with the client and work out exactly what they need to know, not what ready-made modules we can bolt together," explains J A D's director, David Riley. "Then we tailor our training to fit, moving from in depth to general and back again, so every minute counts."

From a mid-Lincolnshire base J A D can train groups of any size, on site, across the Midlands and North East. Certified in health and safety, quality assurance, human resources, business improvement and team development, J A D offers consultation as well as business training, backed by 20 years' experience.

Discover what J A D Associates offers in detail at the new website www.jadassociates.co.uk, or call the team today on 44 (0)1673 843059

Displays Wherever there is a crowd or captive audience your brand needs to be speaking clearly and with confidence, for maximum impact. Print Digital or Conventional, The clarity remains consistent the Quality is undiminished.

Creative Design new logo's through to your 'Marketing Material' we assure quality, service and pricing.



EMERALD
CREATIVE

"The most precious component
of your marketing"



"We may have been in business for thirty three years but to us, that's the same as being in business for one year THIRTY THREE TIMES. So, Emerald Creative is all about forward motion, never static, a fresh angle on consultancy, an innovative way to deliver cost effective solutions. We never stop thinking of ways to improve our own Value and most importantly, the Value of our Client".

Emerald Creative knows that the most important attribute about being a graphic design & marketing agency is the ability to listen and provide a vision that exceeds expectation. With a diverse range of clients, our raison d'être is to accomplish in design what the imagination can conceive.

As such, we passionately deliver creative ideas and marketing materials, to enhance our clients' brand with ideas that are original yet achievable. From the initial spark to the living product, our objective is to produce work that is sublime, durable and compatible.

Emerald Creative's team is young, vibrant and bursting with ideas, perhaps why it is the agency of choice for many businesses within our region, nationally and internationally. We would love you to share the experience and special atmosphere that **we** as an agency have created.

For more information please contact us at:

www.emeraldcreative.co.uk

marketing@emeraldcreative.co.uk

(01430) 425 949



Emerald Creative Ltd The Old Home Farm, Drewton Lane, South Cave HU15 2AG

Web Design "Attractive and **inviting**, informative and **inspiring** - your virtual presence will **encourage** repeat visits for **maximum** reward."

Apps Our team can create Apps, for **Android, iOS** (iPhone) and **Windows platforms**, bringing you an up to date way of marketing / promoting your business and products.

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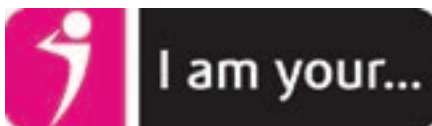
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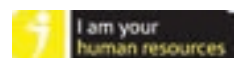
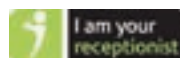
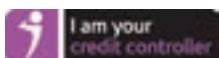
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Name Karen Rastall
 Company Shoreline Housing Partnership
 Job title Chairman



Desperate to be in the world of work, I flunked my exams and took the long route into exams and qualifications. Became self employed 26 years ago when I set up my own accountancy business. With an enormous amount of hard work that grew successfully, including a London office, until I sold up in 2009 and entered what I thought would be semi retirement. I now work part time as a turn around specialist (helping struggling businesses restructure) and I joined Shoreline in late summer 2010. That was a massive learning curve, but hugely enjoyable. Outside of work I love dancing and travelling, and escape to warmer climes whenever possible.

What did you want to be when you were young?
 A barrister

What could you not live without?
 Difficult but I think I'm picking a good red wine.

If you could build a house anywhere in the world where would it be?
 Ithaca (Greek island)

What makes you angry?
 I tend not to get angry and have temper bouts instead. Usually over things I feel strongly about but they soon pass.

If you could invite any two people to dinner who would they be and why?
 This is really tricky because I think it would be more like an interrogation! For the first I'm hoping we can raise the dead and I would ask my dad along. He died when I was in my early twenties and I don't feel that I knew him when I was an adult. I would love to get to know him now, as a friend rather than my old dad. Secondly in the land of the living, it would be Michael Portillo because I think he has had a near miraculous reincarnation as a TV presenter/journalist, over the rather pompous politician that he came over as. I want to know who he really is, how did he do it and if he is happier for it.

What is the best thing about this area?
 The unfulfilled potential that is here. It is something we can all use as a driver to make change happen.

If you only had £1 left in the whole world what would you spend it on?
 If that was still left then I would save it for the really rainy day.

What is in your opinion the greatest invention ever?
 The printing press

What is most valuable lesson you have learnt in life?
 Be nice to people on your way up, because you will meet them on your way down!

If you could come back as an animal in your next life what would it be and why?:
 A cat. They are so in control of their world - who wouldn't want to go to sleep when they feel like it, be stroked and fussed and have regular mealtimes, without the cooking!

Funding Support Offered to Start-ups

UK Steel Enterprise Ltd, the wholly-owned subsidiary of Tata Steel, has joined forces with North Lincolnshire Developments Ltd (NLD) and its Bees Knees Fund to help deliver the Kickstart Fund for businesses

The programme aims to create 100 new businesses in Scunthorpe over the next 2-3 years.

The Kickstart Fund provides grants of up to £1,000 for start-ups alongside unsecured loans of up to £5,000. Finance from the fund is not restricted to new businesses, as existing ones can apply for unsecured loans of up to £5,000 to help them grow, expand and take on new employees.

UK Steel Enterprise already provides loans and equity investments in amounts from £25,000 up to £75,000 for more established businesses, including low interest rate loans in North Lincolnshire.

Allan Wood, UK Steel Enterprise Ltd Regional Executive, said: "UK Steel Enterprise has been very

successful at supporting established businesses across the region but we wanted to work with local partners so we can be even more effective and NLD will give us that edge."

In addition to making finance available the two new partners are also jointly financing the provision of free business advice for small or start-up businesses that cannot afford professional advice.

NLD's own Bees Knees Fund already provides loans of £5,000-£25,000 to businesses in the Scunthorpe area.

Clive Pawson, of NLD, said that aligning the two funds makes sense and should provide a comprehensive package for local businesses.



L-R: Clive Pawson, Malcolm Spray and Alan Wood assess the funding options.

UK Steel Enterprise and NLD spent time talking to current employees of Tata Steel at a special event held recently at the Scunthorpe steel works aimed at giving them advice and support if they were considering self-employment.

Malcolm Spray from Scotter, a Quality Technician at Tata Steel met Allan Wood and Clive Pawson and said he found the information on funding very useful as he was considering self-employment as an option.

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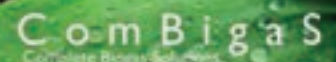
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