

# BUSINESS INTELLIGENCE

The Magazine of Hull & Humber Chamber of Commerce

August/September 2019

Issue 51



Sustainability – We Look at  
how Local Businesses are  
Tackling Global Problems

Page 18-21

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## The Chamber's Own Anne Tate was Honoured to be a Recipient of a Special Achievement Award

The Chamber's own Anne Tate was honoured to be a recipient of a special achievement Award at the recent annual Work Wise Women Summer Awards Dinner, held at Abby's Grimsby. The Award was made for services to business and commerce in her role at the Chamber as Northern Lincolnshire Manager. Work Wise Women is run and organised by local business women Sarah Brattan and Lindsay Henson.

Lindsay commented: "Anne has a vast amount of responsibility for the Chamber's activities on the South Bank in both North East Lincolnshire and North Lincolnshire and carries it off well with her inimitable style! There are several areas, as well as lobbying, in which the Chamber provides support for their Members and she has always supported WWW too. We have tried to reciprocate in our small way with this greater body as we have a common aim to help companies prosper, thereby creating jobs and helping to sustain the area's economy."

Sarah continued "Most people here will have come across Anne's kindness and hard-working spirit, consistently helping others and local businesses grow in her selfless way always putting others first". She concluded: "Yes, Anne Tate, long may you reign as we present you with this award for excellence in business and commerce for your position in the Chamber of Commerce".

As Anne was unable to be present on the evening, the Award was received on her behalf by Chamber President Kathy Fillingham.

A big thank you to Workwise Women for honouring the Chamber and Anne with this Award.

### **Congratulations to all of this year's WWW Business Award winners**

**WWW Business Woman of the Year** – Julia Thompson, Eastcoast Pictures

**New Business Award** – Isabel Wallis, Hats and Tiaras

**Charity Fundraiser Award** – Allison Rawling, Bridge McFarland

**Business Team Award** – Laura Petch and Bev Clark, HSBC Grimsby

**Service with a Smile** – Callum Kirkley, Abbys Grimsby

**Excellence in Business & Commerce** – Anne Tate, Hull & Humber Chamber of Commerce

A big thank you to Richard Askam for his inspirational presentation and support in our Awards celebration and to all who attended...you are all amazing.



The AA Global team (from left) Rebecca Lannigan, Emily Broadbelt, Archie Mulligan, Aimee Satchwell, Andrei Sparling, Ignas Mikoliunas, Kate Peck, Gentiana Bendris and Chloe Hollands

## AA Global Squad Lines up in Race For Life

The AA Global Squad added to the army of runners taking part in this year's Race for Life in Hull to raise money for Cancer Research UK.

Kate Peck, Translation Co-ordinator at AA Global's office in Hull city centre was determined to join the 5k run this year after missing out because of holiday in 2018. In no time at all she was joined by colleagues at the company, with the team of nine expecting to raise around £500 for the charity.

The Race for Life took place at Costello Stadium

and is a regular fixture in Hull's charity run calendar. Kate was joined by novices and one or two more experienced runners as the language services business fielded an international line-up for this year's challenge.

She said: "I've done it a couple of times before. I missed out last year because I had just come back from holiday so I was determined to do it this year.

"It was easy to recruit other people at AA Global because something like this is a great group activity, very good for team-building, and everybody knows someone who has been affected by cancer. It is close to everybody's heart.

"It's also a fun occasion. It's really well organised and people don't really see it as a competitive race."

AA Global supported its team by providing t-shirts and transport for the event.

Kirk Akdemir, CEO of the business, said: "This was a fantastic effort by all of them and it is all down to Kate. It was her idea and we were delighted to play a little part as a business to support them all."

Andrei Sparling, the company's General Manager, said: "It was an amazing event for a great cause where everyone was showing their support to people who have lost loved ones and people who have beaten and survived it."

## From Health & Safety Consultant to Industry Innovator

They say the best business ideas come from spotting a problem and identifying a solution. Well this is certainly the case for HiViz Safety and its innovative creator Cliff Dick.

Cliff has worked in Health & Safety for over 35 years and launched his own consultancy Prosafe (UK) Ltd in 2000. He has helped businesses all over the UK stay safe and legal, but throughout Cliff's career he has also encountered businesses who find Health & Safety resources difficult to access.

Some businesses feel they are too small to worry about Health & Safety, but they don't think in terms of what would happen should an incident occur onsite. In the event of a

prosecution or personal claim, how would they prove that they had done everything they could to prevent it?

Other businesses can't afford to pay an external consultant (plus the level of input they need doesn't warrant it). Online templates and documents are often expensive and they aren't always fit for purpose.

This got Cliff thinking. If only there was a way that these businesses could access his knowledge to create useful documentation to help their businesses keep legal, improve safety and increase profits.

There was a way!

After years of planning and development the HiViz Safety Online System was launched. The system takes users through step by step questions to create documentation, not only for all aspects of Health & Safety but also Employment Law.

The HiViz Safety software is seen as such a breakthrough that Cliff was shortlisted for the prestigious Innovator Award at the Hull and East Yorkshire People in Business Awards 2019. Cliff's dedication and determination to help businesses of all sizes and situations has made him a true innovator in his industry.

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

# Chamber Welcomes Freeports Advisory Panel, but Urges Government to Include Humber



**Secretary of State Liz Truss with Dr Kelly and Martin Vickers pictured during their recent meeting**

The Hull & Humber Chamber of Commerce has welcomed the announcement by International Trade Secretary Liz Truss of a new Freeports Advisory Panel, but is urging the Government to ensure the Humber ports are included in any plans.

The Freeports Advisory Panel is being created to advise Boris Johnson's Government on the establishment of up to 10 Freeports around the UK.

Liz Truss visited the Humber in June last year and met with Cleethorpes MP Martin Vickers, Chamber Chief Executive Dr Ian Kelly, ABP, Humberside Airport and other stakeholders as they discussed the idea of creating a Freeport in Immingham and the wider Humber region.

Freeports have been a regular topic of discussion at the Chamber's Shipping & Transport Committee. Its Chairman, Albert Weatherill, said: "It's clear from our discussions that businesses in the Humber would welcome the opportunities Freeports would bring and it's important that our region is part of any future developments."

Pauline Wade, the Chamber's International Trade Director, said: "The Humber is Europe's fourth largest trading estuary and gateway to the Northern Powerhouse and we need to make sure the Government includes us in any plans it develops for whatever may come after October 31."

"Liz Truss came to see us last year and now she is visiting Teeside, but the Humber, as part of the Northern Powerhouse, could be one of the drivers of the UK's future prosperity, creating thousands of jobs and driving inward investment."

A spokesperson for ABP said: "Associated British Ports is delighted by the Government's announcement on Freeports. ABP is a strong

supporter of Freeports since they offer the potential to attract significant new investment, boosting manufacturing and exports. In doing so, Freeports can create thousands of new jobs in many areas where they are most needed.

"Many ABP ports and sites located close to our ports, such as Port Talbot and the Humber International Enterprise Park, offer large areas of development land close to deep water, ideal for facilitating the efficient import of raw materials or components and export of finished products. Freeports can capitalise on these advantages and make these sites even more attractive for investment in new manufacturing.

"We look forward to working closely with Government to deliver this exciting and ambitious policy."

Expected to transform the country's ports and airports just as freedoms transformed London's Docklands in the 1980s, up to 10 Freeports will be created after the UK leaves the EU on 31 October. More details on how ports and airports across the country will be able to bid for Freeport status will be announced soon.

During her visit to Teesport, the Secretary of State saw how becoming a Freeport could benefit a major port. Liz Truss said: "Freedoms transformed London's Docklands in the 1980s, and Freeports will do the same for towns and cities across the UK. They will onshore enterprise and manufacturing as the gateway to our future prosperity, creating thousands of jobs."

Chief Secretary to the Treasury Rishi Sunak said: "We are exploring Freeports as an innovative way to drive growth and support thousands of high-skilled jobs across the UK.

"We will focus on those areas that could benefit the most, as we look to boost investment and opportunity for communities across the country."

## Six Decades of Food Sales

John Catherall has been a significant presence in the UK food industry for nearly sixty years and has been an important factor in the growth and development of companies like Smedleys, Ross Foods, Dawnfresh Seafoods, United Biscuits, Seabay and Faroe Seafoods. The latter is now a Bakkafrost subsidiary based in Grimsby.

Having joined Faroe Seafood, Mr. Catherall immediately identified an opportunity to build sales of the company's high quality salmon, farmed in the clean waters around the Faroe Islands and focussed initially on the Irish Market, having lived there for ten years.

"I soon became a 'trusted advisor' to this new and exciting market and created a workable logistics plan to enable the reliable delivery of fresh salmon to all 32 counties twice a week," he said.

He quickly learned that the short life fresh fish sector had to be handled very differently from the frozen market with which he had earlier become familiar. However, the successful Irish experience enabled Faroe Seafood to develop sales throughout the UK and into many other markets.

Looking back on six decades of the food business, Mr. Catherall said it had been a pleasure to work for Bakkafrost, a great company that focussed on the all-important and sustainable aspects of the business, fish welfare and employees and customers.



**John Catherall**

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# The Trouble with Brexit... but Solutions are at Hand!

As the region continues to brace itself for the possibility of a 'no deal' Brexit, there will be some firms that are actively investigating how they may wish to restructure their operations.



Chris Grocock

The European political landscape will shift in the weeks ahead and we can only await further developments. But there will be some regional SMEs that can no longer play the waiting game. Chris Grocock is a Partner and Head of the Recoveries department, which now incorporates Wilkin Chapman Business Solutions and he looks at the support available for those who find themselves at an operational crossroads.

In a report released earlier this year, as fears of a 'no deal' Brexit in the spring were growing, the following statement from Beckie Hart, Regional Director for CBI Yorkshire and Humber, revealed her organisation's fears. She said: "The projected impact on our region's economy would be devastating and while business will do all it can to reduce some of the worst aspects, a no deal scenario is unmanageable."

What happens between now and October 31 will depend on the new Prime Minister and his government's ability to negotiate both at home and in Central Europe.

However, for some firms, time may not be on their side and the ability to hold still ahead of the autumn may not be a luxury they can afford. SMEs, particularly those that rely on exporting, may well be looking at a change in direction involving a significant restructure.

Wilkin Chapman Business Solutions now offers an extension to our significant law offering, bringing together a package for businesses. This offers support on all aspects of company restructure or dissolution that can be combined with legal advice in areas of restructuring, succession planning, commercial property, debt recovery, dispute resolution and employment law.

As the obvious uncertainty, which has heightened as 2019 has progressed, continues apace, our message to SMEs is that heads must not be buried in the sand and, by tackling issues in good time, the opportunity to change, survive and even grow will be much more likely.

If a business is at the point of closure, then advice on compulsory liquidation may be unavoidable but seeking professional advice can protect the company and stakeholders and result in a smooth and controlled shutdown. Owners can then start to consider a new venture.

**"Wilkin Chapman Business Solutions now offers an extension to our significant law offering, bringing together a package for businesses. This offers support on all aspects of company restructure or dissolution that can be combined with legal advice in areas of restructuring, succession planning, commercial property, debt recovery, dispute resolution and employment law."**





## Wilkin Chapman Business Solutions



We will look at all the options available to you when you are faced with insolvency, financial difficulties or other business challenges, either now or those anticipated in the future.

Our recovery experts will spend time to understand your business and you as an individual and, in doing so, determine the best course of action. There will be more options than you think.

**There for you through challenging times.**

However, by seeking advice early a company may be saved by the possibility of entering a Company Voluntary Arrangement (CVA). A CVA may help the company not only to reach agreement with creditors but also run a restructure alongside to put the business on a sound footing once more. Quite simply a CVA is a legally binding agreement with a company's creditors that allows debts to be paid back via a structured agreement, allowing trading to continue.

Could such an arrangement be a good solution for those who have been left struggling in the

uncertain times that Brexit has caused, but which are confident of their future once the situation is resolved?

The start of any recovery or seeking a resolution in difficult trading times, is to talk to professionals. Everyone in our sector is aware that such conversations can be some of the most difficult to face but, once started, they will offer solutions, a way forward that may not have been considered before and, probably most importantly, a lifting of pressure on business owners and directors in troubled times.

For further information about Wilkin Chapman Business Solutions contact Chris Grocock on **01472 262631**, email **[chris.grocock@wilkinchapman.co.uk](mailto:chris.grocock@wilkinchapman.co.uk)** or visit **[wilkinchapman.co.uk/business-solutions](http://wilkinchapman.co.uk/business-solutions)**

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# Crossing the Line After 10 Years in PR

PR consultant and former Chamber President Phil Ascough has worked with many big names, but he never got Carter.

There's been a lot of talk lately about red lines. Mine is that when space becomes available to promote a business, it goes to a client. Except now because, 10 years after setting up my own business, it's time to plug Ascough Associates. When I started I was aware from my time as Hull Daily Mail Business Editor in the 1990s that running a business is never easy. Grasping that reality is vital when it comes to showing how PR can help.

But it's also important to recognise that business can be great fun, that every company has a story to tell, and that effective PR at the right time can make a positive difference in many ways.

That's a view reinforced by my time with the Chamber – eight years on the board, including one as President. I still sit on Chamber Councils and I chair the Chamber's Hull Area Council. In those roles and as a PR consultant I've helped sole traders, start-ups, not-for-profit organisations, people with a great story to tell but

limited resources with which to tell it.

In a media career spanning more than 40 years I've gained plenty of first-hand experience of covering delight and despair. Joyous occasions such as a couple celebrating their 75th wedding anniversary – think about that! – and difficult decisions about intruding into private grief.

I've worked with some of the biggest names in sport, business, entertainment and politics. With Raich Carter I never got closer than that picture, taken in 2017 when I received the President's badge of office. But I interviewed Bob Hope, covered the Gulf War Summit between George Bush and Margaret Thatcher and, more recently, reported as the only journalist in the room when Vladimir Putin told of his plans to use sport to rebuild Russia's economy.

The lessons learnt, and the perspectives and sensitivities developed from a wide variety of journalistic assignments, make a difference when it comes to planning a PR campaign, identifying target media, maximising the use of assets, broadening the reach across the vast range of modern media channels, striking the right tone and ensuring relevance.

The absence of a website promoting Ascough Associates is evidence that I don't advocate



spending time and money on things clients don't need. Maybe on this 10th anniversary it's time to revisit that, but for now if you want to know more you can find me on LinkedIn and at [phil@ascoughpr.co.uk](mailto:phil@ascoughpr.co.uk)

## The Beverley's New Mortgage Lifeline for Hard-Pressed Business Owners



Beverley Building Society was created in 1866 to fulfil a social need – for ordinary people to be able to buy their own homes.

An early example of a mutual, or cooperative, it remains East Yorkshire's only mutual building society. More than 150 years on, the

Beverley is reinvigorating its commitment to helping people obtain mortgages who don't quite fit the mould – particularly in today's risk-averse lending market where many major lenders will reject a borrower's case based on computer-generated credit scoring.

By contrast, the Beverley's 'Building Better Futures' strategy is a signal of its intention to help borrowers who need an organisation to take more time to listen to their whole story, and make a common sense decision about their circumstances.

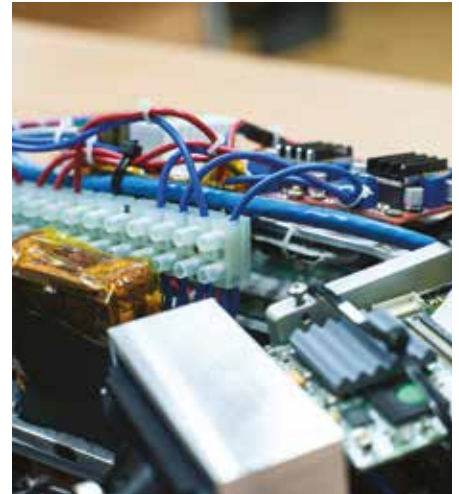
One such example of this is its newly-launched self-employed mortgage offering, which sees the Society considering people who work for themselves and have been trading for as little as one year, as well as taking a range of different types of income into account to decide on their creditworthiness.

Other niche areas the Beverley specialises in include lending into retirement, self-build mortgages and guarantor/family assist arrangements.

Graham Carter, the Society's Head of Lending, said: "We've identified a gap in the market for the growing number of self-employed people in our region who are underserved by the mainstream lending market.

"Our team manage cases end-to-end, personally underwriting each one and take the time to understand each borrower's situation, doing our very best to help them."

According to the Office for National Statistics Labour Force Survey, the number of self-employed people in the Yorkshire & the Humber region is rising. For example, the ratio had increased from 9.6 per cent in 2001, to 13.5 per cent in 2016.



## R&D Tax Relief Claims for the Supply Chain

UK Manufacturing may be experiencing a ‘post-failure to Brexit’ lull this summer, but there are many areas where a manufacturing business can still look to boost its cashflow. One of the often overlooked areas is a claim for Research and Development Tax Relief, or R&D Tax Credits as they are more often referred to.

Whether you are the Original Equipment Manufacturer or part of the Supply Chain there is the prospect to claim. It’s a specialist area and the information in this article, whilst accurate, may not provide you with the full picture so please don’t take any action without speaking to a specialist beforehand.

### There are two schemes:

**The SME Scheme** – for Small and Medium sized companies which offers a repayable tax credit of up to 33.35% of the eligible spend for loss making companies and up to 24.7% of the eligible spend for profitable companies.

**Research and Development Expenditure Credit** – for companies not able to claim under the SME Scheme the expenditure credit is worth up to 9.72% of the eligible spend.

For there to be an allowable claim the Research and Development costs must have been incurred on a project for the company that is claiming.

### How does the relationship between companies in the Supply Chain affect claims?

Quite simply there are different rules for Small and Large companies, there are also different rules for subcontractors and suppliers depending on the size of the companies as well! Confused? Perhaps some quick examples might help?

If the ultimate manufacturer in the Supply Chain is a Small Company, then it can claim for all

of its own staff and for work subcontracted out to its immediate supply chain under the SME Scheme. If it buys in specific materials to develop a prototype then the cost of those materials can be included in the claim, provided they are consumed (cannot be used again) and the prototype is not sold commercially. A large company won’t be able to claim for any subcontracted R&D to its Supply Chain.

If a Supplier in the Supply Chain has been ‘subcontracted to’ by a Small Company and they are charging ‘time and materials’, then they won’t be able to claim for any of their R&D costs, but the Small Company above them would be able to claim. If, however the supplier has been subcontracted to by a large company on the same ‘time and materials’ basis then the Supplier will be able to claim the less rewarding Research and Development Expenditure Credit (RDEC).

If the Supplier was subcontracted to and worked on a ‘fixed fee’ basis, then, regardless of the size of the customer, the supplier would have potential to claim for any R&D that it had performed, provided it could be demonstrated that the company had taken significant financial risk.

If the Supplier in the supply chain is only supplying their products to the manufacturer, large or small, but has had to undertake its own Research and Development to deliver those products to a specific requirement and hasn’t been paid for it, and will only recoup their costs

through the sale of the supplied product, then the Supplier will be able to claim under the SME Scheme on their costs of development.

### What does it mean for your business?

It doesn’t matter where you are in the supply chain, whether you are the end manufacturer, an Original Equipment Manufacturer or a specialist engineering firm at the very bottom of the supply chain, if you’ve been solving scientific or technical challenges you have been doing some Research and Development. All you then need to do is work out whether you can claim for it or the person above you!

If you’d like some help with that then we’d be very happy to talk to you, we are running our **#FindOutInFifteen** campaign, where if you visit

[www.calendly.com/simon-bulteel/15mins](http://www.calendly.com/simon-bulteel/15mins)

you can book a phone call with our Director, Simon Bulteel where, in 15 minutes, we reckon we can determine whether there is potential for you to make a claim and how we might be able to help you.

Or you can visit the website and just send us a message at

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







Sir Keir Starmer, centre, with - from left - Diana Johnson MP, Emma Hardy MP, Hull and Humber Chamber of Commerce Immediate Past President Sally Booker and Chief Executive Dr Ian Kelly

## Sir Keir Gets Down to Brexit with Business in Humber

Shadow Brexit Secretary Sir Keir Starmer and Hull MPs Emma Hardy and Diana Johnson met with business leaders recently to discuss the possible implications of Brexit for the nation and the Humber.

The Labour Front Bencher and prominent Remainer, discussed various outcomes, including the possibility of Brexit not happening and the Labour Party's position, before taking questions from concerned Humber business leaders.

Sir Keir, the MP for the safe Labour seat of Holborn and St Pancras, said: "I am here in listening mode and want to hear the views of residents and businesses who voted strongly to leave the European Union".

Those views were loud and clear with Humber business leaders highlighting the issues they face, with one business owner saying he may be left with no alternative but to close his business completely if we left the EU without a deal. Others complained of stagnation of trade amid the crippling uncertainty.

Sir Keir said after the meeting: "We have had

a very useful, full and frank discussion around the table this evening and it is clear that many businesses have serious concerns about the uncertainty about Brexit. We have to find a way of clearing this impasse and moving forward."

Sir Keir, who was involved in the cross-Party talks with Prime Minister Theresa May and her team, said: "We welcomed the cross-Party talks with the Conservatives, but I couldn't help thinking all the way through that process that those talks should have happened two years previously."

Asked about the prospects of leaving the EU by October 31, he said the timing just doesn't work and he couldn't see it happening.

When he was challenged about the Labour Party's shift in its position on Brexit and about what it would do in the event of a General Election, he said his own personal view was

that the Party would have to spell out its position clearly and if it won the election it would then have a mandate from the people.

Sir Keir thanked Emma Hardy for inviting him to Hull and said she was doing an excellent job on his team.

Emma said: "It is really important for the city that we have got a Labour Front Bencher to come to Hull and listen to businesses and, as a Hull MP, I want to do everything I can to ensure businesses can thrive and grow."

Chamber Chief Executive, Dr Ian Kelly welcomed Sir Keir's visit to Hull and the chance to engage with one of the Labour Party's most influential figures. He noted that the Chamber had many Brexit and Remain supporters on both sides of the argument, but the biggest message of all at the moment to all politicians was "to break the gridlock and move on, one way or the other".



# Bee Health Appoints New Managing Director

After more than 25 years at the helm Steve Ryan is standing down as Managing Director of East Yorkshire vitamin and supplement manufacturer Bee Health to take up the new role of Production Director.

Lewis Ryan, the current Commercial Director, is promoted to Managing Director with the responsibility for the day-to-day operational management of the Bridlington-based company and will be formally joining the Board of Directors.

Jan Fletcher OBE, Chairman of Bee Health said: "Steve originally established Bee Health in 1992, helping it grow it from a small business specialising in bee-derived ingredients, to now becoming one of the leading manufacturers of vitamins and supplements in Europe. He will relinquish hands-on control of the business to focus on production strategy and supporting and mentoring the new leadership team.

We wish to thank Steve for his immeasurable contribution to the success of the business to date and to wish Lewis every success in his well-earned promotion.

The company has achieved remarkable growth over recent years and these changes lay the foundations to consolidate on this success and to take the business on to the next stage of its development."

Following these changes the Board will comprise; Jan Fletcher OBE (Executive Chairman), Lewis Ryan (Managing Director), Steve Ryan (Production Director), Andrew Purvis (Financial Director) and Neil Smillie (Executive Director).



Lewis Ryan (L) takes over the reins at Bee Health from father Steve Ryan (R)

Steve Ryan commented: "We have a very ambitious business plan to continue our organic growth and we now have a refreshed, dynamic team with a great combination of energy, enthusiasm and experience to take the business forward."

Bee Health was recently named by industry magazine The Grocer as one of the UK's fastest-growing, privately owned food and beverage businesses for the second year running. The

company is also one of London Stock Exchange Group's 1000 Companies to Inspire Britain.

Lewis Ryan commented: "In the last 18 months the company has doubled the size of its workforce and production facility in Bridlington and I'm proud to have played my part in that process. I am now delighted to have been given the opportunity to lead Bee Health into the next exciting phase of its development."



Frozen team leader, Juliana Popescu and JCS Fish founder and director, Andrew Coulbeck, proudly display the company's most recent Organic Food Federation Conformity certificate

## Organic on a Roll for JCS Fish

Sales of organic salmon are motoring at JCS Fish, reflecting continued expansion of the UK organic food market overall, which is now estimated to be worth £2.33bn a year and growing.

35% of BigFish brand sales are now Organic and JCS Fish is anticipating that growth will continue.

This month the company successfully achieved Organic Food Federation Conformity status for the ninth consecutive year. The Grimsby-based firm remains one of only a handful of UK salmon suppliers accredited to handle and sell certified organic salmon.

Jack Coulbeck, JCS Commercial Manager says, "The total organic market is on target to

reach £2.5bn by 2020 and our own Organic sales are up by about 25% since last year. BigFish Organic Salmon fillets are a premium product made using fish reared more slowly and farmed using the most natural conditions possible. We are proud to have it in our range and confident that its popularity will continue to grow as people become more and more interested in the provenance of their food."

The majority of BigFish Organic sales are online, either through the company's own website or Ocado. This again reflects the overall market, with online Organic sales up 14.2%. More than a quarter of British people now do their main shop online and home share of the UK organic market is expected to reach 25% by 2023.



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## NORTH Lincs TYRES

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North Lincs Tyres Limited was established in Grimsby in 1994 and has grown to be one of the area's leading tyre companies. We have earned a reputation for providing a high quality and personal service to meet requirements of a wide range of customer.

Three directors who collectively have over 90 years experience in the industry manage the Company on a day-to-day basis. The fitting staff of eleven is fully trained in every aspect of tyre, battery and exhaust fitting as well as wheel alignment.

The Company prides itself on being an innovator, using the latest technology to enhance the customer service from Retail to commercial customers.

#### Heavy Goods Vehicles

North Lincs Tyres operate a modern fleet of Mercedes service vehicles all equipped with the latest fitting technology, 2 way radios and tracking systems.

#### Fleet Audit

Fleet Audits are carried out using the latest handheld computer system. This allows us to manage tyre wear and replacement planning in conjunction with our customers.

#### Roadside Assistance

We offer a full 24 hour roadside assistance service both locally and throughout the UK, using the Independent Tyre Distribution Network for national coverage.



#### Earthmover

The area's Earthmover tyre specialists maintaining the majority of all dockside equipment as we have done since incorporation in 1994.

#### Forklift

North Lincs Tyres offer a full solid and pneumatic fitting service. Carrying a large variety of stock allows us to provide a fast and efficient response to all forklift tyre problems.

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# Customer Engagement: Levelling Up on the Relationship

Whether it's on social media, marketing emails, review sites, face-to-face at conventions or expos, or even just on the phone, it can be difficult to make a meaningful connection with your customers.

I'm not talking about the relationship building. Getting to know what an individual or a company wants from your company and building ties through that is one thing. It's important, don't get me wrong, my last article focused entirely on how important it is.

But it isn't the same as **customer engagement**.

When I say customer engagement, what I mean is having an open dialogue between your business and your customers. A conversation that isn't about the purchasing of goods or services, but rather about what they **think** or how they **feel** about your products and customer service.

In my experience, there are three levels or stages to the ways people engage with a company. Not everyone goes through all of them (or even in this order), though, so it is important to not think of yourself or your company as failing if all of your customers aren't micro-influencers within a year of the first purchase.

## Engagement Level 1: Feedback

When you first start down the road of encouraging customer engagement, the first rung on the ladder is establishing the best way to gather feedback.

Some of the feedback will be easy to track and make decisions from, like survey results. This will be hard numbers: five stars for this, two stars for that, etc.

You may also get increases or decreases in customer support calls, which could mean a lot of things from better use of your Knowledgebase to general dissatisfaction with a new product. Again, hard numbers that you can collate and analyse.

Other information, however, will be more slippery. It will be things like "I talked to so-and-so and she's not happy with her latest delivery" or "That guy just loves the new widget". Useful information, but getting the numbers on it is trickier (but not impossible).

## Engagement Level 2: Suggestions

Once you get your customers talking to you and telling you what they think of your product, it isn't much of a jump before they tell you what they would do differently.

Some of it may be outside of your product roadmap or even outside the realms of



possibility, but it's all good engagement. After all, it shows that they're thinking about your product and how they could better integrate it into their lives.

Handling these suggestions is tricky, in fact there are dozens of online tools designed to help you do just that!

At this level of engagement, the important thing is to make it clear that you welcome their suggestions and to feedback to them when you are implementing them.

## Engagement Level 3: Open Dialogue

It's important to note that you're unlikely to achieve full customer engagement with each and every one of your customers. Some will get to the Feedback stage and never move beyond it, others won't even get that far.

With some, however, you'll move through Feedback and Suggestions, passing into a relationship that includes full and open dialogue. This engagement might be about your product or it could be about your customer service or even your social media presence. You just never know, every company experiences it differently.

For us, reaching this level often includes us asking those customers to beta test something for us. It could be a new mobile app or a new method of communication (no really—watch this space for that one).

We ask them to test because we know that we'll get honest feedback, considered insights and suggestions, along with the ability to pick up the phone and generally chat about the new development. Where is it going, where did it come from, what is the potential impact.

The most important thing about this level of engagement is that you, as the business owner, recognise the contribution your customers are making.



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





# Renowned Chef Hopes to Support Charity with Second Helping of Memoirs

A chef who lifted the lid on his 50-year career with tasty tales from the Dorchester in London's Park Lane to some of the top kitchens in East Yorkshire is sounding out demand for a second helping of his remarkable memoirs.



**Derek (centre) and his wife Lee presenting a cheque to Nick Stafford of the Daisy Appeal**

Derek Baugh raised around £6,000 for the Daisy Appeal by publishing *Memories of a Dorchester Chef and Beyond*. Now he's pondering a second print run to bring in more money for the charity.

Derek, who lives in Beverley, transformed the culinary scene in East

Yorkshire as Head Chef at the Nag's Head in Routh, then as Managing Director of Willerby Manor Hotel and finally in partnership with his wife, Lee, as owners of the Manor House Hotel in Walkington.

Friends persuaded Derek to publish the pick of his anecdotes, and business sponsorship enabled him to donate the proceeds to the Daisy Appeal, with the initial batch of 300 selling quickly.

Derek said: "I wanted to support a charity and I chose the Daisy Appeal because I know some of the people who are involved in it. A friend at MKM Building Supplies arranged for them to sponsor the printing, so it sold for £10 a copy with proceeds going to the appeal."

Professor Nick Stafford, who launched the Daisy Appeal in 2002, said proceeds from the book will go towards the campaign target of £8.2 million to build and equip the new Molecular Imaging Research Centre, which is under construction at Castle Hill Hospital.

He said: "We are delighted and very grateful that Derek is donating proceeds from the book to the Daisy Appeal and using the book to help raise our profile. We hope the demand will be there to support a second print run and maybe more after that."

To order a copy of the book please email [jane@daisyappeal.org](mailto:jane@daisyappeal.org)

To find out more about the Appeal please visit [www.daisyappeal.org](http://www.daisyappeal.org)

# CASE Counts Down to 35th Anniversary Year

A charity which supports people from the city and areas of the East Riding who have learning disabilities is counting down to its 35th anniversary year with help from the business community – including a pledge by an intrepid insurance trio to travel to Peru and back!

CASE Training Services, based in Charles Street, Hull, was founded in September 1985 and is drawing up a programme of activities for 2020 which will include the usual big events, such as the renowned pop-up restaurant and the annual dinner, as well as a series of new activities designed to appeal to businesses and the wider community.

Paul Salisbury, Paul Sleight and Adam Bromley of Jelf Insurance Brokers in Hull have also begun light training for their adventure – taking a teddy bear and a volunteer companion to Machu Picchu in November 2020 in an attempt to raise £20,000 for CASE.

Paul Salisbury said: "We have one space for someone to join us so we'll probably offer that as part of a sponsorship package. We'll also be

running a competition to name the bear and we're planning various other events to raise funds."

Steve Rusling, Marketing Manager at CASE, added: "Jelf are great supporters of the charity and we hope people will give generously to reward the guys for their fantastic effort. We'll be announcing details of our own anniversary events programme before and during 2020 and we hope businesses will come on board."

Tickets are still available for this year's annual dinner, which takes place at the DoubleTree by Hilton Hotel in Ferensway, Hull, on Saturday 19 October and features a seventies music extravaganza starring Eurovision winners The Brotherhood of Man and Ultimate Elton tribute act Paul Bacon.

Tickets, priced at £55 each, include a three course meal and are on sale now. For details and to purchase tickets please visit the CASE website [www.casetraininghull.co.uk](http://www.casetraininghull.co.uk) or call on **01482 320200**.



**Jelf colleagues (from left) Paul Salisbury, Paul Sleight and Adam Bromley who will be taking on the Peru challenge.**



# Events with extra



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# Climate Change is a Manmade Disaster on a Global Scale

We're dumping 110 million tonnes of carbon dioxide\* and other associated climate warming gases into our atmosphere every day and it can't continue. The planet is warming at an unprecedented rate causing irreversible damage to the natural world. Rising sea levels, melting icebergs, extinction of species, bigger storms, heatwaves and flooding - all with devastating consequences.

The time for debate and discussion is over.

The University of Hull is working with partners to seek innovative solutions, for our region and beyond.

## Reducing our reliance on fossil resources and minimising waste

We're working with the Universities of York and Teesside on THYME, a £5m project that aims to use more renewable, biological resources that bring major benefits for the environment, human health and the economy.

University researchers are engaging with local and national partners to explore new ways to create a circular plastics economy; this will encourage the re-use and recycling of plastics and a move away from single-use plastics.

Our Research Centre for Sustainable Energy Technologies, part of the University's Energy and Environment Institute, is at the forefront of developments in renewable energy and sustainable technologies, from inventing a new super-efficient air-conditioning system to creating solar-powered beds.

## Driving a low carbon agenda

With some of the largest offshore windfarms on our doorstep, we continue to support a sustainable offshore wind industry through Aura, a powerful coalition with Siemens Gamesa Renewable Energy, Ørsted, Catch, the National Oceanography Centre, Humber LEP and the Universities of Durham and Sheffield. We're collaborating on significant projects

to sustain the UK as a global leader in clean energy, including the development of green hydrogen power. The Aura Innovation Centre, opening in Q4 2019, will work with businesses to drive clean energy growth, including ideas generation and funding advice.

In the Government's recent £48bn UK offshore wind sector deal, Aura was hailed as an example of how a region can harness industry, local enterprises, innovation providers and skills agencies, bringing the public and private sector together to promote regeneration and grow capability.

Building on our unique geographical strengths, we have partnered with Marketing Humber to launch The Waterline, an ambitious campaign aimed at promoting new economic models that demonstrate how decarbonisation can deliver both environmental sustainability and economic growth.

The University is also leading a powerful regional consortium to submit a £36m bid to the Strength in Places fund. This will accelerate clean energy industry growth further by supporting innovation in energy storage, conversion, distribution and demand management, creating 10,000 new jobs and firmly establishing the Humber as a global centre of clean energy expertise.

## Helping business innovate to protect against flood risk

As a city at risk from flooding, the University's new Flood Resilience Innovation Centre will enable businesses to collaborate with world-leading academics on research and innovation projects, benefitting from access to state-of-the-art facilities.

The University is also part of the Living with Water partnership, together with Yorkshire Water, Hull and East Riding Councils and the Environment Agency, working to make our region more resilient to flooding.

## Protecting communities from flooding

The Mekong Delta is home to 18 million people and is only just above sea level. The land is sinking and, at the same time, the level of the sea is rising, which is putting livelihoods at risk. The University is finding ways to predict better the flood risk in the area and improve livelihoods, while also exploring the social implications, particularly among children.

## Outstanding graduates helping to solve these complex, global issues

From tackling the plastics crisis, to placements at companies such as Siemens Gamesa and our £5.5m offshore wind training centre for postgraduate students, we're getting students ready for a more sustainable future.

*\*The Climate Reality Project, 2017*



# Are You Ready for Streamlined Energy and Carbon Reporting (SECR)?

SECR is part of the UK government’s ongoing commitment ‘to help businesses to improve energy efficiency and reduce carbon emissions’.



It involves approximately 11,900 large companies in the UK reporting their energy use (in kWh) and their carbon emissions from production, service delivery, office and transport activities for which the company is responsible. An emissions ‘intensity metric’ has to be chosen by the company such as the amount of CO2 released per tonne of production or product sold, or per £ turnover or per FTE staff. Any energy efficiency measures taken during the year should also be included in the report, the idea being that companies reduce their carbon and energy ‘intensity’ each year.

Large companies in scope of the legislation will need to include their energy and carbon information in the first annual directors’ report (accounts) submitted to Companies House that covers the financial reporting year starting on or after 1st April 2019. For example, if the reporting year is 1st January – 31 December,



the first financial year for which the relevant report must comply with the new requirements is 1st January 2020 – 31 December 2020 i.e. the report filed covering this year.

As a publicly available report, it is essential that all obligated companies meet these legal requirements and that information provided is accurate and verifiable. We can help you understand how the SECR applies to you, what data you will need to start collecting and how to

compile the required report. Our consultants are happy to answer telephone or email queries.

t: **01482 841164**  
e: **info@esltd.co.uk**  
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# ergo – The Connected Environment – Supporting Businesses in Renewables and Environmental Technology

## What is ergo?

ergo is located at the heart of the UK's Energy Estuary on the Bridgehead Business Park, overlooking the Humber Bridge in Hessle. The centre is an exciting partnership between industry, academia and the public sector and offers flexible grade A office accommodation, conference facilities and a cafe to give tenants and visitors the chance to be part of a connected environment.

ergo isn't just a building, it is a concept where collaboration is key. The first occupants in the centre included East Riding of Yorkshire Council's Green Port Business Support Team, Team Humber Marine Alliance (THMA), the University of Hull's Aura team and ORE Catapult. Working together, this partnership supports businesses to develop and grow within the renewable energy and environmental technology sectors.

## The Office Space

ergo is designed for modern working and offers versatile and flexible office space, no matter what the size of the business or its work style. Offices at ergo range from 190sqft through to 868sqft and are available to let on easy in/easy out terms with a monthly licence fee.

## The Tenants

A number of businesses have already made ergo their home, they include marketing and communications, wealth management, creative design, IT support, consultants, engineering and a specialist tooling firm, who are all part of the renewables supply chain.

## The Conference and Meeting Space

ergo's conference space boasts impressive views of the Humber Bridge and is the ideal location for conferences and meetings.

The conference room can accommodate up to 80 delegates and comes with integrated AV equipment and access to Wi-Fi.

ergo also has three ground floor meeting rooms that are ideal for interviews, workshops or training courses. Each room can accommodate up to 10 delegates and come complete with a smart TV or whiteboards.

## Events

With an extensive events programme, ergo provides networking opportunities and the chance to hear from a number of prominent guest speakers. The venue has held gatherings such as Green Port Networking events and



*Pictured (L-R): Mark O'Reilly (THMA), Dawn Hall (East Riding of Yorkshire Council) and John Weir (University of Hull)*

hosted by THMA, key international delegations from China and the US.

A popular new edition to the ergo event programme is a monthly 'energy breakfast' open to businesses interested in hearing about low-carbon innovation. The sessions so far have covered battery storage, robotics and drones, smart systems and what it means to be green.

## The Support

The council's Green Port Business Support Team, Team Humber Marine Alliance and the University's Aura team have built a business community to make the most of opportunities within the renewable and environmental technology sectors and help to establish the region as a leading centre for renewable energy. The support and expertise of these organisations helps businesses identify opportunities within the sector.

Dawn Hall, project manager for Green Port, said: "Since the Green Port business support team was established it has helped in the awarding of over £250million in renewable contracts in the region. As an evolution The Supply Chain Network has been developed and will continue to help any businesses looking at extending their supply chain opportunities."

The Aura team is using ergo to provide support and assistance for businesses to expand their prospects, ahead of its own innovation centre being built on the site later this year. The Aura Innovation Centre is a University of Hull facility, part funded by the European Regional

Development Fund (ERDF), Regional Growth Fund's Green Port Growth Programme and the University.

Aura aims to create a world-leading business hub located in the Humber region to help reduce carbon through innovation and reduce existing economic and technical barriers throughout the supply chain in the offshore wind energy sector.

John Weir, leader for talent and business engagement, said: "Renewable energy is an ever growing industry and we want the Humber to be at the vanguard of this. ergo provides our clients with the advice and connections that will help them in becoming a part of this global movement."

THMA provides access to existing supply chains hoping to encourage renewable energy companies to trade further afield.

Mark O' Reilly, THMA CEO, said: "ergo is ideally located to support our members and partners from around the Humber region who operate in the maritime and offshore renewable energy industry.

## Find Out More

Visit [www.ergoconnects.co.uk](http://www.ergoconnects.co.uk)

Email [ergoconnects@eastriding.gov.uk](mailto:ergoconnects@eastriding.gov.uk)

Follow [@ergoconnects](https://twitter.com/ergoconnects) on Twitter.





# Humber Wood Recycling Project (HWRP)



HWRP is a social enterprise which reduces wood waste and creates meaningful employment and volunteering opportunities.

The enterprise, based at Bilton Grange Depot on Staveley Road, Hull, works primarily with the construction industry and collects waste wood at a more competitive rate than hiring a skip. The salvaged wood is then reworked and resold back to the public and industry as either raw material or made into items such as planters and furniture.

In September 2018 Dove House Hospice took over the enterprise meaning any profit that is not reinvested in the business is used by the charity to fund its specialist, free of charge, care. This move allowed Dove House to reduce wood waste whilst also generating vital new funds to help more patients and their families at the end of life.

The enterprise has a range of products in stock such as garden furniture, dog beds, coat hooks and log stores and produces commission pieces such as bespoke cable



reel tables, signposts, restaurant panelling and planters, made to the customer's specification, at competitive prices. The team are always on hand with advice for those looking to make their own creations out of wood and pallets too!

HWRP is open to the public from 9am-4pm Monday-Friday and 9am-3pm on a Saturday.

Pre-made items are also sold within the hospices' At Home Furniture Shop on Hessle Road which is open 9am-5pm Monday-Saturday and 10am-4pm on a Sunday.

For more information about this exciting project visit [www.humberwoodrecycling.org.uk](http://www.humberwoodrecycling.org.uk)

# Re-Use Shop

The Re-Use Shop is located next to the Humberfield Household Waste Recycling Centre Site in Hessle and is open to the general public seven days a week from 10am-5pm.

The shop is a treasure trove of unwanted items, such as furniture and electricals, all of which local residents had taken to waste and recycling sites across the region and donated for resale instead of sending them to be recycled or to landfill.

The shop is operated by Dove House Hospice, who joined forces with FCC Environment, Hull City Council and East Riding of Yorkshire Council, to generate much needed funds for the charity whilst also making a significant difference to the environment by reducing the waste generated by the region.

Marisa Haines, Head of Retail at Dove House, said: "I continue to be amazed at the quality and variety of the stock that is sold at the Re-Use Shop. In the last few months alone, we have had donated a full-sized snooker table, hundreds of TV's, golf clubs, dining tables, antiques galore and almost 1000 electrical items, which we inspect and test, ready for resale. We encourage any member of the public to come and visit the shop as it is open to everyone, not just those living in the East Riding."



Residents visiting any of the waste sites in the region can donate to the shop by placing items which are in a saleable condition into the container marked Re-Use. Simply ask staff on the site for details of where the container is located and the kinds of items that we can accept. Alternatively, goods can be taken directly into the shop itself or donated to any Dove House Shop across Hull and the East Riding of Yorkshire.

For more details on the shop and the items currently in stock visit:

[www.facebook.com/humberfieldreusesshop1](http://www.facebook.com/humberfieldreusesshop1)



# Steering a Hull Success Story

One business bucking a national trend when it comes to bus travel is Stagecoach East Midlands. 45 million passenger journeys are made on their services each year, covering around 20 million miles annually, a staggering achievement.

Managing a team of 1,300 people, eight depots and 480 buses is **MD Matt Cranwell**. In this issue of Business Intelligence, Matt gives us an overview of their operations around Hull, together with an insight into the reasons for the resurgence in bus travel in the region.

Covering an area that stretches from Bridlington to Grantham, across to Nottingham and Sheffield, in addition to Hull and Humber, their services operate over a geographic area covering 900 square miles. Step into their Hull depot and you'll find 370 staff, responsible for 120 buses on which 15 million passengers journeys are made each year.

Nationally, a pattern has emerged in recent years of a decline in passenger numbers on city centre bus services, yet this is not the case in Hull, far from it in fact, for Stagecoach has seen a 30% passenger growth since 2002/03.

In addition, overall customer satisfaction stands at an impressive 89% as measured in the most recent Bus Passenger survey, published in March 2018 and carried out by Transport Focus, the independent transport

user watchdog. What are the reasons for the growth in passenger numbers and their high rates of satisfaction?

"Over the last few years, we've invested in comprehensive service improvements motivated by a desire to make travel as easy as possible," explains Matt, "removing potential barriers to people travelling wherever we saw them.

"In 2015, we relaunched our network in Hull as 'Simplibus', in a project which saw fares, routes and service numbers simplified to make bus travel in the city as straightforward as possible.

"In addition, we've made a number of service improvements too. We recently launched a new '99' bus service between Hull and Bridlington, perfect for holiday-makers, day trippers or leisure passengers.

"Our bus services between Humberside Airport and Hull city centre have been stepped up to a 30-minute frequency, making travelling on public transport to the airport much more feasible, whilst our services between Barton and Hull now run every 15 minutes.



"We've also made an investment in new, more energy efficient vehicles for our East Midlands network to the tune of £9.7million, 15 of which are already in service with 31 to follow this year. This fleet of cleaner, greener vehicles includes low-floor double-deckers as well as single deck vehicles, will be built in the UK.

"Each of the new vehicles will be fitted with CCTV, and USB charging points, and will also be fitted with audio-visual display systems providing next-stop information.

"As a partner in Hull's Quality Bus Partnership with the City Council and East Yorkshire Motor Services (EYMS), we've collectively launched the Hull Card and KAT Card (for young people) allowing for multi-operator travel using a single card, making travel more convenient.

"Seven consecutive days of unlimited travel within the Hull Card boundary on Stagecoach and EYMS services are available for £14.90. The KAT card enables Hull residents who have not yet reached their 20th birthday, to travel







Matt Cranwell

**“Understanding what our customers want is at the heart of our business, this is what has driven our service improvements over the last few years and what underpins the growth in passenger numbers we’ve achieved.”**

on these bus services for £10 a week. Travel across the city is now more cost-effective and convenient. Such is the demand for these cards, that there are 6,200 sales each month.

“In addition to which, the bus lanes introduced in Hull City Centre have smoothed the way for all of the city’s bus services, reducing congestion and enabling services to operate more punctually.

“Everything we do is with sustainability in mind,” observes Matt. “In 2014, Stagecoach invested £17million in our buildings to reduce their carbon footprints by 30%, setting further targets once these improvements were implemented.

“Over the last decade, Stagecoach has invested over £1 billion in new, greener buses, including hybrid, hydrogen and gas-powered vehicles. At the moment we are trialling the use of battery-powered electric buses in Guildford, for example.

“Bus travel is an extremely carbon efficient means of transport and helps to reduce urban

congestion too. One full bus, takes around 75 cars off the road, easing congestion and improving air quality too. It has been estimated that congestion costs the economy £13billion a year.

“Our business is all about connecting people with their families, jobs, training, education, health services, leisure and retail facilities, helping to sustain communities and support local economies too. Research has shown that regular local bus services make a huge contribution to the vitality of our high streets. All in all, buses contribute about £64 million to the UK economy.

“Understanding what our customers want is at the heart of our business, this is what has driven our service improvements over the last few years and what underpins the growth in passenger numbers we’ve achieved. We’ll continue to focus our efforts on making travel as convenient as possible, on buses which are environmentally friendly, accessible and of high quality.”



# Chamber Expo 2019 – Excellent Networking!

The Chamber organised and hosted the Expo on Wednesday 5th and Thursday 6th June. For the first time the event was held at the brand new £36m Bonus Arena, in Hull. The Arena proved to be the perfect venue for the Expo. It is purpose-built for events, centrally located, with ample parking and has all the facilities needed. The staff are first class with a strong 'can do' approach.

Chamber Expo is the biggest business event in the Humber region every year and a focus for businesses of all types to make contact and network.

This was the twenty-third year of Chamber Expo and the event represents huge networking opportunities.

The Expo is all about building up your contacts and gaining business, plus raising your company's profile.

- The 94 stands were staffed by around 500 business people over the two days and, in total, around 1200 business people from approximately 300 companies and organisations attended.

- All types and sizes of business were represented at the Expo.
- There were several different sizes of exhibition stands available, ranging from 2m x 1m to 4m x 2m. These were ready-to-use stands for both days of the Expo.

Three of our very popular Speed Networking events, plus a lunch and debate with Emma Hardy MP, after she performed the Opening Ceremony, also took place at the Arena.

The aim of the Expo is always to attract as many business people as possible, from across the Yorkshire and Humber region and further afield. The Expo is the only Chamber event which is marketed to non-Chamber Members – we want to maximise the potential for business

for all attendees. It's the area's largest business event each year and we want to maintain that mantle!

The Chamber is indebted to Official Expo Sponsor 2019 SoluTech for their support of the event. SoluTech are the expert suppliers of photocopiers, printers and scanners to businesses across the Humber region.

The Expo once again proved to be a great meeting point for many business people and much business will be gained as a result. The feedback from exhibitors and visitors was first class.

We would like to thank everyone who attended for making the Expo a big success!





All photos courtesy of Kevin Greene Photography

For information about Chamber Expo 2020 please contact Bruce Massie on **01482 324976** or at **b.massie@hull-humber-chamber.co.uk**

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# Couple Determined to Climb from Care Home Background to Top of the Tree

A couple who met in a residential care home are building their own business, having settled into a home of their own as parents of two young daughters and owners of The Tree Fellas Hull Ltd.

Sarah Fenwick and Gareth Pennington are winning big contracts, upgrading equipment, recruiting staff and offering guidance to other aspiring young entrepreneurs.

They met in a care home in Hull 12 years ago but lost touch. But they were reunited after Sarah moved into her own place 10 years ago when she was 18, and they started to build their relationship and believe in a brighter future.

Sarah worked in credit control and now in sales at KCOM, where she is learning skills which benefit the new venture. Gareth joined Hull City Council on a care leavers scheme, gaining a diploma in horticulture and qualifying as a tree surgeon before leaving in January to set up Tree Fellas.

Their ability and a flair for marketing – including the Grassman at Chamber Expo 2019 – has seen them achieve their full-year revenue target at the halfway stage.

Sarah and Gareth have thrived with the help of KCOM, Hull City Council, the John Cracknell Youth Enterprise Bank, which paid for safety equipment and for Sarah's Level 1 computerised accounts for business training, and HCUK Training, which secured funding for Level 2.

Di Garbera, who provided the training at Golding Computer Services, said: "The training and qualifications will save them time and money. I have never come across anybody who is so determined to achieve and the next step is to put everything she has learned into practice."

Sarah said: "As care leavers we also want to reach other young entrepreneurs who have an idea or talent they wish to showcase. We want to help them prove that, no matter what your background, you really can do anything you want in life and reach for the stars."



Hull West and Hessle MP Emma Hardy with the Grassman, Scott McCoid, at Chamber Expo 2019

# Solicitor Joins Nationally Respected Team to Continue Fighting for Victims

Clinical negligence solicitor Sarah Jackson believes that her commitment to work is driven by the ability it has to change the lives of the people she represents.

She has joined Williamsons Solicitors following a career that commenced in 2009 in personal injury but changed to the more specialist area of medical negligence when qualifying in 2015.

"I have a particular interest in brain injuries caused at birth and fighting for the families involved," she said. "And now, as mother of a young child myself, their plight resonates even more with me."

"These tragic cases, which can result in the child needing round-the-clock care, are often entirely avoidable."

"Families can be left with enormous pressure both practically and financially, so it is only right that they receive appropriate compensation so that they can access all the vital support they need, whether that is in



respect of treatment for the child, respite care or specially adapted accommodation."

In addition to brain injuries at birth, Sarah has worked on a wide range of clinical negligence cases, including delayed diagnosis of cancer and avoidable amputations, and has experience of bringing claims to trial at the Royal Courts of Justice in London.

She joins the nationally respected clinical negligence team at Williamsons and says she is excited to continue expanding her experience and knowledge.

"It's a very close-knit department with great support from the highly-regarded, experienced solicitors and the paralegals. We all work with the same determination and focus on putting our clients first. I'm very pleased to be working alongside such consummate professionals."

Head of department Nick Gray said: "Our clinical negligence team is stronger than ever. This highly specialist area of law requires both diligence and an empathetic approach. Sarah is a very good fit and we are pleased that she has joined us."

Williamsons Solicitors clinical negligence team is recognised by top industry bodies including Action Against Medical Accidents (AvMA) and The Law Society's clinical negligence accreditation scheme.



# Police Urge Businesses to Help Make a Difference in Fight Against Crime

Humberside Police are inviting businesses to play a greater part in the fight against crime in Hull city centre by providing information and by joining a multi-agency group formed to drive improvements.

Chief Superintendent Darren Downs, North Bank Divisional Commander for Humberside Police, told business representatives they will see a difference in the city centre as a result of partnership working through the Improving Outcomes group. But he warned that change will take time.

He said: "You will always have my commitment and I expect us to make a difference with Improving Outcomes. But we can't solve it overnight."

Ch Supt Downs spoke at the Retail Security Group, which is organised by HullBID and brings together retailers, cafes, banks and other organisations – including Hull City Council and the homelessness charity Emmaus.

He listened as business owners told of their experiences in the city centre and how a police presence makes a difference in terms



**Kathryn Shillito and Ch Supt Darren Downs at the meeting of the Retail Security Group**

of deterring potential offenders involved in antisocial behaviour, shoplifting and drug use.

Ch Supt Downs said: "We will try to prioritise the city centre because I have always been of the

view that if you are in control of your city centre the rest of the city tends to comply a bit more. HullBID is a strong, powerful community that can exert influence and pressure."

Kathryn Shillito, HullBID Executive Director, said: "Our members wanted direct access to decision makers within the police and looked to HullBID to take the lead and coordinate the meetings. The discussions we have held have been very positive with businesses conveying first-hand accounts of the problems arising from crime and antisocial behaviour in the city centre.

"This is just one element of a partnership approach. Regardless of whether they attend the meetings, every business in the city centre can help by providing the police with details of crimes and offenders through the usual channels."

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# *Heathrow Expansion*

## *Supplier Conference*

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Heathrow expansion is a major national infrastructure project that will require expertise from every part of Britain. Businesses of all sizes from across the UK will have an integral role to play in helping deliver our ambitious objectives for this programme.

Join us at our Heathrow Expansion Supplier Conference on **4<sup>th</sup> September** in Birmingham to find out more.

Register your business now by visiting **[www.heathrowexpansion.com/uk-growth-opportunities/supplier-opportunities/](http://www.heathrowexpansion.com/uk-growth-opportunities/supplier-opportunities/)** and receive updates on all supplier opportunities.

**Heathrow**



# Good Travel Management Targets the SME Market with New Website

Hull headquartered travel management company, Good Travel Management, has today unveiled its new website outlining how it solves business travel related problems for small to medium-sized companies.

Their team of business travel experts are also supplying their expertise for free within their blog and downloadable resources, to help the wider small-medium business community manage their business travel more effectively.

The new website details Good Travel Management's business travel solutions, such as access to a personal travel team, strategic account manager, real-time travel analytics, online booking, expense management and travel risk technology. Good Travel Management's track record in customer service features throughout the new website, with impressive statistics from their latest customer survey as well as detailed case studies that give an insight into how the travel management company makes a difference to its customers.

Wayne Durkin, Head of Sales, Marketing and Account Management said, "We kept hearing that smaller organisations wanted the same benefits larger clients get from big travel management companies, yet their spend wasn't big enough to attract their attention. All of our customers get a personal service, something our whole team is proud of, but they also get pro-active consultative advice on how best to manage their business travel along with innovative technology from our carefully selected partners to ensure they're managing their travel effectively."

Kevin Harrison, Managing Director of Good Travel Management, added, "Service is always our top priority, and we don't think this is something small-medium sized organisations should have to compromise on. Just because a company has fewer employees or a smaller turnover, doesn't mean they don't experience similar issues to their larger peers. Rather than a one size fits all approach, we work diligently to get to know our customers and



understand what's important to them and evolve with them as they grow. That's why customers stay with us."

Feedback from Kepi International, a global construction, oil & gas and facilities management provider with 44 employees, demonstrates the true value of working with Good Travel Management. Su Gorbutt, Office Manager, commented;

"Since working with Good Travel Management, we've seen actual cost savings of 12% along with 350 working hours saved. They are professional, efficient, thorough and always working with our company's best interests at heart when providing useful alternative suggestions. No request is too small, and they are always at the end of the phone to provide help when it's needed."

It's that personal service that Good Travel Management prides itself on and one of the key reasons its team believes their proposition for small-medium sized companies stands out. As well as Kepi International, Good Travel Management's customers include hundreds of small-medium sized and family businesses such as Nest, Kingspan, ThyssenKrupp and Portakabin, to name just a few.

The new website also offers an insight into the history of Good Travel Management whose IATA licence dates back to 1946, showcases its family values and provides an insight into its social responsibility initiatives and charitable foundation - The Matthew Good Foundation.

Visitors are encouraged to explore the new website and sign up to the blog at [good-travel.co.uk](http://good-travel.co.uk)

**"Service is always our top priority, and we don't think this is something small-medium sized organisations should have to compromise on. Just because a company has fewer employees or a smaller turnover, doesn't mean they don't experience similar issues to their larger peers."**





# WORKING HARD TODAY, PREPARING FOR TOMORROW

Expanding Heathrow will bring new opportunities for Yorkshire and the Humber, connecting local businesses to global growth.

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- **Thousands of new jobs** across the region
- **Billions of pounds in economic benefits**
- Up to **40 new long-haul connections** from Heathrow

Expansion would double our cargo capacity and deliver new domestic and international trading routes, helping businesses in Yorkshire and the Humber boost their exports.

Find out more about the opportunities Heathrow is creating for Yorkshire's businesses at our Business Summit in York on 24<sup>th</sup> October:

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

FOR MORE INFORMATION ON EXPANSION AND THE FACTS IN THIS ADVERT VISIT:  
[www.heathrowexpansion.com/uk-growth-opportunities/expansionplan-benefitting-region/for-all-of-england-2/](http://www.heathrowexpansion.com/uk-growth-opportunities/expansionplan-benefitting-region/for-all-of-england-2/)

**Heathrow**



Andy Haldane addressing a packed audience at Glanford Park on 23rd July

## Chief Economist tells Chamber the Bank of England has to be 'Fleet of Foot' over Brexit

The Bank of England's Chief Economist Andy Haldane received a warm welcome from a packed audience at Scunthorpe United's home at Glanford Park. He was introduced by former banker and Director of the Chamber Acorn Fund, Craig Simpson.

On the day Boris Johnson was confirmed as the new leader of the Conservative Party, Andy discussed the jobs market over the last decade, its future prospects, the outlook for the global economy – and Brexit.

He also touched on the challenges facing Scunthorpe's British Steel plant and the threat to jobs at the plant and in the supply chain, saying he hoped a buyer can be found and the future of thousands of jobs assured.

Andy told his packed audience that since 2012, 3.4-million new jobs have been created as part of the strongest economic recovery since the Second World War, but that in turn has created other problems by creating a tight jobs market which is driving up pay, and a skills shortage – well documented in the Humber.

UK employment is at its highest level for half a century (61.5%) and unemployment at its lowest at 3.8%, but he said people are wary of taking risks and moving jobs or locations to climb up the jobs ladder, as they have traditionally done.

The flexibility available to the self-employed, agency workers and those on zero-hours contracts can be welcome. However it can also lead to uncertainty, and, even for those who are fully employed, pay levels sit below the levels they were at a decade ago as many people agreed to cuts in their pay and packages to keep their jobs during the financial crisis.

Today, he said, fewer people are moving jobs and those that are, are being much more cautious.

Gobally, Andy explained how a number of trade wars in recent years across the planet had got under the skin of businesses. Today, the balance of global risks has shifted to the downside, creating a headwind for UK trade abroad. Some central banks have eased monetary conditions to help trade.

In the UK, he said, we have seen a pick-up in the last two or three months as fears of Brexit subsided, but he noted there is no historical precedent to use to predict the effects of Brexit. The Bank has consulted 10,000 businesses to give their assessment of how Brexit will affect them. Businesses say a no deal scenario would cause trouble for some, while leaving with a deal would help others.

Andy was honest enough to admit that he has no idea if the figures are true, but he believes the risk of a no deal Brexit happening has gone up, and the markets now expect interest rates to be cut by the Bank, which had previously predicted a steady increase in interest rates.

Andy also said he didn't know what the Bank of England would do if the UK left without a deal on October 31. It might knock the growth of the economy and we might see inflation beginning to rise, but if there was a no deal scenario, the

Bank's response would not be automatic. They would have to see what was happening before deciding how to react, because as things stand, monetary stimulus is still in the economy.

The man tipped by some to be the Bank's next Governor when Mark Carney steps down, said the Bank's monetary policy needs to be flexible and fleet of foot and the country needs to be producing stuff that other countries want to buy. Also the emerging markets will account for half of global GDP in the coming years, and that figure will only rise as those markets will include millions of people.

The Director of the Chamber Acorn Fund, Craig Simpson, said: "It was good to see Andy Haldane visiting Scunthorpe and it highlights the importance the town and its British Steel plant is to the British economy.

"The Government spent £50-billion saving RBS and Lloyd's during the financial crisis and billions more during an extended period of quantitative easing. We would like to see a fraction of that money being spent to save a British Steel industry which is important for the future of our economic policies and Industrial Strategy, because, if we don't make steel in this country, it will cost us much more to import it from abroad and push up prices for our construction, defence and rail industries, among others.

# Andrew Jackson Advises SMS Towage on £5 Million Tug Investment for the River Humber

The shipping and transport team at Andrew Jackson Solicitors LLP is delighted to have advised leading marine firm, SMS Towage Limited, on its acquisition of a £5 million tug, as the company expands its growing fleet and invests further in the Humber port.

Dominic Ward, partner and head of shipping and transport at the firm, along with paralegal, Rebecca Hardy, advised East Yorkshire-based SMS Towage, a long-standing client of the firm, in relation to its new tug, the Manxman, which was built by Damen Shipyards in the Netherlands. The team also undertook the urgent registration of the tug under the UK flag, which enabled it to be mobilized to the UK to begin operations in the Humber.

With 5,600 brake horsepower, the new tug forms part of SMS Towage's multi-million pound investment into the Humber's port network, taking its total fleet in the estuary to 10, whilst creating eight new job opportunities.

Gareth Escreet, managing director of SMS Towage, said: "Tugs play a vital role in helping vessels to navigate the Humber safely and are pivotal to keeping trade routes open. The increase in our size, especially with the Manxman's power, will enable us to use our fleet



more efficiently. This will enhance the service levels for joint clients of SMS Towage and port operator, Associated British Ports.

"We are delighted with the levels of service received from Andrew Jackson's shipping and transport team. They were able to respond swiftly to the urgent nature of the matter, and their intimate knowledge and personal connection within the British Registry proved to be a key element in arranging a swift transfer of flag.

"Having engaged the team on numerous matters throughout our history and development it made perfect sense to use them again on this occasion."

Dominic Ward said: "Our team has worked with SMS Towage for over 20 years, so I am particularly delighted to have been able to help our client with the purchase of the Manxman, the latest addition to its expanding Humber fleet."

## Chamber Primary Healthcare Plan

### How can a health and wellbeing strategy help you?

Whilst many employers are aware of the benefits of promoting health and wellbeing, it's often carried out on an ad-hoc basis. The difficulty with this approach is that it makes efficacy evaluation difficult, creating challenges when it comes to getting buy-in from those in control of the budget, and it can also lead to spiralling costs.

Health and wellbeing strategies are also often underpinned by a specific focus, for example reducing absenteeism. However, one of the key challenges is to go beyond this core objective and take a more holistic approach to employee health and wellbeing.

Below we outline some of the topics that a strategic approach to employee health and wellbeing can start to address:

#### Mental Health

Why do workplaces need mental health first aiders? Our research shows that 86% of UK employees believe their organisations are not doing enough to help them deal with work-related mental health issues. Mental ill health is the single largest cause of disability in the UK and 12.5 million working days are lost each year due to mental health issues.

#### Stress

Building resilience is one way to manage stress successfully. It gives us the ability to persevere and continue to function at a high level in times of adversity, despite failures, setbacks and loss. Here we take a look at 10 steps towards building resilience to cope with stress in the workplace and avoid burnout.

#### Sedentary Behaviour

British people sit for an average of 8.9 hours a day. Office workers are spending the

majority of these hours sitting at their desks, and research indicates that this poses a real health risk, irrespective of how active people are outside of work. This is why it's vital to reduce sedentary behaviour and be more active in the workplace.

If you need any further information about our health and wellbeing offer for Chamber Members please get in touch or visit our website.

Our friendly Customer Care Team is here to help.

[westfieldhealth.com/chamber](http://westfieldhealth.com/chamber)

e: [businessenquiries@westfieldhealth.com](mailto:businessenquiries@westfieldhealth.com)

t: 0345 602 1629 8am-6pm, Mon-Fri (except Christmas Eve and public holidays)







## Keeping an Eye on the Markets

Currency markets always fluctuate, all year, every year but Brexit has brought the issue into sharp focus for many British businesses.

The sudden drop immediately after the referendum caught out many businesses who were unprepared for the dramatic change in the value of the pound. Even two years on, the shadow of Brexit looms large and will continue to do so.

This is leaving a large hole in the profits of many companies but there are ways to make sure that you're not making avoidable losses. High street banks often charge higher fees and as a standard offer less preferential FX rates than a specialist.

You may think it's only £10 here or there on fees, or a difference of a couple of hundred pounds on an overseas order, but over the course of a year this makes a big difference on the balance sheet. Particularly at a time when the pound is so volatile, it's important to get the best value from every transaction and get access as often as possible to rates/service, so as to negate risk continually as it becomes apparent.'

Chambers must not forget that whilst this is a great service for their Members to take advantage of, it also offers the Chamber a good chance to bring in meaningful income on the commission paid to them from FX activity by any company referred to us.

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# Discounted Sports Marketing Opportunity for Chamber Members

Long-term Hull & Humber Chamber Members Sportwise are market leaders in the production of corporate products and supply the Chamber with the Deskpads, Event Cards and Year Planners that are produced and distributed to all active Members annually.

These products are an invaluable tool for the Chamber to promote forthcoming events, but also an opportunity for Members to gain further exposure amongst the ever-growing Membership by advertising their business within the publications.

In addition to the valued products they supply for the Chamber, Sportwise have also built up (over 30 years of trading) a strong portfolio of Professional Football and Rugby Clubs whom they provide Official Corporate products on behalf of. These products include Corporate Diaries, Journals and fixture publications.

Now under new ownership Sportwise are experiencing huge growth and are vastly diversifying their offering. In addition to the corporate publications they have now branched into Sports Stadium advertising and will soon be launching a corporate gift range

This expansion gives their vast database of clients the opportunity to promote their brands to the supporters of top-level Football and Rugby Clubs.

The Sports Marketing industry has enjoyed prolific growth especially in the past decade and Sportwise provides opportunity for exposure via the ever-popular match day programme as well as Big Screen, Concourse TV, Static Boards and LED Perimeter Board advertising, all of which offer companies huge brand awareness.

As proud Members of the Chamber Sportwise would like to offer all current Members of the Hull & Humber Chamber a 10% discount on any advertisement placed with themselves between now and the end of December 2019.

To discuss current opportunities in more detail call **01332 253600** and make sure to quote **HHC19** when placing any advertising order to take advantage of the preferential pricing which is only available to current Members of the Hull & Humber Chamber.

Details of the launch of the corporate gift range will be announced through the website [www.sportwise.co.uk](http://www.sportwise.co.uk) and the Chamber LinkedIn group.

# Up to 78% Off Business Breakdown Cover for Members from Chamber Partners the AA

Running a company with vehicles at its heart means that staying still isn't an option.

The AA's business breakdown cover will make sure your drivers get back on the road quickly – and with minimum disruption – if the worst happens. All you need to do is choose the right level of cover for you.

### Which vehicles can be covered?

Whether you just have a single vehicle or run a whole fleet, the AA can cover your cars, vans, trucks and more – as long as they're 3.5 tonnes or under. If you're not sure if your vehicle would be eligible, you can call the AA on 0800 55 11 88 to check.

### What does cover include?

You can choose from the following options for your company's vehicles:

#### Roadside

Repair or recovery to the AA's choice of appropriate local repairer.

#### Relay

Transportation of vehicle, driver and up to seven passengers to a UK mainland address if prompt local repair is not possible.



#### Relay Plus

Extended Relay service to include one of three alternative arrangements for driver and passengers; car hire, accommodation or public transport services.

#### Home Start

For breakdowns at or within a quarter of a mile of your home address.

#### Accident Management

Takes the hassle out of arranging repair, recovery and insurance claims after an accident or vandalism.

Call Janice Harrison at The Chamber on **01482 324976** for your reference code.





L to R:  
Toby Seth,  
Headmaster,  
Will Treasure  
and Trevor  
Loten,  
President  
of the Old  
Pocklingtonian  
Association

## Top Digital Retail Consultant Shares Insights at Pocklington School's Latest Network Event in London

The Pocklington School Foundation (PSF) Careers and Business Network held its latest event in London recently, with the focus for the evening on digital strategies and ecommerce, featuring guest speaker Will Treasure.

Will left Pocklington School in 1979 to study Engineering, Economics and Management at Oxford. After working in manufacturing and logistics for Procter and Gamble and Kellogg's, he moved to Iceland (the retailer) and led the national roll-out of Iceland's home delivery service in 1996-7, a pioneering service which added over 5% to Iceland sales.

Will then joined the two founders of Javelin Group, which over the next 20 years grew from three to 250 people and became the UK's leading digital retail consultancy. Javelin Group is now part of Accenture, a worldwide technology and consulting firm. In the course of his work Will has advised over 100 retailers and brands, including Gucci, Marks and Spencer, Aldi, ASOS and Waitrose, and continues to advise clients world-wide on the growth of their digital retail businesses.

The event was attended by a mix of former students and current parents of Pocklington School at The Farmer's Club in Whitehall. Toby Seth, Headmaster, hosted a fascinating Q&A session with Will, who spoke of how his career in ecommerce had developed and the challenges and opportunities he had encountered along the way.

Will shared with guests his experiences of working with major international and national brands, and how the birth of the internet has transformed how retailers interact with their customers. He also spoke of his motivations behind setting up his own consultancy business, the importance of integrity in business, and how establishing and aligning a set of values with your own teams and with those of your clients has been fundamental to his success.

Toby Seth, Headmaster, commented: "We are deeply grateful to Will for his time spent with us. What struck me as most important was his view that it is the quality of people with whom he has worked that has to a large extent dictated the success (or odd failure!) of his business decisions.

His belief in working with clients and colleagues who share the same values is a conviction we share. Our values of Courage, Truth and Trust reflect what we want to develop in all members of our Pocklington community and to hear this mirrored by one of the UK's most successful entrepreneurs is immensely affirming."

The PSF Careers and Business Network is open to everyone in the wider Pocklington School community, including current and former parents, Old Pocklingtonians, current and former staff and supporters. Its aims are to help each other thrive in a highly competitive world and, by working together, to help inspire our students, and each other, for life.



## Finance and Support for Businesses in the North

BEF have announced the launch of supported office space at their Carlisle Street office in Goole, East Yorkshire.

Situated in the heart of the town centre, the BEF supported office space offers small businesses, entrepreneurs and start-ups a new place to work, grow and flourish.

The BEF supported office space is a bright and positive environment with secure offices available from as little as £55 a week on a rolling contract.

Chief Executive, Steve Waud said: "The opening of affordable, well located and supported offices reflects our commitment to helping local entrepreneurs to grow and flourish. We look forward to our supported offices being home to a thriving business community much like City Hub, our incubator office space in Bradford."

Available immediately, each individual, private and secure office includes:

- inclusive heat, light and rates
- inclusive Wi-Fi
- town centre location
- free tea/coffee
- full use of shared kitchen facilities
- full use of our boardroom for meetings
- on site business advice

For more information please call Ruth Sullivan at BEF on **07827 318692** or email [ruth.sullivan@befund.org](mailto:ruth.sullivan@befund.org)



# EAST YORKSHIRE BUSINESS EXPO



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## The East Yorkshire Business Expo - 2019

*"Helping businesses of all sizes to reach the next level"*



We are delighted to announce that this years Exhibitor Networking Lunch Sponsors are **The Hallmark Hotel North Ferriby.**

The event will be held on **Tuesday 24th September at the Hallmark Hotel.**

*"Book your stand early to guarantee your free invitation to join and network with your fellow exhibitors prior to this years East Yorkshire Business Expo."*



## Breakfast Club Audience Urged to Back Skills Drive

A company which has built a global business on keeping people safe at work told a Humber Business Week audience at The Deep how it is also investing to protect and develop communities with a comprehensive corporate social responsibility programme.

Gail Carmichael, Bid Manager at Arco, said return on investment isn't part of the calculation when spending on activities ranging from skills and education support to health campaigns and community projects.

She said: "We don't measure against return on investment but that doesn't mean it doesn't exist. Being happy makes people 12 per cent more productive. Happier staff stay put, you save money on recruitment and there are mental health benefits."

Lisa Dawson, Director of Run With It, told how the charity uses its base at the KCOM Stadium to educate, motivate and inspire in English and maths, seizing the learning opportunities presented by facilities including the club shops and media suite.

Sandra Cooper of TeenTech urged businesses to support the organisation and to get involved in the 2019 Humber TeenTech Festival at the KCOM Stadium.

Paula Litten, Chair of Hull Business Women's Breakfast Club, said: "Hull has always had



*Pictured from left are Sandra Cooper, Paula Litten, Lisa Dawson and Gail Carmichael*

incredible energy and now we are seeing a rise in innovative and cutting-edge businesses moving into the area. We are a city on the up, leading the way in renewables and decarbonisation, and with these opportunities come real challenges to employ the right people with the right skills and the right attitude."

Freya Cross, Business and Corporate Manager at The Deep, said: "Skills and

employability are a regular talking point among members of the Breakfast Club and their networks, and education is a priority for The Deep.

"That doesn't just mean educating young people – it extends to raising awareness among businesses of opportunities for developing their staff and, as this was an event open to all, we were delighted to host it and facilitate an important discussion."

## Hypnotherapist's Book Explains How Being Overweight is Nothing to do with Food



*Sheila Granger*

Thousands of people around the globe have already benefited from acclaimed hypnotherapist Sheila Granger's 'Virtual Gastric Band' weight management technique. Now many more have access to it as Sheila's new book, 'No more diets! Believe in a healthier, better you' has been launched on Amazon, achieving 'Amazon Bestseller' in three separate categories within hours of launch.

The East Yorkshire-based hypnotherapy expert, who has recently won the 'Hypnotherapist of the Year' award from the International Association

of Counsellors and Therapists, has trained more than 2,500 practitioners worldwide in her groundbreaking methods, with her best-known invention being her Virtual Gastric Band (VGB). Sheila, who lives in Anlaby, near Hull, said: "My VGB methods have been used by accredited hypnotherapists across the globe to help thousands of people successfully manage their weight. My new book will give readers a deeper understanding of their own eating issues and an insight into how my VGB programme can help tackle them."

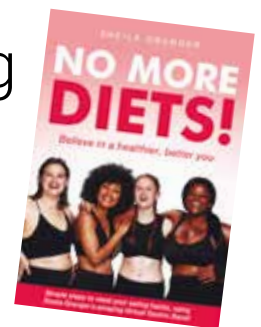
The book looks at the different types of overeating that Sheila's clients have experienced as well as their root causes, and explains how her VGB programme works to reset ingrained behaviours. Interactive exercises support the reader along their journey to identifying and

understanding their eating habits, and the book features links to useful downloads and further information.

"I pioneered this therapy in the UK because I wanted to change the narrative about diet and weight loss," Sheila added. "I wanted to get people thinking about outcomes rather than the diet itself and I wanted them to believe it is possible to get to where they want to be in a way that actually lasts.

"It's called VGB therapy because it has the same impact on what you eat as bariatric surgery, but it is achieved by changing your mindset, not rearranging your digestive system."

To order Sheila's new book, 'No more diets! Believe in a healthier, better you' visit Amazon.



# INTERNATIONAL TRADE CENTRE

## Training Course Programme 2019/2020



The Chamber's International Trade Centre has the following international trade courses scheduled 2019/2020.

<b>A Beginners Guide to Exporting</b>		Thursday, 22nd August 2019
<b>Customs Declarations Training</b>		Thursday, 19th September 2019
<b>Customs Warehousing and Special Procedures</b>		Thursday, 3rd October 2019
<b>Customs Procedures and Documentation</b>	BCC Accredited	Thursday, 10th October 2019
<b>Incoterms</b>	BCC Accredited	Thursday, 26th September 2019
<b>Letters of Credit and Methods of Payment</b>	BCC Accredited	Thursday, 17th October 2019
<b>A Beginners Guide to Exporting</b>		Tuesday, 5th November 2019
<b>Customs Freight and Simplified Procedures (CFSP)</b>		Thursday, 28th November 2019
<b>Export Documentation / Understanding Export</b>	BCC Accredited	Thursday, 5th December 2019
<b>Incoterms</b>	BCC Accredited	Thursday, 23rd January 2020
<b>Import Procedures</b>	BCC Accredited	Thursday, 27th February 2020

We do regularly update our training programme according to demand and international economic relations. If you would like to discuss any of the above or if you have particular training requirements, please contact Lorraine Holt at [I.holt@hull-humber-chamber.co.uk](mailto:I.holt@hull-humber-chamber.co.uk)

### ChamberFX

As part of our ongoing efforts to help Members that trade overseas, we have identified that many small and mid-sized businesses ambitions for growth are being hindered by currency volatility and expensive international payments. Contact Lorraine Holt at [I.holt@hull-humber-chamber.co.uk](mailto:I.holt@hull-humber-chamber.co.uk) to view the benefits of Hull & Humber ChamberFX and how we can help you speed up and save on your FX requirements.

### World Trade @ 1 Dates for the Diary

**Doing Business in Egypt** – 12th September 2019

**Doing Business in Dubai** – October 2019

**Incoterms 2020** – November 2019

To register your interest in any of the above events, contact Lorraine at [I.holt@hull-humber-chamber.co.uk](mailto:I.holt@hull-humber-chamber.co.uk)

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## What is the Most Popular Fish to Eat in the UK?

Salmon has been voted the most favourite fish to eat in the UK with almost half of people eating seafood the recommended twice a week, a survey has found.

Ish Fish, online retailers of fresh fish shipped directly from the Port of Grimsby to your door, wanted to find out more about the fish-eating habits of seafood lovers, and joined forces with digital marketing agency Knapton Wright to conduct a nationwide Facebook survey.

Over 3,000 people took part, finding that 24% of participants loved to eat Salmon, with Sea Bass and Haddock swimming closely behind with 21% and 20%, respectively.

When asked how often they ate fish, a huge 45% said they enjoyed two portions a week – the recommended amount. 36% of people surveyed eat fish once a week, with 18% eating fish three or more times.

Joel Creasey, Director of Ish Fish, said: "Salmon is always a favourite fish, and Haddock and Cod are always popular, but there are a lot of people out there who love Sea Bass. Our mission at Ish Fish is to get more people eating fish, a bigger variety of fish and more portions per week, so to find that almost half of the people surveyed are eating fish twice a week is brilliant."

In June, Grimsby-based Ish Fish is celebrating its first birthday, having

launched on National Fish & Chip Day 2018. From ishfish.uk, people from across the UK can conveniently order boxes of fresh, quality fish sourced from trusted, responsible merchants to be delivered to the home in recyclable and reusable packaging.

Garry Bainbridge, Director of Ish Fish, said: "We may still be a young business but we're always looking to grow and expand our knowledge, so we wanted to take our top two questions and go straight to our online community for the answers. We were blown away by just how many people answered our questions, so a big thanks to everyone who took part."

### Survey details

3,004 people from across the UK took part in the Facebook survey between 4th and 18th February 2019:

- Favourite fish: Salmon (24.3%), Sea Bass (21.6%), Haddock (20.3%), Cod (17.2%), Halibut (9.8%), Tuna (6.7%).
- How often do you eat fish per week?: Once (36.2%), Twice (45.4%) Three or more (18.4%)

## East Yorkshire Brewery Wins Chairman's Award

The team at a Wold Newton brewery is celebrating after winning the Chairman's Business Award in the East Riding of Yorkshire Council's Chairman's Awards.

Wold Top Brewery directors, Kate and Alex Balchin, were presented with the award for the Under 50 Employees Category at an Awards Dinner at Bridlington Spa on Tuesday, 14th May. The awards were presented by the Chairman of the Council, Margaret Chadwick and Clare Frisby from BBC Look North.

Kate Balchin, accounts and export manager at the fourth generation of the family business, was delighted to win: "We are so proud of the work we do and we are a really strong, tight-knit workforce so this is definitely a team award rather than an individual award."

Alex added: "It's incredibly humbling. We work within the local community and to be recognised by the community is fantastic."

The Chairman's Awards are presented annually to individuals, companies and organisations within the East Riding of Yorkshire to recognise their achievements towards enhancing the area in which they work and live. They are judged by panels of councillors and council employees who select the top nominees and an overall winner in each of the following areas: Built Heritage, Business, Community and Sport.



Left to right Clare Frisby, Alex Balchin, Kate Balchin and Margaret Chadwick

# New Members

## **Agua Tech Ltd**

Wahab Al-Budri  
Beverley  
07894 324078  
*Design & Manufacture Industrial Water & Wastewater Treatment Plants*

## **Anota Ltd**

Shaun Turner  
Hull  
0113 8872400  
*Document Management IT Consultants*

## **Business Enterprise Fund**

Ruth Sullivan  
Goole  
07827 318692  
*Finance for SMEs*

## **Cavewood Productions**

Tim Maloy  
North Cave  
01430 425546  
*Video Audio Production*

## **Delta Recruitment Limited**

Tracey Clark  
Grimsby  
01472 730601  
*Recruitment*

## **Elecplant Ltd**

Paul Smallwood  
Hull  
01482 326944  
*Plant Hire*

## **Emma Richardson Pilates**

Emma Richardson  
Anlaby  
07973 684595  
*Pilates and Back Care Studio*

## **GEV Windpower Ltd**

George Guy  
Hessle  
01482 300640  
*Wind Turbine Blade Inspection and Repair*

## **Innes & Mason**

James Mason  
Hull  
01482 214915  
*Wine Wholesaler*

## **Insight 4 Business Ltd**

Matthew McSharry  
Scawby  
07854 33 6680  
*Business Consulting, Lean 6 Sigma, Supply Chain Excellence*

## **IshFish Ltd**

Garry Bainbridge  
Grimsby  
07901 654714  
*Fresh Fish Delivered to Your Door*

## **Jackson Handling Ltd**

Benna Leake  
Paull  
01964 626778  
*Lifting and Lashing Equipment and Materials Handling*

## **Lobstore Ltd**

Terry Pearson  
Scarborough  
07770 777360  
*Live Shellfish Marketing*

## **Neil Lee Training**

Neil Lee  
Hull  
01482 508328  
*Training Company*

## **Oxbow WaterCoolers Ltd**

Neville Duke  
North Ferriby  
07885 608031  
*Water Drinks Cooler Rental*

## **PHD Nutrition Ltd**

Grant Halder  
Willerby  
01482 610020  
*Nutritional Supplements*

## **Recovery Solutions Hull Ltd**

Freddie South  
Hull  
01482 581568  
*Recovery*

## **RMX - Global Ltd**

Michael Drayton  
Kirmington  
01472 563933  
*Aerospace Coatings*

## **TecVyn Ltd**

Abeery Nayaz  
Hull  
01482 784175  
*Plastic Re-Processors*

## **University of Lincoln**

Postgraduate Team  
Lincoln  
01522 886644  
*Education*

## **Vistage UK**

Rob Salter  
Scarborough  
07889 269109  
*Peer to Peer Advisory Boards for CEOs/MDs*



**Name:**

Angela Oldroyd

**Company:**The Promotion  
Company, Hull**Job Title:**

Director

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

Dental Nurse, on a Youth Training Scheme, earning £25 per week!

**What do you always carry with you to work?**

My phone

**What is the biggest challenge facing your business?**

The Recession

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

I would not want the UK to leave the EU, I have genuine concerns about the consequences on businesses, regardless of size.

**What can you see from your office window?**

Jordan's Garage - full of cars on the forecourt.

**If you could do another job what would it be?**

To care for terminally ill patients, I have tried to volunteer for a charity but they would rather have me on organising committee, given my business experience, but I would rather try and help people in what must be a very difficult time.

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

Good communication skills in my view are key in life, not just in business, in everything! I am told this is a strength of mine, a strength I have passed onto my children. I would say I have a good eye for detail and I have a sound understanding of the financial position of our company at all times, even to know what we can expect in the way of sales in the future, this information is so important, I cannot emphasise that enough.

**What was your biggest mistake in business?**

Being too heavily reliant on public sector clients in the early days, no one could have foreseen how severe the cuts to their budgets would be in the Recession and in turn a loss of significant business for us! Too many eggs in one basket, I am pleased to say we address this constantly now to avoid a repeat in the future.

**What advice would you give to aspiring entrepreneurs?**

Be true to yourself, find something you are passionate about, clients buy into that passion and without it you will struggle. If you do not believe in what you have to offer, how can you expect others to? Be honest and transparent, if you are not, you WILL get caught out.

**Who do you admire most in business?**

Of course it is easy to name the likes of Richard Bransons of this world. But to be honest I have a real admiration for any business person who works hard, with their passion and persistence to create their own business, to take financial responsibility for themselves and their workforce often at great personal and financial risk. To be a business person is extremely challenging at times, I know that, so I have to admire business owners, with a very few exceptions of course!



## Chamber Events Diary 2019

**St Leger Ladies Day with the Chamber**

Friday 12 September 2019

Doncaster Racecourse

**Members' Speed Networking and Lunch**

Friday 27 September 2019

Rise Hall, Skirlaugh, East Yorkshire

**Members' Speed Networking and Lunch**

Friday 18 October 2019

Ashbourne Hotel, Immingham

Sponsors: Rapid Travel Group

**Members' Speed Networking and Lunch**

Friday 29 November 2019

Mercure Grange Park, Willerby

Take advantage of your Chamber Membership to attend the wide range of events we organise to help you meet potential. Clients and develop valuable business relationships. Please note that dates are subject to change. An up-to-date events diary is available on our website

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





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